



January 7, 2009

Members of the Urban Design Commission
City of Madison
Madison, Wisconsin

Re: Proposed HyVee Grocery at Westgate

Commission Members:

We are submitting this letter to advise you of the concerns we have expressed about the current site plan for the HyVee grocery store proposed for Westgate. We have met with representatives of HyVee and J. Herzog, the owner of Westgate Mall, and advised them of these concerns. This letter documents the points that we raised during that discussion.

Traffic Issues:

Entrance from Odana. This entrance is currently unsafe, and additional traffic at the site will only exacerbate the problem. We believe that the proposed redevelopment at the south end of Westgate is an excellent opportunity to address long-standing traffic problems at this entrance.

Entrance from Whitney Way. We would support installation of a stop light to ensure pedestrian safety and easy access to retail on both sides of Whitney Way.

Pharmacy drive-up: The current drawing appears to show the traffic direction in the drive-up lane as being from north to south. This means that a car exiting the drive-up will have to contend with traffic from the right that is making a sharp left turn and traffic from the left that is entering the parking lot off Odana Road. We recommend that traffic in the drive-up window lane(s) move from south to north only.

Rear truck turning movements: The truck movements into and out of the loading dock from the street are unclear, therefore the safety of pedestrians using the walkway from Segoe Road is unknown. The turning movements should be clarified and the safety of pedestrians ensured.

Bus service: Consider better bus service to the mall, including making provisions for bus traffic within the mall property and a bus shelter at the existing stop along Whitney Way.

Pedestrian Issues:

Sidewalk in front of store (west side): This should be wider to encourage walking and allow for shade trees to be planted.

Entrance road from Whitney Way: There should be a sidewalk on both sides of the entrance drive from Whitney Way (plan only shows sidewalk on north side).

Walkways in parking lot: To make lot more pedestrian friendly, extend walkway the length of the parking lot from southern entrance to the store on west side.

Pedestrian passage between HyVee and TJ Maxx:

With an eye toward pedestrian safety and building appearance, we have the following questions:

- What will the exterior of the south side of TJ Maxx look like? The Joint Steering Committee requests an elevation for the south side of the building housing TJ Maxx. Can additional functional windows be installed on the first floor of the north side of the HyVee building to promote pedestrian safety?
- How wide is the arcade between the buildings? Can it be made wider so as to be more functional and safer and more inviting to pedestrians?
- Can additional windows be installed on the first floor of the north side of the HyVee building to promote pedestrian safety?
- What lighting/security is planned for the arcade?

Appearance of HyVee building:

- UDC requested windows in eastern façade; no changes appear to have been made. Are alterations planned? In lieu of windows, we would request consideration of using vertical green systems to help enhance the architecture of the east elevation of the building and make the building greener from a design, energy efficiency and general sustainability.
- The east side of the building is visible from both Odana Road and Segoe Road. We would like the trash compactors, loading docks, and areas likely to be used for outside storage to be screened from these roadways.
- As noted above, windows in north wall would make the building more attractive and contribute to security in the arcade.
- Due to the topography change, views from Odana Park onto the HyVee roof are possible. We would like to see a roof plan showing the location and appearance of HVAC and other equipment.

General Lighting:

- We request shorter light poles (20 ft) in parking lot to decrease wattage required in lamps and make the lights more human in scale.
- Adhere to all dark-sky lighting requirements. Use cutoff fixtures.

Green elements:

- We strongly encourage HyVee to explore the possibility of installing a green roof or a roof garden.
- Building should be LEED qualified if not LEED certified.

Thank you for your time. Several members of the Midvale Heights-Westmorland Joint Steering Committee will be attending the UDC meeting on January 7 and will be available to answer questions.

Sincerely,

Denise Lamb, Joint Steering Committee Member

Cc: Patrick Listerman (J. Herzog), Dave Schreiber (Schreiber Anderson Associates), Hank Gempeler (Foley & Lardner), Thuy Pham-Remmele (Alder, District 20)