

Traffic Engineering) stated that the roundabouts, as currently designed, are designed for a lower speed.

Ald. Paul Skidmore (the alder for the area) wished to express support for the traffic projections provided by that Madison Area Transportation Planning Board. He added that this is an important project that needs to move forward. Mark Shahan, hoped that the design refinements will incorporate the desire to scale the project back a bit, in order to save resources.

The Committee thanked Chris Petykowski and Rob Phillips for attending, and asked that the Committee's comments on the project be forwarded to them for future consideration.

6      24356

Adopting an amendment to the Generalized Future Land Use Plan Map in the City of Madison Comprehensive Plan.

**A motion was made by Sundquist, seconded by King, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION,. The motion passed by the following vote:**

**Eric Sundquist/Ald. Steve King recommended adoption of Resolution ID 24356 and ID 24357, and asked to include Traffic Engineering's recommendations as stated in its memorandum (dated 11-16-11).**

**The motion to recommend adoption of Resolution ID 24356 and ID 24357 (including Traffic Engineering's recommendations, in its memo dated 11-16-11) passed on a vote of 4-2. Margaret Bergamini and Mark Shahan voted "no".**

**Ayes: 4 -**

Susan M. Schmitz; Eric W. Sundquist; Lucas K. Dailey and Steve King

**Noes: 2 -**

Margaret Bergamini and Mark N. Shahan

**Abstentions: 1 -**

Robbie Webber

**Excused: 4 -**

Bridget R. Maniaci; Marsha A. Rummel; Chris Schmidt and Charles A. Erickson

Note: Agenda Items 6 and 7 were taken up together.

Steve Cover (Department of Planning & Community & Economic Development Director) said a few words of introduction. He said that the proposed project should be viewed in the context of its place in the entire neighborhood. He said that the project has the potential to create a vibrant town center - a place for people to go (something that currently does not exist). He felt that the size of the grocery store was not the real issue, rather that it will help act as a catalyst for the commercial town center at that location. Steve Cover said that the impacts of traffic etc. need to be

addressed, but that the positives of the project are worth taking into consideration.

Michael Waidelich (Principal Planner, Planning Division) provided an overview of the project and the changes that would be required of a number of planning documents in order to approve the project - including an amendment to the Sprecher Neighborhood Development Plan, an amendment to the Comprehensive Plan and a change to the zoning in the Grandview Neighborhood. Michael Waidelich said that the current grocery store proposal from Rollie Winter and Associates, who would build the store (to be operated by Roundy's) is for a 58,000 square foot building. He said that this size is not consistent with the maximum 25,000 square foot food store recommended in the current plans.

Brian Munson (Vandewalle and Associates) said that there have been numerous efforts to build a smaller grocery store in the Grandview neighborhood over the past ten years, in both good and poor economic conditions. He said that it has become clear that a grocery store will need to draw from a larger region (not just the neighborhood) in order to survive. He noted that the current proposal, although larger than recommended in the plan, will help to create other land use/development opportunities in this area. Mr. Munson said that the development concept uses a shared parking approach and will help to enhance pedestrian circulation in the area. He said that there is also a desire to extend Metro transit service to the corner of North Star Drive and Sharpsburg Drive, and that additional development at this location will help to enhance that effort.

Numerous members of the public wished to speak on this topic. Chair Robbie Webber noted that there is a 3-minute limit on comments.

Mary Boyd (1234 Alexandria Lane) said that the Great Dane is now causing parking problems along North Star Drive, noting that this is creating congestion in this area. She said that a 400-space parking lot for the grocery store will not be very bicycle- and pedestrian-friendly. She expressed concerns about the store's hours of operation, and felt that a better location for the store would be at Sprecher Road and Milwaukee Street.

Barbara Davis (729 Orion Trail) expressed concerns about Cottage Grove Road, and the fact that it is currently 2 lanes (and will be for some time). She felt that truck idling would be a problem. She said that she would be more supportive of a neighborhood-scale store, noting that the current proposal is for a regional store (which is not appropriate). She also felt that too much traffic would cut through the residential part of the neighborhood and create a safety problem.

David Sebald (6006 Fredericksburg Lane) said that he supported thoughtful, community-based planning and questioned the economic feasibility of the store. He said that Roundy's is a poor operator and that if the store fails, there could be even worse consequences. He noted that the Mayor does not

support a store greater than 40,000 square feet and he urged the Committee to reject this proposal. He said that a better location for this project would be at Sprecher Road and Milwaukee Street.

Tara White (637 Copernicus Way) noted that there are several school bus routes in this area with many children walking to and from their homes. She expressed concern about increased traffic in the residential areas and said that there are already many needs for crossing guards. She strongly supports new urbanist planning and picked to live in this neighborhood because of it. She felt that the current grocery store proposal undermines that concept.

Karen TeRonde (6121 Fredericksburg Lane) felt that truck access will be a major problem with the proposed grocery store. She said that she could never understand why this project is always compared to Middleton Hills. She noted that the Copps grocery store at Middleton Hills is connected to other stores, for the "New Urbanist" look, whereas the proposed grocery store at Grandview Commons is a larger store and at the other end of the parking lot. She said that this configuration does not give this project a "New Urbanist" look".

Chair Webber thanked the members of the public and asked for Committee member questions.

Eric Sundquist asked how many semi trucks, on average, would be accessing the store each day. Brian Munson said that 3 large trucks per day is about the average, noting that they would be accessing the store directly from Cottage Grove Road (and not going through the residential area). Munson also pointed out that the operator has a "no idling" policy for trucks servicing its stores. He also wished to point out that on-street parking is encouraged in the neighborhood plan, to help calm traffic and create a better pedestrian environment.

Eric Sundquist also asked about the number of parking stalls planned for the store, and what is typical. Mr. Munson replied that 5 spaces per 1,000 square feet is the norm for grocery stores, and the planned 400 parking stalls is below that.

Susan Schmitz asked about potential transit service in this area and what the potential would be. Ald. Lauren Cnare said that there is a strong desire for the service, but that resources are thin and Metro has higher priorities at this time.

Mark Shahan said that he does not like the current placement of the store on the site, noting that it could form a better buffer in a different location. Shahan also asked if structured parking had been considered. Brian Munson replied that it had, but was found to be economically infeasible.

Lucas Dailey said that Jenifer Street Market operates on the near east side (and is smaller in scale), but is located in a much denser neighborhood that

Grandview. Ald. Cnare agreed and said that the need for a larger store in this area is an economic reality that requires some compromise. She urged reviewers to focus on how to make this current proposal better, and address the potential negative impacts.

Eric Sundquist/Ald. Steve King recommended adoption of Resolution ID 24356 and ID 24357, and asked to include Traffic Engineering's recommendations as stated in its memorandum (dated 11-16-11).

Eric Sundquist wished to speak to the motion. He said that he has lived very close to large grocery stores and felt that the impacts are not that bad. He said that this store's design is much better than a large suburban store and that there are ways to make this project better. Sundquist noted that there have been several attempts to make a smaller store work at this location, but have failed.

Ald. Steve King said that he represents a similar area on the far southwest side of Madison. He said that a Copps grocery store was an issue about ten years ago, and had a worse site design. He said that the store is now well-used by area residents and that the truck access and traffic issues were fairly manageable and adequately addressed. He supports the current grocery store plan for long-term transportation purposes (which is LRTPC's purview), adding that there may be other issues of concern for him to work on at Plan Commission.

Mark Shahan said that he is not quite satisfied that the site orientation and design issues have been addressed as best they can be. He would have preferred to see the results from the traffic impact study before making detailed comment. He said that he preferred the design of the Hilldale grocery store, especially in how it designed its parking and created a strong buffer to the surrounding area. Susan Schmitz agreed that the Hilldale grocery store is a good design that worked well for the neighborhood, adding that traffic issues were addressed there as well.

Margaret Bergamini said that, as a representative from the Transit and Parking Commission, she felt that there needs to be more of an effort to extend Metro service to this area. She also wished to see more information from a traffic impact study before being comfortable making a recommendation.

Lucas Dailey said that he supports the recommended land use changes, given their relationship to the transportation system and the catalytic affect it may have in this area.

The motion to recommend adoption of Resolution ID 24356 and ID 24357 (including Traffic Engineering's recommendations, in its memo dated 11-16-11) passed on a vote of 4-2. Margaret Bergamini and Mark Shahan voted "no".

7      24357

Amending the Sprecher Neighborhood Development Plan to revise the land use recommendations for lands located within and adjacent to the Grandview Commons Neighborhood Center Mixed Use District.

Note: Agenda Items 6 and 7 were taken up together. See agenda item 6 for discussion.

A motion was made by Sundquist, seconded by King, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION,. The motion passed by the following vote:

Eric Sundquist/Ald. Steve King recommended adoption of Resolution ID 24356 and ID 24357, and asked to include Traffic Engineering's recommendations as stated in its memorandum (dated 11-16-11).

The motion to recommend adoption of Resolution ID 24356 and ID 24357 (including Traffic Engineering's recommendations, in its memo dated 11-16-11) passed on a vote of 4-2. Margaret Bergamini and Mark Shahan voted "no".

Ayes: 4 -

Susan M. Schmitz; Eric W. Sundquist; Lucas K. Dailey and Steve King

Noes: 2 -

Margaret Bergamini and Mark N. Shahan

Abstentions: 1 -

Robbie Webber

Excused: 4 -

Bridget R. Maniaci; Marsha A. Rummel; Chris Schmidt and Charles A. Erickson

8      08484

**INFORMATION AND ANNOUNCEMENTS BY CHAIR AND COMMISSION MEMBERS**

- Note: No Discussion of Specific Items

Eric Sundquist reported that the UW Research Park 2 issue came before the Plan Commission. He said that some (but not all) of the LRTPC's transportation recommendations were included in the final Mid-Town Road Neighborhood Plan amendment.

There were no other announcements or information submitted by the Chair or Committee members.

9      08486

**SCHEDULE OF FUTURE MEETINGS**

The January 19th meeting (5:00 p.m., Room LL-110) will include consideration of the Downtown Plan, an update on the Judge Doyle Square planning district and a review of the draft scope of work for the City Transportation Master Plan.

10      **ADJOURNMENT**