

**PLANNING UNIT REPORT  
DEPARTMENT OF PLANNING AND DEVELOPMENT  
of May 9, 2006**

**RE: I.D. # 03487, Conditional Use Application – 5702 Raymond Road**

1. Requested Action: Approval of a major alteration to an existing shopping center in excess of 25,000 square feet with a drive-up window to allow construction of an addition to the shopping center with a drive-up window for a new drugstore, all generally located 5702 Raymond Road. The site is also a planned commercial site.
2. Applicable Regulations: Section 28.09 (2)(d) identifies drive-in/ up establishments and zoning lots with greater than 25,000 square feet of retail as conditional uses in C2 zoning. Section 28.12 (11) provides the guidelines and regulations for the approval of conditional uses. Section 28.04 (24) provides the guidelines for planned commercial sites. Section 33.02 (f) provides the standards for large retail establishments, which the center is considered.
3. Report Prepared By: Timothy M. Parks, Planner

**GENERAL INFORMATION**

1. Applicant & Agent: Tammy Mauer, The Redmond Company; W228 N745 Westmound Drive; Waukesha.  
  
Property Owner: MLG Capital (Meadowood), LLC; 13400 Bishop's Lane, Suite 100; Brookfield.
2. Development Schedule: Construction will commence August 1, 2006, with completion anticipated by April 1, 2007.
3. Location: Approximately 4.6 acres generally located at northwest corner of Raymond Road and S. Whitney Way; Aldermanic District 20; Madison Metropolitan School District.
4. Existing Conditions: Meadowood Shopping Center, a one-story, approximately 56,800 square-foot strip commercial building, zoned C1 (Limited Commercial District) and C2 (General Residence District). Tenants in the center include an Anchor Bank branch with drive-up window, Madison Public Library – Meadowridge Branch, Ace Hardware, Westside Family Pet Clinic and Jacobson Brothers Meats & Deli.
5. Proposed Land Use: The existing shopping center will largely remain and will be refaced. Approximately 10,770 square feet of the 51,445 square feet of leaseable commercial space will be demolished to accommodate construction of a 14,740 square-foot Walgreens drugstore that will include two drive-up windows.

6. **Surrounding Land Use and Zoning:**  
**North:** Apartment buildings along Russett Road, zoned R4 (General Residence District);  
**East:** One-family residences, zoned R1 (Single-Family Residence District);  
**South:** Good Shepard Evangelical Lutheran Church, zoned R1; apartment buildings, zoned R4;  
**West:** Orchard Village Apartments, zoned PUD-SIP.
7. **Adopted Land Use Plan:** The Comprehensive Plan identifies Meadowood Shopping Center as a “Neighborhood Mixed-Use Development” and identifies the area generally west of S. Whitney Way along Raymond Road for future transit-oriented development.
8. **Environmental Corridor Status:** The subject site is not located in a mapped environmental corridor.
9. **Public Utilities & Services:** The property is served by a full range of urban services.

### **STANDARDS FOR REVIEW**

This application is subject to the conditional use standards of Section 28.12 (11) and the urban design standards for large retail establishments (“big box”).

### **ANALYSIS AND EVALUATION**

The applicant and property owner are proposing a major alteration to an existing conditional use for the approximately 56,800 square-foot Meadowood Shopping Center generally located at the northwest corner of Raymond Road and S. Whitney Way in C1 and C2 commercial zoning. The shopping center currently counts an Anchor Bank with drive-up windows, the Meadowridge Branch of the Madison Public Library, Ace Hardware, a Jacobson Brothers deli, a pet clinic, Aurora pharmacy, a UW Health clinic, two restaurants and a selection of other neighborhood oriented commercial users as tenants. Parking for the center is provided in approximately 204 spaces located primarily south and west of the strip building. A vacant 0.41-acre parcel located of the westernmost driveway from Raymond Road is also included in the 4.6-acre subject site.

The developer proposes to demolish 10,770 square feet of existing space located on the eastern end of the building occupied by the health clinic and a dry cleaning business. The demolition will facilitate construction of a 14,740 square foot Walgreens drugstore with a drive-up facility to be located along the north wall. The addition of the Walgreens will extend the length of the

overall building into a portion of the parking lot located between the strip center and S. Whitney Way, where three aisles of parking currently exist. A single double-loaded aisle of parking will remain following the building addition. Hours of operation of the drugstore have not been established, though tentative hours of 5 AM to midnight are suggested in the letter of intent, though the store may operate 24 hours a day in the future. The new Walgreens will be constructed of a combination of brick and either manufactured limestone panels or EIFS and will feature a raised feature at the southeast corner of the building above the lone store entrance. Sunscreens will be installed above the aluminum-framed windows.

The addition of the Walgreens will coincide with a variety of other mostly aesthetic improvements to the shopping center. Currently, the southern façade of the center facing Raymond Road includes an EIFS curtain wall located above a portion of the sidewalk extending along the storefronts. The curtain wall is hung with green canvas awnings faced with adhesive signs identifying individual tenants. Above the curtain wall is a reddish-colored metal standing seam roof parapet that extends the length of the building. These existing elements will be removed in favor of façade elements similar to those proposed on the new drugstore addition. A wainscot of brick will extend along the lower half of the south walls to a point above the storefront windows, where the limestone or EIFS walls panels will continue to the top of the parapet. Elevations of the south elevation west of the Walgreens show two different vertical relief elements will be incorporated into the new facade to vary the appearance of the building along Raymond Road. Though details are not currently included in the improvement plans, the developer has indicated that the remainder of the building will be repainted and cleaned up.

In an effort to improve traffic circulation through the center and accommodate parking for the new Walgreens, the diagonal parking stalls present throughout the site will be converted to 90-degree, head-in parking stalls. As noted above, 204 parking spaces are present on the property. Following the reconfiguration of the parking, 200 spaces, including 10 handicapped stalls, are proposed. The five driveways serving the strip center will be maintained following the parking lot redesign, which will include the addition of dedicated pedestrian connections from the sidewalk along Raymond Road. At present, the developer is proposing little additional landscaping on the site with the exception of four planting islands to be located at intervals along the center parking aisle parallel to Raymond Road.

The plans for the center include a 0.41-acre out parcel located west of the westernmost driveway from Raymond Road (opposite Leland Drive) that was previously occupied by a now demolished oil-change business. While no development is proposed on it at this time, the developer will close two driveways from that site to Raymond Road and seed the gravel and dirt lot until a future development proposal comes forward. Any such development will be subject to review by the Urban Design Commission and Plan commission as a modification to the retail center conditional use.

## **CONCLUSION**

The proposed addition to the Meadowood Shopping Center requires the approval of the Plan Commission as a result of the addition of the drive-up window and lanes to serve the proposed Walgreens drugstore and the overall modifications to the existing conditional use for the retail center in excess of 25,000 square feet. The Planning Unit generally believes that the proposal meets the standards for a conditional uses and largely represents a significant improvement to a shopping center, that while mostly leased and well utilized within the surrounding residential neighborhood, was beginning to decline physically. The proposed Walgreens will provide an additional anchor to generate traffic for the site and broadening the scope of services provided in the center. Meanwhile, the exterior, circulation and landscaping improvements to the site should make the site more functional and aesthetically appealing.

However, the developer is showing a 20-foot tall pole-mounted sign for Walgreens to be located at the corner of the site adjacent to the intersection of S. Whitney Way and Raymond Road. The Planning Unit does not believe that this sign is appropriate for this center and could have a visual impact on surrounding properties and the appearance of the larger center and asks that the Plan Commission in reviewing this project cause the sign to be removed. Staff generally believes that it would be inappropriate to have any signage identifying a single tenant in this multi-tenant center, though a well-designed monument sign identifying the center would not be objectionable.

Because the center includes greater than 40,000 square feet of commercial space on the zoning lot, the provisions of the large retail establishment (“big box”) regulations apply to this site and the proposed addition. In particular, the provisions related to site design, pedestrian circulation, the design of parking lots and the architecture of the site apply. As a result of existing conditions on the site though, the regulations are intended to be complied with to the extent possible. In reviewing the proposed improvements versus the standards, the Planning Unit has found the existing shopping center to be in conformance with the large retail establishment ordinance as much as possible. Building elevations contain the required horizontal and vertical relief elements and color, texture and roofline variations and largely feature durable materials as prescribed in the ordinance, though staff would favor limestone panels versus the EIFS. Store entrances will continue to face towards Raymond Road, while loading and service will remain in the rear of the building along Russett Road, though the Urban Design Commission (UDC) and staff has asked for additional information on the screening to assess whether additional screening will be necessary. The proposed addition will bring the shopping center closer to two of the three perimeter streets than currently, while the center will include better pedestrian connections to those streets than existing. In general, staff views the improvements as incremental enhancements that will make the center a better facility for the neighborhood than the existing center.

The UDC reviewed the proposed modifications to the site on April 5, 2006 and granted initial approval with conditions (see attached report). The UDC generally favored the proposed addition and site improvements but felt additional refinements were needed to the building elevations and landscaping plan. The Planning Unit concurs with the recommendations of the UDC and recommends that this project include additional plantings throughout the parking lots along the south and east walls of the center.

### **RECOMMENDATION**

The Planning Unit recommends the Plan Commission find that the conditional use standards can be met for the proposed major alterations to the existing retail center in excess of 25,000 square feet and addition of a second drive-up window at the Meadowood Shopping Center at 5702 Raymond Road, subject to input at the public hearing and the following conditions:

1. Comments from reviewing agencies.
2. That the proposed pole sign at the corner of S. Whitney Way and Raymond Road does not meet the conditional use standards and that all references to the sign shall be removed from the plans submitted for final approval.
3. That the project receive final approval from the Urban Design Commission. In considering granting final approval to the project, the Planning Unit requests that the applicant and UDC consider additional screening along the rear of the building adjacent to Russett Road to provide sufficient screening of the service areas of the center from the residential properties to the north in addition to complying with all of the UDC conditions of initial approval.