



Department of Planning & Community & Economic Development
Planning/Building Inspection/Economic Development/Community Development

Planning Division
215 Martin Luther King, Jr. Boulevard
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635

REVIEW REQUEST FOR:

- PRELIMINARY PLAT
- FINAL PLAT
- LOT DIVISION/CSM
- CONDITIONAL USE
- DEMOLITION
- REZONING
- INCLUSIONARY ZONING
- OTHER

208 Cottage Grove Road LNDUSE-2018-00004
 Demolish commercial building & construct 4-story mixed-use building
 w/5,125 SF of commercial space & 35 apartments & 4-story 77-unit
 apartment building
 Mark Hammond, MSP Real Estate Inc/Sundial Capital LLC

PLANNING DIVISION CONTACT: Tim Parks

RETURN COMMENTS BY: February 09 2018

PLEASE ALSO EMAIL OR FAX ANY COMMENTS TO THE APPLICANT:

Applicant E-mail: mhammond@msphousing.com Fax: _____

Date Submitted: January 03 2018 Plan Commission: February 19 2018

Date Circulated: January 10 2018 Common Council: _____

CIRCULATED TO:

- | | | |
|---------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> ZONING | <input type="checkbox"/> DISABILITY RIGHTS | <input type="checkbox"/> ALD. _____ DIST. _____ |
| <input type="checkbox"/> FIRE DEPARTMENT | <input type="checkbox"/> POLICE DEPT. | <input type="checkbox"/> MADISON GAS & ELECTRIC |
| <input type="checkbox"/> TRAFFIC ENG | <input type="checkbox"/> CITY ASSESSOR | <input type="checkbox"/> ALLIANT ENERGY |
| <input type="checkbox"/> PARKS DIVISION | <input type="checkbox"/> MADISON METRO | <input type="checkbox"/> A T & T |
| <input type="checkbox"/> CITY ENG. | <input type="checkbox"/> PUBLIC HEALTH | <input type="checkbox"/> T D S |
| <input type="checkbox"/> CITY ENG.-MAPPING & ENV. | <input type="checkbox"/> SCHOOL DISTRICT | <input type="checkbox"/> MT. VERNON TELE |
| <input type="checkbox"/> WATER UTILITY | <input checked="" type="checkbox"/> NEIGHBORHOOD ORGANIZATION | _____ |
| <input type="checkbox"/> REAL ESTATE | <i>Eastmorland Community Assoc.</i> | _____ |

Review the above as per time schedule set in Chapter 16.23(5)(b)2; 16.23(5)(3)3; or Chapter 28, City of Madison Ordinance; OR your agency's comments cannot be considered prior to action.

One copy for your files; one copy for file of appropriate telephone company; PLEASE RETURN one copy with joint comments.

The above is located in your district. A copy is on file in the Planning Division Office for review. If you have any questions or comments, contact our office at 266-4635.

The above is located within or near the limits of your neighborhood organization. A copy is on file in the Planning Division Office for review. If you have any questions or comments, contact our office at 266-4635.

RETURN COMMENTS TO: PLANNING DIVISION, DEPT. OF PLANNING & COMMUNITY & ECONOMIC DEVELOPMENT, ROOM LL100 MMB, 215 MARTIN LUTHER KING JR. BLVD.

NO COMMENTS / YOUR COMMENTS:

CITY OF MADISON

FEB 12 2018

Planning & Community
& Economic Development

EASTMORLAND COMMUNITY ASSOCIATION

P.O. Box 14584 Madison, Wisconsin 53708

Approximate areas bound by
Highway 30, Highway 51,
Cottage Grove Road, Atwood Avenue,
Lake Monona and Starkweather Creek

February 12, 2018

To: City of Madison Plan Commission: Melissa M. Berge, Bradley A. Cantrell, Sheri Carter, Jason S. Hagenow, Steve King, James F. Oeth, Ken Opin, James E. Polewski, Michael W. Rewey, Andrew J. Statz, Ledell Zellers

Re: Conditional Use Request for 208 Cottage Grove Road

Dear Plan Commission members:

We appreciate your consideration of the details of this proposed development in considering whether to issue a conditional use permit. The evaluation by the Plan Commission is the first time neighbors have had to speak to the plan's impact on the surrounding area, as the City Council made its endorsement before residents of the Eastmorland Neighborhood, in which the site is located, were informed of the plan.

While we would support a thoughtful plan for redevelopment of the site, the mass and density of the plan before you is incompatible with the established area of single family homes it will rise above.

MPS Realty seeks a conditional use permit to: Demolish commercial building and construct four-story mixed-use building with 5,125 sq. ft. of commercial space and 35 apartments and four-story, 77-unit apartment building.

As you know, the city of Madison Zoning Code, 28.183 states that the Plan Commission shall not approve a conditional use without due consideration of the recommendations in not only the city comprehensive plan, but also neighborhood or special area plans and their guidelines.

The Cottage Grove Road Activity Centers Plan was approved by the Common Council on Oct. 3, 2017. The Royster-Clark Special Area Plan was adopted on Oct. 20, 2009.

1. Land Use and Urban Design Recommendation D in the Cottage Grove Road plan calls for development that is "respectful of relationship with adjacent residential uses."

The proposed 112 units on the 2.2 acre site would result in a density of 51 units per acre. As the site is designated as Neighborhood Mixed-Use District in the city's comprehensive plan, maximum density is recommended at no more than 40 dwelling

units per acre. The plan exceeds density limits for the district in a way that is incompatible with adjacent uses and not “respectful” of those areas.

The narrow strip of green shown on the development plan behind the north building facing Johns Street is an inadequate buffer between the proposed high-density development and adjacent existing single-family homes.

2. The Cottage Grove Road Plan offers a sets as a goal: “Improve the safety of all users of the transportation system,” and includes Recommendation P on parking: “Encourage new developments to provide adequate parking underneath or behind the buildings to avoid spillover parking in the neighborhood(s).”

The residential and commercial densities planned for a “T” intersection with Lake Monona that cannot be modified will produce traffic congestion and hazards for vehicular, bicycle and pedestrian traffic. The number of parking spaces includes is inadequate, and inclusion of underground parking – at an additional fee – for housing targeted at tenants at low, very low and extremely low income levels is unlikely to ameliorate the problem.

3. Recommendation H of the Cottage Grove Road plan refers to creation of an attractive realm that makes a statement that the neighborhood provides a high quality of life for residents.

The massive unbroken expanses of siding on both of the planned buildings are neither attractive nor indicative of a high quality of life.

4. The Royster-Clark plan at Recommendation 18 calls for the prohibition of land divisions in mixed-use areas resulting in parcels of less than one acre in size.

The proposed development plan would leave the current bank site, at .75 acre, as a parcel ill-suited to future development in a way that meets the goals of city plans, and is compatible with the surrounding area.

As you are aware, the Plan Commission cannot issue a conditional use permit unless all of several approval standards, enumerated at Madison Ordinance 28.183, are met.

As detailed at No. 1, No. 2 and No. 3 above, the development proposal in density, massing and lack of buffering area and lack of adequate parking does not meet city requirements of compatibility or “respectful” relationship with surrounding areas.

Therefore, the proposed development does not meet Approval Standard 3, which requires that uses, values and enjoyment of other property in the neighborhood will not be substantially impaired or diminished.

As detailed at No. 2 above, the development proposals, in density and resulting traffic, does not meet the city goal of improving the safety of users of the transportation system.

Therefore, the proposed development does not meet Approval Standard 1, which requires that establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.

As detailed at No.3 above, the proposed design is not attractive and does not connote a high quality of life.

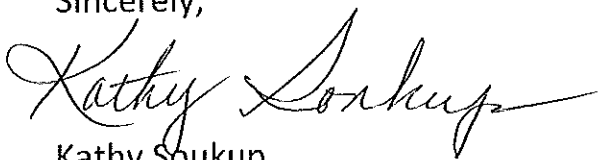
Therefore, the proposal does not meet Approval Standard 9 requiring an "environment of sustained aesthetic desirability," suggesting the applicant be required to submit its designs to the Urban Design Commission for further review and recommendation.

As detailed at No. 4 above, the proposal would create a small awkward adjacent land parcel.

Therefore, the proposal does not meet Approval Standard 4, which requires that the conditional use not impede the normal and orderly development and improvement of surrounding property.

We respectfully ask that the Plan Commission require the applicant to modify the plans for this large, highly visible development that will be influential in future redevelopment in the area to meet the requirements of city plans to be compatible with the surrounding area, and not be a detriment to the use and enjoyment of property or to the general welfare.

Sincerely,

A handwritten signature in cursive script that reads "Kathy Soukup". The signature is written in black ink and is positioned above the typed name.

Kathy Soukup,

President, Eastmorland Community Association