



Department of Planning & Community & Economic Development

## Planning Division

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March 11, 2019

### **Updating the Rattman and a portion of the Pumpkin Hollow Neighborhood Development Plans**

Over the past several months, staff developed a draft land use and transportation concept for primarily undeveloped areas in the Rattman and a portion of the Pumpkin Hollow neighborhoods. Staff seeks direction from the Plan Commission on the draft concept prior to moving forward in the planning process.

#### **Highlighted changes to the adopted neighborhood development plans**

The draft concept includes the following larger recommendations:

1. An east-west street between Eastpark Boulevard and South Biltmore Lane to break up the large block.
2. American Family Drive between American Parkway and Hoepker Road be converted to a public street and extended to Hoepker Road.
3. A new north-south collector street between American Family Drive and Hoepker Road through the Pumpkin Hollow NDP.
4. The extension of High Crossing Boulevard to American Family Drive and reconfiguration of the USH 151 on/off ramps to improve traffic flow.
5. Two ped/bike crossings of I-39,90,94 (north of Hayes Road, south of Hoepker Road) and one additional crossing of USH 151 (between I-39,90,94 and Nelson Road).
6. The Plan text will include language encouraging modifications to the SEC zoning text to facilitate infill development and a graphic that represents infill potential within the office park.

#### **February 21, 2019 Public Open House**

A public open house was held on February 21, 2019 at American Family Insurance Headquarters to review the draft concept. Below is a summary of the feedback that staff received.

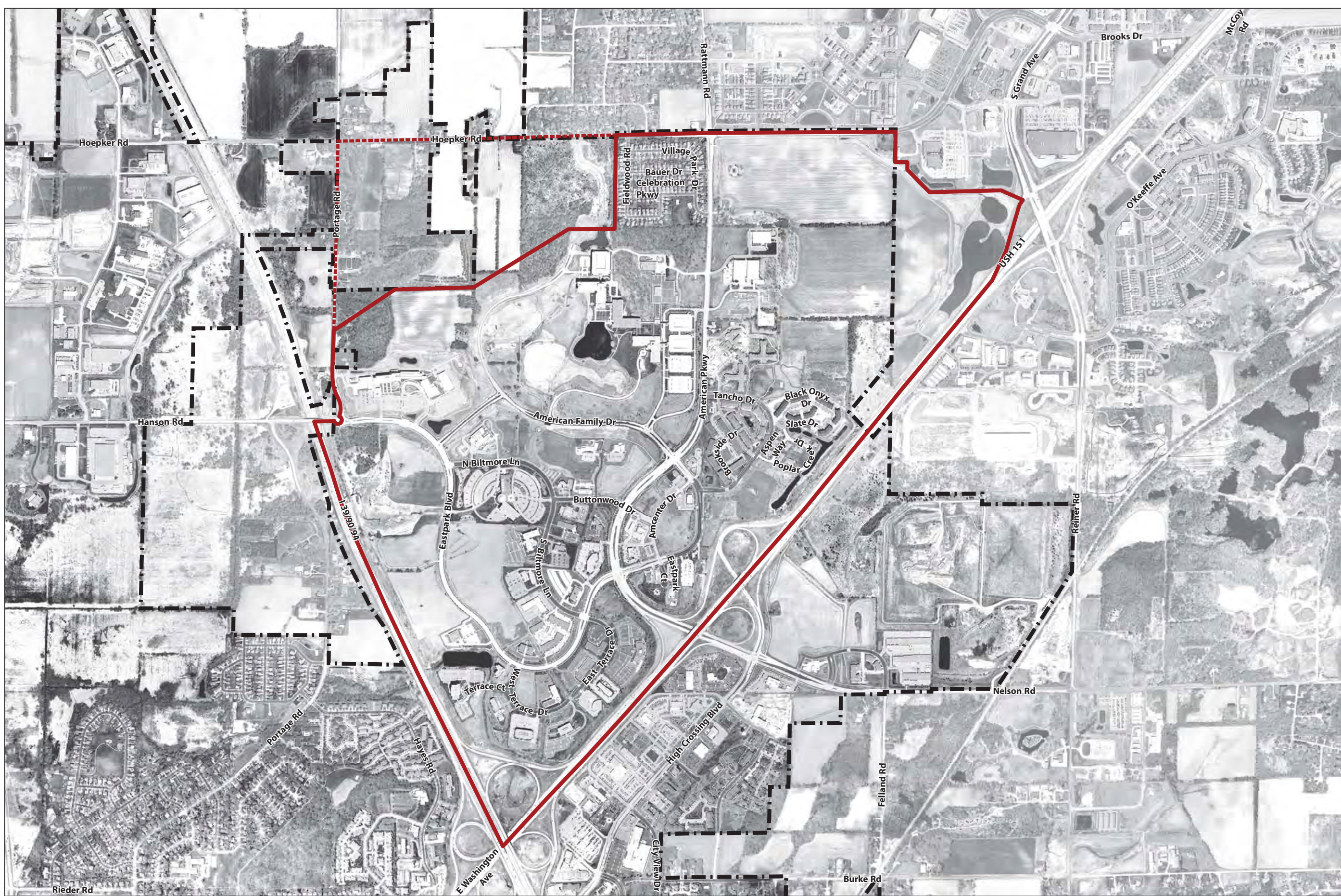
1. Concern about traffic congestion on Hoepker Road and Portage Road.
2. Interest in timing of road improvements for Hoepker Road and Portage Road.
3. Interest in timing of sanitary sewer extension to the east across the Interstate—in the vicinity of Hoepker Road.
4. Interest in final attachment of Town of Burke and status of zoning approvals granted in the County.

### **Specific questions for the Plan Commission**

Staff requests feedback from the Plan Commission on the following items:

1. Does the Commission agree with the recommended conversion of American Family Drive west of American Parkway from a private drive to a public street and extending the road to Hoepker Road?
2. Does the Plan Commission agree with the recommended extension of High Crossing Boulevard under USH 151 and creating a new intersection with American Family Drive as well as reconfiguring on and off ramps to USH 151. ?
3. Representatives of Burke Lutheran Church have expressed a desire to change the land use recommendation for the “back” (eastern) portion of the property from open space to residential. The *2008 Pumpkin Hollow NDP* included the eastern portion of the property in a larger open space corridor. Church representatives asked staff to consider a residential land use recommendation through this neighborhood development plan update. Staff evaluated this request and continues to recommend open space uses due to the natural features on the property (an intermittent stream corridor with steep, wooded slopes). Staff is recommending a small area for residential on the far eastern edge of the Church property (see Map 7). Staff requests feedback from the Plan Commission regarding this area.








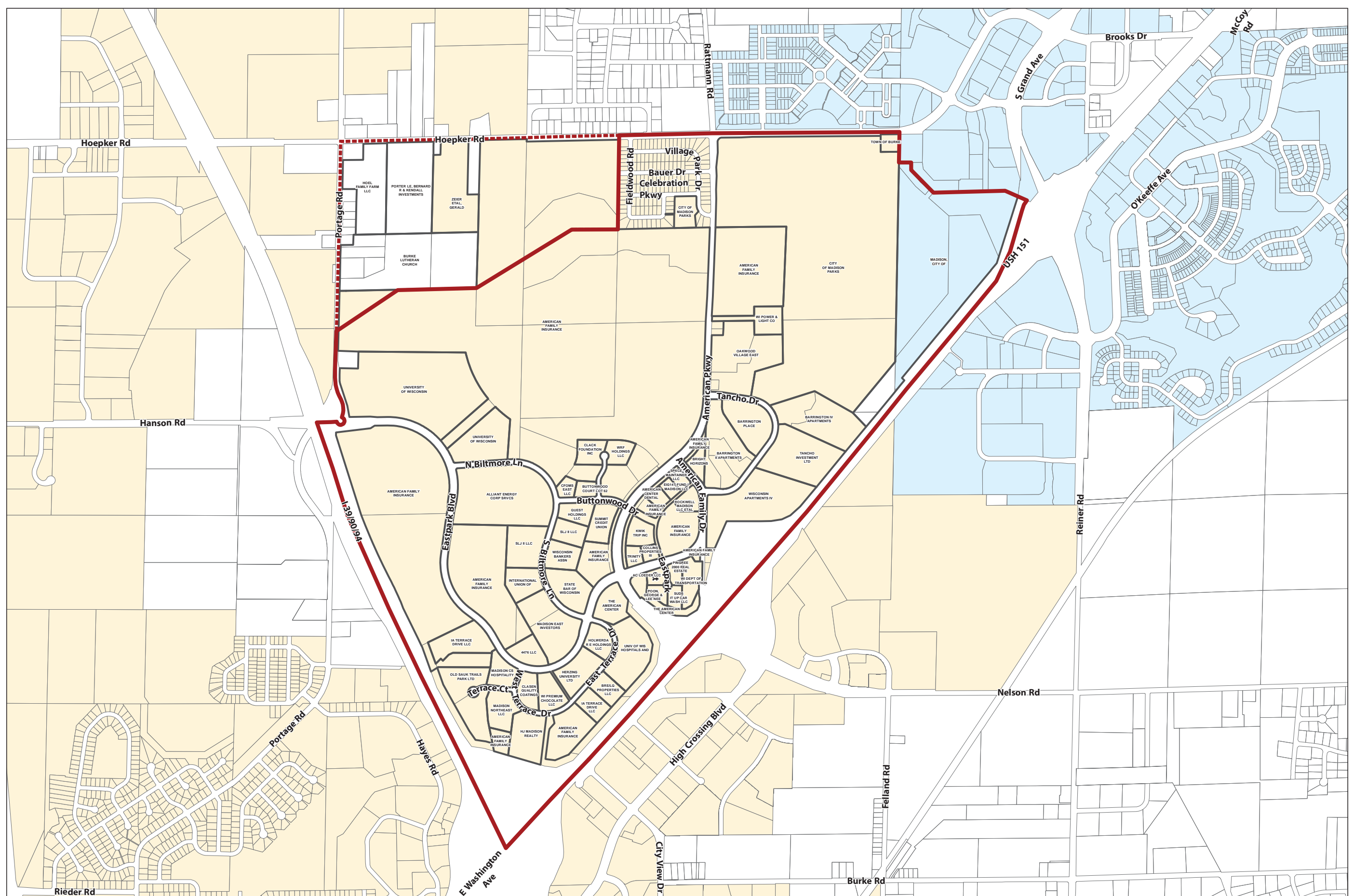
Map 1:  
Planning Area

Rattman Neighborhood  
Development Plan Amendment  
February 2019  
City of Madison Planning Division

- Rattman NDP
- Portion of Pumpkin Hollow NDP
- City of Madison Boundary





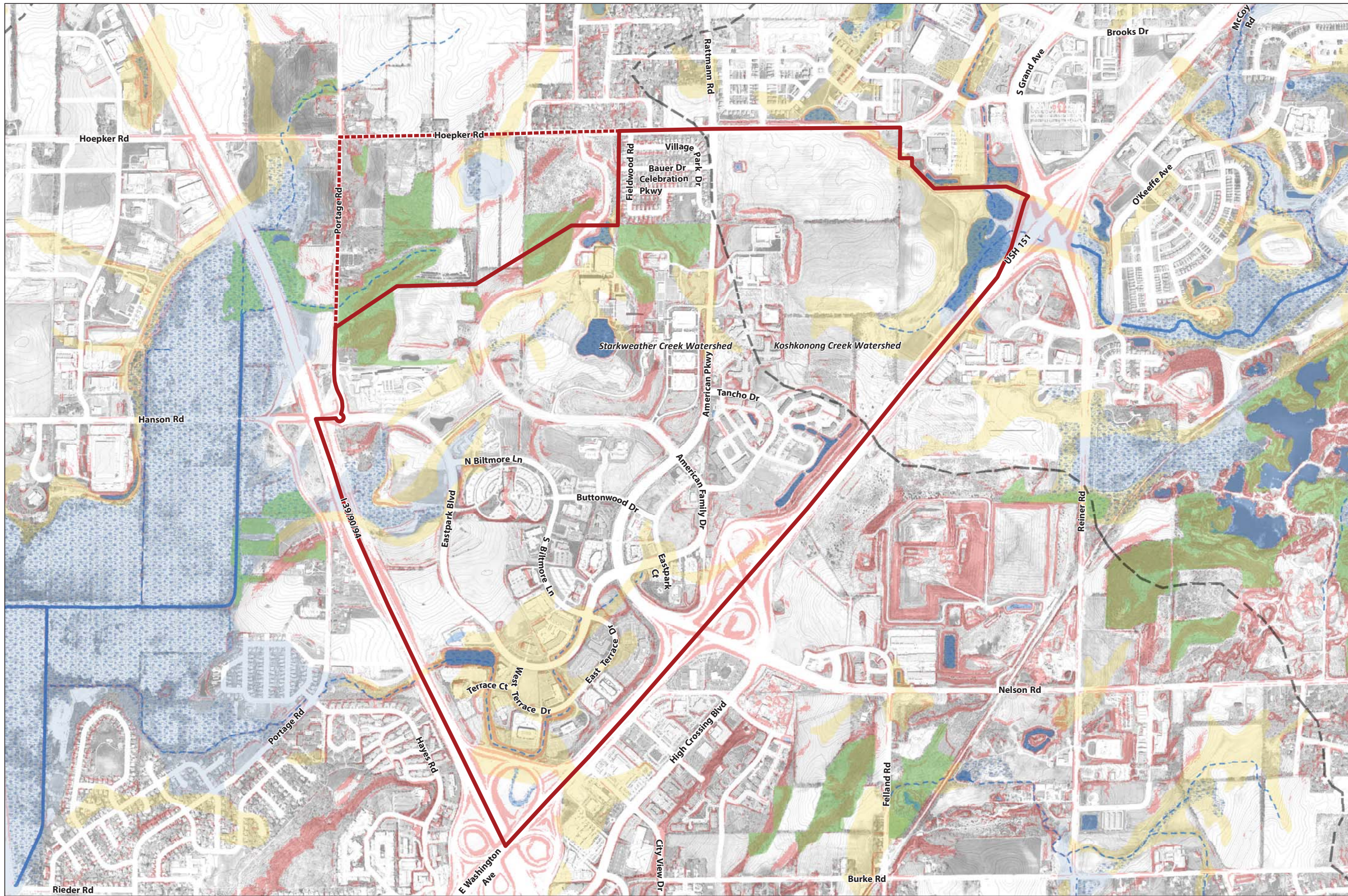
Map 2:  
Municipal Jurisdiction  
& Property Ownership

Rattman Neighborhood  
Development Plan Amendment  
February 2019

City of Madison Planning Division

- Rattman NDP
- Portion of Pumpkin Hollow NDP
- City of Madison
- City of Sun Prairie
- Town of Burke








Map 3:  
Natural Features

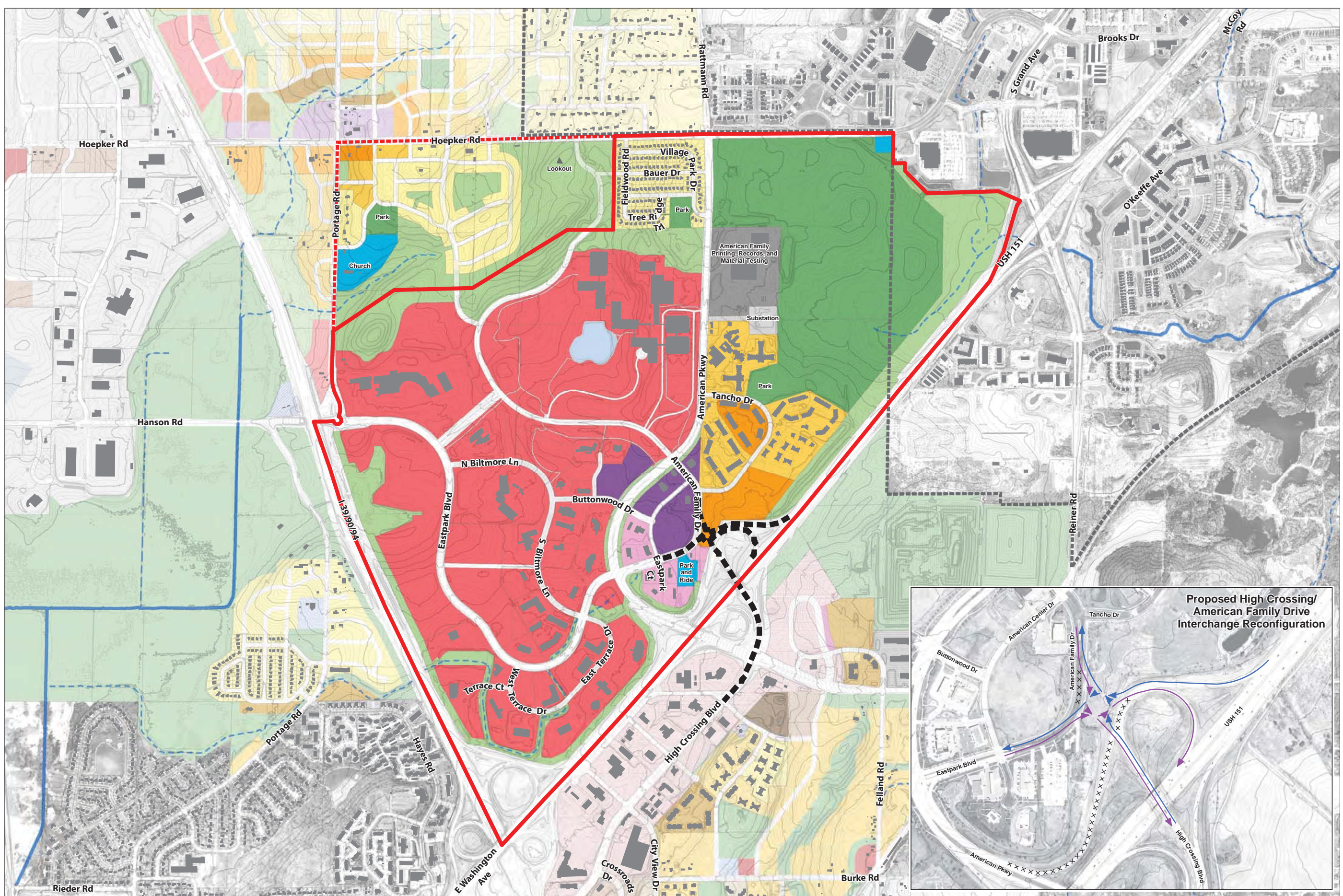
Rattman Neighborhood  
Development Plan Amendment  
February 2019  
City of Madison Planning Division

- |                               |                              |                       |
|-------------------------------|------------------------------|-----------------------|
| Rattman NDP                   | Intermittent Stream          | Slopes 12% or greater |
| Portion of Pumpkin Hollow NDP | Perennial Stream             | Wooded Area           |
| Major Ridgeline               | Wetland                      |                       |
| 10' Elevation Contour         | Hydric Soils                 |                       |
| 2' Elevation Contour          | Soils with Hydric Inclusions |                       |
| Surface Water                 |                              |                       |

City of Madison  
Date Printed: 2/26/2019



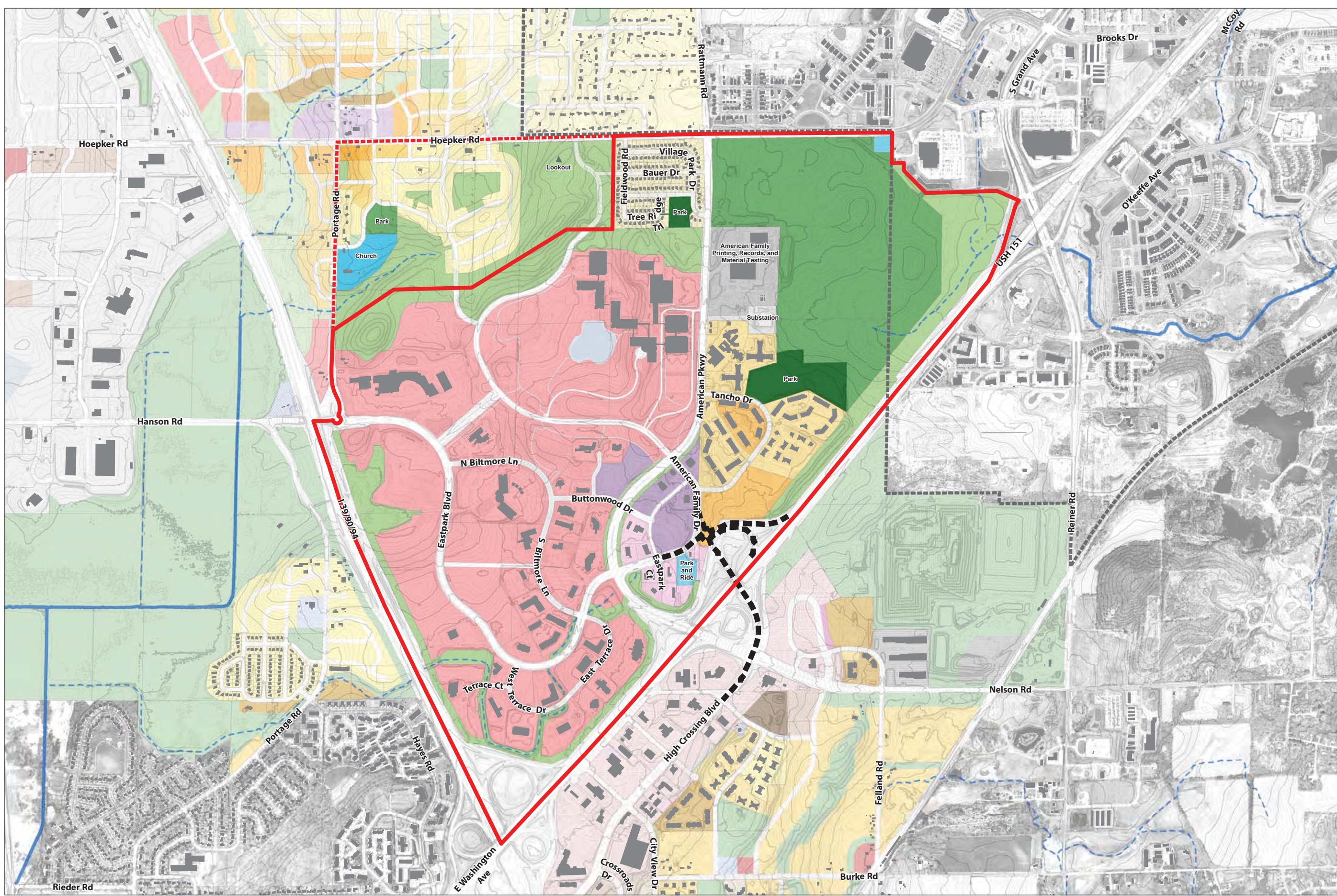


Map 7:  
Land Use and Street Plan

Rattman Neighborhood  
Development Plan Amendment  
February 2019  
City of Madison Planning Division

- |  |                             |                                 |                                 |
|--|-----------------------------|---------------------------------|---------------------------------|
| Rattman NDP  | Housing Mix 1 (0-8 du/ac)   | Institutional                   | Park                            |
| Portion of Pumpkin Hollow NDP                          | Housing Mix 2 (9-20 du/ac)  | Neighborhood Retail and Service | Stormwater and Other Open Space |
| Proposed Interchange                                   | Housing Mix 3 (21-40 du/ac) | Employment                      | Water                           |
| Final City of Madison and City of Sun Prairie Boundary | Neighborhood Mixed Use      | Industrial                      |                                 |
| Intermittent Stream                                    | Community Mixed Use         | Utilities                       |                                 |
| Perennial Stream                                       |                             |                                 |                                 |





Map 8:  
Parks and Open Space Plan

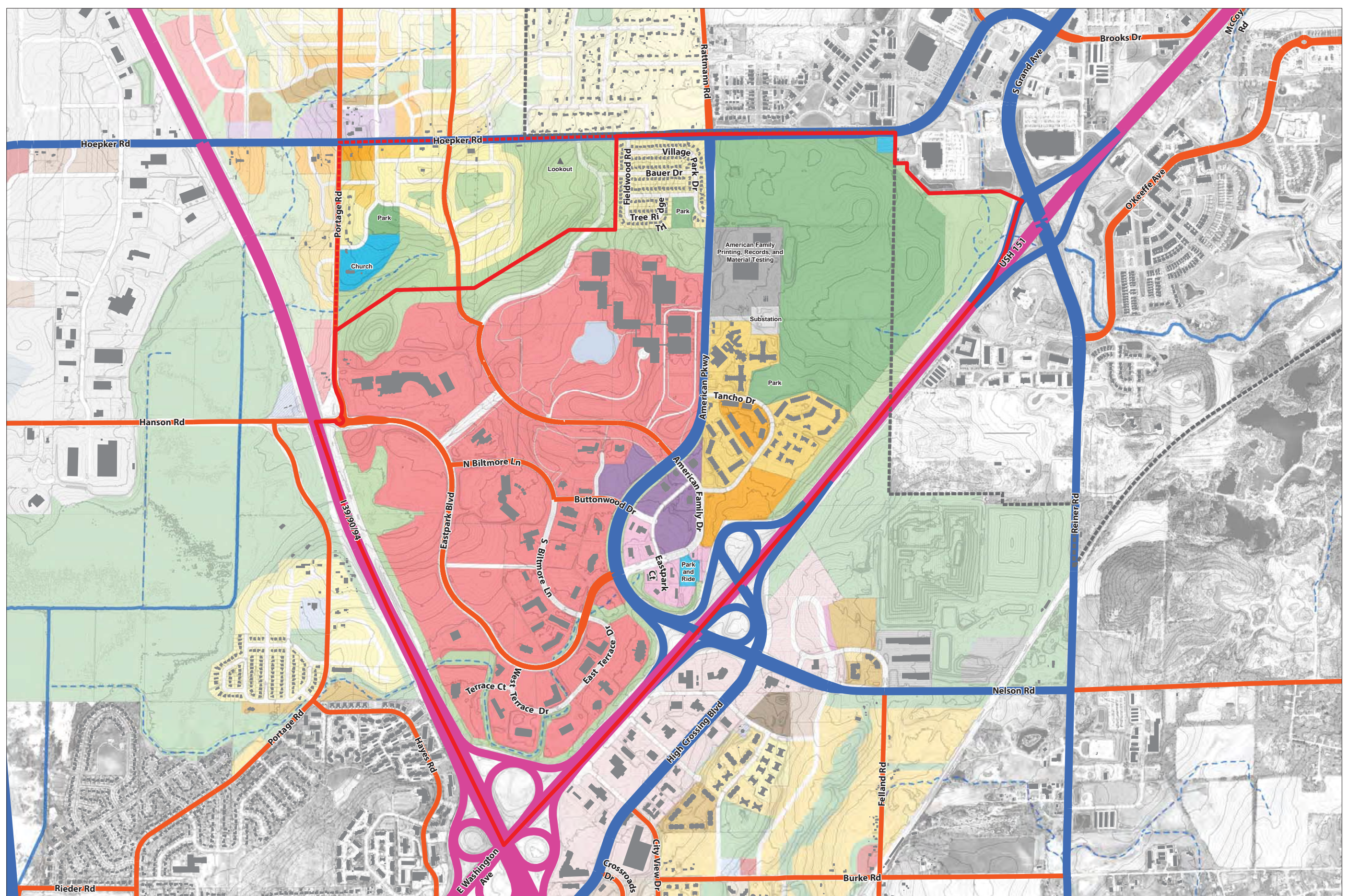
Rattman Neighborhood  
Development Plan Amendment  
February 2019  
City of Madison Planning Division

- Rattman NDP
- Portion of Pumpkin Hollow NDP
- Proposed Interchange
- Intermittent Stream
- Perennial Stream
- Existing Park
- Proposed Park
- Stormwater and Other Open Space

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Map 9:  
Transportation Plan -  
Roadways

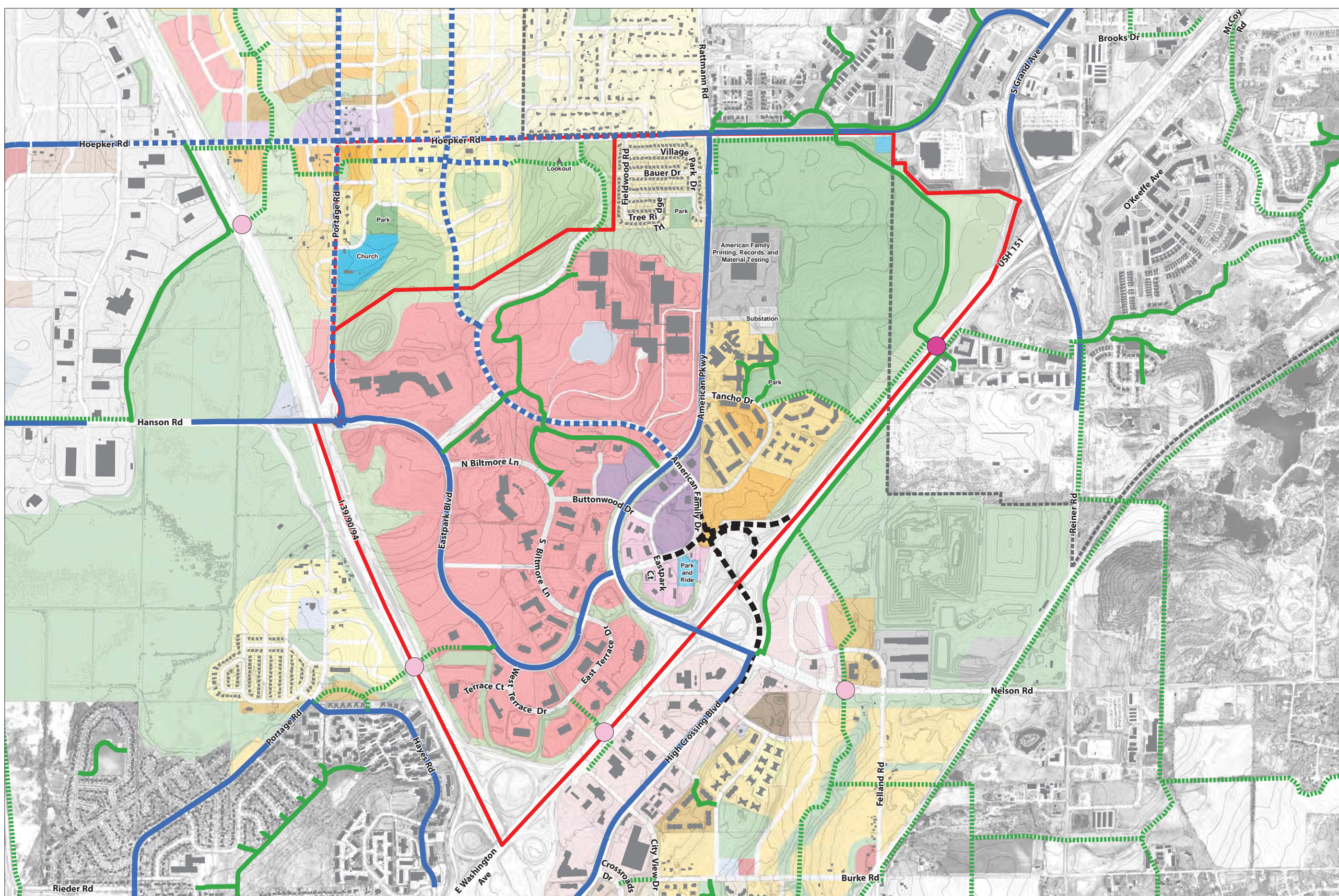
Rattman Neighborhood  
Development Plan Amendment  
February 2019  
City of Madison Planning Division

- Rattman NDP
- Portion of Pumpkin Hollow NDP
- Intermittent Stream
- Perennial Stream
- Principal Arterial
- Arterial
- Collector

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Map 10:  
Bicycle and Pedestrian Plan

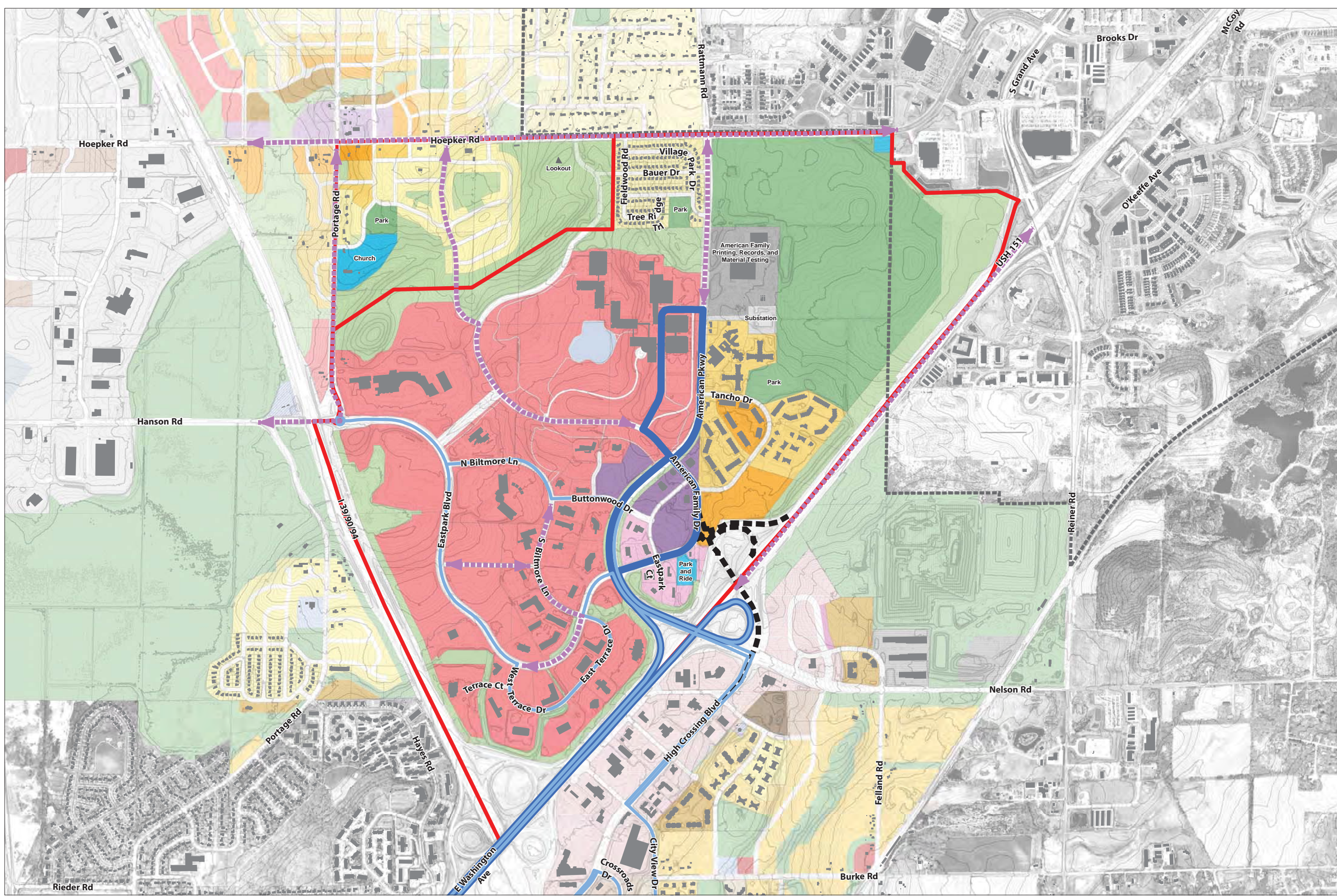
Rattman Neighborhood  
Development Plan Amendment  
February 2019  
City of Madison Planning Division

- Rattman NDP
- Portion of Pumpkin Hollow NDP
- Proposed Interchange
- Planned Shared-Use Path
- Existing Shared-Use Path
- Planned On Street Bicycle Facility
- Existing On Street Bicycle Facility
- Planned Overpass/Underpass
- Existing Overpass/Underpass

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Map 11:  
Future Transit Plan

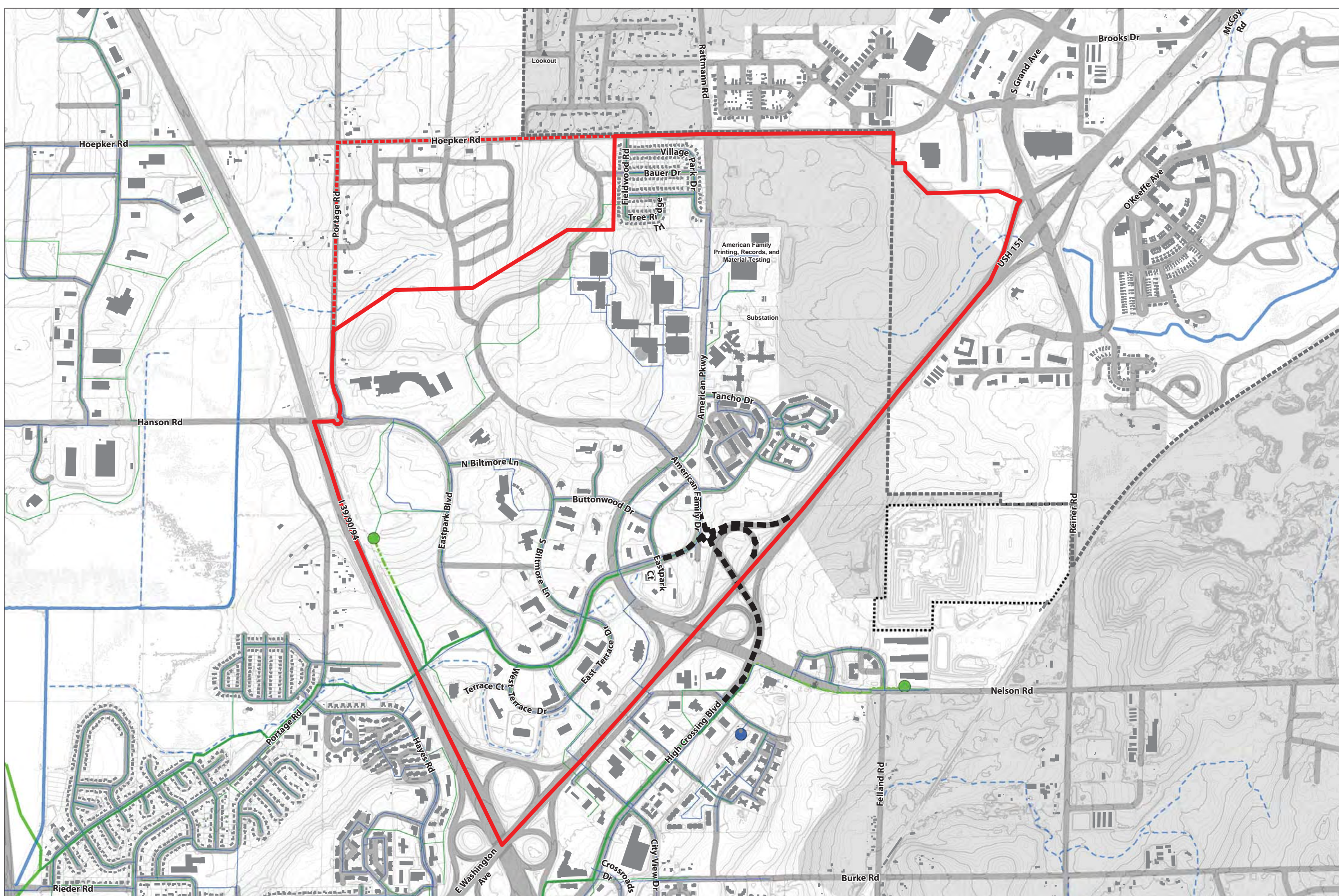
Rattman Neighborhood  
Development Plan Amendment  
February 2019  
City of Madison Planning Division

- Rattman NDP
- Portion of Pumpkin Hollow NDP
- Potential Future Transit Corridor\*  
\*Future corridors depicted on the map are conceptual and subject to change.
- Proposed Interchange
- Madison Metro Route 25
- Madison Metro Route 26

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Map 12:  
 Utilities & Urban Service Area  
 Rattman Neighborhood  
 Development Plan Amendment  
 February 2019  
 City of Madison Planning Division

- |                               |                                |                       |
|-------------------------------|--------------------------------|-----------------------|
| Rattman NDP                   | Land not in Urban Service Area | Sanitary Lift Station |
| Portion of Pumpkin Hollow NDP | Limited Service Area           | Sanitary Forcemain    |
| Proposed Interchange          | Water Main                     | Sanitary Interceptor  |
| Intermittent Stream           | Water Tower                    | Sanitary Main         |
| Perennial Stream              |                                |                       |

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