



Project Address: 4501 Vernon Boulevard (11th Aldermanic District – Ald. Martin)
Application Type: Demolition Permit
Legistar File ID # [55594](#)
Prepared By: Colin Punt, Planning Division
Report includes comments from other City agencies, as noted.
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant

and Owner: Louis C. Masiello; Vernon Price, LLC; 33 Boylston Street; Chestnut Hill, Boston, MA 02467

Contact: Brian Munson, Vandewalle & Associates; 120 E. Lakeside Street; Madison, WI 53715

Requested Action: Approval of a demolition permit to demolish a bank building at 4501 Vernon Boulevard to construct a new bank building in the Suburban Employment (SE) zoning district. The proposed use is a permitted use.

Proposal Summary: The applicant is seeking the approvals to demolish an existing one-story bank building with numerous drive-through lanes at 4501 Vernon Boulevard and construct a replacement two-story bank building with drive-through lanes.

Applicable Regulations & Standards: Section 28.185 M.G.O. provides the process for demolition and removal permits.

Review Required By: Plan Commission

Summary Recommendations: The Planning Division recommends that the Plan Commission find the standards met and **approve** a demolition permit to demolish the bank building at 4501 Vernon Boulevard and construct a new bank building subject to input at the public hearing and the conditions from reviewing agencies in this report.

Background Information

Parcel Location: The subject site is a 33,028-square foot (0.76-acre) parcel located at the southwest corner of the intersection of Vernon Boulevard and Price Place. It is within Aldermanic District 11 (Ald. Martin) the Madison Metropolitan School District.

Existing Conditions and Land Use: 4501 Vernon Boulevard is currently occupied by a one-story bank building with seven drive-through lanes and parking lot. The site is zoned SE (Suburban Employment District).

Surrounding Land Uses and Zoning:

North: Across Vernon Boulevard, large BMO Harris office building, zoned SE (Suburban Employment district), with Hilldale Mall, zoned PD (Planned Development district) beyond;

East: Across Price Place, a parking lot with commercial office buildings beyond, zoned SE;

South: One-story commercial office building and parking lot, zoned SE; and

West: Two-and-one-half-story commercial office building and parking lot, zoned SE.

Adopted Land Use Plan: The [Comprehensive Plan](#) (2018) recommends Community Mixed Use for the site. The [University Hill Farms Neighborhood Plan](#) (2015) and the [Hoyt Park Area Joint Neighborhood Plan](#) (2014) both also recommend Community Mixed Use.

Zoning Summary: The subject property is zoned SE (Suburban Employment District):

Requirements	Required	Proposed
Lot Area (sq. ft.)	20,000	33,028
Lot Width	65 ft	20
Front Yard Setback	None	2.7 ft
Side Yard Setback	15 ft	8.7 ft (see zoning comment 2)
Rear Yard Setback	30 ft	115 ft
Maximum Lot Coverage	75%	68%
Minimum Building Height	22 ft	31 ft
Maximum Building Height	5 stories/68 ft	2 stories/31 ft

Site Design	Required	Proposed
Number Parking Stalls	No minimum, 47 maximum	37
Accessible Stalls	2	2
Loading	No	No
Number Bike Parking Stalls	5	4 (see zoning comment 3)
Landscaping	Yes	Yes (see zoning comment 4)
Lighting	Yes	Yes
Building Forms	Yes	Free-Standing Commercial

Other Critical Zoning Items	
	Utility Easements

Table prepared by Jacob Moskowitz, Assistant Zoning Administrator

Environmental Corridor Status: The site is not within a mapped environmental corridor.

Public Utilities and Services: The site is served by a full range of urban services.

Project Description

The applicant is seeking a demolition permit to demolish a bank building at 4501 Vernon Boulevard in order to construct a new larger bank building. The existing structure is an approximately 2,700-square foot one-story bank building built in 1974. A large canopy sheltering seven drive-through banking lanes extends south of the building. The predominantly stone-faced building has a metal roof and significant glazing on the east façade. The existing plan provides parking for eight vehicles—the majority of the paved surface on the lot is dedicated to drive-through approaches. [Photos](#) provided by the applicant show the building proposed for demolition to be an older office building, but in an overall well-maintained condition.

The proposed new building is a two-story, 9,400-square-foot structure combining the branch functions of the existing building with some of the remaining office functions from the larger BMO Harris office building north of Vernon Boulevard. The proposed building is located further to northeast corner of the site than the existing building. The primary entrances to the building are on the east façade on Price Place near the building’s

southeast corner and the south façade near the southwest corner facing the parking lot. Both entrances are connected to the sidewalk on Price Place by concrete walkways. The majority of the building is faced in a light gray-tan-colored brick. Several portions of the building, including wing walls and the primary vertical element on Vernon Place are grey metal panels. Other wing walls and the drive-through canopy tower are blue metal panels. Precast concrete sills, aluminum windows, spandrel, and metal flashing and trim are also used as minor elements. There are several vertical elements faced in BMO Harris branding blue that appear to be designed for signage. Any proposed signage will be reviewed at a later time per the standard signage review procedure.

A three-lane drive-through canopy is located on the west end of the building, and the site is now planned to accommodate 37 vehicle parking spaces. The current building uses the off-site parking lot immediately south at the corner of Price Place and Regent Street for additional parking; it is anticipated that the expanded on-site parking will replace the need for off-site overflow parking. The drive-through entrance is immediately west of the building on Vernon Boulevard. Entrance and egress for parking and drive-through egress is via both Price Place and Vernon Boulevard. Stormwater management improvements are also proposed for the site. Landscaping is minimal beyond wood mulch, rock mulch, and relocated landscaping boulders already present on site.

The applicant plans to begin demolition in August 2019, with project completion by August 2020.

Analysis & Conclusion

This request is subject to the standards for demolition permits. The proposed bank building and all proposed accessory uses, such as the vehicle sales and service windows, are permitted uses in the SE district per MGO §28.085(2).

Conformance with Adopted Plans

The [Comprehensive Plan](#) (2018) recommends Community Mixed Use for the site. Within the Comprehensive Plan, community mixed use areas support an intensive mix of residential, commercial, and civic uses serving both the residents of the surrounding area and the community as a whole. The [University Hill Farms Neighborhood Plan](#) (2015), which also designates the site as Community Mixed Use, further recommends professional office uses or redevelopment with medium- or high-density residential uses, with recommended building heights of three to five stories. The [Hoyt Park Area Joint Neighborhood Plan](#) (2014) also recommends Community Mixed Use, between two and six stories in height with first-floor commercial spaces and residential or office upper floors. In considering building design the [University Hill Farms Neighborhood Plan](#) recommends avoiding unarticulated facades and street walls and promotes scale and detail to activate the building's street level.

Demolition and Removal Standards

In order to approve a demolition request, M.G.O §28.185(7) requires that the Plan Commission must find that the requested demolition and proposed use are compatible with the purpose of the demolition section of the zoning code and the intent and purpose of the SE (Suburban Employment) Zoning District. Per MGO §28.085(1), the Suburban Employment district "is established to encourage a broad range of employment activities...while also encouraging shared access, improved landscaping and site design, and bicycle and pedestrian facilities. The district is also intended to (a) encourage the integration of complementary employment and related uses in an attractive and pedestrian-oriented environment; (b) discourage proliferation of highway-oriented commercial uses that reduce the land area available for development or expansion of employment uses; and (c) facilitate

preservation, development or redevelopment consistent with the adopted goals, objectives, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans.”

The demolition standards also state that the Plan Commission shall consider and may give decisive weight to any relevant facts including impacts on the normal and orderly development of surrounding properties and the reasonableness of efforts to relocate the building. At its January 14, 2019 meeting, the Landmarks Commission found that the existing building at 4501 Vernon Boulevard has no known historic value.

The approval standards further state the proposed future use be compatible with adopted neighborhood plans and the Comprehensive Plan. In order for the proposed new building to meet the approval standards and be consistent with the adopted goals, objectives, policies, and recommendations of the Comprehensive Plan and the two applicable special area plans, Staff recommends that additional architectural detail be provided at the northeast corner. According to the applicant, the bank vault must be located on the first floor at this corner, limiting the ability of the design team to further activate the corner. The submitted design includes brickwork that appears to mimic the window pattern elsewhere on the building. Staff recommends alternative treatments to increase the articulation and visual interest at the corner, such as a cornice or parapet over the second-floor band of windows, a series of pilasters, a prominent vertical element at the corner, possibly the limited application of spandrel glass on the first floor, or a combination of these elements.

Conclusion

The proposed two-story all-commercial building is consistent with the recommendations of the Comprehensive Plan and Hoyt Park Area Joint Neighborhood Plan, but is smaller than preferred by the recommendations of the University Hill Farms Neighborhood Plan. However, because of the replacement of an older, smaller building with a larger building bringing more intensity of use and height to the site, with less underutilized paving, and promoting the general land uses and purposes intended for this area in zoning ordinances, the Planning Division believes that the Plan Commission can find the standards for demolition met with the request to raze the existing building to construct a new bank branch and office building.

A time of report writing, Staff is unaware of any public comment regarding this request.

Recommendation

Planning Division Recommendations (Contact Colin Punt 243-0455)

The Planning Division recommends that the Plan Commission find the standards met and **approve** a demolition permit to demolish an existing bank branch building to construct a larger bank building at 4501 Vernon Boulevard, subject to input at the public hearing and the following conditions:

Recommended Conditions of Approval: Major/Non-Standard Conditions are Shaded

Planning Division (Contact Colin Punt, 243-0455)

1. The northeast corner of the building shall be altered to include further design articulation, with details to be approved by staff.

Zoning Administrator (Contact Jacob Moskowitz, 266-4560)

2. The building as proposed does not meet the required 15 foot side yard setback.

3. Provide a minimum of five (5) short-term bicycle parking stalls located in a convenient and visible area on a paved or impervious surface. Bicycle parking shall be located at least as close as the closest non-accessible automobile parking and within one hundred (100) feet of a principal entrance. Note: A bicycle stall is a minimum of two (2) feet by six (6) feet with a five (5) foot wide access area. Provide a detail of the proposed bike rack.
4. Submit the landscape plan and landscape worksheet stamped by the registered landscape architect. Per Section 28.142(3) Landscape Plan and Design Standards, landscape plans for zoning lots greater than ten thousand (10,000) square feet in size must be prepared by a registered landscape architect.
5. Section 28.185(7)(a)5 requires that if a demolition or removal permit is approved, it shall not be issued until the reuse and recycling plan is approved by the Recycling Coordinator, Bryan Johnson (608-266-4682).
6. A demolition or removal permit is valid for one (1) year from the date of the Plan Commission
7. Every person who is required to submit a reuse and recycling plan pursuant to Section 28.185(7)(a)5. shall submit documents showing compliance with the plan within sixty (60) days of completion of demolition.

City Engineering Division (Contact Tim Troester, 267-1995)

8. 4.9zz This site is within a known flood risk area and is required under MGO 37 to provide detention as part of redevelopment. This site shall comply with that requirement.

9. 6.1 Prior to approval, the owner or owner's representative shall obtain a permit to plug each existing sanitary sewer lateral that serves a building which is proposed for demolition. For each lateral to be plugged the owner shall complete a sewer lateral plugging application and pay the applicable permit fees. The permit application is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>. (MGO CH 35.02(14))
10. 6.2 All outstanding Madison Metropolitan Sewerage District (MMSD) charges are due and payable prior to Engineering sign-off, unless otherwise collected with a Developer's / Subdivision Contract. Contact Mark Moder (608-261-9250) to obtain the final MMSD billing a minimum of two (2) working days prior to requesting City Engineering signoff. (MGO 16.23(9)(d)(4))
11. 6.5 The site plan shall be revised to show all existing public sanitary sewer facilities in the project area as well as the size, invert elevation, and alignment of the proposed service. (POLICY)
12. 4.0 This project falls in the area subject to increased erosion control enforcement as authorized by the fact that it is in a TMDL ZONE. The project will be expected to meet a higher standard of erosion control than the minimum standards set by the WDNR in order to comply with TMDL limits.
13. 4.13 The Applicant shall submit, prior to plan sign-off but after all revisions have been completed, a digital CAD file (single file) to the Engineering Division with any private storm and sanitary sewer utilities. The digital CAD file shall be to scale and represent final construction. The CAD file shall be in a designated coordinate system (preferably Dane County WISCRS, US Ft). The single CAD file submittal can be either AutoCAD (dwg) Version 2013 or older, MicroStation (dgn) V8i Select Series 3 or older, or Universal (dxf)

format and shall contain the only the following data, each on a separate layer name/level number:

- a) Building Footprints
- b) Internal Walkway Areas
- c) Internal Site Parking Areas
- d) Other Miscellaneous Impervious Areas (i.e. gravel, crushed stone, bituminous/asphalt, concrete, etc.)
- e) Right-of-Way lines (public and private)
- f) Lot lines or parcel lines if unplatted
- g) Lot numbers or the words unplatted
- h) Lot/Plat dimensions
- i) Street names
- j) Private on-site sanitary sewer utilities (including all connections to public sanitary)
- k) Private on-site storm sewer utilities (including all connections to public storm)

All other levels (contours, elevations, etc) are not to be included with this file submittal.

NOTE: Email CAD file transmissions are preferred to: bstanley@cityofmadison.com (East) or ttroester@cityofmadison.com (West). Include the site address in the subject line of this transmittal. Any changes or additions to the location of the building, sidewalks, parking/pavement, private on-site sanitary sewer utilities, or private on-site storm sewer utilities during construction will require a new CAD file.

14. 4.14 The applicant shall submit, prior to plan sign-off but after all revisions have been completed, digital PDF files to the Engineering Division. Email PDF file transmissions are preferred to: bstanley@cityofmadison.com (East) or ttroester@cityofmadison.com (West). The digital copies shall be to scale, and shall have a scale bar on the plan set. (POLICY and MGO 37.09(2)) PDF submittals shall contain the following information:
 - a) Building Footprints
 - b) Internal Walkway Areas
 - c) Internal Site Parking Areas
 - d) Other Miscellaneous Impervious Areas (i.e. gravel, crushed stone, bituminous/asphalt, concrete, etc.)
 - e) Right-of-Way lines (public and private)
 - f) Lot lines or parcel lines if unplatted
 - g) Lot numbers or the words unplatted
 - h) Lot/Plat dimensions
 - i) Street names
 - j) Stormwater Management Facilities
 - k) Detail drawings associated with Stormwater Management Facilities (including if applicable planting plans).
15. 4.15 The Applicant shall submit prior to plan sign-off, electronic copies of any Stormwater Management Files including:
 - a) SLAMM DAT files
 - b) RECARGA files
 - c) TR-55/HYDROCAD/Etc
 - d) Sediment loading calculations. If calculations are done by hand or are not available electronically the hand copies or printed output shall be scanned to a PDF file and provided. (POLICY and MGO 37.09(2))
16. 4.16 The area adjacent to this proposed development has a known flooding risk. All entrances shall be at elevation 899.69 (proposed) or higher. (POLICY).
17. 4.21 Submit a draft Stormwater Management Maintenance Agreement (SWMA) for review and approval that covers inspection and maintenance requirements for any BMP used to meet stormwater management

requirements on this project. Include copies of all stormwater, utility, and detail plan sheets that contain stormwater practices on 8.5x14 size paper in the draft document. These drawings do not need to be to scale as they are for informational purposes only. Once City Engineering staff have reviewed the draft document and approved it with any required revisions submit a signed and notarized original copy to City Engineering. Include a check for \$30.00 made out to Dane County Register of Deeds for the recording fee. City Engineering will forward the document and fee for recording at the time of issuance of the stormwater management permit. Draft document can be emailed to Tim Troester (west) at ttroester@cityofmadison.com, or Daniel Olivares at DAOlivares@cityofmadison.com final document and fee should be submitted to City

18. 4.5 The applicant shall demonstrate compliance with Section 37.07 and 37.08 of the Madison General Ordinances regarding permissible soil loss rates. The erosion control plan shall include Universal Soil Loss Equation (USLE) computations for the construction period. Measures shall be implemented in order to maintain a soil loss rate below 5.0 tons per acre per year.
19. 4.6 For Commercial sites < 1 acre in disturbance the City of Madison is an approved agent of the Department of Commerce and WDNR. As this project is on a site with disturbance area less than one (1) acres, and contains a commercial building, the City of Madison is authorized to review infiltration, stormwater management, and erosion control on behalf of the Department of Commerce. No separate submittal to Commerce or the WDNR is required. (NOTIFICATION)
20. 4.9c Prior to approval, this project shall comply with Chapter 37 of the Madison General Ordinances regarding stormwater management. Specifically, this development is required to Reduce TSS by 80% off of the proposed development when compared with the existing site.
21. 4.9g Complete an erosion control plan and complete weekly self-inspection of the erosion control practices and post these inspections to the City of Madison website - as required by Chapter 37 of the Madison General Ordinances.
22. 3.7 The Applicant's project requires the minor restoration of the street and sidewalk. The Applicant shall obtain a Street Excavation Permit for the street restoration work, which is available from the City Engineering Division. The applicant shall pay all fees associated with the permit including inspection fees. (MGO 16.23(9)(d)(6)) This permit application is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>.

City Engineering Division – Mapping Section (Contact Jeff Quamme, 266-4097)

23. The proposed new building canopy will cross an underlying platted lot line. Current fire code and City enforcement requires the underlying platted lot line be dissolved by Certified Survey Map (CSM) prior to issuance of a building permit. A CSM and required supporting information shall be prepared and submitted to the City of Madison Planning Department. The CSM shall be approved by the City and recorded with the Dane County Register of Deeds prior to issuance of a building permit.
24. The address of the new proposed bank building is 216 Price Pl. The site plan shall reflect a proper street address of the property as reflected by official City of Madison Assessor's and Engineering Division records.

Traffic Engineering Division (Contact Sean Malloy, 266-5987)

25. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawings shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; vision triangles; pavement markings; signing; building placement; items in the terrace such as signs, street light poles, hydrants; surface types such as asphalt, concrete, grass, sidewalk; driveway approaches, including those adjacent to and across street from the project lot location; parking stall dimensions, including two (2) feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.
26. The Developer shall post a security deposit prior to the start of development. In the event that modifications need to be made to any City owned and/or maintained traffic signals, street lighting, signing, pavement marking and conduit/handholes, the Developer shall reimburse the City for all associated costs including engineering, labor and materials for both temporary and permanent installations.
27. The City Traffic Engineer may require public signing and marking related to the development; the Developer shall be financially responsible for such signing and marking.
28. All parking facility design shall conform to MGO standards, as set in section 10.08(6).
29. All bicycle parking adjacent pedestrian walkways shall have a 2 foot buffer zone to accommodate irregularly parked bicycles and/or bicycle trailers.
30. All pedestrian walkways adjacent parking stalls shall be 7 feet wide to accommodate vehicle overhang, signage and impediments to walkway movements. Any request for variance shall be submitted to and reviewed by City Traffic Engineering.
31. The applicant shall adhere to all vision triangle requirements as set in MGO 27.05 (No visual obstructions between the heights of 30 inches and 10 feet at a distance of 25 feet behind the property line at streets and 10 feet at driveways.). Alteration necessary to achieve compliance may include but are not limited to; substitution to transparent materials, removing sections of the structure and modifying or removing landscaping elements. If applicant believes public safety can be maintained they shall apply for a reduction of MGO 27.05(2)(bb) - Vision Clearance Triangles at Intersections Corners. Approval or denial of the reduction shall be the determination of the City Traffic Engineer.
32. The applicant shall provide a clearly defined 5' walkway clear of all obstructions to assist citizens with disabilities, especially those who use a wheel chair or are visually impaired. Obstructions include but are not limited to tree grates, planters, benches, parked vehicle overhang, signage and doors that swing outward into walkway.
33. The applicant shall show the dimensions for the proposed class III driveway including the width of the drive entrance, width of the flares, and width of the curb cut.

Fire Department (Contact Bill Sullivan, 261-9658)

34. Please consider allowing Madison Fire Dept. to conduct training sequences prior to demolition. Contact MFD Training Division to discuss possibilities: Division Chief Tracy Burrus at tburrus@cityofmadison.com or (608)266- 5959.

Forestry Division (Contact Brad Hofmann, 267-4908)

35. An existing inventory of trees (location, species, & DBH) and any tree removal plans (in PDF format) shall be submitted to the plans and Brad Hofmann – bhofmann@cityofmadison.com or 266-4816. All proposed street tree removals within the right of way shall be reviewed by City Forestry. Approval and permitting of street tree removals shall be obtained from the City Forester and/or the Board of Public Works prior to the approval of the site plan
36. Existing street trees shall be protected. Please include the following note on the site plan: Contractor shall install tree protection fencing in the area between the curb and sidewalk and extend it at least 5 feet from both sides of the tree along the length of the terrace. No excavation is permitted within 5 feet of the outside edge of a tree trunk. If excavation within 5 feet of any tree is necessary, contractor shall contact City Forestry (266- 4816) prior to excavation to assess the impact to the tree and root system. Tree pruning shall be coordinated with City Forestry prior to the start of construction. Tree protection specifications can be found in section 107.13 of City of Madison Standard Specifications for Public Works Construction - <http://www.cityofmadison.com/business/pw/documents/StdSpecs/2018/Part1.pdf>. Any tree removals that are required for construction after the development plan is approved will require at least a 72 hour wait period before a tree removal permit can be issued by Forestry, to notify the Alder of the change in the tree plan
37. Additional street trees are needed for this project. All street tree planting locations and trees species within the right of way shall be determined by City Forestry. Please submit a site plan (in PDF format) to Brad Hofmann –
38. Contractor shall contact City Forestry Brad Hofmann bhofmann@cityofmadison.com or 266-4816 at least one week prior to planting to schedule inspecting the nursery stock and review planting specifications with the landscaper.
39. City Forestry will issue a removal permit for one 24” Honeylocust tree due to driveway installation. Please contact Brad Hofmann – bhofmann@cityofmadison.com or 266-4816 to obtain the street tree removal permit.