



## 9



# LAND USE APPLICATION

## Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html)
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

### FOR OFFICE USE ONLY:

Amt. Paid \$1250.<sup>00</sup> Receipt No. 87231

Date Received 11/27/07

Received By JL

Parcel No. 0810-332-0909-1

Aldermanic District 17-Joe Clausius

GQ C4-UPD05-Eng#08-Wetland

Zoning District C3-C31-WP15

### For Complete Submittal

Application ☒ Letter of Intent ☒

IDUP NA Legal Descript. ☒

Plan Sets ☒ Zoning Text NA

Alder Notification ☒ Waiver ☒

Ngbrhd. Assn Not. ☒ Waiver ☒

Date Sign Issued \_\_\_\_\_

1. **Project Address:** 3801 East Washington Avenue **Project Area in Acres:** 11.15

**Project Title (if any):** Hy-Vee Food Store

### 2. This is an application for: (check at least one)

<input type="checkbox"/> <b>Zoning Map Amendment</b> (check only ONE box below for rezoning and fill in the blanks accordingly)		
<input type="checkbox"/> Rezoning from _____ to _____	<input type="checkbox"/> Rezoning from _____ to PUD/PCD-SIP	
<input type="checkbox"/> Rezoning from _____ to PUD/PCD-GDP	<input type="checkbox"/> Rezoning from PUD/PCD-GDP to PUD/PCD-SIP	
<input checked="" type="checkbox"/> <b>Conditional Use</b>	<input type="checkbox"/> <b>Demolition Permit</b>	<input type="checkbox"/> <b>Other Requests</b> (Specify): _____

### 3. Applicant, Agent & Property Owner Information:

Applicant's Name: Pete Hosch Company: Hy-Vee, Inc.

Street Address: 5820 Westown Parkway City/State: West Des Moines, IA Zip: 50266

Telephone: (515) 327-2147 Fax: (515) 267-2967 Email: phosch@hy-vee.com

Project Contact Person: Pete Hosch Company: Hy-Vee, Inc.

Street Address: 5820 Westown Parkway City/State: West Des Moines, IA Zip: 50266

Telephone: (515) 327-2147 Fax: (515) 267-2967 Email: phosch@hy-vee.com

Property Owner (if not applicant): 3800 East Washington Avenue, LLC.

Street Address: 625 N. Segoe Road City/State: Madison, WI Zip: 53705

### 4. Project Information:

Provide a general description of the project and all proposed uses of the site: Redevelopment of the 104,000 sf. Kmart into a 90,000 sf. Hy-Vee Grocery Store and 12,000 sf of leased space. The primary drive lane will be relocated and the parking lot will be brought into compliance with City design requirements for layout, lighting, and landscaping.

Development Schedule: Commencement Summer / Fall 2008 Completion Summer / Fall 2009

CONTINUE →



## 5. Required Submittals:

- ☒ **Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
- ✓ **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
  - ✓ **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
  - ✓ **One (1) copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper
- ☒ **Letter of Intent: Twelve (12) copies** describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- ☒ **Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor.
- ☒ **Filing Fee:** \$ 1,250 <sup>Includes \$50 notification fee</sup> See the fee schedule on the application cover page. Make checks payable to: City Treasurer.

### IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:

- ☐ For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.
- ☐ A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate INCLUSIONARY DWELLING UNIT PLAN application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
- ☐ A *Zoning Text* must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

**FOR ALL APPLICATIONS:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

## 6. Applicant Declarations:

- ☒ **Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
- The site is located within the limits of East Town-Burke Heights Plan Plan, which recommends:
- Commercial for this property.
- ☒ **Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30** days prior to filing this request:
- List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:
- District 17 Alderperson Joe Clausius, Mayfair Park, and Hawthorne -- all notified 9/25/07

If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.

- ☒ **Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.

Planner Brad Murphy / Tim Parks Date 10/05/07 | Zoning Staff Matt Tucker Date 10/05/07

**The signer attests that this form has been completed accurately and all required materials have been submitted:**

Printed Name Peter Hosch, Hy-Vee, Inc.

Date 11/26/07

Signature 

Relation to Property Owner Buyer's Representative

Authorizing Signature of Property Owner 

Date 11/20/07



November 26, 2007

Department of Planning & Community & Economic Development  
Madison Municipal Bldg., Suite LL 100  
215 Martin Luther King Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985

Re: Hy-Vee Conditional Use Permit Application

Dear Planning Commission and Planning & Development Staff:

Hy-Vee, Inc. ("Hy-Vee") is submitting this letter of intent and Conditional Use application to obtain the necessary approvals for redevelopment of the former Kmart site located at 3801 East Washington Avenue.

We have presented our plans to the City's Development Assistance Team and have had a subsequent meeting with representatives from Planning, Traffic, Urban Design, and Zoning to address many of the initial comments regarding the plan. Additionally, we met with District 17 Alder, Mr. Joe Clausius and he has voiced his support of our project. Alder Clausius asked that we present our plans to the Mayfair Park (required per City Ordinance) and Hawthorn Neighborhood Associations. We have since presented at the Mayfair Park quarterly meeting on October 16<sup>th</sup> and received their unanimous vote of approval for the project. We presented at the Hawthorn monthly meeting on November 19<sup>th</sup> and also received what appeared to be a unanimous vote of approval for the project. We made an informational presentation at the November 7<sup>th</sup> Urban Design Commission meeting and will seek initial approval at their December 19<sup>th</sup> meeting.

**Project Name:** Former Kmart Redevelopment

**Address:** 3801 East Washington Avenue, Madison, WI 53704

**Alder Person:** Mr. Joe Clausius – District 17

**Development Team:**

Property Purchaser:	Hy-Vee, Inc., Real Estate Dept. Architect: Contact: Pete Hosch 5820 Westown Parkway West Des Moines, IA 50266 515-327-2147 <a href="mailto:phosch@hy-vee.com">phosch@hy-vee.com</a>	SVPA Architects Inc. Contact: Dan Willrich, AIA 1466 28 <sup>th</sup> Street, Suite 200 West Des Moines, IA 50266 515-327-5990
Site Planning:	Hy-Vee, Inc., Engineering Dept. Contractor: Contact: Bree H. Cooper, P.E. 515-267-2947 <a href="mailto:bcooper@hy-vee.com">bcooper@hy-vee.com</a>	Hy-Vee Weitz Construction 1947 Hull Avenue Des Moines, IA 50313 515-645-2300
Landscape Architect:	To Be Determined	

**Existing Conditions:**

The former Kmart facility is a 104,000 square foot building, 84,000 square feet of which is vacant and essentially has been since Kmart closed in April of 2003. Big Lots currently occupies the remaining 20,000 square feet, but has chose to leave the space in January of 2008.

The building is in sound structural condition. The exterior of the building features few windows and is constructed mostly masonry block walls that have been painted. A large EFIS signage area, a painted canopy, and steel appendages are the primary view to the public.

The parking lot is expansive and uninterrupted. It was once striped for over 780 stalls and is almost completely void of landscaping.

Hy-Vee also has the 0.5981-acre adjoining parcel located at 3809 East Washington Avenue, which is shown in green on the development plan, under contract for purchase. Credit Union Express currently has a long-term land lease on this property. The two parcels shown in yellow are not a part of the Hy-Vee purchase.

**Project Overview:**

Hy-Vee would redevelop the existing 104,000 square foot building and approximately 8.85 acres of the 11.15-acre parcel. The plans would utilize the existing building structure while incorporating significant architectural interest. A large portion of the front façade will be removed to allow for dramatic building projection and multiple expanses of glass. The reconstruction of the façade gives us the structural flexibility to change the building profile height numerous times. Color and texture are varied by incorporating brick, glass, and EFIS.

The Mendota Street façade will be refaced with brick and EFIS to match the color and texture of the front façade. Brick pilasters are added as vertical elements to break up the span. A tenant space is proposed near the south (rear) of the building with the customer access fronting Mendota Street. The enclosed cross section shows the relationship of Mendota Street to the existing building.

The brick, glass and EFIS present on the front elevation will wrap around to the east elevation and will incorporate a brick separation wall for the patio feature on the corner of the building. The remainder of the east and all of the south elevations will be painted to match the color scheme of the upgraded building materials

The redevelopment would incorporate a serpentine drive aisle through the parking lot to connect Mendota Street to the East Washington Avenue entrance. The parking lot design elements will comply with City code relative to layout, lighting, and landscaping requirements. Underground infiltration systems will be incorporated into the site near each of the pedestrian parkways described below.

The plan includes two landscaped pedestrian parkways. The first directly connects the East Washington Avenue sidewalk to a large patio feature outside of the store's casual dining area. It also incorporates a plaza feature at the northeast end of the pedestrian parkway. The second pedestrian parkway will guide customers to a point on the sidewalk in front of the facility that allows them to choose a route to the secondary food store entrance or a route to the Hy-Vee Wine & Spirits and tenant space entrances. Pedestrian will access the facility from Mendota Street via a pedestrian pathway starting at the main Mendota Street entrance and connecting to the front of the building.

Site landscaping will utilize a variety of plant species, many of which are native to the area and therefore remain appealing through seasonal change. The development plan identifies many of the proposed trees and shrubs. The landscape buffering that exists between the building and Mendota Street will be enhanced to aid in the visual screening from the adjacent residential properties.

**Operation and Site Detail:**

- Hy-Vee Food Store and Hy-Vee Wine & Spirits: 360 parking stalls (4.0 / 1000 SF)
- Leased space: 40 parking stalls (3.3 / 1000 SF)
- The facility has two service dock doors and a vendor delivery door on the east elevation. The south elevation has a screened scissors lift to service both the tenant space and Hy-Vee.

- The Hy-Vee Food Store will be a 24-hour facility. The Hy-Vee Wine & Spirits store will have operational hours in accordance with state and local laws. It would not be likely for the leased space to operate outside the hours of 8:00am and 10:00pm.
- Two trash compactors are located along the south elevation approximately 270' and 420' from Mendota Street.
- Professional snow removal will be arranged for the entire site by the Store Director and maintained in accordance with City standards.

#### **Building Uses and Area:**

The redevelopment would consist of an 85,556-square-foot Hy-Vee food store, a 5,114 square-foot attached Hy-Vee Wine & Spirits facility, and an additional 12,077 square feet of lease space. The lease space would likely be made up of one larger tenant with its entrance fronting East Washington and a smaller tenant with its entrance fronting Mendota Street. The 1,253-square-foot reduction in building footprint is the result of modifications to the existing structure to improve delivery service and to enhance the architecture of the building.

1. Total gross square footage: 102,747 sq. ft.
2. Hy-Vee Food Store: 85,556 sq. ft. (some detail as follows)
  - a. Pharmacy: 830 sq. ft.
  - b. Bank: 520 sq. ft.
  - c. Floral: 380 sq. ft.
  - d. Starbucks: 604 sq. ft.
  - e. Casual Dining: 2,676 sq. ft.
  - f. Club Room: 1,211 sq. ft.
  - g. Offices: 1,437 sq. ft.
  - h. Back Room: 9,053 sq. ft.
  - i. Digital Photo
  - j. Bakery
  - k. Health Market
  - l. Grocery / Dairy / Produce / General Merchandise
  - m. Food Service
  - n. Service Meats
3. Hy-Vee Wine & Spirits: 5,114 sq. ft.
4. Tenant Space: 12,077 sq. ft.

Employment Estimate: Hy-Vee would expect to employ between 350 and 400 people and the leased space would account for additional employment beyond that.

Construction Schedule: Pending conditional use and building permit approval we anticipate a Fall 2008 construction start with a Fall 2009 grand opening.

Hy-Vee truly appreciates your review of our project and please don't hesitate to call should any questions arise.

Sincerely,

HY-VEE, INC.



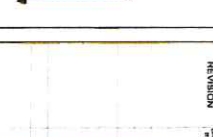
Pete Hosch  
Assistant Vice President, Site Analysis

Enclosures:

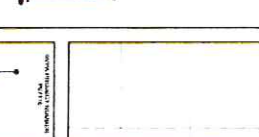




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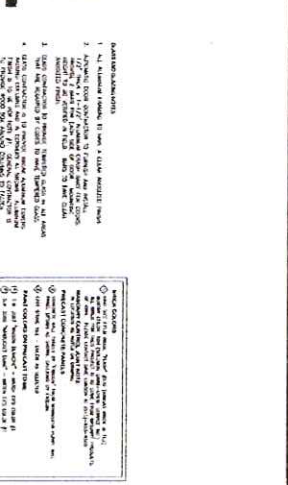
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LOCATION

MADISON, WISCONSIN

**HyVee** INC.

HY-VEE, INC.  
3620 WESTTOWN PARKWAY  
WEST DES MOINES, IOWA 50339  
TELEPHONE: (515) 267-2000  
FAX: (515) 267-2100

**S V P A**  
Architects Inc.  
1406 28th Street, Suite 200  
West Des Moines, Iowa 50266  
515 327 5090 Fax 515 327 5991

## EXTERIOR ELEVATIONS

## A6.0



