



PREPARED FOR THE PLAN COMMISSION

**Project Address:** 2801-2921 North Sherman Avenue (12<sup>th</sup> Aldermanic District, Alder Palm)  
**Application Type:** Conditional Use Alteration  
**Legistar File ID #:** [44568](#)  
**Prepared By:** Kevin Firchow, AICP, Planning Division  
Report Includes Comments from other City Agencies, as noted

## Summary

**Applicant:** Anya Firszt; Willie Street Co-Op; 1457 East Washington Avenue; Madison, WI 53703

**Contact:** Garret Perry; design studio etc; 330 West Lakeside Street; Madison, WI 53715

**Owner:** Sherman Plaza, Inc; 1865 Northport Drive, Suite B; Madison, WI 53704

**Requested Action:** The applicant requests approval of an alteration to an approved conditional use “planned multi-use site” to allow a revised parking lot layout with an entrance plaza and outdoor seating area for a grocery store tenant at the Northside Town Center.

**Proposal Summary:** The applicant proposes site plan modifications to reconfigure a drive aisle to create a “bump-out” adjacent to the Willy Street Co-Op North’s tenant space. This entry plaza feature will include café tables and plantings.

**Applicable Regulations & Standards:** This request is subject to the Conditional Use standards of §28.183(6)

**Review Required By:** Plan Commission (PC). This request was reviewed administratively by the Urban Design Commission (UDC) Secretary on behalf of the UDC.

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the Conditional Use standards are met and **approve** the alteration to an approved conditional use “planned multi-use site” to allow a revised parking lot layout with an entrance plaza and outdoor seating area for a grocery store tenant at the Northside Town Center at 2801-2921 North Sherman Avenue. This recommendation is subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

## Background Information

**Parcel Location:** The subject site is part of the Northside Town Center, located at the intersection of Northport Drive and North Sherman Avenue. The site is within Aldermanic District 12 (Ald. Palm) and is within the limits of the Madison Metropolitan School District.

**Existing Conditions and Land Use:** This multi-building site is roughly 20-acres in area. The existing site plan shows there is roughly a 15-foot walkway in front of the current tenant space that narrows where an existing entry vestibule is located.

**Surrounding Land Use and Zoning:**

**North:** Beyond this site is multi-family residential development on the opposite side of Northport Drive, zoned SR-V2 (Suburban Residential - Varied 2 District);

**South:** Single-family residential development, zoned SR-C1 (Suburban Residential – Consistent 1 District);

**East:** Commercial and residential developments zoned CC-T (Commercial Corridor Transition District); and

**West:** Warner Park, zoned PR (Parks and Recreation District).

**Adopted Land Use Plan:** The Comprehensive Plan (2006) recommends community mixed-use development for the subject site. The Northport-Warner Park-Sherman Neighborhood Plan (2009) also identifies the subject site for mixed-use development and includes site specific recommendations for the Northside Town Center including making pedestrian-related improvements.

**Zoning Summary:** This property is zoned CC-T (Commercial Corridor-Transition District).

Requirements	Required	Proposed
Front Yard Setback	None	Adequate
Side Yard Setback	One-story: 5' Two-story or higher: 6'	Adequate
Rear Yard Setback	The lesser of 20% of lot depth or 20 feet	Adequate
Maximum Lot Coverage	85%	Existing lot coverage
Maximum Building Height	5 stories/ 68'	Existing building
Number Parking Stalls	None	Existing parking stalls (Comment #9)
Accessible Stalls	Yes	8 (Comment #9)
Loading	Retail, service, commercial, wholesale and industrial uses: 20,001 to 100,000 sq. ft. floor area (2 loading spaces)	Existing loading facilities
Number Bike Parking Stalls	General retail: 1 per 2,000 sq. ft. floor area	Yes (Comments #9 & 10)
Landscaping and Screening	No	Yes (Comments #11 & 12)
Lighting	No	No (Comment #13)
Building Forms	No	No
<b>Other Critical Zoning Items</b>	Urban Design; Barrier Free (ILHR 69)	

*Table Prepared by Jenny Kirchgatter, Assistant Zoning Administrator*

**Environmental Corridor Status:** The property is not within a mapped environmental corridor.

**Public Utilities and Services:** This property is served by a full range of urban services.

**Project Description, Analysis, and Conclusion**

The applicant, the Willy Street Co-Op North, requests approval of a conditional use alteration to reconfigure portions of a parking lot to create an entry plaza and outdoor seating area. This request is subject to the Conditional Use approval standards.

The proposed improvements are in front of the center’s south-western most building, in front of the Willy Street Co-Op North tenant space. That space currently sits between the public library and “Subway” restaurant tenant spaces. Currently, the sidewalk between the building edge and drive aisle measures 15-feet at its widest point. As proposed, a 20-foot wide-bump out is proposed, centered upon the Willy Street Co-Op space. The proposed plans show there will be eight (8) café tables and landscape improvements in this area. This includes a variety of shrubs, perennials, and ornamental trees. Corresponding parking lot changes, including the addition of new tree islands are proposed. The plans were reviewed by the Urban Design Commission Secretary on behalf of that Commission and approved. The City Traffic Engineer has recommended that the applicant depict a minimum five-foot wide obstruction-free pedestrian path in front of the building.

In regards to the approval standards, the Plan Commission shall not approve a conditional use without due consideration of the City’s adopted plans and finding that all of the conditional use standards of §28.183(6) MGO are met. The Planning Division believes this request is consistent with both the recommendations of the Comprehensive Plan and the Northport-Warner Park-Sherman Neighborhood Plan recommendations. The Planning Division believes that the proposed alterations will improve the pedestrian character of the site and do not anticipate that they will result in negative impacts on surrounding properties. At the time of report writing, the Planning Division was not aware of any concerns on this proposal.

## Recommendation

### Planning Division Recommendation (Contact Kevin Firchow, (608) 267-1150)

The Planning Division recommends that the Plan Commission find that the Conditional Use standards are met and **approve** the alteration to an approved conditional use “planned multi-use site” to allow a revised parking lot layout with an entrance plaza and outdoor seating area for a grocery store tenant at the Northside Town Center at 2801-2921 North Sherman Avenue. This recommendation is subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

### **Recommended Conditions of Approval**

Major/Non-Standard Conditions are Shaded

### Planning Division (Contact Kevin Firchow, (608) 267-1150)

The agency reviewed this request and has recommended no conditions or approval.

### City Engineering Division (Contact Tim Troester, (608) 267-1995)

The agency reviewed this request and has recommended no conditions or approval.

### City Engineering Division - Mapping (Contact Jeffrey Quamme, (608) 266-4097)

1. The site plan shall identify lot numbers and the Lot lines of the recorded Certified Survey Map No. 10560.

### Traffic Engineering (Contact Eric Halvorson, (608) 266-6527)

2. The applicant shall install pavement markings, paint curb and install bollards at and around the proposed terrace sidewalk area. This will be done to assist motor vehicles to navigate an a-typical parking lot configuration and protect pedestrians frequenting this site.

3. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawings shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; pavement markings; signing; building placement; items in the terrace such as signs, street light poles, hydrants; surface types such as asphalt, concrete, grass, sidewalk; driveway approaches, including those adjacent to and across street from the project lot location; parking stall dimensions, including two (2) feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.
4. The Developer shall post a security deposit prior to the start of development. In the event that modifications need to be made to any City owned and/or maintained traffic signals, street lighting, signing, pavement marking and conduit/handholes, the Developer shall reimburse the City for all associated costs including engineering, labor and materials for both temporary and permanent installations.
5. The City Traffic Engineer may require public signing and marking related to the development; the Developer shall be financially responsible for such signing and marking.
6. All parking facility design shall conform to MGO standards, as set in section 10.08(6).
7. The applicant shall provide a clearly defined 5' walkway clear of all obstructions to assist citizens with disabilities, especially those who use a wheel chair or are visually impaired. Obstructions include but are not limited to tree grates, planters, benches, parked vehicle overhang, signage and doors that swing outward into walkway.

**Fire Department** (Contact Bill Sullivan, (608) 261-9658)

8. Provide an updated fire apparatus access plan as required by IFC 503 2015 edition, MGO 34.503. The plan shall address the fire lane widths and turn radii that may be impacted by the proposed seating area.

**Zoning Administrator** (Contact Jenny Kirchgatter, (608) 266-4429)

9. Provide an updated Parking Lot Information Block with numbers of existing and proposed auto stalls, accessible stalls, and bicycle stalls.
10. Bicycle parking shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide a minimum of one (1) bicycle stall per 2,000 sq. ft. of floor area located in a convenient and visible area on a paved or impervious surface. Clearly label and provide a count of the proposed bike stalls. Note: A bicycle stall is a minimum of two (2) feet by six (6) feet with a five (5) foot wide access area. Provide a detail of the proposed bike rack.
11. Submit the landscape plan and landscape worksheet stamped by the registered landscape architect. Per Section 28.142(3) Landscape Plan and Design Standards, landscape plans for zoning lots greater than ten thousand (10,000) square feet in size must be prepared by a registered landscape architect.
12. Provide details showing that the proposed landscape islands and the existing landscape island with proposed trees contain a minimum of 75% vegetative cover. Per Sections 28.142(3)(c) and 28.142(4)(e), planting beds or planted areas must contain at least 75% vegetative cover mulched. Mulch shall consist of shredded bark, chipped wood or other organic material installed at a minimum depth of two (2) inches.

13. Verify whether new parking lot or site lighting will be installed. New parking lot lighting must comply with City of Madison General Ordinances Section 10.085 outdoor lighting standards. If exterior site lighting is provided, submit an exterior lighting plan and fixture cut sheets with the final plan submittal.
14. Per Section 28.186(4)(b), the property owner or operator is required to bring the property into compliance with all elements of the approved site plans by the date established by the Zoning Administrator as part of the site and building plan approval. Work with Zoning staff to establish a final site compliance date.

**Metro Transit** (Contact Tim Sobota, (608) 261-4289)

15. The applicant shall install and maintain an accessible pedestrian connection between the public sidewalk and bus stop zone on the east side of N Sherman Avenue, and the northwest corner of the parking field containing the proposed customer plaza improvements. This pedestrian connection must comply with standards set out by the Americans with Disabilities Act. [See attached file '2921nsa\_METRO.pdf]
16. The applicant shall include the location of these transit accessibility amenities on the final documents filed with their permit application so that Metro Transit may review and approve the design.

17. The applicant might consider the potential to additionally connect this northwest corner of the parking field, with the customer plaza area on the south end of the parking lot, with a dedicated pedestrian walkway - if future improvements were to occur in the overall parking area.
18. Metro Transit operates daily transit service along N Sherman Avenue towards the Northport Drive intersection, adjacent the project site. Bus stop ID #5823 is immediately north of the proposed development parcel, at the crosswalk between the entry drive and Warner Park (to the west).

**Parks / Forestry** (Contact Janet Schmidt, (608) 261-9688)

The agency reviewed this request and has recommended no conditions or approval.

**Water Utility** (Contact Adam Wiederhoeft, (608) 266-9121)

The agency reviewed this request and has recommended no conditions or approval.