

# CITY OF MADISON

# Proposed Rezoning

Location: 2600 & 2800 Blocks Todd Drive/2800 Block Ashford Lane/2800-2900 Blocks Curry Parkway

Applicant: City of Madison

From Temp A District(s)

To R4, R5, C2 & C3L District(s)

Existing Use: Residential and Commercial Uses

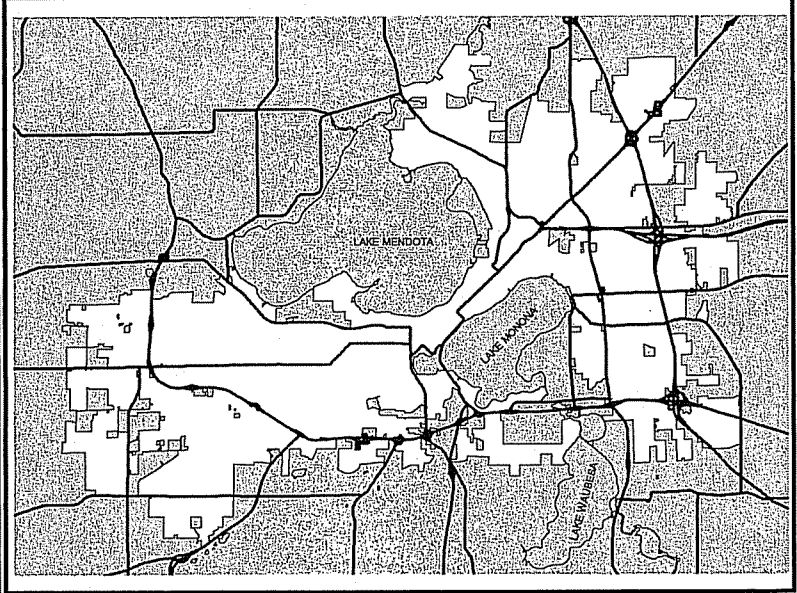
Proposed Use: Continued Residential and Commercial Uses

File No. \_\_\_\_\_

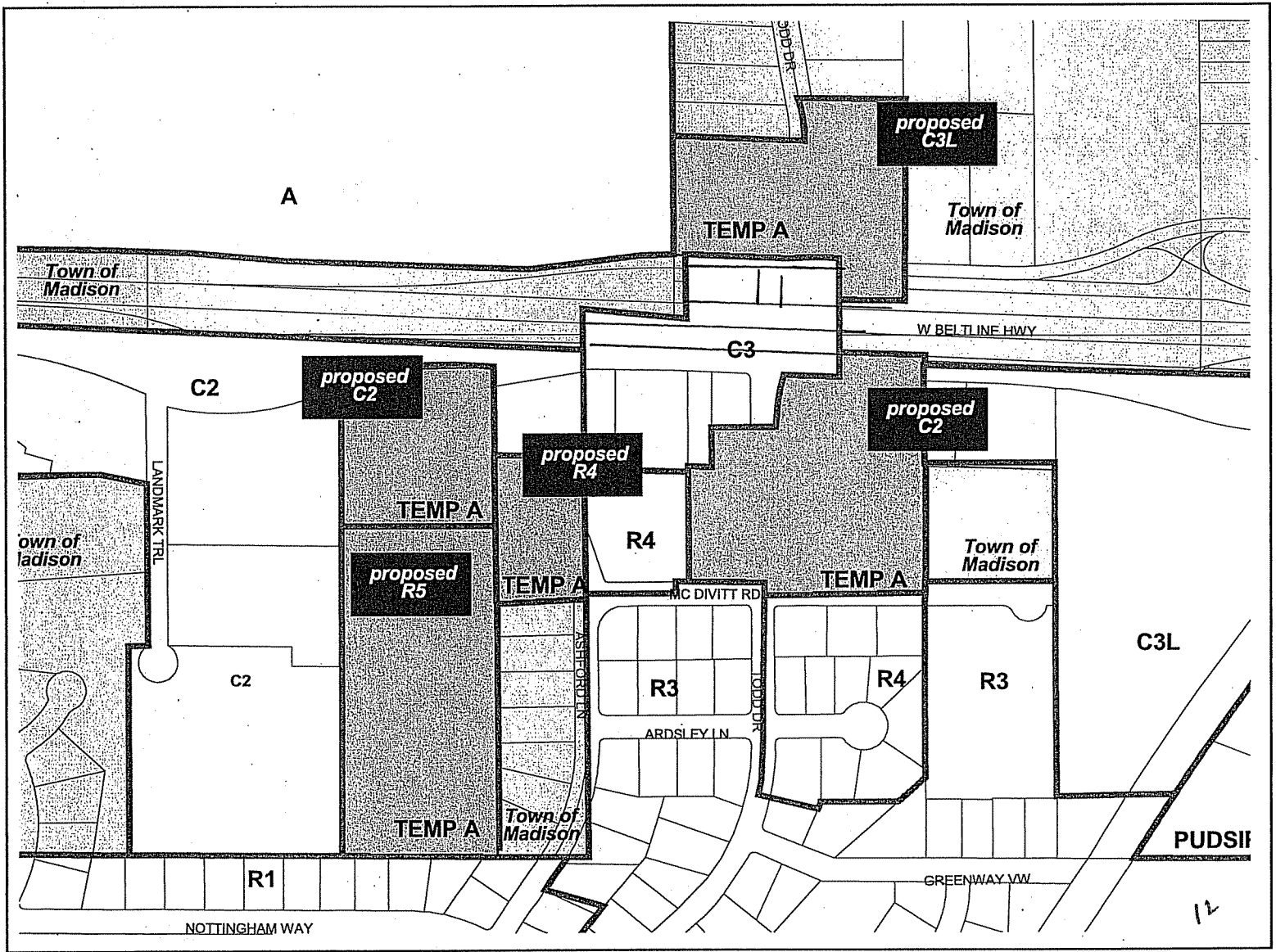
Public Hearing Dates:

Plan Commission 04 April 2005

Common Council 19 April 2005



For Questions contact: Bill Roberts at: 266-5974 or broberts@cityofmadison.com or City Planning at 266-4635

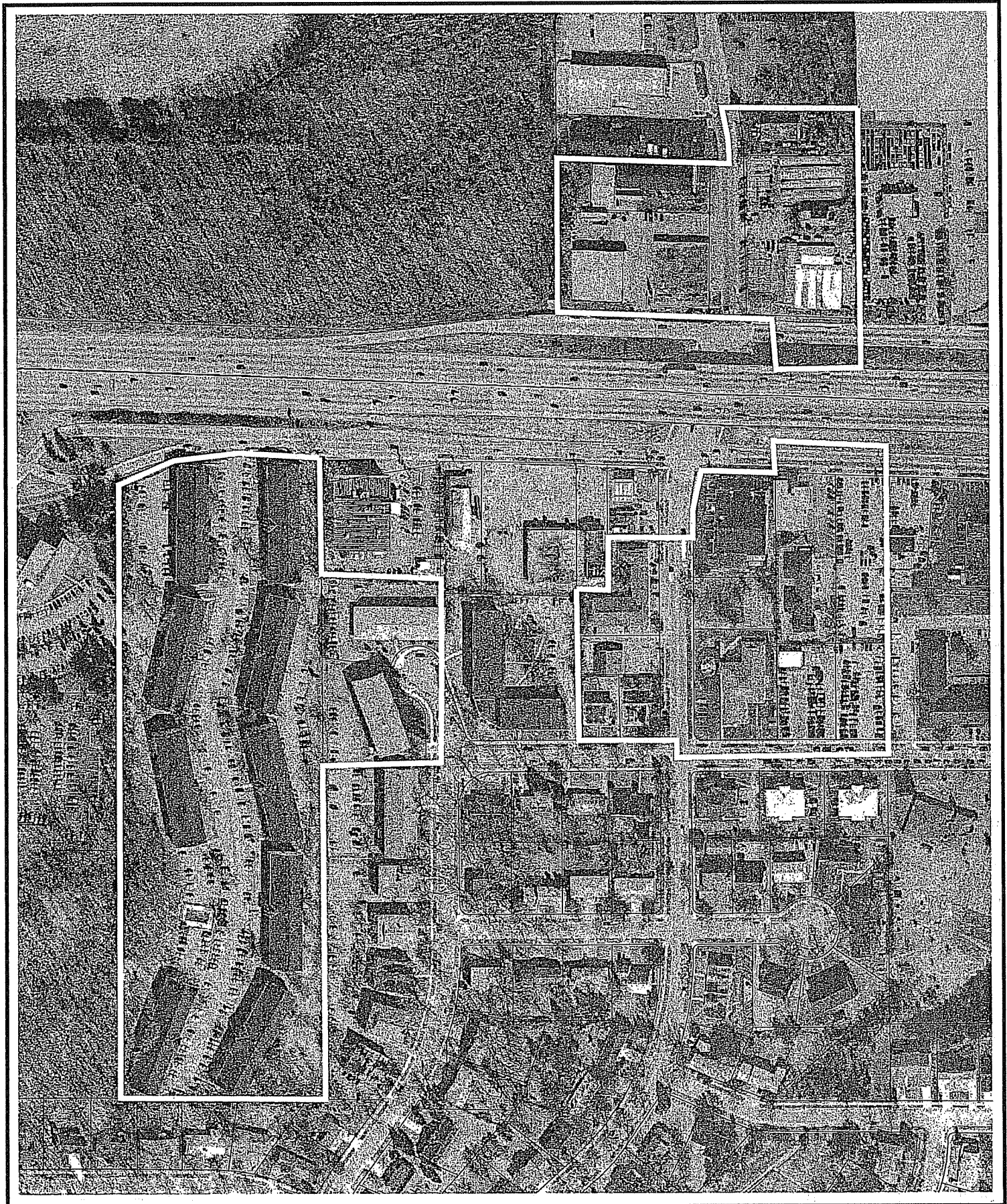


2600 & 2800 Blocks Todd Drive/  
2800 Block Ashford Lane/  
2800-2900 Blocks Curry Parkway

0 100 Feet



*Date of Aerial Photography - April 2000*



PLANNING UNIT REPORT  
DEPARTMENT OF PLANNING AND DEVELOPMENT  
March 9, 2005

**ZONING MAP AMENDMENT, LD. 00577 LOCATED IN THE 2600 AND 2800 BLOCKS OF TODD DRIVE; 2800 BLOCK OF ASHFORD LANE; 2800-2900 BLOCKS OF CURRY PARKWAY:**

1. Requested Action: Approval to rezone property from Temporary Agriculture to R4, R5, C2 and C3L to assign appropriate City zoning to recently attached property.
2. Applicable Regulations: Section 28.01 provides the process for zoning map amendments.
3. Report Drafted By: Bill Roberts, Planner IV.

**GENERAL INFORMATION:**

1. Applicant: This zoning map amendment was introduced by Planning Unit staff.
2. Parcel Location: Todd Drive at the West Beltline Highway, Curry Parkway, Madison Metropolitan School District, 14<sup>th</sup> Aldermanic District.
3. Existing Zoning: Temporary Agricultural zoning assigned at the time of attachment to the City of Madison.
4. Existing Land Use: Mix of residential and commercial uses (see map).
5. Surrounding Land Use and Zoning (See map): These developed sites are surrounded by a mix of residential and commercial uses along the West Beltline Highway and Todd Drive.
6. Adopted Land Use Plan: The adopted overall Land Use Plan for the City shows this area as CH Highway Commercial and RM-M Medium Density Residential Multi-Unit Housing District.
7. Environmental Corridor Status: These properties are not located within a mapped environmental corridor.

**PUBLIC UTILITIES AND SERVICES:**

The full range of urban services is available to these sites.

## **ANALYSIS, EVALUATION AND CONCLUSION:**

On July 20, 2004, the Common Council adopted an attachment ordinance consistent with the City of Madison, City of Fitchburg and Town of Madison Cooperative Plan that detached these properties from the Town of Madison and attached the land to the City of Madison. The attachments have/will occur in two phases. The first phase effective August 9, 2004 included this set of properties. The second phase will become effective on July 20, 2009. Under provisions of the agreement, the land was attached with a "Temporary" Agricultural zoning designation. These properties, along with adjacent properties in the area, have been included in the Todd Drive Redevelopment District.

The purpose of this zoning map amendment is to assign an appropriate City zoning classification that matches existing land use or zoning on the land prior to its attachment to the City of Madison.

In December of 2004, Planning staff sent the attached letter and map to all the property owners advising them of this pending zoning map amendment. In response to that letter, staff received feedback from one property owner indicating that their four-unit apartment buildings located at 2702 and 2710 McDivitt Road should be zoned C2 rather than R4. The ordinance has proposed C2 zoning for these two sites.

The City is in the process of implementing the Todd Drive Redevelopment Plan for this area along the Beltline Highway. The land included in this zoning map amendment has been designated as an area targeted for redevelopment in the July 9, 2004 "Achieving the Vision-Implementation Strategies to achieve redevelopment within the greater South Madison area." (Excerpts attached.) The Todd Drive Redevelopment Plan has been adopted by the Common Council. Additional changes to the zoning in this area may be required at a future date.

## **RECOMMENDATIONS:**

The Planning Unit recommends that the Plan Commission forward this zoning map amendment to the Common Council with a favorable recommendation. The Planning Unit does not object to the property owner's request to assign C2 zoning to the two parcels on McDivitt Road.



Department of Planning & Development  
**Planning Unit**

Website: [www.cityofmadison.com](http://www.cityofmadison.com)

Madison Municipal Building  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2985  
Madison, Wisconsin 53701-2985  
TDD 608 266 4747  
FAX 608 266-8739  
PH 608 266-4635

December 20, 2004

Dear Property Owner:

In August, your property was attached to the City of Madison from the Town of Madison. In order to provide your property with an appropriate zoning designation, the City of Madison's Planning Unit will be introducing an ordinance to provide permanent zoning for your property in the City of Madison.

Attached are two maps. The first map shows the zoning which existed for your property and adjoining properties prior to the attachment to the City of Madison. The second map shows the proposed zoning classifications for your property and adjoining properties. The Zoning Administrator has reviewed the proposed zoning classifications and has determined that the existing uses on your property are allowed within the proposed zoning designation.

If you are interested in reviewing the regulations for each of the zoning districts, you can access the City's Zoning Ordinance online at [www.cityofmadison.com](http://www.cityofmadison.com). When the public hearings are scheduled to consider this zoning map amendment, the City Clerk's Office will send out a notice for the meetings.

If you have any questions concerning the proposed zoning classification, please contact George Carran, Zoning Administrator at 266-4551, or Bill Roberts, Planning Unit at 266-4635.

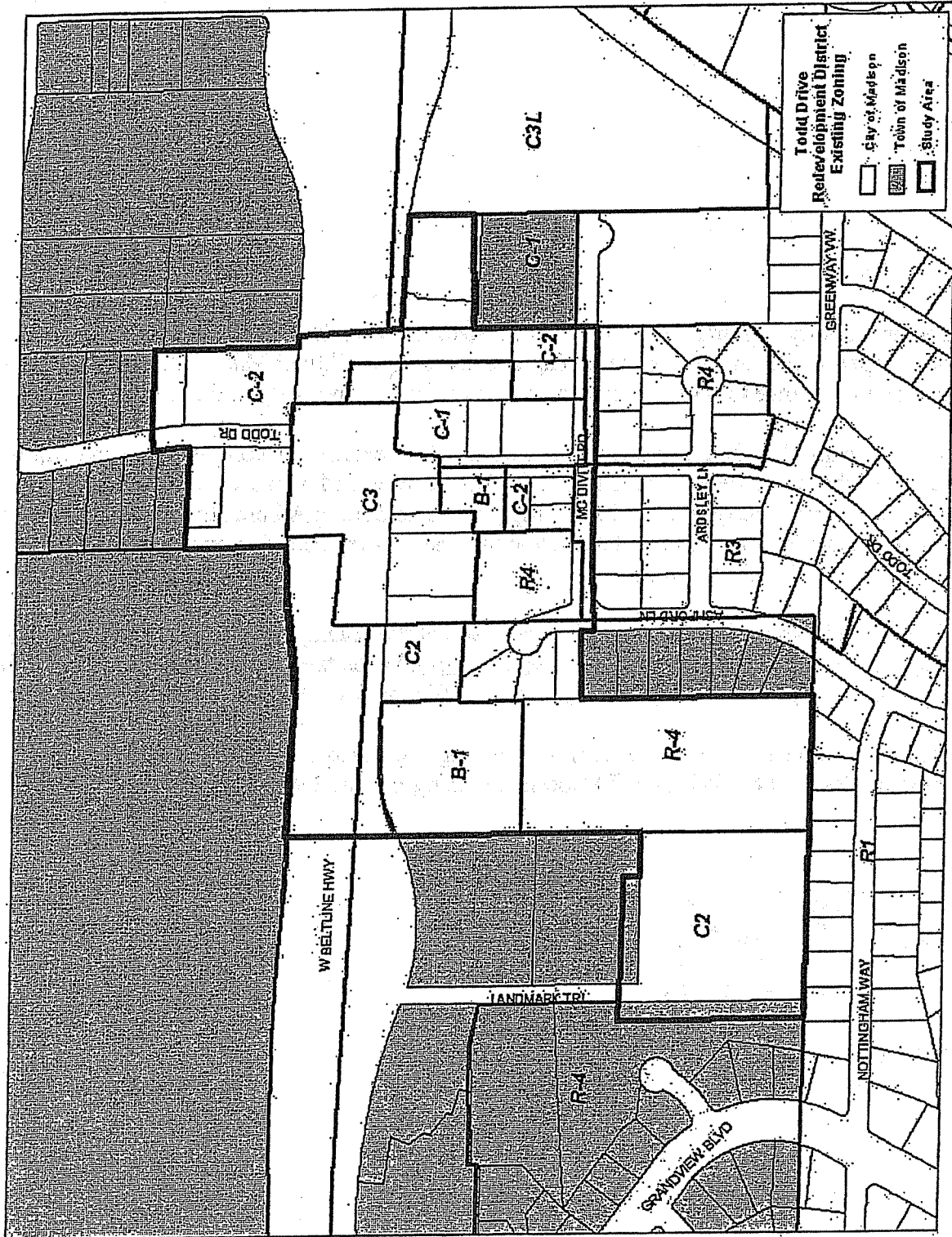
Sincerely,

Bradley J. Murphy, Planning Unit Director

C: Bill Roberts, Planner IV  
George Carran, Zoning Administrator

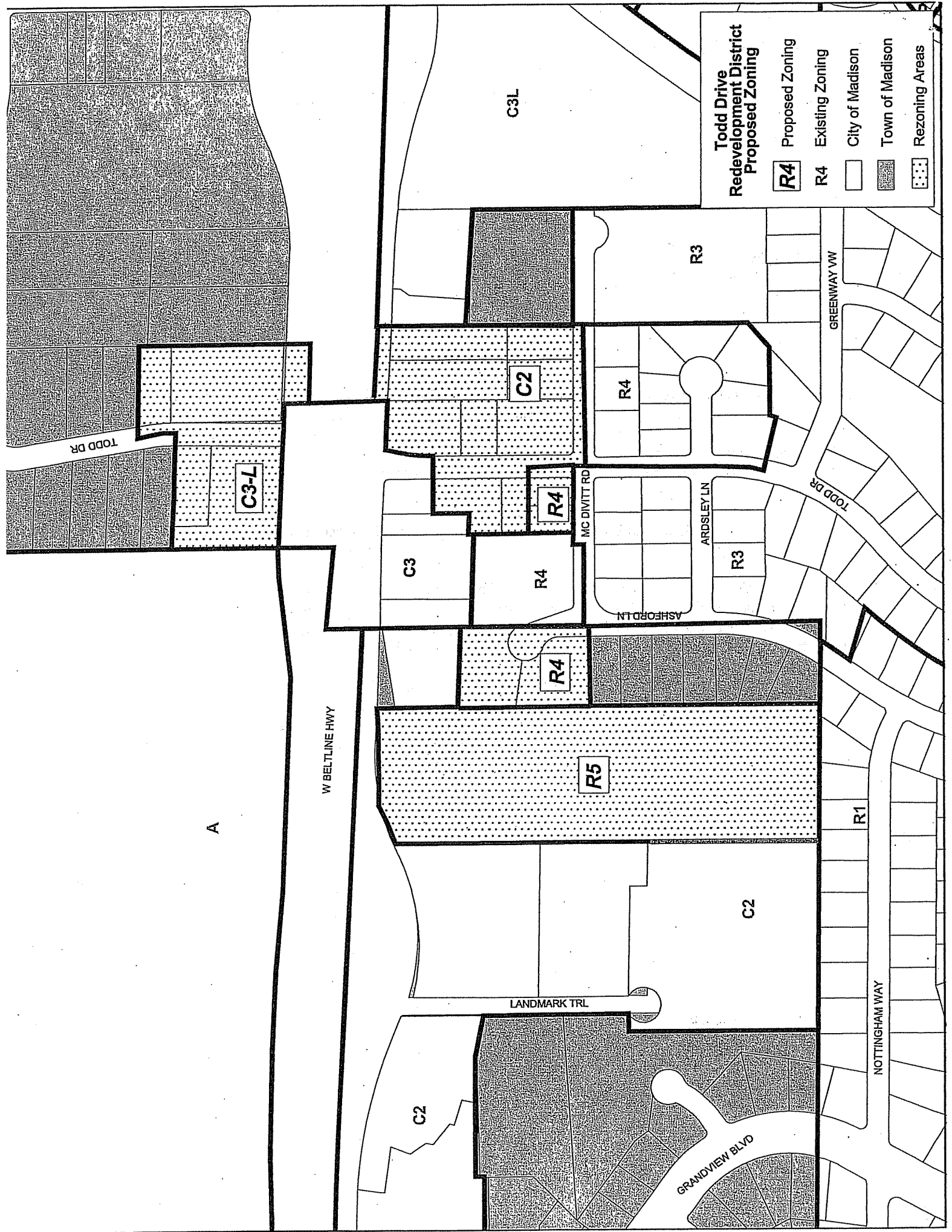


# Todd Drive - West Beltline



**Todd Drive  
Redevelopment District  
Proposed Zoning**

- R4** Proposed Zoning
- R4 Existing Zoning
- City of Madison
- Town of Madison
- Rezoning Areas



A

University of Wisconsin Arboretum

W BELTLINE HWY

LANDMARK TRI

Multi-Family Residential

Commercial

Multi-Family Residential

Single Family Residential

NOTTINGHAM WAY

ASHFORD LN

Multi-Family Res

MC DIVITT RD

Single-Family Residential

ARDSLEY LN

Commercial

TODD DR

Industrial

GREENWAY VW

Park & Open

Multi-Family Residential

Institutional

Multi-Family Res

Commercial

Commercial

TODD DR

Todd Drive Redevelopment District Existing Land Use

City of Madison

Town of Madison

Todd Drive Area Attachment





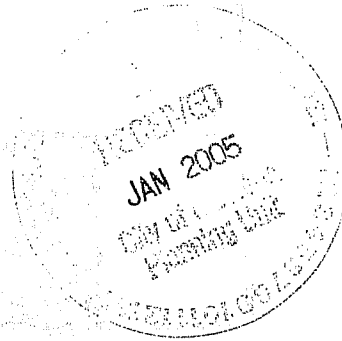
# Steve & Karen Franklin

5609 Thunderbird Ln.  
Monona WI 53716

Phone 226-9208

January 13, 2005

Bradley Murphy  
Planning Unit Director  
Madison, Wisconsin



Dear Bradley,

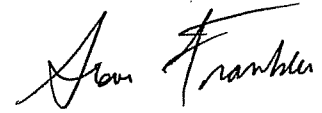
In August our property located at 2702 McDivitt Rd was attached to the City of Madison from the Town of Madison. In a letter received on December 20th 2004 the City of Madison's Planning Unit will introduce **appropriate zoning designation** for the property at 2702 McDivitt Rd and 2710 McDivitt Rd. Both of these properties are zoned C-2 and have been for over 40 years in the Town of Madison. Now that we have been annexed to the City of Madison, an ordinance will be introduced to provide permanent zoning for the properties from C-2 to R-4.

We oppose this change, along with David Thompson, building owner of 2710 McDivitt Rd. Both of these properties are 2 story brick 4-unit apartment complex's. We do not intend to change that.

We feel the classification of the properties as C-2 would be beneficial to us as owners rather than being zoned R-4. The Redevelopment of the Todd Drive area already has begun, with properties being bought by developer's and new Office/ Retail Buildings are being approved for construction. In the years to come Todd Dr. and McDivitt Rd. will be changing which will bring a positive change to the area.

What the future holds for the corner property on Todd DR and McDivitt Rd at 2702 McDivitt and the property at 2710 McDivitt Rd, No one knows. I do know that a 4-story office/retail building located directly adjacent to our properties will be started this summer. We feel the zoning should be left as C-2 as it would have a greater impact on the positive side for the City of Madison and for the future of the redevelopment of the Todd Drive area.

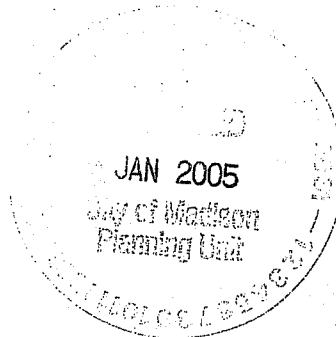
Sincerely,

  
Steve Franklin

**David Thompson**

2910 Grandview Blvd.  
Monona WI 53713

Phone 271-6086



January 13, 2005

Bradley Murphy  
Planning Unit Director  
Madison, Wisconsin

Dear Bradley,

In August our property located at 2710 McDivitt Rd was attached to the City of Madison from the Town of Madison. In a letter received on December 20th 2004 the City of Madison's Planning Unit will introduce **appropriate zoning designation** for the property at 2702 McDivitt Rd and 2710 McDivitt Rd. Both of these properties are zoned C-2 and have been for over 40 years in the Town of Madison. Now that we have been annexed to the City of Madison, an ordinance will be introduced to provide permanent zoning for the properties from C-2 to R-4.

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What the future holds for the corner property on Todd DR and McDivitt Rd at 2702 McDivitt and the property at 2710 McDivitt Rd, No one knows. I do know that a 4-story office/retail building located directly adjacent to our properties will be started this summer. We feel the zoning should be left as C-2 as it would have a greater impact on the positive side for the City of Madison and for the future of the redevelopment of the Todd Drive area.

Sincerely,

A handwritten signature in cursive script that reads "David Thompson".

David Thompson

# TODD DRIVE ATTACHMENT TO THE CITY OF MADISON FROM THE TOWN OF MADISON

## PHASES I & II

ORDINANCE NO.: 13675

DATE PUBLISHED: 08/06/2004

I.D. NO.: 35741

ALD. DIST. ANNEXED TO: 14TH

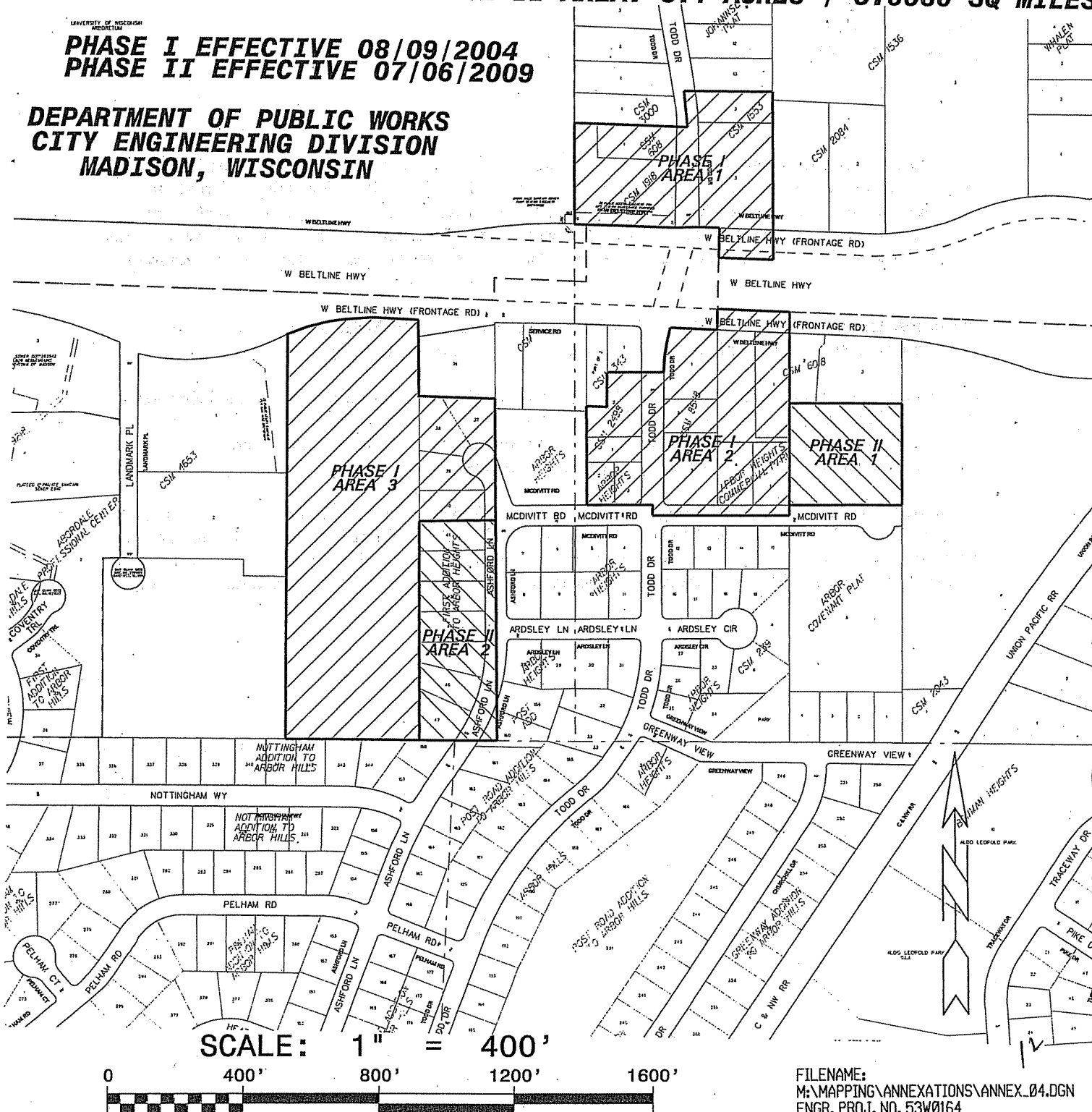
DATE ADOPTED: 07/20/2004 PHASE I AREA: 24.86 ACRES / 0.0388 SQ MILE

PHASE II AREA: 5.1 ACRES / 0.0080 SQ MILES

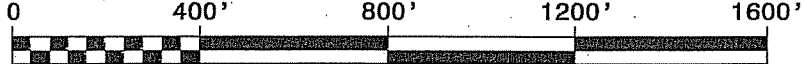
UNIVERSITY OF WISCONSIN  
PROPERTY

PHASE I EFFECTIVE 08/09/2004  
PHASE II EFFECTIVE 07/06/2009

DEPARTMENT OF PUBLIC WORKS  
CITY ENGINEERING DIVISION  
MADISON, WISCONSIN



SCALE: 1" = 400'

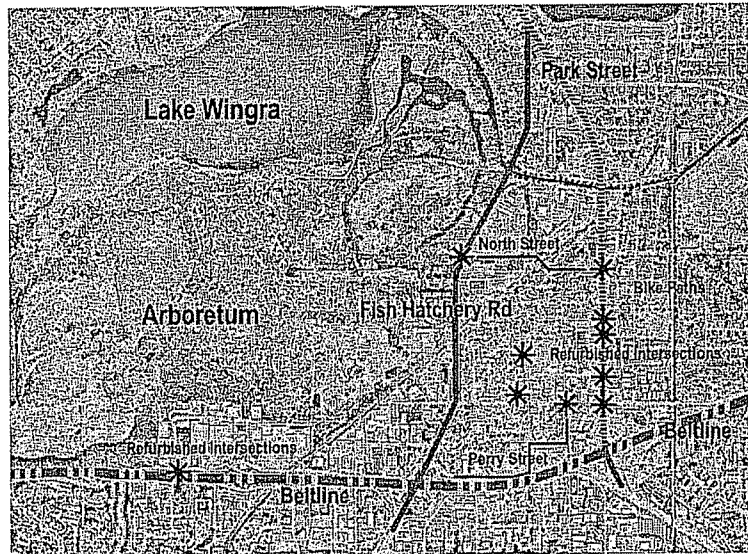


GRAPHIC SCALE (feet)

FILENAME: M:\MAPPING\ANNEXATIONS\ANNEX\_04.DGN  
ENGR. PROJ. NO. 53W0164  
DATE: 06/08/2004  
REVISED:

# Achieving the Vision

## Implementation Strategies To achieve redevelopment within the greater South Madison area



July 8, 2004

Mayor David J. Cieslewicz  
Alders Tim Bruer and Matt Sloan

Mark A. Olinger, Director, Department of Planning and Development and Executive Director, CDA

Badger-Ann-Park Street Redevelopment Committee: Jim Garner, Chair, Jeanne Hoffman, Matt Sloan,  
Tim Bruer, James Hegenbarth, Jerry Archer, Russell Endres, Peter Muñoz, LaMarr Billups, Jeffrey Richter, Bradley Boyle

Todd-Beltline Redevelopment Committee: Jim Garner, Chair, Jeanne Hoffman, Tim Bruer,  
James Campbell, Bradley Hutter, Gary Johannsen, Norma DeHaven, Richard Glesner, Edward Terry

## Area F: Todd-Beltline Area

### Opportunity

This area is declining in value with aging buildings and fragmented commercial ownership.

### Strategy

**Organizational Vehicle**  
The CDA should create a redevelopment district within this area, and work with existing private property owners and developers who may be interested in the area to facilitate their improvement of the area.

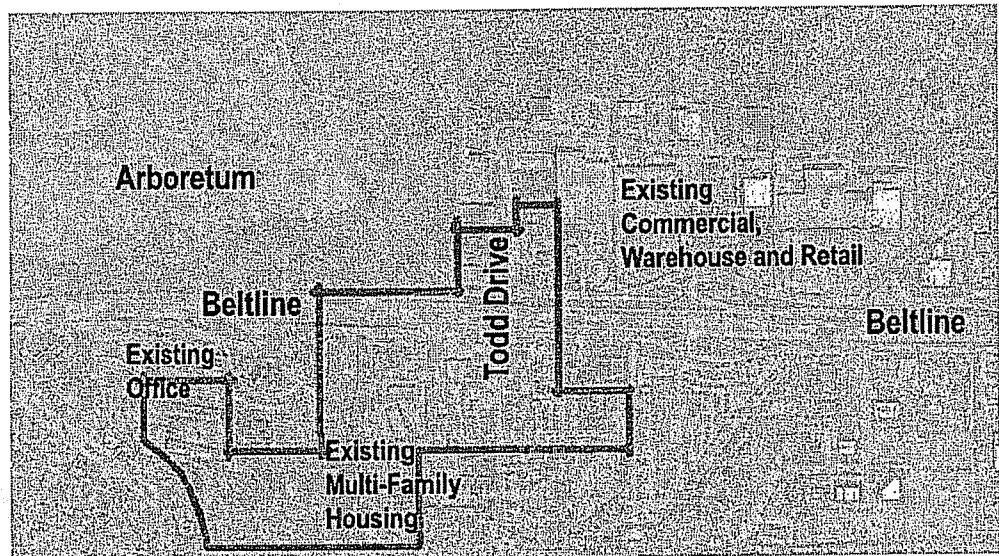


Fig. 14

### Resources

The Todd-Beltline Redevelopment Committee has recommended City use of \$1.2 million in capital budget funds for streetscape, pedestrian, transit, and bicycle enhancements to leverage State of Wisconsin Department of Transportation reconstruction of the Beltline Highway and the exit/entrance ramps for Todd Drive. The Committee believes that City commitment of these funds will encourage earlier State work on these critical intersections, and will stimulate private sector redevelopment in the area.

In addition, the CDA should recommend the creation of a Tax Incremental Finance District that could tap the construction of new commercial and retail office buildings currently under discussion in the Todd area for additional redevelopment projects that would enhance the area, including the redevelopment of some of the existing housing into workforce housing for employees of the companies that are, or will locate along the Beltline. This increment could further assist road improvements, critical site acquisition along the Beltline near Todd Drive, and a condo conversion program along McDivitt.

### Timeline

The City should complete the attachment process under the boundary agreement worked through with the Town of Madison and the City of Fitchburg. Once completed, the City should



complete a memorandum of understanding with the State regarding the planned reconstruction and intersection improvements.

The City should then work cooperatively with the State to complete the public participation process for the specific designs, and facilitate State completion of the project in a timely manner to encourage private redevelopment in the area.

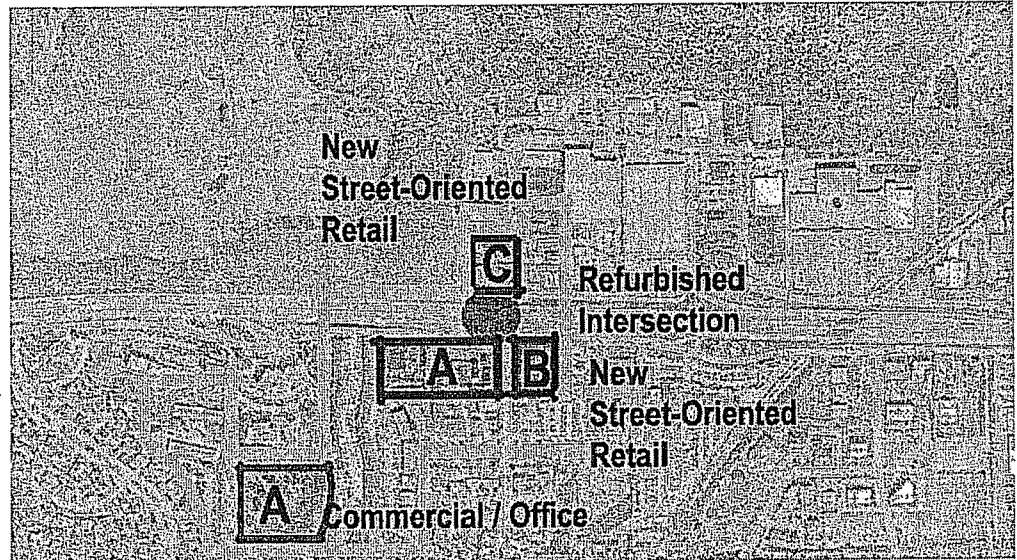
The CDA should adopt a tax increment district plan by January 2005 so that it might capture the current value of the property slated for office development as part of the base for the area, prior to new construction in the area.

## Development Potential:

There are three sub districts for potential development in the Todd Drive / Beltline District.

### Sub-Area A

Sub-Area A consists of a mixture of commercial properties at the intersection of Todd Drive and the West Beltline, residential properties further to the south and southwest, and a large site for a proposed office building in the southwest corner.



### Project Implementation:

To support the development of office and commercial space in the area, the following will be accomplished:

- The aging and marginal commercial properties adjacent to the West Beltline Highway will be removed and a new commercial development constructed;
- Housing on the west side of Ashford Lane will be rehabilitated and modified;
- The properties on the west side of Todd Drive that are residential will be either rehabilitated, or options explored to convert into owner-occupied housing; The City should include funds within the 205 capital budget to help facilitate these conversations.
- The remaining properties on the east side of Ashford Lane and the north side of Nottingham Way may be enhanced by City rehabilitation loans as appropriate;
- The Mortenson Investment Group (MIG) will continue to design, market, and develop a large vacant property in the southwest corner of this area with a multi-story office building. The first phase of the development may include a 140,000 gross square foot, six-story building. A second phase building has been identified but plans have neither been finalized by the owner nor approved by the City.

## **Sub-Area B**

*Sub Area B* consists of all commercial property on the south side of the West Beltline and the East side of Todd Drive.

### **Project Implementation:**

Some of the property in this sub area is underutilized. The redevelopment plan for this area includes acquisition and removal of some of the existing commercial properties so the site can be redeveloped for more productive and economic use. A redeveloper at this point has not been identified, although an adjacent landowner, Baxter Investments has expressed interest and has engaged the same set of consultants that have been hired by the Mortenson Investment Group to develop concepts plans for the west side of Todd Drive.

## **Sub-Area C**

*Sub-Area C* is a small area located on the north side of the West Beltline on both sides of Todd Drive extending approximately 500 feet north of the Highway frontage road.

### **Project Implementation:**

This area presently consists of some vacant buildings and underutilized property. It offers great potential for commercial redevelopment. This site contains two key quadrants of this intersection, both of which are underutilized. Redevelopment could increase density, activity, and value to the community and could add key aesthetic improvement to this intersection.