



Grandview Commons Town Center Amendment Request

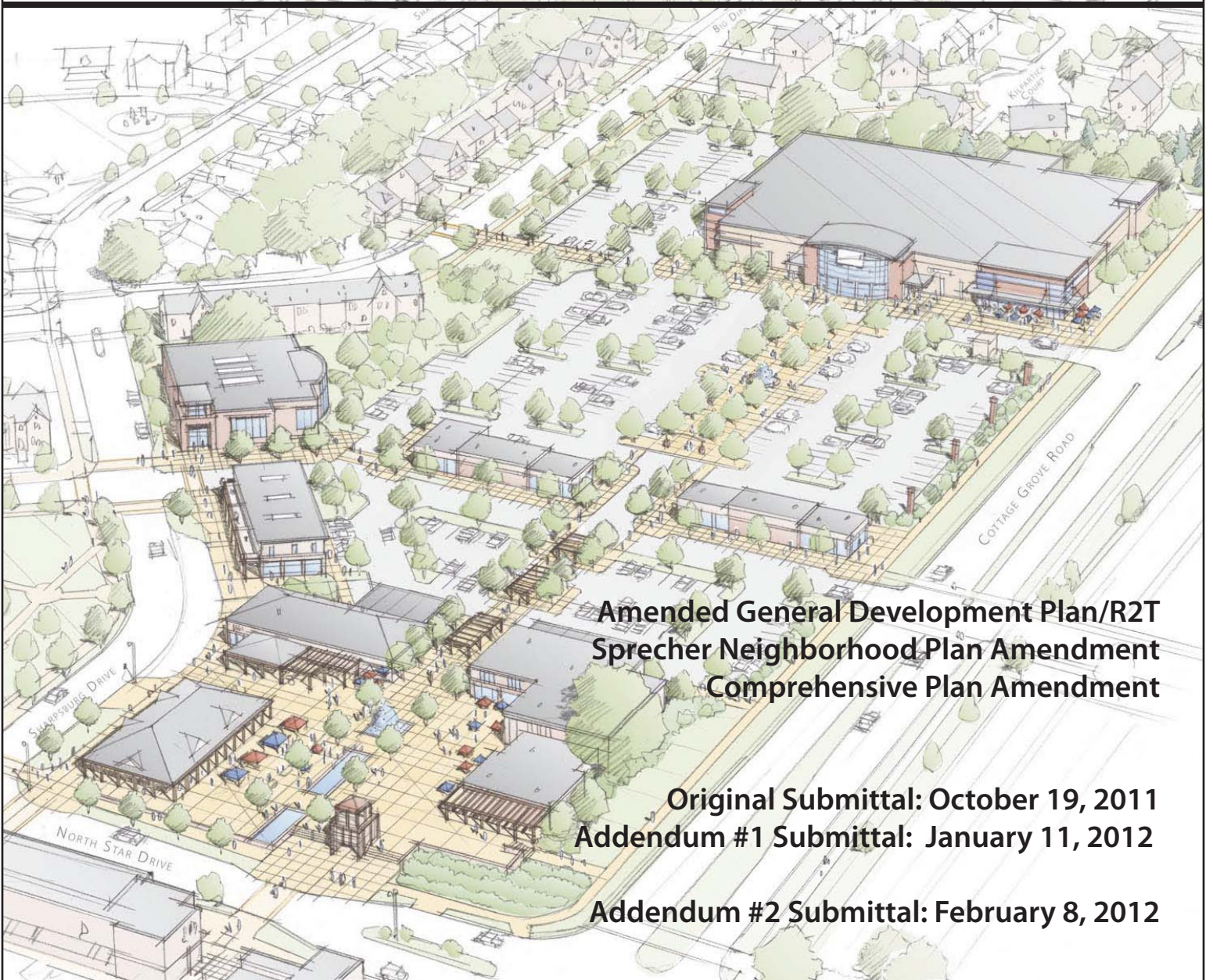


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VANDEWALLE & ASSOCIATES INC.

October 19, 2011

Brad Murphy
215 Martin Luther King Jr. Blvd.
Suite 100
Madison, WI 53710

**Re: Grandview Commons Town Center
PUD:GDP/Sprecher Neighborhood/Comprehensive Plan**

Dear Mr. Murphy:

The following document summarizes the Veridian Homes' request for the amendment to the Grandview Commons Town Center. This Planned Unit Development: General Development Plan (PUD:GDP)/R2T rezoning request is submitted in parallel with a request to amend the Sprecher Neighborhood Plan and City of Madison Comprehensive Plan. This comprehensive review and redesign of the Town Center area has been undertaken to move the mixed-use walkable town center from idea to reality in an economically feasible model.

Grandview Commons has been one of the flagship New Urbanist communities in Madison and Veridian Homes' continued dedication to the vision and goals of creating a walkable and vibrant community is evident in its continued success. Veridian Homes has upheld and expanded the neighborhood vision with the implementation of every phase and will continue to have a large stake in its continued success through the completion of the next ten years of inventory; however, to date the vision of the town center has not been successfully implemented. The site has been actively pursued for creation of a mixed-use town center, as described in all of the adopted plans for more than 10 years, without success. This effort has included design and approval of two buildings, active leasing efforts, and countless contacts and discussions with prospective tenants; all without success in sparking the further development of the town center. These results, through the highs and lows of the market, coupled with further discussions with town center design and implementation experts throughout the nation have identified the need for an anchor tenant to spur the further development of the town center. Creation of an anchor grocery store offers an opportunity to create momentum for the town center commercial uses, support the City of Madison Library site, and offer the greater Sprecher Neighborhood area a walkable grocery and mixed-use center.

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Shaping places, shaping change

Facilitation of the anchor use within the town center requires amendments to the site zoning, neighborhood plan, and comprehensive plan. Combining all three requests into a parallel public review process will allow the appropriate review at each level of planning and result in a detailed regulatory framework to assure that the final adopted program and site plan meet the goals and vision of the town center and surrounding neighborhood.

We look forward to working with the City and adjoining neighborhoods on moving the long sought after Grandview Commons Town Center from concept to reality.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian Munson', with a long, sweeping horizontal line extending to the right.

Brian Munson
Principal

Project History

Grandview Commons



Grandview Commons, designed in 1998-1999 and adopted in 2002, is the first fully developed new traditional neighborhood in the City of Madison. Developed and implemented as a mixed-use walkable neighborhood, this project has been a proving ground for how to design, refine, and implement new urbanist principals in an economically and socially viable way. Through the course of implementation the developer and design team (the same group throughout) have made numerous modifications and undertaken significant efforts to deliver a vibrant and unique neighborhood that features a wide variety of housing options, integrated parks & open spaces, and a walkable town center. The development of the town center has proven to be the most difficult step in completing the vision of the neighborhood.



Grandview Town Center

Conceived as a center for neighborhood activities, community identity, and neighborhood retail, the town center was designed to be a walkable mixed-use district accessible to both the neighborhood and surrounding region. Implementing the Town Center for Grandview Commons has been a complex process that has adapted and expanded over the course of the neighborhood build-out. The Grocery Store proposal highlights the on-going evolution of the commercial uses and is one of several programmatic changes that have shaped the path of implementation.



Original General Development Plan: December 17, 2001

The original town center concept envisioned a small scale retail component focused on delivering a mix of commercial and office uses clustered around the first block of North Star Drive with 50,000 square feet of commercial and 20,000 square feet of office. While the location echoed the Sprecher Neighborhood Plan, the overall acreage and commercial distribution was significantly less. This reduction in scale reflected the design teams' concerns over the viability of creating an un-anchored commercial node in a largely residential area of the City along with the desire to preserve the unique setting that became the Village Green.



Recorded General Development Plan: August 9, 2002

The recorded General Development Plan reflects planning staffs' comments requesting that the town center be enlarged, per the February 25, 2002 Letter of Approval:

- #74. Revised the General Development Plan to increase the size of the Neighborhood Center Mixed Use district by extending it north along B Street (North Star) to encompass one additional lot (Lot P-19 in the preliminary plat) in order to provide additional retail development potential.



Note: This condition has been further modified by the Plan Commission requiring final staff approval of the following modification to this condition of approval as suggested by the developer:

Given the neighborhood services focus for the Village Green area, the need to capture both local and regional commercial markets dictates that the



near-term commercial focus is placed along the Cottage Grove Road frontage. Accommodating commercial growth within the neighborhood center required careful attention to character, building massing and most importantly, parking loading. The growth potential of commercial uses as the development and region matures may allow for the spread of commercial uses along the Sharpsburg Drive and Street “B” (North Star) frontages; however, the design team recommends that the growth could be accommodated through the east-west expansion of the mixed-use areas, without the creation of parking conflicts with the higher density residential areas to the north.



The Neighborhood Center Mixed-Use district will not be expanded to include lot P-19; however, larger commercial square footages in this area will be accommodated through east-west expansion of the mixed-use districts in the areas between Sharpsburg Drive and Cottage Grove Road.



#75. Revise the first floor General Development Plan and Zoning Text to increase the maximum total amount of first floor retail or office use allowed within the Neighborhood Center Mixed-Use district to 100,000 square feet.



#76. Revise the General Development Plan and Zoning Text to require that buildings within the Neighborhood Center Mixed-Use district with frontage on B Street (North Star) or Sharpsburg Drive opposite the Village Green be at least two stories in height, that the ground floor uses along these block faces be non-residential (except for building entryways), and that at least 50 percent of the frontage be devoted to retail sale and service uses. (This would include restaurants, personal services, and similar businesses providing goods and services directly to neighborhood customers).



#77. Revise the General Development Plan and Zoning Text to require that the street frontages of the ground floors of building within the Neighborhood Mixed-Use district that are not initially used for retail or office activities be designed as “flex space” that could be reasonably converted to alternative retail uses at some time in the future.

Note: Relevant to Planning Conditions No. 76 and 77; these conditions have been further modified by the Plan Commission requiring final staff approval of the following modification to this condition of approval as suggested by the developer:

Comments four (76) and five (77) address the similar topics of accommodating commercial growth, and creating an urban pedestrian-focused enclosure along the Village Green area. These issues will strongly impact the development of the desired activity and vitality in the commercial district will be influenced by the timing and installation of the buildings.

The pedestrian enclosure within the Village Green area will be accommodated through the preservation of the mature trees within the Village Green, and the construction of buildings at appropriate scales. The design team agrees that the heights of the buildings will clearly define the area, and forward the idea that any building facing onto the Village Green must be a minimum of two stories or 24 feet in height.

The utilization of flex space will accommodate both the goal of creating a unique urban surrounding in the near-term, through early construction of adjoining buildings, while allowing for the maturation of the commercial market. The following maps designate “primary commercial zoned” and “Flex space zones” that address the balance of the near-term commercial spaces and future growth areas, as opposed to the restriction of 50% non-residential frontages. (This map identified the first block of North Star and the NW corner of the Sharpsburg/North Star intersection as primary commercial zones, with the balance of the West frontage of the Village Green and the entire South frontage of the Village Green as Flex space zones).

These conditions of approval combined with the staff report’s call for the Town Center to be enlarged to “attract customers from beyond the neighborhood if the Center is to become established as a vibrant community focal point and provide neighborhood residents with an opportunity to satisfy a meaningful portion of their convenience shopping needs in close proximity to where they live (Planning Unit Report, January 24, 2002)” resulted in the modification of



Grandview Commons
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the General Development Plan enlarging the placement of the town center and the allowance for retail/office to 100,000 square feet.

Library Amendment: May 9, 2007

The General Development Plan was further expanded to combine the Mixed-Use district and Residential district between North Star Drive and the Doric Lodge site into one Mixed-Use district. This amendment created the lot for the Library and increased the non-residential square footage to accommodate the expanded community use and enhanced acreage, resulting in an increase of the overall commercial square footage within the Town Center to 150,000 square feet. This major amendment was adopted on July 17, 2007.



Doric Lodge Demolition Conditional Use: October 8, 2007

The existing structures on the Doric Lodge were approved for demolition and will be removed as part of the construction on the site.

Proposed Amendment

Amended PUD:GDP/R2T

Twelve years of marketing and design efforts have proven that the town center idea cannot be implemented without the incorporation of an anchor use. Veridian has aggressively pursued every possible lead and contacted more than 130 operators for uses that would fit the existing zoning and planning. This effort, coupled with consultation with national retail and town center experts, has identified that the existing planning framework does not accommodate a financially viable anchor use needed to create the synergy to facilitate retail activity. Absent an anchor the town center will not become a reality. Amending the General Development Plan, the first step of the two step re-zoning process, will allow the incorporation of the crucial anchor use as part of the consideration of the overall town center plan assuring that the anchor facilitates the desired mixed-use components, reinforces the walkable nature of the town center, and balances the traffic, aesthetic, and use goals for the greater neighborhood.

Request:

Amend the zoning to re-allocate the commercial and residential uses within the town center, incorporate the Doric Lodge site into the town center, facilitate an anchor grocery store use, and maintain the vision of an economically viable, walkable, mixed-use town center.

Amended Sprecher Neighborhood

Modifying the Sprecher Neighborhood, in concert with the General Development Plan, will allow the placement of the anchor use within the town center and will remove the economic roadblock towards implementing the town center.

Request

Amend the site designation to allow mixed-use commercial/residential uses on the majority of the town center/Doric lodge site. Re-configure the institutional uses to reflect the placement of the City of Madison Library site. Amend the plan text to reflect existing site conditions and accommodation of an anchor grocery store use greater than 25,000 square feet.

Amended Comprehensive Plan

The Comprehensive Plan, adopted in 2006 prior to the modification of the State's Consistency Law, anticipated the town center placement but does not reflect the current adopted town center or the changing needs of the town center. Amending the map designations will allow the placement of the grocery store, while preserving the emphasis on a mixed use walkable environment.

Request

Amend the comprehensive plan mapping to reflect the inclusion of the Doric Lodge parcel as part of the Town Center, re-designate the C Block area of the town center as Community Mixed-Use, maintain the B Block area as Neighborhood Mixed-Use, and redistribute the single family residential district.

PUD Approval Criteria

The proposed amendments to the existing Planned Unit Development are consistent with the adopted goals of creating the town center as an integral component of the overall Grandview Commons Neighborhood. This amendment also offers the City and Neighborhood a significant long-term community benefit by moving a vacant parcel towards creation of the neighborhood serving mixed-use commercial district, facilitation of public gathering spaces and destinations, incorporation of new open space, and increasing access to groceries within a large underserved area.

Character and Intensity of Land Use

The proposed configuration creates the long sought after walkable town center along Sharpsburg and North Star, reflecting the adopted goals of creation of a unique mixed-use center serving the surrounding community with neighborhood commercial, public facilities, and a vibrant urban fabric. The resulting configuration creates a district that fits within the functional and aesthetic character of the emerging town center area while supporting and transitioning to the surrounding neighborhood. The revised town center matches in intensity the existing approved Grandview Commons General Development Plan and does not increase the overall commercial/retail square footage while maintaining a mixture of residential, commercial, institutional, and office uses.

Revisions to the concept plan, based upon feedback from the neighborhood and City Staff, have resulted in a stronger relationship between the grocery store and plaza area. These revisions include reducing the overall parking count to match the parking needed prior to the incorporation of the grocery store, expanding the use of shared parking and transportation demand management strategies, strengthening vehicular connections with Cottage Grove Road, enhancing bicycle & pedestrian connections to the neighborhood, and creating landscape buffering/transitions throughout the site. The resulting configuration remains within the previously approved total square footage of commercial use for the unique and vibrant mixed use district while offering an economically feasible anchor to spur the development of the full town center.



The site has long been planned for mixed-use and residential uses with appropriately scaled public infrastructure installed or planned to serve the site and will the proposed amendment is consistent with these goals and will not adversely impact school or municipal services.

The street infrastructure surrounding the site has been designed in anticipation of the town center containing 150,000 square feet of commercial uses and has been sized to meet the traffic loading of the revised proposal as it will remain within this threshold. Transportation demand management approaches will be required of the town center as part of an effort to reduce single occupancy trips, reduce overall parking demands, and encourage a pedestrian focused environment.

Economic Impact

This proposal will create the economic engine to move the currently vacant town center into implementation, facilitating a significant new investment in jobs and tax base for the City, and supporting the goals for a vibrant walkable district in keeping with the vision for creating a diverse mixed-use neighborhood featuring a blend of commercial and residential uses. The higher long-term valuation of a mixed-use center will enhance the economic prosperity of the City and surrounding area and will not negatively impact the provision of municipal services.

Preservation and Maintenance of Open Space

The proposed concept creates the walkable active street along the existing Village Green and facilitates the creation of a new urban plaza space for outdoor dining and gatherings. The resulting unique open spaces offer residents of the neighborhood two distinct and vibrant open space facilities with complementary program spaces for gatherings, farmer's market expansion, and other neighborhood focused activities.

Implementation Schedule

The proposed project will be built in phases with the grocery store implementation followed by the Library Site (currently budgeted for 2014). The remaining parcels will be built based upon market demand and will fit into the overall infrastructure.





Amended PUD:GDP/R2T Zoning Request



Amended PUD:GDP/R2T Zoning Request

Project Overview

The proposed Amendment General Development Plan/R2T redistributes the town center components to incorporate an economically feasible grocery store anchor, mixed-use plaza and streetscape area, City of Madison Library, and single family transition. This amendment also incorporates the vacant Doric Lodge property into the town center and neighborhood, facilitates an anchor use, and builds upon the ability to serve daily needs through the incorporation of enhanced access to groceries.

The goal of incorporating the anchor is not to simply create a grocery store, but rather to create the economic foundation to facilitate the full town center. Once complete, the full town center will create a walkable mixed-use district for residents, in keeping with the adopted Grandview Commons PUD:GDP, which calls for “an integrated mixture of neighborhood scale commercial, office, and walkable retail components that will supply the day-to-day goods and services for neighborhood residents”.

The following section outlines the rezoning application for the Grandview Commons Town Center and requests amendment Planned Unit Development: General Development Plan and R2T zoning, per the City of Madison Zoning Ordinance.

Project Name:

Grandview Commons Town Center

Project Owner/Applicant:

Veridian Homes, LLC.
DJK Holdings, Inc.
DJK Real Estate
Premium Real Estate
Grandview Land, LLC.
Grandview Commons Association
6801 South Town Drive
Madison, WI 53713

City of Madison
Mayor’s Office
Room 421
City County Building
210 Martin Luther King Jr. Blvd.
Madison, Wisconsin 53703

Design Team:

Planning

Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715
Phone: 608.255.3988
Fax: 608.255.0814
Brian Munson
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Engineering

D’Onofrio Kottke
7530 Westward Way
Madison, WI 53717
Phone: 608.833.7530
Fax: 608.833.1089
Dan Day
dday@donofrio.cc

Project Information:

Lot/PIN/Address Information:

CSM #11827 Lot 3	0710-112-1801-5	857 Jupiter Drive
CSM #11058 Lot 1	0710-112-0106-0	5901 Sharpsburg Drive
CSM #11058 Lot 2	0710-112-0105-2	5917 Sharpsburg Drive
CSM #12305 Lot 1	0710-112-0107-8	5939 Sharpsburg Drive
CSM #12305 Lot 2	0710-112-0109-4	5925 Sharpsburg Drive
Doric Lodge	0710-111-0101-2	6002 Cottage Grove Road
287	0710-111-0109-6	6117 Kilpatrick Drive
288	0710-111-0110-3	6109 Kilpatrick Drive
289	0710-111-0111-1	6101 Kilpatrick Drive
290	0710-111-2601-0	6102 Kilpatrick Drive
291	0710-111-2602-8	6110 Kilpatrick Drive
294	0710-111-2605-2	6105 Big Dipper Drive
295	0710-111-2606-0	6101 Big Dipper Drive
296	0710-111-2501-2	6102 Big Dipper Drive
297	0710-111-2502-0	6106 Big Dipper Drive
298	0710-111-2503-8	6110 Big Dipper Drive
Outlot 17	0710-111-2516-1	6006 Kilpatrick Drive

Aldermanic District:	District 3: Alder Lauren Cnare
Neighborhood Association:	McClellan Park Neighborhood
Alder/Neighborhood Notification:	September 1, 2011 September 13, 2011
Legal Description:	See Addendum A
Lot Area:	15.37 acres
Existing Land Use:	Undeveloped Land Former Doric Lodge Site (Institutional)
Existing Zoning:	Planned Unit Development: General Development Plan Neighborhood Center Mixed Use Specific Implementation Plan Single Family Homes Agricultural
Comprehensive Plan Designation:	Neighborhood Mixed Use (NMU) Medium Density Residential (MDR) Low Density Residential (LDR)
Neighborhood Plan Designation:	Sprecher Neighborhood Plan
Surrounding Uses:	
North:	Mixed Residential (Grandview Commons)
East:	Single Family Residential (Grandview Commons)
South:	Cottage Grove Road Single Family Residential (Richmond Hill) Schoenstatt Sisters of Mary Property
West:	Mixed Use (Grandview Commons)
Development Schedule:	2012 Construction Commencement

Single Family Homes

The single family homes in the redesign will be rezoned from a combination of PUD:SIP and Agricultural zoned parcels to the R2T standard residential district. These parcels will then be further defined through a deed restriction limiting their permanent use to single family residential.



Existing Parcels

Existing Lots:

Lots 287-291, 294-298, Outlot 17
Doric Lodge

Existing Zoning:

PUD:GDP

Lots 287-291, 294-298, Outlot 17

Total Units: 10

Estate Homes: 5

Manor Homes: 5

Net Acreage: 2.31

AG (Doric Lodge)

Net Acreage: 1.00



Proposed District

Proposed Zoning: R2T

Total Units: 18

Net Acreage: 3.31

Dwelling Units per Acre: 5.44



Amended PUD:GDP Neighborhood Center Mixed Use District 4

The town center portion of the redesign will combine PUD:GDP and Agricultural parcels to create a new Neighborhood Center Mixed-Use District 4 within the Grandview Commons Neighborhood. This revised district will allow for re-allocation of the commercial, creation of an anchor retail tenant location, and integration of residential uses while implementing the walkable mixed-use town center.



Existing Parcels

Existing Lots:

- Neighborhood Center Mixed Use 1 (Lot 441)
- Neighborhood Center Mixed Use 3
(CSM #11058 lots 1 & 2,
CSM #12305 Lots 1 & 2)
- Doric Lodge Parcel

Existing Zoning:

Agricultural	Doric Lodge
Net Acreage:	4.29 acres

PUD:GDP

NCMU 1:	45 Dwelling Units
	25,000 Square Feet Retail

Net Acreage:	.90 acres
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NCMU 3:	152 Dwelling Units
	90,000 Square Feet Retail

Net Acreage:	6.52 acres
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Note: excludes existing townhomes (6021 Kilpatrick Lane), which will remain in NCMU 3



Proposed Zoning Text

<u>Permitted Uses:</u>	110-130 Multi-Family Residential Units 109,000 square feet of retail/office 24,000 square feet of institutional(library) Those that are stated as permitted uses in Addendum B Uses accessory to permitted use as listed in Addendum B
<u>Total Net Lot Area:</u>	11.71 acres
<u>Floor Area Ratio:</u>	Varies (will be set in SIP)
<u>Maximum Building Height:</u>	
Retail/Office/Institutional	45 feet
Mixed Use	70 feet
Multi-Family	70 feet
<u>Yard Requirements/Setbacks:</u>	
Minimum Lot Area	Varies (will be set in SIP)
Minimum Lot Width	Varies (will be set in SIP)
Minimum Front Yard	5 feet
Minimum Side Yard	0 feet
Min. Cottage Grove Road	20 feet
Min. Corner Lot Side Yard	5 feet from the street side right of way
Sum of Side Yard	0 feet minimum
Min. Bldg Separation	0 feet between adjoining lots
Min. Paved Surface	0 feet
<u>Useable Open Space:</u>	Varies (will be set in SIP)
<u>Off-Street Parking & Loading:</u>	Varies (will be set in SIP)
<u>Accessory Building Regulations:</u>	Accessory buildings not allowed
<u>Landscaping:</u>	Site landscape plans shown within this plan set are conceptual in nature. Final plans will be set as a component of the SIP submittals
<u>Signage:</u>	Signage for project shall be limited to the maximum permitted in the R6 zoning district for the residential uses and as per the C2 zoning district for the commercial uses and as approved by the Urban Design Commission and Zoning Administrator
<u>Lighting Plan/Details/Photometrics:</u>	Site lighting locations, details, and photometrics will be set as a component of the SIP submittals
<u>Utility/HVAC equipment:</u>	Final details for Utility/HVAC equipment locations and screening will be set as a component of the SIP submittals
<u>Definition of Family:</u>	The definition of family is the definition outlined in Section 28.03(2) Madison General Ordinances for the R-6 district.

Alterations and Revisions:

No alterations or revisions of this planned unit development shall be permitted unless approved by the City Plan Commission; however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.

Development Projections:

E-1 (Lot 441)
Net Acreage: .90 acres
Maximum Height: 5 stories
Maximum Dwelling Units: 60 units
Projected Development: 15,000 square feet



B-1
Net Acreage: .40 acres
Maximum Height: 2 stories
Projected Development: 2,500 square feet

B-2
Net Acreage: 1.56 acres
Maximum Height: 3 stories
Maximum Dwelling Units: 30 units
Projected Development: 13,000 square feet



B-3
Net Acreage: .55 acres
Maximum Height: 3 stories
Maximum Dwelling Units: 20 units
Projected Development: 4,500 square feet

B-4
Net Acreage: .62 acres
Maximum Height: 3 stories
Maximum Dwelling Units: 20 units
Projected Development: 9,000 square feet



C-1 (Library Site)
Net Acreage: .67 acres
Maximum Height: 3 stories
Projected Development: 24,000 square feet

C-2
Net Acreage: .50 acres
Maximum Height: 2 stories
Projected Development: 3,500 square feet

C-3
Net Acreage: .45 acres
Maximum Height: 2 stories
Projected Development: 3,500 square feet

C-4 (Grocery Site)
Net Acreage: 6.45 acres
Maximum Height: 2 stories
Projected Development: 58,000 square feet



General Project Components

Maximum Tenant Size Restriction

The town center area will accommodate one anchor retail user grocery store with a single floor use of ~58,000 square feet. All other retail users are required to contain no more than 10,000 square feet of single story, single user square footage. Individual retail users greater than 10,000 square feet are allowed, but must utilize a multiple floor format. Retail buildings greater than 10,000 square feet must utilize multiple floor formats or multiple tenant first floors.

Pedestrian Frontages

Sharpsburg Drive serves as the primary pedestrian activity zone for the Town Center Area. Buildings along Sharpsburg Drive are required to be placed no more than 20' from the right of way for a minimum of 75% of their width and must have primary entrances towards the street. Buildings are encouraged to utilize the minimum setback of 5' unless constrained by site conditions or outdoor display/gathering areas are created between the façade and the streetscape. Minor deviations of the maximum setback may be allowed as part of a Specific Implementation Plan provided the overall streetscape along Sharpsburg Drive contains building facades for at least 75% of the total frontage with the 20' setback.

Buildings along Sharpsburg Drive shall place primary retail entrances on the façade facing Sharpsburg Drive and shall remain unlocked during hours of operation for the retail space. Corner entrances may be used to meet this requirement. Secondary entrances serving residential units or office tenant spaces may face side facades, proposed plaza, or parking areas, but shall not serve as the primary entrance for retail tenants.

The private street extension of Gemini Drive forms a secondary pedestrian frontage connecting Sharpsburg and Cottage Grove Road. Buildings along the private street shall have useable retail entrances on both the street and parking lot facades. Corner entrances may be used to meet this requirement.

Underground parking entrances, if utilized, shall not face directly onto Sharpsburg Drive or North Star Drive.

Parking

B Block: ~100 Surface stalls

All buildings on the "B Block" will utilize a common shared parking field.

Underground parking will be allowed for all sites and may increase the overall parking count.

Underground parking will not be required to be part of the shared parking agreement and may be dedicated to a single user.

C Block: ~300 Stalls

All buildings on the C Block will utilize a common shared parking field.

Underground parking will be allowed for all sites and may increase the overall parking count.

Underground parking will not be required to be part of the shared parking agreement and may be dedicated to a single user.

Maximum Development & Maximum Dwelling Units

The development projections for each of the proposed development sites are intended as guidelines and may be amended as part of the SIP approvals. Individual site allocations for lot size, unit count, and retail square footage may be increased or decreased by shifting allocations within the overall district. Buildings shown in the conceptual town center may be reshaped or combined as part of the approval of a specific implementation plan. Overall total square footages and unit counts may not be exceeded.

Projected Development

Projected development refers to the approximate total square footage of development by development site for non-residential uses. This may include office, retail, or institutional uses. Sites shown in the conceptual town center may be reshaped or combined as part of the approval of a specific implementation plan. The overall district may not exceed the maximum square footage allocation; however, sub-districts may re-allocate square footage and units from the overall pool of development as each Specific Implementation Plan is adopted.

Flex Space

Several mixed-use buildings within the town center may utilize flex space design and construction techniques. Flex space refers to building techniques that create temporary first floor residential units that utilize construction techniques to allow for an eventual transition to retail or office spaces. Building design and construction will be employed that create spaces featuring residential units with floor-to-ceiling space, support structures, and utility placements that will allow the eventual transition to commercial uses. The transition of these spaces will be allowed at time of construction or at such time as market conditions will allow.

Transportation Demand Management

A detailed Transportation Demand Management Plan that establishes an overall Transportation Demand Management Association for the town center will be required as a component of the first Specific Implementation Plan submitted within the district. This plan will address methods for reducing single-occupant automobile trips throughout the town center.

Deliveries/Loading

No delivery, loading, trash removal, or compaction, or other such operations shall be permitted between the hours of 10:00 PM and 7:00 AM.

Truck Idling

Vehicles shall not have idling engines for more than five (5) minutes except when actively loading. When actively loading no operator of any large motor truck shall permit such vehicle to remain stationary with the main power train motor running for more than fifteen (15) minutes when the outside air temperature is between 40°F and 80°F. This restriction shall not apply to maintenance, construction, or public utility vehicles.

Smaller Retail Establishments

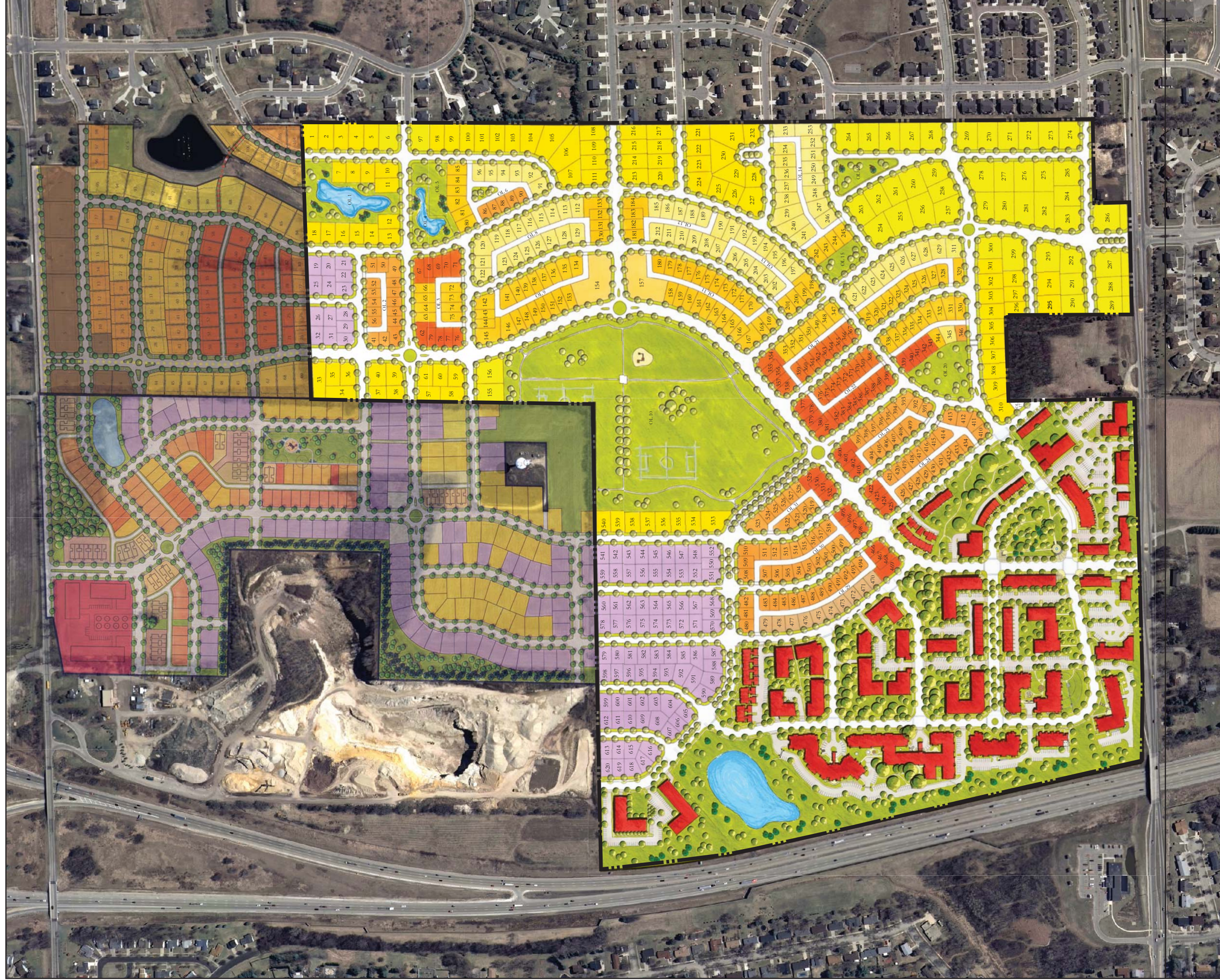
All individual retail business establishments, smaller than 10,000 square feet, shall have a first-level façade that is transparent between three (3) feet and eight (8) feet above the walkway grade for no less than sixty percent (60%) of the horizontal length of the building façade that abuts the pedestrian frontage or plaza.

Big Box Ordinance

The overall General Development Plan Concept has been designed to meet and exceed the Big Box Ordinance as a cohesive zoning lot. Techniques incorporated into the concept include a new urban open space/pedestrian plaza, a primary pedestrian activity area along North Star Drive and Sharpsburg Drive, integrated sidewalk connections throughout the site, and district wide shared parking. Individual Specific Implementation Plans will be required to meet the architectural standards for façades, roofs, materials, and customer entrances.

	<u>Adopted Town Center Plan</u>	<u>Proposed Town Center Plan</u>
Project Acreage	10.5 Acres	16.0 Acres (excludes Single Family)
Development Projection	135,000 sq. ft. Retail 15,000 sq. ft. Library 197 Units	126,000 sq. ft. Retail 24,000 sq. ft. Library 110-130 Units
Parking Configuration	3.0-4.0 stalls/ 1,000 sq. ft. 380-480 stalls 20 on-street stalls Planned for future transit	3.2 stalls/ 1,000 sq. ft. 340 stalls 32 on-street stalls Planned for future transit

Zoning Exhibits/Project Mapping



Illustrative Plan

Single Family (Alley Loaded)

- Garden Homes (45'x80')
- Cottage Homes (37'x95')
- Village Homes (45'x95')
- Village Homes II (59'x90')
- Courtyard Homes (75'x95')

Single Family (Front Loaded)

- Ridge View Homes (59'x85')
- Manor Homes (69'x100')
- Estate Homes (95'x130')

Multi-Family

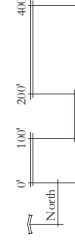
- Twin Homes
- Condo/Apartments
- Neighborhood Center Residential
- Neighborhood Center Mixed Use

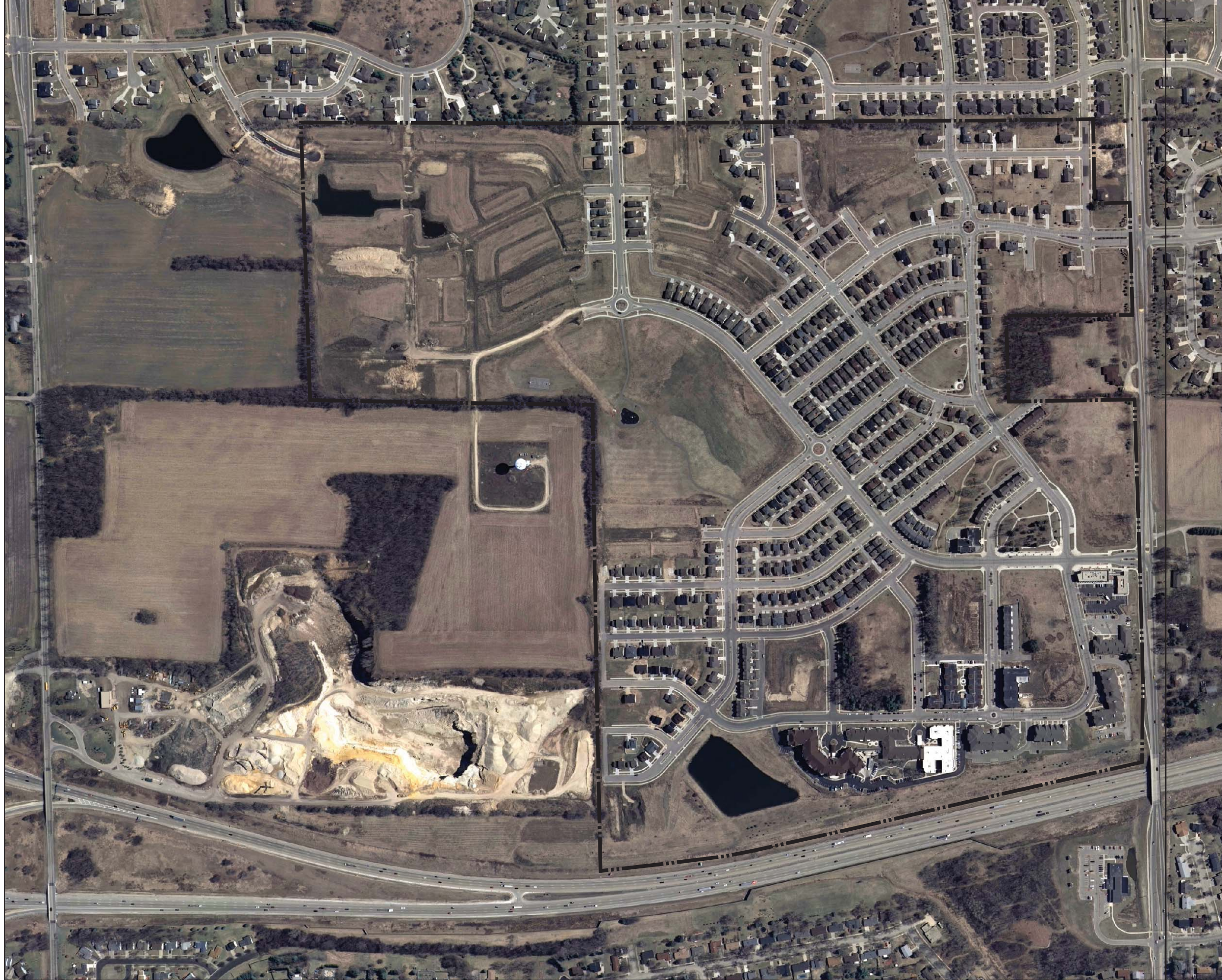
- Parks & Open Space
- Stormwater Management

Grandview Commons

Madison, Wisconsin

Adopted General Development Plan

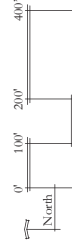




Grandview Commons

Madison, Wisconsin

Existing Conditions

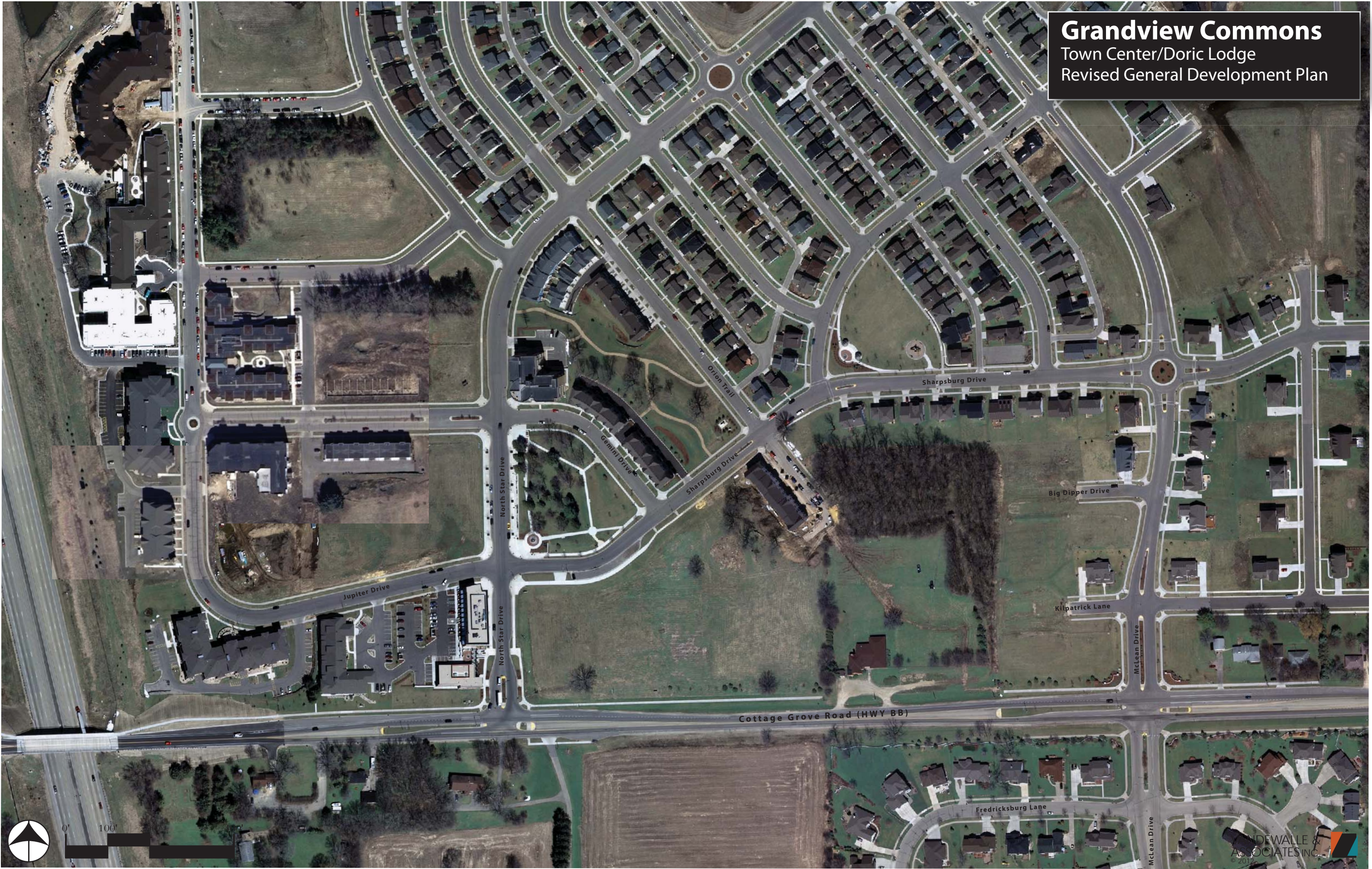


Vandewalle & Associates
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Printed: 9.23.11

Grandview Commons

Town Center/Doric Lodge
Revised General Development Plan



Existing Conditions: Site Photos

Sharpsburg Frontage



Grandview Commons
Town Center Amendment Request

North Star Frontage



Village Green Area



Grandview Commons
Town Center Amendment Request

Cottage Grove Road Frontage



Grandview Commons
Town Center Amendment Request

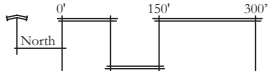
Kilpatrick Frontage



GRANDVIEW COMMONS NEIGHBORHOOD

Madison, Wisconsin

Original Town Center Concept Plan



Shaping Places. Shaping Change.
Madison & Milwaukee, Wisconsin
Vandewalle & Associates, Inc.

October 19, 2011

Grandview Commons

Town Center/Doric Lodge
Concept Plan

Existing Town Center Concept

PUD:GDP

Neighborhood Center Mixed Use

NCMU 1

25,000 sq. ft. Retail

45 Units

NCMU 3

60,000 sq. ft. Retail

15,000 sq. ft. Library

50 Units

Single Family Residential

Manor Homes (5)

Estate Homes (5)

Agricultural



NCMU 1

NCMU 3

Doric Lodge

296 297 298

295 294

290 291

289 288 287

Cottage Grove Road (HWY BB)

Sharpburg Drive

Orion Trail

Kilpatrick Lane

McLean Drive

Fredricksburg Lane



Created: 11.6.09
Revised: 9.28.11

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ASSOCIATES INC.
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Grandview Commons

Town Center/Doric Lodge
Concept Plan

Existing Zoning

PUD:GDP

Neighborhood Center Mixed Use

NCMU 1

NCMU 2

NCMU 3

PUD:SIP Single Family Residential

Manor Homes

Estate Homes (5)

Agricultural



NCMU 1

CSM #11827
Lot 3

OL 17

CSM #11948
Lot 2

CSM #12305
Lot 1

296 297 298

295 294

290 291

Doric Lodge Parcel

289 288 287

NCMU 2

Lot 459

Lot 458

CSM #11058
Lot 2

NCMU 3

CSM #12305
Lot 2

CSM #11058
Lot 1

Cottage Grove Road (HWY BB)

Fredricksburg Lane

McLean Drive



0' 100'

Grandview Commons

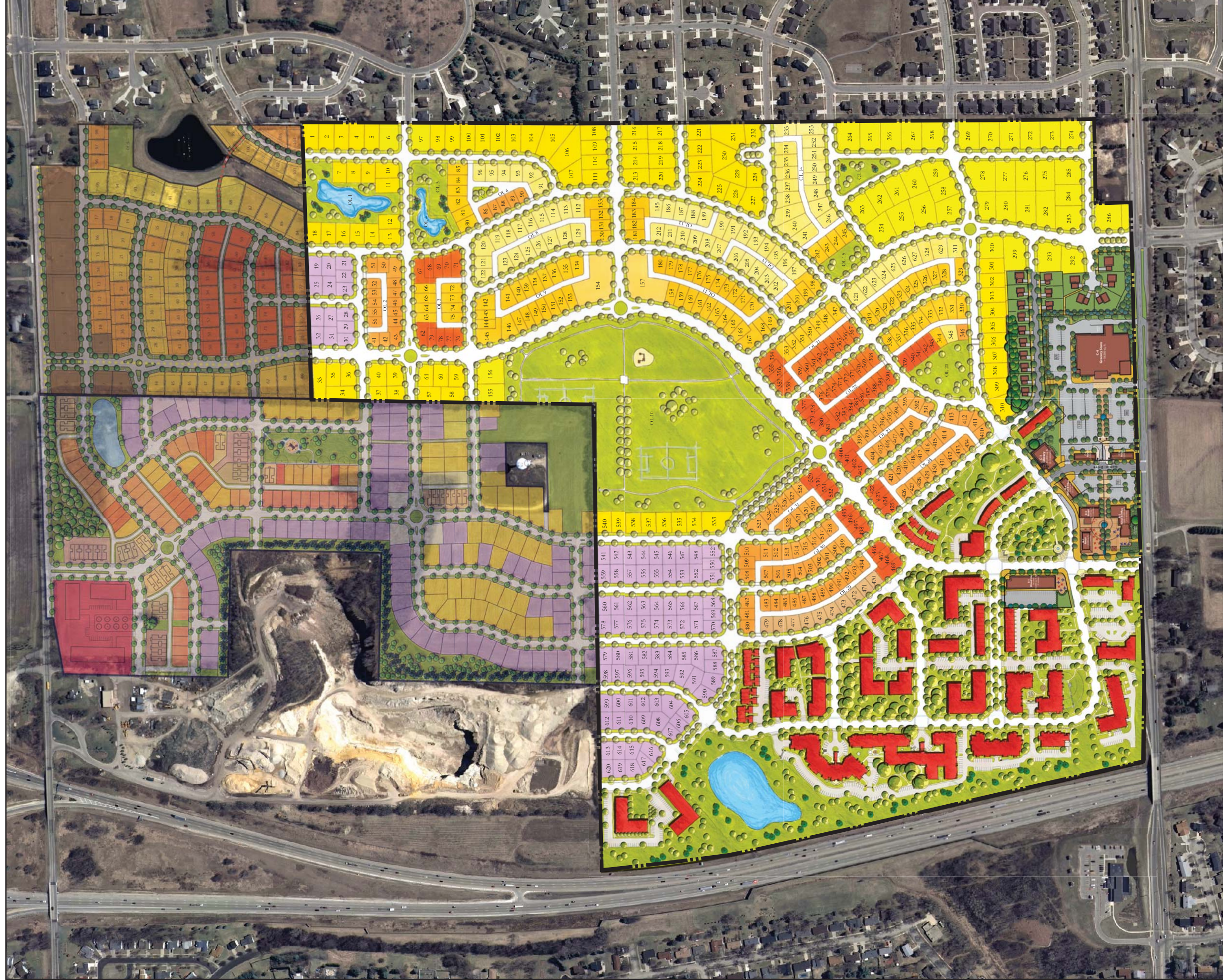
Town Center/Doric Lodge
Revised General Development Plan



Grandview Commons

Town Center/Doric Lodge
Revised General Development Plan





Illustrative Plan

Single Family (Alley Loaded)

- Garden Homes (45'x80')
- Cottage Homes (37'x95')
- Village Homes (45'x95')
- Village Homes II (59'x90')
- Courtyard Homes (75'x95')

Single Family (Front Loaded)

- Ridge View Homes (59'x85')
- Manor Homes (69'x100')
- Estate Homes (95'x130')

Multi-Family

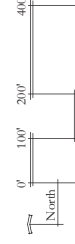
- Twin Homes
- Condo/Apartments
- Neighborhood Center Residential
- Neighborhood Center Mixed Use

- Parks & Open Space
- Stormwater Management

Grandview Commons

Madison, Wisconsin

Amended General Development Plan

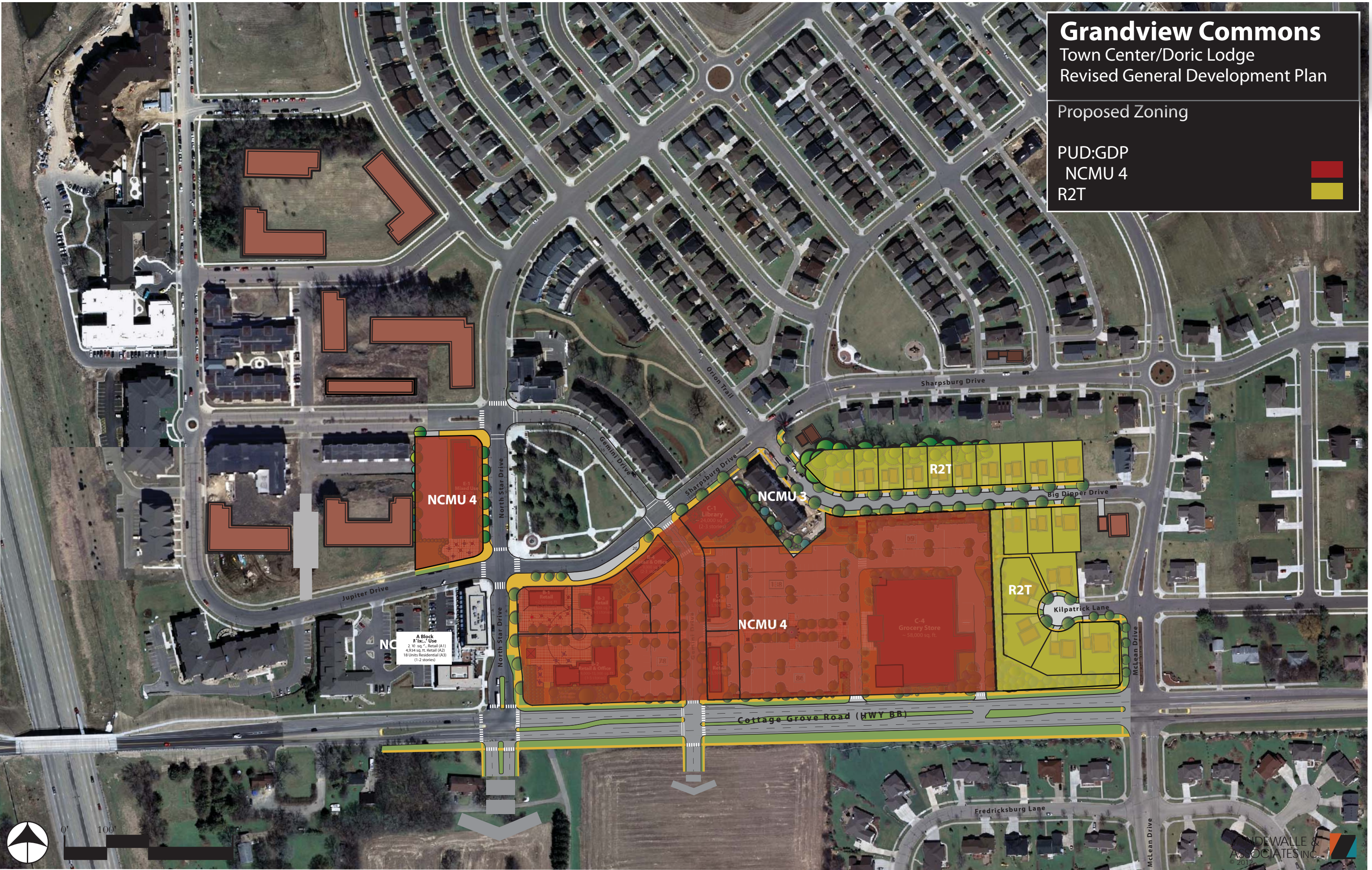


Grandview Commons

Town Center/Doric Lodge
Revised General Development Plan

Proposed Zoning

- PUD:GDP
- NCMU 4
- R2T



A Block
 A Block
 Mixed Use
 2.30 sq. ft. Retail (A1)
 4,334 sq. ft. Retail (A2)
 18 Units Residential (A3)
 (1-2 stories)



Grandview Commons

Town Center
Bird's Eye Perspective



January, 11 2012

Grandview Commons

Town Center

Sharpsburg Perspective Looking East



October 2011

© 2011

Grandview Commons

Town Center

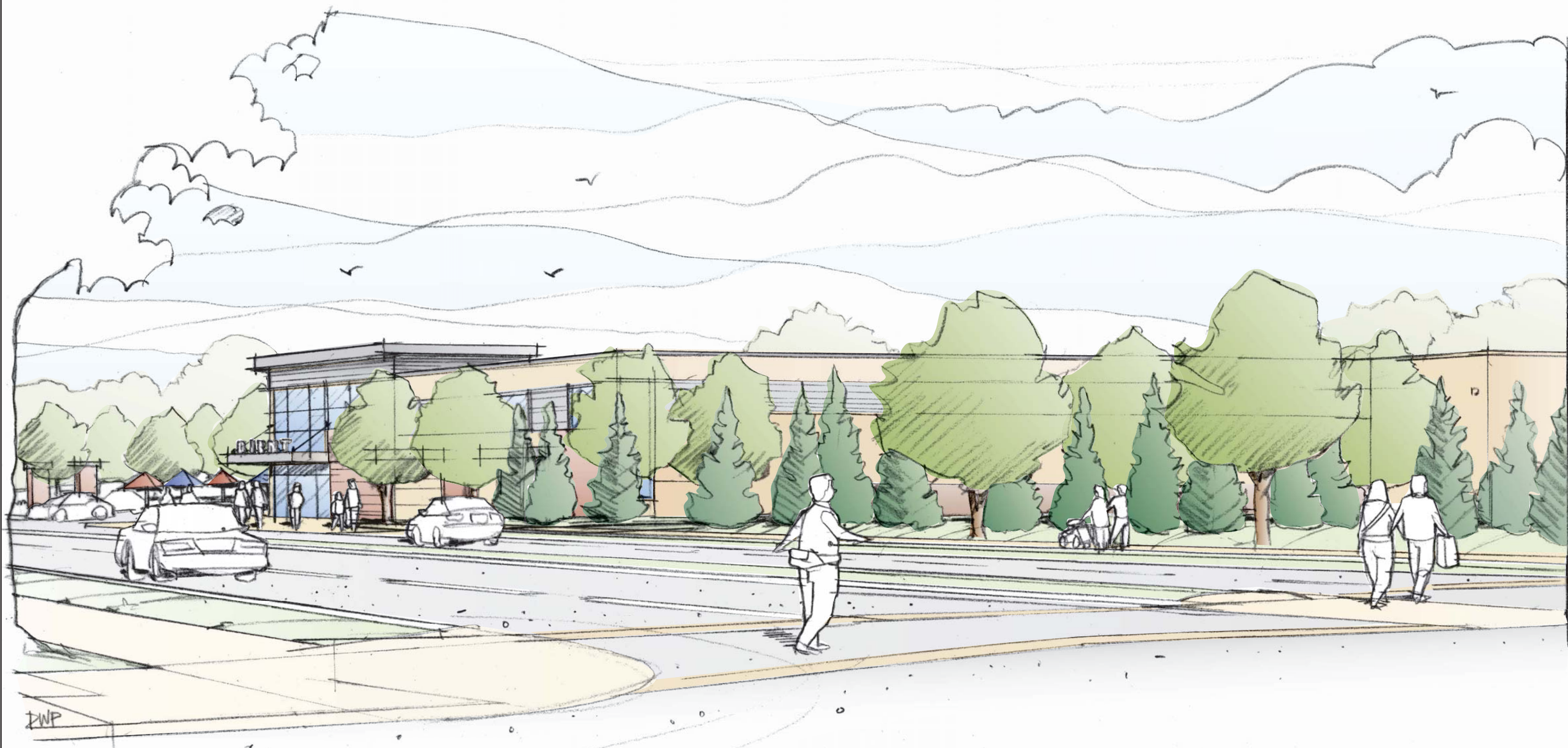
Cottage Grove Road Perspective Looking East



Grandview Commons

Town Center

Cottage Grove Road Perspective Looking West



DWP

NEW GROCERY STORE
 COTTAGE GROVE ROAD
 MADISON, WI 53718

DEVELOPED BY:
ROUNDYS
 SUPERMARKETS, INC.
 875 E. Wisconsin Avenue
 Milwaukee, WI 53202

ROUNDYS®

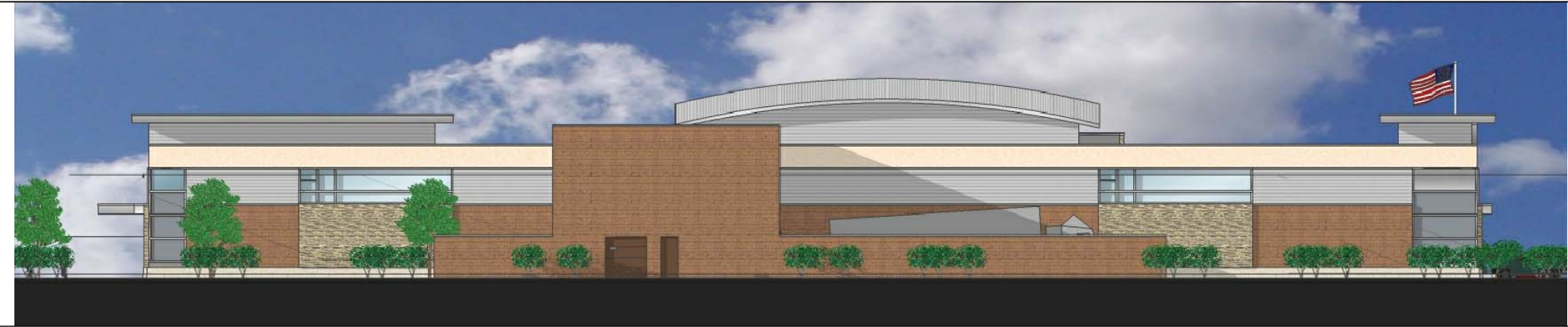
Conceptual Store Elevations



CONCEPT FRONT ELEVATION



CONCEPT SIDE ELEVATION



CONCEPT REAR ELEVATION



CONCEPT SIDE ELEVATION

INFORMATION ON THIS DRAWING TAKES PRECEDENCE OVER THE SPECIFICATIONS MANUAL IF THE DOCUMENTS HAVE CONFLICTING INFORMATION.

NO.	DATE	BY	DESCRIPTION
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LEGEND

- FOUND CITY OF MADISON CONCRETE MONUMENT W/BASS CAP
- UNDERGROUND ELECTRIC
- TELECOMMUNICATION LINE
- SS SANITARY SEWER
- WATER MAIN-ALL MAIN 8" UNLESS NOTED
- G GAS MAIN
- OHE OVERHEAD ELECTRIC
- ST STORM SEWER
- ELECTRIC TRANSFORMER-TELECOMMUNICATION PEDESTAL
- MANHOLE
- ⊙ CATCH BASIN/INLET
- ⊕ POWER POLE
- CONCRETE SIDEWALK
- LIGHT POLE
- VALVE
- HYDRANT
- GUARD POST
- SIGN
- TREE
- PINE TREE
- TREE LINE
- CONCRETE
- CHAIN-LINK FENCE
- CONC. CURB
- EXIST. CONTOUR

OWNER & SUBDIVIDER

Grandview Land, LLC
 Premium Real Estate, LLC
 DJK Real Estate, LLC
 DJK Holdings, LLC
 Grandview Commons Home Owners Association
 6801 South Towne Drive
 Madison WI 53713

CITY OF MADISON

City of Madison
 210 Martin Luther Jr. Blvd.
 Madison, WI 53703

LAND PLANNER

Vandewalle Associates, Inc.
 120 East Lakeside
 Madison, WI 53715

ENGINEER/SURVEYOR

D'Onofrio, Kottke & Associates, Inc.
 7530 Westward Way
 Madison, WI 53717

NOTES

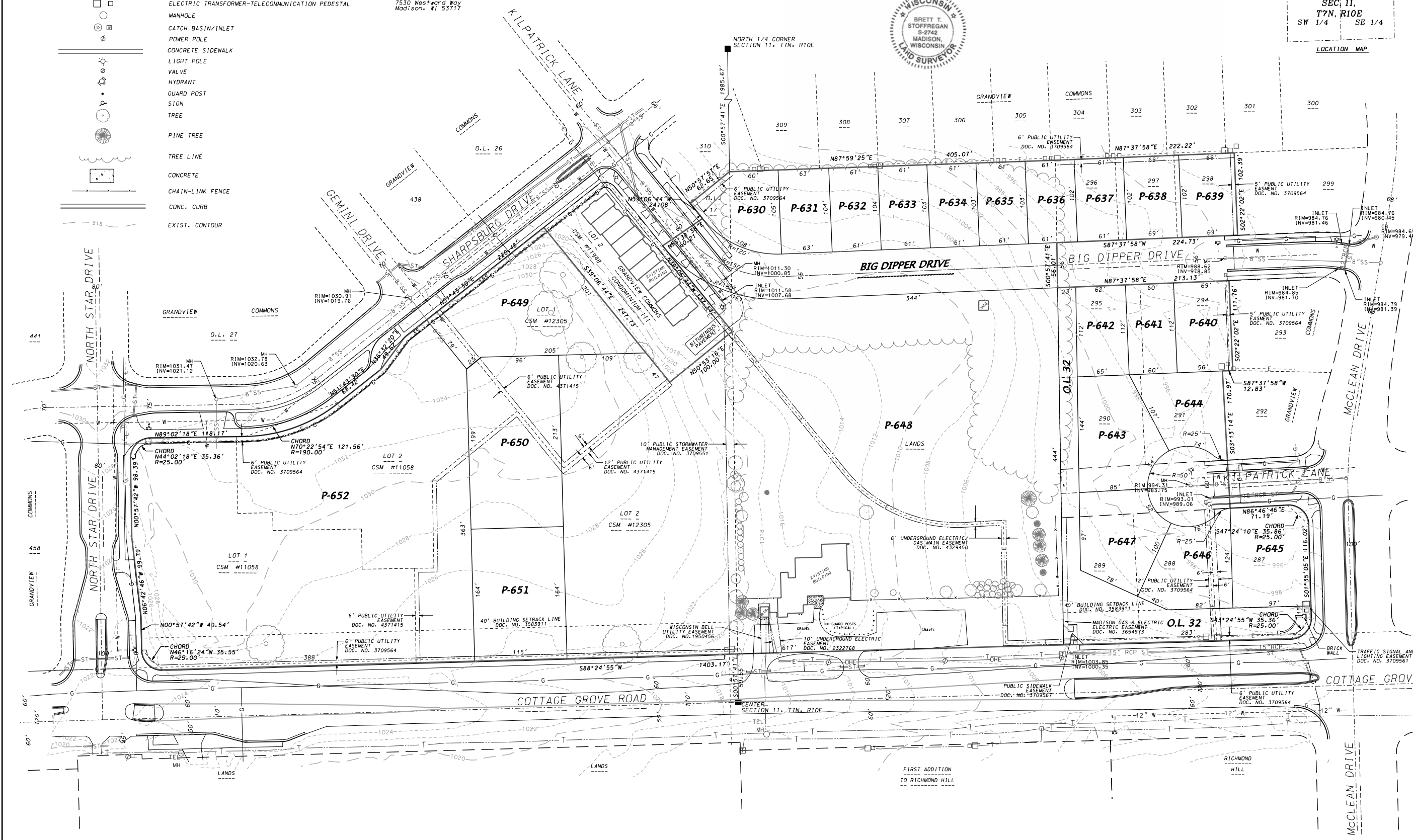
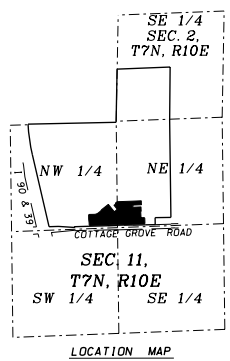
1. Utility locations based on field location and utility maps.

SURVEYOR'S CERTIFICATE

I, Brett T. Stoffregan, Registered Land Surveyor, S-2742, hereby certify that this preliminary plat is a true and correct representation of all the adjacent existing land divisions and of the boundary of the preliminary plat and features and that I have fully complied with the City of Madison Subdivision Ordinance.

Dated this 19th day of October, 2011.

Brett T. Stoffregan
 Brett T. Stoffregan, Registered Land Surveyor, S-2742



PRELIMINARY PLAT

TOWN CENTER ADDITION TO GRANDVIEW COMMONS

CITY OF MADISON, DANE COUNTY, WISCONSIN



BEARINGS REFERENCED TO THE EAST LINE OF THE NW 1/4 OF SECTION 11, T7N, R10E WIDOT COUNTY COORDINATE SYSTEM GRID BEARING N00°57'41"W

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 (PAGE SIZE 24"x36")

DATE: 10-19-11
 REVISED: x

DRAWN BY: BTS

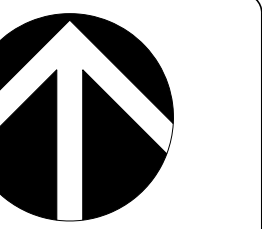
FN: 11-07-106

Sheet Number:
 1 of 1

D'ONOFRIO KOTKE AND ASSOCIATES, INC.
 7530 Westward Way, Madison, WI 53717
 Phone: 608.833.7530 • Fax: 608.833.1089
 YOUR NATURAL RESOURCE FOR LAND DEVELOPMENT

General Development Plan - Concept Grading Plan
Town Center Addition to Grandview Commons

City of Madison, Dane County, Wisconsin



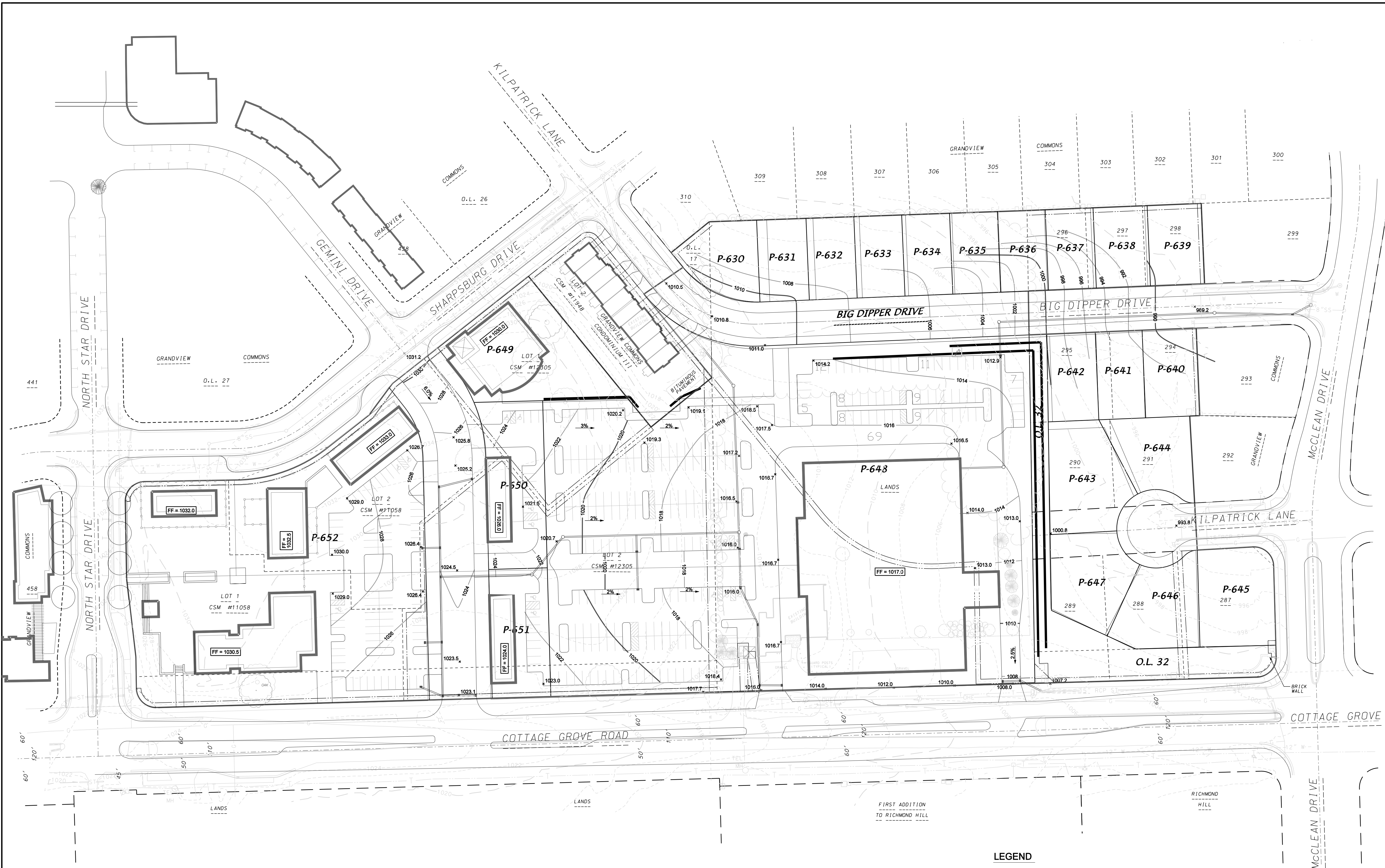
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 REVISED:
 02-07-12

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FN: 11-04-107

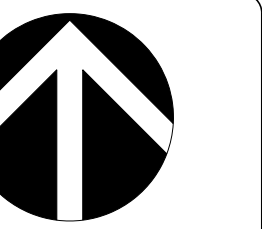
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LEGEND

- X 885.0 PROPOSED SPOT GRADE
- FF = 1030.5 PROPOSED FIRST FLOOR GRADE
- 1020 PROPOSED INDEX CONTOUR
- 1018 PROPOSED INTERMEDIATE CONTOUR
- PROPOSED RETAINING WALL

General Development Plan - Concept Utility Plan
Town Center Addition to Grandview Commons
 City of Madison, Dane County, Wisconsin



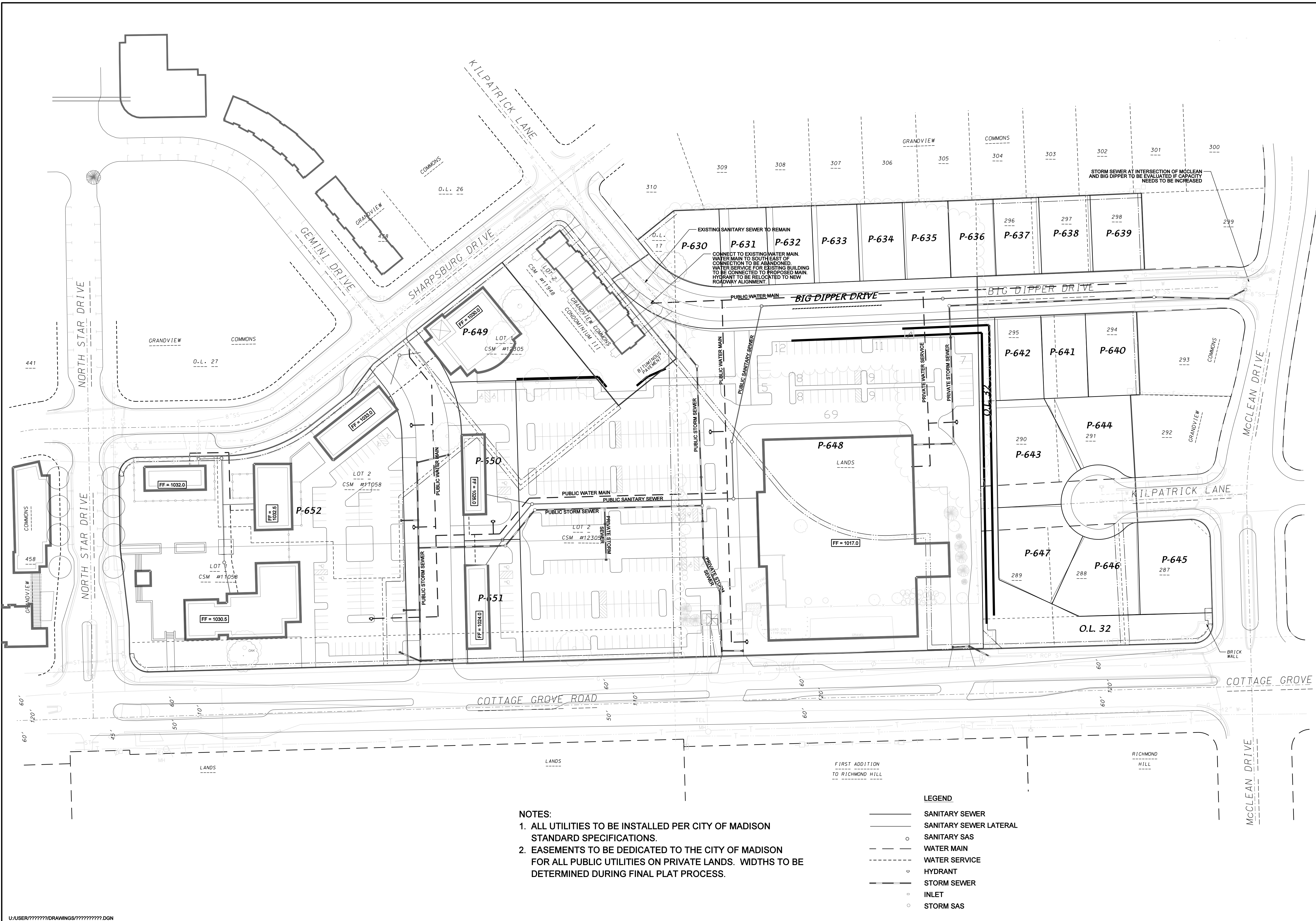
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DATE: 10-19-11
 REVISED:
 02-07-12

DRAWN BY: DND

FN: 11-04-107

Sheet Number:



NOTES:

1. ALL UTILITIES TO BE INSTALLED PER CITY OF MADISON STANDARD SPECIFICATIONS.
2. EASEMENTS TO BE DEDICATED TO THE CITY OF MADISON FOR ALL PUBLIC UTILITIES ON PRIVATE LANDS. WIDTHS TO BE DETERMINED DURING FINAL PLAT PROCESS.

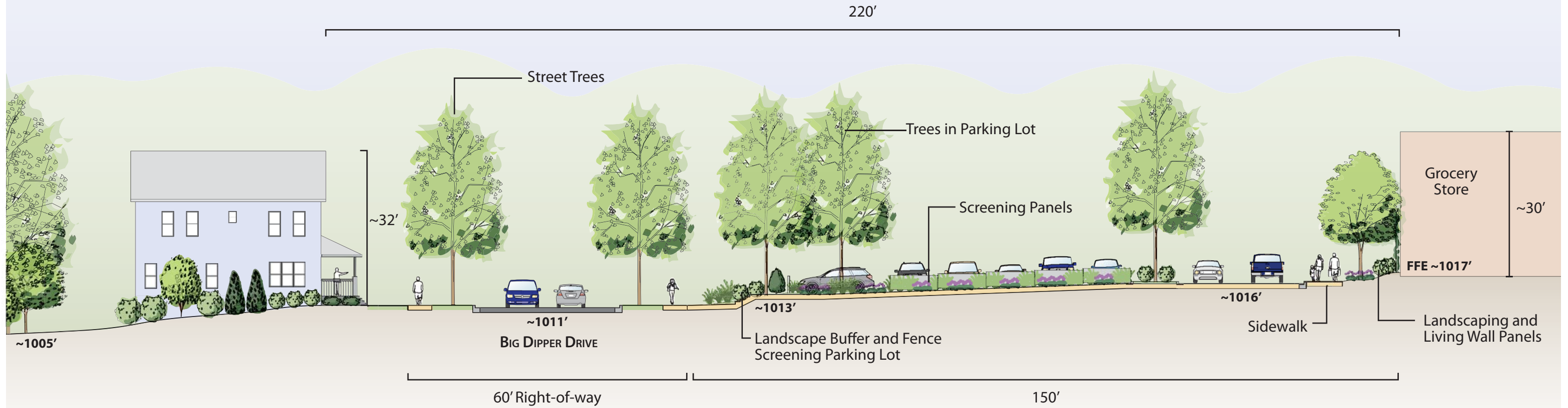
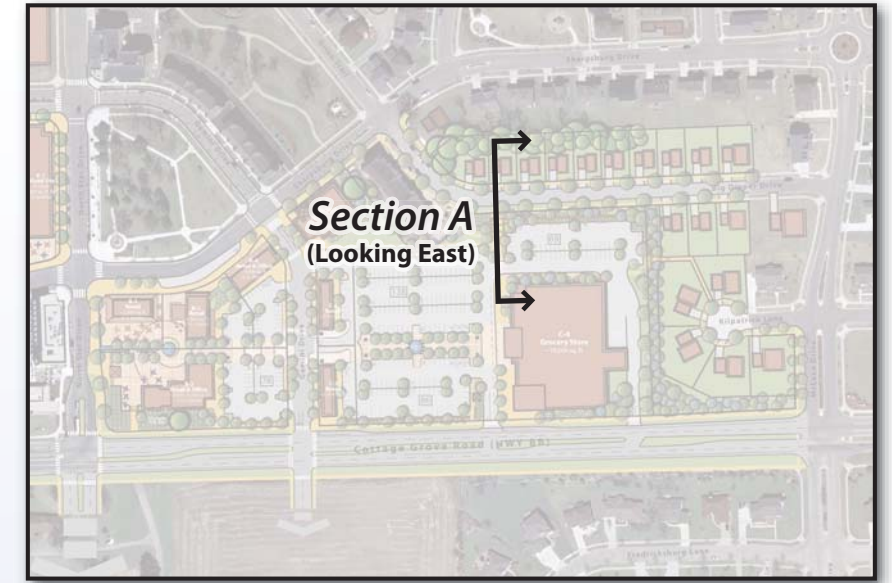
LEGEND

- SANITARY SEWER
- SANITARY SEWER LATERAL
- SANITARY SAS
- WATER MAIN
- - - WATER SERVICE
- ◊ HYDRANT
- STORM SEWER
- INLET
- STORM SAS

Grandview Commons Town Center

Section A

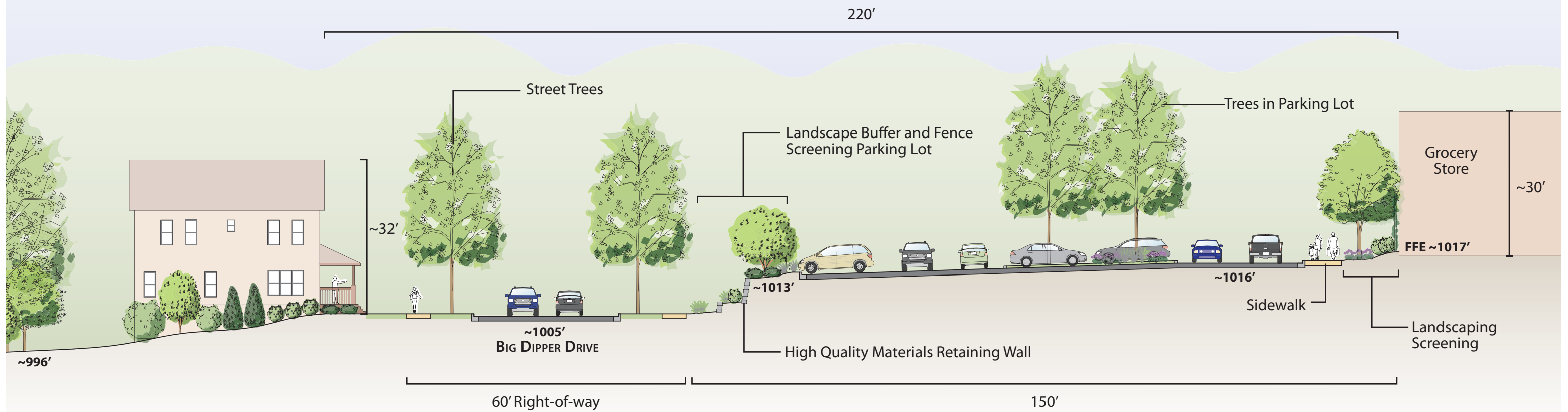
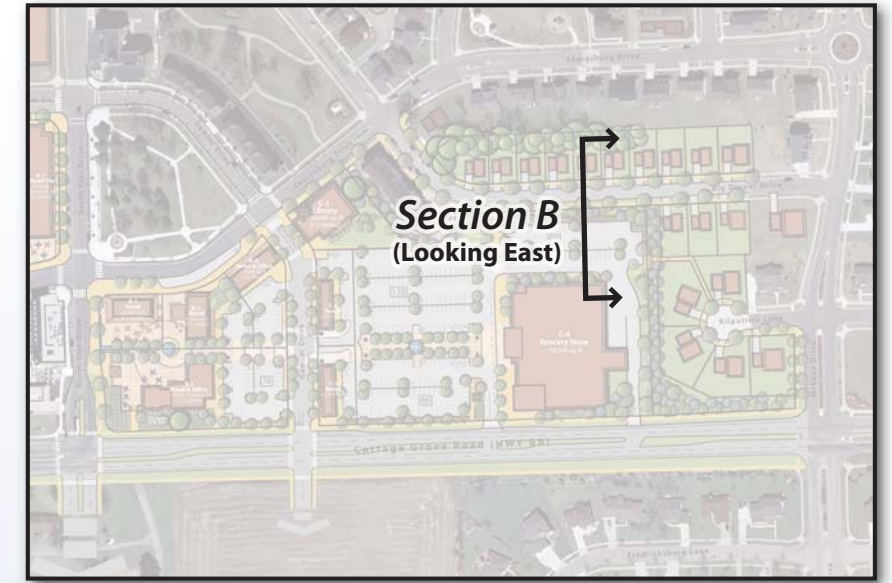
Madison, Wisconsin



Grandview Commons Town Center

Section B

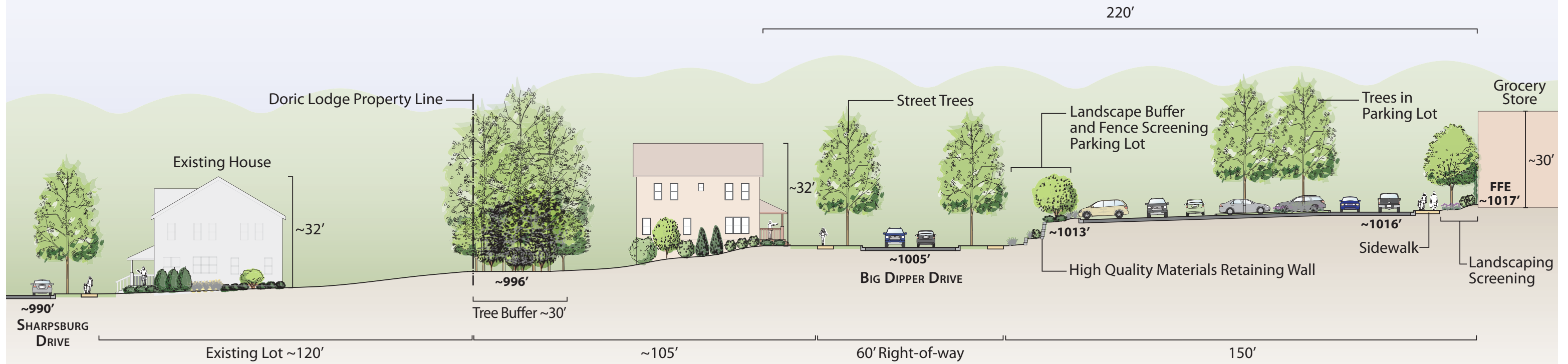
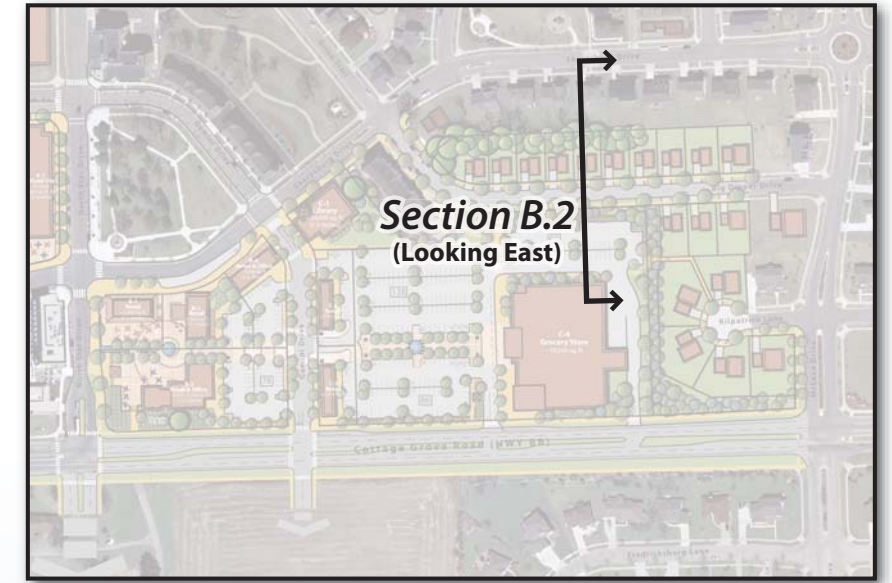
Madison, Wisconsin



Grandview Commons Town Center

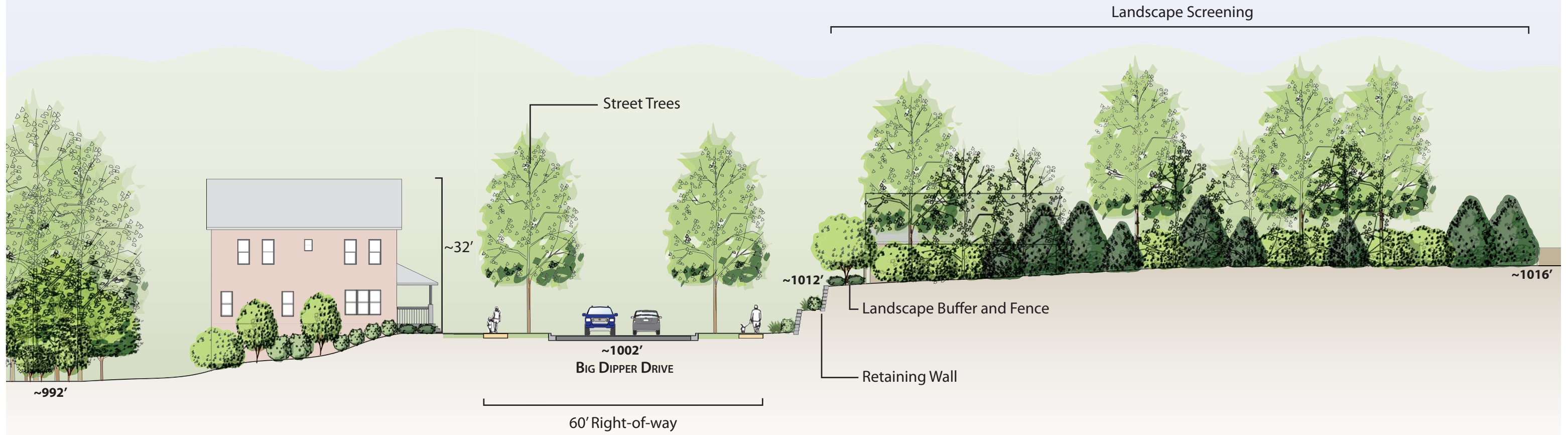
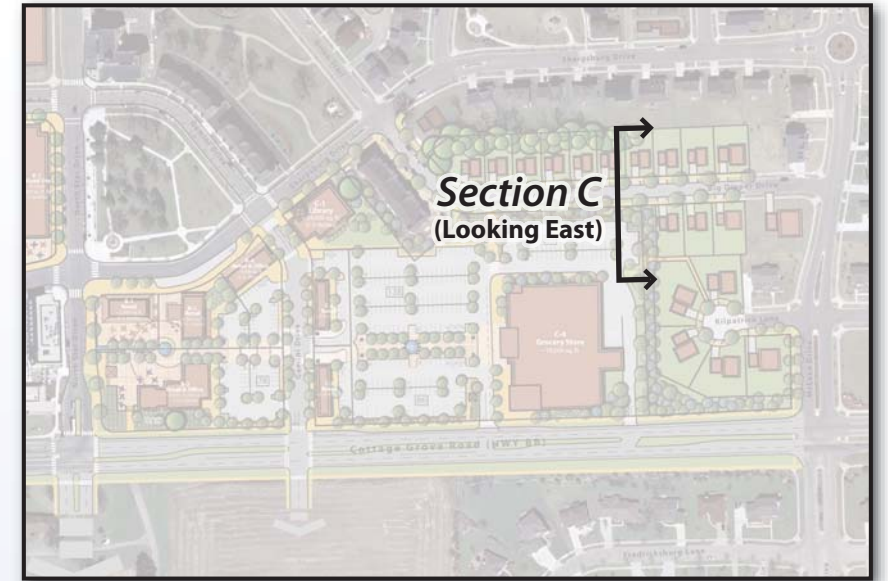
Section B.2 (Extended)

Madison, Wisconsin



Grandview Commons Town Center Section C

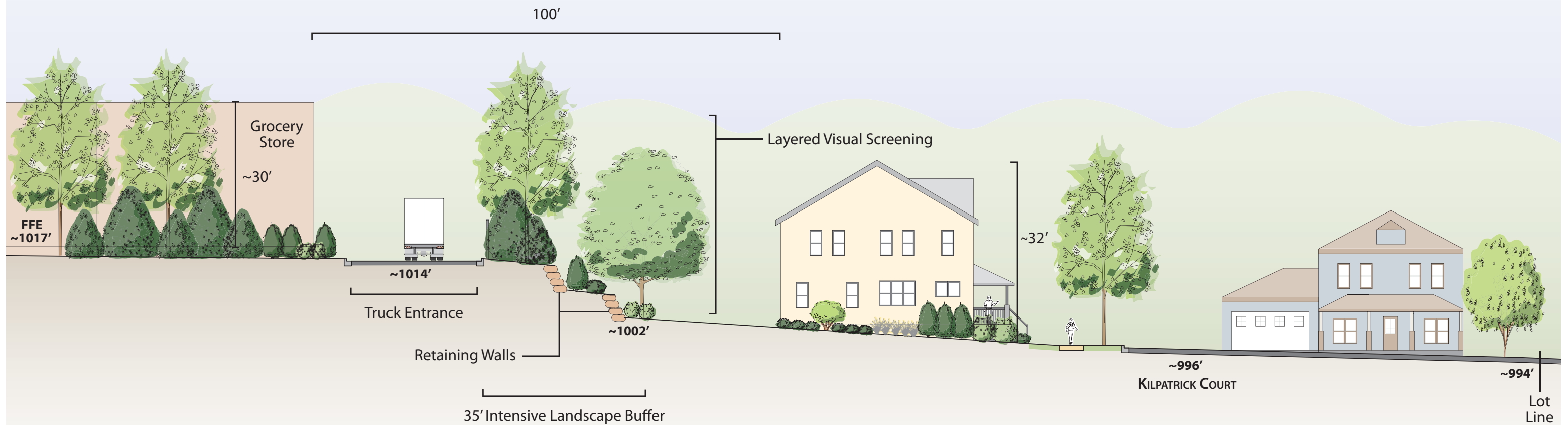
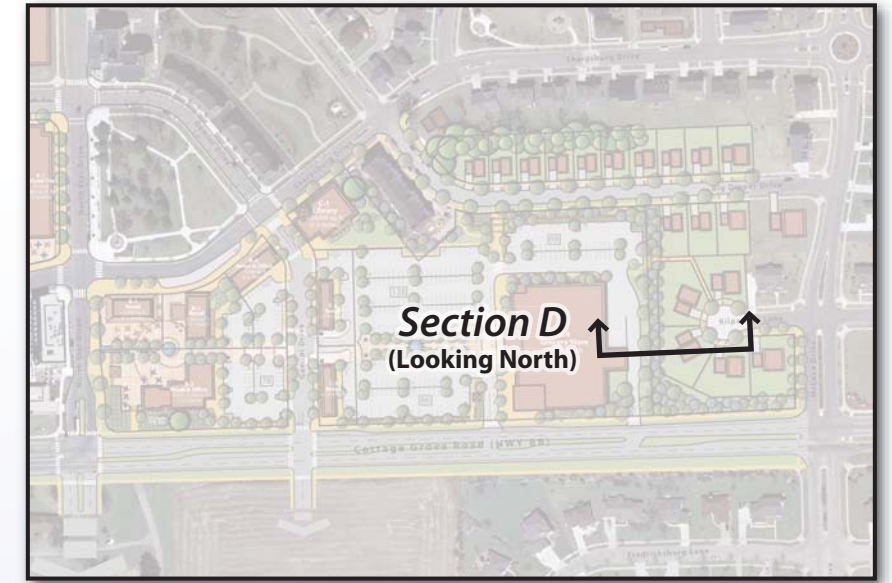
Madison, Wisconsin



Grandview Commons Town Center

Section D

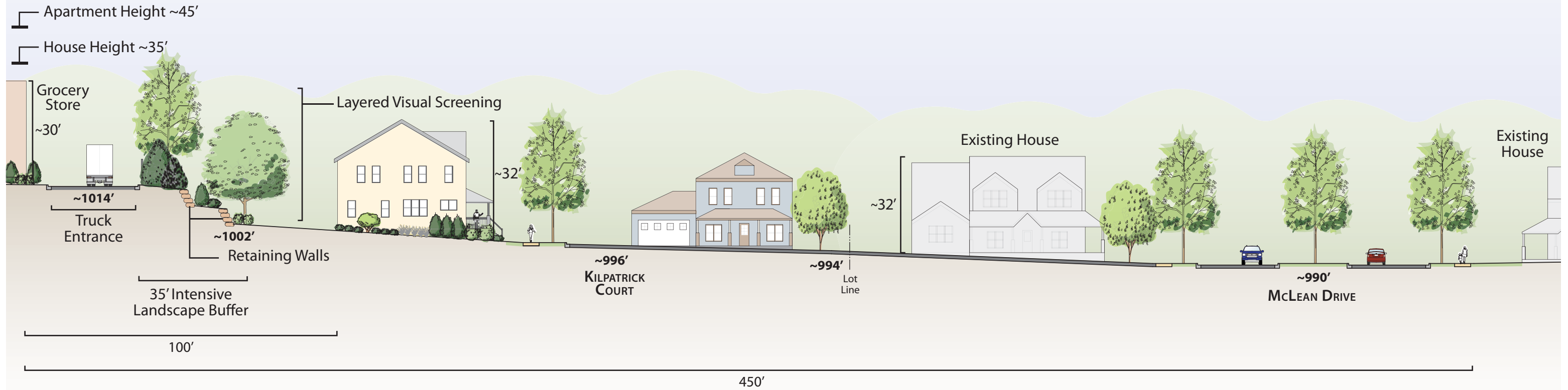
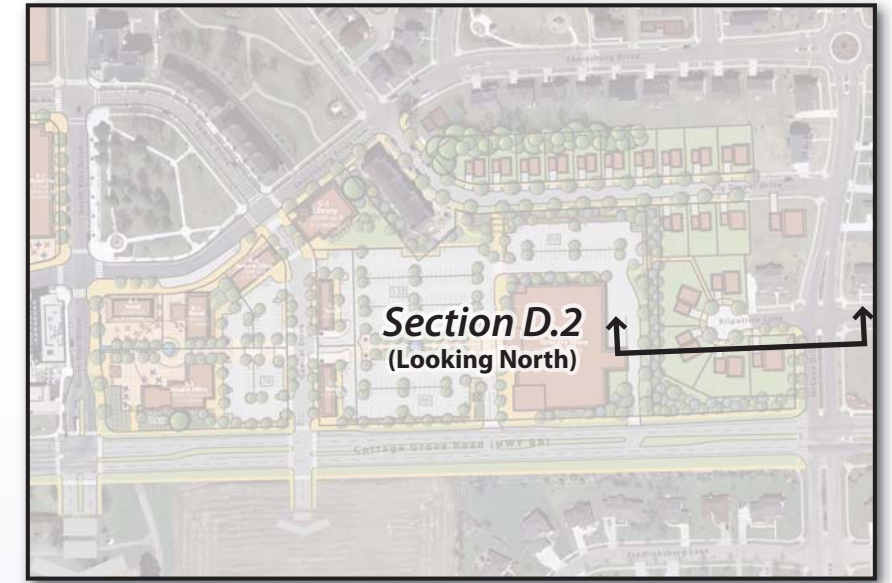
Madison, Wisconsin



Grandview Commons Town Center

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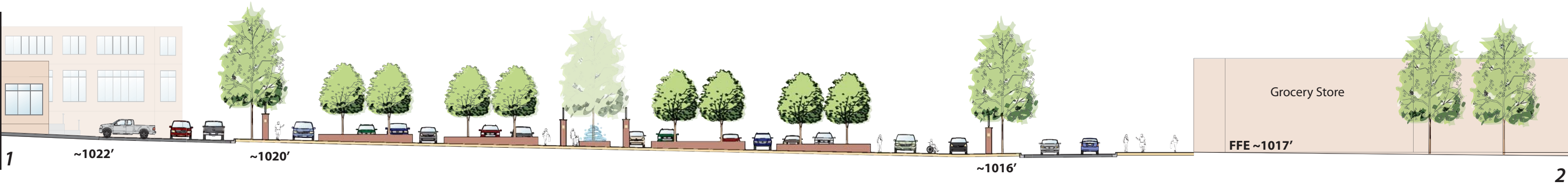
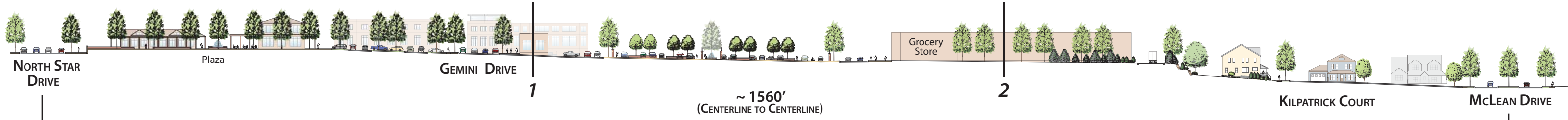
Madison, Wisconsin



Grandview Commons Town Center

Section D.3 (Full Site)

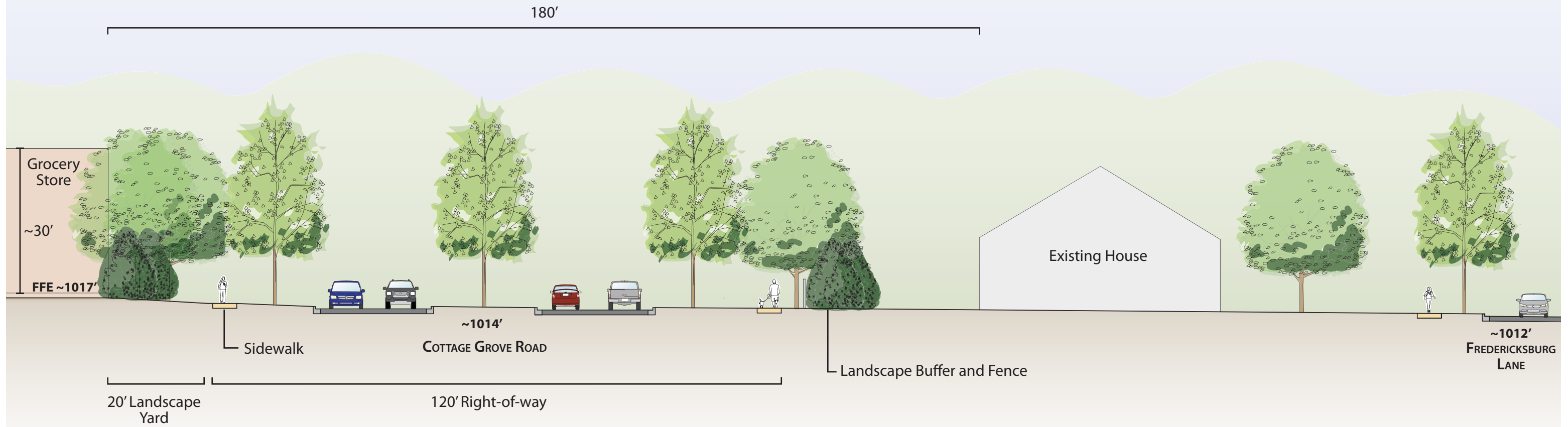
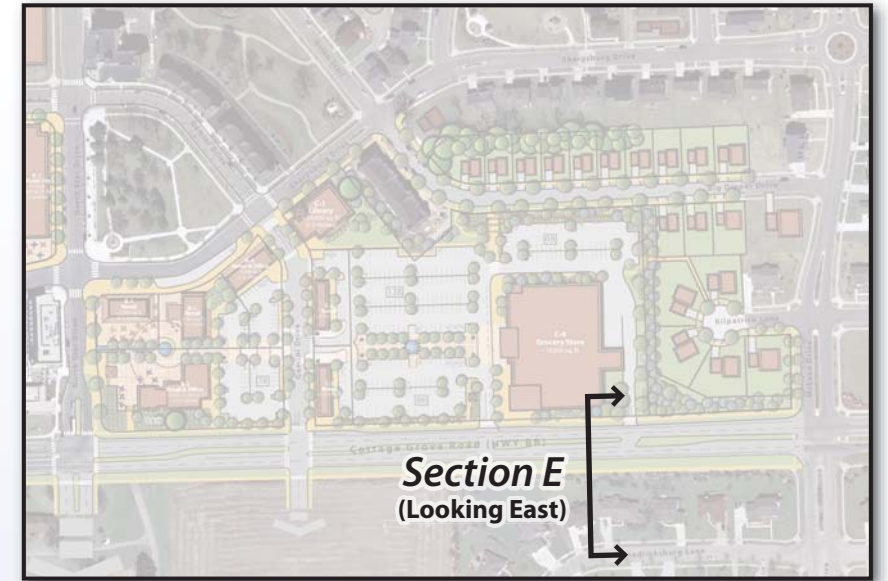
Madison, Wisconsin



Grandview Commons Town Center

Section E

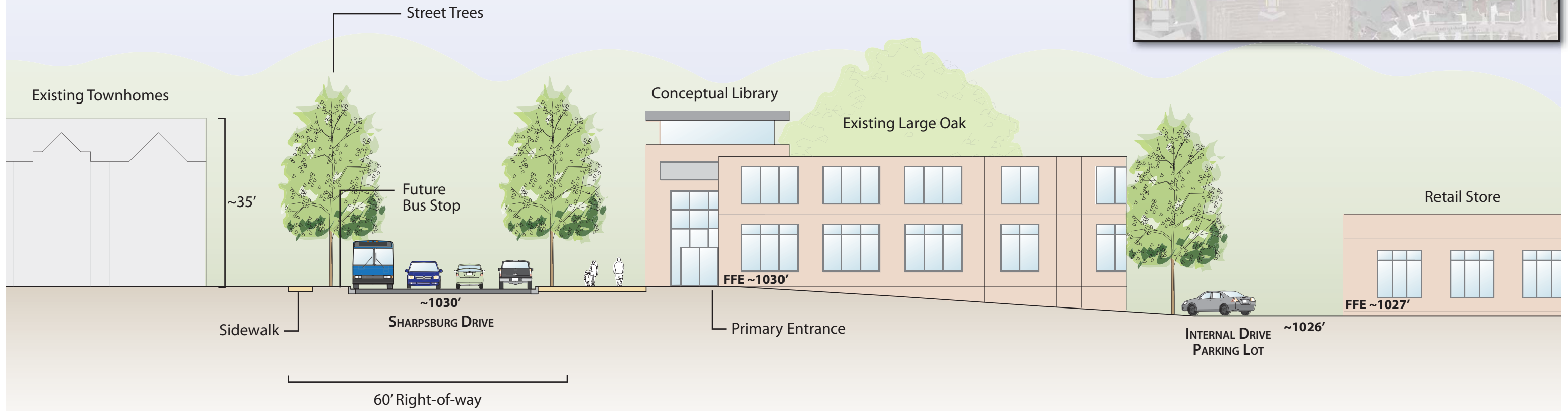
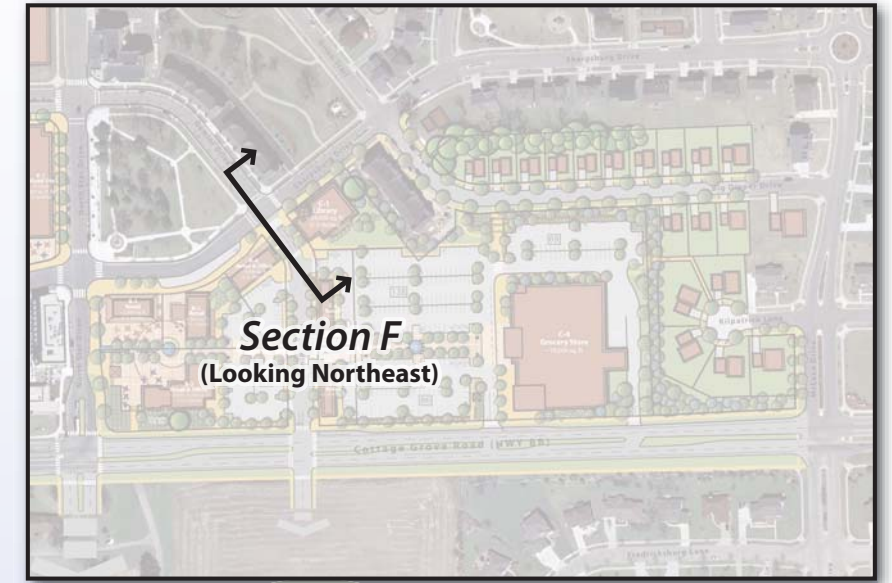
Madison, Wisconsin



Grandview Commons Town Center

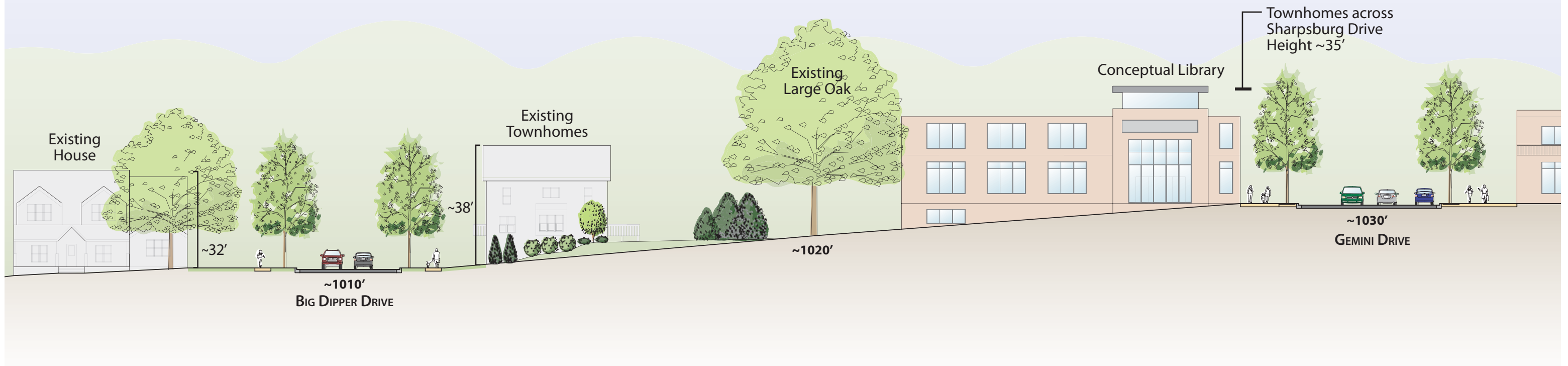
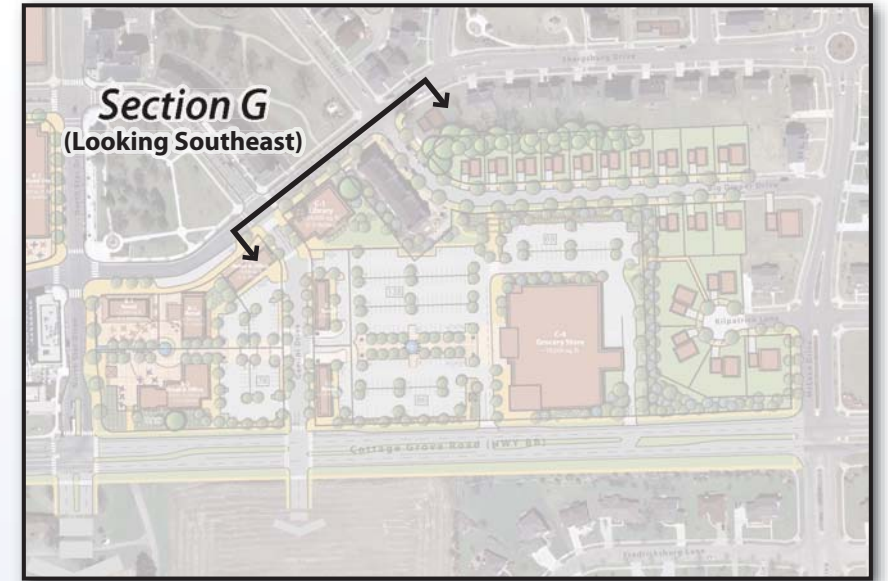
Section F

Madison, Wisconsin



Grandview Commons Town Center Section G

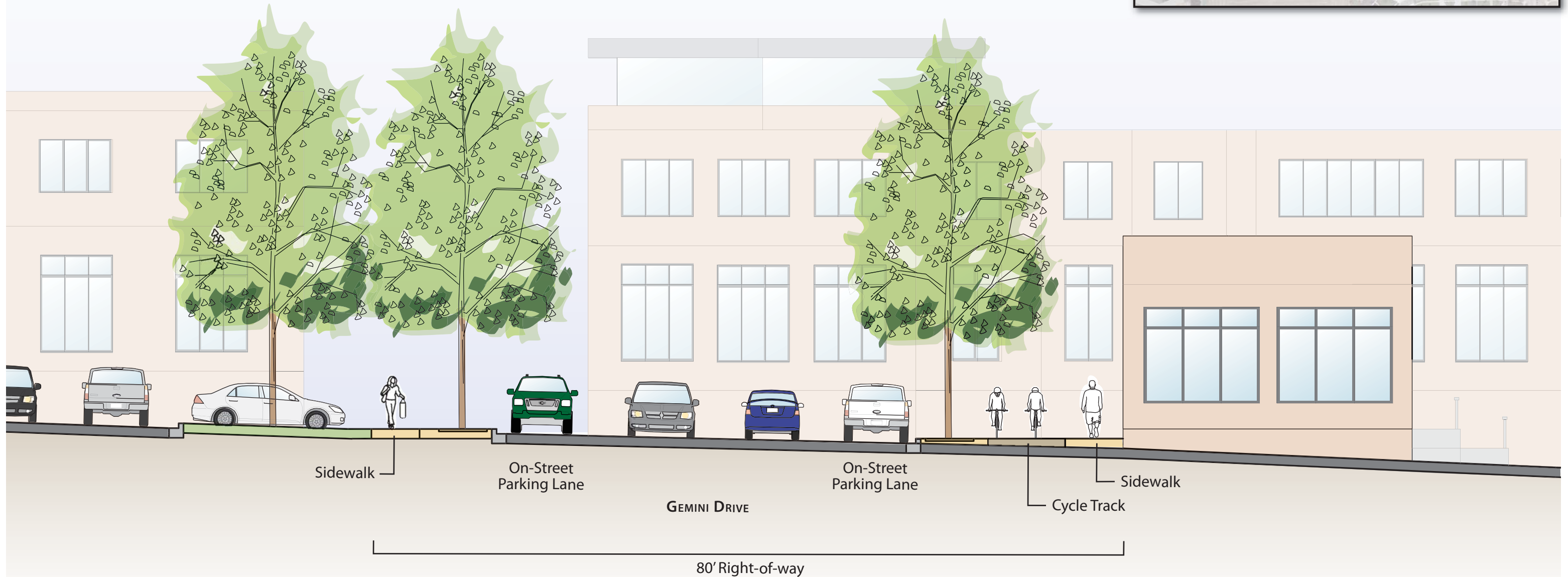
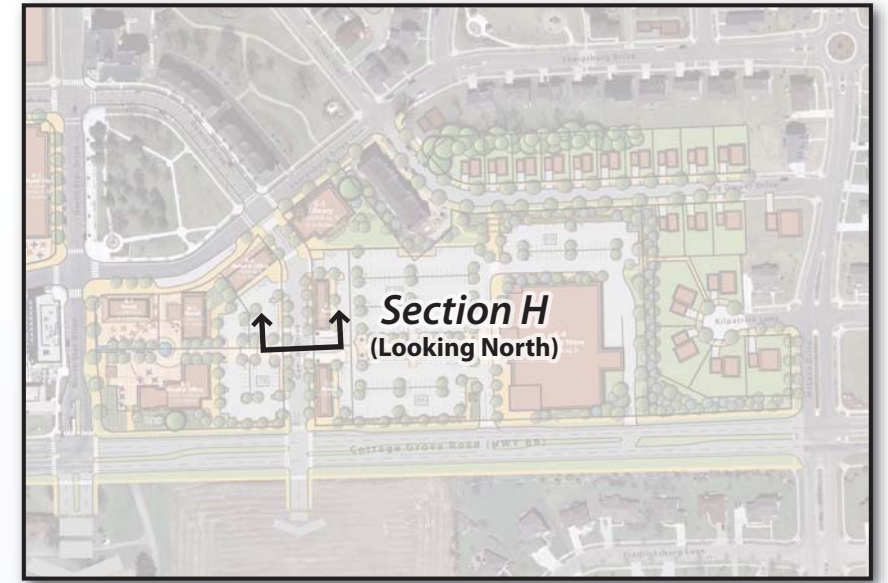
Madison, Wisconsin



Grandview Commons Town Center

Section H

Madison, Wisconsin



Transportation Components

The Grandview Commons Town Center Proposal has been refined to reflect additions and enhancements to the transportation system for the site, neighborhood, and region. While the proposed amendments are built upon adhering to the currently approved 150,000 square feet of retail square footage, the addition of five acres to the town center has allowed further incorporation of transportation systems. The following document details the enhancements to pedestrian, bicycle, motor, vehicle, and transit facilities as part of the proposed town center revisions.

Pedestrian Facilities

Creating a diverse and active walking district has been a cornerstone of the Grandview Commons Neighborhood and is reflected in the town center through the creation of numerous walking connections within and through the site, including the following items:

- 1.) Creation of Sharpsburg Drive and Gemini Drive as urban walking streets fronted by mixed use retail opportunities.
- 2.) Creation of a central east west walking spine connecting the new urban square through the site to the grocery store entrances.
- 3.) Creation of neighborhood walking connections for access from Cottage Grove Road, Big Dipper Drive, and Kilpatrick Court.

Detailed recommendations are outlined on the pedestrian facilities map.

Bicycle Facilities

Bicycle accessibility to the site has been enhanced through the creation of additional on-site cycle tracks and a close look at potential bike parking areas throughout the town center. Regional access has also been looked at with potential neighborhood wide route identification and on-street bike lane corridor identification.

Detailed recommendations and potential routes are noted on the Bicycle Facilities map.

Motor Vehicle Accommodations

Vehicular access to the site has been carefully studied through an independent traffic study and has been enhanced based upon recommendations from staff. The resulting recommendations balance the capacity needs with creating a walkable/bikeable district.

Detailed intersection treatments are included in this packet as part of the transportation systems details.

Transit Ready Design

While the site is currently not served by transit, future transit access has been accommodated for the site and the development team strongly supports the extension of transit to serve the larger area.

Transit accommodations and potential routing is noted on the transit facilities map.

Transportation Systems Details

The following details highlight bicycle, pedestrian, and motor vehicle accommodations embedded in the concept plan. While these details are often finalized as part of the Specific Implementation Plans, these specific recommendations are proposed as part of the General Development Plan to incorporate multi-modal access throughout the project.



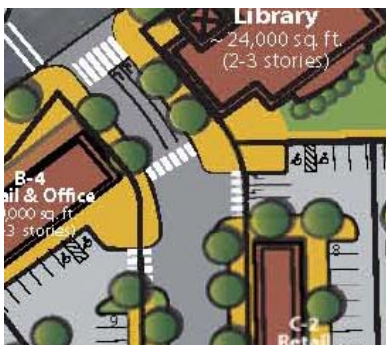
Gemini Drive/Sharpsburg Drive Intersection

- Four-Way stop sign controlled intersection
- Enhanced pedestrian crossings across Gemini Drive and Sharpsburg Drive.
- Cycle track connection along east side of Gemini Drive from Sharpsburg Drive to Cottage Grove Road
- Gemini Drive 2 outbound lanes, one inbound lane south of Sharpsburg Drive
- Primary library entrance at corner of Sharpsburg Drive and Gemini Drive along the visual corridor linking the site to the Capital Viewshed



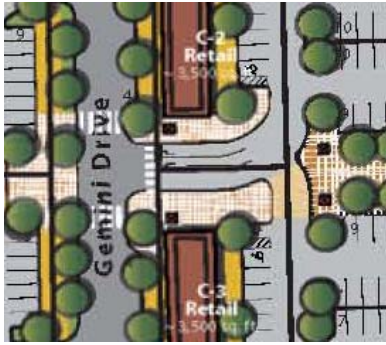
Gemini Drive Cross Section (see Section H)

- 80' ROW
- 44' wide street with on-street parking
- 14' wide terrace on west side (6' sidewalk, 8' tree terrace)
- 20' wide terrace on east side (6' sidewalk, 8' cycle track, 6' tree/sign terrace)
- Urban terrace treatments



Gemini Drive/North C Block Driveway

- Raised driveway type connection/sidewalk level extension across northern C Block driveway
- Enhanced mid-block crosswalk across Gemini Drive
- Cycle Track connection along east side of Gemini Drive (extended) from Sharpsburg Drive to Cottage Grove Road
- 2 outbound lanes, one inbound lane from parking area to Gemini Drive



Gemini Drive/South C Block Driveway

- Raised driveway type connection/sidewalk level extension across southern C Block driveway
- Enhanced mid-block crosswalks across Gemini Drive
- Raised sidewalk connection between central walkway along the southern edge of the driveway
- Cycle Track connection along east side of Gemini Drive (extended) from Sharpsburg Drive to Cottage Grove Road
- 2 outbound lanes, one inbound lane from parking area
- Drive isle realigned to direct in-bound traffic to northern parking area



Gemini Drive/Cottage Grove Road Intersection

- Gemini Drive 2 outbound lanes, one in-bound lane north of Cottage Grove Road
- Full intersection/traffic movements
- Widened sidewalk/multi-use path along north side of Cottage Grove Road
- On-Street bike lanes
- Future potential extension south of Cottage Grove Road



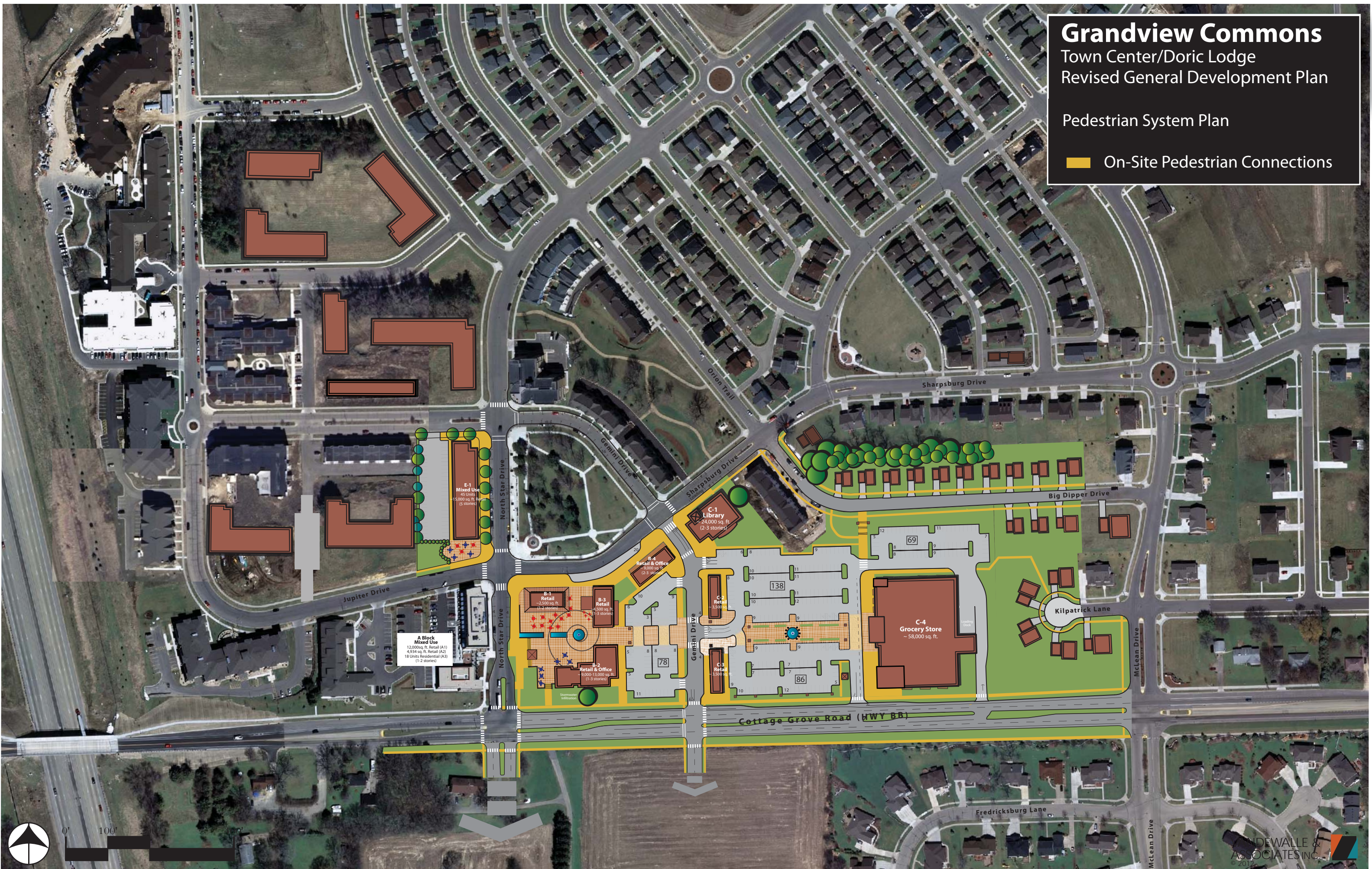
Grocery Store Cottage Grove Road Entrance

- Cycle track connection to bike parking areas adjacent to store entrances
- North/south sidewalk connection from Big Dipper Drive to Cottage Grove Road
- Enhanced pedestrian crossing zones from front of store to central walkway and parking lot areas
- Drop-off zone north of pedestrian crossing zone
- 2 inbound lanes, one outbound lane from Cottage Grove Road
- No Parking in front of store from northern edge of pedestrian crossing zone to northern ROW of Cottage Grove Road
- Potential future turn lane into site
- Bike/accessible ramp connection from Big Dipper to north/south sidewalk
- Widened sidewalk/multi-use path along north side of Cottage Grove Road

Grandview Commons

Town Center/Doric Lodge
 Revised General Development Plan
 Pedestrian System Plan

 On-Site Pedestrian Connections

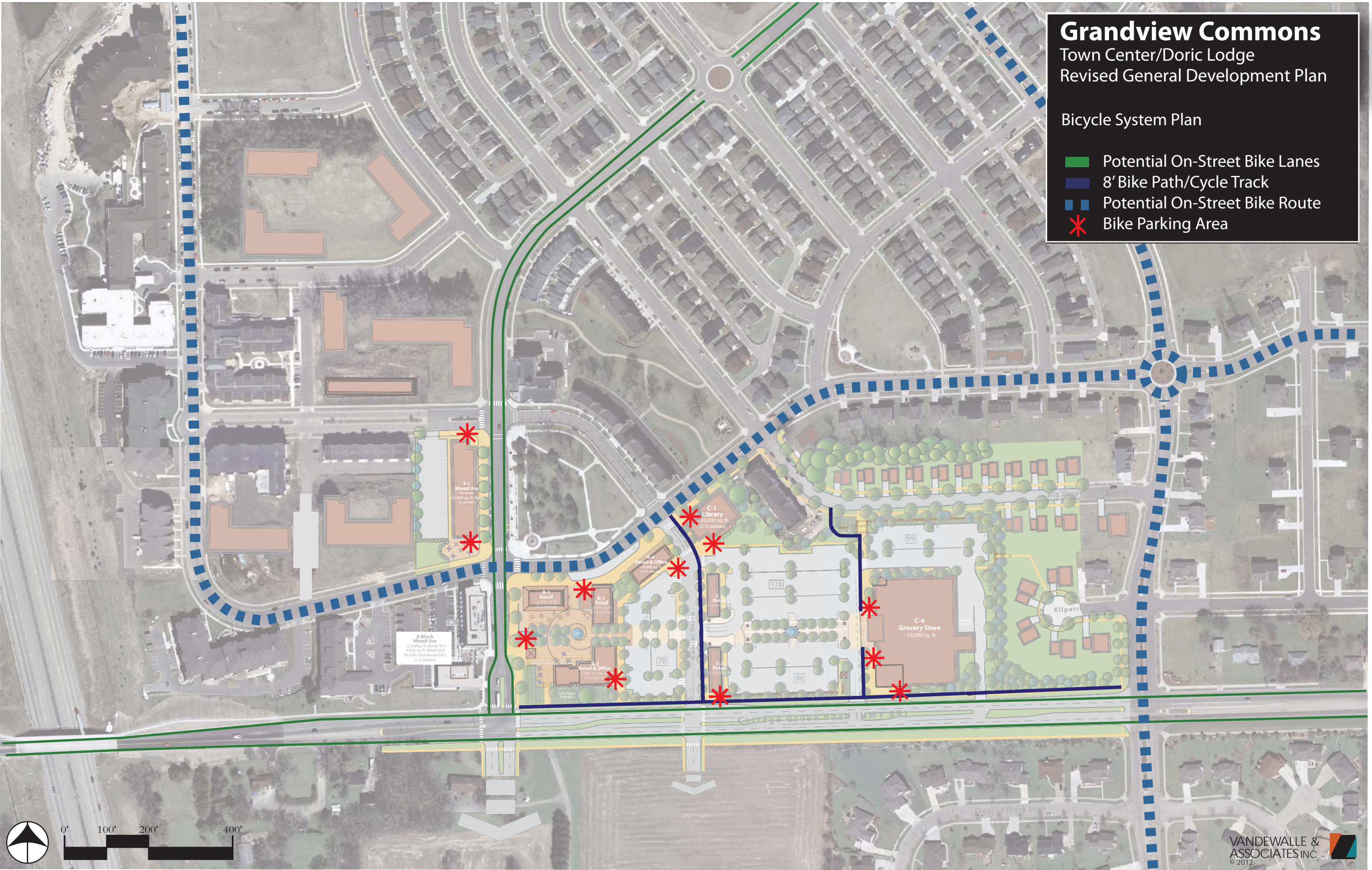


Grandview Commons

Town Center/Doric Lodge
Revised General Development Plan

Bicycle System Plan

- Potential On-Street Bike Lanes
- 8' Bike Path/Cycle Track
- ▬▬▬ Potential On-Street Bike Route
- ✱ Bike Parking Area



A Block Mixed Use
 12,000 sq. ft. Retail (A1)
 4,034 sq. ft. Retail (A2)
 18 Units Residential (A3)
 (1-2 stories)

E-1 Mixed Use
 40 Units
 15,000 sq. ft. Retail
 (3 stories)

C-1 Library
 24,000 sq. ft.
 (2-3 stories)

B-4 Retail & Office
 9,000 sq. ft.
 (2-3 stories)

B-1 Retail
 4,000 sq. ft.
 (1-2 stories)

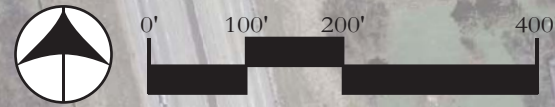
B-3 Retail
 4,000 sq. ft.
 (1-2 stories)

B-2 Retail & Office
 4,000 sq. ft.
 (1-2 stories)

C-2 Retail
 4,000 sq. ft.
 (1-2 stories)

C-3 Retail
 4,000 sq. ft.
 (1-2 stories)

C-4 Grocery Store
 ~58,000 sq. ft.

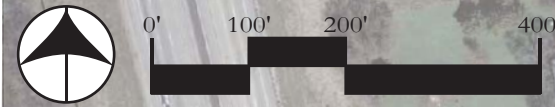
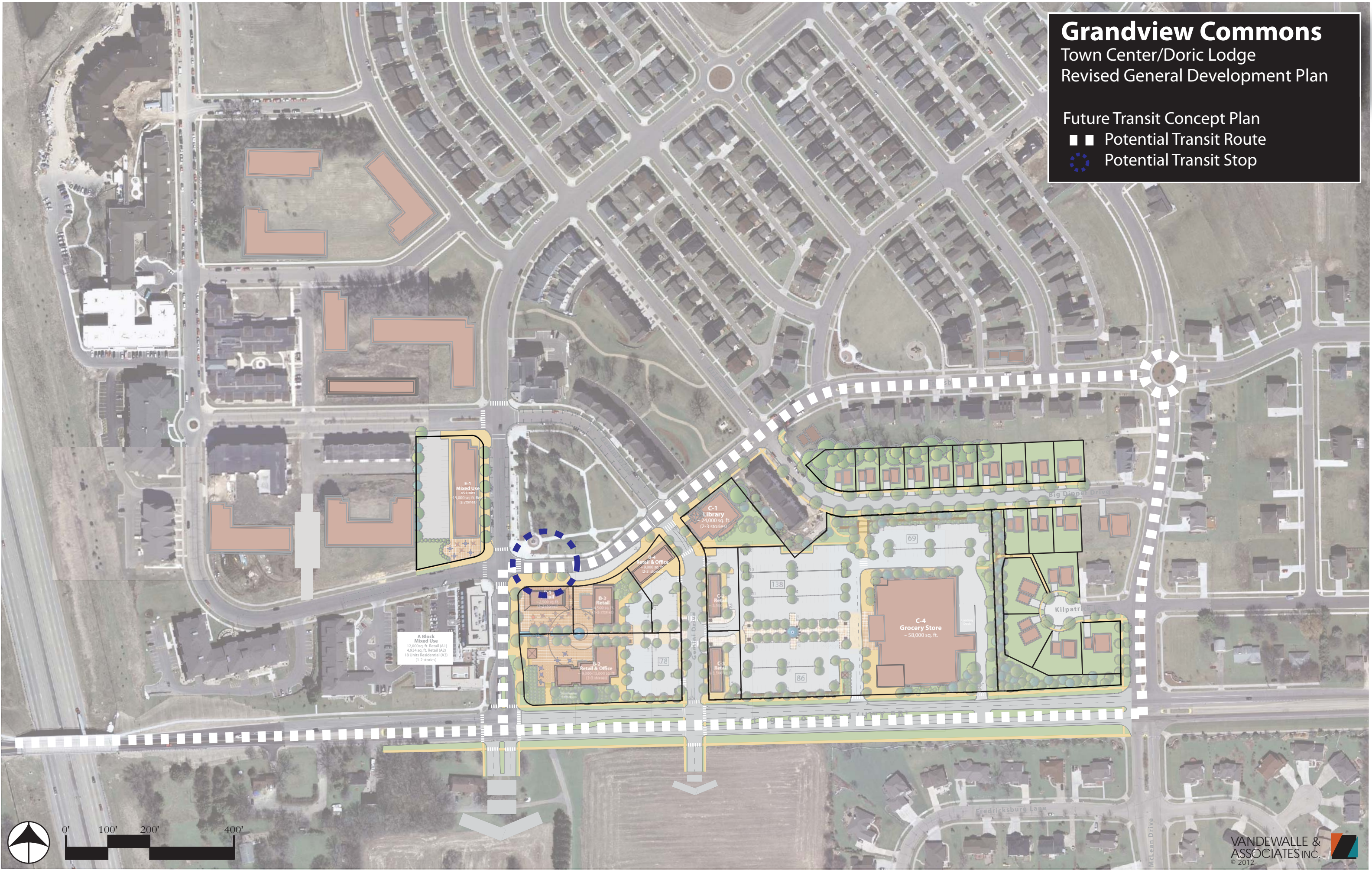


Grandview Commons

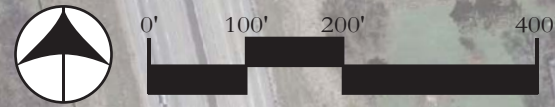
Town Center/Doric Lodge

Revised General Development Plan

- Future Transit Concept Plan
- ■ Potential Transit Route
 - ● Potential Transit Stop



Grandview Commons
 Town Center/Doric Lodge
 Revised General Development Plan
 On-Site Truck Routes

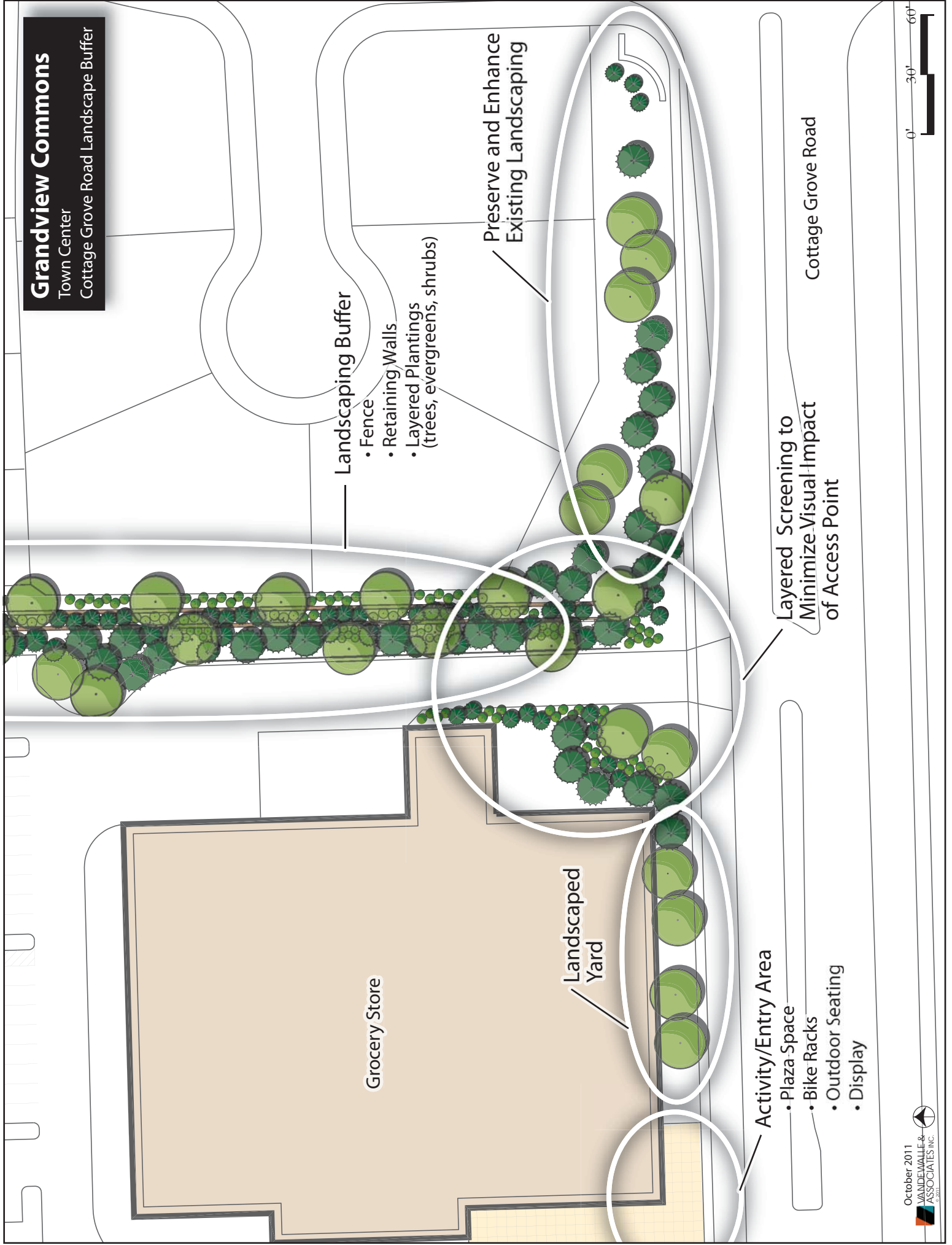


Grandview Commons

Town Center/Doric Lodge
Revised General Development Plan
Fire Access Lane Concept Plan



Grandview Commons
Town Center
Cottage Grove Road Landscape Buffer



Landscaping Buffer

- Fence
- Retaining Walls
- Layered Plantings (trees, evergreens, shrubs)

Preserve and Enhance Existing Landscaping

Landscaped Yard

Grocery Store

Activity/Entry Area

- Plaza Space
- Bike Racks
- Outdoor Seating
- Display

Layered Screening to Minimize Visual Impact of Access Point

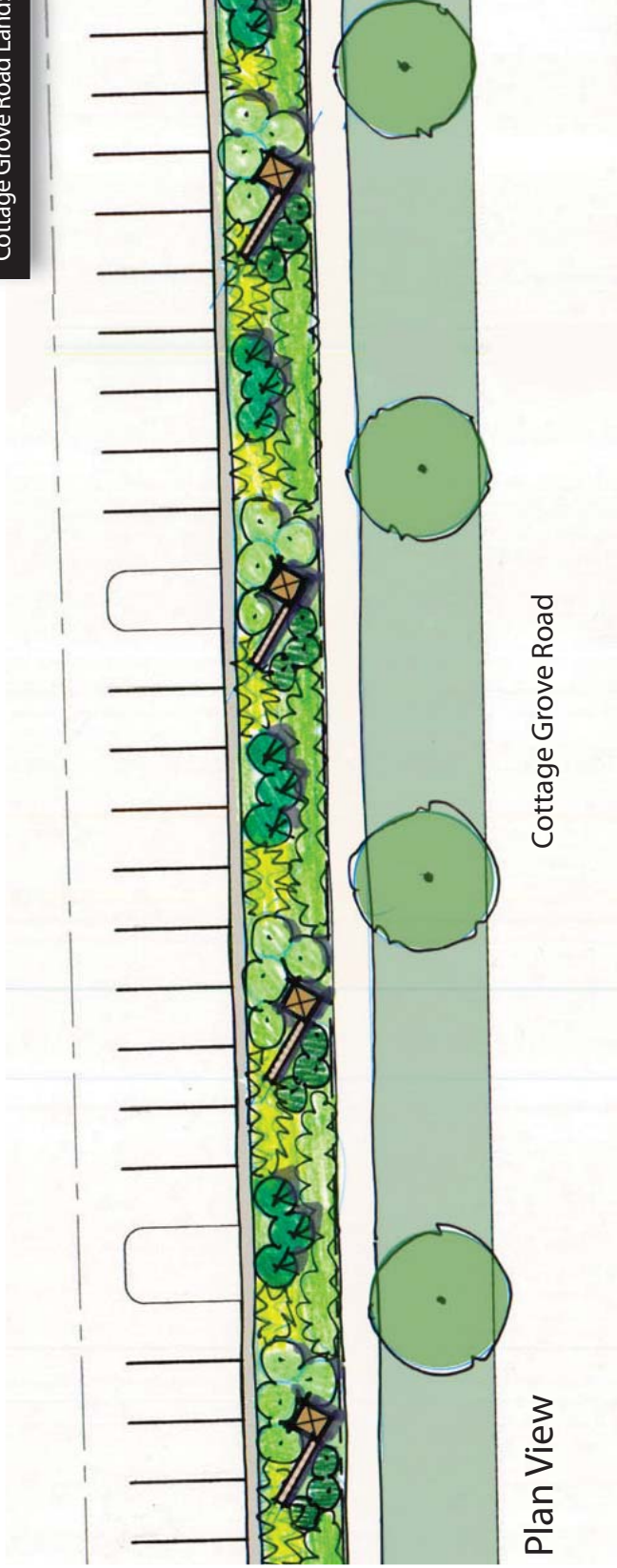
Cottage Grove Road



Grandview Commons

Town Center

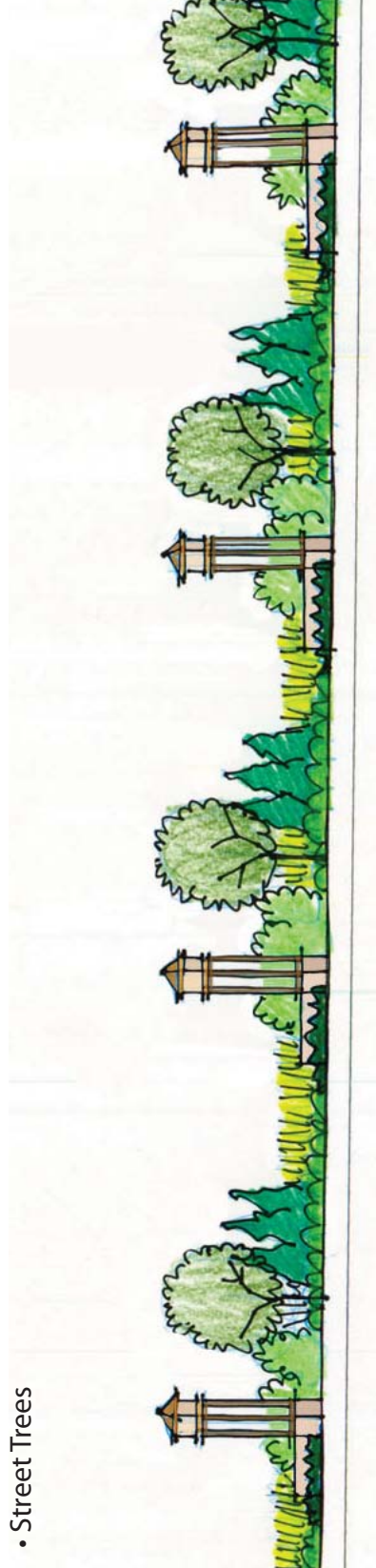
Cottage Grove Road Landscape Treatment



Plan View

Landscape Treatment

- Layered Plantings (trees, evergreens, shrubs)
- Vertical Architectural Elements
- Street Trees



Elevation View



Sprecher Neighborhood Plan Amendment



Sprecher Neighborhood Plan Amendment

Adopted in 1998, the Sprecher Neighborhood originally anticipated a larger town center that included commercial designation for the area now preserved as the Village Green, the continued presence of the Doric Lodge, and capped grocery stores at 25,000 square feet. The original proposal for Grandview Commons anticipated significantly less commercial use, but at the request of the City was expanded multiple times to encourage the creation of a walkable, mixed-use center that would serve the entire neighborhood. The resulting zoning approvals allow for up to 150,000 of commercial, 225 residential units, and a library site within the Neighborhood Center Mixed-Use district of Grandview Commons. Veridian's efforts to market the town center, in good markets and bad, have identified the lack of a retail anchor as the critical missing component holding back the creation of the town center. Modifying the Sprecher Neighborhood, in concert with the General Development Plan, will allow the placement of the anchor use without expanding the overall commercial allocation and will remove the economic roadblock towards implementing the town center.

Request

Amend the site designation to allow mixed-use commercial/residential uses on the majority of the town center/Doric lodge site. Amend the plan text to reflect existing site conditions and accommodation of an anchor grocery store use greater than 25,000 square feet.

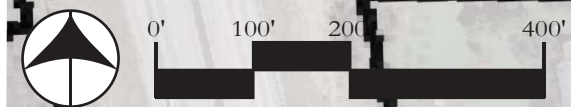
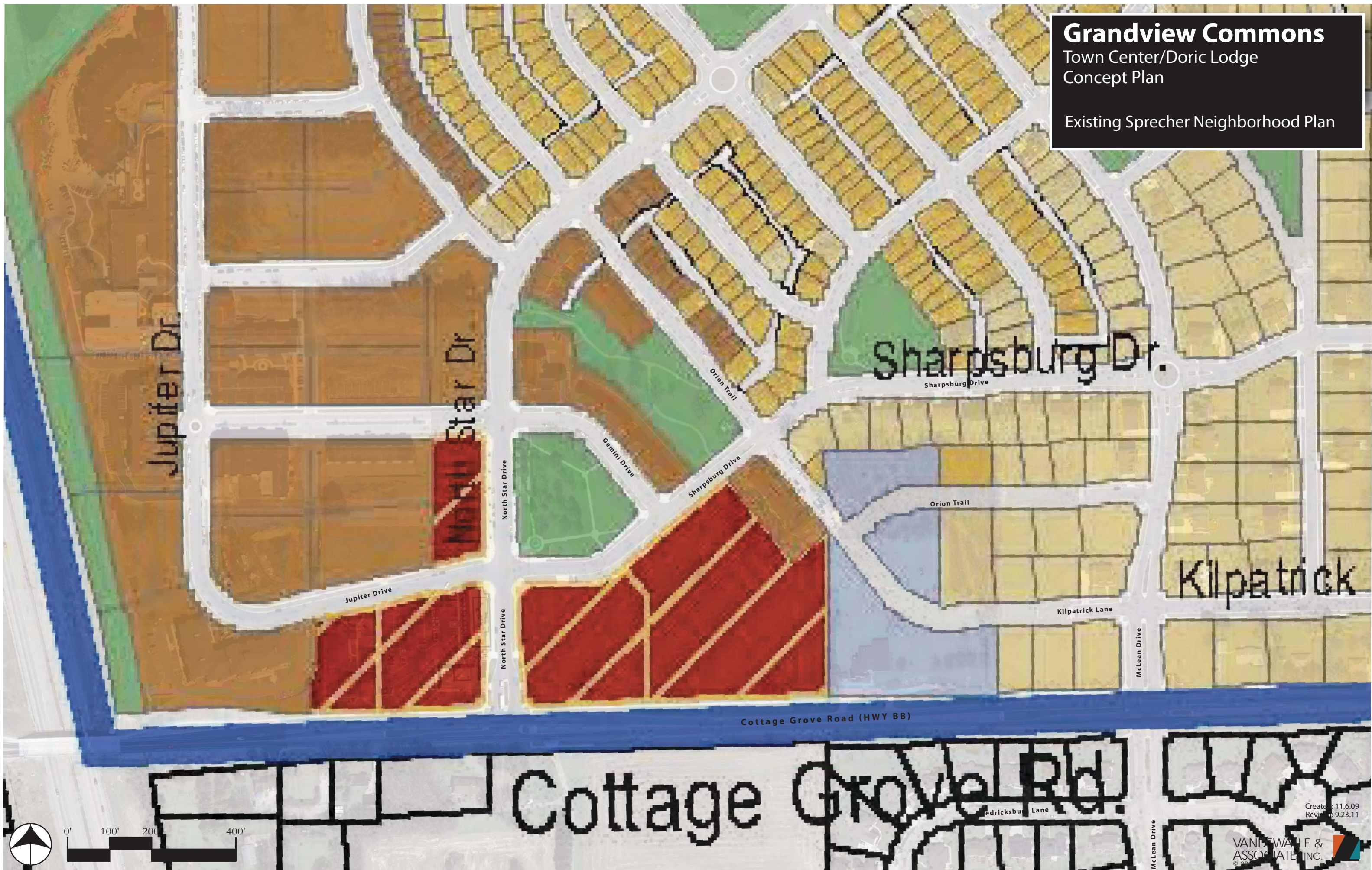
Existing Designation:

- Mixed-Use Commercial/Residential
- Institutional
- Low-Medium Density Residential
- Low Density Residential

Proposed Revision:

- Remap mixed use area (B, C, & E Blocks) to mixed Use-Commercial/Residential
- Remap single family lots to Low Density Residential
- Remap Library site to Institutional
- Revise text to allow the placement of the anchor grocery store greater than 25,000 square feet within the town center.

Grandview Commons
Town Center/Doric Lodge
Concept Plan
Existing Sprecher Neighborhood Plan

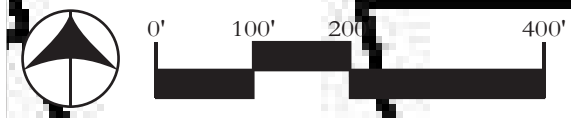


Created: 11.6.09
Revised: 9.23.11

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Grandview Commons
Town Center/Doric Lodge
Concept Plan

Proposed Sprecher Neighborhood Plan



Cottage Grove Rd.



Comprehensive Plan Amendment



Comprehensive Plan Amendment

The Comprehensive Plan, adopted in 2006 prior to the modification of the State's Consistency Law, anticipated the town center placement but does not reflect the current adopted town center or the changing needs of the town center. The remapping of the expanded town center as both Neighborhood Mixed-Use (NMU) and Community Mixed-Use (CMU) would allow the incorporation of the anchor use while retaining the neighborhood mixed-use focus along North Star and Sharpsburg.

Request

Amend the comprehensive plan mapping to reflect the inclusion of the Doric Lodge parcel as Community Mixed-Use (CMU), Retain the Neighborhood Mixed-Use designation for the western (B Block) area of the town center, and relocate the transitional single family residential.

Existing Designation:

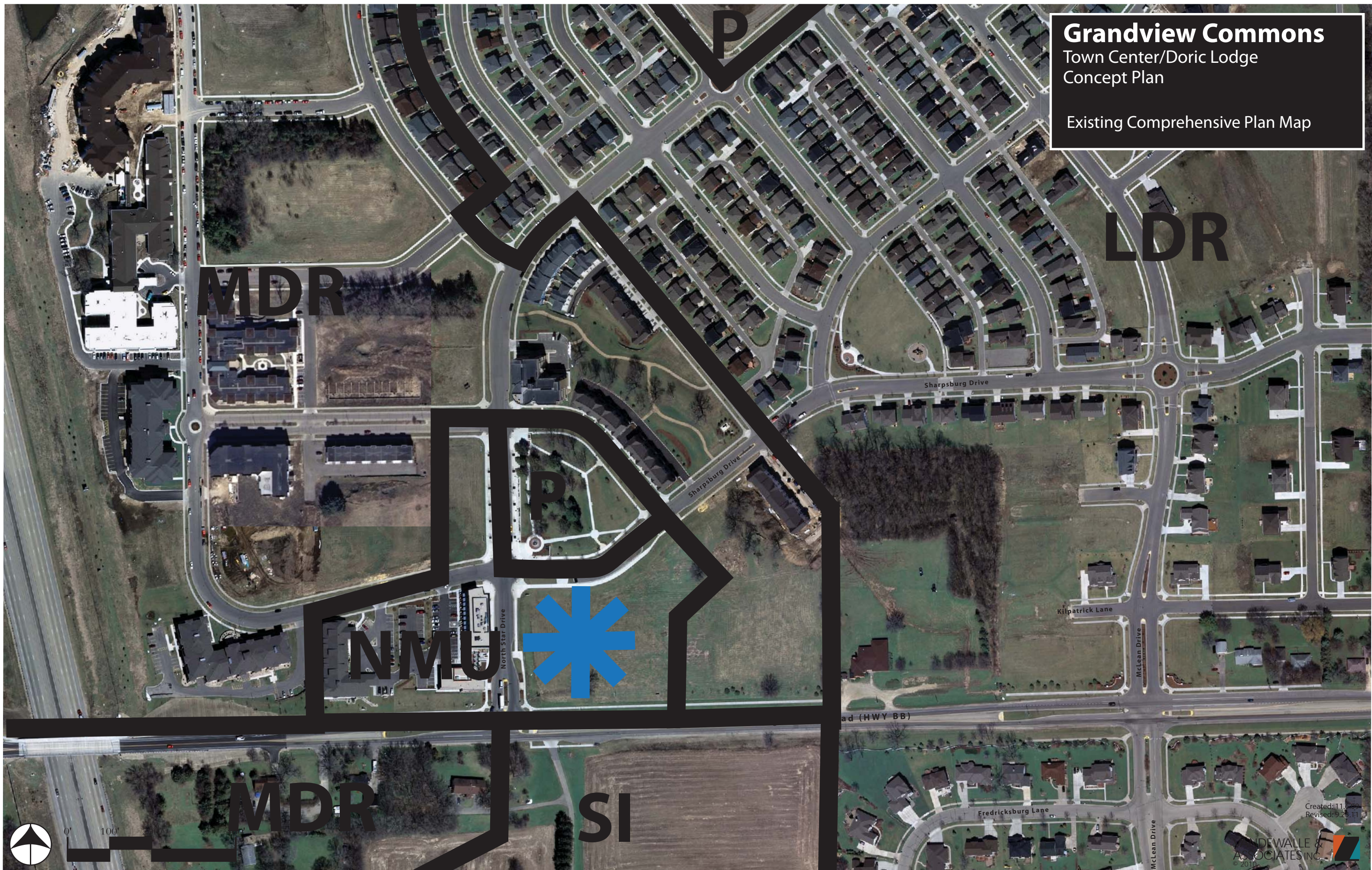
- Neighborhood Mixed-Use (NMU)
- Medium Density Residential (MDR)
- Low Density Residential (LDR)

Proposed Designation:

- Retain the B Block as Neighborhood Mixed-Use (NMU)
- Amend the C Block to Community Mixed-Use (CMU)
- Re-distribute the Single Family portions in LDR

Designating the core walking district as the NMU designation preserves the *TND-Neighborhood Center Area* as a vertical mixed-use walking district featuring two to five story buildings along the Village Green with a new urban plaza and transit oriented development features. The incorporation of the anchor grocery store as CMU creates the economic underpinning of the full town center, while transitioning from the pedestrian district interior to the regional arterial frontage along Cottage Grove Road.

Grandview Commons
Town Center/Doric Lodge
Concept Plan
Existing Comprehensive Plan Map



MDR

P

LDR

P

NMU



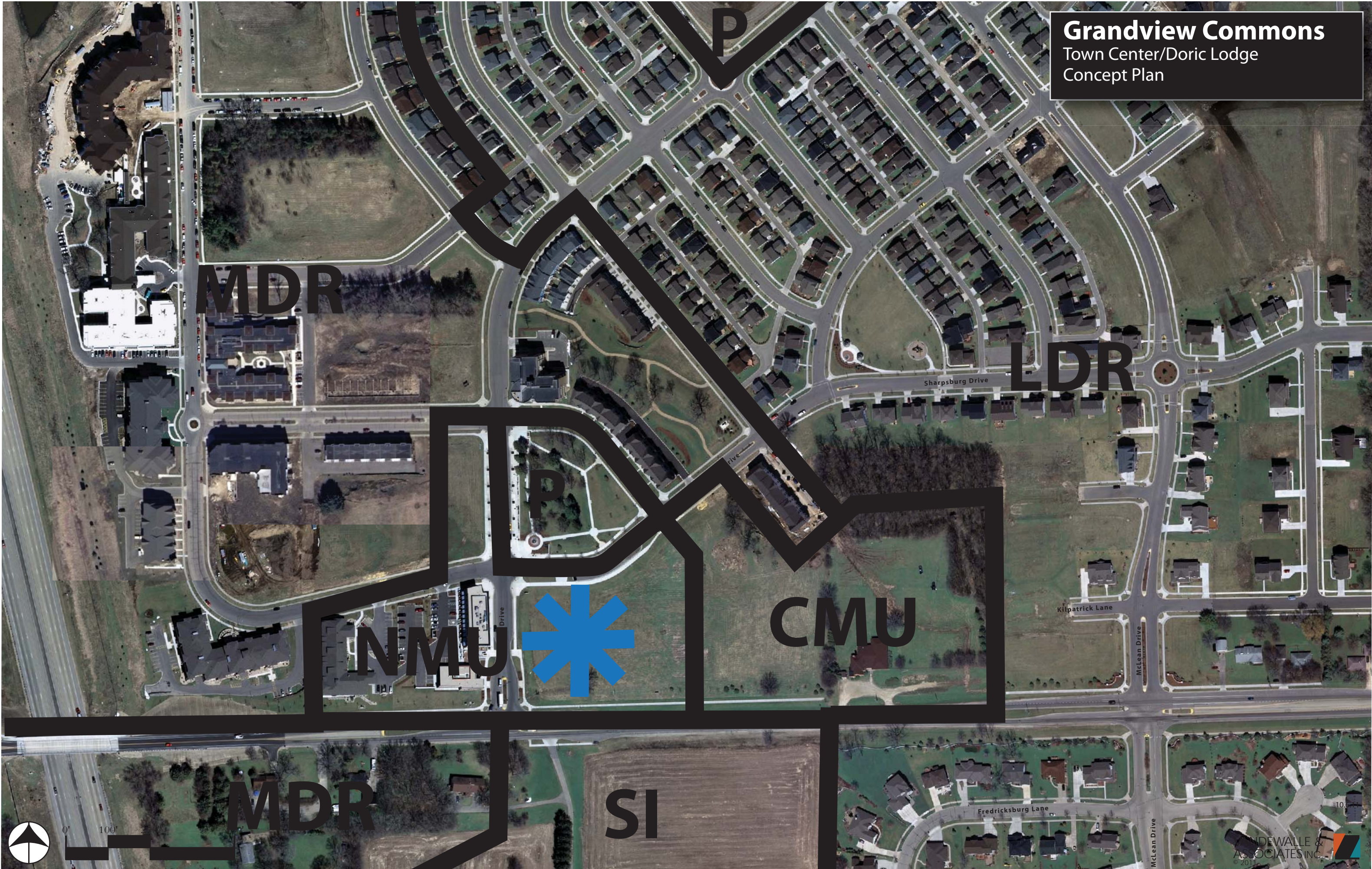
SI

MDR



Created: 11.6.09
Revised: 9.25.11

Grandview Commons
Town Center/Doric Lodge
Concept Plan





Addendum



Addendum A: Legal Descriptions

Area to be zoned R2T

Lots 287, 288, 289, 290, 291, 294, 295, 296, 297, 298, Outlot 17 and part of vacated Kilpatrick Lane, Grandview Commons, recorded in Volume 58-005A of Plats on Pages 19–33 as Document No. 3583911, Dane County Registry, and a parcel of land all located in the SE1/4 of the NW1/4 and the SW1/4 of the NE1/4 of Section 11, T7N, R10E, City of Madison, Dane County, Wisconsin to-wit: Commencing at the north ¼ corner of said Section 11; thence S00°57'41"E, 1985.67 feet to the most northerly corner of said Outlot 17 and the point of beginning; thence N87°59'25"E along the south line of Lots 310-304 of said Grandview Commons, 405.07 feet to the northwest corner of said Lot 296; thence N87°37'58"E along the north line of Lots 296-298, 222.22 feet to the northeast corner of said Lot 298; thence S02°22'02"E along the east line of said Lot 298, 102.39 feet to the southeast corner of said Lot 298 and a point on the north right-of-way line of Big Dipper Drive; thence S87°37'58"W along said north right-of-way line, 224.73 to the southwest corner of said Lot 296; thence S00°57'41"E, 56.01 feet to the northwest corner of said Lot 295 and a point on the south right-of-way line of Big Dipper Drive; thence N87°37'58"E along said south right-of-way line, 213.13 feet to the northeast corner of said Lot 294; thence S02°22'02"E along the east line of said Lot 294, 111.76 feet to the southeast corner of said Lot 294; thence S87°37'58"W along the south line of said Lot 294, 12.83 feet to the northeast corner of said Lot 291; thence S03°13'14"E along the east line and east line extended of said Lot 291, 170.97 feet to a point on the south right-of-way line of Kilpatrick Lane; thence N86°46'46"E along said south right-of-way line, 71.19 feet to a point of curve; thence southeasterly along the west right-of-way line of McLean Drive on a curve to the right which has a radius of 25.00 feet and a chord that bears S47°24'10"E, 35.86 feet; thence S01°35'05"E along said west right-of-way line, 116.02 feet to a point of curve; thence southwesterly along the north right-of-way line of Cottage Grove Road on a curve to the right which has a radius of 25.00 feet and a chord which bears S43°24'55"W, 35.36 feet; thence S88°24'55"W along said north right-of-way line, 283.38 to the southwest corner of said Lot 289; thence N00°57'41"W along the west line of said Lots 289, 290 and 295, 499.92 feet to the southwest corner of said Lot 296; thence S87°37'58"W, 342.24 feet to a point of curve; thence northwesterly on a curve to the right which has a radius of 120.00 feet and a chord which bears N65°44'23"W, 107.57 feet to a point on the southwesterly line of said Outlot 17; thence N39°06'44"W along said southwesterly line, 24.08 feet to the most westerly corner of said Outlot 17; thence N50°57'57"E along the northwesterly line of said Outlot 17, 62.65 feet to the point of beginning. Containing 176,083 square feet (4.042 acres).

Amended PUD – GDP Area

Lots 1 and 2, Certified Survey Map No. 11058, recorded in Volume 66 of Certified Survey Maps, on Pages 221-225, as Document No. 3908382, Dane County Registry, Lot 3, Certified Survey Map No. 11827, recorded in Volume 72 of Certified Survey Maps on Pages 223-227, as Document No. 4203096, Dane County Registry, Lots 1 and 2, Certified Survey Map No. 12305, recorded in Volume 76 of Certified Survey Maps, on Pages 166-169, as Document No. 4371415, Dane County Registry located in the SE1/4 of the NW1/4 and the SW1/4 of the NE1/4 of Section 11, T7N, R10E, City of Madison, Dane County, Wisconsin and a parcel of land located in the SW1/4 of the NE1/4 of said Section 11, T7N, R10E, City of Madison, Dane County, Wisconsin described as follows: Commencing at the north ¼ corner of said Section 11; thence S00°57'41"E, 1985.67 feet to the most northerly corner of Outlot 17 Grandview Commons; thence N87°59'25"E along the south line of Lots 310-304 of said Grandview Commons, 405.07 feet to the northwest corner of Lot 296 Grandview Commons; thence S00°57'41"E along the west line of said lot and west line extended, 158.43 feet to the point of beginning; thence continuing S00°57'41"E along the west line of Lots 295, 290 and 289 Grandview Commons, 443.90 feet to a point on the north right-of-way line of Cottage Grove Road; thence S88°24'55"W along said north right-of-way line, 405.02 feet to the southeast corner of Lot 2 Certified Survey Map No. 12305; thence N00°57'41"W along the east line and east line extended of said Lot 2, 449.03 feet to a point on a curve; thence southeasterly on a curve to the left which has a radius of 180.00 feet and a chord which bears S82°27'42"E, 61.93 feet; thence N87°37'58"E, 343.86 feet to the point of beginning. Total area of rezone 462,152 square feet (10.610 acres)

Addendum B: Allowable Uses

Accessory uses, including but not limited to the following:

- a. Signs as regulated in this section
- b. Temporary buildings for construction purposes, for a period not to exceed the duration of such construction

Antique shops
Art galleries and museums
Art and school supply stores
Artisan studio
Auction rooms
Automobile accessory stores
Banks and financial institutions
Barbershops
Beauty parlors
Bicycle sales, rental and repair establishments.
 Book, magazine and stationery stores
Brewpubs
Business machine sales and service establishments
Camera and photographic supply stores
Candy and ice cream stores
Carpet and rug stores
Catering establishments
China and glassware stores
Clothing and costume rental stores
Coin and philatelic stores
Data processing centers
Day Care Centers
Department stores
Drugstores
Dry goods stores
Dry cleaning and laundry establishments employing not more than eight (8) persons
Drive-up service windows
Educational or training centers
Emergency electric generator per the O3 Office District conditional use standards
Employment agencies
Farmers markets
Film developing and processing
Florist shops and conservatories
Floor covering stores (linoleum and tile)

Food stores--grocery stores, meat stores, fish markets, bakeries, and delicatessens
Furniture sales
Gift shops
Hardware stores
Health clubs
Hobby shops
Hotels
Household appliance stores, including radio and television sales and service
Interior decorating shops, including upholstering and making of draperies, slipcovers and other similar articles when conducted as part of the retail operation and secondary to the principal use
Jewelry stores, including watch
Leather goods and luggage stores
Libraries, municipally owned and operated
Liquor stores
Locksmith shops
Massage therapy
Meat markets
Medical, dental and optical clinics
Musical instrument sales and repair
Multi-Family Residential
Non-profit counseling/community service organizations
Nursery schools or day care centers
Offices, business and professional
Office supply stores
Optical sales
Orthopedic and medical appliance and supply stores
Outdoor eating areas of restaurants, brewpubs, tavern, etc.
Paint and wallpaper stores
Parking facilities, open and accessory, for the storage of private passenger automobiles only, when located elsewhere than on the same zoning lot as the principal use served
Parking facilities, accessory and located outside of the central area
Accessory off-street parking facilities

Grandview Commons
Town Center Amendment Request

Personal computers and home electronics,
sales and service
Pet Shops
Phonograph, record, and sheet music stores
Photography studios, including the
development of films and pictures
when conducted as part of the retail
business on the premises
Physical culture and health services and
reducing salons
Physical fitness and other similar type
recreational facilities for employees
Picture framing
Printing and publishing establishments,
including newspaper, letter press,
business cards, mimeographing and
other similar job printing service,
provided that there shall be not more
than five (5) employees, and further
provided that the hours of operation
shall be limited to the hours between
7:00 a.m. and 9:00 p.m.
Post offices
Public service signs
Recording studios
Recreational buildings and community
centers, not operated for profit

Reproduction processes, including printing,
blueprinting, photostating,
lithographing, engraving, stereotyping,
publishing, and bookbinding
Restaurants, except adult entertainment
taverns
Schools—music, dance, business or trade
Small home appliances, sales and services
Shoe and hat repair stores
Sporting goods stores
Tailor shops
Taverns, except adult entertainment taverns
Telecommunications centers and facilities
Temporary parking lots
Toy shops
Travel Bureaus and transportation ticket
offices
Upholstery and interior decorating shops
Variety stores
Video rental establishments not including
adult entertainment establishments
Walk up service openings within (10) feet of a
public right of way
Wearing apparel shop

Addendum C: Applicant/Signature Page

PREMIUM REAL ESTATE, LLC

By: Veridian Development, LLC, Its Sole Member

By: _____

Jeffrey S. Rosenberg, President
(or David P. Simon, Vice President)
(or Karen Simon Dreyer or Donald A. Esposito, Jr., Assistant Secretary)

DJK HOLDINGS, LLC

By: _____

David P. Simon, President & Treasurer

DJK REAL ESTATE, LLC

By: Veridian Development, LLC, Its Sole Member

By: _____

Jeffrey S. Rosenberg, President
(or David P. Simon, Vice President)
(or Karen Simon Dreyer or Donald A. Esposito, Jr., Assistant Secretary)

GRANDVIEW LAND, LLC

By: VH Land, LLC, Its Sole Member

By: _____

Jeffrey S. Rosenberg, President
(or David P. Simon, Vice President)

GRANDVIEW COMMONS HOME OWNERS ASSOCIATION

By: _____

David P. Simon, President

CITY OF MADISON

By: City of Madison Library Board

By: _____

Tripp Widder, Library Board President