



“A Defining Moment”

Should city allow mid-size grocery store into the Middleton Hills TND?



Presented by Mark Opitz
Assistant City Planner
City of Middleton
October 2, 2003

Middleton Hills Today

- October 1, 2003 – 7th Addition lots go on sale
- A few hours later – All lots are sold!



MH Commercial Area

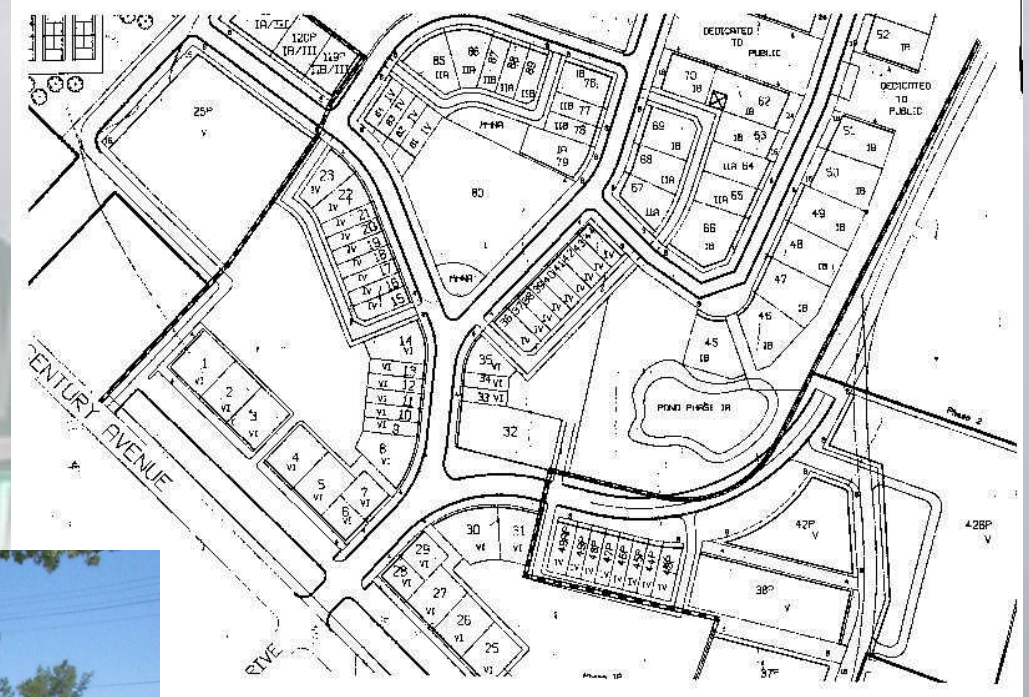


Café, mailboxes, offices



Bus stop

Location of grocery store (cont.)

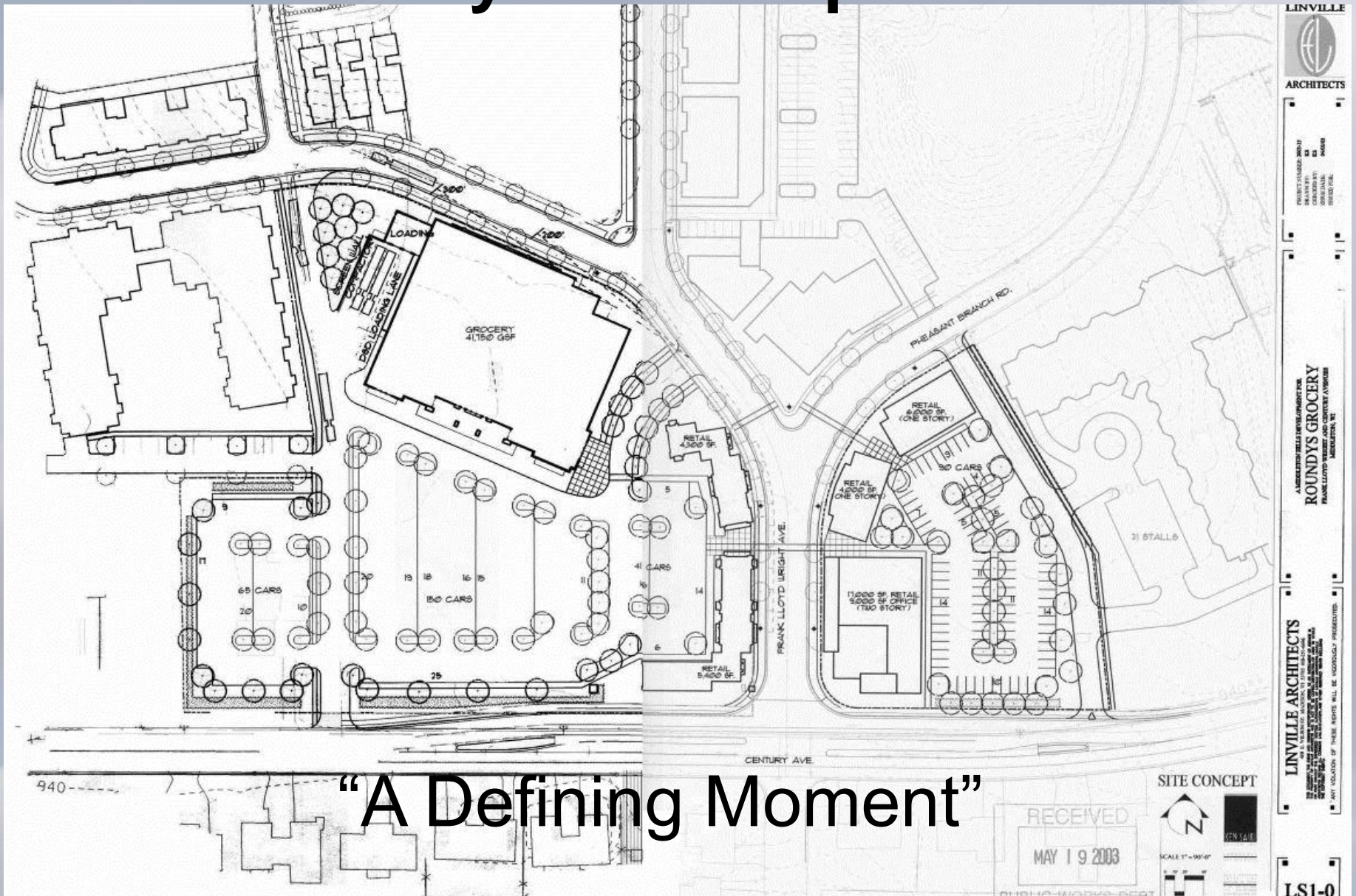


Chronology: May 2003

- May 19: Developer introduced project at a neighborhood meeting
- May 27: Initial presentation to Plan Commission; creation of work group to sort through issues



May 2003 Proposal



"A Defining Moment"



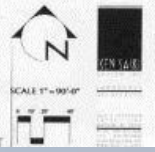
LINVILLE ARCHITECTS
PROJECT NUMBER: 2003-12
DESIGNED BY: LINVILLE ARCHITECTS
DATE: 05/14/03
ISSUED FOR: PERMITTING

A LINVILLE ARCHITECTS DEVELOPMENT FOR
ROUNDYS GROCERY
FRANK LLOYD WRIGHT AND CENTURY AVENUE
MERRISTON, VT

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SITE CONCEPT

RECEIVED
MAY 19 2003
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LS1-0

June 2003

- Plan Cmsn conceptually approves revised site plan subject to design of an appropriate streetscape (June 10)
- Public Works requests traffic impact analysis (TIA)
- PC holds public hearing on rezoning of lot at 6828 Century Ave. (Rezoning approved with an effective date conditioned on final design review and SIP approval for the entire site)



August 2003

- PW requests third party review of TIA
- PC (upon city attorney's advice) schedules hearing to consider GIP amendment
- PC holds listening session



September 2003

- Mike Watkins (DPZ) reviews plan:
 - “It can work if properly designed.”
- PC holds public hearing to consider request to amend GIP
- PW conditionally approves traffic plan



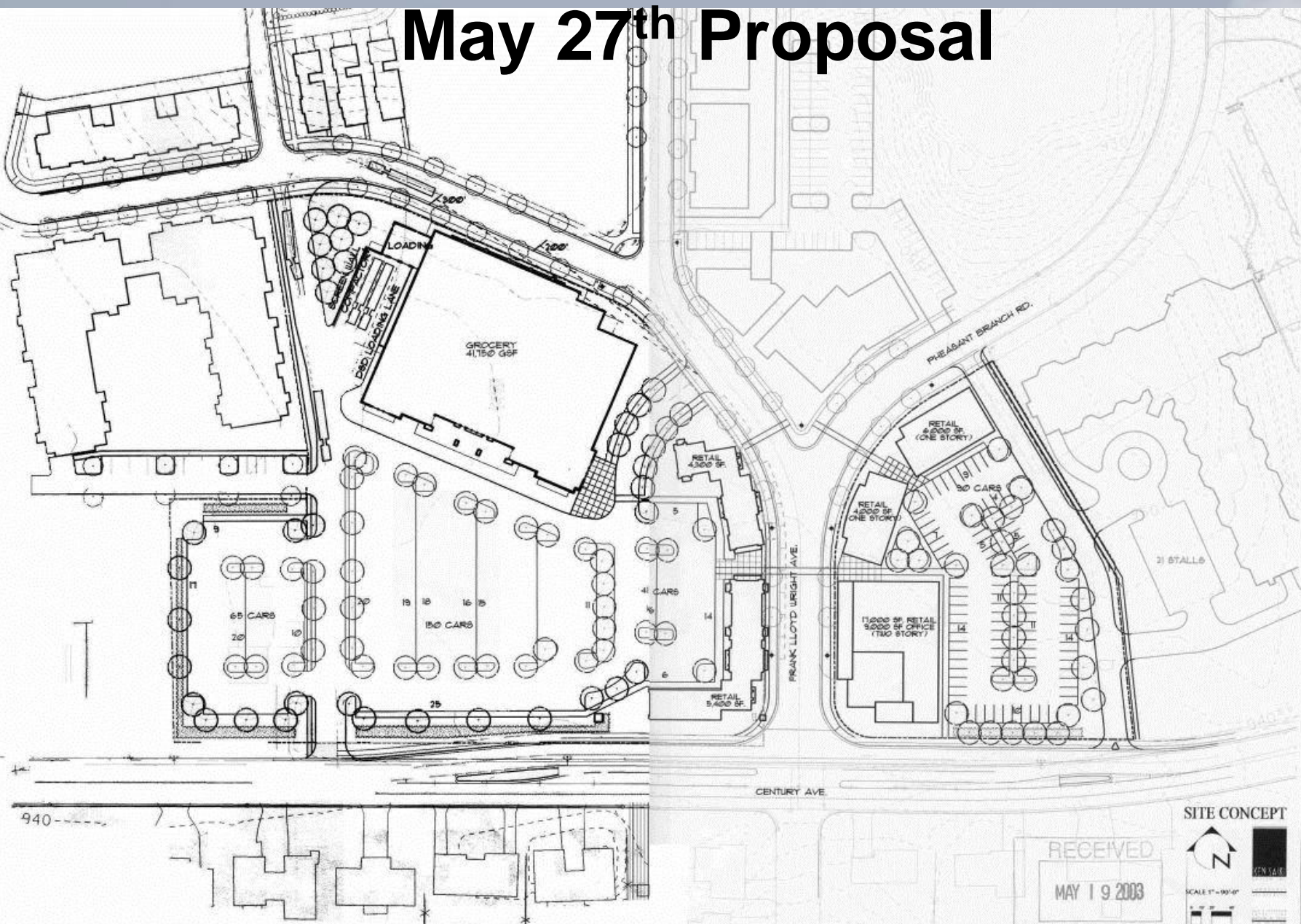
October 2003

- GIP/SIP amendment (zoning text amendment) → Oct. 8 PC meeting
- Council action (Oct. 21?)
- SIP review / Design review
- Approval can be subject to certain conditions
- Review & approval can be done in stages (similar to Middleton Hills as a whole)

City staff role

- Facilitate review process (not policy-makers)
 - Prepare for & staff meetings
 - Respond to questions from policy makers, developers, public
 - Communicate info to public via website, e-mail list

May 27th Proposal



SITE CONCEPT

RECEIVED
MAY 19 2003



PUBLIC WORKS DEPT

Issues / concerns

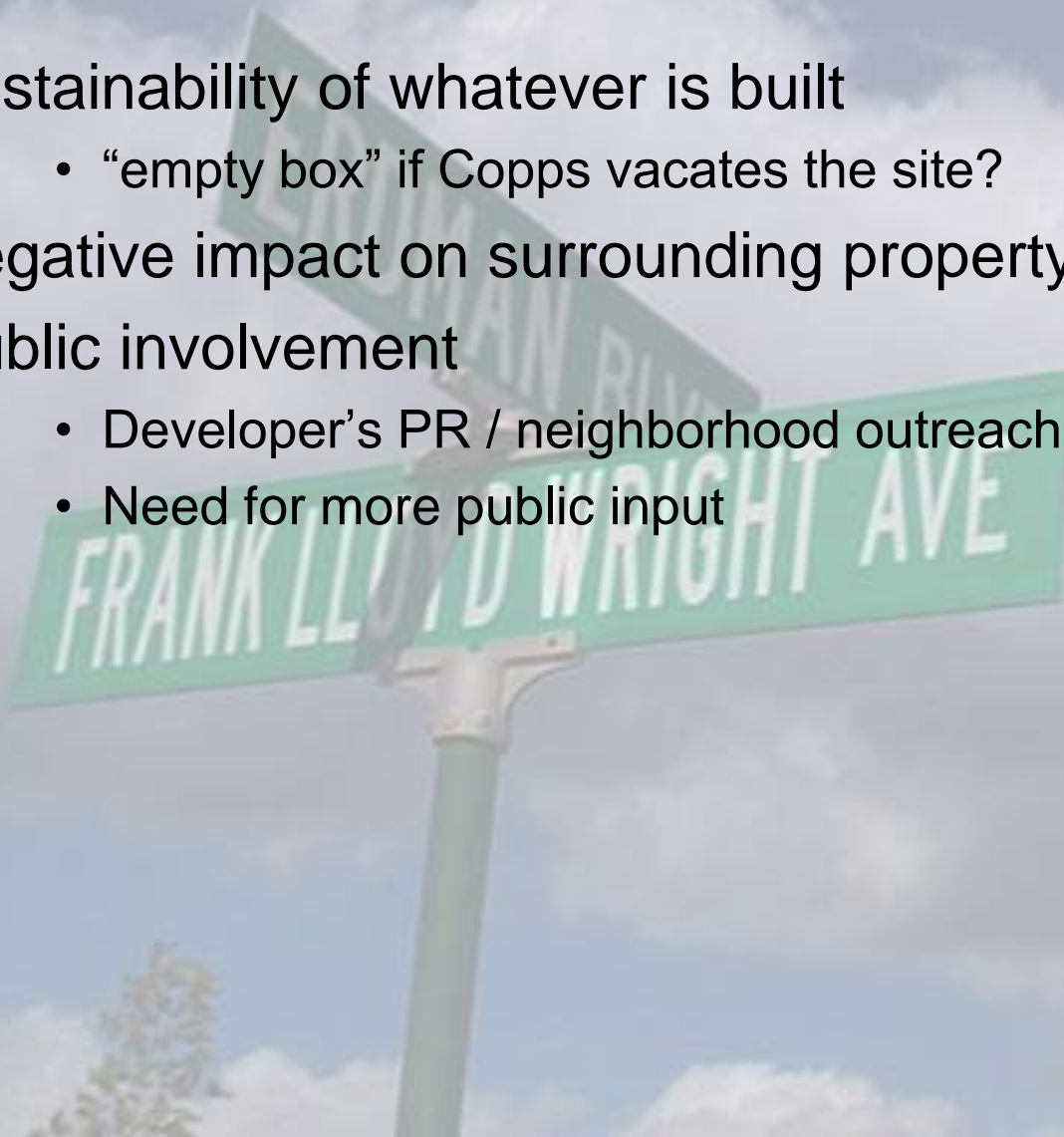
- size of store & compatibility with New Urbanism
 - “This is big box!”
- traffic (volumes, speeds) on local streets
- site plan / functionality
 - location of loading dock
 - traffic flow
 - parking ratio
 - small shop front logistics (dual entries, ADA)
- design / architectural concerns
 - rear façade, “street edge”
 - materials (adherence to MH design regs)
 - landscaping / parking lot aesthetics

Issues / concerns (cont.)

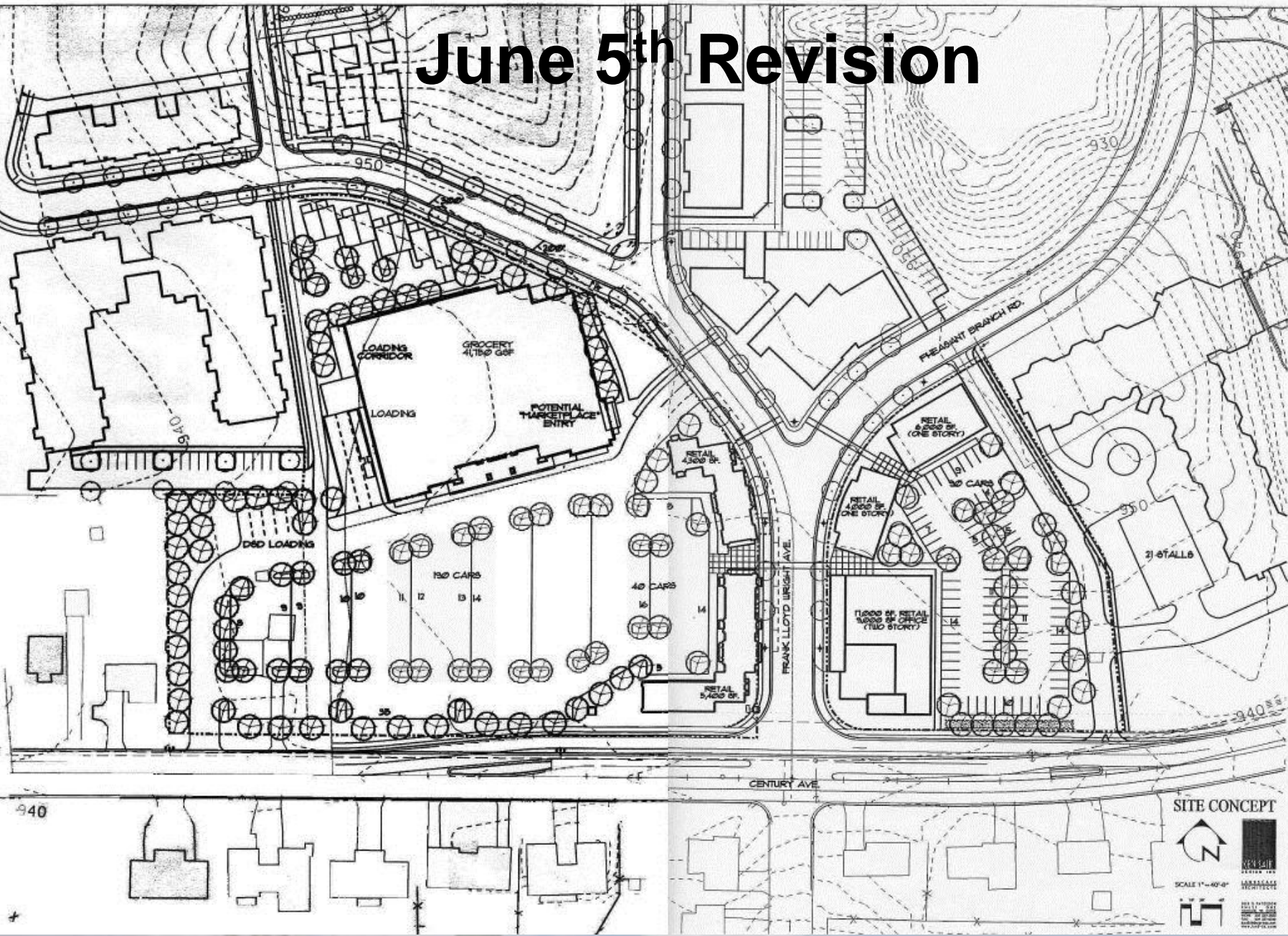
- environmental impacts
 - lighting
 - noise (vehicles, hours of operation)
 - smell (dumpsters)
 - stormwater
- safety / security
 - pedestrians / walkability
 - “transient workers”
- mix / diversity of shops
 - independent stores
 - Cops “veto” authority

Issues / concerns (cont.)

- sustainability of whatever is built
 - “empty box” if Copps vacates the site?
- negative impact on surrounding property values
- public involvement
 - Developer’s PR / neighborhood outreach efforts
 - Need for more public input



June 5th Revision



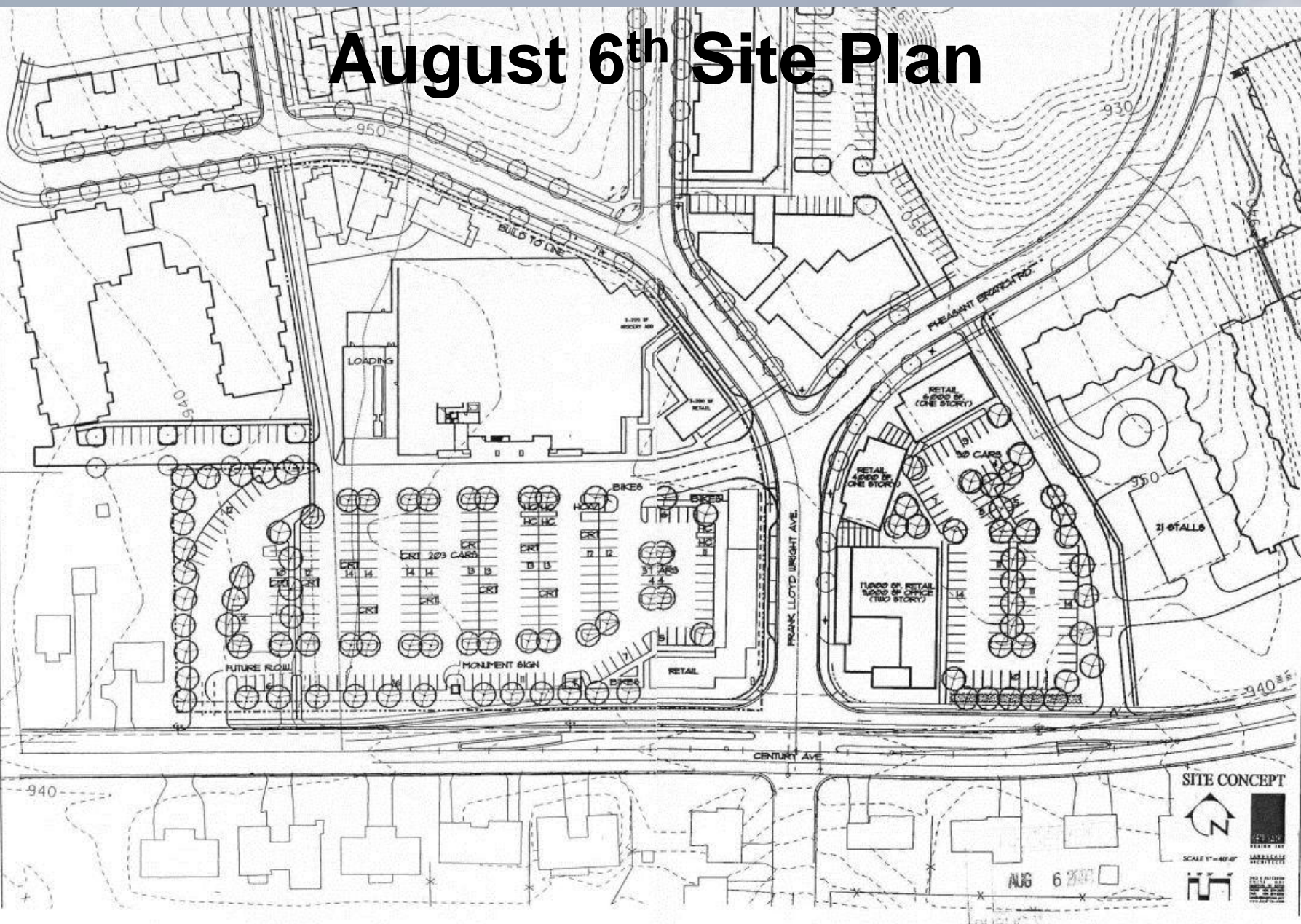
LINVILLE ARCHITECTS
 PROJECT NUMBER: 2004-01
 DRAWN BY: [Name]
 CHECKED BY: [Name]
 DATE: [Date]
 SCALE: [Scale]

AMERICAN HILLS DEVELOPMENT INC.
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LS1-0

August 6th Site Plan



SITE CONCEPT

SCALE 1" = 40'-0"

AUG 6 2007

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 DRAWN BY: [unintelligible]
 CHECKED BY: [unintelligible]
 DATE: 08/06/07

A DEVELOPMENT FOR
ROUNDY'S GROCERY
 FRANK LLOYD WRIGHT AND CENTURY AVENUE
 MILWAUKEE, WI

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LS1-0

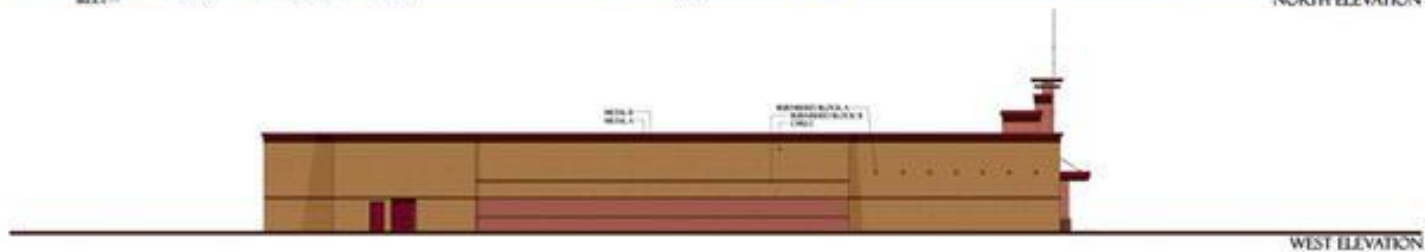
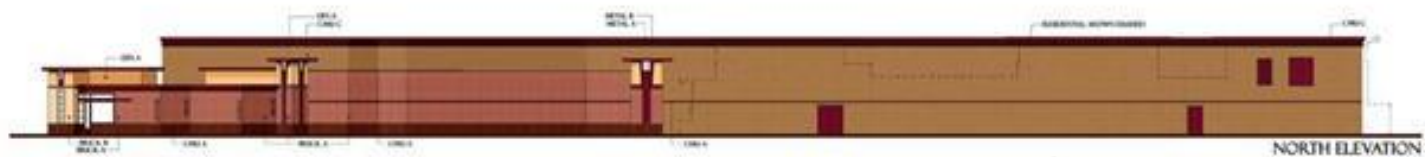
Early September Site Plan

Proposed Site Plan



Erdman Lynch Enterprises, LLC

Elevations



ARCHITECTURAL ELEVATIONS FOR
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Erdman Lynch Enterprises, LLC

East Elevation

Elevations



RETAIL ELEVATION FROM FRANK LLOYD WRIGHT AVENUE

Perspective View



Comparison of Uses

Use	Original Plan	Current Proposal
Retail	35,360 s.f.	36,700 s.f.
Grocery	Included under “retail”	44,950 s.f.
Office	84,000 s.f.	9,000 s.f.
Live/Work	9 units	0 units
Residential	23-30 apartments	3-4 units (under consideration)

Sources: GIP, SIP, Current Retail Plan

Comparison of Parking

Parking	Original Plan	Current Proposal
West of FLW Ave.	159 spaces*	240 spaces
East of FLW Ave.	129 spaces*	90 spaces
Total	288 spaces*	330 spaces

* Number and location of spaces are conceptual based on Master Plan

Sources: Master Plan, Current Retail Plan

Comparison of Traffic

Traffic	Original Plan	Current Proposal
Weekday	4,633 trips	5,610 trips
AM Peak	147 Veh./Hour	131 Veh./Hour
PM Peak	477 Veh./Hour	523 Veh./Hour
Saturday	Not Given	7,958
Sunday	Not Given	6,741

Sources: June 1995 Middleton Hills Traffic Study;
August 2003 Traffic Study

Themes raised by Supporters

- Anchor store / store size:
 - “It will provide the high quality anchor needed to assure the viability of smaller specialty stores. Without this larger anchor no merchant will be willing to take a risk.”
 - “I want a store big enough to do all shopping, not a boutique grocery.”
- Reasons why a change in the plan is OK:
 - “As a real estate developer, I understand that it is important that we reasonably accommodate the requirements of the market place.”
 - “Won't parking be an issue whether there is a supermarket or a group of smaller stores providing the same services?
...Parking and traffic are a bogus issue.”
 - “I feel the truck and the other vehicle traffic will be roughly the same, regardless of the size of the grocery store.”

Themes raised by Supporters

- Compatibility with New Urbanism:
 - “We bought a home with the intention of having a store within walking distance. The Copps proposal fits into the intent of the original plan.”
 - Design modifications indicate developer responsiveness. “The market place walking entrance is a great idea.”
- Fulfills community need:
 - “Very important for entire community that we support addition of a good quality grocery into Middleton.”
- Political support:
 - “Please don't let the vocal minority ruin this opportunity for the quieter majority.” (Three “surveys” indicated 60-65% neighborhood support)

Themes raised by Opponents

- Consistency with original GIP/SIP (plan for MH):
 - “We are really opposed to the idea of a Copps food store in MH. It's against everything we were initially promised and bought into.”
 - “Does not come close to realizing the concept of TND.”
 - “No evidence exists that change is needed.”
- Size of store:
 - “The building is out of scale for the small retail shops & the space & roadways.”
 - “Such a size grocery store is doomed to fail since it is too large to meet needs of neighborhood and too small to compete with Woodman's, Cub, etc.”
 - “It will encourage a strip mall feeling rather than a neighborhood center. Why not a co-op?”

Themes raised by Opponents

- Traffic impacts:
 - “Too much truck traffic in a very small area.”
- Impact on existing shopping center:
 - “Half of Middleton Springs is empty. What will happen to the corner of Allen and Century if a large and nice store is built in MH? (A much better place for a grocery store anyway.) “
 - “I feel the city should do what it can to help the climate of Allen Century stores.”
- Poor location for a supermarket:
 - “City is blindly cheering on a supermarket and one concept in an area that makes no sense and was never considered for such.
 - People aren’t going to walk to a larger grocery store.
 - Open records request for info on other locations.

Themes raised by Opponents

- Timing / review process:
 - “The process is going too fast and it is unclear to me whether the developer has thought thru all details, consequences.”
 - “Why vote on changing the GIP/SIP when pertinent data is not even in?” Why is city “cheerleading” for the proposal?
 - “If there is true need another opportunity will surface.”
- Developer shortcomings:
 - Developer has little experience doing commercial projects.
 - “Why hasn't the developer first sought the support of all residents vs. a selected few?”
 - “How can you justify satisfying the developer's needs at the expense of all of those Middleton citizens who have bought into this development on the basis of what will be broken promises by that same developer?”

Themes raised by Opponents

- Legal threats / intimidation
 - “When I purchased my property, I was told (this area would be) retail/ residential, not a 42,000- 50,000 sq. ft. supermarket. First, is this even legal or do I have to retain legal counsel and find out for myself? Misrepresentation/ fraud? Hardly New Urbanism.”
 - Multiple open records requests & involvement of attorneys.
- Lack of good planning:
 - “This project has moved ahead without consideration of the original plans. In fact, it obviously did not take traffic problems into consideration. This has become a common procedure for the city. It's time to listen to the people- not the developers and not the city planners.”

Early September Site Plan

Proposed Site Plan



Erdman Lynch Enterprises, LLC

City zoning issues: Where are “food stores” permitted?

- Food stores = grocery stores, supermarkets, etc.
- Allowed in B2 and B4 districts
- Not allowed in B3 (along highways)
- Certain PDDs:
 - Downtown
 - Greenway Center
 - Middleton Hills (GIP currently states “down-sized Brennan’s”)



The **GIP** & The **SIP**

- *The **G**eneral **I**mplementation **P**lan is more specific in some areas than the **S**pecific **I**mplementation **P**lan.*
- *The **GIP**: the commercial area “should be serviced by a grocer similar in character to the Regent Market or a down-sized Brennans.”*
- *The **SIP** permits “food stores” under “commercial activities”*

City policies re: larger commercial/retail uses

- Provide for appropriate commercial development on a scale that accommodates the needs of the city
- Locate commercial areas where they will best allow access to goods and services in an attractive, safe, and convenient manner (incl. accommodation of pedestrians)
- Support design of residential neighborhoods with mixed land use at a scale appropriate to residential development and with convenient access to a neighborhood shopping area...
- Steer developers away from big box development (e.g., Discovery Springs, Greenway Station)

One definition of a Big Box / Superstore

- Generally 90,000-200,000 square feet or more
- Typically located near interstate exits
- The same store design is uniformly used (single floor, warehouse style with no windows)
- Usually not located in pedestrian or bicycle friendly areas
- Designed with massive parking lots, which are intended to accommodate only the car.

Source: 1000 Friends of Wisconsin

So can this work in Mid Hills?



Potential conditions of approval

- Appropriate street frontage
- Restrict loading dock operations: deliveries, waste
- Truck access via Century (also allow from 4-way intersection?)
- Century Ave. median/widening (assessed to developer if widening is required due to the development)
- Pheasant Branch Road traffic calming (ped safety)
 - speed humps on each end of Mid Glen curve
 - crosswalk with median (ped refuge) and stop-for-ped signs at Mid Glen alley
- Lighting

Potential conditions of approval

- Roof-top raingarden (?)
- Restrict exterior storage of materials
- Residential “buffer”
- Encourage 2nd floor uses
- “Go dark” provision (vacant building most be re-leased within X amount of time; otherwise city can get involved)
- Lease restrictions; remove “veto” ability
- Developer commitment to full build-out; design review later

Conclusions

- The intense debate going on is a sign of a vibrant neighborhood. People care!
- Can't change what has or has not happened in the past.
- Not just a MH issue; the MH commercial area can't just be supported by the immediate neighborhood.
- City intends for food stores to serve neighborhoods.
- Everyone seems to agree on the importance of design.
- Proposal can work with the proper design and conditions.
- Compatibility with New Urbanism: "A Defining Moment"

Will there be a similar outcome?

- Developer must improve plan & reach out to neighborhood

Middleton
Historical Society
816 State St.
Madison WI 53706

Times-Tribune
Service

Vol. 102, No. 36 THURSDAY, SEPTEMBER 8, 1994 ONE SECTION

Unanimous

by Rick Rabehl

Marshall Erdman's vision of a pedestrian-oriented, diverse residential neighborhood where people would congregate with each other on the street passed the first step toward becoming a reality on Tuesday.

Rezoning and the general implementation plan for Erdman's Middleton Hills development was approved unanimously by the Common Council after some compromising right up to the time of the meeting.

The zoning will be changed from R-1 to PDD, or Planned Development District. Projects in areas zoned PDD allow greater creativity but require greater detail in the initial plans. The density in PDD developments is also lower than it is in R-1 projects.

Prior to recent discussions, three council members—Jim Anderson, Julie Brunette, and Don Damon—opposed granting a zoning change for Middleton Hills. A petition drafted by Damon would have required at least a 6-2 majority voting for the project.

Damon said 55 percent of those owners of property adjacent to the proposed development signed the petition protesting the rezoning. Brunette said, "The petition gave us the necessary negotiating ability."

The main sticking points for Brunette, Anderson and Damon were public safety and cost issues. Marshall Erdman & Associates agreed that each intersection and curve will meet accepted traffic engineering standards and the turning requirements of emergency vehicles. All construction documents, plans, and specifications will be certified by a Registered Professional Engineer in Wisconsin, also.

Marshall Erdman & Associates also agreed to pay \$300,000 needed to relocate a Madison Gas & Electric line and \$90,000 to signalize the Donna Drive-Century Avenue intersection.

Erdman said he was delighted a compromise could be reached. Asked if some wider streets reduced the character of the development, he said, "The integrity of the project was never compromised." He said the streets vary in width from 18'-30', except for Donna Drive extended, which start out at 44' and then become 36' as it travels through the subdivision.

"I hope Middleton will get as much out of this project as I will," Erdman said. He said he might have been "a little idealistic" with his vision, but he wanted "to do something good for the city." He said he was glad for Brunette's input, saying "we both wanted what was best for Middleton."

The next step in the approval process will be the development of a specific implementation plan (SIP), which will paint a very detailed portrait of Middleton Hills in the future.

An artistic house

Town strikes land use accord with

by Julia Pferdehirt

Land Use Plan, west of Pioneer Road. The City of Madison has

Town's land use plan as "lower density development."

Stay tuned!

For more information...

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