

# 209 Cottage Grove Road Rezoning

Legistar #61384

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# FAQs

**Does this project positively comply with the City of Madison Comprehensive Plan and the 2017 Cottage Grove Activity Centers Plan?**

See Cottage Grove Activity Centers Plan.

**YES and YES.**

Our project supports the goals and objectives of both the City of Madison's Comprehensive Plan as well as the Cottage Grove Activity Centers plan.

The City plan aims to create walkable neighborhood settings and promotes infill development and increased housing density to address housing shortages along transportation corridors.

The Cottage Grove Activity Centers also calls for high density, mixed-use residential, retail and streetscaping amenities at this location.

**Does this project meet the demolition standards to approve?**

See Legistar: Staff Comment-Addendum\_10-05-20.pdf

**YES.**

"[T]he Planning Division recommends that the Plan Commission forward [the]...rezoning [of] 209 Cottage Grove Road from CC-T to NMX ... to the Common Council with a recommendation of approval, and find that the standards for demolition permits and conditional uses are met..." (Planning Division Staff Report – Addendum October 5, 2020).

**Does the NMX code require, or imply, that existing obsolete retail must be retained in order to support the adjacent neighborhood?**

See: CoM-zoning-code-2013 : 28.063

**NO.**

Our project encourages and sustains the long term viability of commercial nodes that serve the shopping needs of residents in the adjacent neighborhood. We achieve this by adding 20,350 sq ft of new commercial space and maintaining the continuity of the commercial corridor.

**Who else agrees that the redevelopment of this site is aligned with City and neighborhood objectives?**

See photos #1-2, complete attached letter, and legistar record for details.

The **PLAN COMMISSION** Voted 5-3 in favor of the revised plan.

The **CITY PLANNING DEPARTMENT** recommended for approval and found standards for conditional use met.

The **CITY ASSESSOR** has determined the best and highest use of this site is redevelopment. They have determined the building is of negligible value, and have placed most of the value on the land. Further, the assessment has decreased by over \$ 1 million since 2018.

The **PREVIOUS OWNER/** commercial real estate broker.

**What positive financial impact does this project provide the city?**

**This project contributes approximately \$500,000 annually in property taxes along with an initial \$800,000 in park dedication fees.**

**Does this project contribute to neighborhood walkability and vibrant retail?**

See photos #3-5 and architectural renderings.

**YES and YES.**

**By adding density, the project supports neighborhood retail.**

**By bringing retail out of the strip mall up to the sidewalk and adding trees and other streetscape amenities, we will create a pedestrian friendly environment.**

**By offering retail at grade on both the West and East corners of the properties we maintain a continuous commercial corridor fronting Cottage Grove.**

**By adding a crosswalk, we envision residents walking towards the Roysters Project as the major Activity Center of the neighborhood.**

**We plan on targeting the most viable commercial tenants, e.g., professional services, co-working, a dining and fitness option.**

**We are also in discussion with B-Cycle to add a station here.**

**How much commercial space is in this project?**

We're replacing approx. 20,000 sq ft grade level, mostly vacant, obsolete commercial space with 20,350 sq ft of well designed, forward looking commercial and live-work space.

This includes approx. 8,850 sq. ft. of commercial and 11,500 sq ft of Live-Work.

Refer to legistar architectural drawings.

**Does the Developer plan to actively maintain Live-Work units as commercial rentals?**

**YES.**

We plan on doing our best to market our live-work spaces.

In fact, 5 year commercial leases are far more attractive than 1 year residential leases.

As leases expire, we will attempt to market live-work in order to continually provide commercial uses.

## What are the current vacancy rates in the new mixed-use projects in the trade area this project is in?

See photo #6. & Legistar: [EDD Commercial Vacancy Info\\_09-30-20.pdf](#).

The Atwood activity center trade area has 35,580 sq. ft of vacant commercial space, with an additional 33,500 sq. ft. approved. This number doesn't include the 20,350 sq ft proposed in this project.

If approved, the total would be 89,430 sq ft of vacant built or approved commercial space.

## Given the Cottage Grove 2017 market study outlining future capacity for retail in this corridor, where is the best location for a successful activity center?

See photo #7 & 8.

Royster Commons. Why?

Because Royster Commons has the parking to support high-traffic retail.

Royster also has the Pinney library as a key anchor tenant.

Royster is located away from high-traffic intersections that aren't conducive to pedestrian activity.

Royster is also located near a major bike path.

Maintaining Royster as an activity center would encourage pedestrian flow from our gateway project towards this center.

**Has the Developer responded to major neighborhood concerns about the project?**

**YES.**

The Developer has revised the initial proposal and **ADDED:**

- 17,000 sq ft of commercial & live-work space
- commercial space to east building, maintaining commercial continuity along Cottage Grove
- grade level access points and handicap accessibility
- landscaping to the rear to maintain privacy for adjacent neighbors
- streetscaping amenities requested such as bike racks
- specific commercial users as identified in the 2017 Cottage Grove Activity Centers Plan

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## City of Madison Assessment Records 2018-2020

### 209 Cottage Grove Assessment

Assessment Record			
	2018	2019	2020
Change Code			5/ 6
Land	273,000	300,000	1,500,000
Improvement	2,367,000	2,100,000	3,000
Total	2,640,000	2,400,000	1,503,000

**Loss: 1,137,000**



# Midwest Commercial Real Estate, LLC

September 27<sup>th</sup> 2020

Midwest Commercial Real Estate, LLC  
2935 S. Fish Hatchery Road, #123  
Fitchburg, WI 53711

To: Mr. Tim Parks, Planning Director, City of Madison  
From: Richard D Stern, former owner 209 Cottage Grove Road, Madison, WI

Hi Tim, **I owned the majority share of the retail shopping center at 209 Cottage Grove Road.**

As you know, I owned the majority share of the retail shopping center at 209 Cottage Grove Road. I have also presented the present owner as a retail leasing agent. I have no active relationship with the seller or developer at this time.

**It is my professional opinion that this center has outlived its useful life as a retail center.**

The highest and best use of the corner is now as a residential building with very little to no retail component. I and I have attempted to re-lease the space to ACE hardware and other retail users. The only takers we had were local retailers without adequate funding, or users on a temporary basis such as the library. They have obviously now abandoned this location for a newer facility.

The multitude of prospects I showed the site to have said the layouts do not conform to the newer retail centers Most users are looking for approximately 1800 square feet of retail with delivery access to the back of the building and small overhead doors. They also want premium locations with higher traffic counts and traffic accessibility. Larger users including Dorn Hardware would not lease the property at that

**Eventually he stated, "I WOULD NOT RENT THE CENTER AT ANY PRICE!" This is consistent with the response from ACE Hardware owners and corporation who would not renew their lease even at the very low rate we offered them.**

Therefore, I register for the Plan Commission Meeting in favor of Joe Krupp's redevelopment project. I am available and would be willing to speak publicly about my experiences trying to lease this retail space over the last twelve years

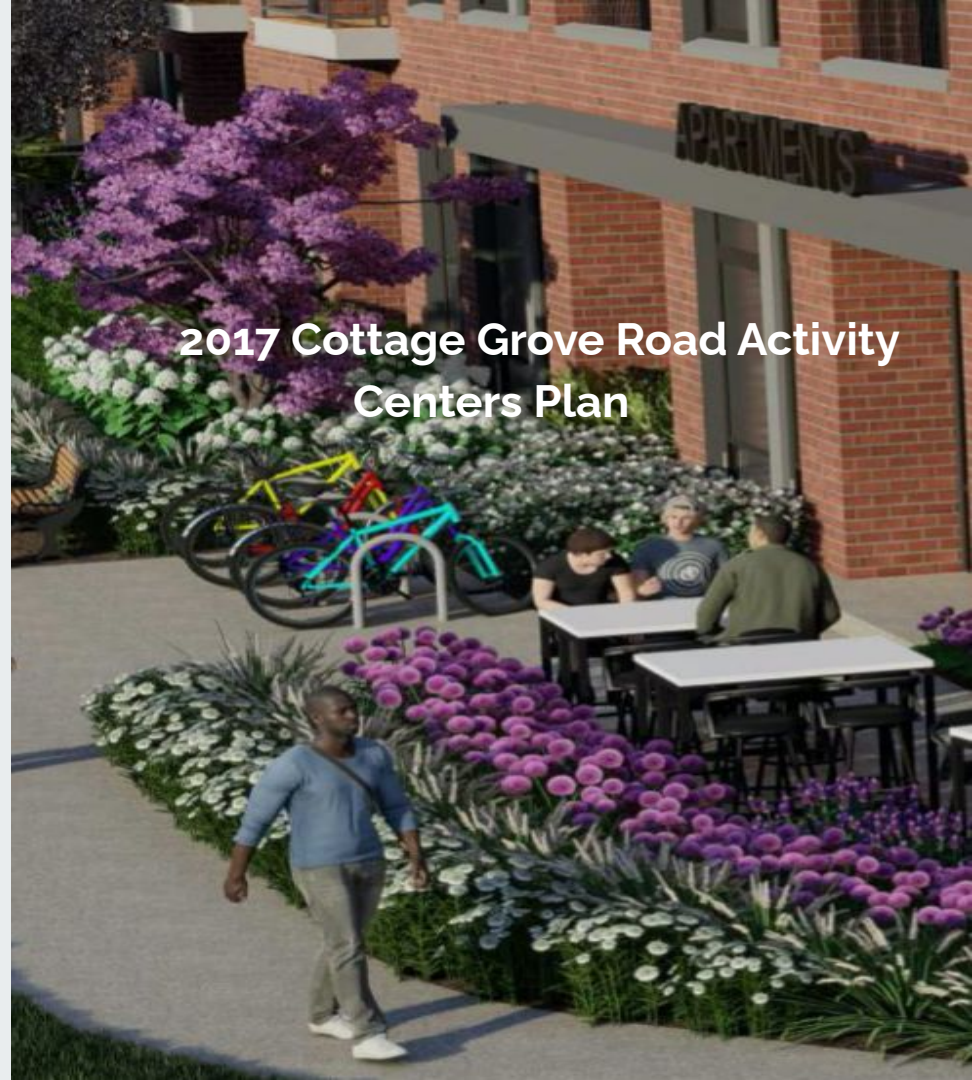
Sincerely,

Richard Stern, Broker  
Midwest Commercial Real Estate, LLC

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## community plan objective

- FITNESS OPPORTUNITIES
- RESTAURANTS/ OUTDOOR SEATING
- INCUBATOR/ FLEX SPACE FOR START-UP'S
- PERSONAL & PROFESSIONAL SERVICES
- STREETScape AMENITIES E.G., BENCHES  
TREES, PLANTERS, OUTDOOR PATIOS, &  
BIKE RACKS



2017 Cottage Grove Road Activity  
Centers Plan

PROPOSED SOLUTIONS





# proposed solutions: work-live



## LIVE

- 1) beauty services
- 2) therapist
- 3) architect

## WORK

- 4) attorney
- 5) accountant
- 6) chiropractor



## PLAY?

- 7) childcare
- 8) artist
- 9) designer

# Vacant Mixed-Use Retail in Trade Area

**Grove 100%**

**3000 sq ft**



**Garver 75%**

**8000 sq ft**



**16,580 + 20,000 sq ft**



**ROYSTER 100%**

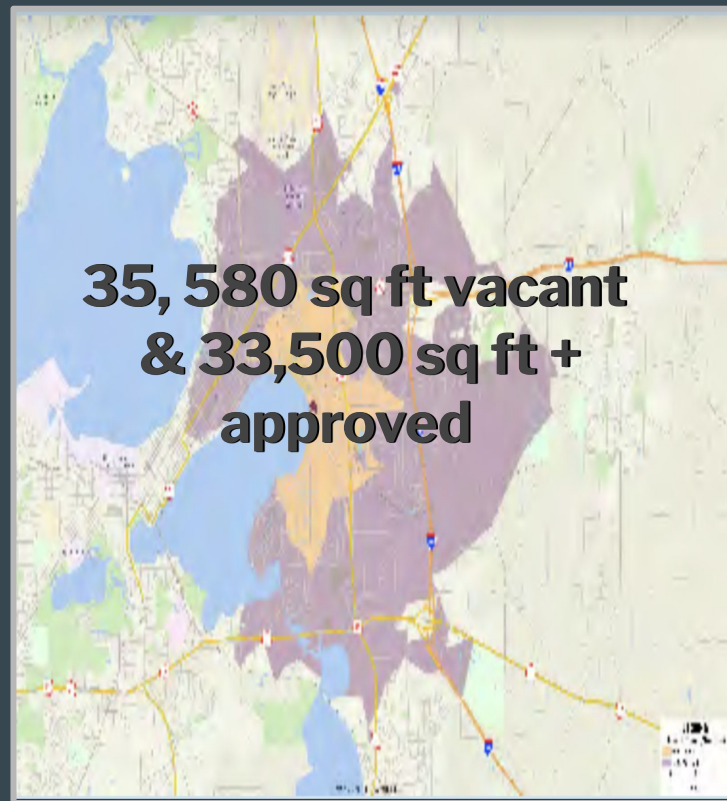
**8,000 + 13,500 sq ft**



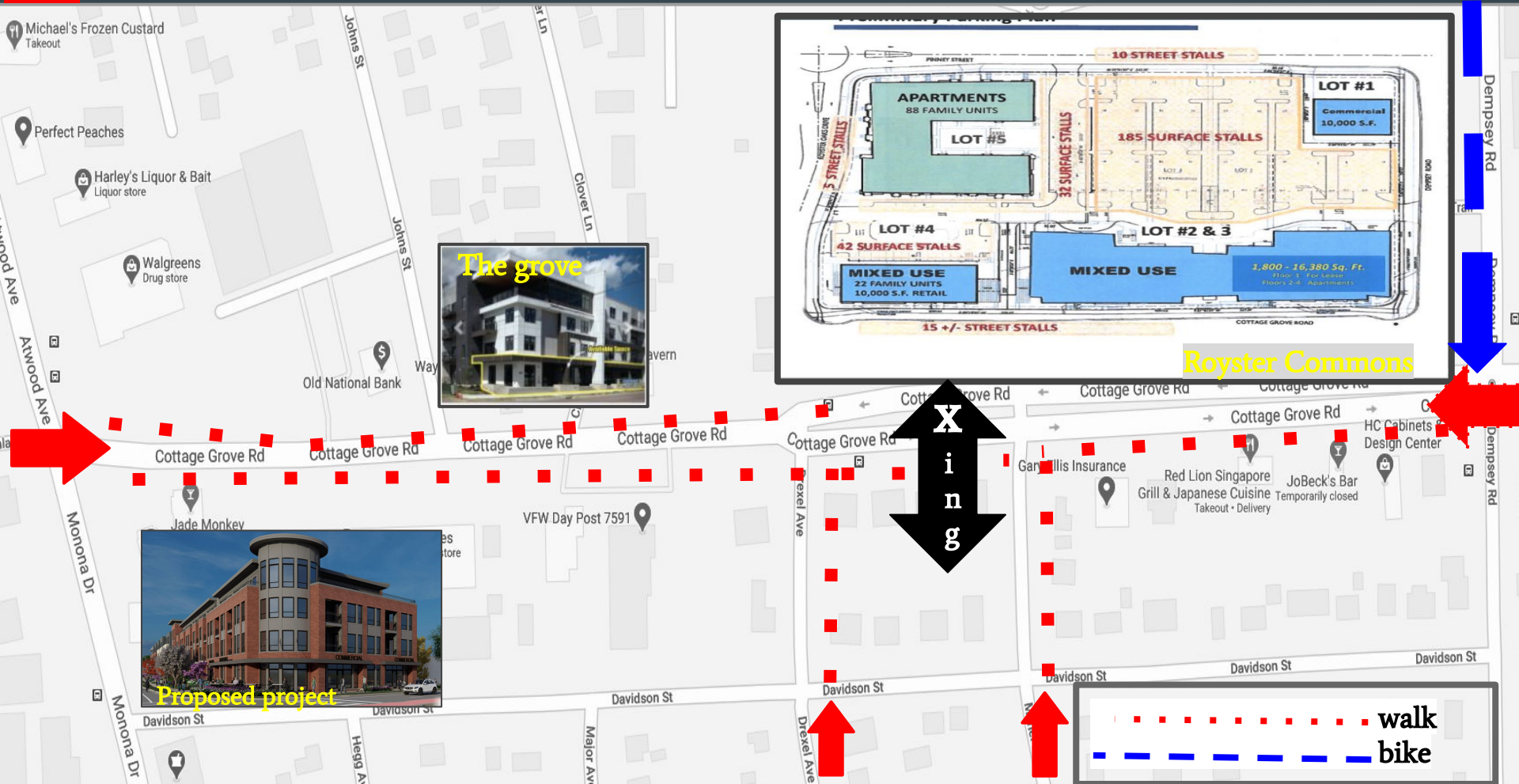
**UNION CORNERS 75%**

**Atwood Activity Center Trade Area**

**35,580 sq ft vacant  
& 33,500 sq ft +  
approved**



# Thriving Walkable Neighborhood Retail: Royster Commons





# Current Neighborhood Walkability

