Report to the Plan Commission

June 20, 2011

Legistar I.D. #22836
1574 W. Broadway
Conditional Use

Report Prepared By:
Timothy M. Parks, Planner
Planning Division

Requested Action: Approval of a conditional use to allow construction of a drive-up service window for a bank in an existing multi-tenant retail building at 1574 W. Broadway.

Applicable Regulations & Standards: Section 28.09(3)(d) identifies drive-up service windows for banks and financial institutions as a conditional use in C2 zoning. Section 28.12(11) provides the guidelines and regulations for the approval of conditional uses.

Summary Recommendation: The Planning Division recommends that the Plan Commission find the standards met and **approve** a conditional use to allow construction of a drive-up service window for a bank at 1574 W. Broadway, subject to input at the public hearing and the conditions from reviewing agencies beginning on page 3 of this report.

Background Information

Applicant & Agent: Roxanne Johnson, Professional Engineering, LLC; 818 N. Meadowbrook Lane; Waunakee.

Property Owner: Broadway Station, LLC; 100 David Circle; Arena.

Proposal: The applicant proposes to construct a two-lane drive-up service window for an Associated Bank that will occupy the westernmost space of a two-building multi-tenant retail-office development. The applicant wishes to commence construction of the bank drive-up on July 15, 2011, with completion scheduled for November 2011.

Parcel Location: The Broadway Station commercial development occupies an approximately 3.2-acre parcel generally located 200 feet west of Bridge Road on the north side of W. Broadway and the south side of Lake Point Drive; Aldermanic District 14 (Bruer); Madison Metropolitan School District.

Existing Conditions: Broadway Station contains two two-story multi-tenant office-retail buildings with a total of 38,000 square feet of floor area in C2 (General Commercial District) zoning.

Surrounding Land Use and Zoning:

North: Monona Shores apartments, zoned R4 (General Residence District);

South: WPS Insurance in the City of Monona;

East: Cranberry Creek Cafe, zoned C2 (General Commercial District);

West: Lake Point Terrace apartments, zoned R3 (Single and Two-Family Residence District) and R5 (General Residence District).

Adopted Land Use Plan: The Comprehensive Plan identifies the subject site for Neighborhood Mixed-Use development. The West Broadway Redevelopment Area Master Plan recommends this area for mixed-use/ housing and commercial retail uses.

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

Public Utilities and Services: This property is served by a full range of urban services.

Zoning Summary: Existing C2 (General Commercial District) zoning:

Requirements	Required	Proposed
Lot Area	6,000 sq. ft.	3.2 acres (overall site)
Lot Width	50’	Adequate, existing
Front Yard	0’	Adequate
Side Yards	0’	Adequate
Through Yard	0’	Adequate
Floor Area Ratio	2.0	Less than 1.0
Building Height	---	2 stories
No. Parking Stalls	Approximately 123 overall	129 (Adequate for current uses)
Accessible Stalls	5	6
Loading	1 10 X 35’ stall	2
No. Bike Parking Stalls	13	13

Other Critical Zoning Items	
Yes:	Utility Easements, Barrier Free
No:	Urban Design, Floodplain, Wellhead Protection; Landmark; Adjacent to Park

Prepared by: Pat Anderson, Asst. Zoning Administrator

Previous Approval

On November 3, 2008, the Plan Commission approved a conditional use permit to allow construction of a drive-up window to serve a future restaurant in the western building of the two-building Broadway Station office-retail development on the subject site. However, the restaurant did not open and the drive-up service window was not completed.

Project Review, Analysis & Conclusion

The property owner is requesting approval of a conditional use to allow construction of a two-lane drive-up service window for Associated Bank, which proposes to occupy the westernmost first floor retail space in the two-building Broadway Station office-retail development located on a 3.2-acre site on the north side of W. Broadway and the south side of Lake Point Drive west of Bridge Road in C2 commercial zoning. The office-retail development includes 38,000 square feet of commercial floor area and parking for 129 automobiles primarily located in double-loaded drive aisles along the northern and southern walls of the two buildings. Access to the office-retail development is provided by driveways from both Lake Point Drive and W. Broadway.

The westernmost first floor retail space in the western building was previously to be occupied by a Dairy Queen Grill and Chill restaurant, which received conditional use approval in November 2008 for a drive-up service window along the building’s western wall. A southbound queuing lane for the restaurant

drive-up was constructed parallel to the western wall. A seven-stall parking area was constructed adjacent to the drive-up service lane.

Associated Bank proposes to occupy the same approximately 2,500 square-foot tenant space and is requesting a two-lane drive-up service facility that will generally be located in the same location as the previous drive-up service lane for the restaurant. The seven-stall parking area located adjacent to the existing lane will be removed to accommodate the second bank drive-up lane. The eastern, inside service lane will access an existing window opening along the western façade that will be refitted to accommodate the bank use, with a larger window panel and transaction drawer. The western, outside lane will be separated from the inside lane by a concrete island that will include a teller service interface and automated teller machine (ATM). A new canopy will extend from the building to cover both lanes. The canopy will be architecturally complimentary with the existing building, and no other exterior building alterations are proposed. The area between the proposed two-lane drive-up service area and existing drive aisle located along the western property line will be landscaped with two deciduous trees and a line of shrubs in keeping with the existing landscaping scheme present on the site.

The letter of intent indicates that the hours of operation for the drive-up service lanes for the bank will be 7:30 AM to 6:00 PM Monday through Thursday, 7:00 AM to 7:00 PM Friday and 8:30 AM to 2:00 PM on Saturday. The letter of intent does not specify the hours of operation for the ATM. A note indicates that the speakers at the service points will have adjustable volumes between 50 and 60 decibels.

The addition of the bank will enhance the services available at the neighborhood-oriented commercial center, which was generally recommended for the Broadway-Lake Point area by the Comprehensive Plan and West Broadway Redevelopment Area Master Plan. In reviewing the conditional use standards against the drive-up service window proposal, the Planning Division believes that the standards can be met. The proposed drive-up service should have minimal impacts on the nearby residential properties to the north and west. The western drive-up lane will be approximately 60 feet from the western property line and will be approximately 190 feet from the nearest residential building in the multi-family development to the west. Staff believes that the proposed hours of operation are appropriate given the residential uses nearby, though it should be clarified whether the ATM will be available beyond the hours stated.

Recommendations and Proposed Conditions of Approval

Major/Non-Standard Conditions are shaded

Planning Division Recommendation (Contact Timothy M. Parks, 261-9632)

The Planning Division recommends that the Plan Commission find the standards met and **approve** a conditional use to allow construction of a drive-up service window for a bank in an existing multi-tenant retail building located at 1574 W. Broadway, subject to input at the public hearing, the following Planning Division conditions and the conditions from reviewing agencies:

1. The applicant shall identify the hours of operation for the automated teller machine (ATM). If the ATM will be available outside the hours stated for the drive-up service in the letter of intent, the applicant shall specify how the volume of the ATM will be set to minimize noise impacts on nearby properties between the hours of 10:00 PM and 7:00 AM daily, subject to staff approval.

The following conditions have been submitted by reviewing agencies:

City Engineering Division (Contact Janet Dailey, 261-9688)

2. The applicant shall submit, prior to plan signoff, a digital CAD file (single file) to the Engineering Program Specialist in the Engineering Division (Lori Zenchenko). The digital CAD file shall be to scale and represent final construction. The single CAD file submittal can be either AutoCAD (dwg) Version 2001 or older, MicroStation (dgn) Version J or older, or Universal (dxf) format and contain only the following data, each on a separate layer name/level number: building footprints; internal walkway areas; internal site parking areas; other miscellaneous impervious areas lot lines; lot/ plat lines, dimensions and labels; right-of-way lines; street names, stormwater management facilities and; detail drawings associated with stormwater management facilities (including if applicable planting plans).

Traffic Engineering Division (Contact Bryan Walker, 267-8754)

3. The drive-up shall be clearly identified and secured showing one-way operation with pavement markings and signage, and the locations of all service points shall be shown, including service windows and ATMs. The applicant shall provide a Queuing Model for Traffic Engineering Division approval that shows the provision of queue storage at each service point that prevents queue interference with pedestrian or other vehicular movements.

4. When the applicant submits final plans of one contiguous plan for approval, the applicant shall show the following: existing items in the terrace (e.g., signs and street light poles), type of surfaces, existing property lines, addresses, showing all easements, all pavement markings, building placement, and stalls, signage, percent of slope, vehicle routes, dimensions of radii, aisles, driveways, stalls including the 2 feet overhang, and a scaled drawing at 1" = 20'.

5. The developer shall post a deposit and reimburse the City for all costs associated with any modifications to traffic signals, street lighting, signing and pavement marking, and conduit and handholes, including labor, engineering and materials for both temporary and permanent installations.

6. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.

Zoning Administrator (Contact Pat Anderson, 266-5978)

7. Landscape and site plans for the entire site must be revised for this site change. Parking lot plans with greater than 20 stalls shall comply with City of Madison General Ordinances Section 28.04(12). Landscape plans must be stamped by a registered landscape architect. Provide a landscape worksheet with the final plans that shows that the landscaping provided meets the point and required tree ordinances. In order to count toward required points, the landscaping shall be within 15 and 20 feet of the parking lot depending on the type of landscape element. (Note: The required trees do not count toward the landscape point total. All plant materials in islands shall be protected from vehicles by concrete curbs.)

8. If exterior lighting is provided, it must comply with the outdoor lighting standards in MGO Section 10.085.

Parks Division (Contact Kay Rutledge, 266-4714)
This agency did not submit comments for this request.

Fire Department (Contact Bill Sullivan, 261-9658)

9. The Madison Fire Department does not object to this proposal provided the project complies with all applicable fire codes and ordinances.

10. Fire access shall be maintained.

11. Fire sprinklers may be required for the drive canopy.

Water Utility (Contact Dennis Cawley, 261-9243)
This agency submitted a response with no conditions of approval for this request.

Metro Transit (Contact Tim Sobota, 261-4289)
This agency did not submit comments for this request.

Police Department (Contact Frank Chandler, 266-4238)
This agency did not submit comments for this request.