



Legislation Details (With Text)

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File created:	10/25/2011	In control:	PLAN COMMISSION		
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Enactment date:	3/23/2012	Enactment #:	RES-12-00211		
Title:	Amending the Sprecher Neighborhood Development Plan to revise the land use recommendations for lands located within and adjacent to the Grandview Commons Neighborhood Center Mixed Use District.				
Sponsors:	Lauren Cnare				
Indexes:					
Code sections:					
Attachments:	1. Sprecher Amendment Text and Map.pdf, 2. Current Sprecher NDP March 2005.pdf, 3. Memo to PBMVC on Sprecher.pdf, 4. no cul-de-sac section of MGO.pdf, 5. Registrants PBMVC 11.22.11.pdf, 6. Link to Compiled Public Comments, 7. Draft PBMVC Minutes for 11-22-11.pdf, 8. Link to Grandview Commons Project Information, 9. Comment Cards from 1-12-12 Neigh Mtg.pdf, 10. Link Grandview PP File 25091, 11. Link Grandview PUD File 24620, 12. Link Ord 24356 to Amend Comp Plan, 13. Link PC Reso 25098 to Amend Comp Plan, 14. Link UDC Grandview File 24689, 15. Staff Comments 021612.pdf, 16. LaGro WSJ comment 030212.pdf, 17. Sprecher East NA comment 030512.pdf, 18. Opitz-Middleton Hills history 030512.pdf, 19. Opitz-Middleton Hills exhibit 030512.pdf, 20. Opitz-Middleton Hills photos 030512.pdf, 21. deFelice exhibit 030512.pdf, 22. Registration Forms Common Council Meeting 3-20-12.pdf, 23. Petition.pdf				

Date	Ver.	Action By	Action	Result
3/20/2012	1	COMMON COUNCIL	Adopt	Pass
3/5/2012	1	PLAN COMMISSION	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
2/28/2012	1	COMMON COUNCIL	Re-refer	Pass
2/20/2012	1	PLAN COMMISSION	Refer	Pass
2/7/2012	1	COMMON COUNCIL	Re-refer	Pass
1/23/2012	1	PLAN COMMISSION	Refer	Pass
12/15/2011	1	LONG RANGE TRANSPORTATION PLANNING COMMITTEE (ended 6/2018)	Return to Lead with the Recommendation for Approval	Pass
11/22/2011	1	PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION (ended 6/2018)	Return to Lead with the Following Recommendation(s)	Pass
11/1/2011	1	PLAN COMMISSION	Refer	
11/1/2011	1	PLAN COMMISSION	Refer	
11/1/2011	1	COMMON COUNCIL	Referred	
10/25/2011	1	Department of Planning and Community and Economic Development	Referred for Introduction	

Fiscal Note

City costs associated with urban development and the provision of urban services in this area will be included in future operating and capital budgets subject to Common Council approval.

Title

Amending the Sprecher Neighborhood Development Plan to revise the land use recommendations for lands located within and adjacent to the Grandview Commons Neighborhood Center Mixed Use District.

Body

WHEREAS the Sprecher Neighborhood Development Plan was adopted by the Madison Common Council on January 20, 1998; and

WHEREAS the Neighborhood Development Plan as adopted proposed the creation of a neighborhood commercial center at the southern end of the proposed north-south collector street serving the western half of the neighborhood, at its intersection with Cottage Grove Road; and

WHEREAS the land use recommendations for this Southwest (Town Center) Neighborhood Commercial Center emphasized the creation of an integrated neighborhood business district as distinct from an aggregation of separated business sites, mixed-use development with office or residential uses above retail uses, multi-story buildings located close to the sidewalk with parking to the rear or on side streets rather than in front of the businesses, short-term parking on business streets, minimum gaps in the street-level retail frontage, high levels of pedestrian amenities, and good linkages to the surrounding residential neighborhood; and

WHEREAS the land use and design recommendations for the Southwest Town Center described in the Sprecher Neighborhood Development Plan were substantially reflected in the development concept, zoning text and design standards established for the Neighborhood Center Mixed Use district component of the Grandview Commons General Development Plan as initially approved in February 2002, and further refined and detailed through subsequent Specific Implementation Plan approvals and General Development Plan revisions; and

WHEREAS the Sprecher Neighborhood Development Plan narrative discusses the relatively smaller scale and size of businesses proposed for the Southwest Neighborhood Commercial Center and specifically notes that it would be difficult for large businesses or uses requiring extensive parking to be compatible with the special urban design character of the district and the compact, pedestrian-oriented town center development concept; and

WHEREAS the General Development Plan zoning for the Grandview Commons Neighborhood Center Mixed Use district includes limits on the total amount of commercial development and on the maximum size of individual business establishments that generally reflect the recommendations for relatively small-scale development in the Neighborhood Development Plan; and

WHEREAS after more than ten years of effort, Veridian Homes, the developer of Grandview Commons, has concluded that future development of a wider array of smaller-scale neighborhood-serving businesses in the Neighborhood Center Mixed Use district will only be possible if the district is anchored by a large grocery store that can provide a full range of convenience goods to neighborhood residents and also make the district an attractive retail shopping destination for a wider market area; and

WHEREAS Rollie Winter & Associates has proposed the development of a 58,000 square foot grocery store as a free-standing establishment on lands adjacent to the Neighborhood Center that are currently recommended for Institutional uses and Low-Density Residential uses in the Sprecher Neighborhood Development Plan, and for Medium Density and Low Density Residential uses in the City of Madison Comprehensive Plan; and

WHEREAS an amendment to the Comprehensive Plan and to the Sprecher Neighborhood Development Plan would be required for the proposed large grocery store use to be consistent with the land use

recommendations in those plans; and

WHEREAS an amendment to the Comprehensive Plan to accommodate the proposed grocery store use was requested by Veridian Homes as part of the 2010-2011 Comprehensive Plan review process, and an amendment has been prepared by Planning Division staff for evaluation and consideration concurrently with the corresponding proposed amendment to the Sprecher Neighborhood Development Plan and the application for a revision to the Grandview Commons General Development Plan; and

WHEREAS an amendment to the Sprecher Neighborhood Development Plan has been prepared to expand the Mixed Use Commercial/Residential use area eastward to encompass additional lands currently designated for Institutional and Low-Density Residential uses, to re-designate the balance of the current Institutional use area for Low-Density Residential uses, to designate the proposed public library site for Institutional uses, to revise the recommendations for the Mixed-Use Commercial/Residential area to allow the potential development of a large anchor grocery store as part of an integrated mixed-use center with specified characteristics, and to make other related modifications to the recommended land use and street plan for this portion of the neighborhood; and

WHEREAS the proposed Sprecher Neighborhood Development Plan amendment was circulated to City agencies for their review; and

WHEREAS a public meeting was held in the neighborhood to present information, answer questions and hear comments on the proposed Neighborhood Development Plan amendment; and

WHEREAS written comments received on the proposed Neighborhood Development Plan amendment were compiled and provided to the Plan Commission and Common Council for consideration.

NOW THEREFORE BE IT RESOLVED that the Sprecher Neighborhood Development Plan, a supplement to the City of Madison Comprehensive Plan, is hereby amended to revise the land use recommendations for lands located within and adjacent to the Grandview Commons Neighborhood Center Mixed Use district, as illustrated and described in the amended Land Use and Street Plan map and plan narrative.