



City of Madison

Proposed PUD Alteration

Location
6509 Normandy Lane

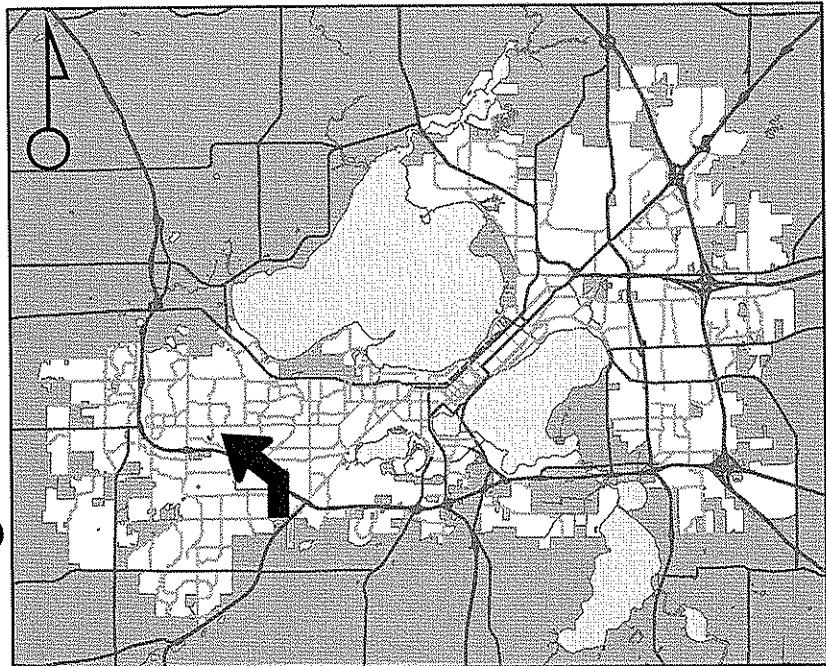
Project Name
Market Square Condos

Applicant
Charles Duncan for
Normandy Square, LLC

Existing Use
Shopping Center and
Movie Theater

Proposed Use
PUD Time Extension (Up to 60
Months from Date of GDP Approval)

Public Hearing Date
Plan Commission
10 May 2010



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



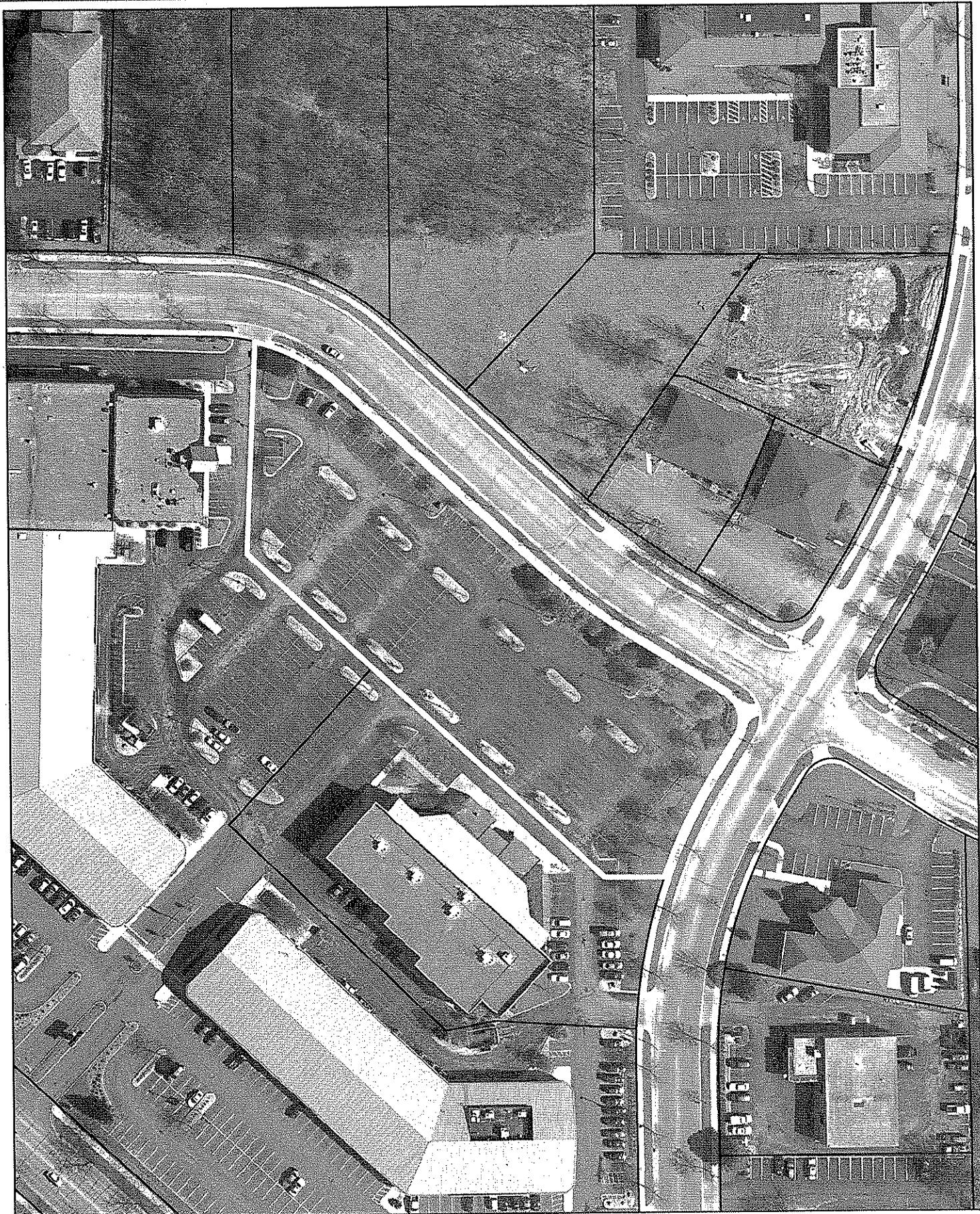
Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 27 April 2010



City of Madison

6509 Normandy Lane



Date of Aerial Photography : April 2007



COPY

City of Madison
Attn: Brad Murphy
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

April 7, 2010

Re: July 19th 2007 Letter from Timothy M. Parks for approval of request to rezone 6500 Odana Road and 502 S. Yellowstone Drive

Dear Sirs:

The people involved with this site still feel that they would like to continue with the construction of this project. But due to the continued economic situation that exists today, we cannot arrange financing or justify construction due to the large number of condo units available at this time. We are hopeful that the economic outlook will change sometime in the near future and construction either can or will ensue. Therefore we are asking that the City of Madison take the necessary steps to extend the approval for the maximum of 60 months after your original approval date of July 17th 2007 which would extend the expiration date to July 17th 2012.

The CSM requested per Mr. Parks letter has been completed as have several of the other items requested. The remaining items will be addressed as the construction documents are prepared.

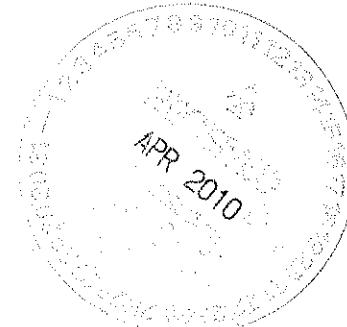
Certified Survey Map # 4364993
Certified Survey Map # 12279 Vol. 76 Page 85

Regards,

A handwritten signature in black ink that reads "Charles E. Duncan".

Charles E. Duncan

Cc: Gerry Dohm
Timothy Parks – City of Madison - Planner





Department of Planning & Community & Economic Development
Planning Division

Website: 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

July 19, 2007

Steve Yoder
Advanced Building Corporation
3624 Pioneer Road
Verona, Wisconsin 53593

RE: Approval of a request to rezone 6500 Normandy Lane (aka. 6650 Odana Road/ 502 S. Yellowstone Drive) from C3L (Commercial Service & Distribution District) to Planned Unit Development, General Development Plan and Planned Unit Development, Specific Implementation Plan (PUD-GDP-SIP) to allow construction of a 91-unit residential condominium building.

Dear Mr. Yoder:

At its July 17, 2007 meeting, the Common Council conditionally approved your application to rezone property located at 6650 Odana Road and 502 S. Yellowstone Drive from C3L to PUD-GDP-SIP. The following conditions of approval shall be satisfied prior to final approval and recording of the planned unit development and the issuance of any building permits for the project:

Please contact Janet Dailey, City Engineering, at 261-9688 if you have questions regarding the following fourteen (14) items:

1. Application contains significant parcel data (address and parcel number) errors, referring to an entirely different property across the street on Normandy Lane. Parcel square footages listed in application also do not match proposed Lot 1 of Certified Survey Map (CSM).
2. Revise the CSM, so that at a minimum it includes a proposed Lot 2 for the Market Square Retail Mall remnant lands. Also, if the planned Phase II Condominium site configuration allows for the existing theater to remain in the interim, then a proposed Lot 3 can be created at this time if applicant wishes, or taken care of with future rezone application.
3. PLSS land tie bearing does not include a directional suffix and shall be revised. Land tie also omits bearing and distance call to most northern point of proposed Lot 1. Revise written legal description to include land tie calls and corresponding Point of Beginning (POB) rather than the random corner radius POB call as written and not identified on the proposed CSM.
4. Any damage to pavement on S. Yellowstone Drive will require restoration in accordance with the City's Patching Criteria.
5. Provide detailed design to show how the underground parking entrance is protected from the 100-year rain event. A Professional Engineer shall certify the design.
6. The site plan shall reflect a proper street address of the property as reflected by official the City of Madison Assessor's Office and Engineering Division records.

7. Coordinate all necessary new interior addresses associated with this proposed development with City Engineering Program Specialist Lori Zenchenko at lzenchenko@cityofmadison.com or 266-5952
8. A City licensed contractor shall perform all work in the public right of way.
9. The applicant shall demonstrate compliance with Section 37.07 and 37.08 of the Madison General Ordinances regarding permissible soil loss rates. The erosion control plan shall include Universal Soil Loss Equation (USLE) computations for the construction period. Measures shall be implemented in order to maintain a soil loss rate below 7.5-tons per acre per year.
10. If the lots within this site plan are inter-dependent upon one another for stormwater runoff conveyance, and/or a private drainage system exists for the entire site an agreement shall be provided for the rights and responsibilities of all lot owners. Said agreement shall be reviewed and placed on file by the City Engineer, referenced on the site plan and recorded at the Dane County Register of Deeds.
11. The applicant shall submit, prior to plan sign-off, digital CAD files to the Land Records Coordinator in the Engineering Division (Lori Zenchenko). The digital copies shall be drawn to scale and represent final construction, including: building footprints, internal walkway areas, internal site parking areas, lot lines/ numbers/ dimensions, street names, other miscellaneous impervious areas.
12. The applicant shall obtain a Street Excavation permit for the installation of utilities required to serve this project. The applicant shall pay the permit fee, inspection fee and street degradation fee as applicable and shall comply with all the conditions of the permit.
13. All outstanding Madison Metropolitan Sewerage District (MMSD) and City of Madison sanitary sewer connection charges are due and payable prior Engineering sign-off, unless otherwise collected with a Developer's/ Subdivision Contract. Contact Janet Dailey (261-9688) to obtain the final MMSD billing a minimum of two (2) working days prior to requesting City Engineering signoff.
14. The site plan shall be revised to show all existing public sanitary sewer facilities in the project area as well as the size, invert elevation, and alignment of the proposed service.

Please contact John Leach, Traffic Engineering, at 267-8755 if you have questions about the following thirteen (13) items:

15. The attached traffic signal declaration of conditions and covenants shall be executed and returned with site plans. The development shall acknowledge on their proportionate share of traffic signal assessments. The development shall further agree in writing to not oppose their proportionate share of the traffic signal assessments as part of the City's Special Assessment districts for traffic signals.
16. The applicant shall provide a scaled drawing on one contiguous updated plan sheet showing all the facility's access, existing and proposed buildings, layouts of parking lots, loading areas, trees, signs, semi trailer and vehicle movements, sidewalks linkages, ingress/egress easements, pavement markings, signage and approaches according to MGO.
17. The applicant should provide an area for visitor outside and inside tenant moped parking spaces and access. Moped standard parking spaces recommend 4 feet in width and 6 feet in length with a 6-foot access aisle.
18. The applicant shall provide sidewalk linkage to Odana Road through the site to Normandy Way. In addition, the applicant shall provide sidewalk from Grand Canyon Drive on the west side and S. Yellowstone Drive on the east side of the site.

19. The applicant shall show bicycle racks to be placed inside and outside the building. In addition, the applicant shall indicate the type of bicycle racks to be installed both inside and outside of the condominium units.
20. When the applicant submits final plans for approval, the applicant shall show the following: items in the terrace as existing (e.g., signs and street light poles), type of surfaces, existing property lines, addresses, one contiguous plan (showing all easements, all pavement markings, building placement, and stalls), across the street, signage, percent of slope, vehicle routes, dimensions of radii, aisles, driveways, stalls including the two (2) feet overhang, and a scaled drawing at 1" = 20'.
21. The applicant shall show the dimensions for all proposed and existing surface and underground parking stalls' items A, B, C, D, E, F, and degree of angle parking width and backing up, according to Figures II "Medium and Large Vehicles" parking design standards in Section 10.08(6)(b)2. The two (2) feet of vehicle overhang shall be shown on the plan and dimensioned. The applicant shall show 6500 Normandy Way, 502 S. Yellowstone Drive and 6650 Odana Road parking spaces.
22. When site plans are submitted for approval, the developer shall provide recorded copies of the joint driveway ingress/egress and easements.
23. "Stop" signs shall be installed at a height of seven feet at all driveway approaches behind the property line and noted on the plan. The applicant will need to install a "Stop" sign at the Grand Canyon Drive driveway approach. In addition, the applicant will need to install "Keep Right" signs on the islands for the Odana Road driveway approach. All signs at the approaches shall be installed behind the property line. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan and approved by City Traffic Engineering.
24. The intersection shall be so designed so as not to violate the City's sight-triangle preservation requirement which states that on a corner lot no structure, screening, or embankment of any kind shall be erected, placed, maintained or grown between the heights of 30 inches and 10 feet above the curb level or its equivalent within the triangle space formed by the two intersecting street lines or their projections and a line joining points on such street lines located a minimum of 25 feet from the street intersection in order to provide adequate vehicular vision clearance.
25. The applicant shall design the surface parking areas for stalls and backing up according to Figures II of the ordinance using the 9' or wider stall. The applicant will need to show the dimensions for proposed degree parking stalls' items A, B, C, E, F, H and degree angle parking width and backing up, according to Figures II "Medium and Large Vehicles" parking design standards in Section 10.08(6)(b) 2.
26. The developer shall post a deposit and reimburse the City for all costs associated with any modifications to traffic signals, street lighting, signing and pavement marking, and conduit and handholes, including labor, engineering and materials for both temporary and permanent installations.
27. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.

Please contact Si Widstrand, Parks Division, at 266-4711 if you have questions about the following item:

28. Park dedication required for this project is 63,700 square feet based on 700 square feet per unit for the 91 multi-family units. The required dedication shall be paid as a fee in lieu of land, based on the actual value of the acreage up to a maximum of \$1.82 per square foot. The dedication fee for this project is \$115,934.00. Park Development Fees are \$49,224.63 (\$540.93 per unit). → Total park fees for this project = \$165,158.63.

Prior to City signoff on this project, the developer shall select one of the following options for paying these fees:

- Payment of all fees in a lump sum prior to City signoff on the project;
- When fees exceed \$20,000, the developer may pay half the fees and provide a two-year letter of credit at no interest for the remaining half of the fees, both prior to City signoff;
- When fees exceed \$50,000 for plats being built with phased subdivision improvement contracts, the developer may pay the fees due for the number of units in each contract phase, paid at the time of contract execution, and at the fee rates then in effect. Under this option, the fees shall be calculated and prorated to each lot on the development, and the developer shall record a notice of the outstanding impact fees for each lot prior to receiving City signoff for the project.
- The developer has elected to defer the payments until such time as the building permits are applied for, in which case the owner(s) shall have fourteen (14) days after receiving the invoices to pay the outstanding impact fees. The following shall be required prior to project sign off:
 - a) The developer shall supply an Excel spreadsheet with lot numbers, lot areas, and number of dwelling units per lot. The Developer shall supply a Cadd file of the proposed FINAL plat, in a format compatible with Microstation J. This information shall be required to calculate the Impact Fees, which will then be recorded at the Register of Deeds against each lot in the subdivision.
 - b) All information shall be transmitted to Janet Dailey by e-mail at Jdailey@cityofmadison.com, or on a CD to:
Janet Dailey, City of Madison Engineering Division; 210 Martin Luther King Jr. Blvd., Room 115; Madison, WI 53703.
 - c) A minimum of three (3) weeks shall be required for staff to calculate the Impact Fees and record the documents prior to plat sign-off.
 - d) The developer shall put the following note on the face of the plat: "All the lots within this subdivision are subject to impact fees that are due and payable within fourteen days of the issuance of building permit(s)."

Please contact Matt Tucker, Zoning Administrator, at 266-4551 if you have questions regarding the following four items:

29. Section 28.04(24) provides that Inclusionary Zoning requirements shall be complied with as part of the approval process. Submit to CDBG a copy of the approved inclusionary zoning plan for recording prior to zoning sign off of the plan.
30. Show species and sizes of landscape elements.
31. In the zoning text, include the address of the property in the heading. In the signage of the text, include "and as approved by the Urban Design Commission and zoning."
32. Lighting is required. Provide a plan showing at least 0.5-footcandle on any surface on any lot and an average of .75 footcandles. The maximum light trespass shall be 0.5-fc at 10 feet from the adjacent lot line. (See City of Madison Lighting Ordinance for more information).

Please contact Bill Sullivan, Madison Fire Department, at 261-9658 if you have questions about the following item:

33. Provide fire apparatus access as required by Comm. 62.0509 and MGO 34.19 as follows:
 - a.) the site plans shall clearly identify the location of all fire lanes;

- b.) provide an aerial apparatus access fire lane that is at least 26 feet wide, with the near edge of the fire lane within 30 feet of the structure, and parallel to one entire side of the structure, if any part of the building is over 30 feet in height;
- c.) provide a minimum unobstructed width of 26 feet for at least 20 feet on each side of the fire hydrant;
- d.) provide a completed MFD "Fire Apparatus Access and Fire Hydrant Worksheet" with the site plan submittal.

Please contact my office at 261-9632 if you have questions about the following three items:

34. That the zoning text for the planned unit development be amended per Planning Division approval as follows:
 - a.) That the list of permitted uses for the project be listed as follows:
 - multi-family residences as shown on the approved plans, and;
 - uses accessory to the permitted uses listed above.
 - b.) That parking for the PUD be noted "As shown on the approved plans;"
 - c.) That signage for the condominium development shall be limited to the maximum permitted in the R4 zoning district and as approved by the Urban Design Commission and Zoning Administrator.
35. That the applicant secure cross access and parking easements and a reciprocal agreement for maintenance of common elements shared between the proposed condominium development and Market Square Shopping Center, and that those agreements be noted in the recorded planned unit development and forthcoming Certified Survey Map of the site.
36. That the Inclusionary Dwelling Unit Plan be revised to visually depict the location of the inclusionary dwelling units in the proposed development. Units shall be both vertically and horizontally dispersed throughout the project. The revised IDUP and dispersal plan shall be subject to final approval by the Planning Division and Community Development Block Grant Office.

Please contact Barb Constans or Hickory Hurie in the Community Development Block Grant Office at 267-0740 for information on the inclusionary zoning-related documents required to be executed by you and the City prior to final approval and recording of the planned unit development.

Approval of this project does not include any approval to prune, remove or plant trees in the public right of way. Permission for such activities must be obtained from the City Forester, 266-4816.

After the plans have been changed as per the above conditions, please file **eight (8)** sets of the revised, complete site plans, building elevations, floor plans and any other documentation requested herein with the Zoning Administrator, Room LL-100, Madison Municipal Building, 215 Martin Luther King, Jr. Boulevard. The sets of final revised plans or documents will be circulated by the Zoning staff to the City department staff listed above for their signature of final approval.

Upon receipt of the aforementioned plans, documents and fees, and upon determining that they are complete, the Zoning Administrator shall record them with the Dane County Register of Deeds Office. The recorded originals will be returned to the applicant, with the recording information noted, when the Register of Deeds has completed the recording process.

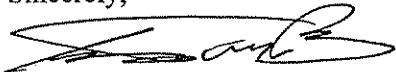
If this plan is not recorded within one year of the date of approval by the Common Council, the approval shall be null and void. No construction or alteration of the property included in this application shall be permitted until a Specific Implementation Plan (SIP) has been approved and recorded.

Within thirty-six (36) months of Common Council approval of the general development plan, the basic right of use for the areas, when in conformity with the approved specific implementation plan, shall lapse and be null and

void unless 1) the project, as approved, is commenced by the issuance of a building permit, or 2) if an application for an extension is filed at least thirty (30) days prior to the expiration of the thirty-six (36) month period and the Plan Commission, after a public hearing pursuant to Sec. 28.12 (10)(e), determines that no changes in the surrounding area or neighborhood since approval of the general development plan render the project incompatible with current conditions and grants an extension of up to twenty-four (24) months in which to obtain a building permit. In no case shall an extension allow a building permit to be issued more than sixty (60) months after approval of the general development plan by the Common Council. If a new building permit is required pursuant to sec. 29.06(4), Madison General Ordinances, a new petition and approval process shall be required to obtain general development plan approval and specific implementation plan approval.

If you have any questions regarding recording this plan or obtaining permits, please call Matt Tucker, Zoning Administrator, at 266-4551. If I may be of any further assistance, please do not hesitate to contact me at 261-9632.

Sincerely,



Timothy M. Parks
Planner

cc: Matt Tucker, Zoning Administrator
Janet Dailey, City Engineering
John Leach, Traffic Engineering
Bill Sullivan, Madison Fire Department
Si Widstrand, Parks Division

For Official Use Only, Re: Final Plan Routing			
<input checked="" type="checkbox"/>	Planning Div. (T. Parks)	<input type="checkbox"/>	Madison Water Utility
<input checked="" type="checkbox"/>	Zoning Administrator	<input checked="" type="checkbox"/>	Parks Division (Park fees)
<input checked="" type="checkbox"/>	City Engineering	<input checked="" type="checkbox"/>	Urban Design Commission
<input checked="" type="checkbox"/>	Traffic Engineering	<input type="checkbox"/>	Recycling Coordinator (R&R)
<input checked="" type="checkbox"/>	Fire Department	<input type="checkbox"/>	Other:

PLANNING DIVISION REPORT
DEPARTMENT OF PLANNING AND COMMUNITY
AND ECONOMIC DEVELOPMENT
Of July 3, 2007

RE: I.D. # 06126: Zoning Map Amendment I.D. 3267 To Rezone 6500 Normandy Lane from C3L (Commercial Service & Distribution District) to PUD-GDP-SIP

1. Requested Actions: Approval of a request to rezone 6500 Normandy Lane (aka. 6650 Odana Road/ 502 S. Yellowstone Drive) from C3L (Commercial Service & Distribution District) to Planned Unit Development, General Development Plan and Planned Unit Development, Specific Implementation Plan (PUD-GDP-SIP) to allow construction of a 91-unit residential condominium building.
2. Applicable Regulations: Section 28.12 (9) provides the process for zoning map amendments; Section 28.07 (6) of the Zoning Ordinance provides the requirements and framework for Planned Unit Developments.
3. Report Prepared By: Timothy M. Parks, Planner.

GENERAL INFORMATION

1. Applicant: Steve Yoder, Normandy Square, LLC; 3624 Pioneer Road; Verona.
Property owner: Gerard Dohm; 3600 South Point Road; Verona.
2. Development Schedule: The applicants wish to commence construction in summer 2007, with completion scheduled for summer 2008.
3. Location: The proposed rezoning will encompass approximately 1.67 acres of the 10.75-acre Market Square retail center property, which is generally bounded by Normandy Lane on the north, S. Yellowstone Drive on the east, Odana Road on the south and Grand Canyon Drive on the west, all in Aldermanic District 19; Madison Metropolitan School District.
4. Existing Conditions: The 10.75-acre site is developed with the Market Square retail center, which consists of a one-story multi-tenant retail building on the eastern half of the site with the one-story Market Square Theaters immediately to the north, and a combined one-story multi-tenant retail building and two-story office building on the western half of the site. An Amcore Bank branch is also located on this block, but is located on a separate parcel.
5. Proposed Land Use: The applicant proposes to construct a four-story, 91-unit condominium building between the theater building and Normandy Lane. No other modifications to the shopping center are proposed with this project.

6. Surrounding Land Use and Zoning:

North: Emmerich Chiropractic, undeveloped commercial lot, zoned C3L (Commercial Service & Distribution District);

South: The Market Square block is bordered to the south by the Russ Darrow and Gordie Boucher auto dealerships, Radisson Hotel and a multi-tenant retail building south of Odana Road, zoned C3L;

East: Econoprint, Odana Tire and Service Center, zoned C3L;

West: The Market Square block is bordered to the west by Schwoegler's Park Towne Lanes and Great Midwest Bank, zoned C3L.

7. Adopted Land Use Plan: The Comprehensive Plan identifies Market Square and other properties along Odana Road in the vicinity for general commercial uses, with employment uses identified just to the north along S. Yellowstone Drive. A note on the Plan notes that some of the existing office/ retail properties in the Park Towne area have the potential to be redeveloped as integrated, urban-style mixed-use districts that include residential uses in addition to the commercial uses present in a more pedestrian-oriented environment.

8. Environmental Corridor Status: The property is not located within a mapped environmental corridor.

9. Public Utilities & Services: The property is served by a full range of urban services.

STANDARDS FOR REVIEW

This application is subject to the standards for Planned Unit Development District standards.

PLAN REVIEW

The applicant is requesting approval of a planned unit development to allow construction of a four-story, 91-unit condominium building to be located on the south side of Normandy Lane near the southwest corner of S. Yellowstone Drive. The proposed condominium building will replace an existing 150-stall surface parking lot for the Market Square Shopping Center directly north of the Market Square Theaters.

Existing Conditions

The overall Market Square retail center occupies a 10.75-acre site and is comprised of a one-story multi-tenant retail building on the eastern half of the site with the one-story Market Square Theaters immediately to the north, and a combined one-story multi-tenant retail building and two-story office building on the western half of the site, with surface parking occupying the remainder of the site. In total, the Market Square project contains 50,300 square feet of retail and 54,900 square feet of office space. The center occupies most of the block formed by Normandy Lane on the north, S. Yellowstone Drive on the east, Odana Road on the south and Grand Canyon Drive on the west. An Amcore Bank branch is also located on the block but on a separate parcel. The three buildings comprising the center are clad in brick and topped with metal standing-seam roofs and decorative cornices. The retail buildings generally face to the south towards Odana Road, while the theater and a portion of the two-story office building face to the north. Service doors, loading areas and trash enclosures for the retail buildings are visible along the northern portion of the site. Parking for the center is provided in 646 parking spaces located throughout the site.

The area the proposed condominium building will occupy is currently used as surface parking for the theater. The northern parking area is set back approximately 10 feet from the Normandy Lane property line behind a split-rail fence adjacent to the sidewalk and a line of mature trees. The residential building will be located opposite existing and future office buildings generally located along the north side of Normandy Lane in an area that is largely non-residential in nature. The larger surrounding area includes auto dealerships and other retail outlets along Odana Road, entertainment and restaurant uses along Grand Canyon Drive and a mix of office and retail uses going north along S. Yellowstone Drive. In general, the Market Square project was developed as part of the Park Towne commercial development in the late 1970s and early 1980s.

The subject site and surrounding area are identified in the Comprehensive Plan for employment and general commercial uses commensurate with existing conditions. The Comprehensive Plan includes a note that some of the Park Towne commercial and office area that extends between the Beltline Highway and Mineral Point Road east from S. Gammon Road along Odana Road for possible redevelopment as "integrated, urban-style mixed-use districts that include residential uses in addition to the commercial uses present." Such redevelopment should result in a "more engaging and pedestrian-oriented environment."

Project Description

The four-story, 91-unit Normandy Square condominium building will consist of 20 one-bedroom units and 71 two-bedroom units located in a variety of floorplans ranging from 875 square feet to 1,301 square feet in floor area. The building will occupy most of the Normandy Lane frontage of

the Market Square site extending from a driveway located east of the two-story office component of the plaza east to within 30 feet of S. Yellowstone Drive. The building will also be set back 30 feet from both the northern property line adjacent to Normandy Lane. The setbacks proposed are consistent with the setbacks established by private restrictive covenants recorded throughout the Park Towne development.

Parking for the condominiums will be provided in a two-level parking structure containing a total of 137 spaces, which will extend the length of the proposed building. Both parking levels will be separated from one another with no vehicular access between levels. Access to the upper parking level containing 66 automobile stalls, 38 bike stalls and 47 storage units will be located along the western third of the southern elevation of the building. Access to the lower 71 automobile stalls, 38 bike stalls and 44 storage units will be located at the far easternmost extent of the southern wall via an entrance located in the 30-foot setback adjacent to S. Yellowstone Drive. Both drives accessing the underground parking levels will be served by a private drive that will generally extend between the southern wall of the proposed building and the existing theater and will connect to existing driveways onto S. Yellowstone Drive and Normandy Lane. The applicant also proposes 11 surface parking stalls along the southerly east-west drive and 3 surface stalls adjacent to the west wall of the building to serve condominium residents. Additional bike parking will be provided adjacent to building entrances along the northern and southern elevations to serve the development.

The condominium building will be constructed with a two-toned brick façade located above a stone face masonry base, with hardi-board siding used along the top floor of the building below the roof and in balcony recesses. The building will be topped with a continuous low-profile hip roof, with smaller hip roofs over the western and eastern thirds of the roof to break up the expanse of the roof. Individual units will be provided with patios at the first floor or balconies above. In general, the building includes a number of vertical projecting elements to coincide with the balcony recesses in an effort to breakup the mass of the building. The northern and southern walls of the building will largely mirror each other, with entry vestibules at the center of both facades leading to a center corridor that will include elevator access to the residential floors and garage levels as well as a community room on the first floor.

Open space for the project will be severely limited considering the size of the proposed building in relation to the lot area devoted to the use and the 30-foot setbacks from both adjacent streets. The applicant has provided a landscaping plan for the project that calls for the base of the building to be planted with a number of decorative evergreens and shrubs and for the lawn area along the Normandy Lane façade to be planted with a variety of shade and ornamental trees. Ornamental trees will also be planted along the east-west drive that will extend along the southern edge of the building. An entry plaza is proposed surrounding the north entry vestibule.

ID #06126:
6500 Normandy Lane
July 3, 2007
Page 5

In general, staff feels that the landscaping plan provided is adequate and that the edges of the project will eventually soften as the landscaping proposed matures.

Parking for the retail, office and theater buildings in the Market Square development will be reduced to 510 spaces, and no changes to the remainder of the shopping center are proposed at this time. Sidewalks along the east-west drive adjacent to the southern wall of the condominium building will connect to sidewalks leading to other parts of the plaza. A certified survey map was recently submitted for administrative review that will create a separate lot for the condominium development from the remaining plaza. As a condition of approval of the project and CSM, cross access and parking easements and a reciprocal agreement for maintenance of common elements like the southerly drive will be required.

Future Phase

The application alludes to a 64-unit second phase for the Normandy Square development that would conceptually call for a four-story wing to project south from the south wall of the 91-unit building subject to review under this application. While the final location of this second phase building has not been determined, the applicant has indicated in discussions with staff that it will likely occupy the portion of the site now occupied by the Market Square Theaters. Approval of any future additions or expansions to the Normandy Square condominium development would require the submittal of a major alteration to the current planned unit development proposal for 91 units and would be subject to review by the Urban Design Commission, Plan Commission and Common Council. Any application proposing the demolition of the theater would also be subject to the demolition standards in the Zoning Ordinance. Approval of the 91-unit project currently proposed does not constitute approval any future phases of this development.

Inclusionary Zoning

The applicant has submitted an Inclusionary Dwelling Unit Plan (IDUP) that indicates that 14 of the 91 owner-occupied units, or 15.4% of the project, will be affordable under the Inclusionary zoning provisions of the Zoning Ordinance. Of the 14 affordable units proposed, 3 will be one-bedroom units, with the remaining 11 units containing two-bedrooms. All 14 units will be available to families earning 80 percent of the area median income (AMI) as permitted in the Zoning Ordinance for four-story buildings with 75% or more of their parking underground. The applicant's dispersion plan suggests that the units will be dispersed primarily on the second floor of the project, where 11 units will be located. Staff asks that the dispersion plan be revised to more clearly show which units will be the affordable units. The dispersion plan may need to be adjusted to ensure that units are both vertically and horizontally dispersed in this project.

The Community Development Block Grant Office's report on this project is attached. Staff

indicates in that report that a review of revenue offsets once the final project design is approved. The applicant has requested non-City planting of street trees and cash reimbursement from the Affordable Housing Trust Fund up to \$2,500 per affordable unit for projects with four or more stories and at least 75% of its parking is underground.

The project will also be receiving a substantial density bonus. The planned unit development for the 91-unit condominium project occupies 1.67 acres of the larger 10.75-acre Market Square site. If the 91-unit density is applied only within the PUD area, a density of 54.5 units per acre results. The site is currently zoned C3L, a commercial service zoning classification that does not permit residential dwelling units. Under the Inclusionary Zoning Ordinance, the base density for districts that do not permit residential uses, including C3L, M1 and M2, is 5.44 units per acre, which would result in 9 units being developed on the 1.67 acres of the site being zoned PUD. The density of the project is therefore tenfold what would be permitted under the current zoning.

ANALYSIS AND CONCLUSION

The applicants are requesting approval of a planned unit development to allow construction of a 91-unit condominium building in place of approximately 150 surface parking stalls along Normandy Lane in the northeastern corner of the Market Square retail office development. The proposal introduces additional residential uses in an area largely devoid of such uses and instead predominated by various commercial retail and office businesses located along the Odana Road corridor west of the University Research Park in the Park Towne development area. The subject site along with most of the Odana Road corridor is zoned C3L, which is an intensive commercial service zoning classification characterized by the addition of warehouse and distribution uses above the highway commercial uses permitted in the C3 zoning classification. Residential uses are not permitted in the C3L zoning district with the exception of transient lodging, such as hotels. In general, the land use pattern along Odana Road reflects the intensity of the zoning classification through the presence of a handful of large car dealerships, office buildings and service-oriented establishments.

Overall, residential development is limited south of Mineral Point Road between Gammon Road and Whitney Way to the Oakwood senior living community and an apartment building located at 6418 Enterprise Lane, two blocks east of the subject site on Normandy Lane. The latter project was originally approved in 1985 as a 48-unit development with three buildings. However, only one of the buildings containing 12 units was ever constructed.

The Comprehensive Plan largely recognizes the current zoning and use of the land with various intensive commercial and office uses in the Park Towne. It recommends the subject site and nearby properties to the south and west to be developed with general commercial uses, while recommending that the properties to the north and east generally be developed with employment

ID #06126:
6500 Normandy Lane
July 3, 2007
Page 7

uses. The Comprehensive Plan suggests that both general commercial and employment areas as identified in the plan are not expected to include residential uses, though residential uses may be appropriate near these districts.

A note on the Plan notes that some of the existing office/ retail properties in the Park Towne area have the potential to be redeveloped as integrated, urban-style mixed-use districts that include residential uses in addition to the commercial uses present in a more pedestrian-oriented environment. Ideally, the introduction of residential uses as suggested in the Comprehensive Plan would be preceded by the preparation, review and adoption of a detailed special area plan that would discuss the appropriate densities and locations for the introduction of residential uses. Such a plan might also address the provision of services to serve the residents that would begin populating the area as well as design standards for how the future residential and mixed-use redevelopment projects would be integrated into the existing development context. One area of particular interest in a special area plan for Park Towne would be the need to provide usable open space for any future residential units as a result of the lack of publicly owned open space south of Mineral Point Road. At present, the only publicly owned greenspace near this site is a City-owned regional detention facility across S. Gammon Road from West Towne Mall, which is used as a soccer facility when conditions allow.

This request, however, precedes the development of such a special area plan and requires that the Plan Commission and Common Council consider how this project will fit into the character of the existing area, which is best described as overwhelmingly commercial in nature. The proposed 91-unit condominium project represents a well-designed reuse of a surface parking lot at what is largely be considered to be the rear of the Market Square development, and has the opportunity to infuse a Park Towne commercial area in a state of transition with greater activity as a result of the introduction of residents into the area. However, the project will be located in an area generally lacking neighborhood-serving uses ranging from schools and parks to resident-serving commercial uses like grocery stores, which are primarily located along or north of Mineral Point Road, along Whitney Way or across S. Gammon Road in the West Towne area. In general, resident serving facilities are absent south of Mineral Point Road in this area because the area was not originally envisioned as a residential neighborhood, where uses such as schools and parks are more typically located.

The Planning Division does not believe that it would be inappropriate to approve the proposed planned unit development, though the current lack of uses customarily provided in close proximity to residential development should be acknowledged. The developer has provided each dwelling unit with a patio or balcony in part to address the overall lack of open space both within the project and in the surrounding area. Staff believes that opportunities for additional open space can be identified as other parts of the Market Square plaza redevelop in coming years, including in the applicant's envisioned second phase.

While the proposed development has the potential to serve as a harbinger of a future development trend in the Park Towne area, further residential development should be considered only after a special area plan can be prepared to address how residential uses can be properly integrated into this area.

The Urban Design Commission reviewed the project on June 20, 2007 and recommended initial approval (see attached report).

RECOMMENDATION

The Planning Division recommends that the Plan Commission find the standards for planned unit developments met and forward Zoning Map Amendment 3267, rezoning 6500 Normandy Lane (aka. 6650 Odana Road/ 502 S. Yellowstone Drive) from C3L (Commercial Service & Distribution District) to PUD-GDP-SIP, to the Common Council with a recommendation of **approval**, subject to input at the public hearing and the following conditions:

1. Comments from reviewing agencies.
2. That the applicant secure cross access and parking easements and a reciprocal agreement for maintenance of common elements shared between the proposed condominium development and Market Square Shopping Center, and that those agreements be noted in the recorded planned unit development and forthcoming Certified Survey Map of the site.
3. That the Inclusionary Dwelling Unit Plan be revised to visually depict the location of the inclusionary dwelling units in the proposed development. Units shall be both vertically and horizontally dispersed throughout the project. The revised IDUP and dispersal plan shall be subject to final approval by the Planning Division and Community Development Block Grant Office.
4. That the zoning text for the planned unit development be amended per Planning Division approval as follows:
 - a.) That the list of permitted uses for the project be listed as follows:
 - multi-family residences as shown on the approved plans, and;
 - uses accessory to the permitted uses listed above.
 - b.) That parking for the PUD be noted "As shown on the approved plans."
 - c.) That signage for the condominium development shall be limited to the maximum permitted in the R4 zoning district and as approved by the Urban Design Commission and Zoning Administrator.

DIMENSION IV-MADISON

Architecture, Engineering and Interior Design
313 West Bellline Hwy., Suite 161 Madison, WI 53713 Phone (608) 229-4444

NORMANDY SQUARE

500 NORMANDY LANE
MADISON, WI



Architecture: Dimension IV - Madison, LLC, Madison, WI
Civil Engineer: Jenkins Survey and Design, Inc., Madison, WI
Landscape: Watts Landscape Service, Verona, WI

CODE DATA	PROJECT/BUILDING DATA
<u>STORIES</u> FOUR	<u>SITE AREA</u> 72,100 SF
<u>LEVELS</u> SIX	<u>BUILDING HEIGHT</u> 52'-3"
	<u>PARKING</u> SURFACE PARKING - 14 SURFACE LOADING AREAS - 2 SURFACE MOVED PARKING - 6 UNDERGROUND PARKING - 137
	TOTAL - 159
	<u>BICYCLE PARKING</u> SURFACE PARKING - 36 UNDERGROUND PARKING - 76
	TOTAL - 112
	<u>BUILDING AREA</u> LOWER PARKING 29,240 SF UPPER PARKING 30,110 SF FIRST FLOOR 28,570 SF SECOND FLOOR 28,570 SF THIRD FLOOR 28,570 SF FOURTH FLOOR 28,570 SF
	TOTAL 173,630 SF

ST OF DRAWINGS

GENERAL

60.1 COVER SHEET

SITE/LANDSCAPE

C1.0 EXISTING OVERALL MARKET SQUARE PLAN

C1.1 EXISTING SURVEY (JENKINS)

C2.0 OVERALL MARKET SQUARE PLAN

C2.1 SITE PLAN

C3.0 EROSION CONTROL GRADING

L1.0 LANDSCAPE PLAN (WATTS)

E1.0 SITE LIGHTING PLAN

ARCHITECTURAL

A1.1 PARTIAL FIRST FLOOR PLAN

A1.2 PARTIAL FIRST FLOOR PLAN

A1.3 PARTIAL FIRST FLOOR PLAN

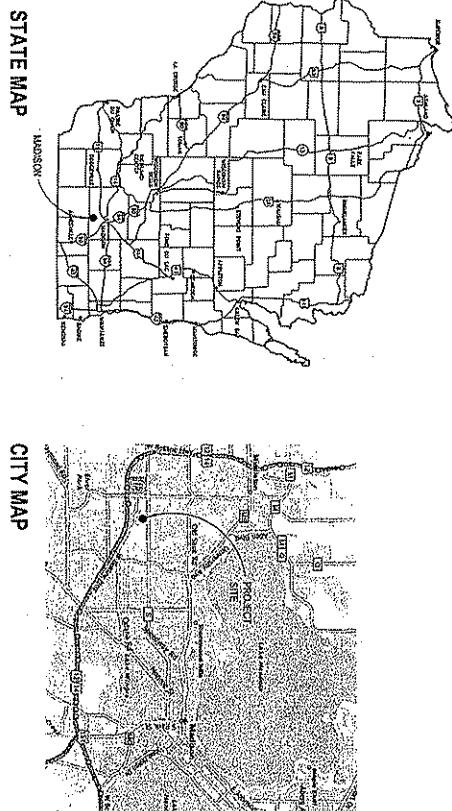
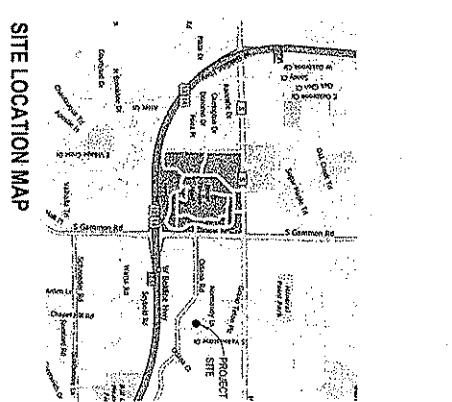
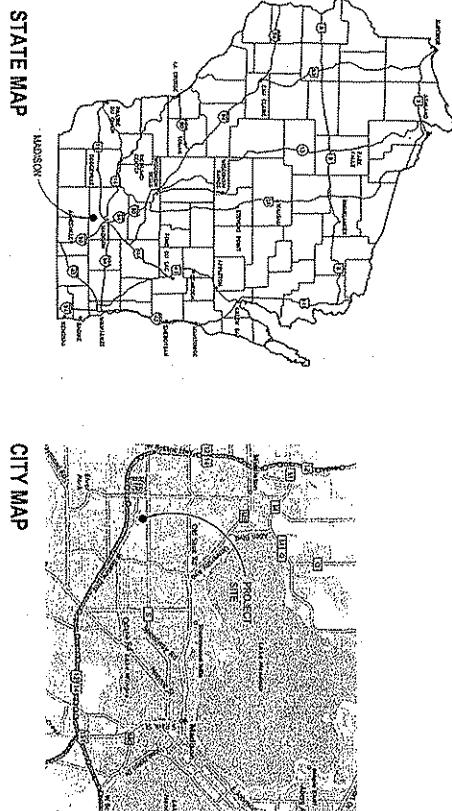
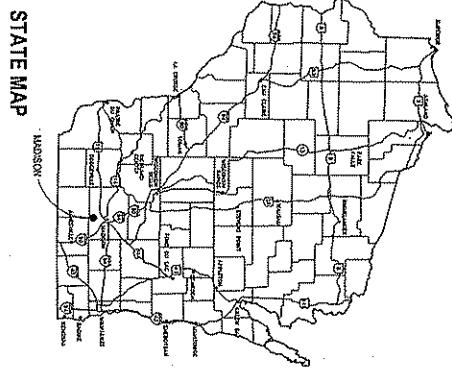
A1.4 SECOND, THIRD, & FOURTH FLOOR PLAN

A1.5 PARKING LEVEL PLANS

A2.0 EXTERIOR ELEVATIONS

A2.1 ENLARGED PARTIAL ELEVATION

COLOR PERSPECTIVE



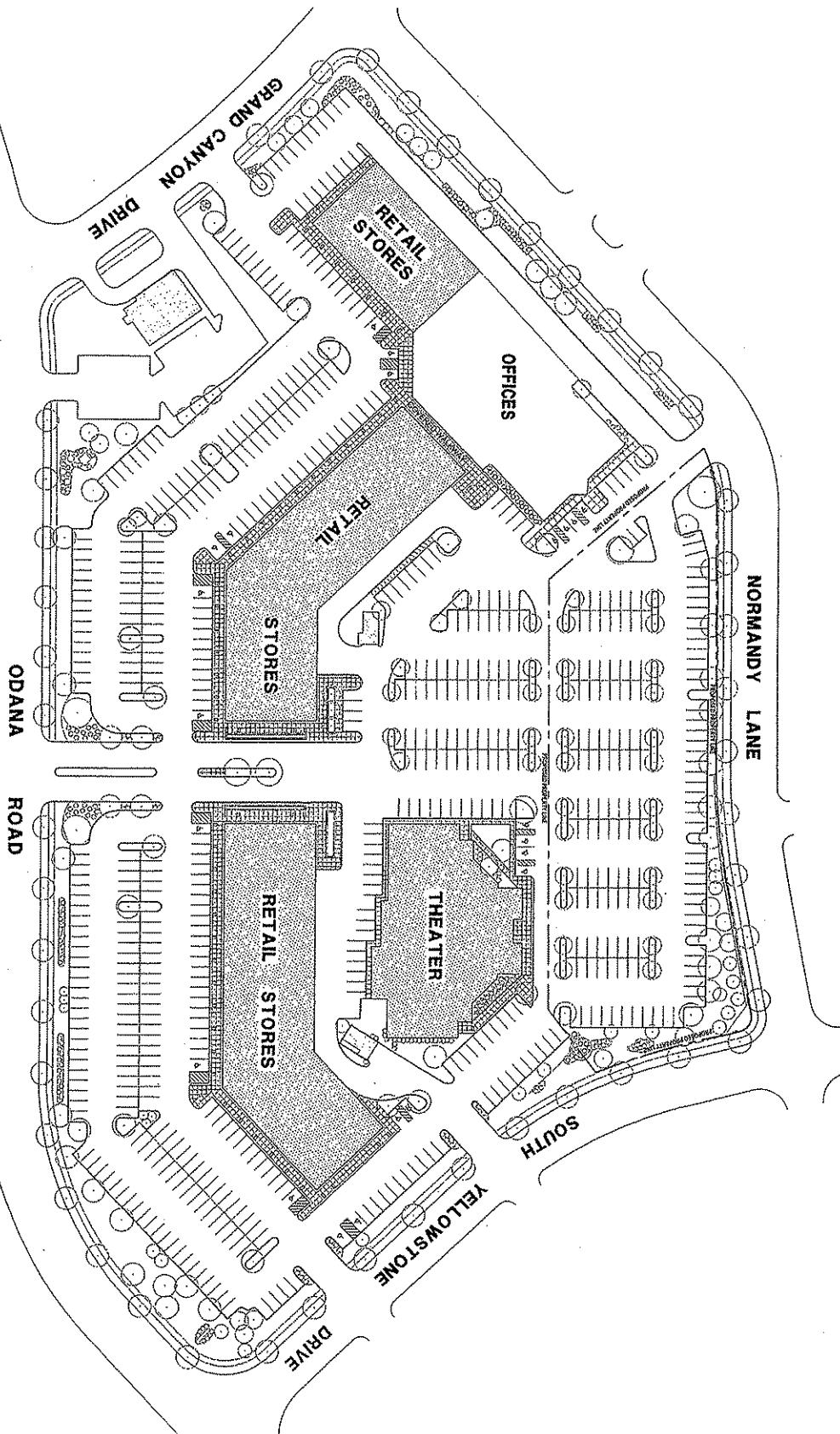
DIMENSION IV
MADISON

Architecture
Engineering
Interior Design

3333 West Badger Street, Suite 101
Milwaukee, WI 53210
(414) 765-4444
(800) 333-4444

NORMANDY
SQUARE

6300 NORMANDY LANE
MADISON, WI



1
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25
50
100



NORTH

URBAN DESIGN
SUBMISSION

REVISIONS:

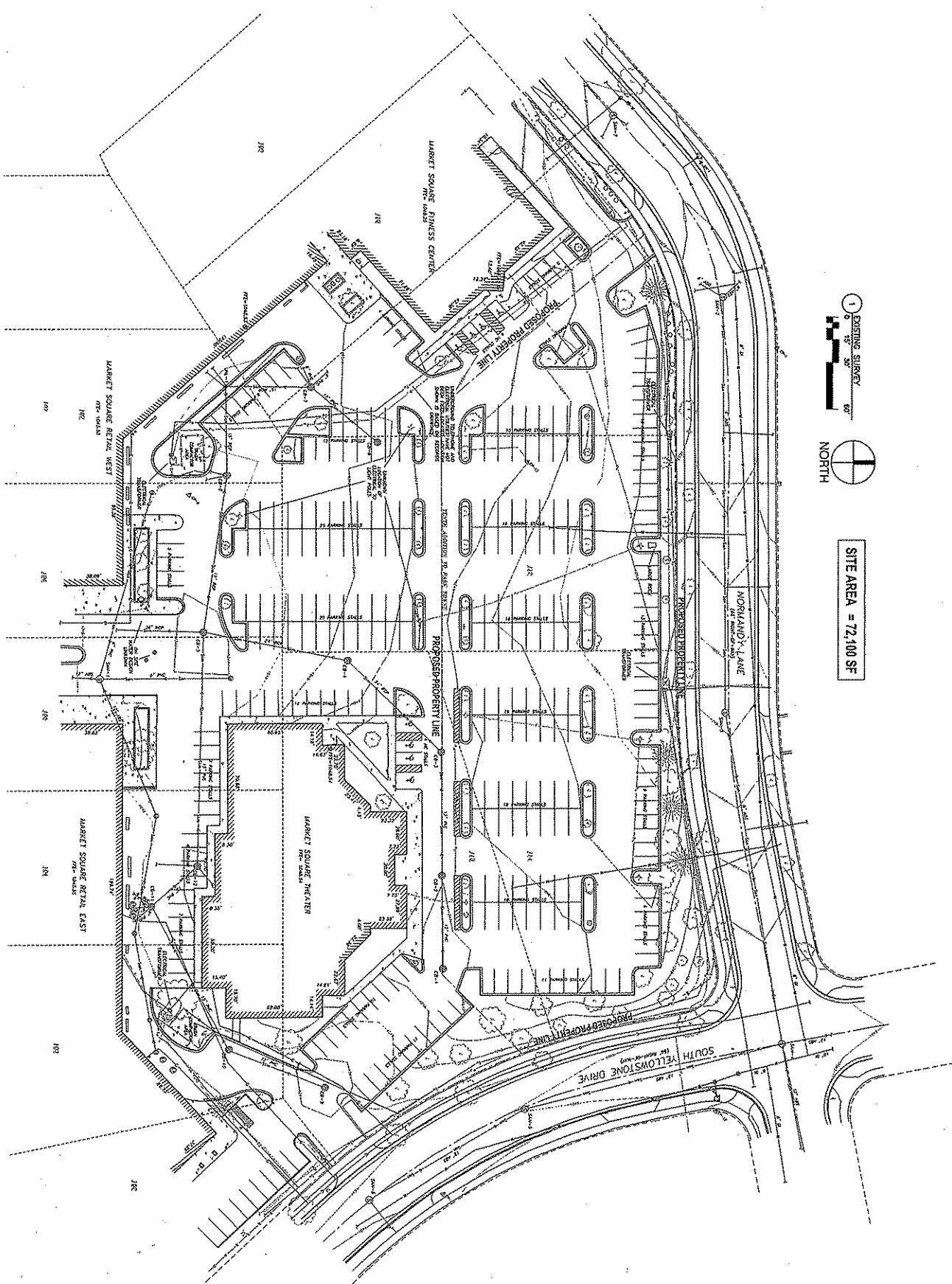
DATE OF ISSUE:

08/13/07

PROJECT NO.:

08072

**EXISTING OVERALL
MARKET SQUARE PLAN**



DIMENSION IV

MADISON

MLD101
Architecture

Interior Design
313 West Belgrave Street, Saint Louis 661

NORMANDY
SQUARE

6500 NORMANDY LANE
MADISON, WI

PROJECT NO.:	DATE OF ISSUE:
060707	01/01/2007
URBAN DESIGN SUBMISSION	
REVISIONS:	

DIMENSION IV MADISON

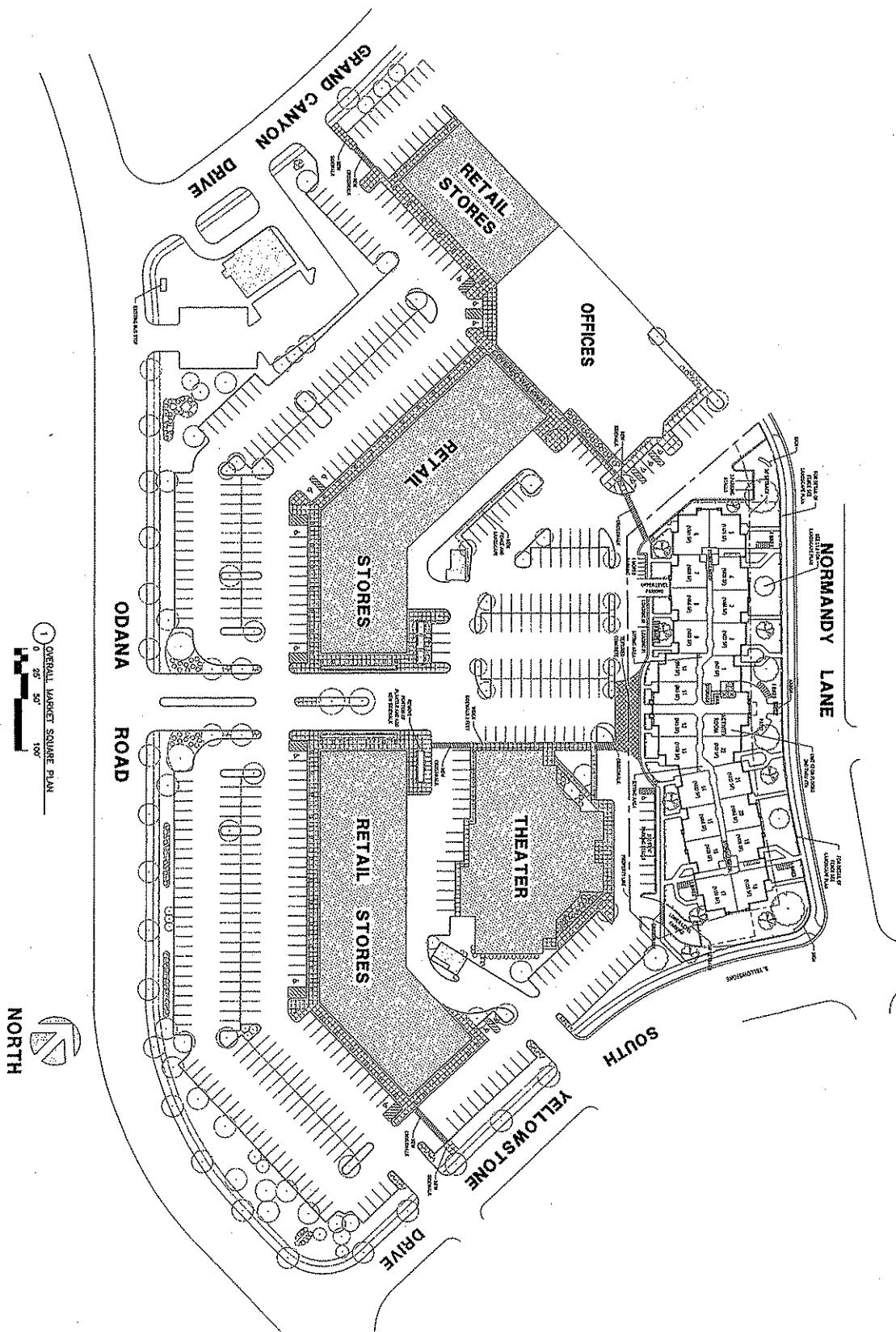
Architecture

Engineering

Interior Design

3319 1/2 N. Beloit, Hwy. 51, Madison, WI 53713

Phone (608) 223-4444, Fax (608) 223-4465



650 NORMANDY LANE
MADISON, WI

NORMANDY SQUARE

REF. NO.:	DATE OF ISSUE:
URBAN DESIGN	08/30/07
SUBMISSION	
PROJECT NO.:	6002
OVERALL MARKET SQUARE PLAN	

13



SCALE IN FEET



0
20
40

15. CONTRACTOR/CONTRACTOR'S SELLER WILL FILE A NOTICE OF TERMINATION UPON RECEIPT OF THE CONTRACTOR'S REQUEST FOR PAYMENT AND PAYMENT SHALL BE MADE WITHIN 30 DAYS OF RECEIPT OF THE NOTICE.

16. CONDUIT, GAS, ELECTRICAL, TELEPHONE, RAIL, CABLE, ETC., CONNECTIONS OR CONNECTIONS WITH APPURTENANT

गुरु विद्यालय के लिए एक अद्वितीय विद्यालय है। यह एक विशेष विद्यालय है जो विद्यार्थियों को विशेष विद्यालयों के लिए उपकारी बनाता है। यह एक विशेष विद्यालय है जो विद्यार्थियों को विशेष विद्यालयों के लिए उपकारी बनाता है।

JSD • *Engineers & Surveyors*
Jones Survey & Design, Inc.

NONMAG

DIMENSION IV

13

UTILITY PLAN

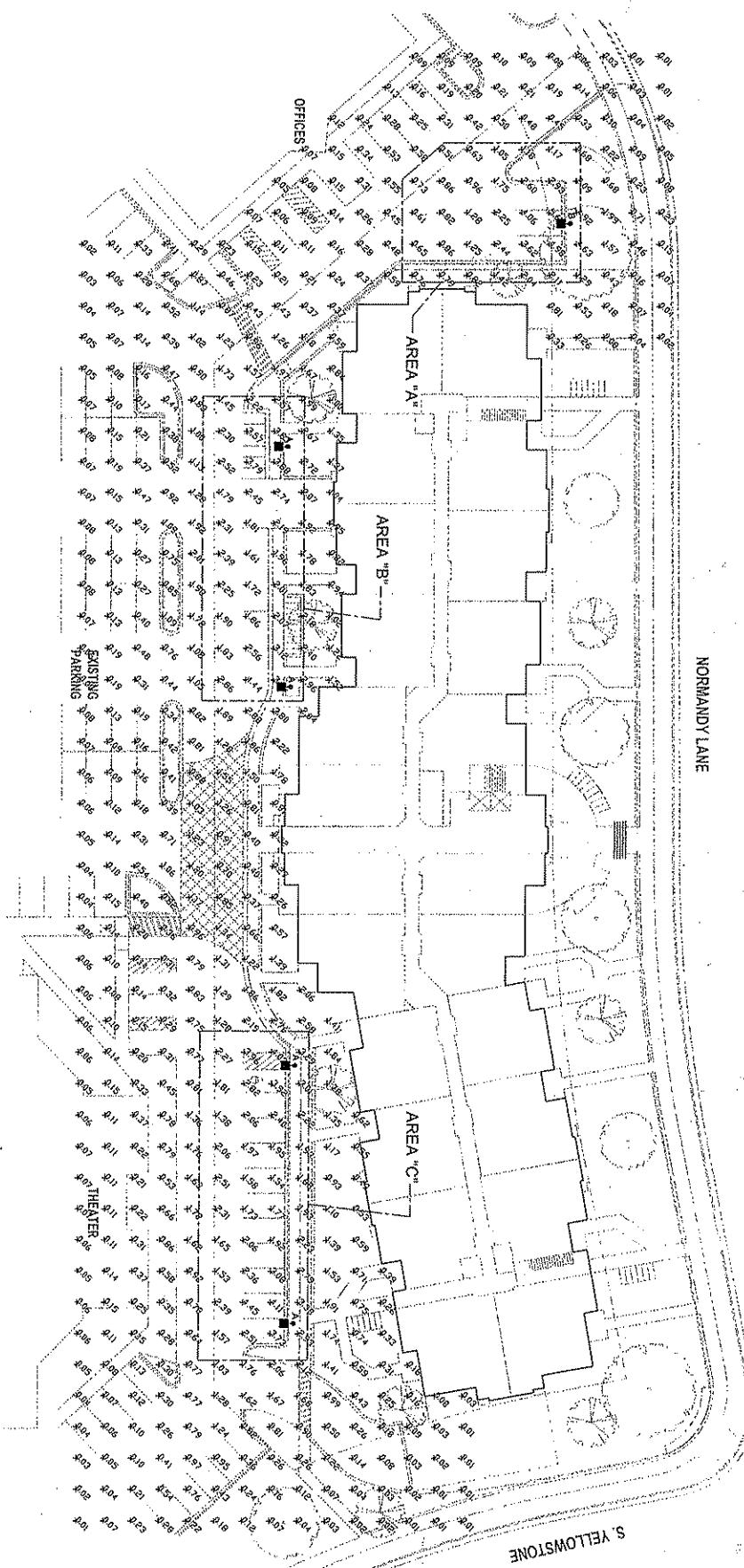
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313 Main Street, Suite 100
Madison, WI 53703
(608) 244-4444 fax (608) 244-4445

NORMANDY LANE

NORMANDY
SQUARE

S. YELLOWSTONE



1 SITE LIGHTING PHOTOMETRIC PLAN
0 10 20 40



NORTH

NEW PARKING AREA CALCULATIONS:

TYPE MANUFACTURER	CATALOG NO.	NEW PARKING AREA			REMARKS
		AREA	AVERAGE (fc)	MAXIMUM (fc)	
A	URBAN DESIGN	1.89	5.64	6.61	3.10
B	URBAN DESIGN	2.11	3.86	4.65	1.48
C	URBAN DESIGN	2.17	4.45	4.54	1.41

DATE OF ISSUE:	06/15/07
REVISIONS:	
URBAN DESIGN	
SUBMISSION	
PROJECT #:	60072

TYPE "A" FIXTURE

SITE LIGHTING
PHOTOMETRIC PLAN

13

DIMENSION IV MADISON

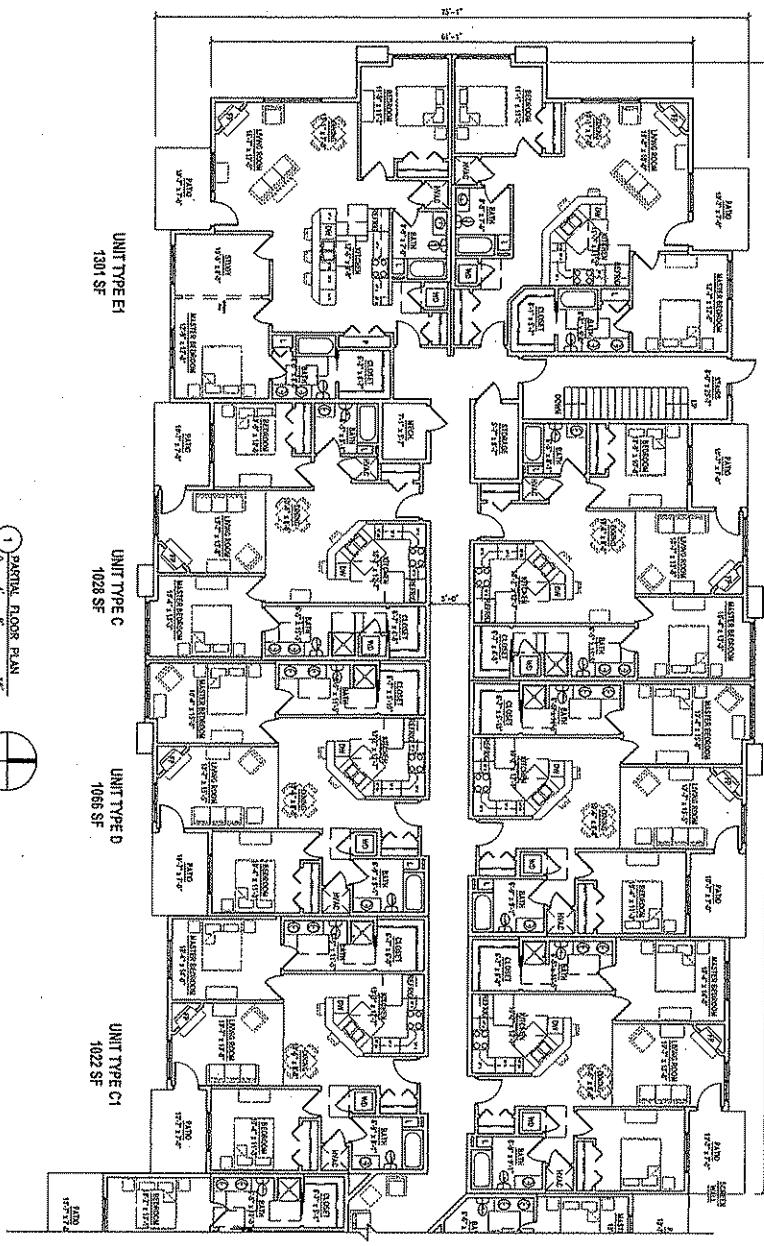
UNIT TYPE E
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UNIT TYPE C
1028 SF
UNIT TYPE D
1066 SF
UNIT TYPE C1
1022 SF

1022 SF

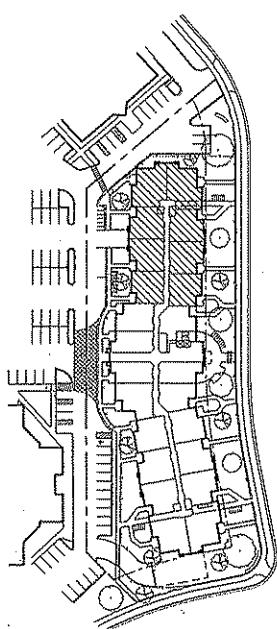
Architectural
Engineering
Interior Design
Project Manager: Mark Schaefer
Phone: (608) 242-4444 / Fax: (608) 242-4445

NORMANDY SQUARE

6500 NORMANDY LANE
MADISON, WI



* SF DOES NOT INCLUDE PATIO



REVISIONS	DATE OF ISSUE:	06/03/07
URBAN DESIGN	PROJECT NO.:	060702
SUBMISSION		

13

DIMENSION IV MADISON

Architectural

Engineering

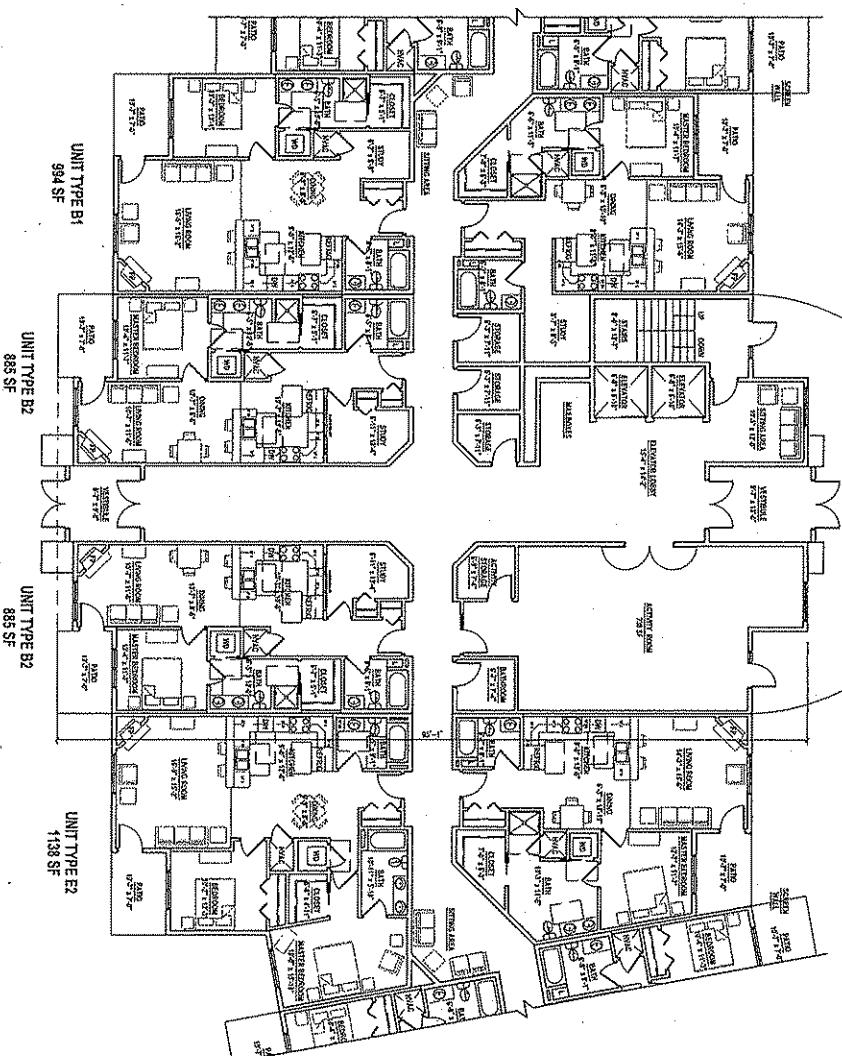
Interior Design

SWW/SR/HS
Architects, Inc.
300 N. Zeeb Rd., Suite 200
Madison, WI 53703
(608) 255-1244, fax (608) 255-3445

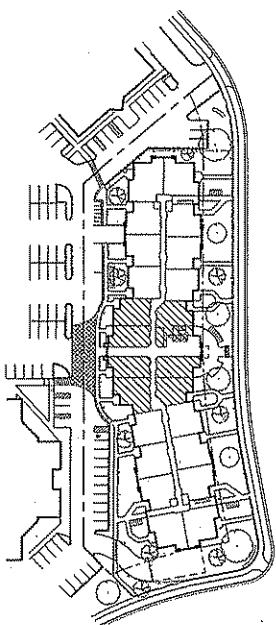
UNIT TYPE B
947 SF
UNIT TYPE A
923 SF

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MADISON, WI



* SF DOES NOT INCLUDE PATIO

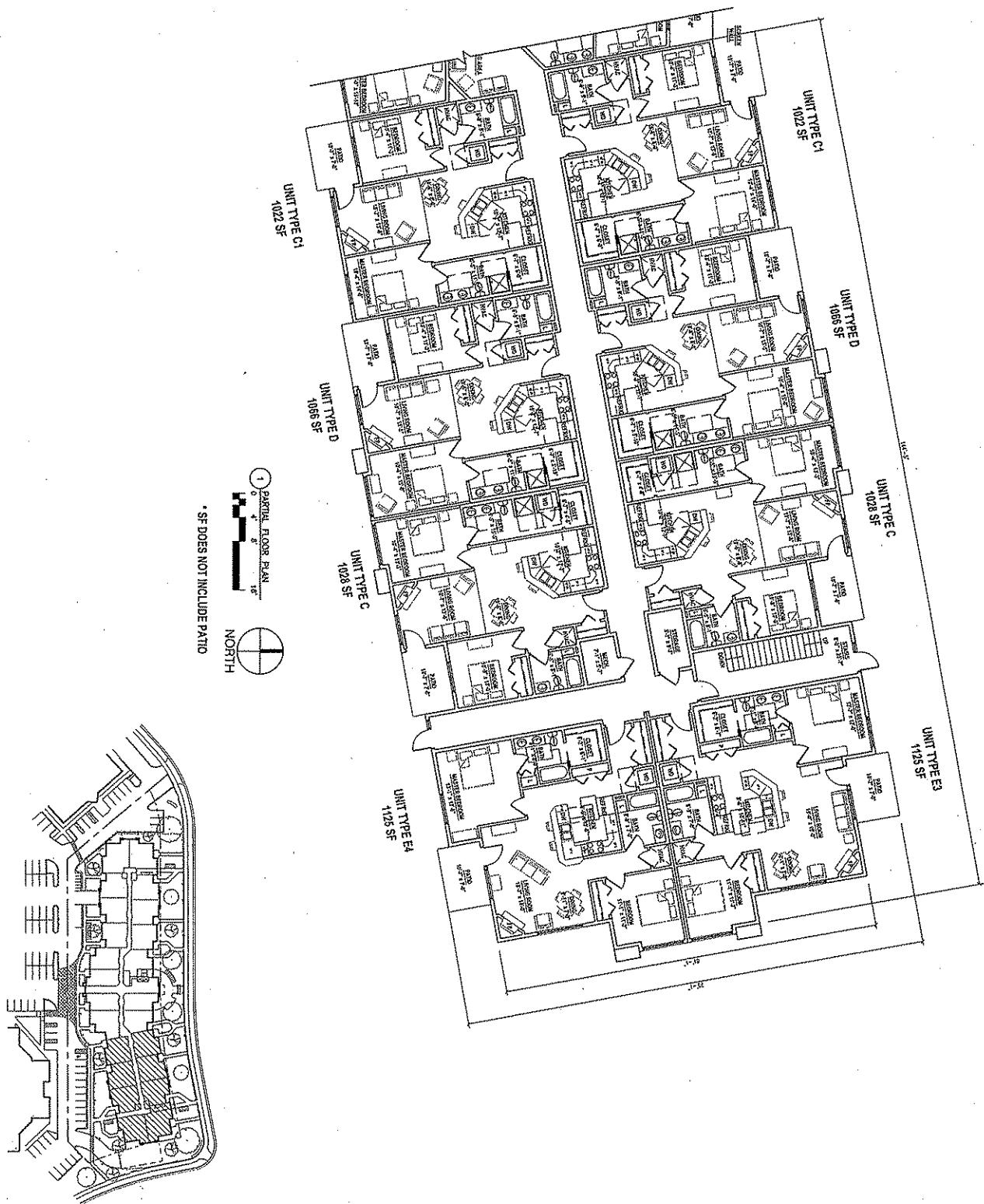


DATE OF ISSUE: 06/13/07
REVISIONS:
URBAN DESIGN
SUBMISSION

PROJECT NO.: 06072

PARTIAL FIRST FLOOR
PLAN

A-1



DIMENSION IV

Engineering

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NORMANDY
SQUARE

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MADISON, WI

PROJECT NO.:	DATE OF ISSUE:
065123456789	05/12/2017
URBAN DESIGN SUBMISSION	
REVISIONS:	

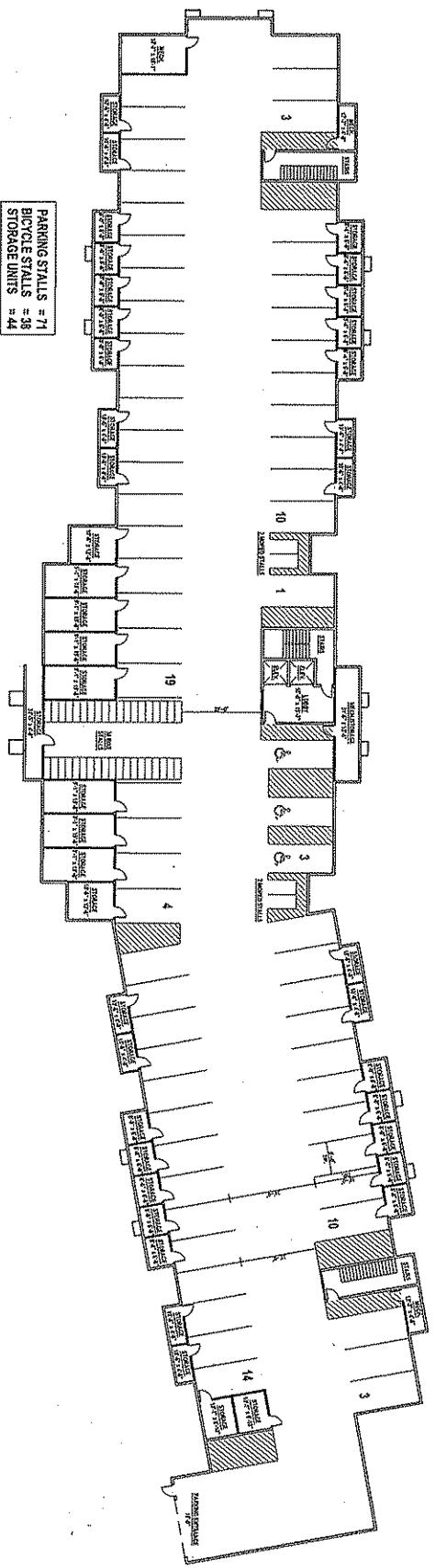
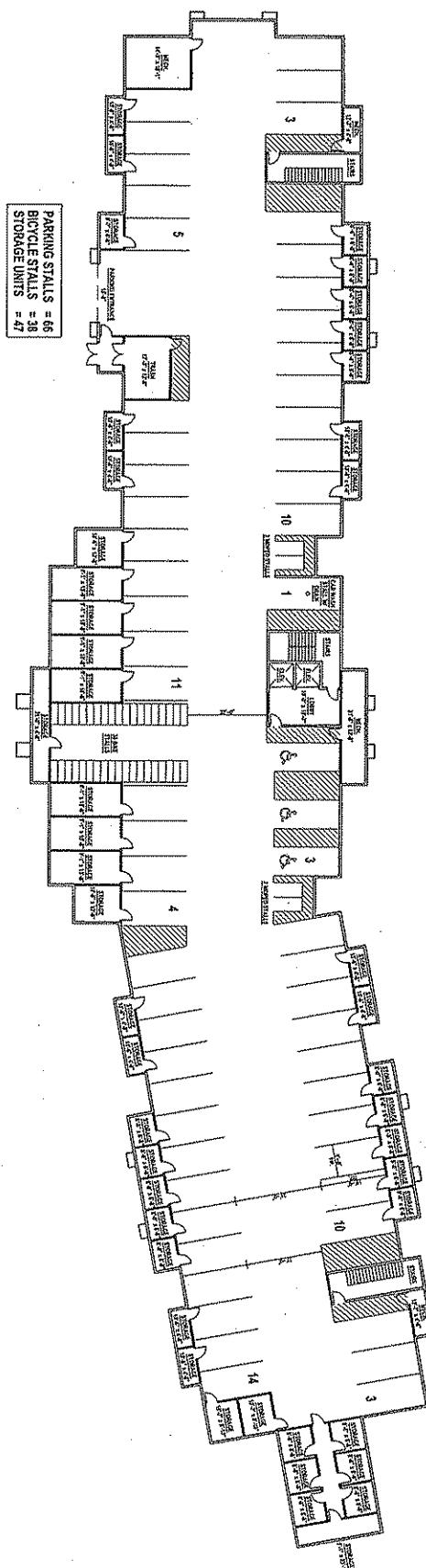
11

DIMENSION IV MADISON

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Interior Design
Planning
335 West Allis Street, Suite 100
Milwaukee, WI 53210
(414) 276-4444 Fax (414) 276-4445

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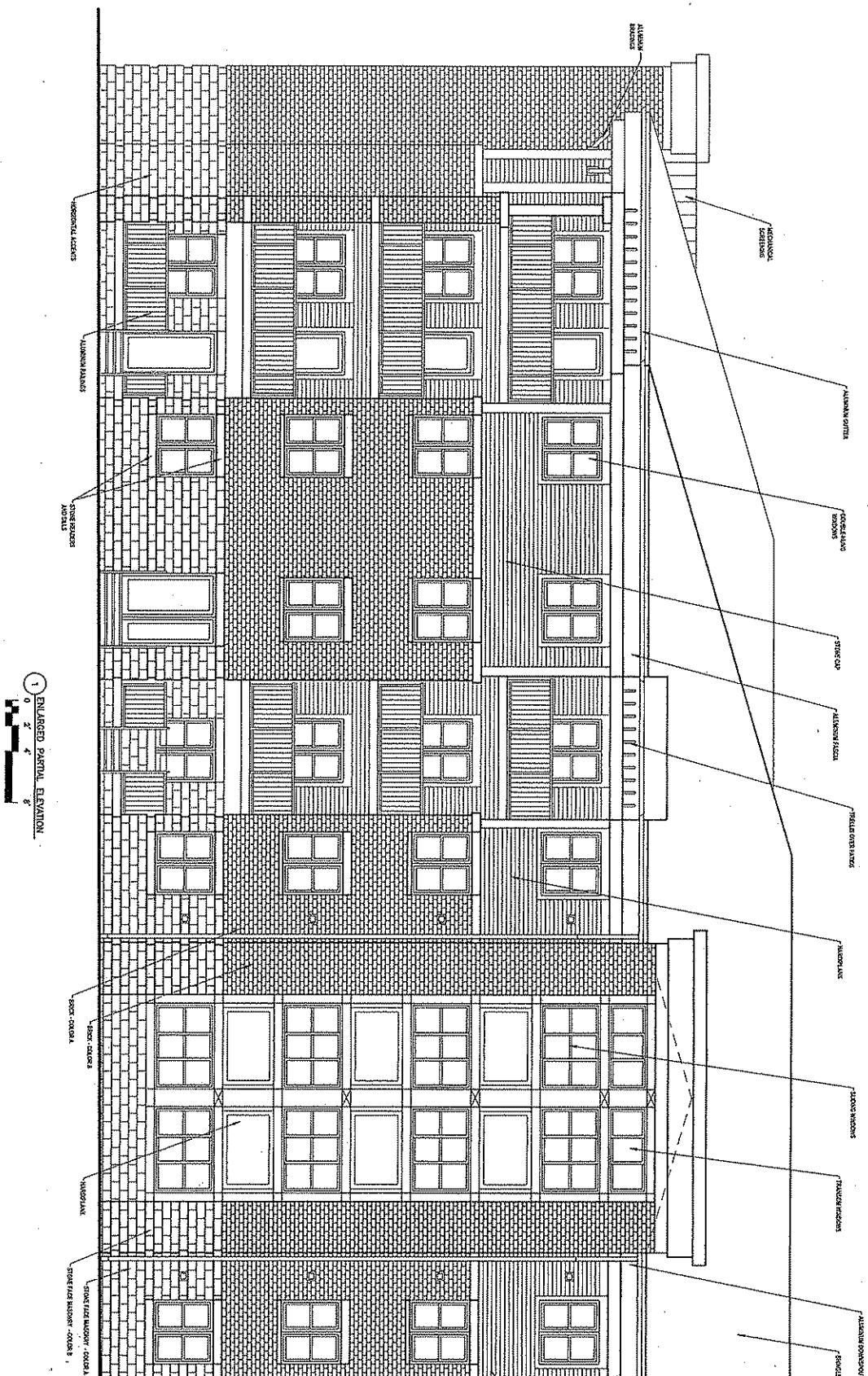
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MADISON, WI



REVISIONS	DATE OF ISSUE
URBAN DESIGN	09/13/07
SUBMISSION	
PROJECT NO.	NS002
PARKING LEVEL PLANS	

PARKING STALLS = 71
BICYCLE STALLS = 36
STORAGE UNITS = 44

PARKING STALLS = 65
BICYCLE STALLS = 36
STORAGE UNITS = 47



DIMENSION IV

Architecture
Engineering
Interior Design

NORMANDY
SQUARE

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BRITISH AIRWAYS

URBAN DESIGN
SUBMISSION

ENLARGED PARTIAL ELEVATION

5

NORMANDY SQUARE

