



## AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 9, 2008

TITLE: 3801 East Washington Avenue -  
Renovation and New Construction in  
Urban Design District No. 5, Grocery  
Store. 17th Ald. Dist. (07849)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 9, 2008

ID NUMBER:

Members present were: Lou Host-Jablonski, Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

**SUMMARY:**

At its meeting of January 9, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL**. Appearing on behalf of the project were Bob Johnson, Bree Cooper and Pete Husch, all representing Hy-Vee, Inc.; and Henry A. Gempeler, Foley & Lardner. The modified plans as presented featured the following:

- Enhancements to the plans relevant to vehicular traffic circulation to and from the pharmacy drive-up window and grocery pick-up area, in combination with pedestrian circulation within this area; featuring a redone traffic access loop segregating one-way (southerly) pharmacy drive-up and grocery pick-up traffic from pedestrian areas at the front of the building, at the same time maintaining a two-way traffic pattern adjoining the site's surface parking area.
- The pedestrian pathways are further delineated with the use of colored and scored concrete.
- Landscaping modifications provided for a departure from the use of "Ginkgo" to the utilization of "Turkish Filbert" and the shifting outwardly of "Hawthornes."
- An enhancement to existing trees along the rear lot line was noted with the utilization of "Quaking Aspen."
- A review of the signage plan details noting modifications to address concerns stated by the Zoning Administrator.

Following the presentation staff noted that the signage package as presented could be approved with issues relevant to portions of the signage package not yet resolved relevant to consistency with the Street Graphics Control Ordinance requiring either variances or an appeal of the Zoning Administrator's interpretation of code. Following the presentation the Commission noted the following:

- The use of demarking bollards to identify the pedestrian pathway; a maintenance problem with repair and replacement.
- Consider use of a round versus square bollard; square bollards get nicked up more frequently.
- Still an issue with the front façade treatment; still an issue for providing for differentiation of the front façade treatment, as well as landscaping amenities not addressed. Previously noted concerns relevant to the need for more windows also included a request for differential brick color between the building's

lower and upper façades, in addition to landscaping amenities to relieve the issue with “not enough happening at the ground plane.”

### **ACTION:**

On a motion by Wagner, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-1) with Barnett voting no. The motion required address of the following:

- Issue with the photometric plan relevant to the quality of light washing off the building. Fixture cut sheets as well as the photometric plan should be detailed to address the issue.
- Need bike parking in front of tenant spaces A and B close to the building.
- Adjust radii of the driveway curb cut at Mendota Street; minimize to accommodate pedestrian safety, including the utilization of differential pavement treatment.
- Move bike parking southerly off of the northwesterly corner of the building more inward toward the main entry to the grocery to be more front and center.
- Need landscape worksheet and typical plant list with sizes as required by ordinance with all canopy trees to be a minimum of 2 ½” caliper, with the points calculation confirming the project exceeds the minimum points requirement by 2-3 times the minimum code level, in addition to the plan’s need to be stamped by a registered landscape architect.
- A note shall be provided on the face of the plans that drive-up service to the pharmacy will not preclude use by bicyclists.
- The signage package is approved contingent on its consistency with all applicable requirements of the “Street Graphics Control Ordinance” with any variances to come back or appeals of the Zoning Administrator’s interpretation for future consideration by the Urban Design Commission.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 5, 5, 5, 6, 6, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 3801 East Washington Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	5	6	6	5	6	6	6
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	7
	6	6	5	5	5	6	5	5
	6	6	6	-	5	6	6.5	6
	-	-	-	-	-	-	-	5
	6	4	6	5	4	6	5	5

**General Comments:**

- Nice upgrade to an old building.
- Good, small improvements.
- Provide wall lighting metrics. Add bike parking for tenants. Provide landscape worksheet. Appreciate how you responded to our concerns. Welcome!
- Took this big box a long way toward decent design.
- Good addition to the neighborhood.
- Main façade architecture/design lacking.



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January 14, 2008

JOHN LEACH  
CITY OF MADISON - TRAFFIC ENGINEERING  
215 MARTIN LUTHER KING, JR. BLVD; SUITE 100  
P.O. BOX 2986  
MADISON, WI 53701-2986

RE: Hy-Vee Redevelopment at 3801 E. Wash. Ave.

Dear Mr. Leach

This letter is in response to a request from Hy-Vee Engineering to review the proposed site plan for the redevelopment of a portion of the 3801 East Washington Avenue site. After reviewing the site plan I see no issues with the proposed development.

As the site further develops in the area designated as Phase 2 – Future Development I would like the developer to keep in mind the following two points.

- The Ingress/Egress Easement must remain in place in to provide access from Mendota Street to the lot to the northeast of the site, WisDOT would be willing to look at alternative easement layouts as long as they are also approved by the City of Madison and perform the same function.
- The development needs to provide alternative access to the two lots along E. Wash. Avenue (shaded in yellow on the site plan) so that both lots could be accessed from the existing E. Wash. Avenue access shown on the northern end of the property and Mendota Avenue.

Please feel free to call me at (608) 246-5635 if you have any questions or concerns,

Sincerely,

*Lisa A. Stern*

Lisa A. Stern, P.E.  
Access Control/Planning Engineer

**CITY OF MADISON  
INTERDEPARTMENTAL  
CORRESPONDENCE**

**Date:** January 9<sup>th</sup> 2008

**To:** Plan Commission  
**From:** Matt Tucker, Zoning Administrator  
**Subject:** 3801 E. Washington Avenue

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**Present Zoning District:** C-3 / C3-L

**Proposed Use:** Grocery store with multi-tenant commercial/retail space.

**Conditional Use:** 28.09(2)(D) drive in/up establishments are a conditional use.  
28.09(3)(d) 24. Addition/alteration to an establishment of over 40,000 gross sq. ft. of floor area where 25,00 sq. ft. of gross floor area is used for retail.  
28.04(24)(b) Major alterations to a *Planned Commercial Site* require Plan Commission review.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project). **NONE.**

GENERAL OR STANDARD REVIEW COMMENTS

1. The proposed development incorporates the southern portion of the site, but does not indicate how this area will be differentiated from the northern portion that is not proposed for development at this time. Measures must be implemented to prohibit the use of the paved area identified by gray highlighting on the submitted plans. Please contact Zoning Administrator Matt Tucker (608/266-4569) to discuss measures to be taken to separate these two different portions of the site, which may include asphalt striping or the placement of barriers to prevent encroachment of cars or trucks. Acceptable measures to address this comment must be included on the final submitted site plans.
2. Provide four (4) 10' x 50' loading areas with 14' vertical clearance to be shown on the plan. The loading area shall be exclusive of drive aisle, fire lane, and maneuvering space.
3. For parking lot plans with greater than twenty (20) stalls, landscape plans must be stamped by a registered landscape architect. Provide a landscape worksheet with the final plans that shows that the landscaping provided meets the point and required tree ordinances. Landscaping may be used as an alternative to screening of the off-street parking lot from the adjacent streets.

4. The submitted plans show general areas for bicycle parking, but do not show detail. The final plans must show the proposed location, dimensions and rack style for each of the proposed bicycle parking areas.
5. Exterior lighting must comply with City of Madison outdoor lighting standards.
6. The proposed street graphics do not meet the requirements of MGO 31. Also, the Plan Commission does not grant signage approvals. Signage must be reviewed for compliance with Chapter 31 of the Madison General Ordinances. Permits must be issued by the Zoning Section of the Department of Planning and Community and Economic Development before signage may be placed.

#### **ZONING CRITERIA**

<b>Bulk Requirements</b>	<b>Required</b>	<b>Proposed</b>
Lot area	6,000 sq. ft.	488, 083 sq. ft.
Lot width	50'	191.15' frontage on East Washington Ave.
Front yard	0'	Adequate
Side yards	0'	Adequate
Rear yard	10' (1 story bldg.)	50'
Floor area ratio	3.0	Less than 1.0

<b>Site Design</b>	<b>Required</b>	<b>Proposed</b>
Number parking stalls	342	360 (grocery store) 40 (retail/commercial space) (1)
Accessible stalls	8	11
Loading	4 - 10' x 50'	3 (2)
Number bike parking stalls	40	41 (4)
Landscaping	Yes	(1)(6)
Lighting	No	(5)

<b>Other Critical Zoning Items</b>	
Flood plain	No
Barrier free (ILHR 69)	Yes
Urban Design District	Yes

With the above conditions, the proposed project **does** comply with all of the above requirements.