



Meeting Date: June 20, 2011
Agenda Item: 8-9

**VILLAGE OF HOWARD PLAN COMMISSION
 STAFF REPORT**

REPORT TO: Burt R. McIntyre, Village President
 Village Plan Commission

REPORT FROM: Dave Wiese, Executive Director of Community Development

REPORT WRITTEN: June 15, 2011

REPORT SUBJECT: Action on the Final Planned Development District application to allow for the construction of a Menards retail store on the 29/42 Retail Centre Plat. Lots 35, 36, 37, 38, 39, and part of Lot 34 of the 29/42 Retail Centre Plat (VH-2039, VH-2040, VH-2041, VH-2042, VH-2043, VH-2044 – approximately 18.69 acres north of Woodman Drive across from Gander Mountain.)

BACKGROUND

BASIC INFORMATION	
Project Name	Menards PDD
Applicant Name/Contact No.	Aaron Morrissey – (715)-876-2177
Consulting Planner and/or Engineer	Advanced Engineering Concepts (715) 876-2941
Size of Parcel	18.69 Acres
Existing Zoning	B-1 Business
Requested Zoning	PDD
Comprehensive Land Map Designation	Regional Commercial

ADJACENT LAND USE/ZONING MATRIX		
<i>Direction</i>	<i>Land Use</i>	<i>Zoning</i>
North	Single Family Residential/ Existing Berm	R-2 Single Family Duplex by Subdivision
South	Gander Mt. / Woodmans Food Store	B-1 Business
East	Detention Pond / U.S. 41	B-1, B-2
West	Vacant 8 Acres/ Single Family Residential	B1-R-2,R-3

REQUEST

Aaron Morrissey, Real Estate Representative for Menards, has submitted a Planned Development District (PDD) application to allow the establishment of a new Menards Home Improvement Store along Woodman Drive west of U.S. Hwy 41. The applicant is requesting a PDD in order to allow flexibility to construct the retail center.

DEVELOPMENT PROPOSAL

The total subject site is 18.69 acres. The proposed development of Menards would include a heated core building area of 162,340 square feet. Of that heated area, 94,432 square feet is for retail use, 64,157 square feet is used for warehouse and 3,751 square feet is used for office area. There is an unheated roof overhang area of 40,608 square feet. A separate lumber warehouse building is located to the west of the main structure, which will be 42,352 square feet. As proposed, the total area under rooftop is 246,802 square feet. The site provides 428 parking spaces and 8 cart coral spaces.

The Menards store would be located north of Gander Mountain and west of U.S. 41. The front façade of the structure would face toward the east and would be visible from U.S. 41. Parking would be located in front of the front façade. There is a large yard storage area generally located to the west of the store between the main building and the lumber storage building on the west end. The yard area will be screened by a fence of 14 feet in height and will be constructed with vertical wood siding for the majority of it. The east and west corners of the fence along Woodman Drive will be steel (wrought iron.)

The building will be constructed of precast concrete walls with the east (front) being faced with 4-inch face brick. Colors will include mountain red brick, tan accent banding with emerald green accent panels at various locations. Several emerald green canopies over major entry/exit points are included. Other exterior materials include wood and stone. Fences at various portions of the building will be wrought iron. The proposed warehouse (west elevation) will be faced with smooth face and split face block on the portion that will be visible from the street.

The plan indicates 428 parking stalls would be provided for the use, which exceeds the Code requirements by approximately 36 spaces. Access to the yard area will be provided from Woodman Drive across from the Woodman's Grocery Store entrance and it will provide for turning movements for trucks and other vehicles accessing that part of the site.

The applicant is proposing 788.9 square feet of signage. The majority of the signage (559 square feet) is to be used by the main Menards sign on the front elevation and on the west elevation of the warehouse. Those signs are proposed to be 6' x 46'7" each.

EXECUTIVE ANALYSIS

1. Zoning

The property is currently zoned Business (B-1.) The applicant is requesting a PDD in order to allow flexibility for the development.

2. Setbacks

Minimum setbacks are to be established as part of the PDD. Proposed building setbacks comply with that of the B-1 zoning district. The 14-foot fence is taller than the 8 feet allowed by ordinance and is approximately 11 feet off of the front property line. The B-1 zoning regulations would require it to be 30 feet from Woodman Drive.

3. Parking

Minimum parking to be established as part of the PDD. The proposed number of stalls is 428. The current regulations would require 392 parking stalls (Retail area, plus restroom/office area).

4. Floodplain, Shoreland Zoning & Stormwater Management

The property is not in the 100-year regulatory floodplain district according to the proposed revised FEMA floodplain maps. There is no mapped wetland on the property.

5. **Land Division**

A combination Certified Survey Map would have to be completed that would combine lots 35, 36, 37, 38, 39, and part of Lot 34 of the 29/42 Retail Centre Plat (VH-2039, VH-2040, VH-2041, VH-2042, VH-2043, VH-2044 – approximately 18.69 acres north of Woodman Drive across from Gander Mountain.)

6. **Lighting**

Under the B-1 regulations, the overall height of light fixtures installed to illuminate parking lots and exterior grounds shall not exceed 30 feet or the height of the principal structure, whichever is less. The proposed lighting needs to be consistent with the height of the proposed principal structure.

7. **Fire Protection**

This property is currently served by the municipal water system and is located approximately 2.3 miles from the nearest fire station.

8. **Comprehensive Plan**

The Village's Comprehensive Plan Map shows the subject property designated as Regional Commercial. A majority of the property to the west and all of the property east and south is designated as Regional Commercial. In Staff's opinion the proposed use is consistent with the plan.

ACTION REQUESTED

It is requested that the Plan Commission open the public hearing and ask the applicant to present the plans for the proposed facility. After the public hearing is closed it is requested that the Plan Commission review the applicant's request and public input received and, if satisfied with the proposal, recommend approval to the Village Board.

If the Plan Commission recommends approval of the proposed final planned development, staff recommends the following conditions be placed on the recommendation:

1. A colored landscaping stone that complements the front elevation building color.
2. Approval of a Certified Survey Map creating the development parcel.
3. The developer pays all costs for design and construction of traffic improvements associated with the project.
4. The photometric plans for the site be modified to 30 feet or the height of the principle structure, whichever is less within the parking areas and the color of the parking lot lights match the existing street lights.
5. A stormwater management plan shall be submitted to and approved by the Village Engineer.
6. Outside display of merchandise shall be limited to a masonry block display and an LP tank kiosk located on the sidewalk in front of the building and 15 parking spaces along the periphery of the north side of the parking lot for the display of Utility trailers for sale. This does not include the outdoor sales and storage within the fenced-in lumberyard/garden center area.
7. The buffer zone easement area including the berm is regularly maintained and mowed.
8. The proposed development shall be constructed as submitted (Attachment III) and reviewed today June 20, 2011 with considerations as made and recommended by the Plan Commission on that date.

ATTACHMENTS

- I. Completed PDD Application
- II. Location Map and Zoning Map
- III. Site Plan CT 1-CT7
- IV. Photo Examples of Materials and Building elevations

COPIES EMAILED TO:

Aaron Morissey, Real Estate Representative, Menards, Inc.

ATTACHMENT I



2456 Glendale Ave
Green Bay, WI 54313

PDD APPLICATION

See Next Page
for Materials to be Submitted
with This Application

Application Fee: \$200.00

Date: _____

Initials: _____

Application #: _____

Applicant

Name: Menard, Inc., Attn: Aaron Morrissey

Address: 5101 Menard Drive, Eau Claire, WI 54703

Phone: () - - - - - Email: amorri@menard-inc.com
(715) 876-2177

Business Name: Menards

PDD Site Address: None assigned

Landowner of Record: DAB Howard, LLC, Attn: Bret Backus

Address: 7818 Big Sky Drive, Ste 201, Madison, WI 53719

Phone: () - - - - - Email: bret@ravenmgmt.com
(608) 347-2930

Consultant(s)

Architect

Name: Menard, Inc., Attn: Denny Behrens

Address: 5101 Menard Drive, Eau Claire, WI 54703

Phone: () - - - - - Email: dbehrens@menard-inc.com
(715) 876-2941

Contractor/Engineer

Name: Advanced Engineering Concepts, Attn: Sean Bohan

Address: 635 Fairfax Street, Altoona, WI 54720

Phone: () - - - - - Email: sbohan@rls-aec.com
(715) 552-0330

Parcel/Building Information

Lot Size: Acres/Sq. Ft Current Zoning: R-1 Parcel #: VH - N/A

Lot Dimensions: See Exhibit "A" Does Current Zoning Permit Intended Use: Yes

Bldg. Sq. Footage: 162,340 (heated) Street Frontage: Woodman Drive

Describe Specifically the Nature of the Request: Menards Store

REQUIRED

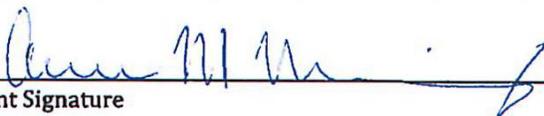
(Check the Box to Signify Your Submittal of Listed Items)

- Statement describing the general character of the proposed development.
- A plat of survey or the equivalent thereof depicting the location, dimensions, boundaries, uses and size of the site.
- Legal description of the proposed development site.
- A site plan including the following:
 - Density and floor area ratio
 - Building heights and setbacks
 - Size & location of lots
 - Screening and fencing
 - Location of sanitary and storm sewer lines
 - Location of water mains
 - Site drainage
 - Location of roads, driveways and walks
 - Existing and proposed structures, parking, loading areas, ingress/egress points
 - Location of recreational and open space areas reserved or dedicated for public uses
 - Percentage of green space & impervious surface
- An accurate topographical map showing elevation and contour data at two (2) foot intervals and extending one hundred (100) feet beyond exterior boundaries of site and also the following
 - Topographical map showing all public right-of-ways & existing buildings within the project area.
 - Size and capacities of all available utilities and high water elevations along rivers and bodies of water.
- Easements to the Village for common open space areas, roadways and other right-of-ways not dedicated to the public.
- Landscape plan including table depicting quantity, size and name of species.
- Lighting plan showing photometrics and a spec sheet of all fixtures used.
- Sign plan with dimensions of sign.
- An attachment stating the methods and hours of operation (if applicable).
- Full-color rendering of building facades and large samples of colors and building materials to be used on the project.
- Table showing square footage of proposed buildings along with proportions of buildings devoted to office, production, manufacturing, warehousing, etc. and proposed number of employees in each area.
- Evidence showing proposed project is economically feasible.
- Table showing the approximate costs of individual buildings and dates of construction.
- Copies of deed restrictions, sureties, performance bonds, conditions, provisions, requirements and/or limitations to ensure public safety, health and welfare.
- Ownership and tax liability of private open space reservations and right-of-ways.
- Implementation schedule with proposed commencement and completion dates.

Please refer to Section 17.18 of the *Howard Municipal Code of Ordinances* for additional information on Planned Development District requirements.

Submit 10 color copies of all documents. If possible, provide electronic copies (pdf, word, excel, etc) of plans.

With this signature, I certify all required materials above have been submitted. Furthermore, I understand any required materials not submitted will result in an incomplete application. Incomplete applications will be returned to the applicant until all required materials are submitted.

x  _____ Date 4/22/11

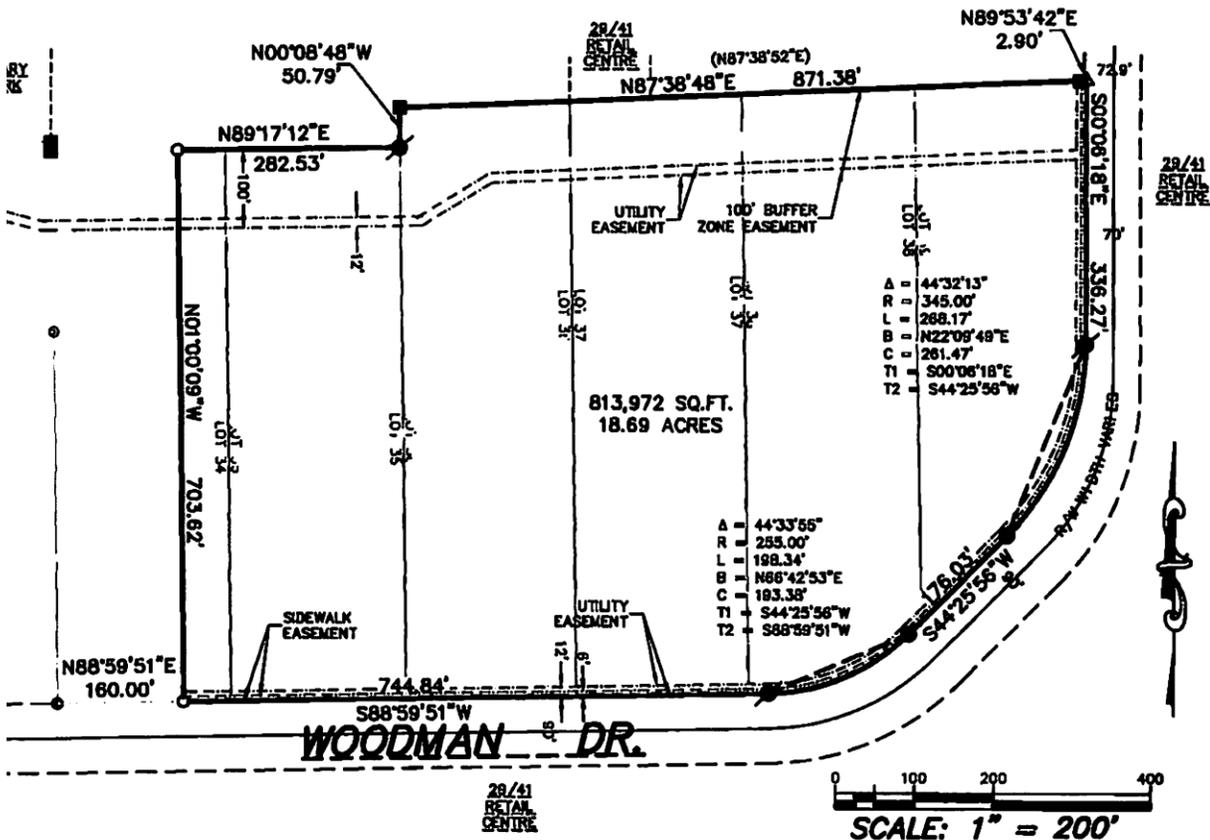
Please direct all questions to Dave Wiese at 434-4640 or dwiese@villageofhoward.com

EXHIBIT A

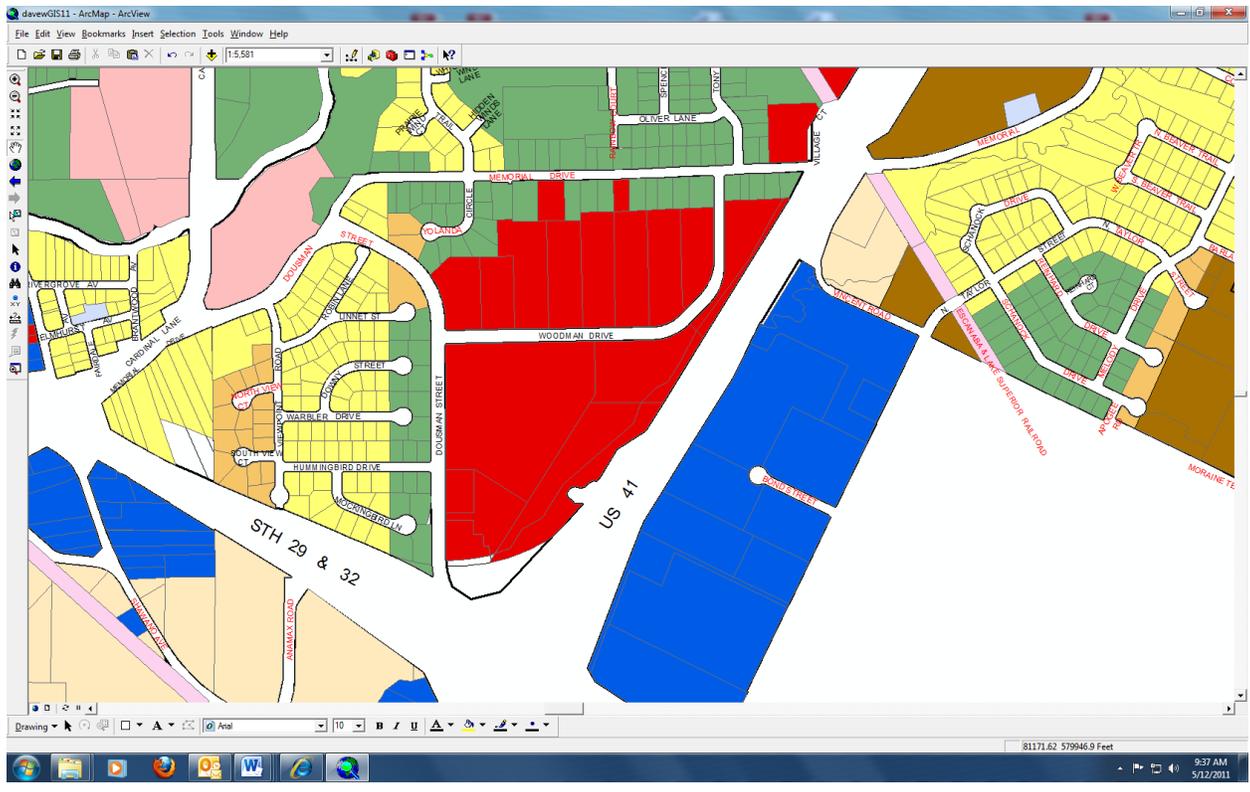
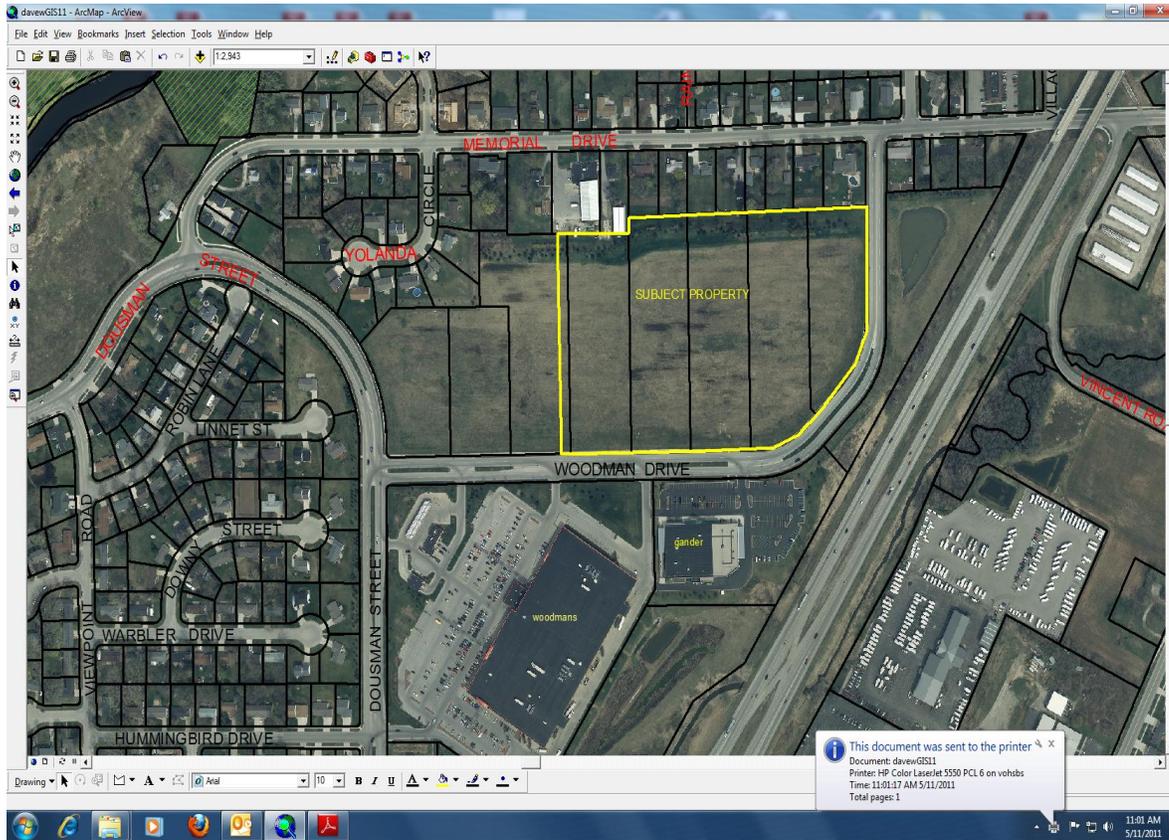
A PARCEL OF LAND LOCATED IN THE NE¼ OF THE NE¼ AND NW¼ OF THE NE¼, SECTION 21, T24N, R20E, VILLAGE OF HOWARD, BROWN COUNTY, WISCONSIN BEING ALL OF LOTS 35, 36, 37, 38, 39 AND PART OF LOT 34, PLAT OF 29/41 RETAIL CENTRE AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

- BEGINNING AT THE SOUTHWEST CORNER OF SAID LOT 34;
- THENCE N.88°59'51"E. 160.00 FEET TO THE POINT OF BEGINNING;
- THENCE N.01°00'09"W. 703.62 FEET TO THE NORTH LINE OF SAID LOT 34;
- THENCE N.89°17'12"E. 282.53 FEET TO THE NORTHEAST CORNER OF SAID LOT 35;
- THENCE N.00°08'48"W. 50.79 FEET TO THE NORTHWEST CORNER OF SAID LOT 36;
- THENCE N.87°38'48"E. 871.38 FEET TO AN ANGLE POINT ON THE NORTH LINE OF SAID LOT 39;
- THENCE N.89°53'42"E. 2.90 FEET TO THE NORTHEAST CORNER OF SAID LOT 39;
- THENCE S.00°06'18"E. 336.27 FEET TO THE BEGINNING OF AN ARC ON THE EASTERLY LINE OF SAID LOT 39;
- THENCE SOUTHWESTERLY 288.17 FEET, ALONG THE SOUTHEASTERLY LINE OF SAID LOT 39 AND THE ARC OF A CURVE CONCAVE NORTHWESTERLY, THE LONG CHORD WHICH BEARS S.22°09'49"W. 261.47 FEET; CENTRAL ANGLE OF 44°32'13" AND HAVING A RADIUS OF 345.00 FEET;
- THENCE S.44°25'56"W. 176.03 FEET TO THE BEGINNING OF AN ARC ON THE SOUTHERLY LINE OF SAID LOT 38;
- THENCE SOUTHWESTERLY 198.34 FEET, ALONG THE SAID SOUTHERLY LINE AND ALONG THE ARC OF A CURVE CONCAVE NORTHWESTERLY, THE LONG CHORD WHICH BEARS S.86°42'53"W. 193.38 FEET, CENTRAL ANGLE OF 44°33'55" AND HAVING A RADIUS OF 255.00 FEET;
- THENCE S.88°59'51"W. ALONG THE SOUTH LINES OF SAID LOTS 34, 35, 36, 37 AND 38 A DISTANCE OF 744.84 FEET TO THE POINT OF BEGINNING.

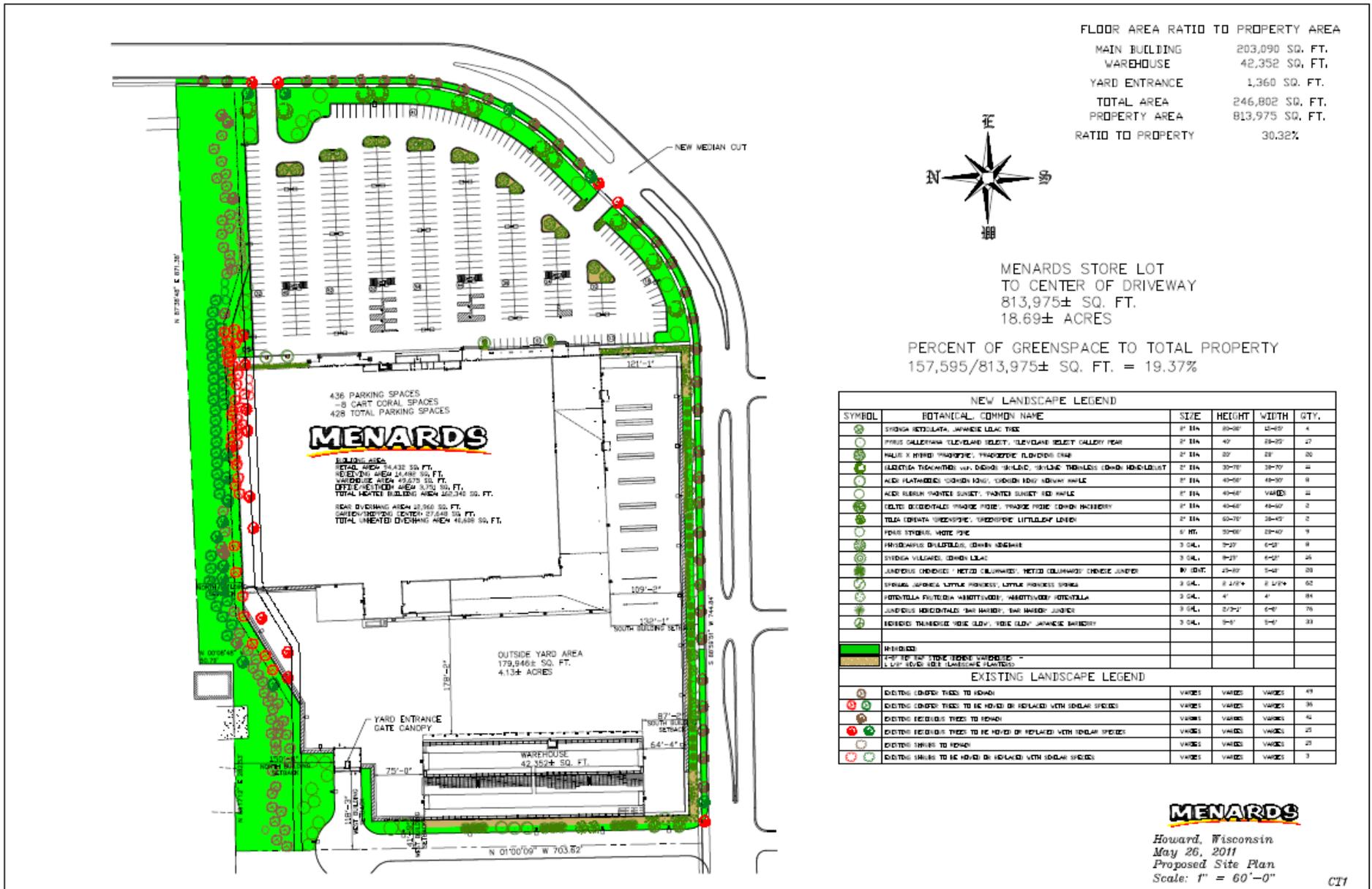
CONTAINING 813,972 SQUARE FEET OF 18.69 ACRES

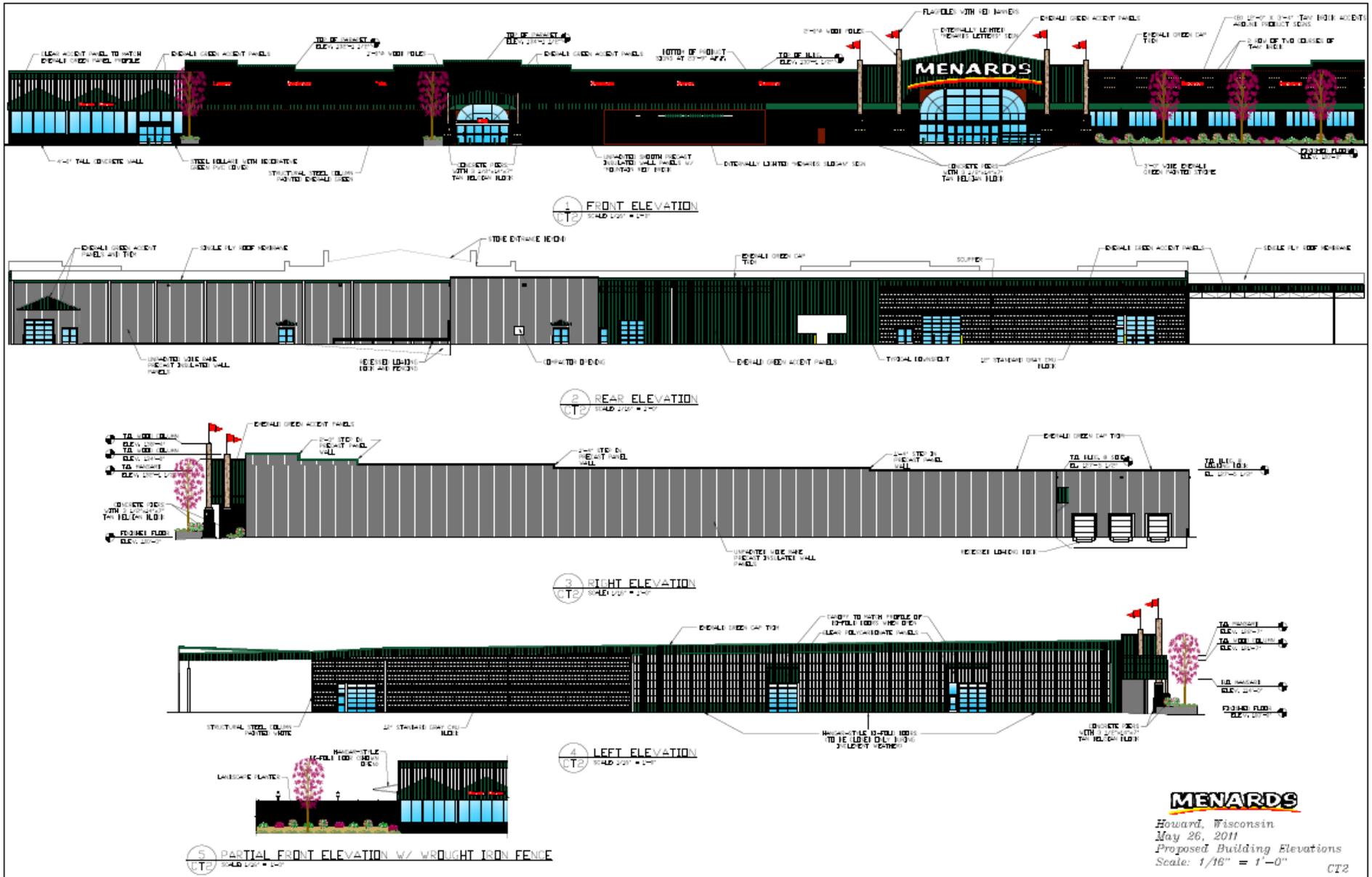


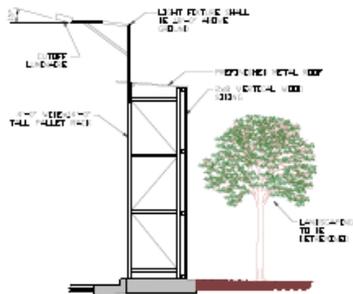
ATTACHMENT II



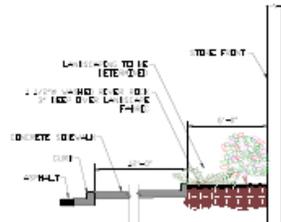
ATTACHMENT III



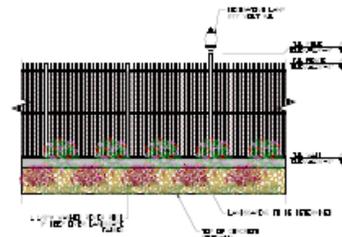




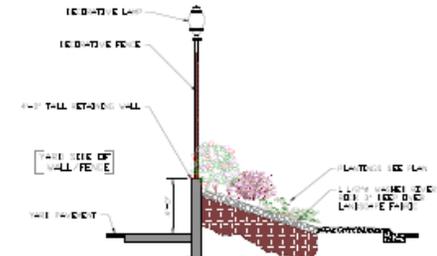
1 PALLET BASKING SCREENING FENCE SECTION
SCALE 1/4" = 1'-0"



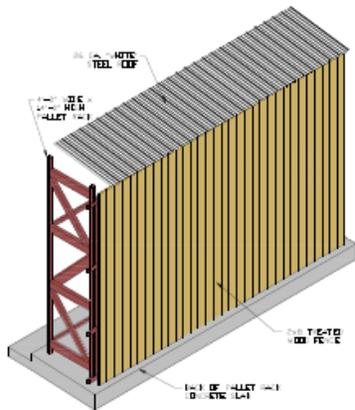
2 FRONT PLANTER SECTION
SCALE 1/4" = 1'-0"



3 DECORATIVE FENCE ELEVATION
SCALE 1/4" = 1'-0"



4 GARDEN CENTER PLANTER SECTION
SCALE 1/4" = 1'-0"

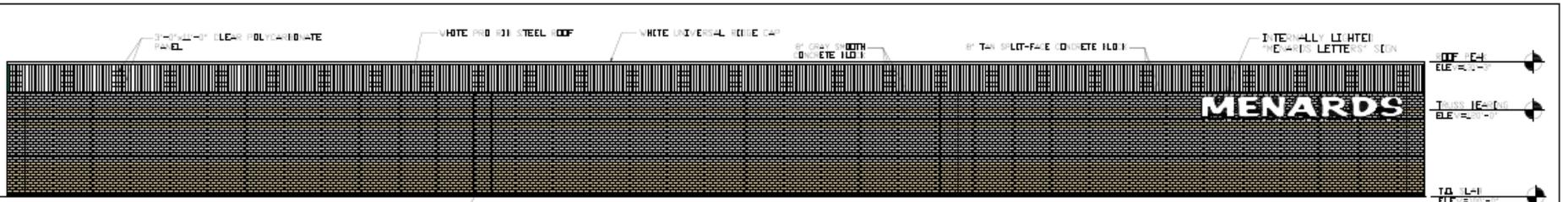


5 PALLET BASKING SCREENING FENCE
SCALE 1/4" = 1'-0"

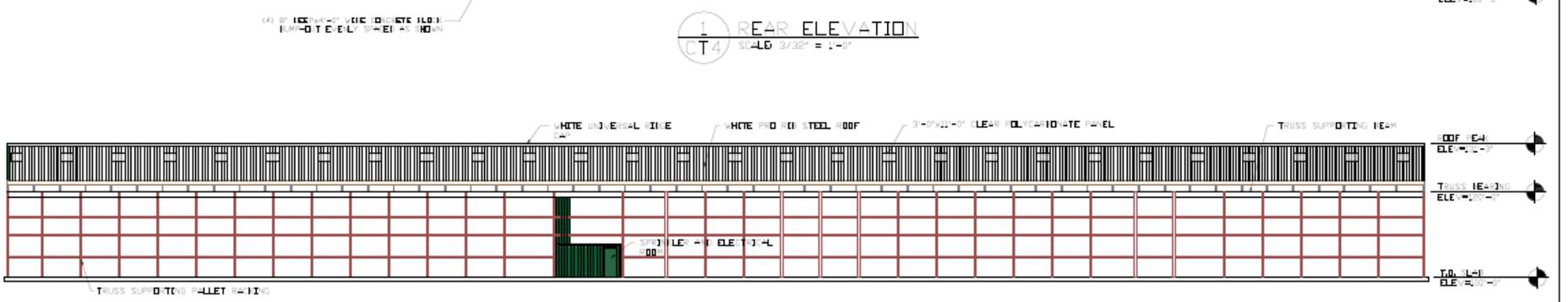
MENARDS

Howard, Wisconsin
May 9, 2011
Detail Page
Scale: As Shown

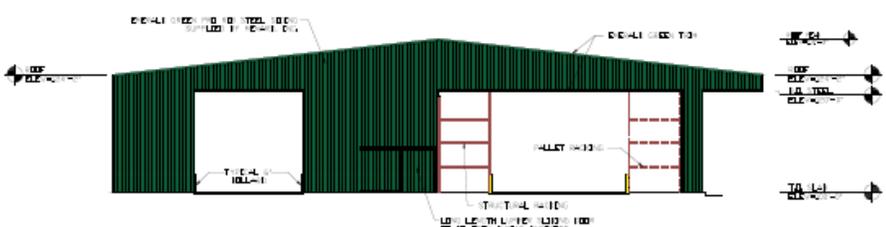
kwk
CTG



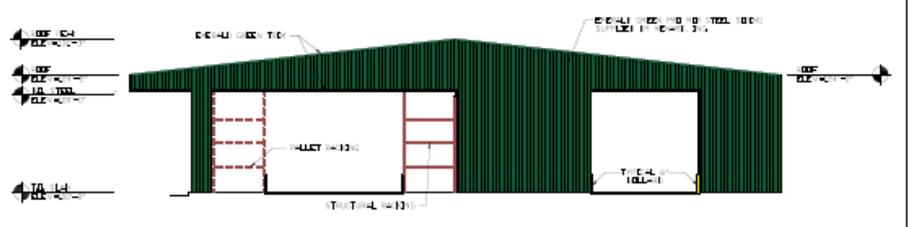
1 REAR ELEVATION
 CT4 SCALE: 3/32" = 1'-0"



2 FRONT ELEVATION
 CT4 SCALE: 3/32" = 1'-0"



3 LEFT ELEVATION
 CT4 SCALE: 3/32" = 1'-0"



4 RIGHT ELEVATION
 CT4 SCALE: 3/32" = 1'-0"

MENARDS

Howard, Wisconsin
 April 18, 2011
 Proposed Warehouse Elevations
 Scale: 3/32" = 1'-0"

CT4

2245 MEMORIAL

2259 MEMORIAL

2263 MEMORIAL

2269 MEMORIAL

2277 MEMORIAL

2285 MEMORIAL

2303 MEMORIAL

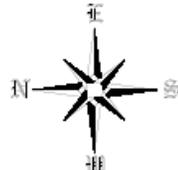
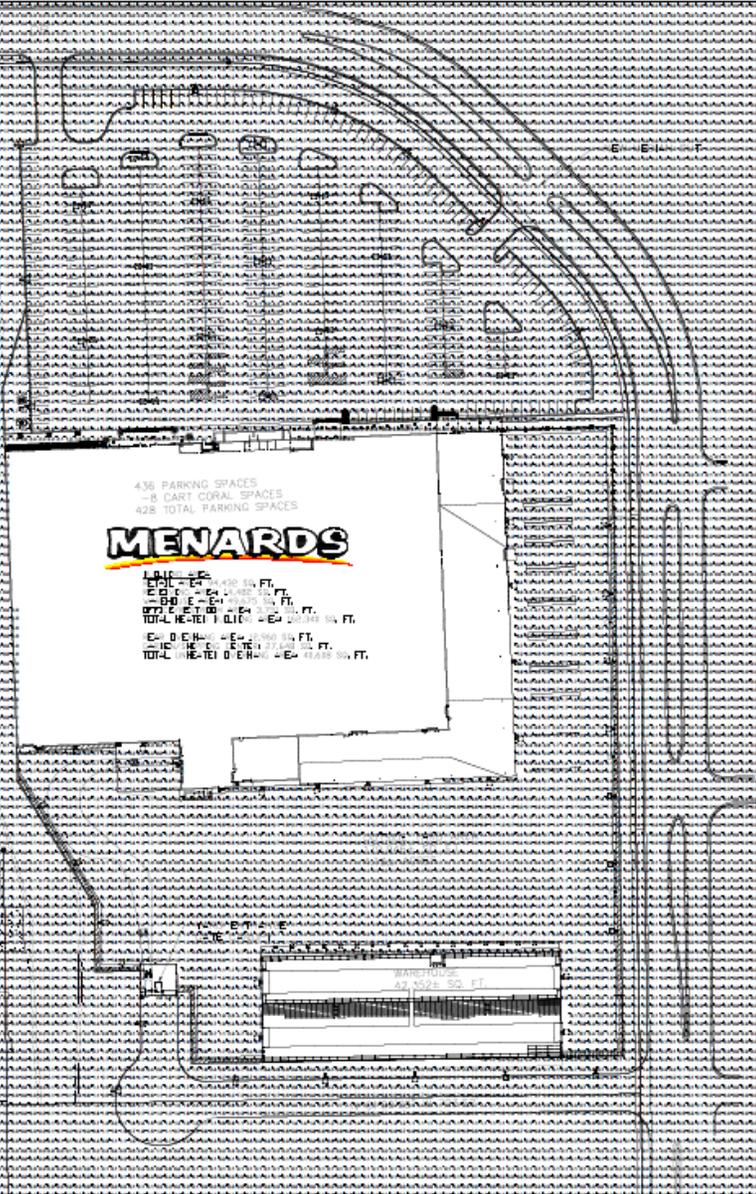
2313 MEMORIAL

2321 MEMORIAL

HIRDSEVE DA

2325 MEMORIAL

2331 MEMORIAL



LUMINAIRE SCHEDULE

Symbol	Label	Qty	Canopy Number	Description	Lot	File	Canopy	LP	Watts	Mounting Height
□	A	16	MPTS-01-00	ARCHITECTURAL AREA LUMINAIRE TYPE 0	300 WATT FULL BEAM	CLAS E-10	3000	1.00	307	30'
□	B	16	MPTS-01-00	ARCHITECTURAL AREA LUMINAIRE TYPE 0	300 WATT FULL BEAM	CLAS E-10	3000	1.00	304	30'
□	C	11	MPTS-01-00	ARCHITECTURAL AREA LUMINAIRE TYPE 0	300 WATT FULL BEAM	CLAS E-10	3000	1.00	307	18'
□	D	16	MPTS-01-00	ARCHITECTURAL AREA LUMINAIRE TYPE 0	300 WATT FULL BEAM	CLAS E-10	3000	1.00	307	23.75'
□	E	17	NO-BUILDING	17' CANOPY LIGHT	17' WATTIN BOTT.	CLAS	NO-BUILDING	1.00	210	30'
□	F	16	MPTS-01-00	CLASAR HO SURFACE CANOPY FOOTCANDLE METRIC PROTECTIVE SHOT LINE	300 WATT FULL BEAM	CLAS E-10	3000	1.00	300	30'
○	G	3	AMP-01-00	1000 WATT TYPE FOOT TOP ACCESS	1000 WATT E-10	AMP-01-00	1000	1.00	300	14'
○	H	3	MPTS-01-00	HIGH BAY	300 WATT FULL BEAM	CLAS E-10	3000	1.00	307	30'

STATISTICS

Description	Symbol	Qty	Watts	LP	Watts/ft²	Height
Can Data #1	+	116	351.6	0.0	N/A	N/A

MENARDS

Howard, Wisconsin
 April 22, 2011
 Proposed Site Photometrics Plan
 Scale: 1" = 60'-0"
 CT6

Submitted by Enterprise Lighting, LTD



Job Name:

Catalog Number:
MPTR-3F-350-MT-S-LA-LU/
OA1090
Notes:

Type:

ELL06-6017

COOPER LIGHTING - LUMARK®

DESCRIPTION

The Lumark Tribute is the most versatile, functionally designed, universally adaptable outdoor luminaire available. The Tribute brings outstanding performance to walkways, parking lots, roadways, loading docks, building areas, and any security lighting application. UL, listed and CSA certified for wet locations. IP55 Rating

Catalog #	Type
Project	
Contract	Date
Approved by	

SPECIFICATION FEATURES

Construction
Rugged one-piece die-cast aluminum housing and door frame. One-piece silicone gasket protects the optical chamber from performance degrading contaminants. One (1) stainless spring latch and two (2) stainless hinges allow toolless opening and removal of door frame.

Reflector
Choice of nine (9) high efficiency optical distributions, including five (5) segmented optical systems constructed of premium 95% reflective anodized aluminum sheet. Optical segments are rigidly mounted inside a thick gauge aluminum housing for superior protection. All segment faces are clean of rivet heads, tabs or other means of attachment which may cause straying in the light distribution. Optical modules are

field rotatable in 90° increments and offered standard with mogul-base lampholders for 150-400W assemblies or medium-base lampholders for 100W and below.

Electrical
Ballast and related electrical components are hard mounted to die-cast housing for optimal heat transfer and operating efficiency. Optional swing-down galvanized steel power tray with integral handle and quick disconnect allows tray to be completely removed from housing providing ample room for fixture installation and maintenance.

Mounting
Extruded 8" aluminum arm features internal bolt guides for easy positioning of fixture during installation to pole or wall surface.

Standard single carton packaging of housing, square pole arm and round pole adapter allow for consolidated product arrival to site. Optional internal mast arm mount accepts a 1 1/8" to 2 3/8" O.D. horizontal tenon, while a 4-bolt clamping mechanism secures fixture. Cast-in leveling guides provide 4-5° vertical leveling adjustment.

Finish
Housing and arm finished in a 5 stage premium TGIC bronze polyester powder coat paint. Optional colors include black, grey, white, dark platinum and graphite metallic. RAL and custom color matches available.



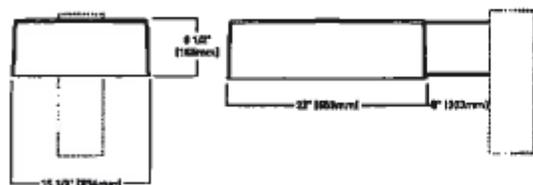
TR TRIBUTE

70 - 400W
High Pressure SoClean
Pulse Start Metal Halide
Metal Halide

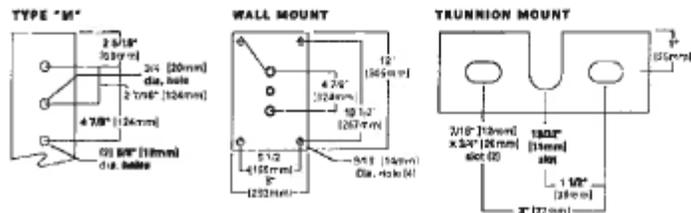
AREA LUMINAIRE



DIMENSIONS



DRILLING PATTERNS



TECHNICAL DATA

UL Wet Locations Listed
CSA Certified
D96 Rated
PISA Compliant: Ⓢ

ENERGY DATA

10-Resonance Ballast Input Watts
200W HPS 1075 (88 Watts)
300W HPS 1475 (128 Watts)
400W HPS 1975 (168 Watts)
100W MP HPS (188 Watts)

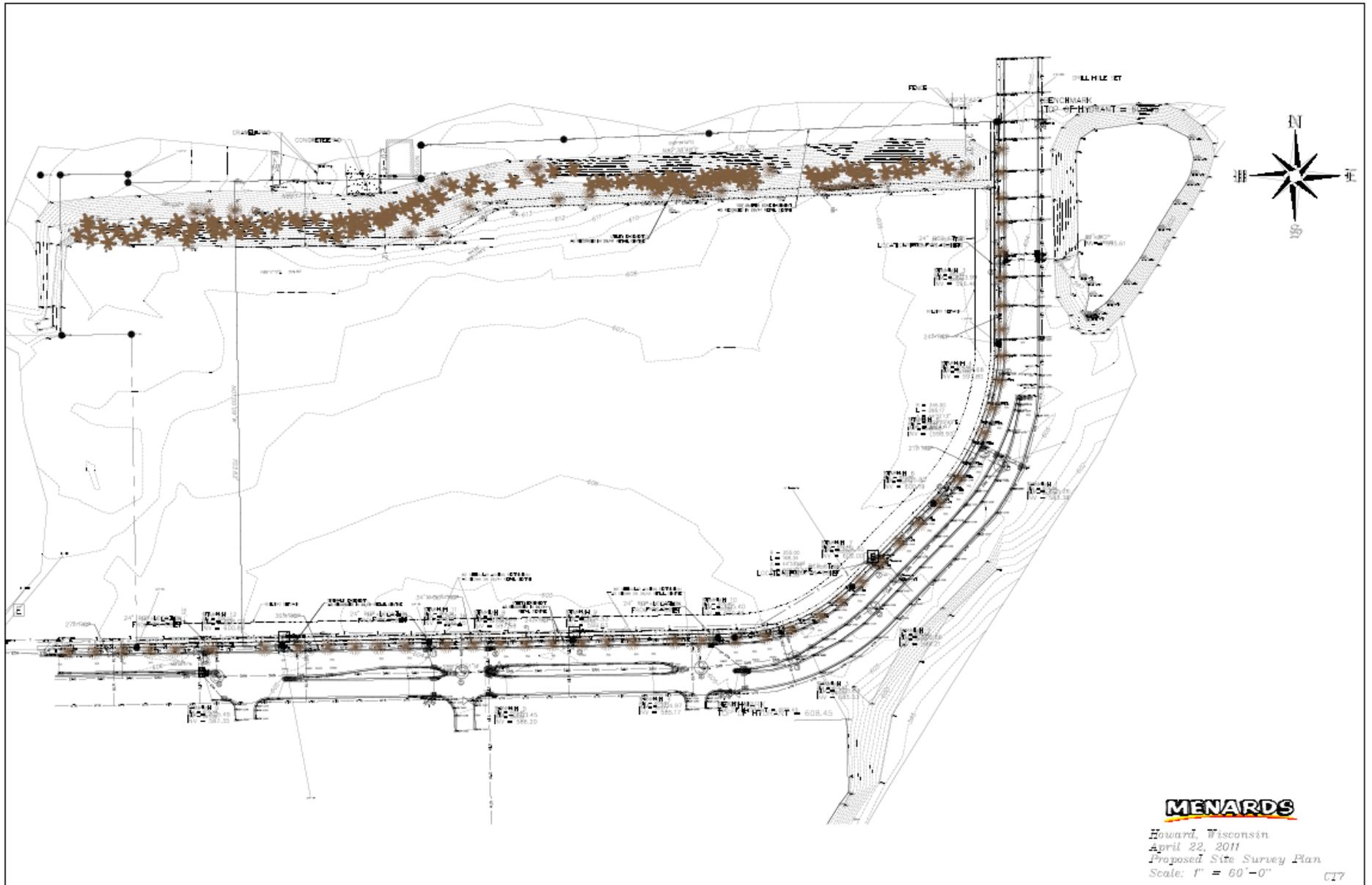
CWA Ballast Input Watts
200W HPS 1075 (88 Watts)

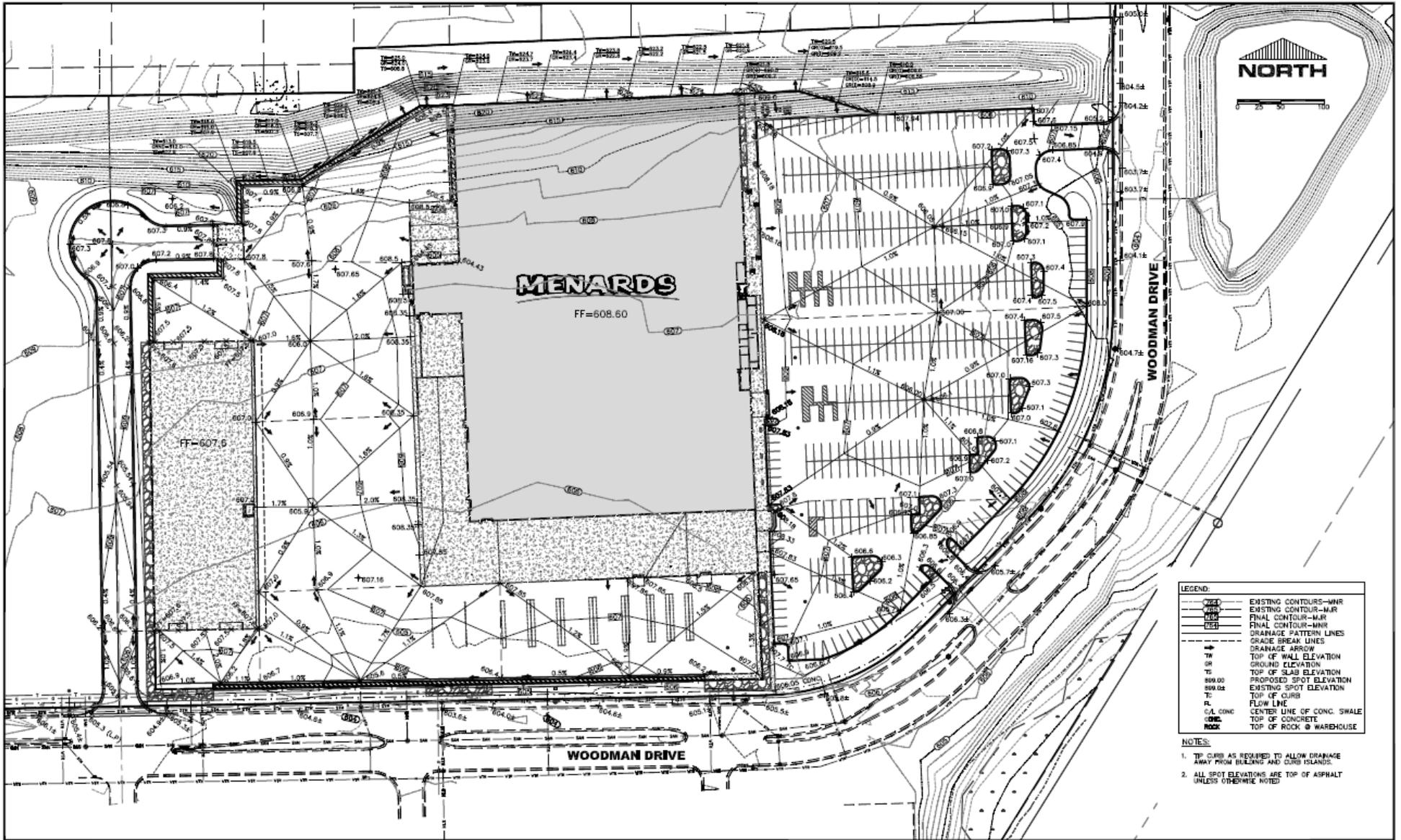
CWA Ballast Input Watts
150W MH 875 (210 Watts)
200W MP HPS (227 Watts) Ⓢ
200W HPS 1475 (260 Watts)
200W MH HPS (285 Watts)
200W MP HPS (290 Watts) Ⓢ
300W MP HPS (330 Watts) Ⓢ
300W MP HPS (377 Watts) Ⓢ
400W MP HPS (465 Watts) Ⓢ
400W MH HPS (450 Watts)
400W HPS HPS (465 Watts)

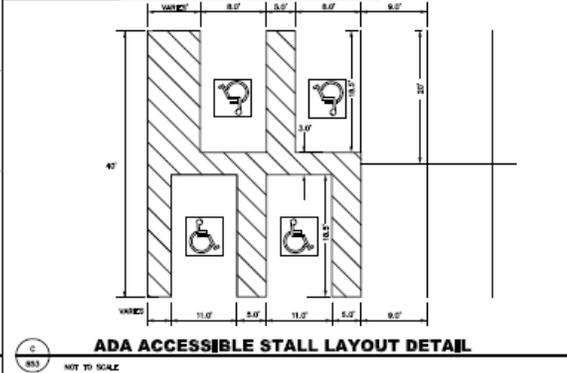
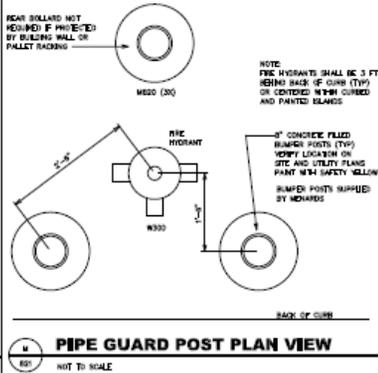
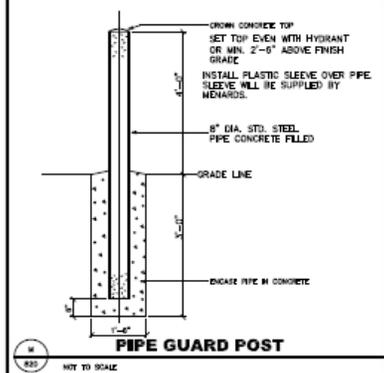
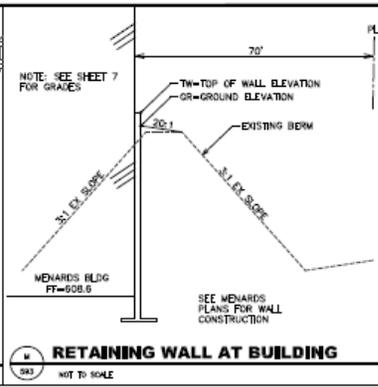
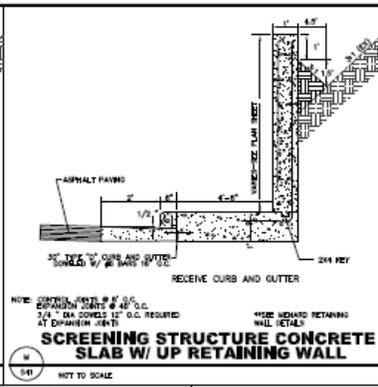
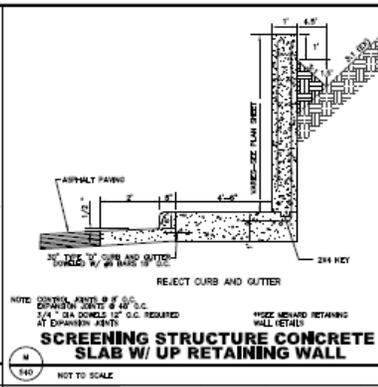
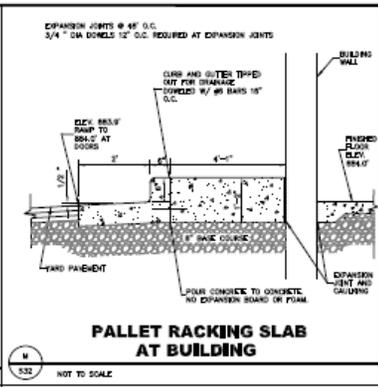
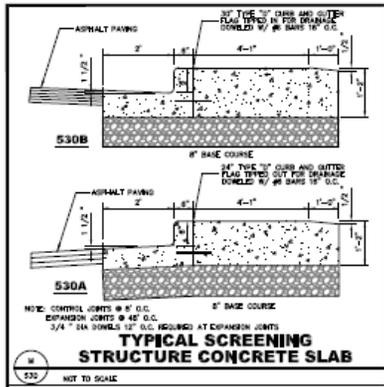
EPA
Effective Projected Area (Sq. Ft.)
Within Area 1.10

SHIPPING DATA
Approximate Net Weight:
39 lbs. (17.72 kg.)









ATTACHMENT IV



