



Location

4701 American Parkway

Project Name

Lot 10 – Offsite Accessory Parking

Applicant

Richard Wilberg – American Family Insurance/Jason Lietha – Ruckert-Mielke

Existing Use

Vacant Lot

Proposed Use

Accessory Off-Site Parking for Restaurant Located at 4601 American Parkway

Public Hearing Date

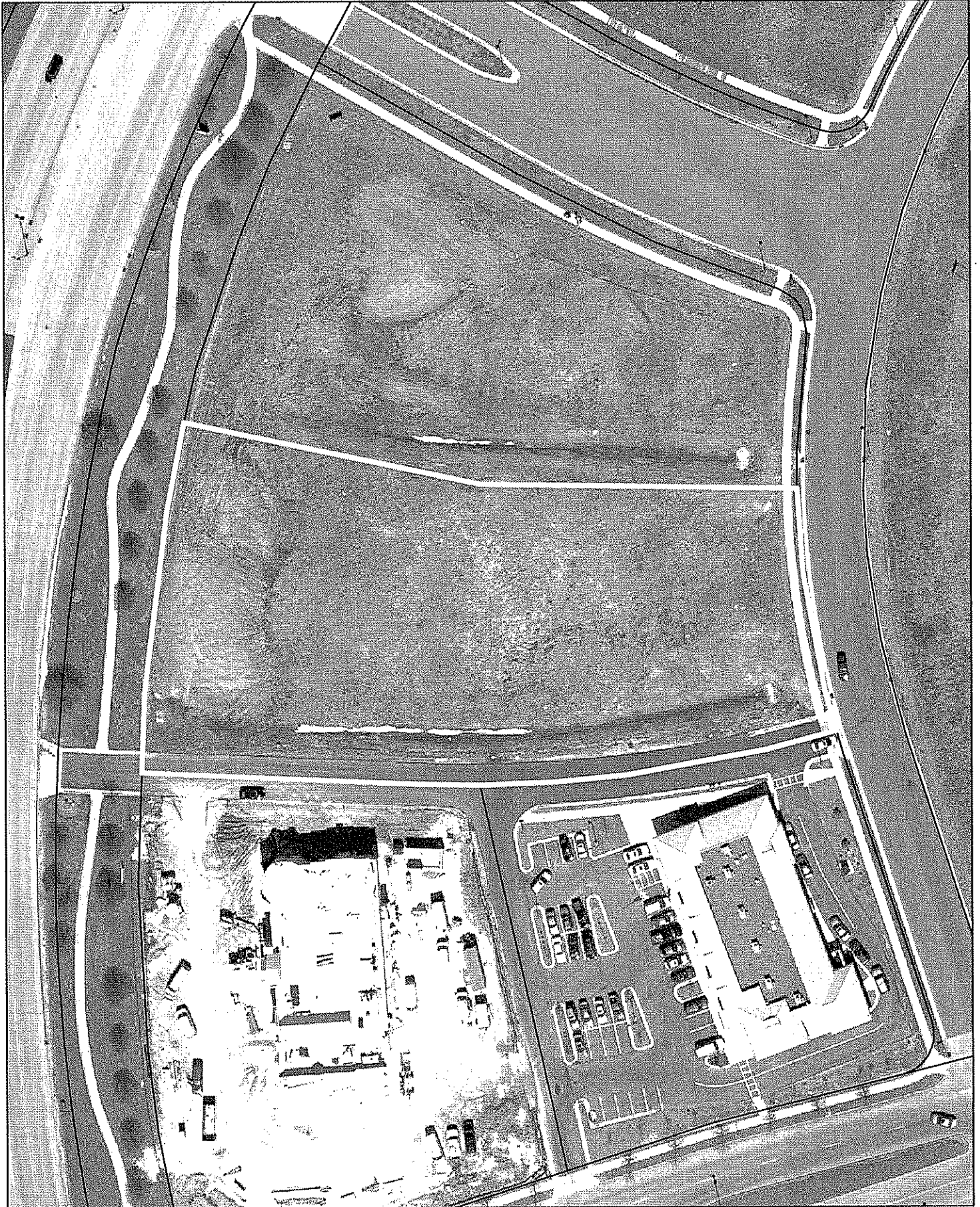
Plan Commission
26 July 2010



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



Scale : 1" = 400'





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	\$550 Receipt No. 110716
Date Received	6/9/10
Received By	JLV
Parcel No.	0810 221 01034
Aldermanic District	17 Joe Clausius
GQ	AJM AD10
Zoning District	C2
For Complete Submittal	
Application	Letter of Intent <input checked="" type="checkbox"/>
IDUP	NA Legal Descript. <input checked="" type="checkbox"/>
Plan Sets	<input checked="" type="checkbox"/> Zoning Text NA
Alder Notification	Waiver <input type="checkbox"/>
Ngbrhd. Assn Not.	Waiver <input type="checkbox"/>
Date Sign Issued	6/9/10

1. Project Address: 4701 American Parkway Project Area in Acres: 0.50 AC
Project Title (if any): Lot 10 - Offsite Accessory Parking

2. This is an application for:

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)	
<input type="checkbox"/> 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: <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP <input type="checkbox"/> Amended Gen. Dev. <input type="checkbox"/> Amended Spec. Imp. Plan
<input checked="" type="checkbox"/> Conditional Use	<input type="checkbox"/> Demolition Permit
<input type="checkbox"/> Other Requests (Specify): _____	

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Richard Wilberg Company: American Family Insurance
Street Address: 6000 American Parkway City/State: Madison WI Zip: 53783
Telephone: (608) 242-4100 Fax: (608) 243-4930 Email: rwilberg@amfam.com

Project Contact Person: Jason Lietha Company: Ruekert - Mielke
Street Address: 258 Corporate Drive, Suite 200 City/State: Madison WI Zip: 53714
Telephone: (608) 819-2600 Fax: (608) 819-2601 Email: jlietha@ruekert-mielke.com

Property Owner (if not applicant): _____
Street Address: _____ City/State: _____ Zip: _____

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: offsite accessory parking lot for the American Center Commercial Service Complex

Development Schedule: Commencement: 8/15/2010 Completion: 10/15/2010

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 1/2 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: \$ 550** 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 Rattman Neighborhood Development Plan, which recommends: neighborhood commercial uses 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:
Joe Clausius - District 17 Alder (5/5/2010); American Center Owners Association (5/5/2010)
 - 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: Tim Parks Date: 4/28 Zoning Staff: Patrick Anderson Date: 4/28
- 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 JASON Lietha Date 6/8/10
 Signature *Jason Lietha* Relation to Property Owner Engineer
 Authorizing Signature of Property Owner *Richard Wilkey* Date 6-7-10

June 8, 2010

Land Use Application
215 Martin Luther King Jr. Blvd.
Room LL100
Madison WI 52701-2985

Re: Conditional Use Letter of Intent – Accessory Offsite Parking Lot

The following is a letter of intent accompanying the conditional use application for 4701 American Parkway, Madison, WI, also known as Lot 10 of The American Center Plat – First Addition.

The proposed conditional use for Lot 10 will be accessory off-site parking for existing commercial and retail business adjacent to Lot 10. Lot 11 (4601 American Parkway) directly to the south of the proposed site has an existing restaurant. Lot 12 has mixed use retail. As part of the original master plan for The American Center commercial service complex (C2) zoning Lot 10, 11 and 12 were anticipated to share parking through cross parking easements and internal driveways. As Lot 11 and Lot 12 have developed, they have required more demand for parking than currently exists. Parking overflows the available sites and causes parking strain on other businesses, the park and ride and on the streets around the area. Because Lot 10 was originally planned to provide parking availability for this area, it is proposed to construction a portion of the parking that Lot 10 will have in the future today to help alleviate the parking need situation.

The American Center currently is located to the east of the interstate 90/94/39 limiting the access for bikes, walking, transit or other services that may also alleviate the parking situation. Due to a limited transit schedule and operating hours of businesses past transit service hours, many choose to drive vehicles, thus the shortage of parking in the area.

As proposed in this conditional use application, American Family Insurance is seeking to develop additional parking on Lot 10, currently owned by them, to fulfill the intent of the original cross parking easement. After study over the past 12 months, it was determined that an additional 25-30 stalls would greatly alleviate the parking issues in the area. American Family has met with existing business owners and agreed to propose a 26 stall accessory offsite parking area on their undeveloped Lot 10 adjacent to the existing restaurant on Lot 11. Lot 10 is the preferred location for the parking due to its proximity to the existing businesses. The location of the proposed parking lot also agrees with the overall master plan for the area. The intent is to carefully plan and build permanent parking that would remain when Lot 10 would develop in the future. Due to the type of situation, the proposed parking lot is considered an accessory offsite parking need and qualifies as a conditional use in the C2 zoning district.



Land Use Application
Conditional Use Letter of Intent
June 8, 2010
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The existing condition of Lot 10 (1.7 acre) is undeveloped. The lot is covered with grass and generally drains from north to south. A small drainage swale is located on the south side with an inlet to the storm sewer system. To the north side of the Lot 10 is Lot 9, also undeveloped. The east side of the lot has an internal private street (Amcenter Drive). The west side of the lot is buffered by a 50-foot image control corridor that separated the lot from American Parkway. The south side of the lot is bordered by a private internal drive system that services Lot 10, Lot 11 and Lot 12 of The American Center Plat First Addition.

The development schedule for the accessory offsite parking area will be based on favorable approval for conditional use and site plan approval of the parking area. The anticipated schedule will be start of construction August 15, 2010 with completion approximately October 15, 2010.

The current owner of Lot 10 is American Family Insurance. The following persons will be involved in the construction of lot 10 accessory offsite parking.

Owner's Representative – Richard Wilberg, Real Estate, Design, Construction and Moves
Director

Owner's Engineer – Jason Lietha – Ruekert Mielke

Contractor – To be determined

The type of business for the conditional use is not applicable as this will be support parking for the existing businesses in the commercial services complex. The proposed parking area will serve a restaurant and mixed retail. The existing restaurant's hours of operation are currently 11 a.m. to 2 a.m. weekly.

The total square footage of Lot 10 is 1.7 acres. The proposed parking area will encompass 0.5 acres of disturbance on the south and west corner of the lot. The remainder of the site will remain undeveloped. The proposed parking lot meets the requirement of the existing master plan developed by American Family Insurance for development in the commercial service complex (C2 zoning). The south and west area of Lot 10 have been identified as parking for future planned use of this area. The total number of parking stalls planned for the proposed parking lot will be 26.

Because the proposed parking lot is adjacent to the restaurant on Lot 11, the requirement for ADA compliance is proposed to be added to Lot 11. The enclosed plan shows adding the two required additional accessible parking stalls near the main entrance of the restaurant on Lot 11. Additional bike parking will also be added to Lot 11 as a requirement for the total number of stalls proposed for Lot 10 and 11.



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Conditional Use Letter of Intent
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Lighting to serve the proposed parking lot on Lot 10 will be provided from a connection to the Lot 11 site lighting system. Lastly, a walkway with a crosswalk will be added between Lot 11 and the proposed accessory offsite parking on Lot 10 to safely convey pedestrians between the parking area and the restaurant.

Please accept this letter as the required letter of intent for the conditional use application.

Please contact me if you have any questions regarding the above stated information at (608) 819-2600.

Respectfully,

RUEKERT/MIELKE

Jason P. Lietha, P.E.
Office Manager

JPL:crp
cc: File

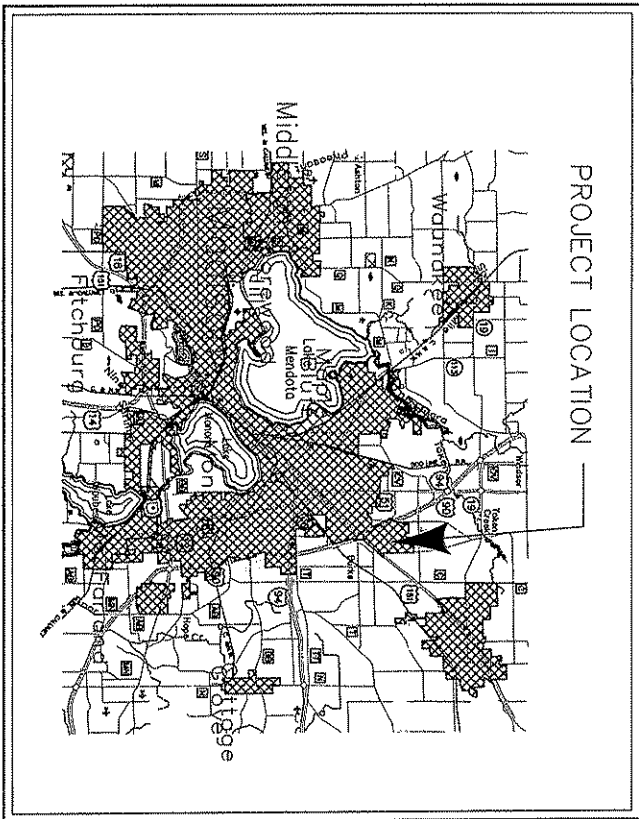
LOT 10 ACCESSORY OFF SITE PARKING LOT CONCEPT PLAN

THE AMERICAN CENTER COMMERCIAL SERVICE COMPLEX

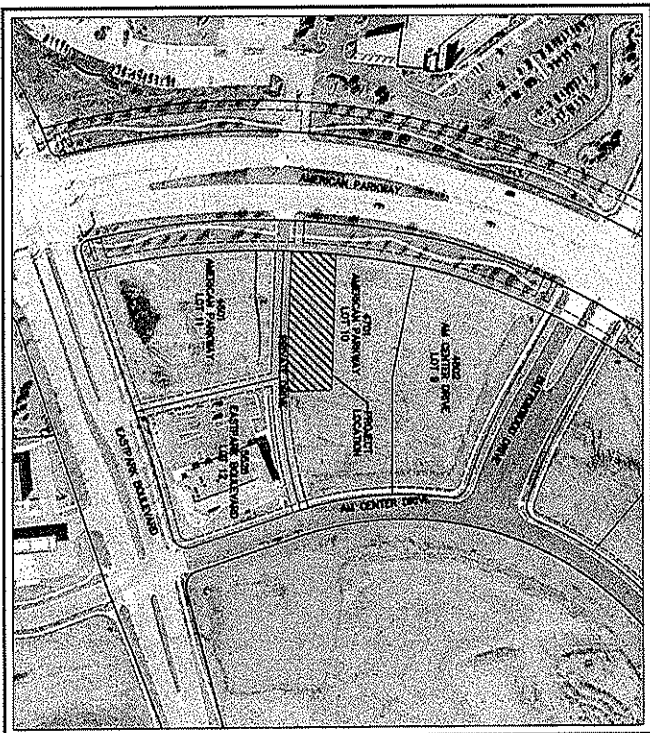
AMERICAN FAMILY MUTUAL INSURANCE DANE COUNTY, WISCONSIN

SHEET INDEX

SHEET NO.	DESCRIPTION	SHEET NO.	DESCRIPTION
P1	SITE PHOTOGRAPHS	C1.1	PROPOSED LOT 10 SITE PLAN
P2	SITE PHOTOGRAPHS	C1.2	PROPOSED LOT 10 GRADING AND UTILITY PLAN
C1	FUTURE LOT 10 OPTION 1	C1.3	PROPOSED LOT 10 LIGHTING PLAN
C2	PROJECT OVERVIEW	C1.4	PROPOSED LOT 10 LANDSCAPE PLAN

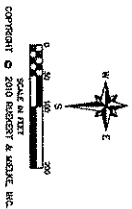


CITY OF MADISON MAP



TOWNSHIP	RANGE	SECTION (S)
BR	10E	22 NE

LOCATION MAP

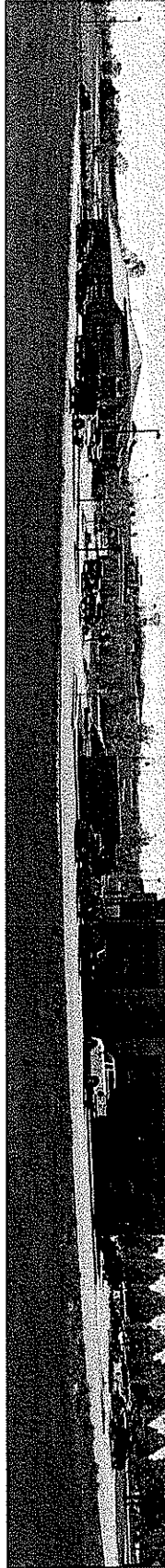


CHECKED BY: _____

Ruekert-Mielke
engineering solutions for a working world

1525 NORTH Ridgeway Parkway • Wausau, WI 53181-1000
(715) 242-5722 • Fax: (715) 242-5811 • www.ruekertmielke.com
BENTLEY MAP STUDIO 2010

FACING SOUTH



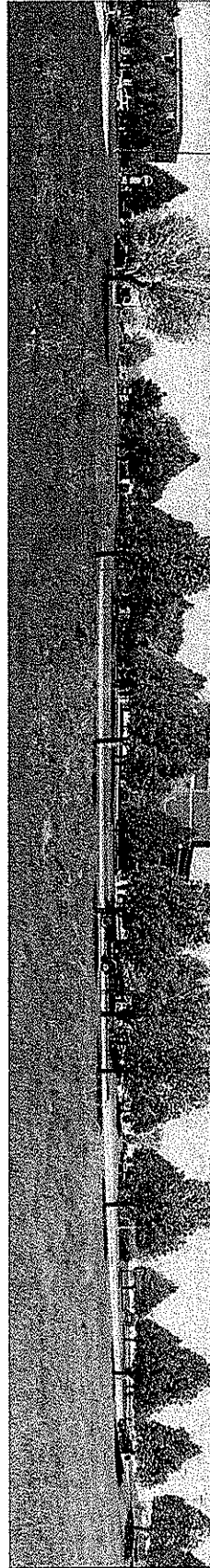
FACING NORTH



7

SHEET NO. P-1	© Copyright 2008 RUEKERT & MIELKE INC. MADISON, WI 53714	LOT 16 ACCESSORY OFF SITE PARKING LOT THE AMERICAN CENTER COMMERCIAL SERVICE COMPLEX SITE PHOTO'S AMERICAN FAMILY MUTUAL INSURANCE DANE COUNTY, WISCONSIN	Ruekert·Mielke engineering solutions for a working world 236 Corporate Drive, Suite 200 • Madison, WI 53714 (608) 819-1800 • Fax: (608) 819-2901 • www.ruekert-mielke.com	TOWN: 8N RANGE: 10E SECTION(s): 22NE
	DATE: MAY 2010 FILE NO.: 8190006.208			

FACING WEST



FACING EAST



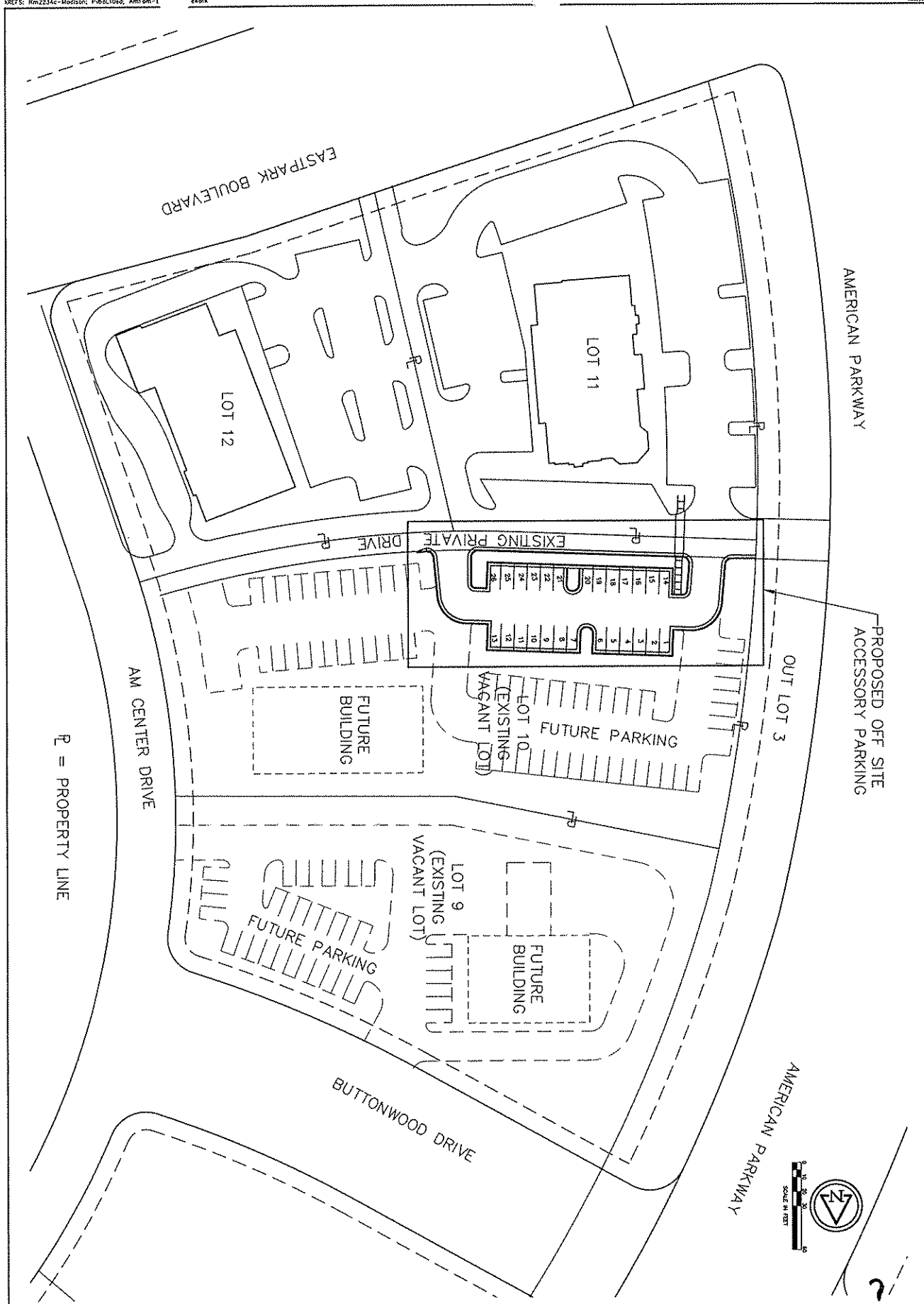
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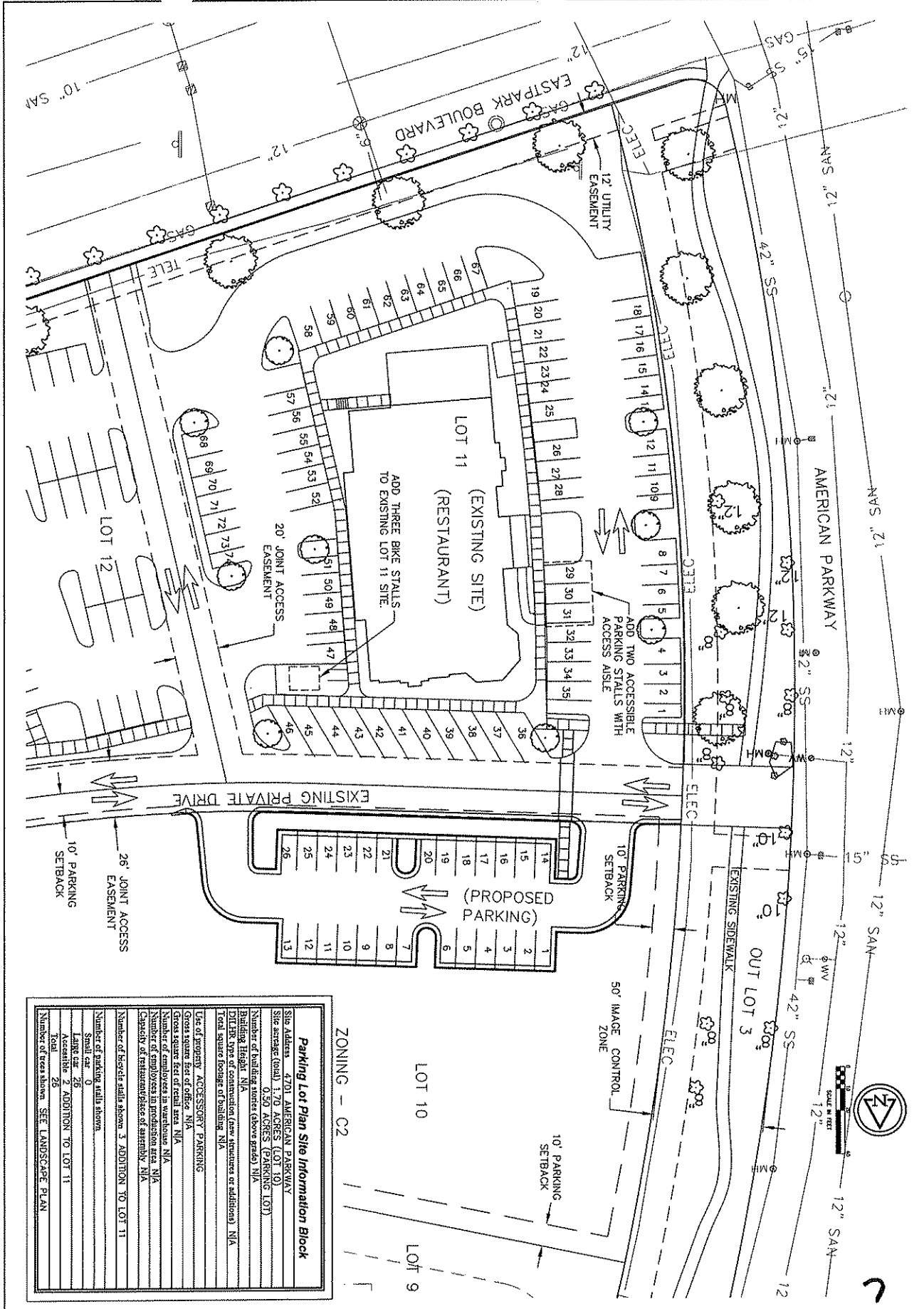
DATE PLOTTED	08/07/10
PROJECT NO.	2002-003
CLIENT	AMERICAN FAMILY MUTUAL INSURANCE
PROJECT NAME	THE AMERICAN CENTER COMMERCIAL SERVICE COMPLEX
DATE	08/07/10
SCALE	AS SHOWN
DRAWN BY	...
CHECKED BY	...
DATE	08/07/10
FILE NO.	...
PROJECT NO.	2002-003
SHEET NO.	P-2

LOT 10 ACCESSORY OFF SITE PARKING LOT
 THE AMERICAN CENTER COMMERCIAL SERVICE COMPLEX
 SITE PHOTO'S
 AMERICAN FAMILY MUTUAL INSURANCE
 DANE COUNTY, WISCONSIN

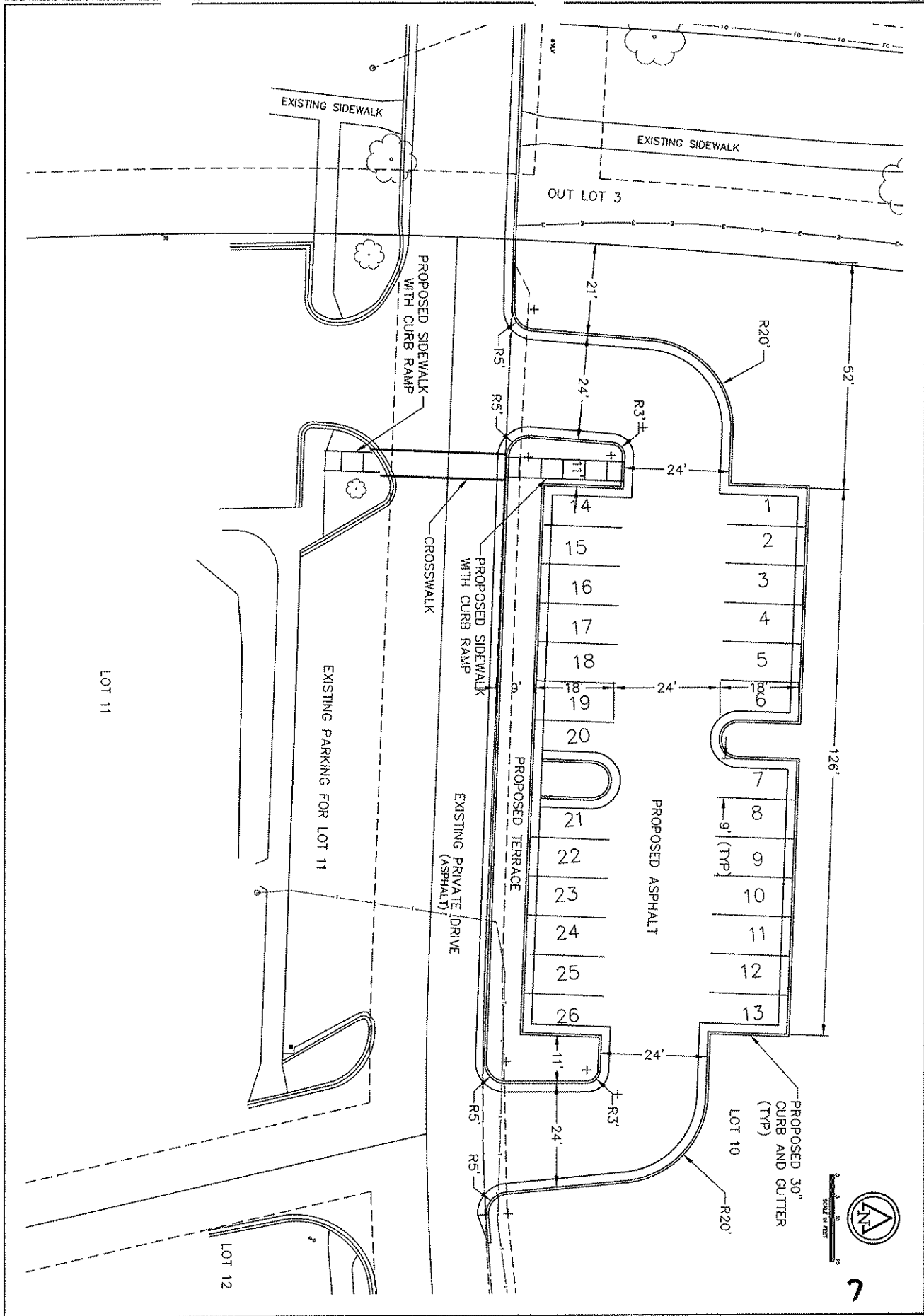
Ruekert·Mielke
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 255 Corporate Drive, Suite 200 • Madison, WI 53714
 (608) 819-2800 • Fax: (608) 819-1951 • www.ruekert-mielke.com

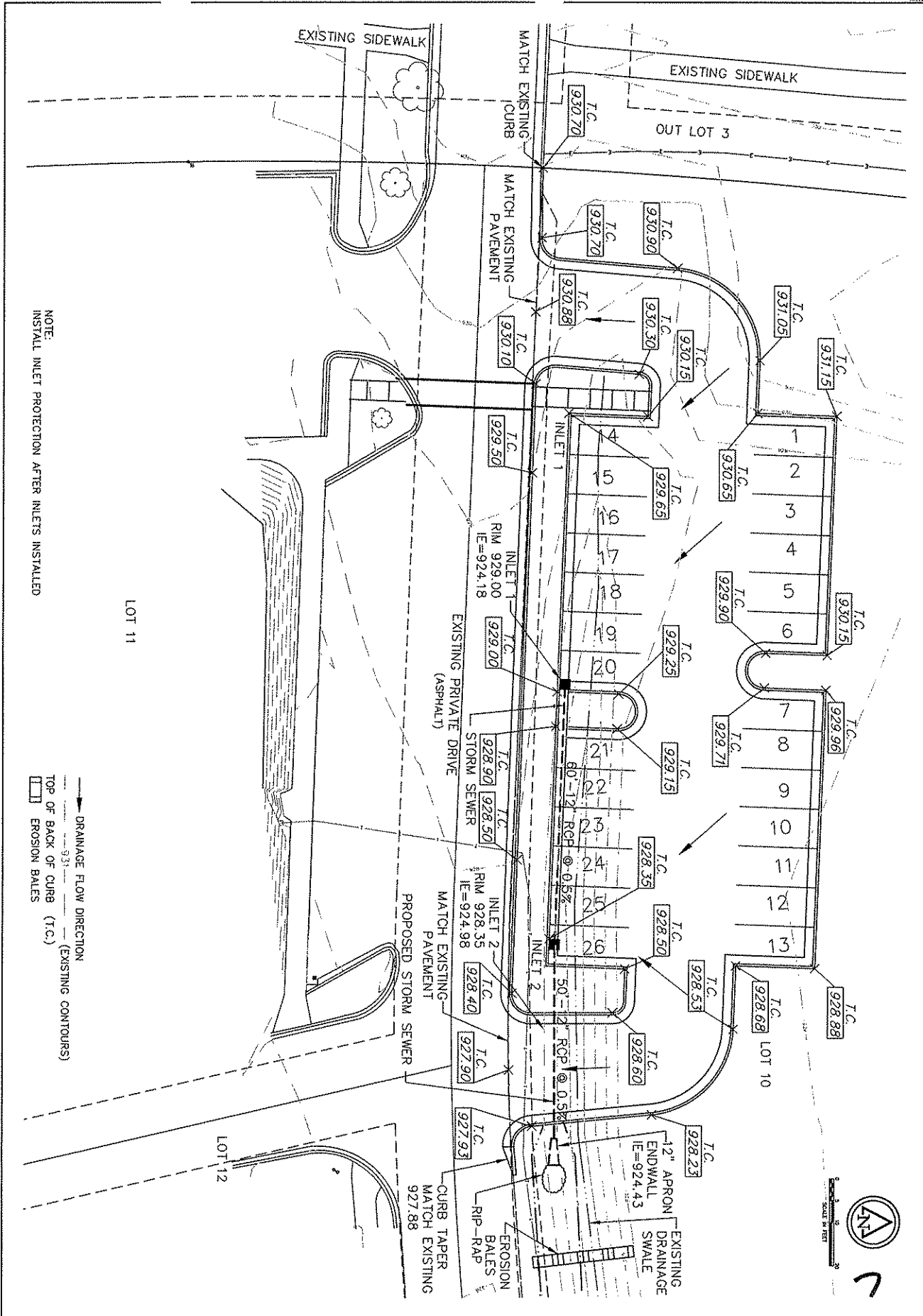
TOWN:	BN	RANGE:	10E	SECTION(S):	22NE
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ZONING - C2	
Parking Lot Plan Site Information Block	
Site Address	4701 AMERICAN PARKWAY
Site acreage (total)	1.70 ACRES (LOT 10)
Site acreage (parking lot)	0.50 ACRES (PARKING LOT)
Number of building stories (above grade)	N/A
Building Height	N/A
Number of construction (new structures or additions)	N/A
Total square footage of building	N/A
Use of property	ACCESSORY PARKING
Gross square feet of office	N/A
Gross square feet of retail area	N/A
Number of employees in warehouse	N/A
Number of employees in production area	N/A
Number of employees in assembly area	N/A
Capacity of retail space of assembly	N/A
Number of bicycle stalls shown	3 ADDITION TO LOT 11
Number of parking stalls shown	SEE LANDSCAPE PLAN
Special use	SEE LANDSCAPE PLAN
Accession to LOT 11	SEE LANDSCAPE PLAN
Accession to LOT 12	SEE LANDSCAPE PLAN
Accession to LOT 13	SEE LANDSCAPE PLAN



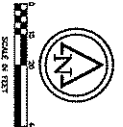
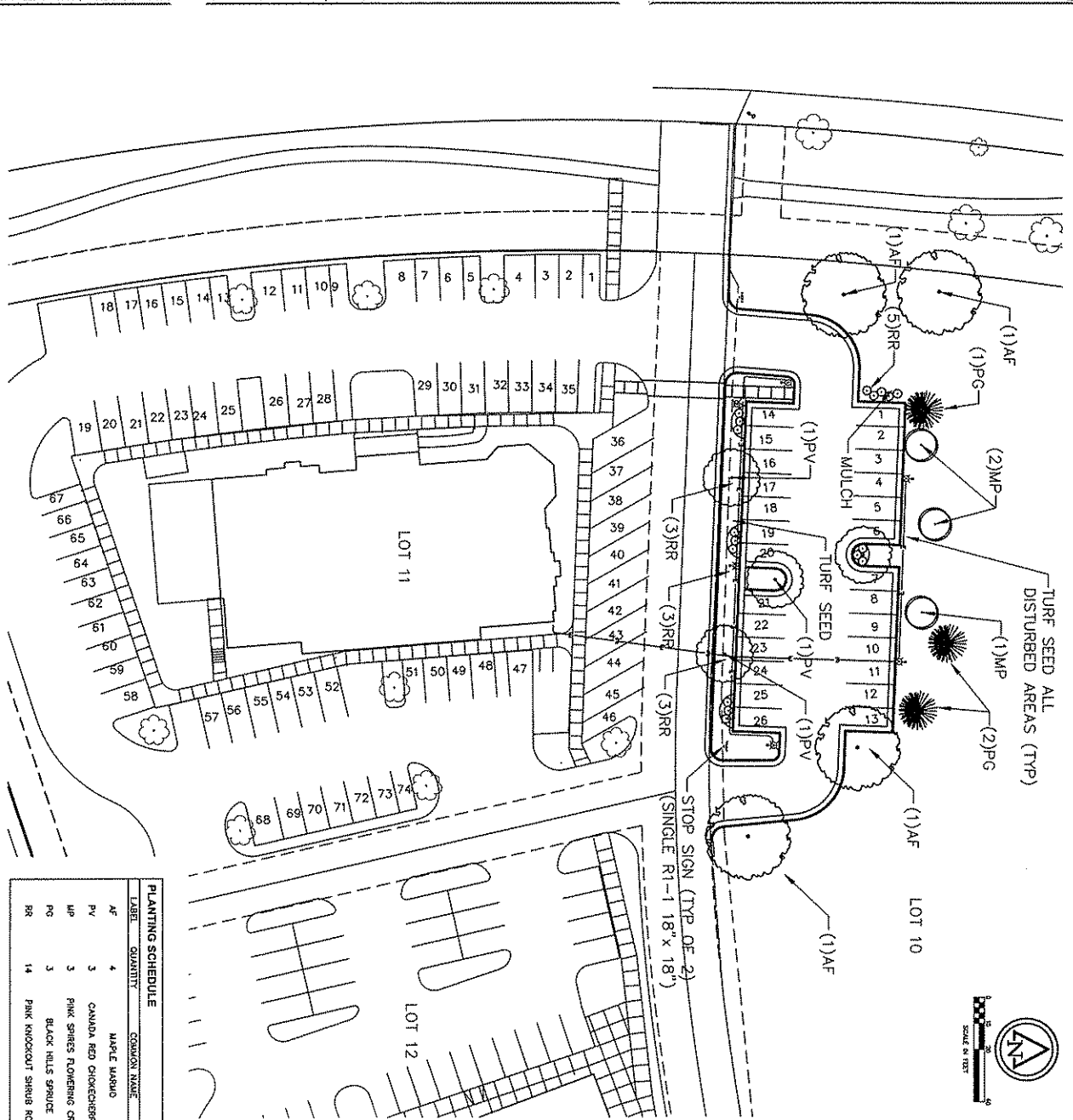


NOTE: INSTALL INLET PROTECTION AFTER INLETS INSTALLED

→ DRAINAGE FLOW DIRECTION
 --- 0.31' --- (EXISTING CONTOURS)
 [] TOP OF BACK OF CURB (T.C.)
 [] EROSION BALES



SCALE: 1" = 10'



PLANTING SCHEDULE			
LABEL	QUANTITY	COMMON NAME	SCIENTIFIC NAME
AF	4	MAPLE HARBO	ACEB X FREEMANII 'HARBO'
PV	3	CANADA RED CHOKERBERRY	PRUNUS VARGINATA 'CANADA RED'
MP	3	PINK SPIRES FLOWERING CRAB	MAULS 'PINK SPIRES'
PG	3	BLACK HILLS SPRUCE	PICEA GLAUCA VAR. OENSANA
RR	14	PINK KNOCKOUT SHRUB ROSE	ROSA X 'RAEDON'

AMERICAN CENTER - LANDSCAPE POINT CALCULATIONS			
TOTAL NUMBER OF PARKING SPACES PROVIDED:	28		
CANOPY TREE REQUIREMENTS: (based on 1 square foot canopy per square foot of fraction thereof)			
Number Required	3		
Number Provided	3		
LANDSCAPE POINT COMPUTATION (based on 15 points per tree per acre of fraction thereof or canopy trees)			
Land Elements:		Number of Elements	Points per Element
Canopy Trees (2.25" caliper) @ 50 pts. each	4	4	200
Canopy Trees (8-10" height) @ 30 pts. each	3	3	90
Evergreen Trees @ 30 pts. each	6	6	180
Ornamental Trees @ 20 pts. each	14	14	280
Tall Shrubs @ 9 pts. Each			
Medium Shrubs @ 6 pts. Each			
Low Shrubs @ 3 pts. each			
Total Points Provided	452		