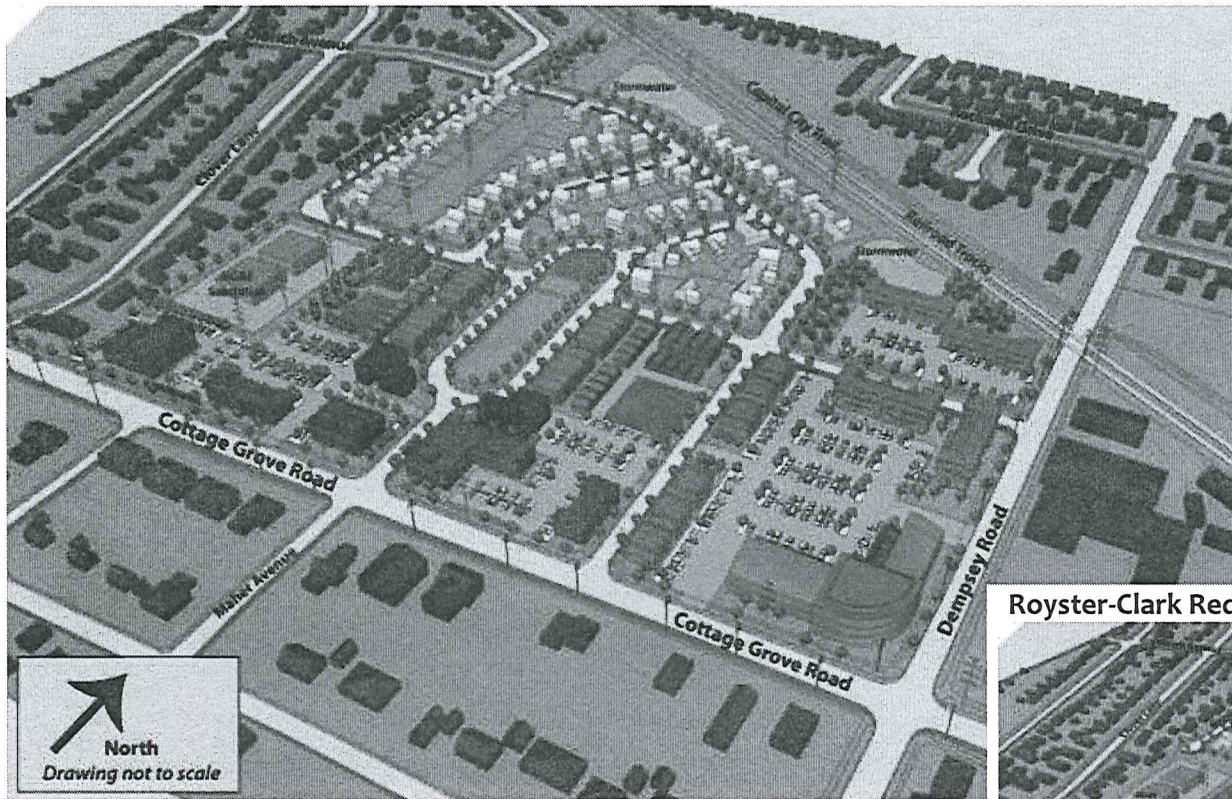
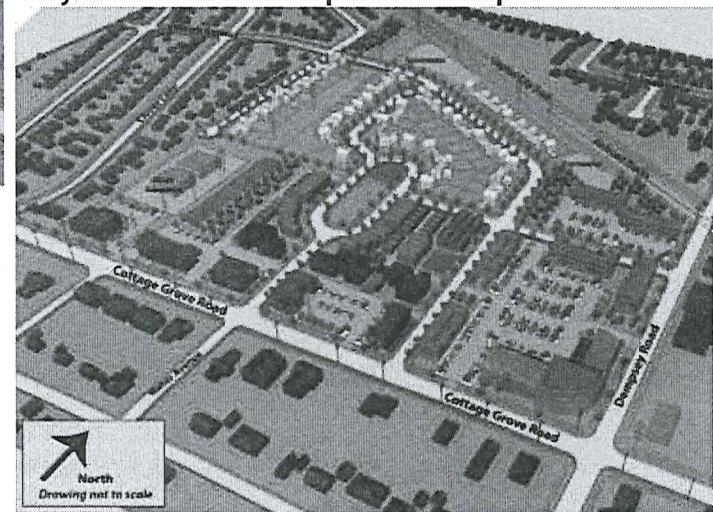


## RECOMMENDATIONS

### Royster-Clark Redevelopment Concept A



### Royster-Clark Redevelopment Concept B



## RECOMMENDATIONS

restaurant uses in this area presently, expansion of these uses here is not recommended. Large-scale regional retail uses are generally discouraged, and it is recommended that neighborhood-based business be located farther west at locations more convenient to the surrounding residential areas, where they will create more opportunities for multi-purpose trips and encourage pedestrian-bicycle access.

As individual properties redevelop, new buildings should be placed closer to the streets, while still allowing for the dedication of additional right-of-way to provide wider terraces that could accommodate street trees as recommended. Most parking should be provided to the side or rear, and access driveways should be consolidated, as is generally recommended along this corridor. Multi-story buildings are encouraged, particularly at the Dempsey/Cottage Grove Road intersection where a prominent structure would complement the recommended treatment across Dempsey Road on the Royster-Clark Site.

### EMPLOYMENT AREA RECOMMENDATIONS

**Rec 5.** Develop the southeast corner of the Royster-Clark Site at the Cottage Grove Road/Dempsey Road intersection with high quality, predominantly employment uses that reflect the overall vision and development theme of this plan.

*Buildings developed at this corner should have strong orientation to both streets and be a minimum of two stories in height, and preferably three to four.*

**Rec 6.** Locate a mix of office, research and business uses in flexible, adaptable buildings in the northeastern portion of the Royster-Clark Site adjacent to Dempsey Road and the railroad tracks.

*Encourage flexible interior spaces capable of accommodating a wide variety of employment and entrepreneurial uses.*

**Rec 7.** Locate predominantly employment uses in the triangular area north of Cottage Grove Road and east of Dempsey Road.

**Rec 8.** Encourage multi-story buildings between two and four stories in height within the planned employment areas, and particularly on the Royster-Clark Site. Require multi-story buildings at key locations, such as corners at intersecting streets along Cottage Grove Road.

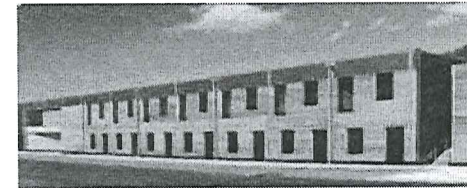
**Rec 9.** Prohibit employment uses that generate heavy rail or truck traffic, high noise levels, or that would result in groundwater or air pollution.

*Require development proposals to limit truck-loading facilities to a small proportion of the proposed site plans.*

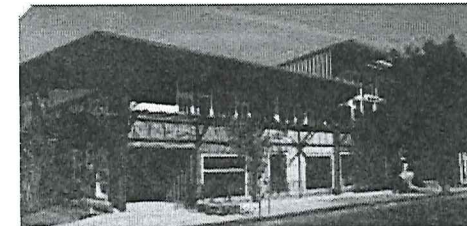
*Non-nuisance uses related to production and light processing may be allowed, but the external impacts of these uses shall be contained on the site.*



Two-story building with offices in adaptable interior spaces, located near a rail corridor on Madison's east isthmus



Two-story flexible building that could be used for a variety of office and small business users



Building with two and three-story features

Example building types for the northeastern portion of the Royster-Clark Site and the "Commercial Triangle"

## RECOMMENDATIONS

### RESIDENTIAL AREA

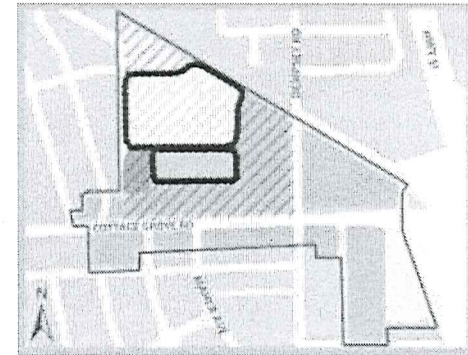
#### *Royster-Clark Site*

As illustrated on the Proposed Land Use Map, the central and western portions of the Royster-Clark Site are recommended for residential development. This portion of the site is adjacent to existing residential uses to the west and north (across the railroad tracks), and there was strong support during the planning process for providing additional housing opportunities in the neighborhood. This Special Area Plan recommends that both low-density, single-family housing and medium-density, multi-family housing types be developed in the planned residential areas. Low-density housing is recommended in the northern and western portion of the site, while medium-density housing is recommended in the central and southern portions of the site.

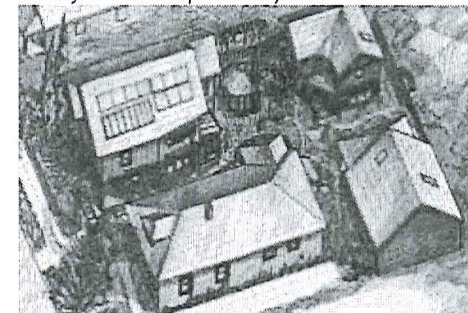
Because the residential development area is directly adjacent to a proposed employment area on the eastern portion of the Royster-Clark Site and the proposed mixed-use area along Cottage Grove Road, detailed planning for the three uses needs to be carefully coordinated to ensure an attractive transition between uses, and minimize any potential negative impacts. Pedestrian-bicycle connections and creation of an engaging interface between the uses is encouraged, and might include concepts such as developing live-work units or artist studios at the margins of the employment area, for example.

**Low-Density Housing.** Low-density, primarily single-family housing is recommended in the northern and western portions of the planned residential area. This housing is seen essentially as an expansion of the existing neighborhood to the west, and will be connected with it by one or more new local streets. While creativity in housing design is encouraged, it is recommended that most housing developed in this part of the site have lot sizes and home values generally compatible with the surrounding neighborhoods. The Market Feasibility Study concluded that moderately priced single-family housing was one of the most promising potential reuses for the Royster-Clark property, and providing affordable family housing opportunities is one of the goals of the planning process.

Low-density housing can be developed on individual building lots with separate or shared driveways, either to the street or to an alley. While detached single-family homes are the primary recommended housing type for this portion of the site, other low-density alternatives may also be appropriate, such as clustered housing or co-housing arrangements where a single parcel includes several detached residential units and shared common spaces. Combined with other uses, such as gardens or open space, this might be one way to take advantage of some of the oddly shaped lots



*Single-family home appropriate for the low-density residential portion of the Site*



*Low-density residential development may also take the form of a cluster of homes or co-housing*

## RECOMMENDATIONS

It is recommended that multi-family buildings be relatively small-scale, with a maximum height of three stories. Medium density housing should also include a range of building types and unit sizes to provide housing opportunities for households of different sizes, ages, incomes, and lifestyles. More housing for seniors was identified as a specific neighborhood need during the planning process, and could be provided within a range of possible building types. Family-oriented rental housing was also identified as something currently limited in the neighborhood.

### *Planning Area*

A limited amount of residential development currently exists along the south frontage of Cottage Grove Road, including a small cluster of apartment buildings accessed from other streets, and apartments located in mixed-use buildings. While the Cottage Grove Road business district is recommended to continue as primarily a business location, additional residential development in this portion of the Planning Area as incremental redevelopment occurs over time would not be inconsistent with the recommendations of this plan. This would most likely occur as part of mixed-use projects that combine business uses with residential uses located above the ground floor; but stand-alone residential buildings may also be appropriate at some locations.

Because Cottage Grove Road is a busy arterial street and currently a somewhat disorganized business strip, additional residential uses should only be supported in developments that can provide an attractive environment with a reasonable degree of amenity for the residents. Recommended density of residential uses is in the medium-density range of 16 to 40 units per acre, in buildings from two to four stories in height. Taller or larger buildings should be adequately set back from the rear lot line and provide landscaping or other screening from the single-family housing located to the south.



*Yahara River View Apartments is a local example of an appropriate building design for portions of the medium-density residential area*



*Attached townhomes for a variety of household types may be appropriate for parts of the residential area*



*Buildings similar to this senior housing development may be appropriate for parts of the medium-density residential area*

## RECOMMENDATIONS

### RESIDENTIAL AREA RECOMMENDATIONS

**Rec 10.** Develop the residential portion of the Royster-Clark Site with a mix of single-family, attached single-family, and small-scale multi-family dwellings.

*As illustrated on the Proposed Land Use Map on Page 21, it is recommended that single-family detached housing be located in the northern and western portion of the site, with row houses and small multi-family housing farther south and large multi-family housing within and adjacent to the mixed-use area along Cottage Grove Road.*

**Rec 11.** Provide housing opportunities for a variety of households with different sizes, ages, incomes and lifestyles, including housing designed to meet the needs of seniors.

*Household sizes ranging from 1 to 4 or more should be supported in each residential building type.*

*Single-family homes should have 2 to 4 bedrooms.*

*Some units in multifamily buildings should have three or more bedrooms.*

*Housing choices could include co-housing or other clusters of individual houses on a single lot.*

**Rec 12.** Develop a portion of the Royster-Clark Site with owner-occupied, single-family housing similar in price to housing in the surrounding neighborhood.

**Rec 13.** Create an engaging interface between the residential, employment and commercial-mixed-use portions of the Royster-Clark Site that provides appropriate connections among the different activities while minimizing potential negative impacts.

**Rec 14.** Consider including residential uses as part of mixed-use developments at appropriate locations as redevelopment occurs in the Cottage Grove Road business district.

**Rec 15.** Garage doors should not be the predominant architectural feature in residential buildings.

*For attached garages, garage doors should be perpendicular to the street or set back behind the front facade of the house.*



Single-family detached buildings appropriate for low-density residential portions of the site



Interior view of a co housing development



A multifamily building like the one above would be ideal as a transition from residential to mixed-use buildings. The third floor stepback helps to soften the impact of the buildings on the sidewalk

## RECOMMENDATIONS

### MIXED-USE AREA

The areas identified as mixed-use on the Proposed Land Use Map are the recommended locations for a variety of commercial activities, including office employment and retail/service uses, as well as for mixed-use developments combining residential uses with employment or retail uses. Stand-alone residential buildings may also be appropriate in mixed-use areas at some locations.

The north side of Cottage Grove Road has the greatest near-term potential as a location for new mixed-use development as part of the redevelopment of the Royster-Clark Site, but the south side of the street also has longer-term potential as incremental redevelopment of existing commercial properties takes place over time.

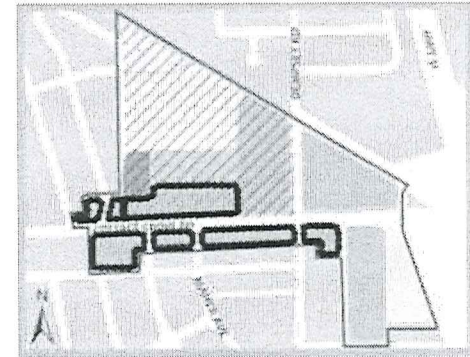
#### *Royster-Clark Site*

The southern portion of the Royster-Clark Site is recommended for a mix of employment, commercial and residential uses in well-designed multi-tenant and mixed-use buildings. Recommended uses within this area are flexible and may include office employment, neighborhood-serving retail and service businesses, civic uses, and residential uses primarily on upper levels of mixed-use buildings.

The retail market potential in this area is considered limited, and retail uses should be clustered into relatively few “nodes” that are designed to create engaging neighborhood activity centers, rather than stripped out on small parcels along Cottage Grove Road. Large region-serving retail uses and highway-oriented uses are not recommended.

New development along the north side of Cottage Grove Road should seek to create a more “urban street” feel, rather than the current “suburban arterial” feel, by locating buildings close to the right-of-way and orienting them to the street, with parking provided primarily to the rear and sides of the buildings. Corner buildings are the most visually prominent, and should maintain a strong presence on both fronting streets. In order to help frame the street and promote efficient use of land, it is recommended that buildings be at least two stories in height (or include substantial two-story components), with a maximum of four stories to maintain solar access for properties to the north. To achieve the desired building massing, fewer, larger, multi-use and multi-tenant buildings are preferred to the uncoordinated development of many individual small parcels.

Development proposals for the mixed-use area should enhance and reinforce the existing business district. In addition to emphasizing development of neighborhood-scale businesses that complement the existing establishments, it is important that the developments be easily and safely accessible by residents from the residential portions of the Royster-Clark Site, as well as the surrounding neighborhoods and the



*These buildings, while different in mass and height, are both appropriate examples for mixed-use portions of the Planning Area*

## RECOMMENDATIONS

larger community. Local streets and sidewalks should be supplemented with additional interior walkways as needed to help provide easy access from residential and employment areas on the site.

Good vehicular access and adequate parking is also essential to most businesses, even those focused on serving the local neighborhood market, but these should be provided with minimal impact on aesthetic character and pedestrian safety. Vehicle access to developments on the north side of Cottage Grove Road should be provided from new interior streets to the extent feasible, with new driveway access to Cottage Grove Road limited to not more than one per 130 feet—and fewer is better. Larger multi-tenant buildings that can share parking and access drives will help reduce the number of driveways required, compared to the alternative of many smaller single-user developments.

The MG&E property at the western end of the Royster-Clark mixed-use area currently includes a small building and parking area in front of the electrical substation, which is set fairly deeply on the lot. This building is only used for training sessions associated with the pole training facility on the adjacent lot to the east, which is leased from Agrium. While the substation will remain and may eventually double in size, the pole training facility can be relocated. This would free up additional space for mixed-use redevelopment, not only where the poles are currently located, but also on the space between the substation and Cottage Grove Road.

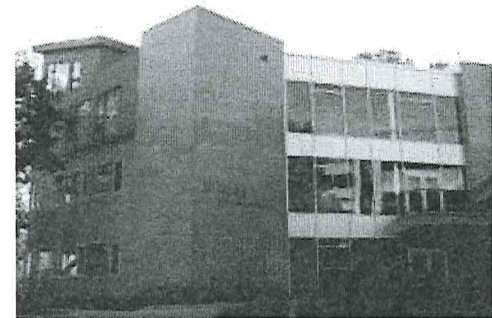
### *Planning Area*

Redevelopment of the mixed-use area along the south frontage of Cottage Grove Road is expected to take place incrementally over time. Compared to the essentially “blank slate” provided by the large Royster-Clark Site, the physical characteristics on the south side are more challenging and include relatively shallow lot depth, multiple driveways, and prominent surface parking lots facing the street with the buildings set toward the back. As revitalization of this business district occurs, it is likely that there will be increased interest in upgrading or even redeveloping some of these properties. It is recommended that redevelopment be viewed as an opportunity to begin to create a more “urban” character along the south frontage of Cottage Grove Road, similar to what is recommended for the north side.

Recommendations for improvement of property along the south side of Cottage Grove Road include creating a stronger streetscape as redevelopment occurs. This can be accomplished by seeking opportunities to coordinate the redevelopment of several properties to create fewer, larger, multiple-use buildings. It can also be furthered by locating new structures or additions closer to the street, shifting more parking to the side or rear of the buildings, combining access points to limit the number of driveways onto Cottage Grove Road, and by reducing visual clutter through more coordinated



*Knickerbocker Place, a commercial building on Monroe Street*



*Mixed-use building includes office spaces and residential units on half of the upper level*



*Mixed use building in Grandview Commons on Cottage Grove Road*

*These buildings, while very different, have high quality building materials and interesting architectural features to enhance the pedestrian experience in a mixed-use area.*