

April 22nd Plan Commission PDD Preliminary Submittal

Shorewood Metro Market Mixed Use Development

Proposed Grocery Store, Parking Deck and Mixed Use Residential Development

Oakland Avenue

Shorewood, WI



Submitted by:

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April 22, 2014

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SUMMARY

General Capital proposes to construct a high quality, mixed use development on Oakland Avenue between East Kenmore Place and East Olive Street. The project will be constructed in two phases: the first phase will include a two-story, 85,930 square foot Metro Market grocery store and a four-story, 350 stall parking deck. The second phase will include a six-story mixed use building with approximately 90 residential units, ground floor retail and approximately 110 parking spaces. Our intent is to create a high quality, pedestrian friendly design that respects the fabric of Shorewood's central business district. From a design perspective, our intent is to create a harmonious development along the entire street frontage, while introducing enough architectural and material diversity to produce variety and visual interest.

The intent of this submittal is to provide an overview of the project including the preliminary site plan, building elevations for Phase I and an overview of some of the technical details such as truck turning movements for the loading area and a summary of the traffic analysis produced for both phases. General Capital will seek the input from the Village and neighborhood stakeholders as the design progresses through the approval process. This submittal is intended to be introductory in nature.

PROPOSED PHYSICAL LAYOUT

The project is designed to create a strong pedestrian orientation on all three sides of the property, with the Metro Market anchoring the south end of the project, the mixed use residential building anchoring the north and the parking deck sandwiched in between. The parking deck will contain two entrance points to allow a free flow of traffic to Oakland Avenue (see the Traffic Impact Study overview). The intent is to "bookend" the parking deck with the two buildings and to use the space in front of the parking deck as programmed public space with outdoor seating, a market area, potential Bike Share station and other pedestrian amenities. The vehicular entries will include special paving to delineate the pedestrian crossing, making drivers aware that they are crossing a "pedestrian priority" zone. The "Public ROW Improvements" exhibit shows the pedestrian zone along the entire project. Based on input from Village staff, we added pedestrian bump outs at both ends of the project and maintained the bump out in front of the parking deck to provide additional buffer and public open space in front of the deck. The entire street frontage will include traditional Shorewood streetscape elements including brick tree grates, special paving and street lighting.

BUILDING DESIGN AND MATERIALS

The Metro Market will include 42,965 square feet per floor, for a total of 85,930 square feet. The building will be 44' tall on average. Three bays will be slightly taller (50') to create vertical articulation along the façade. While the primary pedestrian entrance is near the parking deck at the mid block, the corner of the building at Kenmore is designed to create a strong architectural statement with a curved glass wall

and signage on a curving canopy. The elevation along Oakland Avenue will contain 60% clear vision glass, providing interesting street-level views into the various departments on the first floor. The upper floor will contain mainly groceries (rows of shelving), thus will contain clerestory windows (above “rack height”) to allow natural daylight into the upper floor. The loading docks and trash compactors for the store will be completely screened within a loading bay tucked into the southwest corner of the building.

The building will be a combination of brick (in two contrasting colors) and Nichiha (a cement panel system that provides a clean glossy finish). The brick is used to give the building a strong sense of “base,” with a precast sill delineating the lower half of the building. Brick is used at the pedestrian level where people see and touch the building up close. The upper floor and parapet is clad in two tone Nichiha, with a darker band providing contrast to the brick base of the building and a lighter band at the parapet, providing a lighter “top” to the building. To break up the horizontal nature of the store, three brick pilasters provide vertical elements across the façade. The pilasters include a trellis at the pedestrian level and blade signage above. As mentioned above, the southeast corner of the building will include a curved glass wall. A glass wall flanks the opposite end of the store as well. A canopy wraps the corner of the building and provides cover for both the pedestrian entry from Oakland and bike parking.

The parking deck will be four stories tall (approximately 35’ overall and 40’ at the stair tower) and contain approximately 350 parking spaces. The parking deck is designed to complement the two anchor buildings, but not mimic them. The composition of the parking deck is an expression of its structure, e.g. “form follows function.” Light colored concrete is used on the horizontal precast panels. In contrast, dark brick “frames” are used to break up the horizontal plane and to articulate the structural bays. Two vertical tower elements respond to the brick pillars on the grocery store, but provide a different look with punched hole openings. The towers will include a continuous trellis structure, eventually covering the towers in green.

The highlight of the parking deck is the public open space in front. By stepping the parking deck back near the grocery store entry, it was possible to create a 20’ deep outdoor seating area. This area can be used by customers of the Metro Market and the general public. The seating will be surrounded by planters, offering a sense of enclosure and providing protection from cars entering/leaving the parking deck. An open air market structure will provide a seasonal outdoor space for a farmers market, arts/craft fairs, outdoor food sales and similar activities. To the north of the market structure, a sheltered area is provided for a potential Bike Share station. Together, these amenities will activate the space in front of the parking deck.

We have established the footprint and general massing of the mixed use residential building, however, the detailed design is still evolving. The building will include one floor of retail and five floors of residential above, for a total of 90 units. The retail wraps the corner to Olive Street. A two-level parking deck (approximately 110 spaces) will be tucked behind the retail. To break up the massing of the building, the corners of the building will be “zero setback” and the middle portion of the building will step back approximately 18’ to create a green terrace on the roof of the retail. The design of the building will complement the rest of the development, but will be an entirely different look/feel.

The overall design intent is to create a high quality mixed use development that respects the scale and pedestrian orientation of the surrounding context. We look forward to fine tuning the design of the project as we move through the approval process.

STORMWATER OVERVIEW

As currently developed, the existing site is split into two drainage areas. One area is discharged to the combined sewer in Oakland Avenue and the other area drains across pavement and out the southwest corner of the site to East Kenmore Place. It then flows west down the road to the catch basin located near Bartlett Avenue. The site currently contains approximately 3,000 SF of green space.

The proposed site will mimic the existing drainage areas while meeting local and state regulations for post construction water quantity and quality. MMSD requires that if demolition or construction during redevelopment disturbs an area between 2 acres and 3.5 acres, the runoff release rates must be reduced by 10%. The Village of Shorewood and DNR consider this site a re-development and therefore require a 40% average annual total suspended solids (TSS) reduction for the top deck of the parking structure.

The proposed runoff flows are reduced by increasing the green space on site from 3,050 SF (0.07 acres) to just over 10,000 SF (0.23 acres) and by disconnecting impervious flow by routing it through a vegetated swale. Consistent with the existing drainage pattern, a portion of the parking deck discharges directly to the existing combined sewer. The remaining portion of the parking deck discharges to the vegetated swale to be treated.

At the south end of the vegetated swale an underground detention tank (a 6 foot diameter corrugated metal pipe) will aid in achieving the 40% TSS removal. After treatment, flows will discharge to an oversized storm sewer pipe that the Village can use for future additional flows. This pipe will connect to the catch basin located near North Bartlett Avenue before flowing towards Newhall Street where the Village recently completed a storm sewer project intended to reduce flows that previously caused flooding.

In addition to increasing the green space on the property by more than threefold, the proposed design will decrease post construction flows by just over 20% and achieve slightly more than 40% TSS removal while keeping drainage patterns similar to the existing conditions and providing an oversized storm sewer pipe to the Village for future flows.

TRAFFIC IMPACT STUDY OVERVIEW

General Capital engaged Traffic Analysis and Design, Inc. (TADI) to conduct a Traffic Impact Study and report for the proposed Metro Market grocery store and mixed use residential project. The intent of the study was to evaluate existing traffic at intersections surrounding the site to determine what, if any, improvements need to be made to accommodate the projected traffic volumes of the new project. In addition, the traffic study evaluated the loading needs of the new store and recommends certain improvements to assure adequate truck turning movements, etc.

The traffic study looked at six existing intersections at the PM peak hour (the “worst case scenario” traffic impact). The new store was projected to experience 570 vehicular trips during the weekday evening peak hour. The study takes into consideration existing vehicular trips to the Pick n’ Save store and adds projected increases based on the new store. The primary traffic impact of the new store will be customers entering/leaving the parking deck. Based on projections produced by the traffic analysis software, the new store and associated parking deck will produce minimal additional traffic impacts and the majority of the impacts are mitigated by adding a second entrance to the parking deck (this will allow the free flow of traffic to and from the deck at two points). The project will have a minimal impact on the “Level of Service” at the intersections (the primary metric of traffic impact, based on the level of congestion experienced at a given intersection). In two cases, the Level of Service will go from “B” to “C” (for turning movements at the Oakland Ave/Wood Place intersection). In two other cases, the project actually improves traffic flow at intersections by simplifying turning movements or eliminating them (e.g. Oakland Ave/Jarvis Street). General Capital included the recommendations of the Traffic Impact Study to minimize the negative traffic impacts of the new project on the traffic flow of Oakland Avenue. By doing so, traffic impacts are mitigated and/or minimal (no Level of Service below “C”).

Similar results were found in the Traffic Impact Study for the mixed use residential component of the project. With two access points to the apartment parking deck (one from Olive Street and the other from the main parking deck), the impact on the Level of Service on surrounding intersections will be maintained at acceptable levels (“D” or better and in no case deteriorating more than one Level of Service grade).

In conclusion, the traffic impact of the entire development is found to be acceptable based on industry standards of Levels of Service on surrounding intersections. The full traffic studies have been submitted to the Village under separate cover. As a special side note, General Capital is eager to work with the Village and neighborhood stakeholders to promote pedestrian and bike traffic to the greatest extent possible. We are installing bike racks, bike-friendly amenities such as a “Dero Fixit Station” and creating welcoming pedestrian amenities such as outdoor seating areas, benches and an outdoor marketplace. Together, these pedestrian and bike-friendly amenities will promote walking and biking to the store, with the intent of reducing vehicular trips and thus the traffic impact of the development on the local street network. We welcome input in this regard!

CONCLUSION

This is a significant project for the Village of Shorewood. There are many details to evaluate and fine tune. General Capital is committed to working with the Village and neighborhood stakeholders to produce a high quality, pedestrian-oriented mixed use development that will serve the community for many years to come. We appreciate input as the design is finalized.

DRAWINGS SUBMITTED WITH THIS PACKAGE

- Colored Site Plan
- Metro Market Elevations
- Parking Deck Elevations
- Architectural Site Plan
- Public ROW Improvements Plan
- Truck Turning Movements
- Existing Survey

SUBMITTAL CONTACT

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