



May 28th, 2013

Jennifer Andrews
City Planner
City of Waukesha
201 Delafield Street – Room 200
Waukesha, WI 53188

**Re: Good Harvest Market Development – Silvernail Road and Meadow Lane
FINAL PLAN REVIEW**

Dear Ms. Andrews,

On behalf of Good Harvest Market we request this packaged submittal to be considered for Final Plan Review by the Plan Commission on June 11, 2014.

Background:

Good Harvest Market will soon be entering their 10th year in business, and is a testament to a local business succeeding in the City of Waukesha. They are Waukesha County's largest natural food store, specializing in organic, local and gluten free foods. Sales and customer counts have grown significantly since they opened in early 2005, and the past 5 years has seen more than a 100% increase, which is significantly higher than the average natural food store around the country.

This growth has been welcomed by Good Harvest, however the space in the store has become cramped, and the parking lot is inadequate for its patrons. Attempts to remodel its current location were deemed infeasible, and their 10 year lease is up in the beginning of 2015, forcing them to look for another location as close to the current store as possible. The land off of Silvernail is a location that had been considered since their inception as it has some visibility from I94 and abuts a land conservancy. This fits in quite well with their "green" philosophy.

The desired building will be as green as can be afforded, including a roof top herb garden (to be accessed by the employees only), high R-value walls and ceilings to lessen energy loss, and the use of some reclaimed materials. While the extra cost of building may not be recovered immediately, the investment reduces its carbon footprint, which is very important to Good Harvest and their owners, Jody & Joe Nolan.

Logistics:

The property location is just off Silvernail Road south of Silvernail Plaza as the Meadow Lane ROW terminates with Silvernail Rd. Nestled on a once developed property, Good Harvest has the best of both worlds with access to Silvernail while adjacent to a large conservancy to its south. Of the 5.21 acres (Taken from the Plat of Survey) over 2.29 acres are undevelopable due to wetlands, poor soils and slopes, thus greenspace and conservancy within the development is over 56%, with 44% of it coming from its onsite conservancy.

The Site Plan depicts shared stormwater, access and parking to help create a cohesive plan for future development to the southeast. A pedestrian walk is proposed to physically link the two developments. In addition, to further connect to the surrounding businesses there is a proposed connection to the current development just north between the Meadow Lane and Silvernail ROW's. Until the future development lot is built, Good Harvest will connect to Marshview Street via a 20' paved emergency access road. When future development reaches the Good Harvest Site, every effort will be made to continue the goal of inter-connectivity between neighboring property owners.

Parking is based on the footprint of the building at 19,930 sf and yields 5.8 stalls per 1,000 sf. The interior sales area of the store will be approximately 13,000 sf. Per zoning, the required parking for the store is 87 stalls, plus 25 for employees (112 total) at peak hours. The proposed drive-thru is designed to warehouse at minimum of 4 cars per code as well. Of the 131 total parking stalls provided in phase 1, fifteen are earmarked for the 2,930 sf of office mezzanine yielding just over 5 per 1,000 sf, which exceeds the 1 per 250 sf per the zoning for office space. It is noted that industry standards for grocery stores average between 4 and 5 per 1,000 sf (1 per 200 or 250 sf.) Waukesha's current code requires 6.6 per 1,000 sf or 131 stalls (1 per 150 sf sales area, plus peak-time employee parking.) With the potential for future development to the immediate southeast in mind, Good Harvest feels their parking ratio is adequate for its operation. Off-street loading is handled via a single loading dock for semi-trucks and two designated direct store delivery (DSD) spaces in the back of the building away from vehicular traffic and pedestrians. Truck egress is handled via a "right-out" only in the northwest corner of the site.

With over 50% of the development site to be green, landscaping is an important aesthetic to the conservancy philosophy of Good Harvest. Every effort will be made to retain as much of the native landscape that can be repurposed or re-used in the overall scheme. In areas where fill is required, native restoration will occur to promote natural prairie areas. Curbed islands will be planted with massing's of trees, shrubs, perennials and grasses and cover over 7.5% of the parking lot (5% is required.)

It is the general goal for Good Harvest Market to implement as many "green" strategies that are economically feasible for the entire project in any way that it can be realized from recycled content building materials to site refuse and recycling management. Good Harvest Market pledges to exhaust as many possibilities to achieve a more sustainable building and business.

Respectfully submitted,

Christopher Wenzler, AIA

CC: Joe Nolan – Good Harvest Market
CC: Cary Bilicki – Briohn Design Group
CC: Dom Ferrante – Briohn Design Group
CC: Jim Jendusa – Forteco Structures
CC: Bradley Knab – Mehmert Store Services

Attachments: Application and Fee
Plan Commission Checklist
7 full *size* sets (30x42)
8 reduced size sets (11x17)
1 colored site plan & bldg. elevs.