

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

**AGENDA ITEM # _____
Project # _____**

DATE SUBMITTED: <u>12/17/08</u>	Action Requested Informational Presentation
UDC MEETING DATE: <u>1/07/09</u>	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation <input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 160 Westgate Mall (S. Westgate Mall Redevelopment)

ALDERMANIC DISTRICT: #20

OWNER/DEVELOPER (Partners and/or Principals)

Hy-Vee, Inc.
5820 Westown Parkway
West Des Moines, IA 50266

ARCHITECT/DESIGNER/OR AGENT:

Hank Gempeler, Foley & Lardner, LLP.
150 East Gilman St.
Madison, WI 53703

CONTACT PERSON: Pete Horsch

Address: 5820 Westown Parkway
West Des Moines, IA 50266

Phone: 515-327-2147

Fax: 515-267-2967

E-mail address: phorsch@hy-vee.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

(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)

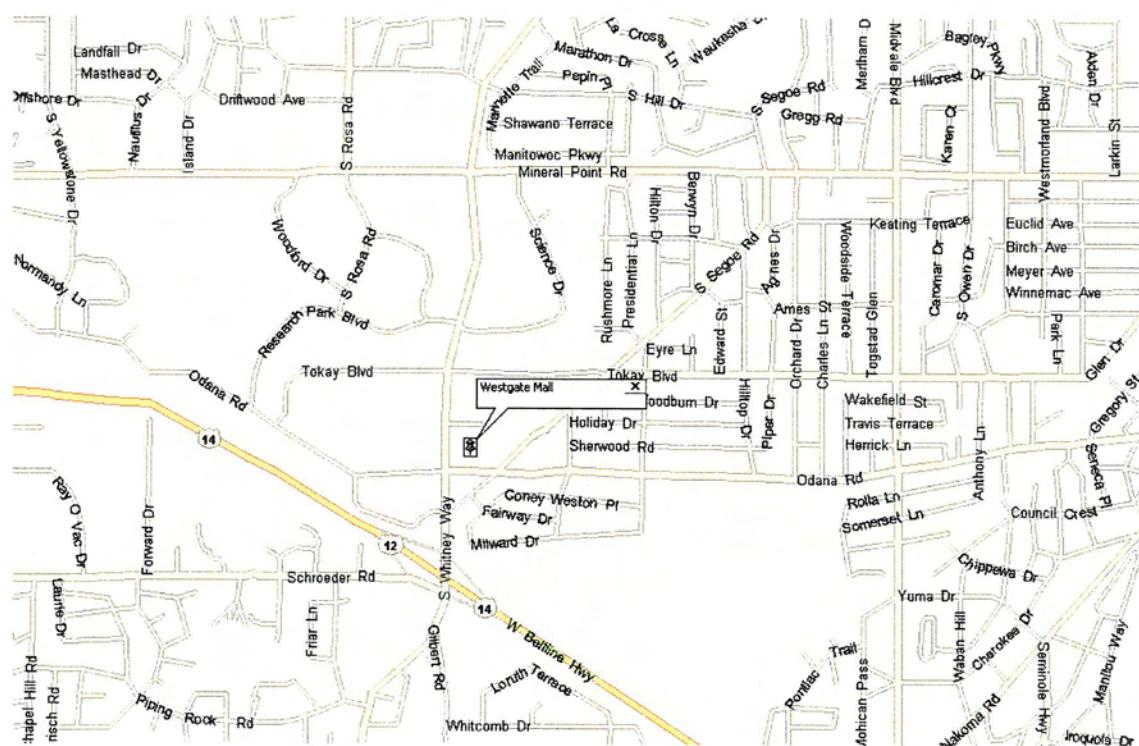
(See Section D for:)

- 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.

Location Map





December 15, 2008

Urban Design Commission
Attn: Mr. Al Martin
Department of planning & Development
215 Martin Luther King Jr. Blvd., Suite LL 100
Madison, WI 53701

Re: Urban Design Commission Initial and / or Final Approval
South Westgate Mall Redevelopment
160 Westgate Mall (NEC of Whitney Way & Odana Road), Madison, WI

Dear Urban Design Commission:

Hy-Vee, Inc. ("Hy-Vee") is submitting this letter of intent along with our Urban Design Commission Review and Approval Application for 'New Construction or Addition to or Remodeling of a Retail, Hotel, or Motel Building Exceeding 40,000 Sq. Ft'. We are seeking Initial Approval and / or Final Approval at your January 7th meeting. As required prior to any formal action by Urban Design Commission, we have submitted an application for Plan Commission consideration. Planning Commission received that application along with the necessary fees and supporting documentation and we hope to be a part of the February 9th meeting.

We have chosen this site as our second Madison and second Wisconsin location. We are truly excited to bring the Hy-Vee shopping experience to the west side of Madison along with the potential for 350 to 400 new jobs.

Project Goals:

- Redevelop and modernize a large portion of the mall, which could be a catalyst for redevelopment of the balance of the property
- Strengthen existing businesses through Hy-Vee's retail traffic generation
- Improve site landscaping
- Improve pedestrian connectivity to the site and create a centralized connection point to the mall from the neighborhood to the east
- Service the retail wants and needs of the neighborhood and surrounding areas

Actions to Date:

On October 16th we had an initial meeting with planning staff to review our proposed plans and had the opportunity to present our plans to the City's Development Assistance Team. On October 28th we were able to share our plans with District 20 Alder, Ms. Thuy Pham-Remmelle and Assistant to the Mayor, Mr. Mario Mendoza. Alder Pham-Remmelle asked that in addition to sharing our plans with the Midvale Heights Neighborhood Association as discussed below, that we try to coordinate a meeting with the Orchard Park Neighborhood Association and said meeting took place on November 16th. Hy-Vee will make an informational presentation to your Commission on December 17th.

The evening of October 28th we presented our project at the regularly scheduled Midvale Heights Neighborhood Meeting. Most of the questions and comments came from members of the committee drafting the Midvale Heights Neighborhood Plan, which has a specific section devoted to the entire Westgate Mall property. The vision of the committee was for the entire 17.7 acre parcel to be redeveloped into a multi story new urbanism project with a mix of residential, office, retail, and structured parking. With that being said, representatives of J. Herzog & Sons (the property owner) voiced concerns that aside from the Hy-Vee redevelopment there are thirty (30) additional tenants in the mall, some of which have lease terms extending another twenty or more years. Many of those same tenants have approval rights over any modifications to the mall. Additionally, the mall is encumbered by a collateralized loan through the year 2031, which strictly limits

modifications to the existing building and the revenue stream paying down the loan. It was also noted that the operating gas station at the northeast corner of Whitney Way and Odana Road is a longstanding neighborhood business that is not owned by J. Herzog & Sons. It was decided that further meetings with the property owner and the steering committee were necessary to discuss the committee's vision for the property relative to the long term contractual constraints.

The first such meeting took place on November 6th and led to the hiring of Schreiber / Anderson Associates, Inc. to master plan the balance of the center. Schreiber / Anderson completed the plan and they along with representatives from J. Herzog & Sons presented it to City Staff on December 3rd. An additional meeting to share the plan with the steering committee was held on December 10th.

Project Name: South Westgate Mall Redevelopment

Address: 160 Westgate Mall (NEC of Whitney Way & Odana Road), Madison, WI

Alder Person: Ms. Thuy Pham-Remmelle – District 20

Development Team:

Developer:	Hy-Vee Real Estate Dept. Contact: Pete Hosch 5820 Westown Parkway West Des Moines, IA 50266 515-327-2147 phosch@hy-vee.com	Architect:	Hy-Vee Engineering Dept. Contact: Dan Willrich 515-457-3804 dwillrich@hy-vee.com
Site Planning / Landscape Architect:	Hy-Vee Engineering Dept. Contact: John Brehm, ASLA 515-267-2947 jbrehm@hy-vee.com	Contractor:	Hy-Vee Weitz Construction 1947 Hull Avenue Des Moines, IA 50313 515-645-2300
Engineer:	Foth Infrastructure & Environment, LLC Contact: William Dunlop, PE 1402 Pankratz Street, Suite 300 Madison, WI 53704 608-242-5900 WDunlop@foth.com		

Project Overview:

Hy-Vee has reached an agreement to lease the demised premises shown on the attached site plan from J. Herzog & Sons, Inc. The aforementioned demised premises is has an area of approximately 7.7 acres. Hy-Vee will demolish the existing structures south of the TJ Maxx facility and construct an 80,476 square foot Hy-Vee Food Store, which includes an attached Hy-Vee Wine & Spirits facility. The redevelopment results in an approximate 20,000-square-foot increase in building area. The project will include resurfacing the parking lot, adding more parking lot islands, relighting of the parking lot, increased landscaping, improved pedestrian connectivity, and the relocation of the Segoe Road access drive providing a safer movement at the intersection of Segoe and Odana.

This submittal represents the first step toward redevelopment of this site. The conceptual master plan for the entire 17.7 acres developed by Schreiber / Anderson is included with our submittal. Their plan represents a realistic goal given the numerous constraints at hand. It allows for the long standing tenants to maintain their presence while creating additional space for a mix of uses, enhanced connectivity, and pedestrian friendly open space.

Hy-Vee plans to receive Urban Design Commission and Planning Commission approval for a conditional use permit by early 2009, building permit approval by mid-spring, and start construction shortly thereafter. Project construction is anticipated to take approximately 12 months, resulting in an early-summer 2010 grand opening of the store.

Building Improvements:

The portion of the mall being redeveloped by Hy-Vee is comprised of several mid to large scale retail tenant spaces. Included in the submittal are proposed building elevations showing significant improvements in both design and materials compared to what is currently in place. These plans incorporate the architectural interest the City of Madison looks for in new development. The Whitney Way or front façade has dramatic changes in building projection and multiple expanses of glass which will provide significant day-lighting into the new facility. Additional points of interest on the front façade are the cantilevered canopy features and numerous changes in building height. The most-pronounced height changes are utilized to draw customers into the primary entrance. Color and texture will be varied by using a mix of building materials including brick, glass, and EIFS.

In an effort to address city staff concerns about the Odana Road façade we made extensive changes to the inner workings of our store and modified the footprint to accommodate a functioning entrance for that elevation. The entrance will be utilized primarily for the Hy-Vee Wine & Spirits store, but will also act as an additional access point for pharmacy customers. This should work in conjunction with our corporate efforts to design the Wine & Spirits space as a separate shopping experience for the customer. We also feel that this entrance provides for greater pedestrian connectivity to the site. We utilized the same architectural theme on the Odana Road elevation that is present on Whitney Way. The service area on the east side of the Odana elevation will be screened from view with a fence.

The brick, glass, and EIFS present on the front elevation will wrap around to the north elevation approximately 40 feet. The remainder of the north and all of the east elevations will be painted precast panels. A mezzanine level comprising over 5,000 sq. ft. including offices and a club room / cooking school is present on the north elevation.

Site Improvements:

The site will undergo significant improvements to layout, pedestrian access, lighting, and landscaping. The plan includes a landscaped pedestrian parkway connecting the City sidewalks on Whitney Way to the front of the store. The existing entrance into Westgate Mall will be relocated and a large landscaped plaza area will be constructed at the northwest corner of the Hy-Vee building. A café style outside dining area will overlook the plaza area and be separated by an elevated planter wall. The space behind this common area and between Hy-Vee and TJ Maxx to the north will be separated by an ornamental fence and the space will be utilized for seasonal and garden center sales. A centralized pedestrian connection to the mall from the neighborhood to the east will be created by adding an additional pedestrian access point between Hy-Vee and the outside sales area to a new sidewalk running along the park boundary to the east and connecting to Segoe Road. Two additional pedestrian access points will be added on both sides of the Odana Road entrance connecting to the sidewalk running adjacent to the building.

Landscaping throughout the site will utilize a variety of plant species, many of which are native to the area and therefore remain appealing through seasonal change. The landscape buffering that exists on the site will be enhanced to aid in the visual screening from the adjacent properties. New parking lot islands will be oversized to allow trees and plants to thrive. The alcoves on the northeast and southeast corners of the building will incorporate plantings to add visual screening of the building.

Operation and Site Detail:

- The Westgate Mall property post Hy-Vee redevelopment will have 842 parking stalls (3.315/ 1000 SF)
- The Hy-Vee facility has two service dock doors and a vendor delivery door on the east elevation.
- The Hy-Vee Food Store will be a 24-hour facility. The Hy-Vee Wine & Spirits store will have operational hours in accordance with state and local laws.
- Two trash compactors are located along the south elevation and are screened from view by a fence
- Professional snow removal will be arranged for the entire site by the Mall Manager and maintained in accordance with City standards.

Building Uses and Area:

The redevelopment would consist of a 75,542 square-foot Hy-Vee food store, a 4,934 square-foot attached Hy-Vee Wine & Spirits facility.

1. Hy-Vee Food Store: 75,542 sq. ft. (detail as follows)
 - a. Pharmacy: 825 sq. ft.
 - b. Bank: 520 sq. ft.
 - c. Floral: 581 sq. ft.
 - d. Caribou Coffee: 481 sq. ft.
 - e. Casual Dining: 2,692 sq. ft.
 - f. Mezzanine: 6,534 sq. ft.
 - i. Club Room: 1,883 sq. ft.
 - ii. Offices: 1,912 sq. ft.
 - g. Back Room: 5,943 sq. ft.
 - h. Digital Photo: 151 sq/ ft.
 - i. Bakery: 1,173 sq. ft.
 - j. Health Market: 1,142 sq. ft.
 - k. Grocery / Dairy / Produce / General Merchandise: 50,003 sq. ft.
 - l. Kitchen / Chinese / Italian / Deli: 2,547 sq. ft.
 - m. Service Meats: 861 sq. ft.

2. Hy-Vee Wine & Spirits: 4,934 sq. ft.

Employment Estimate: Hy-Vee would expect to employ between 350 and 400 people and the leased space would account for additional employment beyond that.

Construction Schedule: Pending conditional use and building permit approval we anticipate a May 2009 construction start with a May 2010 grand opening.

Hy-Vee truly appreciates your review of our project and please don't hesitate to call should any questions arise.

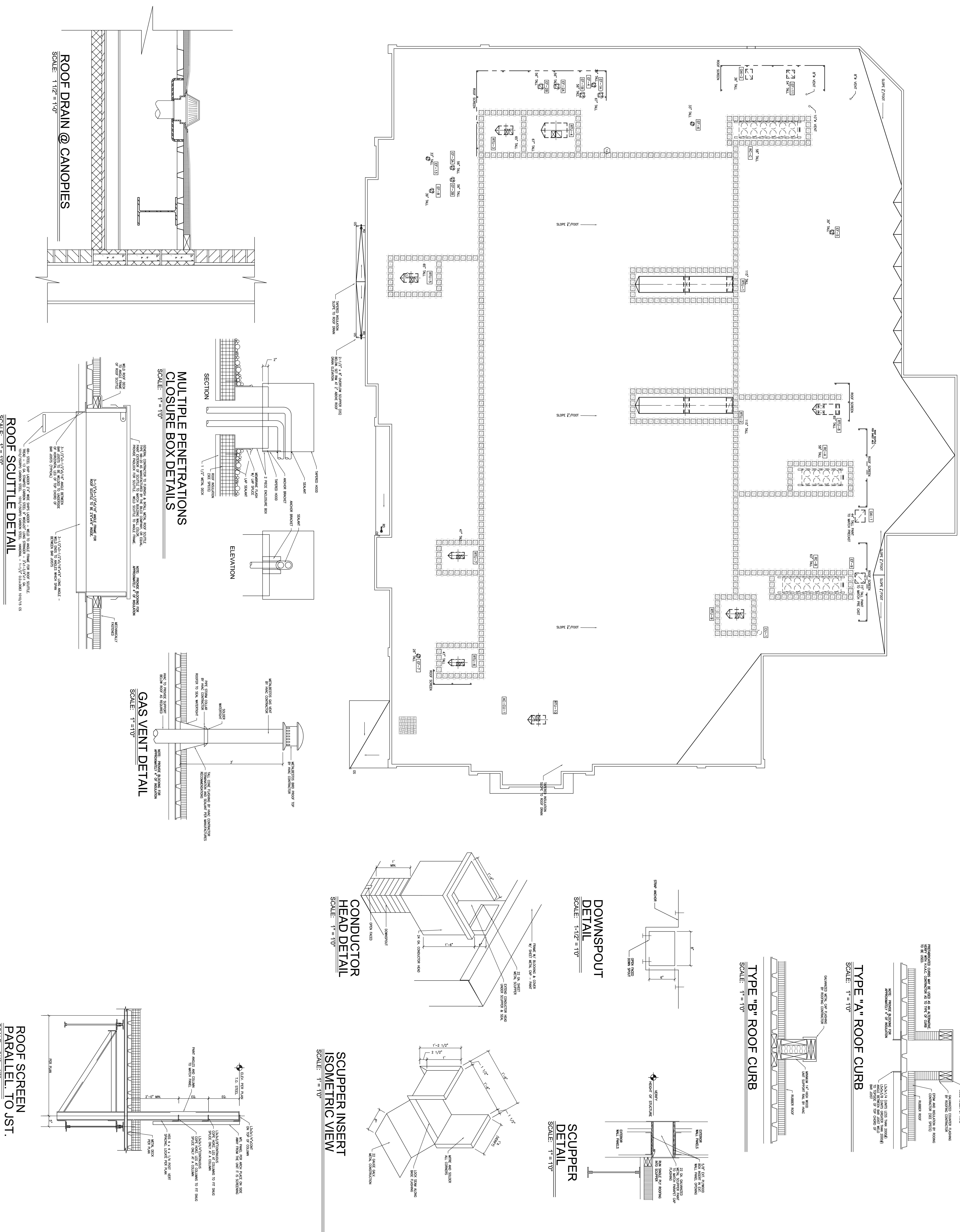
Sincerely,

HY-VEE, INC.



Pete Hosch
Assistant Vice President, Real Estate

Enclosures



HY-VEE, INC.
5820 WESTOWN PARKWAY
WEST DES MOINES, IOWA 50266
TELEPHONE: (515) 267-2800
FAX: (515) 267-2935

ROOF PLATE & DETAILS

1.8.0

Whitney Way Elevation



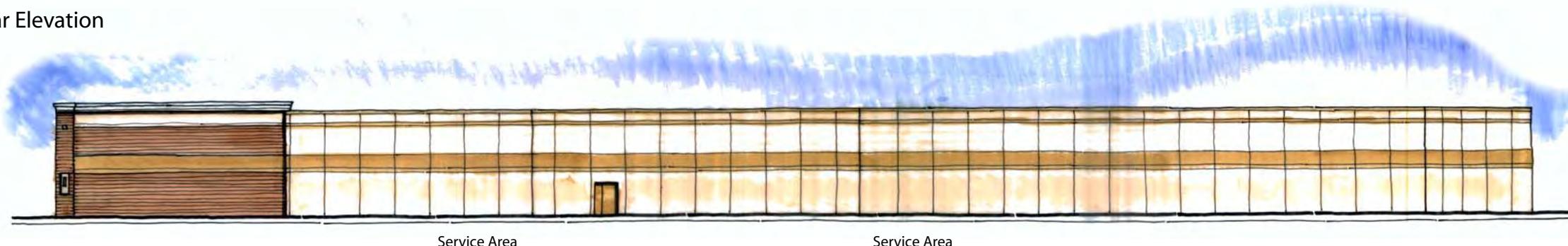
Odana/Segoe Elevation



Side Elevation



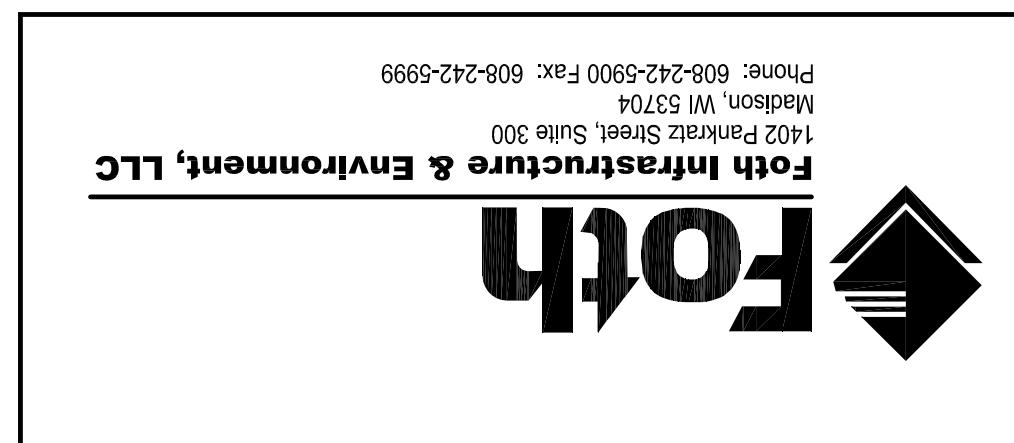
Rear Elevation



Westgate Hy-Vee Building Elevations
10.28.2008

Hy-Vee
EMPLOYEE OWNED

DATE BY	
REVISION	

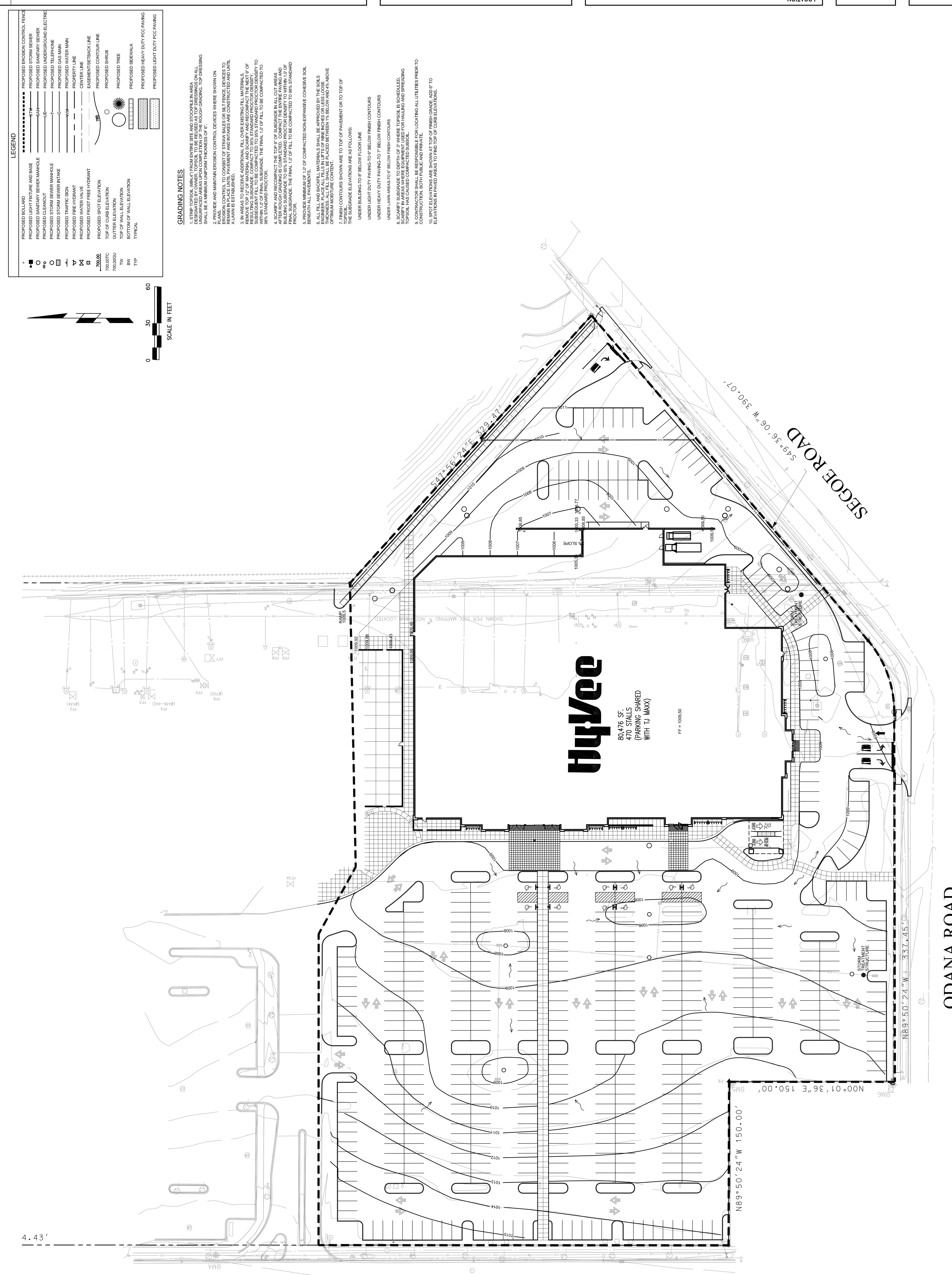



TRUE NORTH
PLAN NORTH

GRADING PLAN

C3.0

PRELIMINARY NOT FOR CONSTRUCTION





C2.0

TUR. SEC.

UTER. CORNER

PRELIMINARY NOT FOR CONSTRUCTION

SITE
PLAN

C2.0

TUR. SEC.

UTER. CORNER

DRAFTING
STANDARDS

C2.0

TUR. SEC.

UTER. CORNER

SHEET
NAME
C2.0

TUR. SEC.

UTER. CORNER

SITE
PLAN

TUR. SEC.

UTER. CORNER

BICYCLE PARKING
REQUIREMENTS

TUR. SEC.

UTER. CORNER

BICYCLE PARKING
REQUIREMENTS

TUR. SEC.

UTER. CORNER

PARKING STALLS
REQUIRED:

TUR. SEC.

UTER. CORNER

TOTAL BUILDING:

TUR. SEC.

UTER. CORNER

TOTAL MALL PARKING:

TUR. SEC.

UTER. CORNER

(332'10") OF G.F.A.)

TUR. SEC.

UTER. CORNER

HY-VEE
RE-DEVELP., MADISON, WI
LOCATION: SOUTH WESTGATE MALL

TUR. SEC.

UTER. CORNER

OWNER:
HY-VEE, INC.
WEST DES MOINES, IOWA 50266
(515) 267-2800
CONTACT: JOHN BREHM

TUR. SEC.

UTER. CORNER

CIVIL ENGINEER:
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CONTACT: JOHN BREHM

TUR. SEC.

UTER. CORNER

APPLICANT:
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(515) 267-2800
CONTACT: JOHN BREHM

TUR. SEC.

UTER. CORNER

EMPLOYEE OWNER:
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FAX: (515) 267-2935
Phone: 606-242-6900 Fax: 606-242-6999

TUR. SEC.

UTER. CORNER

HY-VEE, INC.

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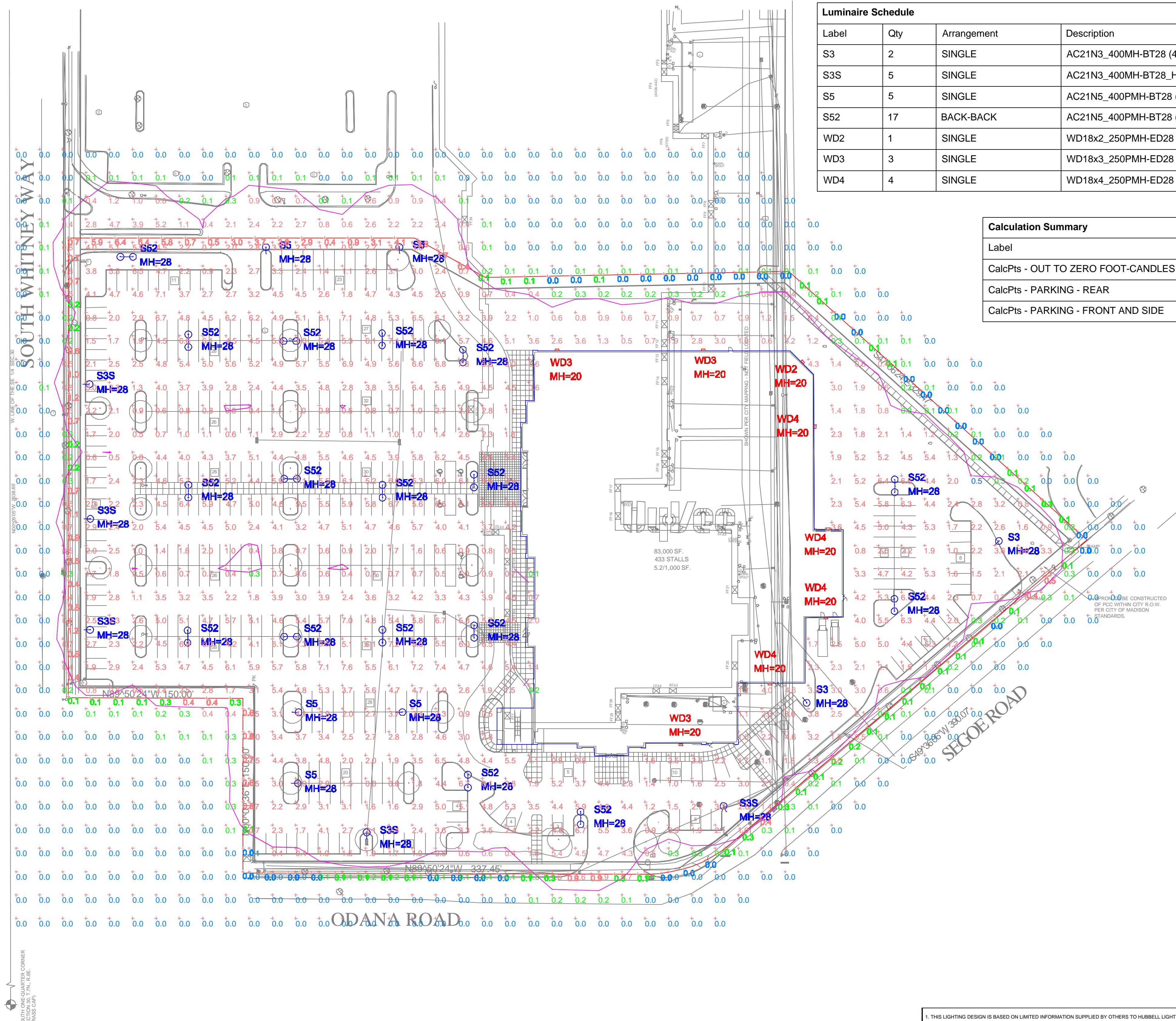
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6920 WEST DES MOINES TOWER 50



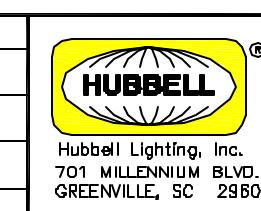
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2. LUMINAIRE DATA IS TESTED TO INDUSTRY STANDARDS UNDER LABORATORY CONDITIONS. OPERATING VOLTAGE AND NORMAL MANUFACTURING TOLERANCES OF LAMP, BALLAST, AND LUMINAIRE MAY AFFECT FIELD RESULTS.

3. CONFORMANCE TO FACILITY CODE AND OTHER LOCAL REQUIREMENTS IS THE RESPONSIBILITY OF THE OWNER AND/OR THE OWNER'S REPRESENTATIVE.

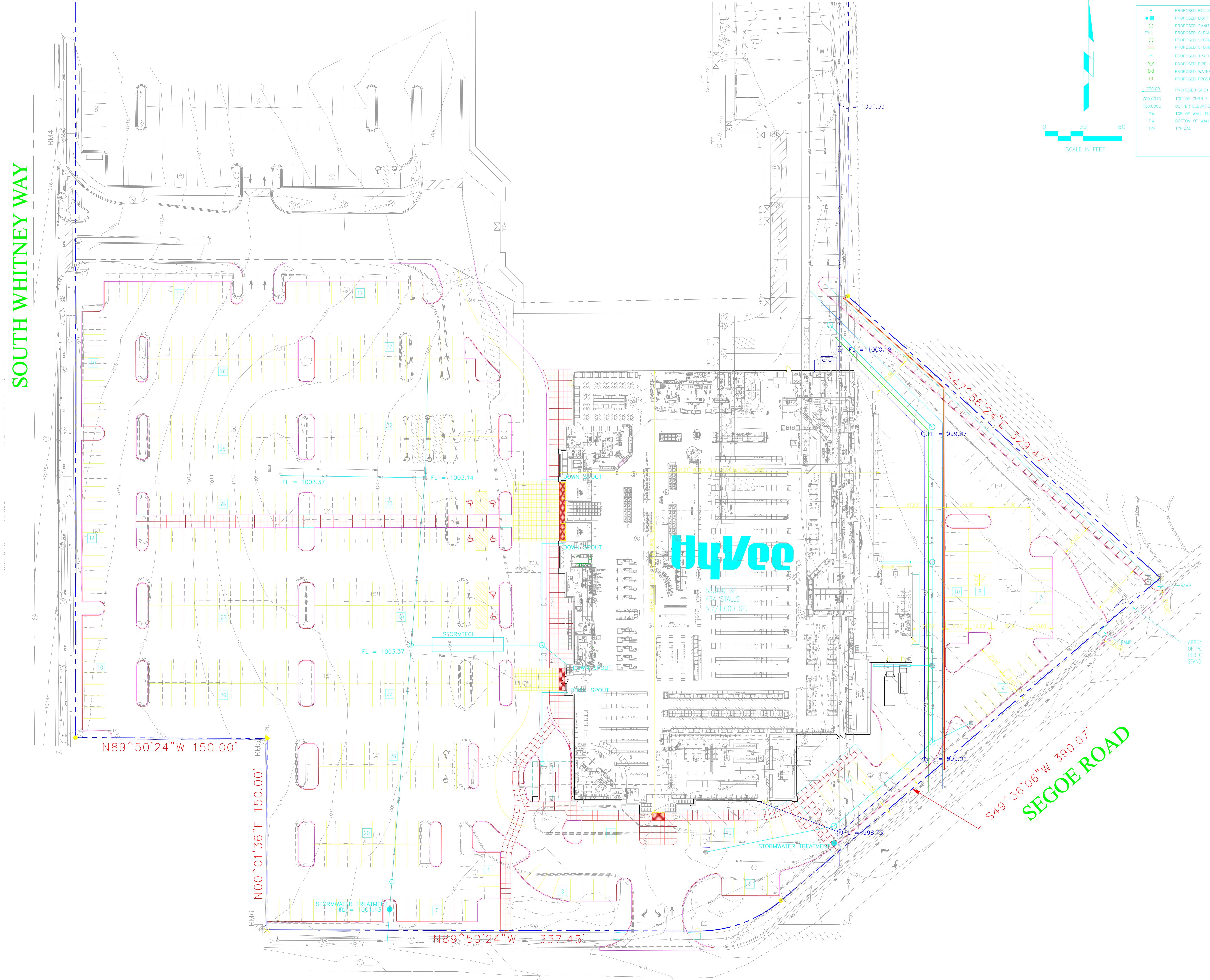
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SITE LIGHTING PLAN
HY-VEE #2
MADISON, WI

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REV BY:	YWY	DATE:	12-12-08	SCALE: AS NOTED
QUOTE:	N/A	DRAWING / DESIGN NO.:	0843196	



Hubbell Lighting, Inc.
701 MILLENIUM DR.
GREENVILLE, SC 29607

SOUTHWESTERN WAY



ODANA ROAD

RELIMINARY OT FOR CONSTRUCTION

SITE PLAN

C2.0

HY-**V**E, INC.
5820 WESTOWN PARKWAY
WEST DES MOINES, IOWA 50266
TELEPHONE: (515) 267-2200
FAX: (515) 267-2935

Hy-Ve®
EMPLOYEE OWNED