



City of Madison

Proposed Rezoning and Conditional Use

Location
6401 American Parkway

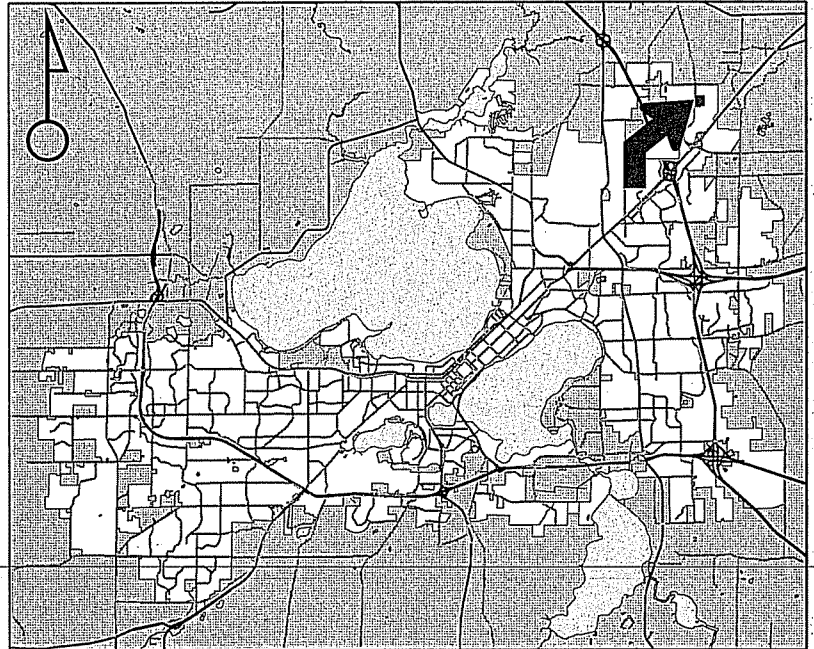
Applicant
Dan Swift – American Family
Mutual Insurance Company

From: PD To: Amended
PD-GDP-SIP

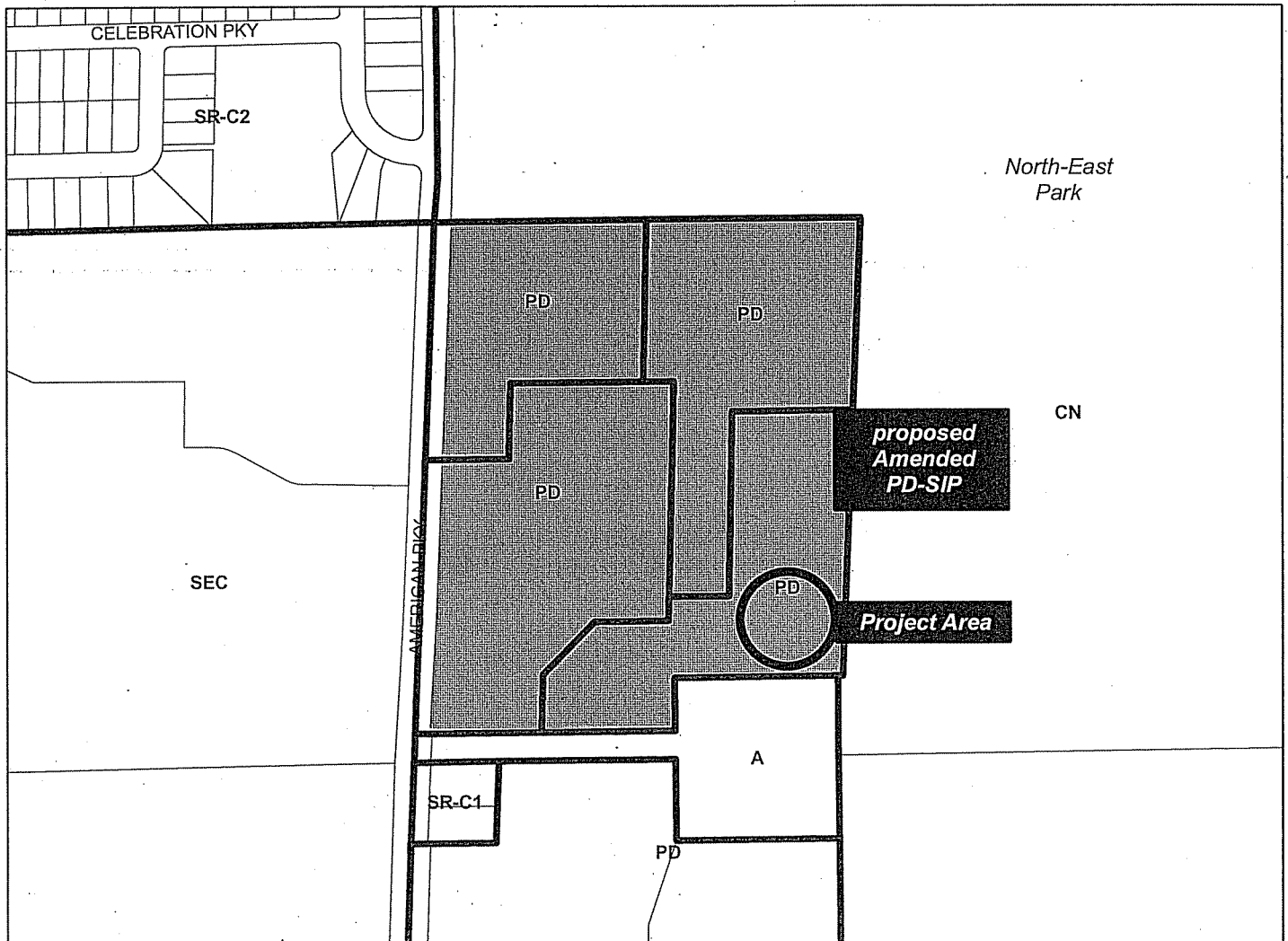
Existing Use
Vacant land

Proposed Use
Major amendment to general development
plan and specific implementation plan to
construct roof-aging research farm adjacent
to North-East Park.

Public Hearing Date
Plan Commission
12 May 2014
Common Council
20 May 2014

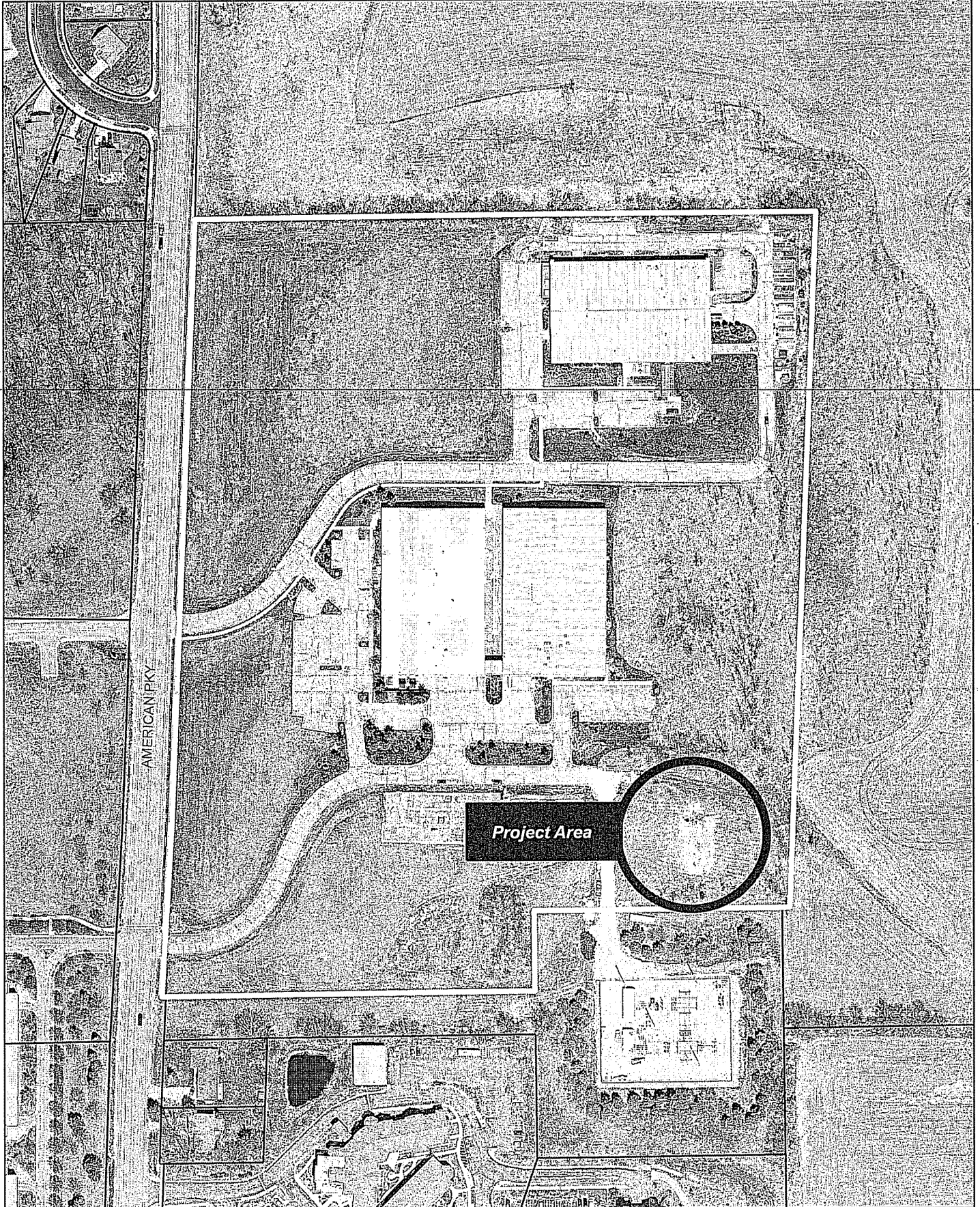


For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635.



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 30 April 2014





LAND USE APPLICATION

CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:
www.cityofmadison.com/developmentcenter/landdevelopment

FOR OFFICE USE ONLY:

Amt. Paid 5,300 Receipt No. 152045
 Date Received 3/11/14
 Received By JLK
 Parcel No. 0810-142-0202-2
 Aldermanic District 17-Joe Clausius
 Zoning District PD
 Special Requirements zone & PD
 Review Required By:
 Urban Design Commission Plan Commission
 Common Council Other: _____

Form Effective: February 21, 2013

1. **Project Address:** 6401 American Parkway

Project Title (if any): American Family Insurance Roof Farm

2. **This is an application for (Check all that apply to your Land Use Application):**

- Zoning Map Amendment from _____ to _____
- Major Amendment to Approved PD-GDP Zoning Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: _____

3. **Applicant, Agent & Property Owner Information:**

Applicant Name: Dan Swift **Company:** American Family Mutual Insurance Company
Street Address: 6000 American Parkway **City/State:** Madison, WI **Zip:** 53783
Telephone: (608) 242-4100 **Fax:** () **Email:** dswift@amfam.com

Project Contact Person: Same as above **Company:** _____
Street Address: _____ **City/State:** _____ **Zip:** _____
Telephone: () _____ **Fax:** () _____ **Email:** _____

Property Owner (if not applicant): _____
Street Address: _____ **City/State:** _____ **Zip:** _____

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: Project includes construction of a roof farm consisting of 16 structures that will be used to study the long-term aging effects on various roofing materials over a 30 year period.

Development Schedule: Commencement July 1, 2014 Completion September 30, 2014

5. Required Submittal Information

All Land Use applications are required to include the following:

Project Plans including:*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/alterd buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ X 11-inch paper

* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

Letter of Intent: Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:

- | | | |
|---|---|--|
| • Project Team | • Building Square Footage | • Value of Land |
| • Existing Conditions | • Number of Dwelling Units | • Estimated Project Cost |
| • Project Schedule | • Auto and Bike Parking Stalls | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft ² of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested |
| • Hours of Operation | | |

Filing Fee: Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: *City Treasurer*.

Electronic Submittal: All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.

6. Applicant Declarations

Pre-application Notification: The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than **30 days prior to FILING this request**. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:
Joe Clausius - January 14, 2014

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

Pre-application Meeting with Staff: Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: Timothy Parks Date: 1/9/2014 Zoning Staff: Matthew Tucker Date: 1/9/2014

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant Dan Swift Relationship to Property: Development Specialist

Authorizing Signature of Property Owner  Date 2/19/2014

American Family Insurance
6000 American Parkway
Madison, WI 53783

January 24, 2014

Tim Parks
Planner
Dept. of Planning & Community & Economic Development, City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53701-2985

RE: Letter of Intent for Roof Farm, American Family

Dear Tim:

~~American Family is working with the Insurance Institute for Business & Home Safety (IBHS) to~~ conduct a long-term aging program to study performance of aged roofing materials when subjected to high wind or impact tests. The IBHS roof farm project scope will consist of roofs constructed in multiples of four (4), and not to exceed twenty (20), for up to thirty (30) years. The area required for 16 roofs will require an area of 12,100 square feet (110'x110'). The roof material will vary for this project and the roofing structures will include, but may not be limited to: gable, mansard, hip, shed, gambrel, flat, butterfly and combination.

The site location for this project will be on parcel: 081014202022, located in the Southeast corner near the utility easement. This location was selected due to the limited visibility of the roof farm from the road, and due to the adjacent property line with city green space and the electrical substation. The area is currently serviced by an access road that will likely be widened and extended to support the requirements of the Madison Fire Department, as they need a 20' wide road and turn around and a hose length of 150' from the access road to the farthest corner of the project. The surface area where the structures will be built is currently grass, but we will add gravel around the structures to prevent soil erosion and rain run-off. Construction estimates have not been completed, as American Family will need to assess the requirements for any land improvements required by the city prior to sending the project out to bid.

American Family has met with the Alderperson for District 17, Joe Clausius on January 14, 2014 and the City of Madison Fire Department on January 22, 2014 to inform them of this project.

The previous plans for development of this area indicated that additional buildings and parking could be needed in the future. The plans for any new building structures to support staff or operations of American Family are no longer valid at this point in time. This roof farm will not create any new jobs for the company, or increase the traffic to this area.

American Family will be requesting to amend the General Development Plan to construct the roof farm for research and development use.

Sincerely,



Dan Swift

Development Specialist, The American Center
608.242.4100 ext. 30452

American Family Insurance
dswift@amfam.com

SUGGESTED ZONING TEXT GDP/SIP

Zoning Text

Project Name: American Family Roof Farm

Address: 6401 American Parkway, Madison, WI 53783

Legal Description:

Address: 6401 American Parkway, Madison, WI 53783

Parcel: 251/0810-142-0202-2

Lot: The American Center Plat, Lot 3

A. Statement of Purpose: American Family Insurance along with the Insurance Institute for Business and Home Safety would like to modify the General Development Plan to construct a roof farm to evaluate the long-term effects on various roofing products. This zoning will also apply to the existing development consisting of a print shop / media center, warehouse, and training facility. This zoning is an alteration of an approved GDP for the training facility mentioned above. In this previous GDP, future building structures were identified as expansion options. These future developments are no longer an being considered for the foreseeable future, and are being removed as part of this alteration.

B. Permitted Uses:

1. Those that are stated as permitted uses in the SEC zoning district.
2. Uses accessory to permitted uses as listed above.
3. Other uses listed here.

C. Lot Area: 1,206,199 square feet, 27.69 acres

D. Floor Area Ratio:

1. Maximum floor area ratio permitted is 1.0.
2. Maximum building height shall be 1.0 story or as shown on approved plans.

E. Yard Requirements: Yard areas will be provided as shown on approved plans.

F. Landscaping: Site landscaping will be provided as shown on the approved plans.

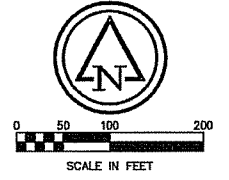
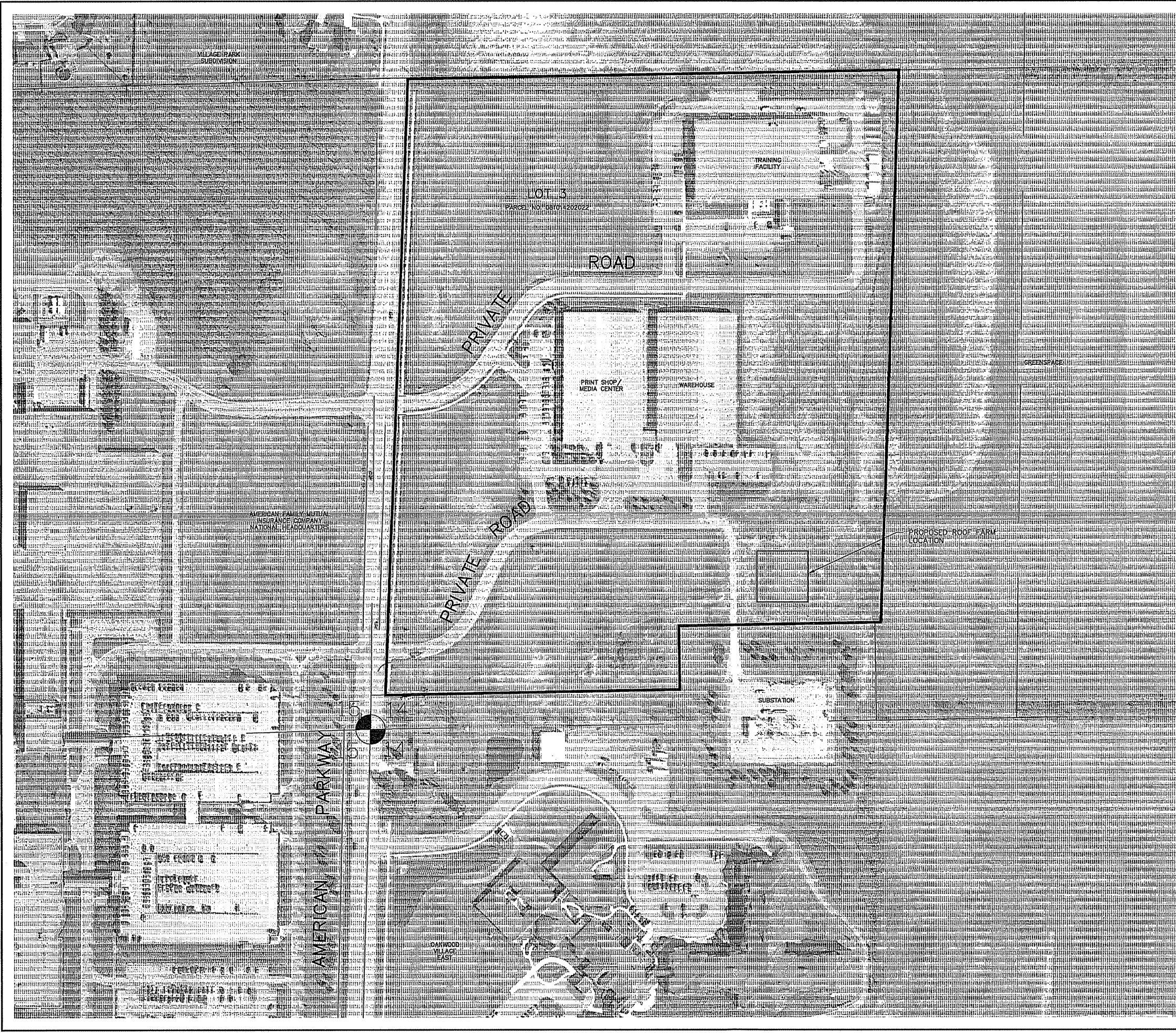
G. Accessory Off-Street Parking & Loading: Accessory off-street parking and loading will be provided as shown on approved plans.

H. Lighting: Site lighting will be provided as shown on approved plans.

I. Signage: Signage will be allowed as per Chapter 31 of the Madison General Ordinance. The final signage design will be approved by the city as required.

K. Alterations and Revisions: No alteration or revision 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.

Feb 17, 2014 12:12pm PLOTTED BY: dklemm SAVED BY: dklemm
 G:\CD\8190-American Family\00000\Lot 3 Zoning Amendment\2-001-cpl-Existing Conditions.dwg Layout1
 IMAGES: G:\CD\8190-American Family\00000\Lot 3 Zoning Amendment\Am_Fam.tif
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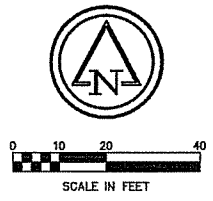
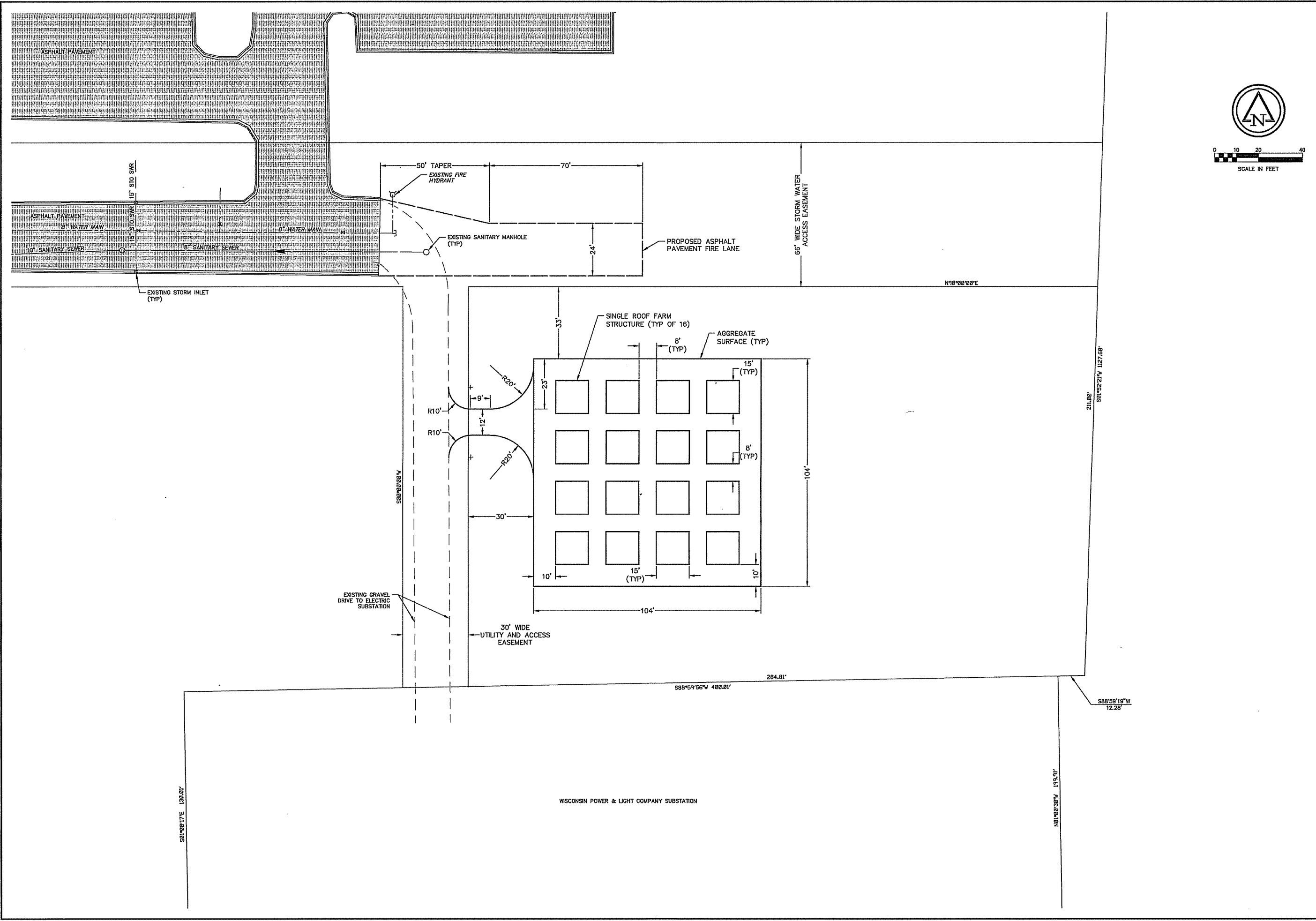
7	6	5	4	3	2	1
SECTION(S): 14 SW						
TOWN: 6N						
RANGE: 14E						

Ruekert-Mielke
 285 Corporate Drive, Suite 200 • Madison, WI 53714
 (608) 812-2800 • Fax: (608) 819-2801 • www.ruekert-mielke.com

AMERICAN FAMILY INSURANCE COMPANY
 LOT 3 ROOF FARM
 EXISTING CONDITIONS PLAN
 CITY OF MADISON
 DANE COUNTY, WISCONSIN

© COPYRIGHT 2014
 RUEKERT & MIELKE INC.
 DESIGNED BY: AWB
 DRAFTED BY: DJK
 CHECKED BY:
 DATE: FEBRUARY, 2014
 FILE NO.
8190-00000.100

Feb 17, 2014 10:53am PLOTTED BY: dklemm SAVED BY: dklemm
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 WAGES: Rm2234c; PRELIM52D-V8_AMFAM_bk_update_copy; AWB Lot 3 Working Drawing: PmbaAmFam
 RCP: Rm2234c; PRELIM52D-V8_AMFAM_bk_update_copy; AWB Lot 3 Working Drawing: PmbaAmFam



7	6	5	4	3	2	1
TOWN: 8N RANGE: 14E SECTION(S): 14 SW						

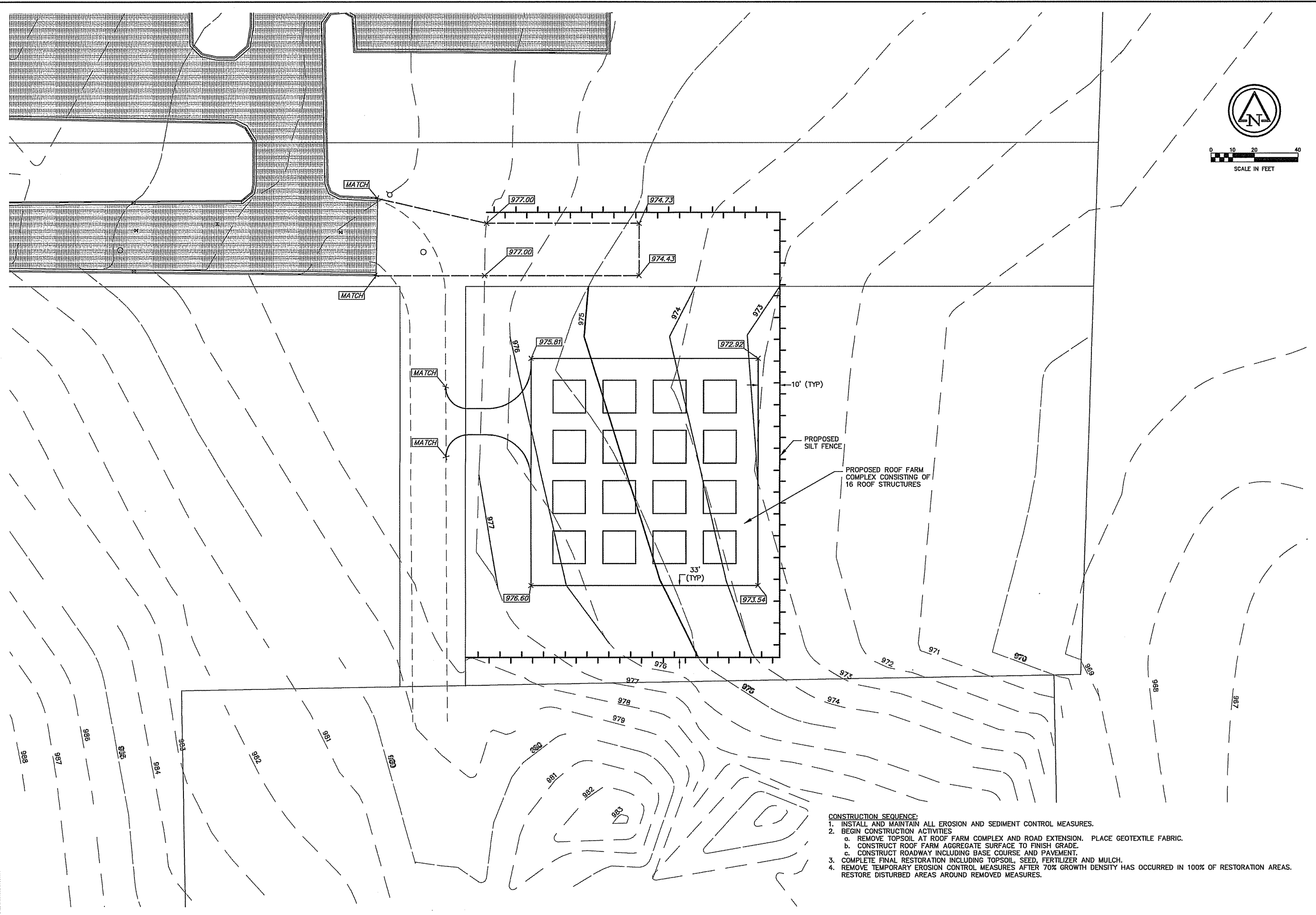
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AMERICAN FAMILY INSURANCE COMPANY
 LOT 3 ROOF FARM
 PROPOSED SITE PLAN
 CITY OF MADISON
 DANE COUNTY, WISCONSIN

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 DATE: FEBRUARY, 2014
 FILE NO.
8190-00000.100

SHEET NO.
2

Feb 17, 2014 10:54am PLOTTED BY: dklemm SAVED BY: dklemm
 G:\CD\8190_American Family\00000\Lot 3 Zoning Amendment\Z-003-cpl-Proposed Grading and Erosion Control Plan.dwg Layout1
 IMAGES: Rm22234c; PRELIM152D-V8_AMF-AM_btc_update_copy; Amfam_Topo_Level 2; PhotoAmfam; PmbaAmfam



- CONSTRUCTION SEQUENCE:**
1. INSTALL AND MAINTAIN ALL EROSION AND SEDIMENT CONTROL MEASURES.
 2. BEGIN CONSTRUCTION ACTIVITIES
 - a. REMOVE TOPSOIL AT ROOF FARM COMPLEX AND ROAD EXTENSION. PLACE GEOTEXTILE FABRIC.
 - b. CONSTRUCT ROOF FARM AGGREGATE SURFACE TO FINISH GRADE.
 - c. CONSTRUCT ROADWAY INCLUDING BASE COURSE AND PAVEMENT.
 3. COMPLETE FINAL RESTORATION INCLUDING TOPSOIL, SEED, FERTILIZER AND MULCH.
 4. REMOVE TEMPORARY EROSION CONTROL MEASURES AFTER 70% GROWTH DENSITY HAS OCCURRED IN 100% OF RESTORATION AREAS. RESTORE DISTURBED AREAS AROUND REMOVED MEASURES.

7	6	5	4	3	2	1
PLAN - 14 SW						
TOWN: 8N RANGE: 14E SECTION(S): 14 SW						

Ruekert-Mielke
 288 Corporate Drive, Suite 200 • Madison, WI 53714
 (608) 619-2800 • Fax: (608) 619-2801 • www.ruekert-mielke.com

**AMERICAN FAMILY INSURANCE COMPANY
 LOT 3 ROOF FARM
 PROPOSED GRADING, STORM AND EROSION CONTROL PLAN
 CITY OF MADISON
 DANE COUNTY, WISCONSIN**

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