

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_

DATE SUBMITTED: <u>8 July 2009</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>15 July 2009</u>	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 66 West Towne Mall Rd. - NE parcel site (no address assigned yet)  
ALDERMANIC DISTRICT: 9 - Paul Skidmore

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
CBL Properties, Inc. Ka, Inc. - Christine A. Meske, ASLA  
CBL Center, 2030 Hamilton Pl #500 1468 W. 9th St. #600  
Chattanooga, TN 37421 Cleveland, OH 44113

CONTACT PERSON: Chris Meske  
Address: (same ->)  
Phone: 216-781-2904  
Fax: 216-781-6566  
E-mail address: cmeske@ka-inc.com

**TYPE OF PROJECT:**  
(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site - Conditional Use (project is zoned CBL)

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



July 8, 2009

Urban Design Commission  
City of Madison, Wisconsin  
215 Martin Luther King Jr. Boulevard, Room LL-100  
Madison, Wisconsin 53701-2985

Re: West Town Mall Outparcel  
Initial Approval Submittal – Letter of Intent  
Proposed retail and restaurant development at northeast corner of West Towne Mall  
**ka/jn**: 09007-01

Dear Urban Design Commission Members:

On behalf of CBL and Associates Properties, Inc., it is our pleasure to present to you this letter of intent regarding proposed development on the northeast corner of the West Towne Mall site, at the intersection of Gammon Road and Mineral Point Road. Most of you are probably familiar with this project, as we made an informational presentation at the June 17 UDC meeting. As you can see, we have taken into account comments received at the meeting as well as undergone a tenant change with the departure of Stanton Optical from the project. In its place, we are proposing development of a “shell” building that will house one or two future tenants. The development will still be 6,000 square feet of restaurant and retail space on a 2.529-acre parcel. Construction is slated to begin in the early fall, following acquisition of all necessary building permits from the City of Madison. The building shell will be completed and ready for tenant occupancy in the winter of 2010.

The site is currently an aging parking lot on the periphery of the Greater West Towne development. Developing this parcel was the next logical step following recent improvements to the mall, including a renovation, an expansion, and the addition of a Dick’s Sporting Goods and a Granite City restaurant. A future LongHorn Steakhouse is slated to open on the same parcel to the south of the proposed building in January of 2010. LongHorn and the proposed building will join an existing Olive Garden restaurant to the west of the project site and provide much-needed massing and activity on the prominent corner of Gammon and Mineral Point Roads.

In pursuing this venture, CBL and Associates Properties, Inc., represented by Tom Reddy, Director of Peripheral Property, has employed for architectural services **ka**, represented by myself, Christine Meske, ALSA. **ka** in turn has retained the following consultants: civil engineers and surveyors RA Smith National, represented by Richard A. Smith Jr., P.E; MEP engineers TES Inc., represented by Steve Chase and Daniel Jackson; and structural engineers Thorson Baker & Associates., represented by Gordon Baker and David Morgan. EMJ Corporation, represented by Neil Pratt, will handle pre-construction. No other contractors have been selected at this time.

Of its six thousand square feet, two thousand will be occupied by a proposed SmashBurger. The fast casual restaurant will bring its novel dining concept to the project and will offer made-to-order sandwiches and sides for lunch and dinner. Seating will be provided for 72 patrons on the inside (94-person capacity per State building code) and 36 patrons outside on a dining patio. Six employees will be on site during peak shifts, with three daily shifts employing twenty-five total part- and full-time employees. The building’s remaining four thousand square feet will be leased to one or two retail tenants. The type of retail and nature of these tenants’ businesses, as well as the number of employees will be determined upon lease of the space.



SmashBurger will be open and serving lunch and dinner daily between the hours of 10 a.m. to 10 p.m. The future retail tenants will likely operate concurrent to the mall's business hours of 10 a.m. to 9 p.m. Monday through Saturday, and 11 a.m. to 6 p.m. on Sunday.

The submitted site plan includes calculation and provision of the required number of parking stalls, per the Zoning Ordinance. As the proposed development will be on the same parcel as the future LongHorn, the required number of spaces was calculated for the entire parcel with LongHorn as recently approved by the Plan Commission. 130 parking spaces are required to serve both developments on the parcel; 142 spaces are proposed. The proposed building alone will require 42 spaces; 42 are provided immediate to the building. A 10' x 35' loading space is shown on the west side of the building, also in accordance with the Zoning Ordinance. Further, bicycle parking is required at a rate of one bicycle space per ten required parking spaces, although it was suggested by the UDC that we greatly exceed this requirement in order for our project to be viewed favorably. Therefore, our plan indicates a total of ten bike spaces in two separate "parking" areas in addition to the eleven provided at the LongHorn—an excess of eight spaces overall.

SmashBurger typically requires one 3-yard container for trash and two 50-gallon oil disposal drums. A second trash container will serve the future retail tenants and will be provided in the same area, screened by walls and gates. Trash pickup and snow removal will be handled by private agencies currently serving the rest of the mall property.

If you should have any questions or need additional information, please do not hesitate to contact me at 216.781.2904 or via e-mail at [cmeske@kainc.com](mailto:cmeske@kainc.com). I look forward to seeing you on the 15<sup>th</sup>.

Very truly yours,

**ka architecture**

A handwritten signature in black ink that reads "Christine A. Meske". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Christine A. Meske, ASLA, LEED-AP  
Senior Landscape Architect – Site Planner

c: File

# Proposed Retail Development at West Towne Mall 2.529 Acres Zone: C3L

Initial Approval Presentation to the Urban Design Commission  
July 15, 2009



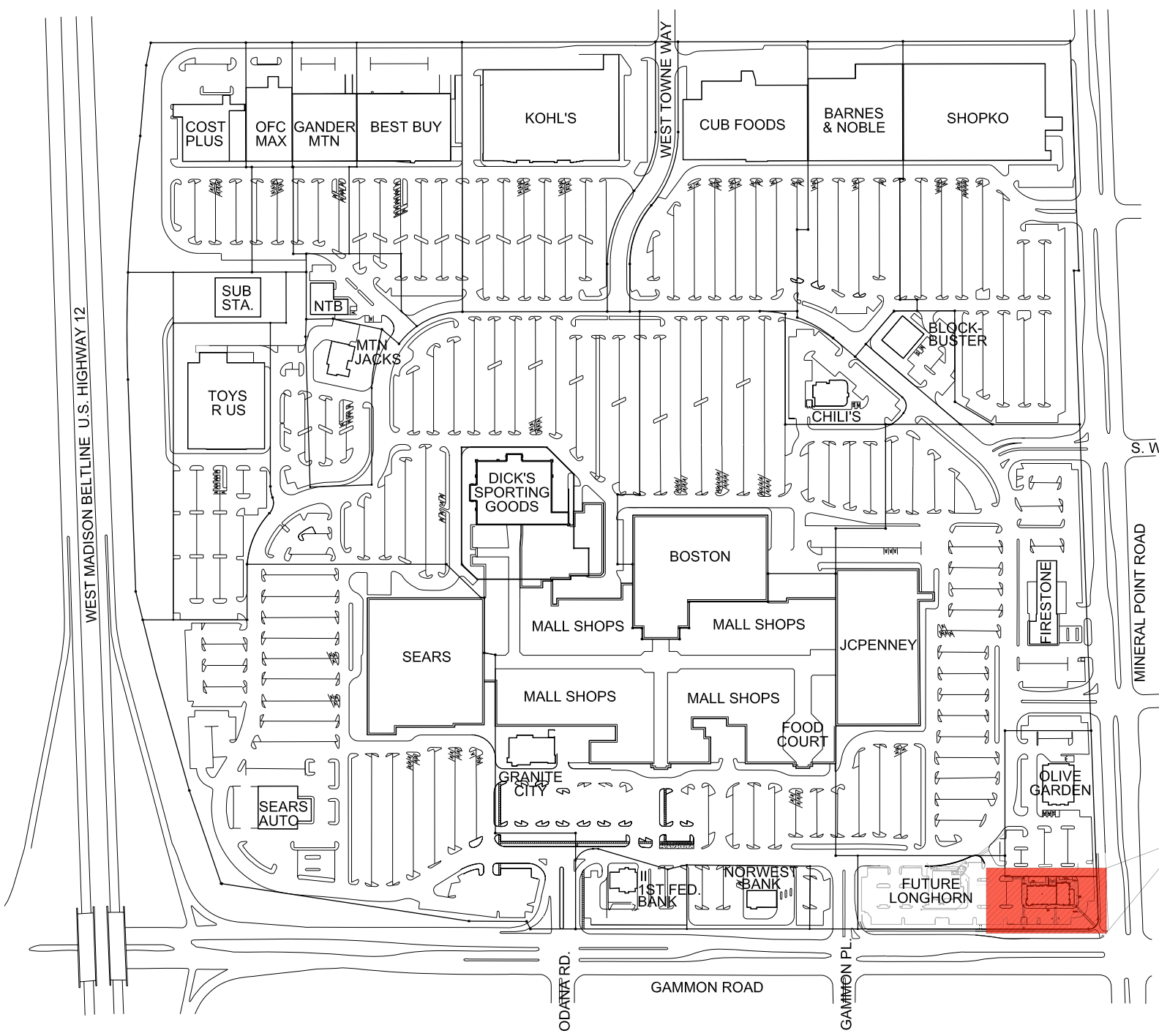
Location Map  
(Not to Scale)

On behalf of CBL & Associates Properties, it is **ka** Incorporated's pleasure to present to the Urban Design Commission of the City of Madison our design for a proposed 6,000 square foot retail development. Located on the site of the existing West Towne Mall, the property sits at the prominent corner of Mineral Point Road and Gammon Road. The building will be comprised of an up-and-coming restaurant tenant and retail space for one or two future tenants. SmashBurger, a sleek, fast casual restaurant named for the unique way they prepare their grilled sandwiches, will bring their novel dining concept to the north side of the development in a 2,000 s.f. space, with an outdoor dining patio facing Mineral Point Road. The remaining 4,000 s.f. is being developed as a "shell" building that will provide attractive, yet flexible lease space for its future occupants.

The proposed building will enjoy high visibility from multiple directions. Traffic generated from U.S. 12/14 to the south, existing shopping and dining at West Towne Mall, and the upcoming arrival of a Longhorn Steakhouse on the same parcel make the site highly leasable and ideal for development. The intent of the design was to create a building that would not only meet the needs of modern retail tenants, but also serve as a feature piece for the Greater West Towne area.

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Location Map and Narrative



West Towne Mall



Olive Garden



Office use across Mineral Point Rd.



Existing Site



Existing Site



Existing pedestrian connection



Looking west down Mineral Point Road



Looking north from Gammon Road



Future Longhorn



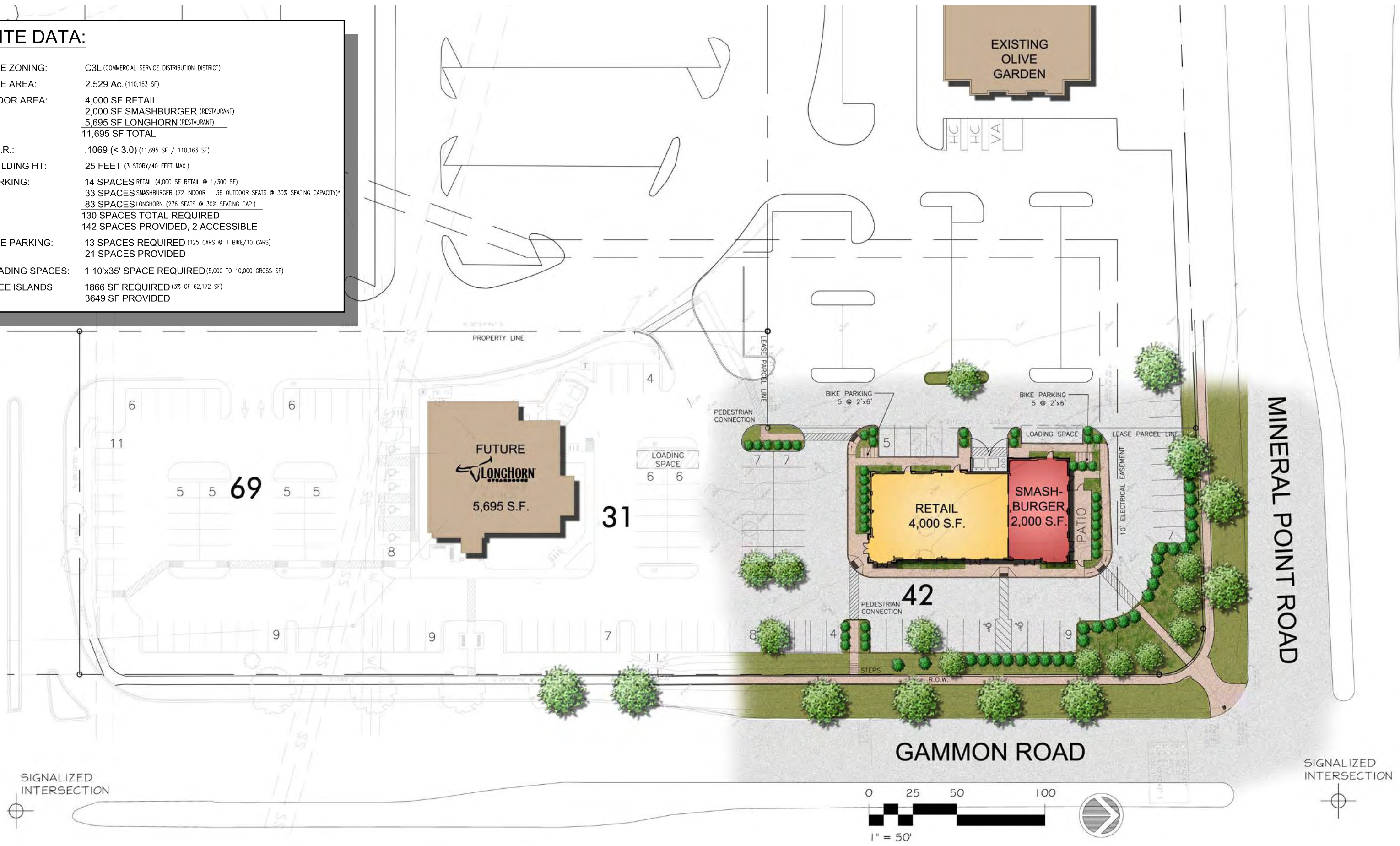
Existing Smokey Bones (to be demolished)

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Greater West Towne Vicinity Map and Existing Site Photos

**SITE DATA:**

**SITE ZONING:** C3L (COMMERCIAL SERVICE DISTRIBUTION DISTRICT)  
**SITE AREA:** 2.529 Ac. (110,163 SF)  
**FLOOR AREA:** 4,000 SF RETAIL  
 2,000 SF SMASHBURGER (RESTAURANT)  
 5,695 SF LONGHORN (RESTAURANT)  
 11,695 SF TOTAL  
**F.A.R.:** .1069 (< 3.0) (11,695 SF / 110,163 SF)  
**BUILDING HT:** 25 FEET (3 STORY/40 FEET MAX.)  
**PARKING:** 14 SPACES RETAIL (4,000 SF RETAIL @ 1/300 SF)  
 33 SPACES SMASHBURGER (72 INDOOR + 36 OUTDOOR SEATS @ 30% SEATING CAPACITY)\*  
 83 SPACES LONGHORN (276 SEATS @ 30% SEATING CAP.)  
 130 SPACES TOTAL REQUIRED  
 142 SPACES PROVIDED, 2 ACCESSIBLE  
**BIKE PARKING:** 13 SPACES REQUIRED (125 CARS @ 1 BIKE/10 CARS)  
 21 SPACES PROVIDED  
**LOADING SPACES:** 1 10'x35' SPACE REQUIRED (5,000 TO 10,000 GROSS SF)  
**TREE ISLANDS:** 1866 SF REQUIRED (3% OF 62,172 SF)  
 3649 SF PROVIDED



Site Plan

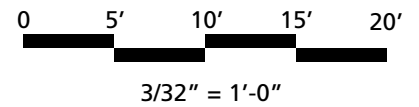
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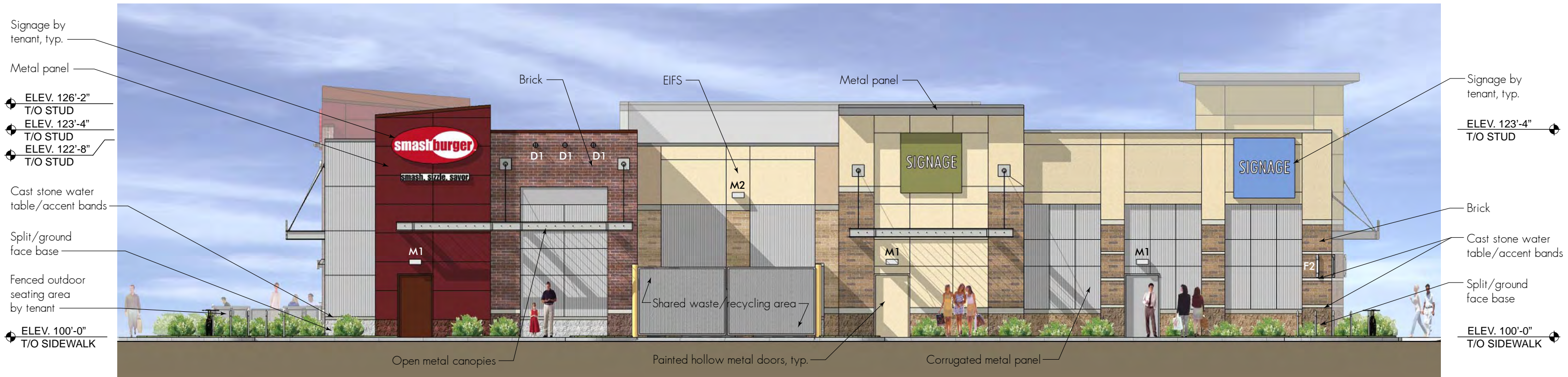
East Elevation



North Elevation



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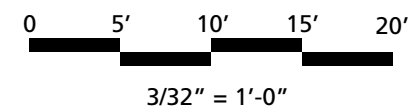


West Elevation



South Elevation

Note:  
 Signage depicted in anticipated locations. Actual signage to be submitted later as separate permit. Landlord signage requirements for the center: signage to be individual letters which are internally illuminated, letters not to exceed 4' in height with total length not exceeding the lesser of 40% of the facade or 30'



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Northeast Perspective



North Perspective

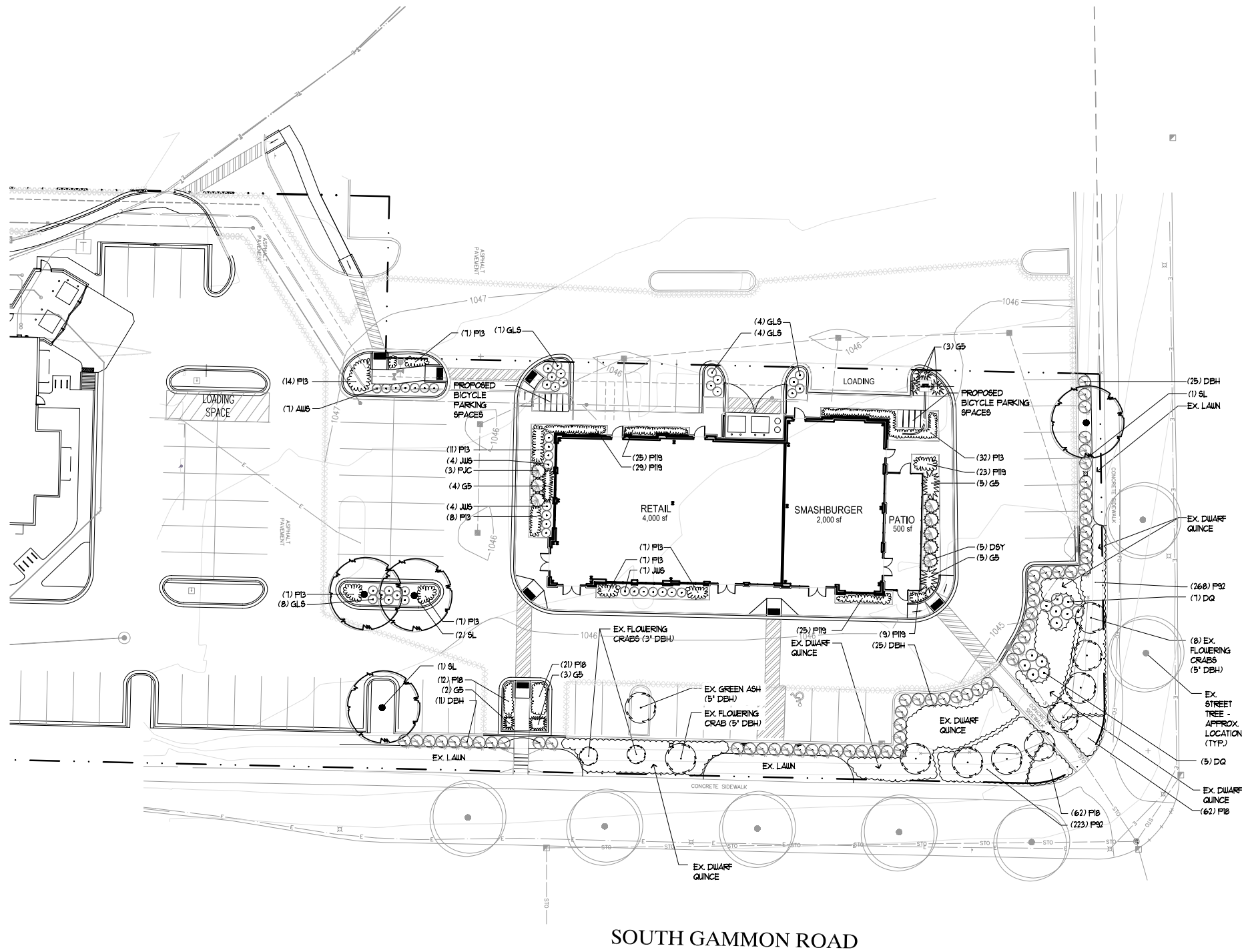


Northwest Perspective



Southwest Perspective

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**LANDSCAPE WORKSHEET**

CITY OF MADISON

<b>I. # of Trees Required</b>	
# of stalls	47
storage area (sf)	0
<b># of trees required</b>	<b>4</b>
<b># of trees provided</b>	<b>4</b>
<b>II. Points Required</b>	
points for parking stalls	224
points for loading areas (75 ea)	75
<b>Total Points Required</b>	<b>299</b>
<b>Total Points Provided (see below)</b>	<b>465</b>

**Tabulation of Points & Credits**

Element	Points	Qty	Ex. Qty	Total Points
Canopy Tree: 2" - 2 1/2"	35		1	35
Deciduous Shrub	2	118	55	346
Evergreen Shrub	3	8		24
Decorate Wall or Fence (per 10 LF)	5	0		0
Earth Berm (per 10 LF)				0
	avg. ht 30"	5		0
	avg ht 15"	2		0
Evergreen Trees (3' ht min)	15			0
Canopy Tree or Small Tree (1 1/2" - 2" Cal)	15		4	60
<b>Total</b>				<b>465</b>

**PLANT MATERIAL SCHEDULE**

**SHADE TREES**

SYM	AMT.	COMMON NAME	BOTANICAL NAME	SIZE	ROOT	REMARKS
SL	4	SKYLINE LOCUST	GLEDTISIA TRICANTHOS SKYLINE	3" CAL	BB	FULL, MATCHING HEADS

**SHRUBS**

SYM	AMT.	COMMON NAME	BOTANICAL NAME	SIZE	ROOT	REMARKS
AUS	1	ANTHONY WATERER SPIREA	SPIRAEA BIMALDA 'ANTHONY WATERER'	5"	POT	
DBH	61	DIWARF BUSH HONEYSUCKLE	DIERVILLA LONICERA	18"	POT	
DQ	12	DIWARF QUINCE	CHAENOMELES X SUPERBA	18"	POT	TO MATCH EXISTING
D5Y	5	DENSIFORMIS SPREADING YEW	TAXUS X MEDIA DENSIFORMIS	24" HT	BB	UNIFORM, BALANCED BRANCHING
GL5	23	GROW LOW FRAGRANT SUMAC	RHUS AROMATICA 'GROW LOW'	5"	CG	
JUS	5	JAPANESE WHITE SPIREA	SPIRAEA JAPONICA 'ALBIFLORA'	5"	POT	
PJC	4	KALLAY'S COMPACT FRITZER JUNIPER	JUNIPERUS CHINENSIS 'KALLAY'S'	18" DIA	CG	UNIFORM, BALANCED BRANCHING

**PERENNIALS & ORNAMENTAL GRASSES**

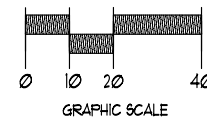
SYM	AMT.	COMMON NAME	BOTANICAL NAME	SIZE	ROOT	REMARKS
P13	100	DAYLILY 'HAPPY RETURNS'	HEPEROCALLIS 'HAPPY RETURNS'	4 1/2"	POT	24" SPACING
P18	51	DAYLILY 'STELLA de ORO'	HEPEROCALLIS 'STELLA de ORO'	4 1/2"	POT	18" SPACING
P32	491	HOSTA FRANCES WILLIAMS	HOSTA SIEBOLDIANA FRANCES WILLIAMS	4 1/2"	POT	18" SPACING
P19	111	CARADONNA SALVIA	SALVIA NEMEROSA 'CARADONNA'	4 1/2"	POT	15" SPACING
G5	22	KARL FOERSTER REED GRASS	CALAMAGROSTIS ACUTIFLORA 'KARL FOERSTER'	1 GAL	POT	30" SPACING

MINERAL POINT ROAD

SOUTH GAMMON ROAD



NORTH



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THE LOCATIONS OF EXISTING UTILITY INSTALLATIONS AS SHOWN ON THIS PLAN ARE APPROXIMATE. THERE MAY BE OTHER UNDERGROUND UTILITY INSTALLATIONS WITHIN THE PROJECT AREA THAT ARE NOT SHOWN.

DESCRIPTION

**R.A. Smith National**  
*Beyond Surveying and Engineering*

15745 W. Riverwood Road, Rockfield WI 53095-5908  
262-775-1000 Fax: 262-775-4464, www.rasmithnational.com

WEST TOWNE 6K EXPANSION  
MADISON, WISCONSIN

PROPOSED  
LANDSCAPE PLAN

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DATE: 07-07-2009

SCALE: 1"=20'

JOB NO. 3090131

PROJECT MANAGER:  
RICKY A. SMITH JR., P.E.

DESIGNED BY: ALS

CHECKED BY: CNS

SHEET NUMBER

LP-1