

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 7, 2012

TITLE: 857 Jupiter Drive – Amended PUD-GDP
for Grandview Commons Town Center for
109,000 Square Feet of Future
Retail/Office, a 24,000 Square Foot
Library and 110 Multi-Family Units. 3rd
Ald. Dist. (24689)

REFERRED:
REREFERRED:
REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 7, 2012

ID NUMBER:

Members present were: Marsha Rummel, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins, and Henry Lufler, Jr.

SUMMARY:

At its meeting of March 7, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of an Amended PUD-GDP located at 857 Jupiter Drive. Appearing on behalf of the project were Brian Munson, representing Veridian Homes; Lauren Cnare, District 3 Alder; and Rick Fatke. Appearing in support but not wishing to speak were Chris Howe, Marcia Howe, Kristina Hauser, P. Breister, T. Breister, Greg Miller and Janice Munizza. Appearing and speaking in opposition were Barbara Davis, Greg Cieslewicz and Jill Johnson, District 16 Alder. Appearing in opposition but not wishing to speak were Mike TeRonde, Karen TeRonde, Nicole Jenkel, Sarah Herwig, Peter S. Anderson and Heather McFadden. Munson spoke to the four conditions the Urban Design Commission attached to their initial approval on February 15, 2012. Design changes have been incorporated and the GDP text will look at each building site to develop a range of options of how to incorporate up to the 190 residential units and bring back in the 9,000 square feet for the library, with the balance of the retail uses becoming 135,000 square feet. Two components of mapping show essentially mixed-use, they looked at adding upper floor uses, allowed for upper floor office and residential use while restricting the flex space use, identified options for some buildings to have second floor or higher office or residential uses.

Barbara Davis spoke in opposition, reading from Tim Parks Planning Division approval letter. The larger retail user will require careful consideration for potential impacts. It is in the spirit of this careful consideration that we (I don’t know who we is, the neighborhood?) respectfully request the Urban Design Commission consider the following:

- Making Veridian accountable to a panel of neighbors, as suggested by Ald. Cnare for every phase of the site plan and a way for residents to have real input as to how the store is constructed in order to mitigate the nuisance factors and traffic. To date only two neighborhood meetings have been held in two years. Neighbors need a real venue.
- We ask that you read Ken Golden’s letter take into thoughtful consideration to his recommendations.

- We request that Urban Design Commission and long-range traffic committees continue to be respectful of keeping Sharpsburg and neighborhood streets close to the store to minimize cut-through traffic to Door Creek.
- We request to ensure traffic pattern does not send all the grocery shoppers or semis down our streets, a no right turn sign for trucks only existing on Gemini Drive. We also request traffic calming measures on Sharpsburg from the store to McClellan.
- We request that all dumpsters be contained within the store, or that a separate fully enclosed storage facility be constructed to minimize odors and reduce the likelihood of vermin.
- We request that loading doors be closed at all times unless there is loading/unloading. We also request that all cardboard compacting be done inside the store.
- We also request a stipulation be inserted to stipulate the maintenance of the rain garden to ensure the trash and debris are removed frequently and that the grasses planted are kept free from scum and algae. Requesting that the maintenance of the rain garden will be an expense for Veridian, not the homeowner's association.
- We request that Urban Design look at the position of HVAC units on the rooftops and place them on the side of the building farthest away from peoples' homes to minimize whining and humming disruption during warm weather months when windows are open.
- We request that Traffic look at what it would mean to install a traffic light on Gemini coming out of the store instead or in addition to North Starr so that residents can leave while traffic is held back from existing the grocery store parking lot, and that Veridian pay for the cost of this installation, not the residents of Grandview through special assessments.
- We request that they keep trash and delivery areas away from our lot lines, and we request that they put up a solid opaque fence and do some landscaping on our side of the fence.
- We request installation of parking lot lights that do not spread light pollution into our windows. This can be done, it would actually save them money if it's done properly.
- We request that the traffic pattern does not send all the customers or semi traffic down our little residential streets.

Greg Cieslewicz spoke in opposition, adding emphasis to making Veridian accountable to the panel of neighbors, pointing out that nothing on this updated packet had been shared with neighbors on either side of the street. It has been stated that they will have LEED-like features on the building and he requested that it be LEED certified. Barnett asked what kind of LEED features were important; Cieslewicz responded energy efficiency, green roof consideration, both things you can and cannot see.

Ald. Jill Johnson stated that she feels with this plan we need to remember that the town center is not getting built when the grocery store would be built. What you are getting here is an auto-oriented plan of a big box imposed upon existing residential years after the area has been developed. She believes it's incompatible with the traditional neighborhood and wanted to make it clear that people are not anti-grocery. It's not "no" to a grocery, it's "no" to this plan; it's not good enough. The City of Madison in partnership with the developer promoted the traditional neighborhood that people bought into. We all have to take responsibility for promoting a vision to people and now taking that vision and throwing it out the window. You can always use the excuse that things change to make a radical departure from a plan. Those in opposition are perfectly willing to compromise, we've reached out to former alders to mediate, that was rebuffed. Attempts at mediation were rebuffed. She does not want to see this plan move forward to the Common Council, it is not productive, it's not a good use of Common Council time, and she would really like to see the Commission take a stand against what is not good development.

Ald. Cnare spoke, hoping the Commission finds that their requests were met. She mentioned that people who subscribe to her blog (about 400) received an email from her stating that the Plan Commission did approve this project, so there are residents who are aware of the process. Her big concern was people would wonder about the density. The plan is a fine one, it is not a second rate plan, it is not a second best plan. The plan we had 14 years ago was also a fine plan but it never came to fruition. That's the real question we're coming here to discuss tonight. How can we integrate new urbanist tenants; not copy them, or lift them from other parts and plop them into some place. We're here to make sure this can actually work, and yes the grocery store has to come first, something has to come first. She clarified that her words were "would the developer be willing to have a panel of neighbors come together to talk about what will happen with the other small retail buildings?" Ald. Rummel was very careful about saying it was important to her that those not be filled up with fast food restaurants or franchises, but that it's an opportunity for people to talk about what happens in those buildings because they are an equal part with a full service grocery store as part of this town center. The developer agreed to do that. The developer did not agree, nor did she ask for a panel of residents to design the building. There will be other public meetings for that, we're all aware there are many more steps to this before any shovel is put in the ground. She asked the Commission to take into consideration the two points from the Plan Commission about buffering and landscaping.

Comments and questions from the Commission were as follows:

- There's no real changes in the footprint, you added more floors. Could you clarify the residential locations?
 - The graphic starts to break down each floor and its uses. The expanded descriptions look at each building site, give a description of what it is and then talk about what each floor use would be. It also identifies where there are optional floors. And SIP will come forward for each of these sites. I wouldn't expect drastic changes from the building shapes and forms you see here today.
- One of the Plan Commission was about the library, access and parking. I got stuck on the circulation of the loading zone out to the parking lot and they pretty much end up right in front of the library. Do you have any ideas about that?
 - A couple of things are in motion with Traffic, and it's hard to do that at this stage, but when an SIP comes forward it will look at a couple of things in regards to the driveway. Firstly, it would be a driveway cut, not a street to street apron, traffic coming in and out of that site on both driveways to Gemini would come up to the grade of the sidewalk to give priority to the sidewalk. Secondly, the piece has been widened by about 30-feet to have two lanes out and one inbound. As far as coordination with the library we've been in discussion with them and they've given initial approval to the concepts and they are working through the technical wording of their shared parking arrangements. The final decision will rest on the SIP. When we bring that we'll have all the turning movements, grades, cross sections. There's opportunity there to look for anything else that can be done to help create that pedestrian oriented town center. There's a lot of room to work on that cross section and get the details right.
- This document talks about possible floor uses listing some as optional. Is this because this could remain a one-story building?
 - Yes. That's one of the sites that allows for a one-story building. Because it's on Sharpsburg the original discussion on the form of that building was that it needed to have additional height, so that is identified for a minimum height of 30-feet, slightly different than the 24-feet next door, but allows the opportunity that if we can get residential on the upper floors that can be accommodated in that building.
- In terms of some of the neighborhood requests, the loading doors and HVAC units, the right turn only, are those issues for you?

- I think there's quite a few things we could embed in an SIP. That's where things like those are determined. I'd have to take a close look because it was read quickly but nothing jumped out right away.
- This half does it, and I know you have to have the parking, but the other side, the grocery store is really isolated. That's a long distance for some people.
 - The techniques we've looked at in the parking area, one was to reduce it as much as possible and if there are opportunities as we move forward we're definitely going to look at that. Another element we're exploring as part of the library potential is whether there is a walkway north south in the parking lot as well. To bring another access north-south through the site and bringing in additional walkways. The design of the library itself is still yet to be determined. There are some additional trees that might be able to be preserved depending on their design. A lot of it hinges on the SIP, a slight turn of a building, landscaping, trellises and arches.
- Jill Johnson questioned Item #3: is it something you can live with, with respect to traffic on the streets nearby?
 - What we've tried to do, and we'll be happy to work with committees as the SIP moves forward to look at traffic routing, but we tried to design it as regional traffic will access from Cottage Grove Road, and so I think no right turn for trucks is something we can do. I believe City policy requires the trucks to take the shortest route possible by street to the arterials, which in this case would be Gemini. In terms of the close to store traffic, recognizing this is part of a neighborhood, hopefully a large part of the traffic will be shortening their trips currently and stopping at the store after originating the traffic. North Starr and Sharpsburg were both designed as collector street and are intended to have some of that function. As per the City staff comments, they do have some comments from Traffic Engineering about some additional fees to help look at traffic calming within the neighborhood. There's some discussion with the Plan Commission about whether that can be added to, but it's something we support as well.
- Middleton Copp's is a new urbanist way to incorporate a grocery store into a neighborhood just like this neighborhood. This doesn't get there, I hear all the reasons why we should do this and I'm sympathetic, but I think it's how it's nestled into the site and it does not work for me.

ACTION:

On a motion by Huggins, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-1-2) with Rummel voting no, and Harrington and Lufler abstaining.

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 is 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 857 Jupiter Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	5

General Comments:

- You can do an urban form.