

Memorandum – Letter of Intent

To: City of Madison Planning and Zoning Staff; Urban Design Commission Members
From: Justin Frahm, Project Consultant, JSD Professional Services, Inc.
Re: Letter of Intent – 675 S. Whitney Way Hy-Vee, Inc. Aisles Online Grocery Kiosk
JSD Project #: 20-9826
Date: October 7, 2020
cc: John Brehm, Hy-Vee, Inc.; Ron Paskach, SVPA Architects

City Staff:

On behalf of Hy-Vee, Inc. our team is pleased to submit the attached Land Use and Urban Design Commission application(s) for the proposed Aisles Online Pick Up kiosk at the 675 S. Whitney Way existing store location in Madison, WI. Hy-Vee has been working to better serve customers with online grocery ordering, delivery, and pickup over the past several years. Initially, stores received order volumes that could be easily accommodated with several dedicated parking stalls prior to the COVID-19 disruption. In a matter of a week, Hy-Vee went from processing 50 to 60 online orders each day to processing hundreds of orders per hour each day. To provide room to stage the orders and accommodate traffic away from the front of our stores, a portable office has been placed in the parking lot to hold customer orders for pickup.

Hy-Vee anticipates a steady increase in online orders in the coming years. Our team is requesting review of a proposal to install a permanent installation for pick-up service and order fulfillment in the parking lot at the 675 S. Whitney Way location in Madison. Enclosed, please find the proposed site and architectural plans for the facility and canopy that will anchor this location. The pick-up point has been located away from the store to avoid traffic conflicts along the front of the store and in the parking lot. The storage area is to hold orders just prior to pick up. The canopy acts as both a wayfinding device for customers and shelter from the elements for our employees as they load vehicles with groceries.

To date, we've learned that online orders represent an offset in the number of daily traffic trips to the store. Hy-Vee anticipates the same total number of trips to the store, however roughly ten percent of those trips are online orders. The online orders do not need a standard surface parking space in the lot, thus offsetting the need within the existing parking count. Orders are processed in incremental time slots to control the number of trips coming to the store. Hy-Vee is seeing peak hours between 4 pm and 6 pm as customers pick up their groceries on the way home from work. Typical hours of operation are from 8 am to 10 pm, but may be less based on demand at a location.

Architecture:

The plan includes architectural cladding and masonry to be applied to the steel shipping container that will be sited in the existing parking lot to house Aisles Online grocery pick-up operations. The architectural materials selected for this application are consistent with existing building materials and chosen to blend in tone and texture. The brick is a thin brick application of the same blend that is on the existing grocery store. The rainscreen panels are solid phenolic panels with custom color to match the EIFS on the on the existing. The canopy fascia is a mid-tone gray aluminum panel to compliment the container skin. The composition of all of the materials is meant to blend into the existing commercial environment.



Site:

The kiosk has been sited along the southern edge of the property in an effort to mass the frontage along Odana Rd. with the structural canopy for surface parking stalls within the interior of the site.

A total of 25 existing parking stalls will be removed to accommodate the proposal. The canopy will provide shelter for grocery loading and pick-up with (8) stalls to serve kiosk operations.

In preliminary discussions with City staff, an emphasis on safety for customer and store staff was noted. Within parking stall removal areas, designated striping as proposed includes a pedestrian path from the front of the store to the kiosk that will be utilized by staff to fulfill orders to the Aisles Online kiosk through existing vehicular travel lanes.

Landscape:

While limited, the kiosk will displace (1) landscape tree and (4) perennials and (1) ornamental grass due to the removal of a small diamond shape island in the footprint of the kiosk. These species and quantities will be replaced in kind within the adjacent parking island landscape.

We look forward to working with the City to make this a successful program. If you have any questions or need additional information, please feel free to write or call.