

CITY OF MADISON  
**INTER-DEPARTMENTAL**  
CORRESPONDENCE

DATE: October 3, 2012

TO: Urban Design Commission

FROM: Timothy M. Parks, Planner, Planning Division

SUBJECT: **Agenda #6, ID# 17627–Consideration of a Planned Unit Development-Specific Implementation Plan for a Copps grocery store at 6002 Cottage Grove Road in the Grandview Commons development**

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On March 20, 2012 meeting, the Common Council conditionally approved a request to rezone properties generally addressed as 6002 Cottage Grove Road, 5901-5939 Sharpsburg Drive and 857 Jupiter Drive from Temp. A (Agriculture District), PUD-GDP and PUD-SIP to Amended PUD-GDP and R2T and the preliminary plat of Town Center Addition to Grandview Commons. The Amended General Development Plan called for the future development of 109,000 square feet of retail/office space including a maximum 58,000 square-foot grocery store, a 24,000 square-foot library, and 110 multi-family residential units.

An application was filed on September 19, 2012 by Brian Munson, Vandewalle & Associates to rezone approximately 5.9 acres generally addressed as 6002 Cottage Grove Road from PUD-GDP to PUD-SIP to allow construction of a 58,000 square-foot Copps grocery store on behalf of the store's developer, Rollie Winter Associates of Appleton. This request, a second rezoning to PUD-SIP for a 3,800 square-foot multi-tenant retail building at the northeastern corner of future Gemini Drive and Cottage Grove Road (ID#27835), and the final plat of Town Center Addition to Grandview Commons are scheduled to be considered by the Plan Commission on November 19, 2012 and the Common Council on November 27, 2012.

As the proposed grocery store will contain 58,000 square feet of gross floor area, it is required to be reviewed against the applicable standards for large retail establishments found in Section 33.24(4)(f) of the Urban Design Commission Ordinance, which was adopted in 2005 to provide standards for retail developments of 40,000 square feet or more of gross floor area either as one building or in multiple buildings on a single zoning lot. The standards were intended to "[promote] the efficient use of land and [preserve] and [enhance] the urban fabric through a more urban site and building design," and include specifications for the treatment of exterior walls and facades, roofs, entrance locations, parking lots, outdoor storage and loading areas, pedestrian circulation and central features. Any single retail establishment with a gross floor area of 40,000 square feet or more shall be subject to Section 33.24(4)(f)3-14.

To ensure that large retail buildings are well designed and incorporate four-sided design, the design standards include a series of provisions for facades visible from a public street, adjacent properties or rights of way, which staff believes will apply to all four sides of the proposed grocery store, which will be visible from future residences to the north and east of the store as well as Cottage Grove Road.

Any building having 40,000 square feet or more of gross floor area is required to incorporate

wall plane projections or recesses having a depth of at least three percent 3% of the total length of the facade and extending at least 20% of the length of the façade, with no uninterrupted façade length exceeding 75 feet. Rooflines of large retail buildings are required to change in height every 75 linear feet in the building length, and rooftop mechanical equipment is required to be screened from view by integrated architectural elements, such as parapets. Staff believes that the proposed western, front and eastern, rear facades provide an acceptable degree of wall plane variation. However, the northern and southern side elevations do not appear to provide the 3% depth required. Additional roofline variation should also be provided along the northern and southern elevations to provide the required height variation every 75 feet, while additional information regarding the location, size and screening of any proposed rooftop mechanical equipment is needed to determine if that standard is met.

Retail buildings over 40,000 square feet are required to have ground floor facades that face or abut public streets with pedestrian and vehicular access shall incorporate arcades, windows for vision, display, or daylighting, customer entrances, awnings, canopies, or porticos, and outdoor patios, or community features along no less than 60% of their horizontal length in a manner determined sufficient by the Plan Commission. Staff believes that the Cottage Grove Road (Right) elevation as currently designed only nominally meets this requirement and encourages the developer to look for opportunities to further open and articulate the building along the southern elevation. One of the means that this could be achieved would be through the addition of a second customer entrance along the southern façade, or through the relocation of the store entrance on the western elevation further south along that wall to be closer– if not adjacent– to Cottage Grove Road.

Relocation of the store entrance further to the south could also satisfy the requirement that all sides of a building that directly abuts a public right of way providing vehicular and pedestrian access to the site provide at least one customer entrance (33.24(4)(f)7b). The entry may utilize a pedestrian plaza, portico or a community feature to help satisfy this requirement. The developer proposes a café space along the southern end of the western, front wall to satisfy this provision. Staff, however, feels that this outdoor area is too far removed from the south-facing side of the proposed entry foyer to satisfy this requirement, though the addition of a second entrance along the southern third of the western wall or the reduction of the distance between the south-facing doors and Cottage Grove Road could satisfy this standard.

The large retail establishment provisions require that a development containing a large retail building have at least one element of one building with a maximum setback of 20 feet adjacent to a street frontage that abuts a right of way that is projected to have the most pedestrian activity associated with the building. While Cottage Grove Road is not expected to have the highest level of pedestrian activity in this area initially, the proposed grocery store will be setback 20.2 feet from the southern property line, which staff believes satisfies this requirement. Overall, staff feels that the proposed location of two future retail buildings and a City library along the Gemini Drive side of the block on which the grocery will be located as well as the site and parking lot landscaping and community features proposed on the block satisfy the various site design requirements for sites containing a large retail establishment.

Service and mechanical functions are required to be incorporated into the overall building design and use screening and/or landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties and public streets. While the service functions proposed along the eastern wall of the proposed grocery appear to be designed to meet these requirements, staff believes that additional information is needed in

order to determine if this standard is fully met, especially as it pertains to the acoustical screening of the grocery store's mechanical equipment.

Areas for outdoor storage, truck parking, trash collection or compaction and loading are required to not be visible from public or private abutting rights of way and are not to be located within 20 feet of any public or private street, public sidewalk, or internal pedestrian way. Additionally, the standards require that large retail establishments have a high degree of onsite pedestrian circulation and connectivity to public sidewalks, and that at least one central feature and community space occupying a minimum of 400 square feet in area be provided for each 40,000 square feet of building. The ordinance allows for patio seating areas, pedestrian plazas, planter walls and other similar amenities to be incorporated into the site design to meet this requirement, which Planning staff feels can adequately be met for the proposed grocery store by the pedestrian plaza that will extend through the parking area, and by the plaza space that will be located at the southwestern corner of the store.

Lastly, non-enclosed areas for the storage and sale of seasonal inventory are required to be defined and permanently screened with walls and/or fences. The plans will need to be revised to identify any such areas and to indicate how those areas will be screened.

**The Plan Commission may waive one or more of the requirements in Section 33.24(4)(f)4-14 if it determines "that unique or unusual circumstances warrant special consideration to achieve a superior design solution." As usual, the Plan Commission will give serious consideration to the recommendations of the Urban Design Commission in determining whether design waivers are warranted for the proposed 58,000 square-foot Copps store. While the Planning Division believes that the proposed store is substantially in conformance with the concept plan for the same included in the approved Amended General Development Plan for Grandview Commons Town Center, staff feels that additional design work is needed before the proposed building can be found to meet the large retail establishment ordinance provisions.**

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