

## AGENDA # 6

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> December 17, 2008
TITLE: 160 Westgate Mall – New Construction/Addition/Remodeling of Retail in Excess of 40,000 Square Feet; Hy-Vee Grocery Store/Westgate Mall. 20 <sup>th</sup> Ald. Dist. (12582)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: December 17, 2008	<b>ID NUMBER:</b>

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Members present were: Bruce Woods, Acting Chair, Ron Luskin, Jay Ferm, Mark Smith, Richard Slayton, Richard Wagner, John Harrington, Dawn Weber, Marsha Rummel, and Todd Burnett.

### **SUMMARY:**

At its meeting of December 17, 2008, the Urban Design Commission **RECEIVED AN INFORMATION PRESENTATION** on an addition to Westgate Mall with a “Hy-Vee” grocery store at 160 Westgate Mall.

Registering in support were Att. Henry A. Gempeler; Pete Hosch, Hy-Vee; Tom McKenna; Ald. Thuy Pham-Remmele; Mange Avelson; John Brehm; Roger Brown; Scott Carlson; Jeff Daniels; William Dunlop; Susan Giardino; Terry Gylessarian; Barb Johnson; Patrick Listermann; Melanie & Ted Pertunen; Mary Lou Reinwand; Karl Schlenker; Chris Schneider; John Schneider; David Schreiber; and Paul Zarnikow.

Registering neither support nor opposition were Denise Lamb, Ed Freer, Jon Hoffman, and Chris Schmidt.

Attorney Henry Gempeler provided an introduction on the development of a “Hy-Vee” Grocery Store at Westgate Mall. The project involves the demolition of existing structures south of the T J Max tenant space at Westgate Mall in order to construct an 83,000 square foot Hy-Vee Food Store which includes a pharmacy and wine and spirits facility. Following Attorney Henry Gempeler’s introduction, staff noted distributed handouts which outline the requirements for the Commission’s review for the project comprised of the excerpt from Chapter 33; Boards, Commissions and Committees, (Urban Design Commission Ordinance) that details the requirements for “Large Retail Developments,” in addition to excerpts from the Comprehensive Plan relevant to the redevelopment proposal under consideration. Staff further noted that the Commission’s future review of the project beyond an informational level would require a finding that the requirements for large retail developments (big box standards) have been satisfied, as well as the requirements of the Comprehensive Plan relevant to site’s designation of Community Mixed-Use District, as well as its corresponding requirements for Transit Oriented Development (TOD) provisions. Peter Hosch of Hy-Vee proceeded with a detailed review of the project’s site plan and building elevation details all by an expression of support as ownership by Pete Lieberman. Dave Schreiber of Schreiber Anderson and Associates elaborated on the “long-term redevelopment plan” for Westgate Mall to provide a “vision of the redevelopment of the northern one-half of the property as well as a response to provisions required to be addressed with a Community Mixed-Use District designation of the Comprehensive Plan. He noted that the long-term plan provided for the “de-malling process” as required within the Comprehensive Plan.

Extensive public testimony for the redevelopment proposal was as follows:

- Denise Lamb spoke, representing the Joint Steering Committee for the Midvale Heights-West Moorland Neighborhood Plan, and President of the Midvale Heights Community Association. She spoke to the redevelopment proposal’s consistency with the draft neighborhood plan that is under development by

the Joint Steering Committee for Midvale Heights-West Moorland Neighborhood. She noted that the draft plan's objective provide for a more functional and attractive community mixed-use project on the site consistent with the requirements for the Comprehensive Plan. She further noted that the long-term redevelopment plan for Westgate did not go far enough providing for consistent future redevelopment of the Westgate site, as envisioned within the Comprehensive Plan, especially in regards to the residential component of the mixed-use designation. Lamb further noted the desire for the requirements of the Comprehensive Plan to go beyond the Hy-Vee conditional use process such as the PUD process to provide for enforceability and to be legally binding.

- A variety of existing owners and tenants of Westgate Mall spoke in support, noting the project's ability, support, maintenance of small business within the Mall and the area as a whole conditions providing for a coordinated growth.
- Tom McKenna, President of the Orchard Ridge Community Association Board of Directors, spoke in favor of the project, noting his concerns with not wanting to see problems associated with the Hilldale development occur at this site. He further elaborated that he wanted to see a clear path to the main buildings from the street as is now; his support for the Hy-Vee project, as currently proposed, not to be moved to the street as within new urbanism concepts. He further noted that the development of a grocery store on this site fit within the short term as well as the long-term plan for redevelopment. He further stated concerns with traffic impacts at the Odana Road driveway entry.
- Ald. Thuy Pham-Remmele, representing the 20<sup>th</sup> District, spoke in support of the project, elaborating on its role in maintaining economic viability of the Westgate Mall and provides for necessary services to area residents. She further elaborated on the need to evolve more of a consensus between the various constituents of the area ranging from neighborhood associations, small business operators, mall ownership, as well as Hy-Vee representatives on the redevelopment of the site.

Following the testimony on the site, the Commission noted the following:

- Exciting effort the revitalizing of an existing mall; recommend that the different groups create a working group to resolve issues.
- Need to create a four-sided place/building. The backside needs work.
- Traffic and access biggest problem with Westgate. May need Traffic to respond in writing on this issue.
- Consider reconfiguring the lot to resolve Segoe Road/Odana Road traffic related issues.
- The rear of the building needs work; the large blank facade needs windows.
- Need bio-infiltration areas in the parking lot; consider shortening stalls for bio-infiltration areas or other alternatives.
- Drive through at Odana Road complicates already problematic traffic issues.
- Consider closing driveway entry and relocate to Segoe Road.
- Provide more interior tree islands.
- Consider reducing turning radii at the Odana/Segoe Road entry.
- Concern with alignment of the Odana/Segoe Road driveway entry; consider an alignment with the front of the building.
- Provide more windows on the front and up high along the backside of the Hy-Vee building including more of an emphasis on architecture on all four elevations.
- Look at a way for planning for a second story.
- Look at introducing housing.
- Look at a place for a bench amenity or for porch feature for the store at its front and provide ways to provide protection for customers to make way between buildings.
- Design gathering places and places to linger around proposed buildings, including eating areas and areas for children and play.
- Consider a corner entry to the building at Odana.
- Show truck movement at rear of the building with future consideration of the project.

### **ACTION:**

Although this was an informational presentation where no formal action was made on the project, a on a motion by Wagner, seconded by Rummel, the Urban Design Commission requested that:

- Comments from the Traffic Engineer be provided with any further consideration of the project.

- The Odana/Segoe Road driveway access and issues, including relocation alternatives.
- Provisions for the realignment of Segoe Road, its possibilities and timeline.
- Traffic Engineering provide comments relevant to the drive through circulation for the pharmacy in combination with its proximity to the Odana/Segoe Road driveway entry, as well as comments on Whitney Way access issues to the site.

Following discussion, staff noted that formal consideration of the project would require address of the requirements for a “large retail developments,” as well as the applicable requirements of the Comprehensive Plan relevant to Community Mixed-Use Districts and its provisions relevant to Transit-Oriented Development (TOD).

The motion was passed on a vote of (10-0).

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 7, 5, 5 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 160 Westgate Mall**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	5					3		
	7	5	7			6	6	7
	5	5	4			4		5
	4	6	4			3	6	5
								info
	6							6
	Abstain							

General Comments:

- Informational. Use Segoe entry vs. Odana. Odana entrance is a no-go for me. Dangerous drive-thru S. Whitney to Segoe? Need to see a traffic study – a good one!
- Very good start. Big parking lot done well.
- Provide additional major trees, stagger in parking lot. Vehicular circulation (egress) is the primary concern. Building must be attractive on four sides. Provide windows at outdoor sales area
- West sun—address. Master plan is in the right direction. Shift Odana entry to west to align with street to south. Second story component/structure parking? This is a four-sided building. Canopies on west. Windows all around.
- Appropriate but traffic and location issues need much more exploration.
- De-malling the mall is welcome. Many levels to resolve from traffic, neighborhood plans and planning processes, zoning issues, etc.