



City of Madison

Proposed Rezoning

Location

6002 Cottage Grove Road,
5901-5939 Sharpsburg Dr & 857 Jupiter Dr

Applicant

Jeff Rosenberg - Veridian Homes/
Brian Munson - Vandewalle & Associates

From: A, PUD-GDP, To: Amended
PUD-SIP PUD-GDP &
R2T

Existing Use

Undeveloped Land in Grandview Commons

Proposed Use

GDP for Grandview Commons Town Center,
including plans for 109,000 sq ft of future
retail/office development including a 58,000 sq ft
grocery store; a 24,000 sq ft public library; 110
multi-family units; and a subdivision plan for 18
single-family lots, 5 town center lots, and 1 outlot.

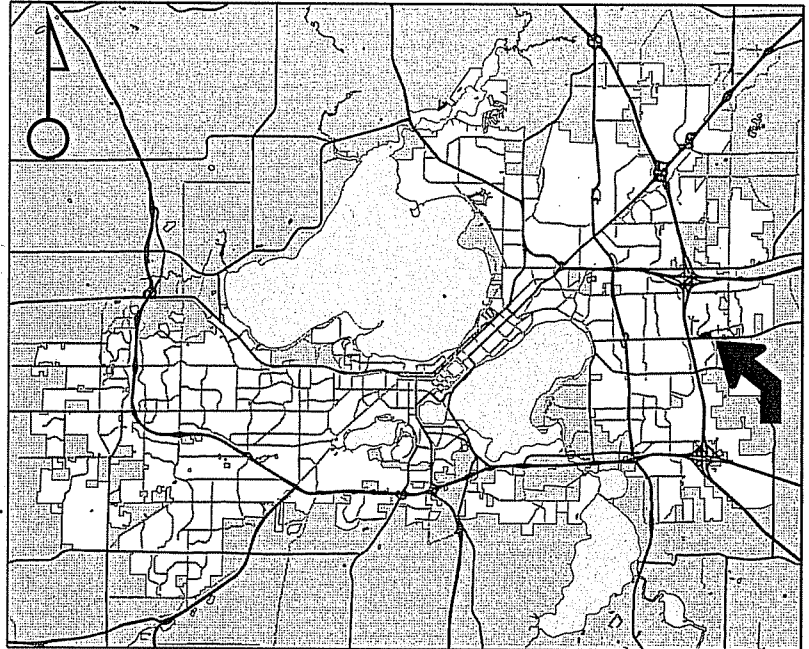
Public Hearing Date

Plan Commission

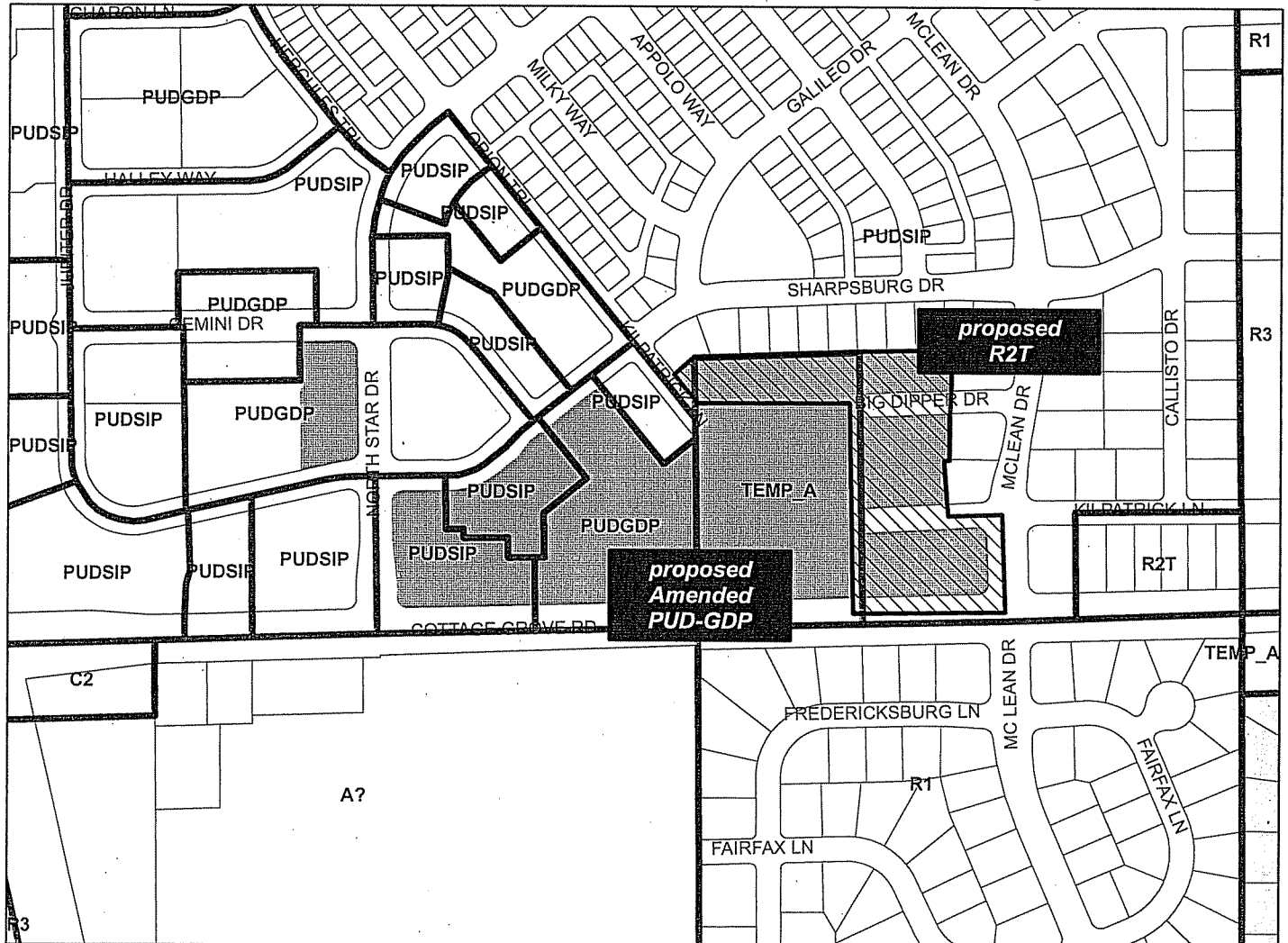
20 February 2012

Common Council

28 February 2012



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



Scale : 1" = 400'

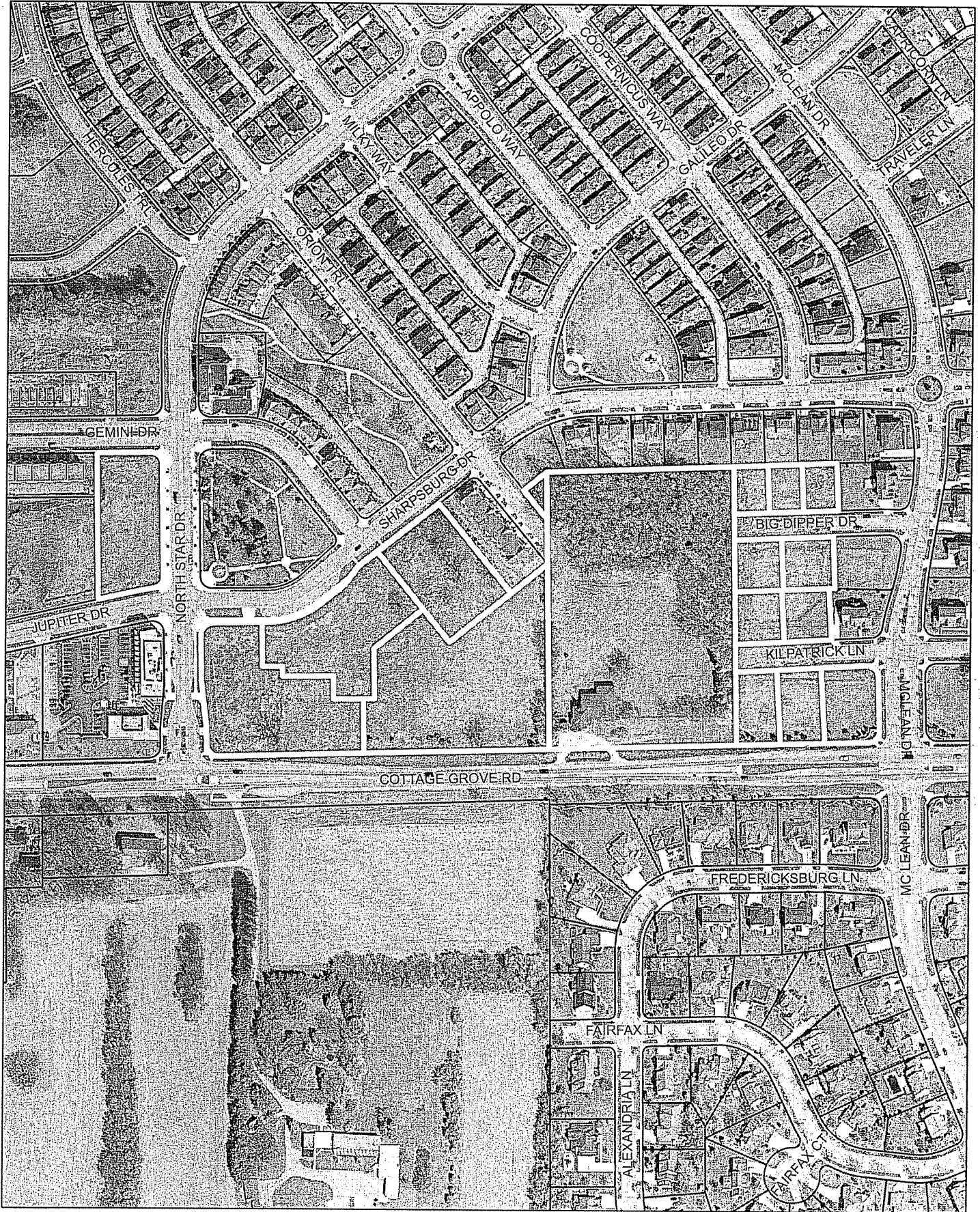
City of Madison, Planning Division : RPJ : Date : 06 February 2012

13-14



City of Madison

6002 Cottage Grove Rd.
5901-5939 Sharpsburg Dr. & 857 Jupiter Dr.



Date of Aerial Photography : Spring 2010

13-14



LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:

Amt. Paid \$4250 Receipt No. 125966
Date Received 10/19/11
Received By JLK
Parcel No. 0710-112-1801-5
Aldermanic District 3 Lauren Chase
GQ Zoned PUDceDP/Eng Hold
Zoning District PUDceDP

For Complete Submittal

Application	Letter of Intent	<input checked="" type="checkbox"/>
IDUP	Legal Descript.	<input checked="" type="checkbox"/>
Plan Sets	Zoning Text	<input checked="" type="checkbox"/>
Alder Notification	Waiver	<input checked="" type="checkbox"/>
Ngbrhd. Assn Not.	Waiver	<input checked="" type="checkbox"/>
Date Sign Issued	<u>10/19/11</u>	

1. **Project Address:** 857 Jupiter Drive

Project Area in Acres: 15.37

Project Title (if any): Grandview Commons Town Center Amendment

2. This is an application for:

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)

☐ Rezoning to a Non-PUD or PCD Zoning Dist.:

Existing Zoning: _____ to _____

Proposed Zoning (ex: R1, R2T, C3): _____

Rezoning to or Amendment of a PUD or PCD District:

☐ Ex. Zoning: _____ to PUD/PCD-GDP

☐ Ex. Zoning: _____ to PUD/PCD-SIP

☒ Amended Gen. Dev. ☐ Amended Spec. Imp. Plan

☐ **Conditional Use**

☐ **Demolition Permit**

☒ **Other Requests (Specify):** PUD:GDP/R2T

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Jeff Rosenberg Company: Veridian Homes

Street Address: 6801 South Town Drive City/State: Madison, Wisconsin Zip: 53713

Telephone: (608) 226-3100 Fax: (608) 226-0600 Email: jrosenberg@veridianhomes.com

Project Contact Person: Brian Munson Company: Vandewalle & Associates

Street Address: 120 East Lakeside Street City/State: Madison, Wisconsin Zip: 53715

Telephone: (608) 255-3988 Fax: (608) 255-0814 Email: bmunson@vandewalle.com

Property Owner (if not applicant): See Addendum C for complete list

Street Address: _____ City/State: _____ Zip: _____

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: _____

Mixed Use Town Center with grocery store anchor

Development Schedule: Commencement 2012

Completion TBD

5. Required Submittals:

- ☒ **Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
- **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **1 copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper
- ☒ **Letter of Intent (12 copies):** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- ☒ **Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- ☒ **Filing Fee:** \$ 4,250 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer*.
- ☒ **Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

In Addition, The Following Items May Also Be Required With Your Application:

- ☒ For any applications proposing demolition or removal of existing buildings, the following items are required:
- Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
 - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- ☒ **Zoning Text (12 copies):** must accompany Planned Community or Planned Unit Development (PCD/PUD) submittals.

6. Applicant Declarations:

- ☒ **Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
→ The site is located within the limits of Sprecher Neighborhood Plan Plan, which recommends:
Neighborhood Mixed Use, Residential, and Institutional (see amendment request) for this property.
- ☒ **Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing no later than **30** days prior to filing this request:
→ List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:
Alder Cnare, Alder Johnson, McClellan Estates, Sprecher Neighborhood, Richmond Hill (9.2.11, 9.20.11)
- NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.
- ☒ **Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: Cover, Murphy, Cnare Date: 9.30.11 Zoning Staff: Tucker Date: 9.29.11

☐ **Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

The signer attests that this form is accurately completed and all required materials are submitted:

Printed Name Brian Murson Date 9.19.11
Signature [Signature] Relation to Property Owner Agent

Authorizing Signature of Property Owner _____ Date See Addendum C

Addendum C: Applicant/Signature Page

PREMIUM REAL ESTATE, LLC

By: Veridian Development, LLC, Its Sole Member

By: _____

Jeffrey S. Rosenberg, President
(or David P. Simon, Vice President)
(or Karen Simon Dreyer or Donald A. Esposito, Jr., Assistant Secretary)

DJK HOLDINGS, LLC

By: _____

David P. Simon, President & Treasurer

DJK REAL ESTATE, LLC

By: Veridian Development, LLC, Its Sole Member

By: _____

Jeffrey S. Rosenberg, President
(or David P. Simon, Vice President)
(or Karen Simon Dreyer or Donald A. Esposito, Jr., Assistant Secretary)

GRANDVIEW LAND, LLC

By: VH Land, LLC, Its Sole Member

By: _____

Jeffrey S. Rosenberg, President
(or David P. Simon, Vice President)

GRANDVIEW COMMONS HOME OWNERS ASSOCIATION

By: _____

David P. Simon, President

CITY OF MADISON

By: City of Madison Library Board

By: _____

Tripp Widder, Library Board President



Grandview Commons Town Center Amendment Request

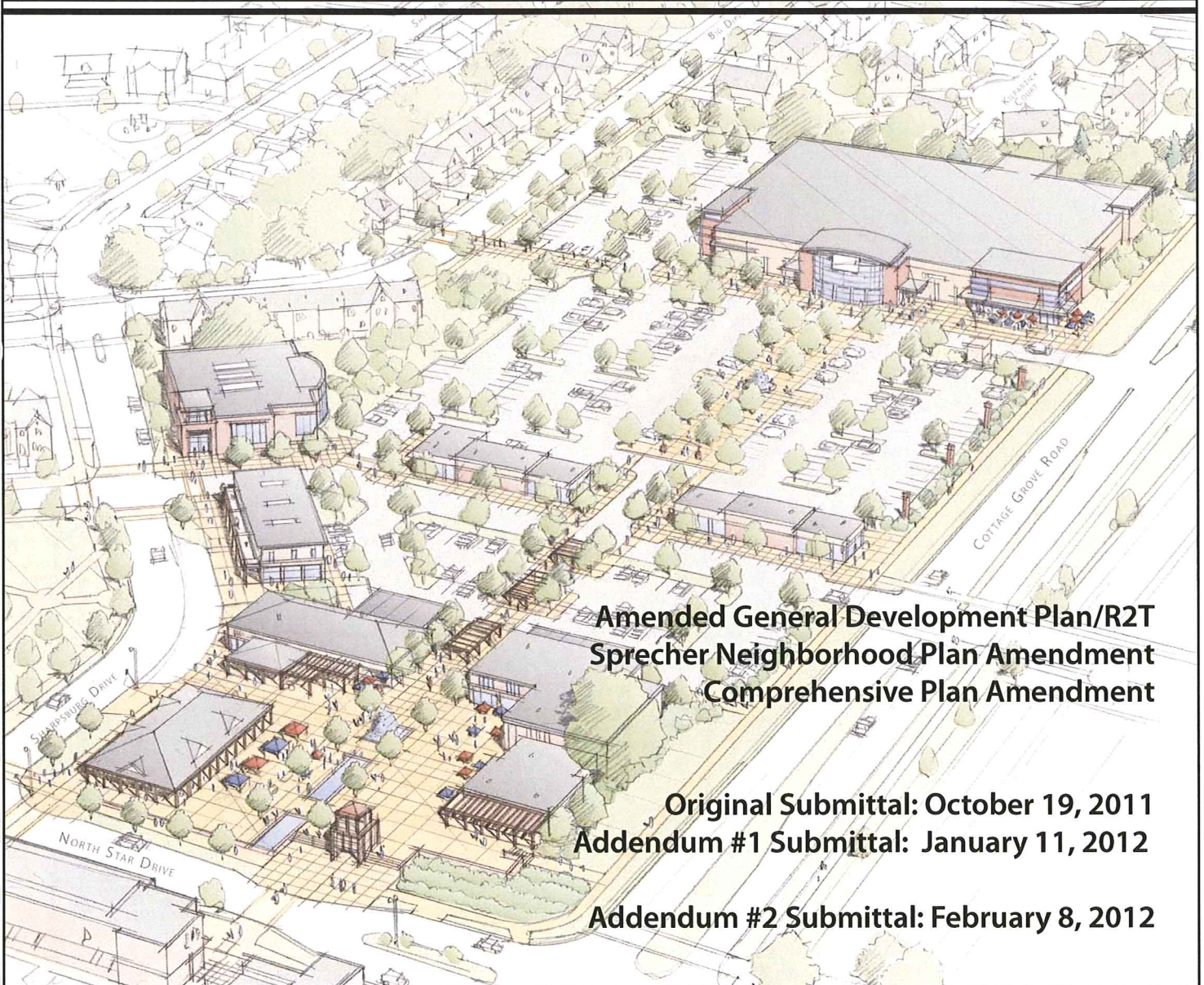


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VANDEWALLE & ASSOCIATES INC.

October 19, 2011

Brad Murphy
215 Martin Luther King Jr. Blvd.
Suite 100
Madison, WI 53710

Re: Grandview Commons Town Center
PUD:GDP/Sprecher Neighborhood/Comprehensive Plan

Dear Mr. Murphy:

The following document summarizes the Veridian Homes' request for the amendment to the Grandview Commons Town Center. This Planned Unit Development: General Development Plan (PUD:GDP)/R2T rezoning request is submitted in parallel with a request to amend the Sprecher Neighborhood Plan and City of Madison Comprehensive Plan. This comprehensive review and redesign of the Town Center area has been undertaken to move the mixed-use walkable town center from idea to reality in an economically feasible model.

Grandview Commons has been one of the flagship New Urbanist communities in Madison and Veridian Homes' continued dedication to the vision and goals of creating a walkable and vibrant community is evident in its continued success. Veridian Homes has upheld and expanded the neighborhood vision with the implementation of every phase and will continue to have a large stake in its continued success through the completion of the next ten years of inventory; however, to date the vision of the town center has not been successfully implemented. The site has been actively pursued for creation of a mixed-use town center, as described in all of the adopted plans for more than 10 years, without success. This effort has included design and approval of two buildings, active leasing efforts, and countless contacts and discussions with prospective tenants; all without success in sparking the further development of the town center. These results, through the highs and lows of the market, coupled with further discussions with town center design and implementation experts throughout the nation have identified the need for an anchor tenant to spur the further development of the town center. Creation of an anchor grocery store offers an opportunity to create momentum for the town center commercial uses, support the City of Madison Library site, and offer the greater Sprecher Neighborhood area a walkable grocery and mixed-use center.

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
342 North Water Street • Milwaukee, Wisconsin 53202 • 414.421.2001 • 414.732.2035 Fax
www.vandewalle.com

Shaping places. shaping change

Facilitation of the anchor use within the town center requires amendments to the site zoning, neighborhood plan, and comprehensive plan. Combining all three requests into a parallel public review process will allow the appropriate review at each level of planning and result in a detailed regulatory framework to assure that the final adopted program and site plan meet the goals and vision of the town center and surrounding neighborhood.

We look forward to working with the City and adjoining neighborhoods on moving the long sought after Grandview Commons Town Center from concept to reality.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian Munson', with a stylized flourish extending to the right.

Brian Munson
Principal

Project History

Grandview Commons



Grandview Commons, designed in 1998-1999 and adopted in 2002, is the first fully developed new traditional neighborhood in the City of Madison. Developed and implemented as a mixed-use walkable neighborhood, this project has been a proving ground for how to design, refine, and implement new urbanist principals in an economically and socially viable way. Through the course of implementation the developer and design team (the same group throughout) have made numerous modifications and undertaken significant efforts to deliver a vibrant and unique neighborhood that features a wide variety of housing options, integrated parks & open spaces, and a walkable town center. The development of the town center has proven to be the most difficult step in completing the vision of the neighborhood.



Grandview Town Center

Conceived as a center for neighborhood activities, community identity, and neighborhood retail, the town center was designed to be a walkable mixed-use district accessible to both the neighborhood and surrounding region. Implementing the Town Center for Grandview Commons has been a complex process that has adapted and expanded over the course of the neighborhood build-out. The Grocery Store proposal highlights the on-going evolution of the commercial uses and is one of several programmatic changes that have shaped the path of implementation.



Original General Development Plan: December 17, 2001

The original town center concept envisioned a small scale retail component focused on delivering a mix of commercial and office uses clustered around the first block of North Star Drive with 50,000 square feet of commercial and 20,000 square feet of office. While the location echoed the Sprecher Neighborhood Plan, the overall acreage and commercial distribution was significantly less. This reduction in scale reflected the design teams' concerns over the viability of creating an un-anchored commercial node in a largely residential area of the City along with the desire to preserve the unique setting that became the Village Green.



Recorded General Development Plan: August 9, 2002

The recorded General Development Plan reflects planning staffs' comments requesting that the town center be enlarged, per the February 25, 2002 Letter of Approval:

- #74. Revised the General Development Plan to increase the size of the Neighborhood Center Mixed Use district by extending it north along B Street (North Star) to encompass one additional lot (Lot P-19 in the preliminary plat) in order to provide additional retail development potential.



Note: This condition has been further modified by the Plan Commission requiring final staff approval of the following modification to this condition of approval as suggested by the developer:

Given the neighborhood services focus for the Village Green area, the need to capture both local and regional commercial markets dictates that the



near-term commercial focus is placed along the Cottage Grove Road frontage. Accommodating commercial growth within the neighborhood center required careful attention to character, building massing and most importantly, parking loading. The growth potential of commercial uses as the development and region matures may allow for the spread of commercial uses along the Sharpsburg Drive and Street "B" (North Star) frontages; however, the design team recommends that the growth could be accommodated through the east-west expansion of the mixed-use areas, without the creation of parking conflicts with the higher density residential areas to the north.

The Neighborhood Center Mixed-Use district will not be expanded to include lot P-19; however, larger commercial square footages in this area will be accommodated through east-west expansion of the mixed-use districts in the areas between Sharpsburg Drive and Cottage Grove Road.

- #75. Revise the first floor General Development Plan and Zoning Text to increase the maximum total amount of first floor retail or office use allowed within the Neighborhood Center Mixed-Use district to 100,000 square feet.
- #76. Revise the General Development Plan and Zoning Text to require that buildings within the Neighborhood Center Mixed-Use district with frontage on B Street (North Star) or Sharpsburg Drive opposite the Village Green be at least two stories in height, that the ground floor uses along these block faces be non-residential (except for building entryways), and that at least 50 percent of the frontage be devoted to retail sale and service uses. (This would include restaurants, personal services, and similar businesses providing goods and services directly to neighborhood customers).
- #77. Revise the General Development Plan and Zoning Text to require that the street frontages of the ground floors of building within the Neighborhood Mixed-Use district that are not initially used for retail or office activities be designed as "flex space" that could be reasonably converted to alternative retail uses at some time in the future.



Note: Relevant to Planning Conditions No. 76 and 77; these conditions have been further modified by the Plan Commission requiring final staff approval of the following modification to this condition of approval as suggested by the developer:

Comments four (76) and five (77) address the similar topics of accommodating commercial growth, and creating an urban pedestrian-focused enclosure along the Village Green area. These issues will strongly impact the development of the desired activity and vitality in the commercial district will be influenced by the timing and installation of the buildings.

The pedestrian enclosure within the Village Green area will be accommodated through the preservation of the mature trees within the Village Green, and the construction of buildings at appropriate scales. The design team agrees that the heights of the buildings will clearly define the area, and forward the idea that any building facing onto the Village Green must be a minimum of two stories or 24 feet in height.

The utilization of flex space will accommodate both the goal of creating a unique urban surrounding in the near-term, through early construction of adjoining buildings, while allowing for the maturation of the commercial market. The following maps designate “primary commercial zoned” and “Flex space zones” that address the balance of the near-term commercial spaces and future growth areas, as opposed to the restriction of 50% non-residential frontages. (This map identified the first block of North Star and the NW corner of the Sharpsburg/North Star intersection as primary commercial zones, with the balance of the West frontage of the Village Green and the entire South frontage of the Village Green as Flex space zones).

These conditions of approval combined with the staff report’s call for the Town Center to be enlarged to “attract customers from beyond the neighborhood if the Center is to become established as a vibrant community focal point and provide neighborhood residents with an opportunity to satisfy a meaningful portion of their convenience shopping needs in close proximity to where they live (Planning Unit Report, January 24, 2002)” resulted in the modification of



Grandview Commons
Town Center Amendment Request

the General Development Plan enlarging the placement of the town center and the allowance for retail/office to 100,000 square feet.

Library Amendment: May 9, 2007

The General Development Plan was further expanded to combine the Mixed-Use district and Residential district between North Star Drive and the Doric Lodge site into one Mixed-Use district. This amendment created the lot for the Library and increased the non-residential square footage to accommodate the expanded community use and enhanced acreage, resulting in an increase of the overall commercial square footage within the Town Center to 150,000 square feet. This major amendment was adopted on July 17, 2007.



Doric Lodge Demolition Conditional Use: October 8, 2007

The existing structures on the Doric Lodge were approved for demolition and will be removed as part of the construction on the site.

Proposed Amendment

Amended PUD:GDP/R2T

Twelve years of marketing and design efforts have proven that the town center idea cannot be implemented without the incorporation of an anchor use. Veridian has aggressively pursued every possible lead and contacted more than 130 operators for uses that would fit the existing zoning and planning. This effort, coupled with consultation with national retail and town center experts, has identified that the existing planning framework does not accommodate a financially viable anchor use needed to create the synergy to facilitate retail activity. Absent an anchor the town center will not become a reality. Amending the General Development Plan, the first step of the two step re-zoning process, will allow the incorporation of the crucial anchor use as part of the consideration of the overall town center plan assuring that the anchor facilitates the desired mixed-use components, reinforces the walkable nature of the town center, and balances the traffic, aesthetic, and use goals for the greater neighborhood.

Request:

Amend the zoning to re-allocate the commercial and residential uses within the town center, incorporate the Doric Lodge site into the town center, facilitate an anchor grocery store use, and maintain the vision of an economically viable, walkable, mixed-use town center.

Amended Sprecher Neighborhood

Modifying the Sprecher Neighborhood, in concert with the General Development Plan, will allow the placement of the anchor use within the town center and will remove the economic roadblock towards implementing the town center.

Request

Amend the site designation to allow mixed-use commercial/residential uses on the majority of the town center/Doric lodge site. Re-configure the institutional uses to reflect the placement of the City of Madison Library site. Amend the plan text to reflect existing site conditions and accommodation of an anchor grocery store use greater than 25,000 square feet.

Amended Comprehensive Plan

The Comprehensive Plan, adopted in 2006 prior to the modification of the State's Consistency Law, anticipated the town center placement but does not reflect the current adopted town center or the changing needs of the town center. Amending the map designations will allow the placement of the grocery store, while preserving the emphasis on a mixed use walkable environment.

Request

Amend the comprehensive plan mapping to reflect the inclusion of the Doric Lodge parcel as part of the Town Center, re-designate the C Block area of the town center as Community Mixed-Use, maintain the B Block area as Neighborhood Mixed-Use, and redistribute the single family residential district.

PUD Approval Criteria

The proposed amendments to the existing Planned Unit Development are consistent with the adopted goals of creating the town center as an integral component of the overall Grandview Commons Neighborhood. This amendment also offers the City and Neighborhood a significant long-term community benefit by moving a vacant parcel towards creation of the neighborhood serving mixed-use commercial district, facilitation of public gathering spaces and destinations, incorporation of new open space, and increasing access to groceries within a large underserved area.

Character and Intensity of Land Use

The proposed configuration creates the long sought after walkable town center along Sharpsburg and North Star, reflecting the adopted goals of creation of a unique mixed-use center serving the surrounding community with neighborhood commercial, public facilities, and a vibrant urban fabric. The resulting configuration creates a district that fits within the functional and aesthetic character of the emerging town center area while supporting and transitioning to the surrounding neighborhood. The revised town center matches in intensity the existing approved Grandview Commons General Development Plan and does not increase the overall commercial/retail square footage while maintaining a mixture of residential, commercial, institutional, and office uses.

Revisions to the concept plan, based upon feedback from the neighborhood and City Staff, have resulted in a stronger relationship between the grocery store and plaza area. These revisions include reducing the overall parking count to match the parking needed prior to the incorporation of the grocery store, expanding the use of shared parking and transportation demand management strategies, strengthening vehicular connections with Cottage Grove Road, enhancing bicycle & pedestrian connections to the neighborhood, and creating landscape buffering/transitions throughout the site. The resulting configuration remains within the previously approved total square footage of commercial use for the unique and vibrant mixed use district while offering an economically feasible anchor to spur the development of the full town center.



The site has long been planned for mixed-use and residential uses with appropriately scaled public infrastructure installed or planned to serve the site and will the proposed amendment is consistent with these goals and will not adversely impact school or municipal services.

The street infrastructure surrounding the site has been designed in anticipation of the town center containing 150,000 square feet of commercial uses and has been sized to meet the traffic loading of the revised proposal as it will remain within this threshold. Transportation demand management approaches will be required of the town center as part of an effort to reduce single occupancy trips, reduce overall parking demands, and encourage a pedestrian focused environment.

Economic Impact

This proposal will create the economic engine to move the currently vacant town center into implementation, facilitating a significant new investment in jobs and tax base for the City, and supporting the goals for a vibrant walkable district in keeping with the vision for creating a diverse mixed-use neighborhood featuring a blend of commercial and residential uses. The higher long-term valuation of a mixed-use center will enhance the economic prosperity of the City and surrounding area and will not negatively impact the provision of municipal services.

Preservation and Maintenance of Open Space

The proposed concept creates the walkable active street along the existing Village Green and facilitates the creation of a new urban plaza space for outdoor dining and gatherings. The resulting unique open spaces offer residents of the neighborhood two distinct and vibrant open space facilities with complementary program spaces for gatherings, farmer's market expansion, and other neighborhood focused activities.

Implementation Schedule

The proposed project will be built in phases with the grocery store implementation followed by the Library Site (currently budgeted for 2014). The remaining parcels will be built based upon market demand and will fit into the overall infrastructure.



Amended PUD:GDP/R2T Zoning Request

Project Overview

The proposed Amendment General Development Plan/R2T redistributes the town center components to incorporate an economically feasible grocery store anchor, mixed-use plaza and streetscape area, City of Madison Library, and single family transition. This amendment also incorporates the vacant Doric Lodge property into the town center and neighborhood, facilitates an anchor use, and builds upon the ability to serve daily needs through the incorporation of enhanced access to groceries.

The goal of incorporating the anchor is not to simply create a grocery store, but rather to create the economic foundation to facilitate the full town center. Once complete, the full town center will create a walkable mixed-use district for residents, in keeping with the adopted Grandview Commons PUD:GDP, which calls for “an integrated mixture of neighborhood scale commercial, office, and walkable retail components that will supply the day-to-day goods and services for neighborhood residents”.

The following section outlines the rezoning application for the Grandview Commons Town Center and requests amendment Planned Unit Development: General Development Plan and R2T zoning, per the City of Madison Zoning Ordinance.

Project Name:

Grandview Commons Town Center

Project Owner/Applicant:

Veridian Homes, LLC.
DJK Holdings, Inc.
DJK Real Estate
Premium Real Estate
Grandview Land, LLC.
Grandview Commons Association
6801 South Town Drive
Madison, WI 53713

City of Madison
Mayor's Office
Room 421
City County Building
210 Martin Luther King Jr. Blvd.
Madison, Wisconsin 53703

Design Team:

Planning
Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715
Phone: 608.255.3988
Fax: 608.255.0814
Brian Munson
bmunson@vandewalle.com

Engineering
D'Onofrio Kottke
7530 Westward Way
Madison, WI 53717
Phone: 608.833.7530
Fax: 608.833.1089
Dan Day
dday@donofrio.cc

Project Information:

Lot/PIN/Address Information:

CSM #11827 Lot 3	0710-112-1801-5	857 Jupiter Drive
CSM #11058 Lot 1	0710-112-0106-0	5901 Sharpsburg Drive
CSM #11058 Lot 2	0710-112-0105-2	5917 Sharpsburg Drive
CSM #12305 Lot 1	0710-112-0107-8	5939 Sharpsburg Drive
CSM #12305 Lot 2	0710-112-0109-4	5925 Sharpsburg Drive
Doric Lodge	0710-111-0101-2	6002 Cottage Grove Road
287	0710-111-0109-6	6117 Kilpatrick Drive
288	0710-111-0110-3	6109 Kilpatrick Drive
289	0710-111-0111-1	6101 Kilpatrick Drive
290	0710-111-2601-0	6102 Kilpatrick Drive
291	0710-111-2602-8	6110 Kilpatrick Drive
294	0710-111-2605-2	6105 Big Dipper Drive
295	0710-111-2606-0	6101 Big Dipper Drive
296	0710-111-2501-2	6102 Big Dipper Drive
297	0710-111-2502-0	6106 Big Dipper Drive
298	0710-111-2503-8	6110 Big Dipper Drive
Outlot 17	0710-111-2516-1	6006 Kilpatrick Drive

Aldermanic District:	District 3: Alder Lauren Cnare
Neighborhood Association:	McClellan Park Neighborhood
Alder/Neighborhood Notification:	September 1, 2011 September 13, 2011
Legal Description:	See Addendum A
Lot Area:	15.37 acres
Existing Land Use:	Undeveloped Land Former Doric Lodge Site (Institutional)
Existing Zoning:	Planned Unit Development: General Development Plan Neighborhood Center Mixed Use Specific Implementation Plan Single Family Homes Agricultural
Comprehensive Plan Designation:	Neighborhood Mixed Use (NMU) Medium Density Residential (MDR) Low Density Residential (LDR)
Neighborhood Plan Designation:	Sprecher Neighborhood Plan
Surrounding Uses:	
North:	Mixed Residential (Grandview Commons)
East:	Single Family Residential (Grandview Commons)
South:	Cottage Grove Road Single Family Residential (Richmond Hill) Schoenstatt Sisters of Mary Property
West:	Mixed Use (Grandview Commons)
Development Schedule:	2012 Construction Commencement

Single Family Homes

The single family homes in the redesign will be rezoned from a combination of PUD:SIP and Agricultural zoned parcels to the R2T standard residential district. These parcels will then be further defined through a deed restriction limiting their permanent use to single family residential.



Existing Parcels

Existing Lots:

Lots 287-291, 294-298, Outlot 17
Doric Lodge

Existing Zoning:

PUD:GDP

Lots 287-291, 294-298, Outlot 17

Total Units: 10

Estate Homes: 5

Manor Homes: 5

Net Acreage: 2.31

AG (Doric Lodge)

Net Acreage: 1.00



Proposed District

Proposed Zoning: R2T

Total Units: 18

Net Acreage: 3.31

Dwelling Units per Acre: 5.44



Amended PUD:GDP Neighborhood Center Mixed Use District 4

The town center portion of the redesign will combine PUD:GDP and Agricultural parcels to create a new Neighborhood Center Mixed-Use District 4 within the Grandview Commons Neighborhood. This revised district will allow for re-allocation of the commercial, creation of an anchor retail tenant location, and integration of residential uses while implementing the walkable mixed-use town center.



Existing Parcels

Existing Lots:

- Neighborhood Center Mixed Use 1 (Lot 441)
- Neighborhood Center Mixed Use 3
(CSM #11058 lots 1 & 2,
CSM #12305 Lots 1 & 2)
- Doric Lodge Parcel



Existing Zoning:

- | | |
|--------------|-------------|
| Agricultural | Doric Lodge |
| Net Acreage: | 4.29 acres |

PUD:GDP

- | | |
|--------------|---------------------------|
| NCMU 1: | 45 Dwelling Units |
| | 25,000 Square Feet Retail |
| Net Acreage: | .90 acres |
| NCMU 3: | 152 Dwelling Units |
| | 90,000 Square Feet Retail |
| Net Acreage: | 6.52 acres |



Note: excludes existing townhomes (6021 Kilpatrick Lane), which will remain in NCMU 3



Proposed Zoning Text

<u>Permitted Uses:</u>	110-130 Multi-Family Residential Units 109,000 square feet of retail/office 24,000 square feet of institutional(library) Those that are stated as permitted uses in Addendum B Uses accessory to permitted use as listed in Addendum B
<u>Total Net Lot Area:</u>	11.71 acres
<u>Floor Area Ratio:</u>	Varies (will be set in SIP)
<u>Maximum Building Height:</u>	
Retail/Office/Institutional	45 feet
Mixed Use	70 feet
Multi-Family	70 feet
<u>Yard Requirements/Setbacks:</u>	
Minimum Lot Area	Varies (will be set in SIP)
Minimum Lot Width	Varies (will be set in SIP)
Minimum Front Yard	5 feet
Minimum Side Yard	0 feet
Min. Cottage Grove Road	20 feet
Min. Corner Lot Side Yard	5 feet from the street side right of way
Sum of Side Yard	0 feet minimum
Min. Bldg Separation	0 feet between adjoining lots
Min. Paved Surface	0 feet
<u>Useable Open Space:</u>	Varies (will be set in SIP)
<u>Off-Street Parking & Loading:</u>	Varies (will be set in SIP)
<u>Accessory Building Regulations:</u>	Accessory buildings not allowed
<u>Landscaping:</u>	Site landscape plans shown within this plan set are conceptual in nature. Final plans will be set as a component of the SIP submittals
<u>Signage:</u>	Signage for project shall be limited to the maximum permitted in the R6 zoning district for the residential uses and as per the C2 zoning district for the commercial uses and as approved by the Urban Design Commission and Zoning Administrator
<u>Lighting Plan/Details/Photometrics:</u>	Site lighting locations, details, and photometrics will be set as a component of the SIP submittals
<u>Utility/HVAC equipment:</u>	Final details for Utility/HVAC equipment locations and screening will be set as a component of the SIP submittals
<u>Definition of Family:</u>	The definition of family is the definition outlined in Section 28.03(2) Madison General Ordinances for the R-6 district.

Alterations and Revisions:

No alterations or revisions of this planned unit development shall be permitted unless approved by the City Plan Commission; however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.

Addendum B: Allowable Uses

Accessory uses, including but not limited to the following:

- a. Signs as regulated in this section
- b. Temporary buildings for construction purposes, for a period not to exceed the duration of such construction

Antique shops
Art galleries and museums
Art and school supply stores
Artisan studio
Auction rooms
Automobile accessory stores
Banks and financial institutions
Barbershops
Beauty parlors
Bicycle sales, rental and repair establishments.
 Book, magazine and stationery stores
Brewpubs
Business machine sales and service establishments
Camera and photographic supply stores
Candy and ice cream stores
Carpet and rug stores
Catering establishments
China and glassware stores
Clothing and costume rental stores
Coin and philatelic stores
Data processing centers
Day Care Centers
Department stores
Drugstores
Dry goods stores
Dry cleaning and laundry establishments employing not more than eight (8) persons
Drive-up service windows
Educational or training centers
Emergency electric generator per the O3 Office District conditional use standards
Employment agencies
Farmers markets
Film developing and processing
Florist shops and conservatories
Floor covering stores (linoleum and tile)

Food stores--grocery stores, meat stores, fish markets, bakeries, and delicatessens
Furniture sales
Gift shops
Hardware stores
Health clubs
Hobby shops
Hotels
Household appliance stores, including radio and television sales and service
Interior decorating shops, including upholstery and making of draperies, slipcovers and other similar articles when conducted as part of the retail operation and secondary to the principal use
Jewelry stores, including watch
Leather goods and luggage stores
Libraries, municipally owned and operated
Liquor stores
Locksmith shops
Massage therapy
Meat markets
Medical, dental and optical clinics
Musical instrument sales and repair
Multi-Family Residential
Non-profit counseling/community service organizations
Nursery schools or day care centers
Offices, business and professional
Office supply stores
Optical sales
Orthopedic and medical appliance and supply stores
Outdoor eating areas of restaurants, brewpubs, tavern, etc.
Paint and wallpaper stores
Parking facilities, open and accessory, for the storage of private passenger automobiles only, when located elsewhere than on the same zoning lot as the principal use served
Parking facilities, accessory and located outside of the central area
Accessory off-street parking facilities

Grandview Commons
Town Center Amendment Request

Personal computers and home electronics,
sales and service
Pet Shops
Phonograph, record, and sheet music stores
Photography studios, including the
development of films and pictures
when conducted as part of the retail
business on the premises
Physical culture and health services and
reducing salons
Physical fitness and other similar type
recreational facilities for employees
Picture framing
Printing and publishing establishments,
including newspaper, letter press,
business cards, mimeographing and
other similar job printing service,
provided that there shall be not more
than five (5) employees, and further
provided that the hours of operation
shall be limited to the hours between
7:00 a.m. and 9:00 p.m.
Post offices
Public service signs
Recording studios
Recreational buildings and community
centers, not operated for profit

Reproduction processes, including printing,
blueprinting, photostating,
lithographing, engraving, stereotyping,
publishing, and bookbinding
Restaurants, except adult entertainment
taverns
Schools—music, dance, business or trade
Small home appliances, sales and services
Shoe and hat repair stores
Sporting goods stores
Tailor shops
Taverns, except adult entertainment taverns
Telecommunications centers and facilities
Temporary parking lots
Toy shops
Travel Bureaus and transportation ticket
offices
Upholstery and interior decorating shops
Variety stores
Video rental establishments not including
adult entertainment establishments
Walk up service openings within (10) feet of a
public right of way
Wearing apparel shop

Development Projections:

E-1 (Lot 441)	
Net Acreage:	.90 acres
Maximum Height:	5 stories
Maximum Dwelling Units:	60 units
Projected Development:	15,000 square feet
B-1	
Net Acreage:	.40 acres
Maximum Height:	2 stories
Projected Development:	2,500 square feet
B-2	
Net Acreage:	1.56 acres
Maximum Height:	3 stories
Maximum Dwelling Units:	30 units
Projected Development:	13,000 square feet
B-3	
Net Acreage:	.55 acres
Maximum Height:	3 stories
Maximum Dwelling Units:	20 units
Projected Development:	4,500 square feet
B-4	
Net Acreage:	.62 acres
Maximum Height:	3 stories
Maximum Dwelling Units:	20 units
Projected Development:	9,000 square feet
C-1 (Library Site)	
Net Acreage:	.67 acres
Maximum Height:	3 stories
Projected Development:	24,000 square feet
C-2	
Net Acreage:	.50 acres
Maximum Height:	2 stories
Projected Development:	3,500 square feet
C-3	
Net Acreage:	.45 acres
Maximum Height:	2 stories
Projected Development:	3,500 square feet
C-4 (Grocery Site)	
Net Acreage:	6.45 acres
Maximum Height:	2 stories
Projected Development:	58,000 square feet



General Project Components

Maximum Tenant Size Restriction

The town center area will accommodate one anchor retail user grocery store with a single floor use of ~58,000 square feet. All other retail users are required to contain no more than 10,000 square feet of single story, single user square footage. Individual retail users greater than 10,000 square feet are allowed, but must utilize a multiple floor format. Retail buildings greater than 10,000 square feet must utilize multiple floor formats or multiple tenant first floors.

Pedestrian Frontages

Sharpsburg Drive serves as the primary pedestrian activity zone for the Town Center Area. Buildings along Sharpsburg Drive are required to be placed no more than 20' from the right of way for a minimum of 75% of their width and must have primary entrances towards the street. Buildings are encouraged to utilize the minimum setback of 5' unless constrained by site conditions or outdoor display/gathering areas are created between the façade and the streetscape. Minor deviations of the maximum setback may be allowed as part of a Specific Implementation Plan provided the overall streetscape along Sharpsburg Drive contains building facades for at least 75% of the total frontage with the 20' setback.

Buildings along Sharpsburg Drive shall place primary retail entrances on the façade facing Sharpsburg Drive and shall remain unlocked during hours of operation for the retail space. Corner entrances may be used to meet this requirement. Secondary entrances serving residential units or office tenant spaces may face side facades, proposed plaza, or parking areas, but shall not serve as the primary entrance for retail tenants.

The private street extension of Gemini Drive forms a secondary pedestrian frontage connecting Sharpsburg and Cottage Grove Road. Buildings along the private street shall have useable retail entrances on both the street and parking lot facades. Corner entrances may be used to meet this requirement.

Underground parking entrances, if utilized, shall not face directly onto Sharpsburg Drive or North Star Drive.

Parking

B Block: ~100 Surface stalls

All buildings on the "B Block" will utilize a common shared parking field.

Underground parking will be allowed for all sites and may increase the overall parking count.

Underground parking will not be required to be part of the shared parking agreement and may be dedicated to a single user.

C Block: ~300 Stalls

All buildings on the C Block will utilize a common shared parking field.

Underground parking will be allowed for all sites and may increase the overall parking count.

Underground parking will not be required to be part of the shared parking agreement and may be dedicated to a single user.

Maximum Development & Maximum Dwelling Units

The development projections for each of the proposed development sites are intended as guidelines and may be amended as part of the SIP approvals. Individual site allocations for lot size, unit count, and retail square footage may be increased or decreased by shifting allocations within the overall district. Buildings shown in the conceptual town center may be reshaped or combined as part of the approval of a specific implementation plan. Overall total square footages and unit counts may not be exceeded.

Projected Development

Projected development refers to the approximate total square footage of development by development site for non-residential uses. This may include office, retail, or institutional uses. Sites shown in the conceptual town center may be reshaped or combined as part of the approval of a specific implementation plan. The overall district may not exceed the maximum square footage allocation; however, sub-districts may re-allocate square footage and units from the overall pool of development as each Specific Implementation Plan is adopted.

Flex Space

Several mixed-use buildings within the town center may utilize flex space design and construction techniques. Flex space refers to building techniques that create temporary first floor residential units that utilize construction techniques to allow for an eventual transition to retail or office spaces. Building design and construction will be employed that create spaces featuring residential units with floor-to-ceiling space, support structures, and utility placements that will allow the eventual transition to commercial uses. The transition of these spaces will be allowed at time of construction or at such time as market conditions will allow.

Transportation Demand Management

A detailed Transportation Demand Management Plan that establishes an overall Transportation Demand Management Association for the town center will be required as a component of the first Specific Implementation Plan submitted within the district. This plan will address methods for reducing single-occupant automobile trips throughout the town center.

Deliveries/Loading

No delivery, loading, trash removal, or compaction, or other such operations shall be permitted between the hours of 10:00 PM and 7:00 AM.

Truck Idling

Vehicles shall not have idling engines for more than five (5) minutes except when actively loading. When actively loading no operator of any large motor truck shall permit such vehicle to remain stationary with the main power train motor running for more than fifteen (15) minutes when the outside air temperature is between 40°F and 80°F. This restriction shall not apply to maintenance, construction, or public utility vehicles.

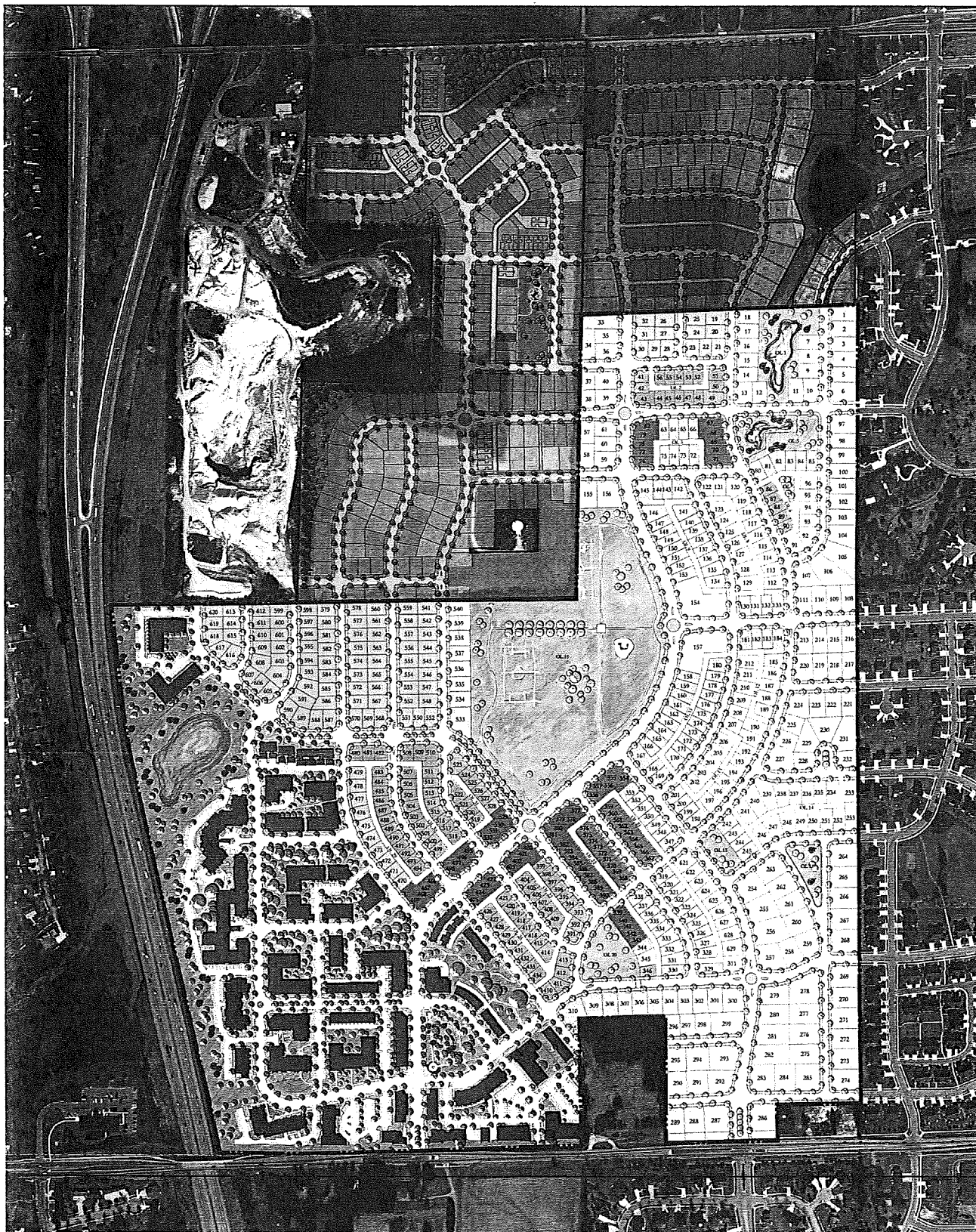
Smaller Retail Establishments

All individual retail business establishments, smaller than 10,000 square feet, shall have a first-level façade that is transparent between three (3) feet and eight (8) feet above the walkway grade for no less than sixty percent (60%) of the horizontal length of the building façade that abuts the pedestrian frontage or plaza.

Big Box Ordinance






The overall General Development Plan Concept has been designed to meet and exceed the Big Box Ordinance as a cohesive zoning lot. Techniques incorporated into the concept include a new urban open space/pedestrian plaza, a primary pedestrian activity area along North Star Drive and Sharpsburg Drive, integrated sidewalk connections throughout the site, and district wide shared parking. Individual Specific Implementation Plans will be required to meet the architectural standards for façades, roofs, materials, and customer entrances.

	<u>Adopted Town Center Plan</u>	<u>Proposed Town Center Plan</u>
Project Acreage	10.5 Acres	16.0 Acres (excludes Single Family)
Development Projection	135,000 sq. ft. Retail 15,000 sq. ft. Library 197 Units	126,000 sq. ft. Retail 24,000 sq. ft. Library 110-130 Units
Parking Configuration	3.0-4.0 stalls/ 1,000 sq. ft. 380-480 stalls 20 on-street stalls	3.2 stalls/ 1,000 sq. ft. 340 stalls 32 on-street stalls
	Planned for future transit	Planned for future transit






Illustrative Plan





Single Family (Alley Loaded)



-  Garden Homes (45'x80')
-  Cottage Homes (37'x95')
-  Village Homes (45'x95')
-  Village Homes II (59'x90')
-  Courtyard Homes (75'x95')

Single Family (Front Loaded)

-  Ridge View Homes (59'x85')
-  Manor Homes (69'x100')
-  Estate Homes (95'x130')

Multi-Family

-  Twin Homes
-  Condo/Apartments
-  Neighborhood Center Residential
-  Neighborhood Center Mixed Use

-  Parks & Open Space
-  Stormwater Management

Grandview Commons

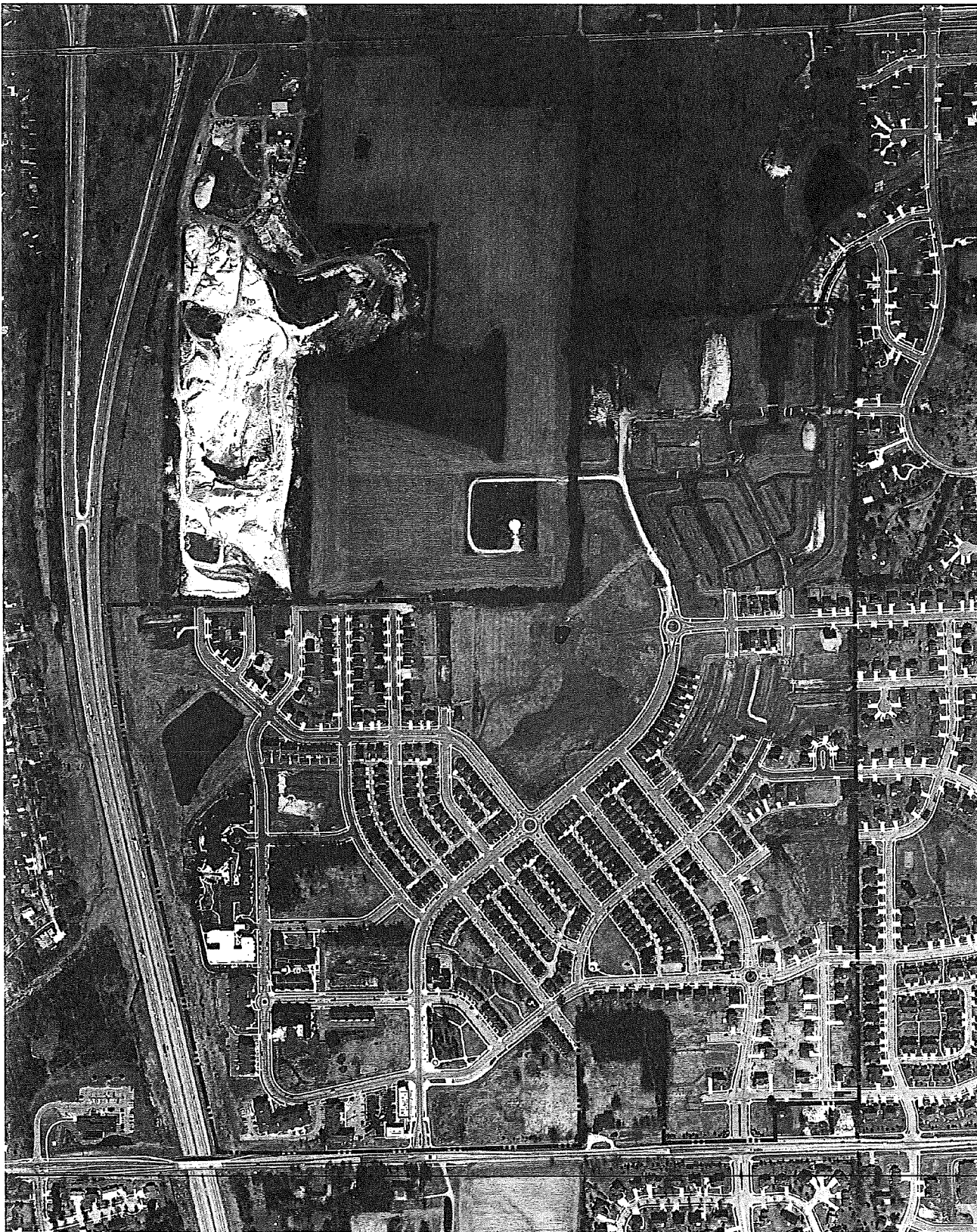
Madison, Wisconsin

Adopted General Development Plan



Vandewalle & Associates
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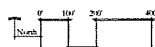
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Grandview Commons

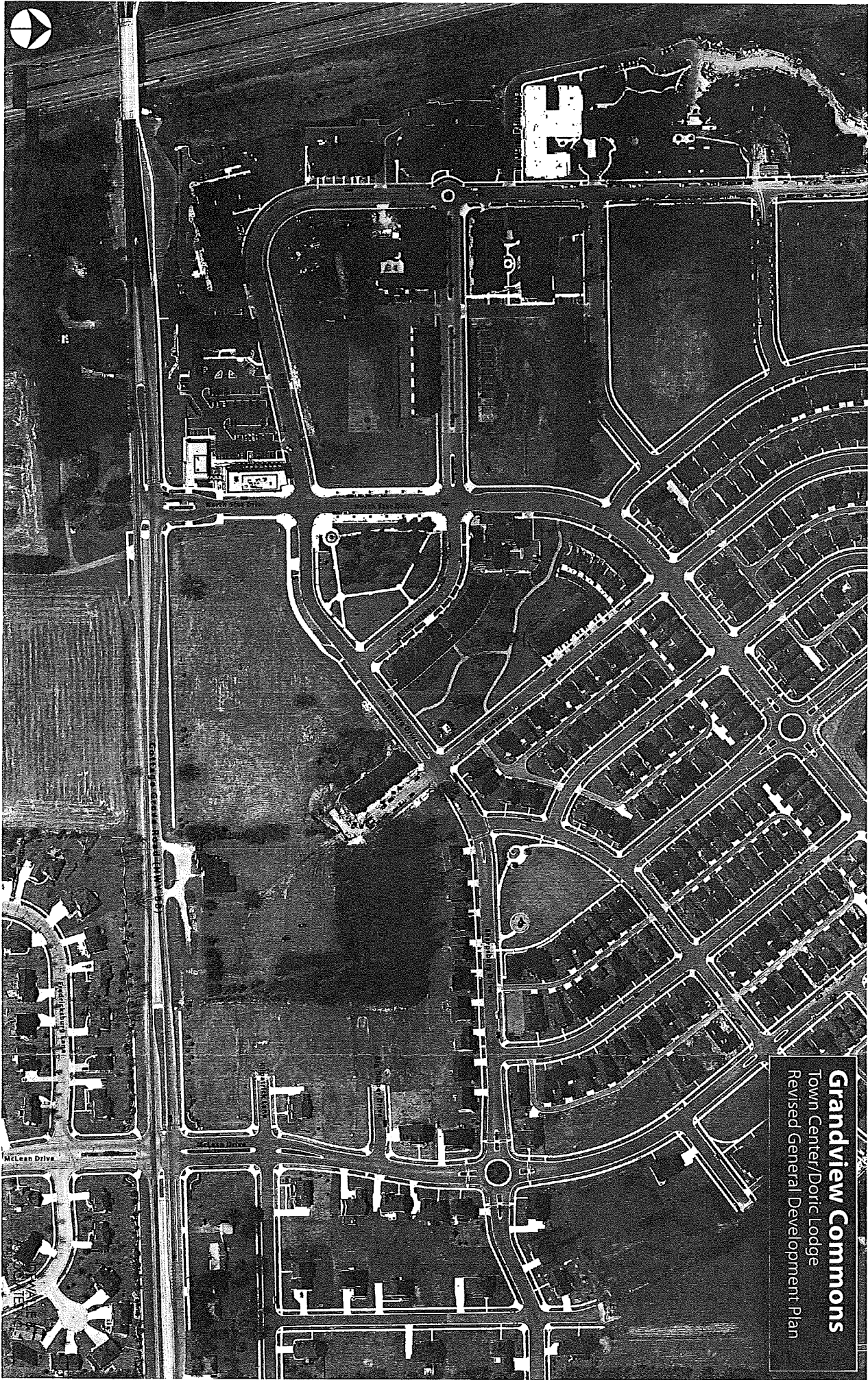
Madison, Wisconsin

Existing Conditions



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Grandview Commons
Town Center/Doric Lodge
Revised General Development Plan

Existing Conditions: Site Photos

Sharpsburg Frontage



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Town Center Amendment Request

North Star Frontage



Village Green Area



Grandview Commons
Town Center Amendment Request

Cottage Grove Road Frontage



Grandview Commons
Town Center Amendment Request

Kilpatrick Frontage

