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AMENDMENT TO THE SPRECHER NEIGHBORHOOD DEVELOPMENT PLAN
GRANDVIEW COMMONS TOWN CENTER

_____, 2012

INTRODUCTION AND OVERVIEW

This amendment to the *Sprecher Neighborhood Development Plan* is adopted to provide revised land use recommendations for the southwest neighborhood commercial center located generally north of Cottage Grove Road at the southern end of North Star Drive, the north-south collector street serving the western half of the neighborhood. The amendment area is within and adjacent to the Neighborhood Center Mixed Use district defined in the Grandview Commons General Development Plan, which provides the detailed development concept, zoning regulations and design standards to guide the development of the center. The neighborhood plan recommendations for the southwest neighborhood commercial center emphasize the creation of an integrated, walkable neighborhood business district featuring mixed-use development, multi-story buildings located close to the sidewalk with parking at the rear or on side streets, minimum gaps in the street-level retail frontage, high levels of pedestrian amenities, and good linkages to the surrounding residential neighborhood. Consistent with the vision for a compact, pedestrian-oriented district, the plan also recommends a much smaller size of businesses and scale of development in the southwest neighborhood commercial center, compared to the proposed northeast commercial district. This amendment revises the applicable recommendations for the southwest neighborhood commercial center to accommodate the potential development of a large grocery store as an anchor business that can provide a wide range of convenience goods to neighborhood residents and also help make the center an attractive retail shopping destination for a wider market area. The amendment also enlarges the southwest neighborhood commercial center to incorporate most of the former Doric Lodge site on Cottage Grove Road, identifies the proposed site for a future Madison Public Library branch, and makes associated adjustments to the local street pattern.

PLAN TEXT REVISIONS

In the section of the Plan titled “Commercial Land Uses” make the following revisions to the narrative under “Southwest (Town Center) Neighborhood Commercial Center”:

Revise the second paragraph to read:

Although the range of uses appropriate to the proposed town center includes many of the same types of goods and services as the northeast commercial district, the important distinctions are the much smaller size and scale of the town center, the generally smaller size of the businesses, and the special urban design character of the district and the individual businesses within it. ~~It would be difficult for large businesses, or uses requiring extensive parking, for example, to be compatible with the compact, pedestrian-oriented development concept.~~ Consideration may be given to the development of a large scale grocery store as part of an overall master plan for the southwest town center, however, in order to provide the opportunity to develop a retail anchor that will help make the center an attractive shopping destination for a wider market area. A large anchor grocery may only be considered as part of an integrated, comprehensively-planned mixed use center that utilizes shared parking, provides good pedestrian connectivity and amenity, and features unique architectural treatments, durable, high quality building materials and dense landscaping and screening. This development should occur under design guidelines established to create the southwest town center as a diverse, walkable neighborhood activity center. An anchor grocery store developed as part of the southwest town center should not exceed 60,000 square feet in size, and development of other types of large-scale retail uses is not intended.

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In the section of the Plan titled “Institutional Land Uses” make the following revision:

Delete the paragraph regarding the Doric Lodge site:

~~The nearly six-acre site of the Doric Lodge meeting hall on Cottage Grove Road is also designated for institutional use. This type of community facility could become another activity center in the recommended neighborhood Town Center, and continued use of this site for Lodge activities is fully consistent with the objectives of the neighborhood plan. The meeting hall currently takes access from Cottage Grove Road, but opportunities for alternative access from one of the planned interior neighborhood streets can be considered as more detailed plans for development near the Town Center are prepared. Representatives of the Lodge have expressed an interest in maintaining a meeting facility in this area.~~

PLAN MAP REVISIONS

Expand the Mixed-Use Commercial/Residential use area eastward and re-designate most of the former Doric Lodge site from Institutional to Mixed-Use Commercial/Residential.

Re-designate part of the Low-Density Residential area and the small Low-Medium Density Residential area just east of the former Doric Lodge site to Mixed-Use Commercial/Residential.

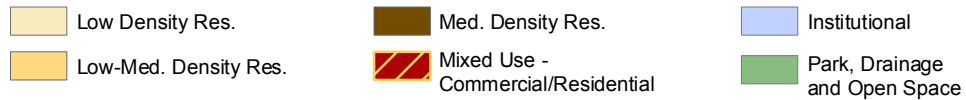
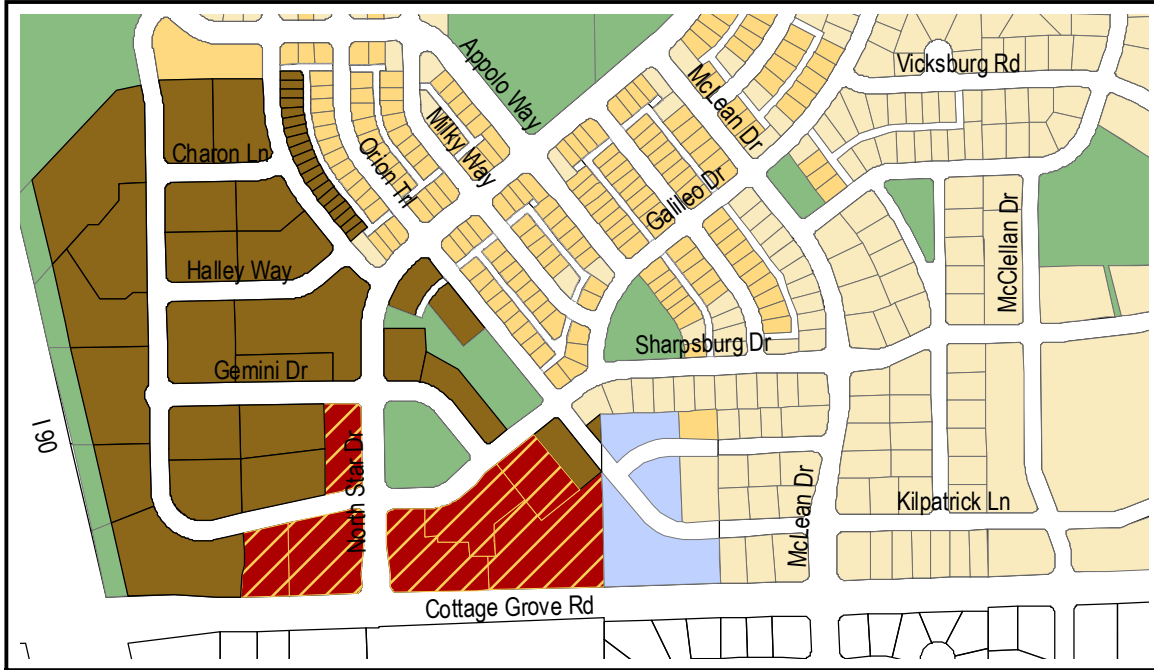
Re-designate the proposed site of the Madison Public Library branch south of Sharpsburg Drive from Mixed Use Commercial/Residential to Institutional.*

Modify the proposed local street alignments in the eastern part of the expanded Mixed-Use Commercial/Residential use area as indicated on the revised Land Use and Street Plan.

* A branch library would also be consistent with the Mixed-Use Commercial/Residential designation.

AMENDMENT to the SPRECHER NEIGHBORHOOD DEVELOPMENT PLAN Land Use and Street Plan

Sprecher Neighborhood Plan as adopted January 1998, and amended May 1999, May 2001, November 2001 and March 2005 and implemented through subdivision and zoning approvals.



Proposed Sprecher Neighborhood Development Plan
Amendment, _____, 2012

0 500 Feet

