



September 25, 2024

Meagan Tuttle
Planning Division
City of Madison
215 Martin Luther King, Jr. Blvd.
Madison, WI 53710-2985

RE: Hill Valley Neighborhood
Rezoning Request

Dear Megan,

Veridian Homes is pleased to submit the following request for the Hill Valley Neighborhood, a vibrant new addition to the southwest side of Madison. Built from the framework of the adopted plans, this neighborhood is designed to offer a wide range of much needed housing, walkable neighborhood commercial, interconnected streets, sidewalks, off-street trails, and a strong network of parks & open space.

We look forward to working with the City on the review and implementation of this amendment.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Munson", is written over a horizontal line.

Brian Munson
Principal

Applicant

VH Hill Valley, LLC.
6801 South Town Drive
Madison, WI 53713
Matt Brink
Phone: 608.226.3100
mbrink@veridianhomes.com

Owner

The High-Spring Limited Partnership
401 N Carroll Street
Madison, WI 53703

Design Team*Engineering:*

D'Onofrio Kottke
7539 Westward Way
Madison, WI 53717
Dan Day
Phone: 608.833.7530
dday@donofrio.cc

Planning:

Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715
Brian Munson
Phone: 608.609.4410
bmunson@vandewalle.com

Existing Condition

Parcels:

0708-352-0499-5	940 S High Point Road
0708-352-8670-9	NA
0708-352-9000-7	NA
0708-341-0198-6	902 Landmark Trail
0708-341-8170-7	NA
0708-341-8250-0	NA
0708-341-8700-5	NA
0708-341-9000-0	NA
0708-341-9500-5	NA

Total Acreage:	213.714 acres
Existing Zoning:	A, WP-26
Aldermanic District:	District 1: Duncan
Neighborhood Association:	None
Comprehensive Plan:	Low Residential (LR) Low-Medium Residential (LMR)



	Medium Residential (MR)	
	Parks and Open Space (P)	
Neighborhood Plan:	High Point Raymond Road (2017)	
NDP Plan Designations:	Housing Mix 1 (AVG 6 du/care)	
	Housing Mix 2 (AVG 12 du/care)	
	Housing Mix 3 (AVG 20 du/care)	
	Housing Mix 4 (AVG 35 du/care)	
	Potential Mixed Use	
	Public Park	
	Other Open Space	
Notifications:	Alder Duncan	April 18, 2024
	DAT Presentation	June 13, 2024
	Neighborhood Meeting	July 15, 2024

Request

Rezone existing parcels from A to TR-P, TR-U1, NMX, and CC-T.

Project Summary

The Hill Valley Neighborhood builds upon the adopted plan framework and balances the challenges of the existing site topography & market conditions to create a vibrant and diverse neighborhood. Residential uses within the neighborhood offer the full spectrum of housing from first time homeowners to move-up, move-down, and luxury price points in detached single family, twin homes, townhomes, multi-family, and mixed-use formats; offering much need housing to the southwest side of Madison. The residential portions of the neighborhood are accented by a full complement of parks & open spaces, neighborhood commercial destinations, walkable streets and off-street trails.

Carriage Lane Accessed Single Family

Carriage lane homes enhance the variety of housing format/price points while creating unique neighborhood character focused on the front door, porches, and pedestrian scale. These homes are designed with integrated architecture and reduced setbacks which create an unbroken front façade of houses without garages that emphasize a human-based scale and texture.



Conventional Single Family

Conventional single family homes within the neighborhood offer housing options from entry level/first time homebuyer, to luxury, and downsizer opportunities. These homes are designed with garage/home proportions and garage setbacks that focus the architecture on the front door/front façade of the home with setbacks to the garage components to create a more pedestrian oriented streetscape.



Attached Single Family (Twin Homes)

Twin homes within the neighborhood include floor plans and configurations with both flat site and tuck under parking, alley and street accessed garages, owner occupied market rate options, and unique senior oriented components. The attached for sale homes diversify the housing price points while offering attached product choices. The senior targeted “Haven Series” twin homes further diversify the housing options in the project and offer home ownership with a range of support services such as snow removal, lawn care, and other condominium like services; without the complications of condominium ownership models.

Attached Single Family (Townhomes)

Townhomes offer attached single family residential options with each unit being designed as individual for-sale lots. These units create key missing middle housing and scale transitions to the multi-family housing. Townhome designs include both flat site and tuck under formats with 2-3 story massing and residential character.

Multi-Family

Multi-family housing within the neighborhood is designed to offer rental housing choices with on-site amenities for residents of the building complexes. The multi-family segments of the neighborhood are placed per the adopted plan and will be designed to fit within the residential character of the overall neighborhood. Parking for these buildings will be delivered through a blend of under building parking and surface parking.

Mixed Use

The mixed use parcel creates the opportunity for neighborhood serving commercial along Pleasant View Road and the community collector street. This site is designed to have strong regional and local access with a unique setting along the stormwater facility. First floor commercial would offer space for 5-6 stores with uses ranging from services to restaurants and retail tenants.



Neighborhood Commercial

The neighborhood commercial space forms a small scale retail opportunity at the extension of Lone Oak Trail and Pleasant View Drive and could include small scale services or retail, day care, or medical/dental offices.

*Parks & Open Space*

Parks & open space components within the neighborhood deliver a blend of active and passive recreation choices for residents of the neighborhood & region through the creation of a new open space spine from Midtown Commons Park south of the neighborhood to Newbery Park to the north. This central spine is further accentuated by neighborhood greens and trails to offer distinctive open spaces for all users, age groups, and recreational needs.

*Stormwater Management*

Distributed stormwater management systems are placed within each of the sub-watersheds to address both water volume and quality to address the stormwater needs of the neighborhood. These spaces are located adjacent to the park system (separate out lots) to create additional opportunities for trail corridors and extensions of the open space system.

*Mail Delivery*

Mail delivery within the neighborhood will utilize centralized box units (CBU's) in 12 and 16 slot units. Design and placement of these units will work to create several centralized hubs where feasible and some dispersed units with a goal of reducing the number of locations within the neighborhood and creating central community collection points.

*Phasing*

The project will be built in 7-10 phases starting in the southeast portion of the property and proceeding in multiple steps out over the course of the next 10-15 years.



Use Summary*Single Family*

Conventional Single Family	1	80 x 100
	29	69 x 100
	45	65 x 100
	99	59 x 100
	39	51 x 100
Alley Single Family:	81	31 x 95
	172	37 x 95
	92	45 x 95

Attached Single Family (Twin homes)

Market Rate Alley Flat Site	80
Market Rate Alley Tuck Under	96
Haven Alley Flat Site	24
Haven Conventional	22

Attached Single Family (Townhomes)

Alley Townhomes Flat Site	26
Alley Townhomes Tuck Under	42
Total Single Family	848

Multi-Family/Mixed-Use

Apartments	675-795
Mixed Use Residential	40-60
	Commercial

Neighborhood Commercial

Total Project Units:	1,563-1,703
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Park Dedication:

Required:	33.11-35.47 acres
Proposed Dedication/Credit:	19.5 acres



TR-P Requirements

- Three residential housing types exist within the TR-P section of the neighborhood (Single Family Street Accessed, Single Family Alley Accessed, Two-family). Additional housing types (single family attached townhomes, mixed use commercial/residential, and multi-family) are included within the project in other zoning districts
- Attached single family housing comprises 34% of the units within the neighborhood.
- All units within the project are located within 1/4 mile of existing or planned public or common open spaces
- Proposed lot configuration and uses are designed to meet the dimensional requirements of the TR-P district.

TR-P Site Design Standards

Open Space

The neighborhood is served by new parks and open spaces distributed throughout the neighborhood, as well as extensions to the adjoining Newbery Park and Midtown Commons Park. The new parks and open spaces include community, neighborhood commons, and playgrounds designed to offer a variety of active recreation and passive recreation opportunities within the neighborhood.

Several parcels within the project will be owned and maintained as private open space but available for use by the general public. These parcels are seeking public dedication credit, per the City Madison Ordinances MGO 16.23(8)(f)(8), but will be privately installed and maintained. The Home Owners Association (HOA) will be responsible for maintaining these spaces and are precluded from restricting access.

Open Space Dedication Chart

<u>OL</u>	<u>Park</u>	<u>Requested Dedication Credit</u>
3	Private Open Space	1.6 acres
4	Dedicated to the Public for Park Purposes	7.2 acres
7	Private Open Space	1.1 acres
9	Dedicated to the Public for Park Purposes	7.9 acres
<u>11</u>	<u>Dedicated to the Public for Park Purposes</u>	<u>1.7 acres</u>
Total		19.5 acres

Street Layout

The neighborhood is served by a strong grid of neighborhood scaled streets, sidewalks, and off-street connections, including the extension of all adjoining street rights of way. The streets within the neighborhood are designed to meet the standards of the City of Madison Green Streets Policy and are scaled to reflect the adjoining land uses and overall street network needs.

Non-Residential Uses

Neighborhood serving commercial is included in the northwest corner of the site to create opportunities for small scale businesses in support of the neighborhood. Additional neighborhood commercial space is included in the project within the CC-T designated site along Pleasant View Road.

Setbacks

Building setbacks within the neighborhood will be per the TR-P Zoning District standards.



Building Design

Building design within the neighborhood will go through a review process with a neighborhood Architectural Review Committee (ARC). The ARC is tasked with guiding the creation of diverse architectural approaches throughout the neighborhood. Review criteria include site plan/landscape plan configurations, building massing & composition, building orientation and interaction with adjoining streets & uses, and application of appropriate durable materials.

DIMENSIONAL STANDARDS

Building placement will meet the dimensional standards as described in the TR-P Zoning District.

ARCHITECTURAL STYLE

Architecture within the neighborhood will be developed with a variety of American vernacular architectural styles.

MASSING*Rhythms*

In architectural composition, rhythm refers to the regular use of recurrence of building elements. These elements consist of features such as, but not limited to, window locations, columns and piers. Rhythm solidifies the building design and ensures that the overall composition of building elements is balanced.

Roofline Articulation

The roof form establishes the character of a home and terminates the building. Bays and gables are encouraged to break-up the massing of the home into smaller or intimate components. Selection of an appropriate roof form will vary depending on the architectural style.

- Hipped and gabled roofs with a symmetrical pitch shall run between 5:12 and 12:12, as appropriate to architectural style.
- Shed roofs pitched between 5:12 and 7:12 shall be attached to an adjacent building wall and shall not be utilized freestanding buildings. Shed dormers shall have a 3:12 pitch and be utilized only on appropriate styles.
- Hipped and shed porch roofs shall have a pitch between 3:12 and 6:12.
- Roof overhangs may vary from a minimum of 6" to a maximum of 30".

HEIGHT

- Building heights with the TR-P will follow the guidance of the zoning district
- Partially exposed basements shall not constitute a story.

APPROPRIATE WALL MATERIALS

All materials shall be properly utilized based on the precedents of the architectural style of the building.

WALL SIDING/SURFACING

- Brick
- Clapboard Siding
- Cement Board Siding / Composition Siding / Vinyl Siding



- Half-Timbering
- Cast Stone
- Stone
- Stucco and Exterior Insulated Finish System (EIFS)
- Wood, Composition, vinyl or Cement Shingle Siding

DECKS

Decks shall be located only in rear or side yards. Portions of decks visible from the street or projecting in such a manner that it is visible from the front yard, shall be screened with appropriate fencing or landscaping.

PORCHES AND STOOPS

Usable front porches are encouraged as both visual and functional design elements. Minimum dimensions for a usable porch are 6'0" deep and 6'0" wide exclusive of access to front entry.



Exhibits:

Notifications
Property Legal Description
Zoning Legal Descriptions
High Point Raymond Road NDP (Full)
High Point Raymond Road NDP (Site)
Existing Conditions
Illustrative Plan
Zoning Plan
Conceptual Phasing Plan
Park Context Map
Parks & Open Space Plan
Trails Network Plan
Right-of-Way Widths
Street Cross Sections
Traffic Calming
Potential CBU Locations



Exhibit A: Property Legal Description

A parcel of land located in the NW1/4 of the NE1/4, NE1/4 of the NE1/4, SE1/4 of the NE1/4 and the SW1/4 of the NE1/4 of Section 34 and the NW1/4 of the NW1/4 and the SW1/4 of the NW1/4 of Section 35, T7N, R8E, City of Madison, Dane County, Wisconsin to-wit:

Beginning at the East 1/4 corner of said Section 34; thence S89°11'12"W, 2546.36 feet along the North line of Lot 37 and Outlot 4, Mid Town Commons, the North right-of-way line of Waldorf Boulevard, the North line of Outlot 2 and Lot 2, Springs at Pleasant View and the North right-of-way line of Mica Road to the East right-of-way line of Pleasant View Road – County Highway "M"; thence N01°07'30"E, 937.61 feet along said East right-of-way line; thence N89°29'17"W, 16.65 feet along and said East right-of-way line; thence N00°49'59"W, 244.49 feet along said East right-of-way line; thence N01°07'30"E, 648.50 feet along said East right-of-way line to the Southwest corner of Lot 1, Certified Survey Map No. 14786; thence N89°38'56"E, 1028.06 feet along the South line of Lots 1-3, Certified Survey Map No. 14786, the South right-of-way line of South View Road, the South line Lots 4, 5 and 12, Block 2, Westview Hills to the Southwest corner of said Lot 4; thence N01°07'45"E, 809.90 feet along the East line of Lots 2, 3 4 and 9, Block 2, Westview Hills and the East right-of-way line of Prairie Hill Drive to the Northeast corner of said Lot 9; thence N89°34'51"E, 239.98 feet to the Northwest corner of the NE1/4 of the NE1/4 of said Section 34, also being the Southwest corner of Lot 20, Applewood Hill; thence N88°25'55"E, 728.71 feet along the South lines of Lots 18, 19 and 20, Applewood Hill and the South right-of-way line to Landmark Trail to the Southeast corner of said Lot 18; thence N88°19'15"E, 583.13 feet along the South line of Lot 18 and Park, Applewood Hill, to the Southeast corner of said Park, also being the Northeast corner of said Section 34; thence N89°00'52"E, 978.23 feet along the South line of Outlot 2, Lots 5, 8, 9, 10 17, 18, 19, 22, Newberry Heights and the South right-of-way line of Lois Lowry Lane to the Northwest corner of Lot 1, Certified Survey Map No. 2202; thence S01°20'34"W, 289.91 feet to the Southwest corner of said Lot 1; thence N89°06'58"E, 333.19 feet along the South line of said Lot 1 and the Easterly extension thereof to a point on the East line of the NW1/4 of the NW1/4 of said Section 35; thence S01°15'12"W, 2357.43 feet along said East line and the East line of the SW1/4 of the NW1/4 of said Section 35 thence S88°56'13"W, 1313.23 feet along the North line of Outlot 4, Valley Ridge and the Easterly extension of said Outlot 4, to the point of beginning. Containing 9,309,382 square feet (213.714 acres).

Exhibit B: Zoning District Legal Descriptions

LAND TO BE ZONED TR-P

A parcel of land located in the NW1/4 of the NE1/4, NE1/4 of the NE1/4, SE1/4 of the NE1/4 and the SW1/4 of the NE1/4 of Section 34 and the NW1/4 of the NW1/4 and the SW1/4 of the NW1/4 of Section 35, T7N, R8E, City of Madison, Dane County, Wisconsin to-wit:

Beginning at the East 1/4 corner of said Section 34; thence S89°11'12"W, 1892.77 feet; thence N00°38'54"E, 81.95 feet to a point of curve; thence Northerly along a curve to the left which has a radius of 183.00 feet and a chord which bears N11°15'19"W, 75.49 feet; thence N23°09'32"W, 331.95 feet; thence N66°50'28"E, 351.90 feet to a point of curve; thence Northeasterly along a curve to the right which has a radius of 337.00 feet and a chord which bears N78°59'07"E, 141.79 feet; thence S88°52'15"E, 59.25 feet; thence N01°07'45"E, 138.00 feet; thence N88°52'15"W, 59.25 feet to a point of curve; thence Westerly along a curve to the left which has a radius of 475.00 feet and a chord which bears S86°14'08"W, 81.04 feet; thence N01°07'45"E, 585.91 feet; thence N88°52'15"W, 316.64 feet to a point of curve; thence Northwesterly along a curve to the right which has a radius of 300.00 feet and a chord which bears N67°38'38"W,



217.24 feet; thence N46°25'01"W, 101.34 feet to a point of curve; thence Northwesterly along a curve to the left which has a radius of 300.00 feet and a chord which bears N56°48'26"W, 108.21 feet; thence N22°48'09"E, 101.36 feet to a point of curve; thence Northerly along a curve to the left which has a radius of 200.00 feet and a chord which bears N11°42'36"E, 76.96 feet; thence N00°37'04"E, 90.89 feet; thence N89°38'56"E, 759.27 feet; thence N01°07'45"E, 809.90 feet; thence N89°34'51"E, 239.98 feet; thence N88°25'55"E, 728.71 feet; thence N88°19'15"E, 583.13 feet; thence N89°00'52"E, 978.23 feet; thence S01°20'34"W, 289.91 feet; thence N88°44'48"W, 181.69 feet; thence N01°15'12"E, 34.55 feet to a point of curve; thence Northwesterly along a curve to the left which has a radius of 82.00 feet and a chord which bears N43°44'36"W, 115.96 feet; thence N88°44'24"W, 44.01 feet; thence S01°15'12"W, 498.50 feet; thence S88°44'48"E, 126.00 feet; thence S01°15'12"W, 754.81 feet; thence S88°44'48"E, 514.65 feet; thence S01°15'12"W, 1208.25 feet; thence S88°56'13"W, 1313.23 feet to the point of beginning. Containing 171.258 acres.

LAND TO BE ZONED NMX

A parcel of land located in the NW1/4 of the NE1/4 of Section 34, T7N, R8E, City of Madison, Dane County, Wisconsin to-wit:

Commencing at the East 1/4 of said Section 34; thence S89°11'12"W, 2300.22 feet; thence N00°48'48"W, 1569.04 feet to the point of beginning; thence Northwesterly along a curve to the left which has a radius of 300.00 feet and a chord which bears N78°02'11"W, 112.83 feet; thence N88°52'30"W, 107.11 feet; thence N01°07'30"E, 232.59 feet; thence N89°38'56"E, 268.79 feet; thence S00°37'04"W, 90.89 feet to a point of curve; thence Southerly along a curve to the right which has a radius of 200.00 feet and a chord which bears S11°42'36"W, 76.96 feet; thence S22°48'09"W, 101.36 feet to the point of beginning. Containing 1.424 acres.

LAND TO BE ZONED TR-U1

A parcel of land located in the NW1/4 of the NW1/4 and the SW1/4 of the NW1/4 of Section 35, T7N, R8E, City of Madison, Dane County, Wisconsin to-wit:

Commencing at the West1/4 corner of said Section 35; thence N88°56'13"E, 1313.23 feet; thence N01°15'12"E, 1208.25 feet to the point of beginning; thence N88°44'48"W, 514.65 feet; thence N01°15'12"E, 754.81 feet; thence N88°44'48"W, 126.00 feet; thence N01°15'12"E, 498.50 feet; thence S88°44'24"E, 44.01 feet to a point of curve; thence Southeasterly along a curve to the right which has a radius of 83.00 feet and a chord which bears S43°44'36"E, 115.96 feet; thence S01°15'12"W, 34.55 feet; thence S88°44'48"E, 181.69 feet; thence N89°06'58"E, 333.19 feet; thence S01°15'12"W, 1149.18 feet to the point of beginning. Containing 14.886 acres.

A parcel of land located in the NW1/4 of the NE1/4 and the SW1/4 of the NE1/4 of Section 34, T7N, R8E, City of Madison, Dane County, Wisconsin to-wit:

Commencing at the East 1/4 corner of said Section 34; thence S89°11'12"W, 1892.75 feet to the point of beginning; thence S89°11'12"W, 653.59 feet; thence N01°07'30"E, 937.61 feet; thence N89°29'17"W, 16.65 feet; thence N00°49'59"W, 244.49 feet; thence N01°07'30"E, 415.91 feet; thence S88°52'30"E, 107.11 feet to a point of curve; thence Southeasterly along a curve to the right which has a radius of 300.00 feet and a chord which bears S67°38'45"E, 217.26 feet; thence S46°25'01"E, 101.34 feet to a point of curve; thence Southeasterly along a curve to the left which has a radius of 300.00 feet and a chord which bears S67°38'38"E, 217.24 feet; thence



S88°52'15"E, 316.64 feet; thence S01°07'45"W, 585.91 feet to a point of curve; thence Northeasterly along a curve to the right which has a radius of 475.00 feet and a chord which bears N86°14'08"E, 81.04 feet; thence S88°52'15"E, 59.25 feet; thence S01°07'45"W, 138.00 feet; thence N88°52'15"W, 59.25 feet to a point of curve; thence Southwesterly along a curve to the left which has a radius of 337.00 feet and a chord which bears S78°59'07"W, 141.79 feet; thence S66°50'28"W, 351.90 feet; thence N26°40'54"W, 138.26 feet to a point of curve; thence Southwesterly along a curve to the right which has a radius of 475.00 feet and a chord which bears S75°32'32"W, 143.72 feet; thence N01°15'36"E, 394.16 feet; thence N90°00'00"E, 75.39 feet; thence N66°52'17"E, 125.00 feet; thence S23°09'32"E, 350.93 feet; thence S66°50'28"W, 215.19 feet; thence S26°40'54"E, 138.26 feet; thence S23°09'32"E, 331.95 feet to a point of curve; thence Southerly along a curve to the right which has a radius of 183.00 feet and a chord which bears S11°15'19"E, 75.49 feet; thence S00°38'54"W, 81.95 feet to the point of beginning. Containing 23.828 acres.

LAND TO BE ZONED CC-T

A parcel of land located in the SW1/4 of the NE1/4 of Section 34, T7N, R8E, City of Madison, Dane County, Wisconsin to-wit:

Commencing at the East 1/4 corner of said Section 34; thence S89°11'12"W, 2230.55 feet; thence N00°48'48"W, 553.69 feet to the point of beginning; thence N01°15'36"E, 394.16 feet; thence N90°00'00"E, 75.39 feet; thence N66°52'17"E, 125.00 feet; thence S23°09'32"E, 350.93 feet; thence S66°50'28"W, 215.19 feet; thence Southwesterly along a curve to the right which has a radius of 475.00 feet and a chord which bears S75°32'32"W, 143.72 feet to the point of beginning.

Containing 2.318 acres

