

City of Madison
INTER-DEPARTMENTAL
Correspondence

DATE: April 22, 2010
TO: Madison Plan Commission
FROM: Michael Waidelich, Principal Planner
SUBJECT: Additional Background Materials for the Informational Presentation on the Proposed Grocery Store in Grandview Commons

The attachments listed below provide additional background for the April 26, 2010 informational presentation to the Plan Commission on the proposal to locate a 62,000 square foot grocery store in the Grandview Commons mixed-use center in the Sprecher Neighborhood. Letters in the lower right-hand corner of each item correspond to this listing.

<u>Item</u>	<u>Description</u>
A	Town Center/Doric Lodge Concept Plan provided by the developers. Please note that this is <u>not</u> the most current version of the site plan and does not reflect recent revisions.
B	Current Zoning District Map
C	Current <u>Sprecher Neighborhood Development Plan</u> Land Use & Street Plan Map. This map reflects the 2007 amendment to the Grandview Commons General Development Plan.
D	Excerpt from the <u>Sprecher Neighborhood Development Plan</u> regarding commercial land use recommendations. The proposed Southwest (Town Center) Neighborhood Commercial Center provided the conceptual framework for the Neighborhood Center Mixed-Use District in the Grandview Commons planned unit development. (5 pages)
E	<u>Sprecher NDP</u> Land Use & Street Plan as originally adopted in January 1998.
F	Excerpt from the <u>Madison Comprehensive Plan</u> Generalized Future Land Use Plan Map, adopted in January 2006. (This map reflects the <u>Sprecher NDP</u> as it existed in 2005, before the 2007 amendment to the Grandview Commons GDP.)
G	Excerpt from the <u>Madison Comprehensive Plan</u> [Volume II, Chapter 2, Land Use] containing descriptive narrative and recommendations for the Mixed-Use and General Commercial land use districts shown on the Generalized Future Land Use Plan Map. (6 pages)
H	Excerpts from the current Grandview Commons General Development Plan, approved July 19, 2007. These sections of the GDP provide the description and the standards for the Neighborhood Center Mixed-Use District defined in the GDP. (7 pages)
I	Excerpt from the Grandview Commons GDP prior to the 2007 amendment, showing a slightly smaller Mixed-Use District. (1 page)

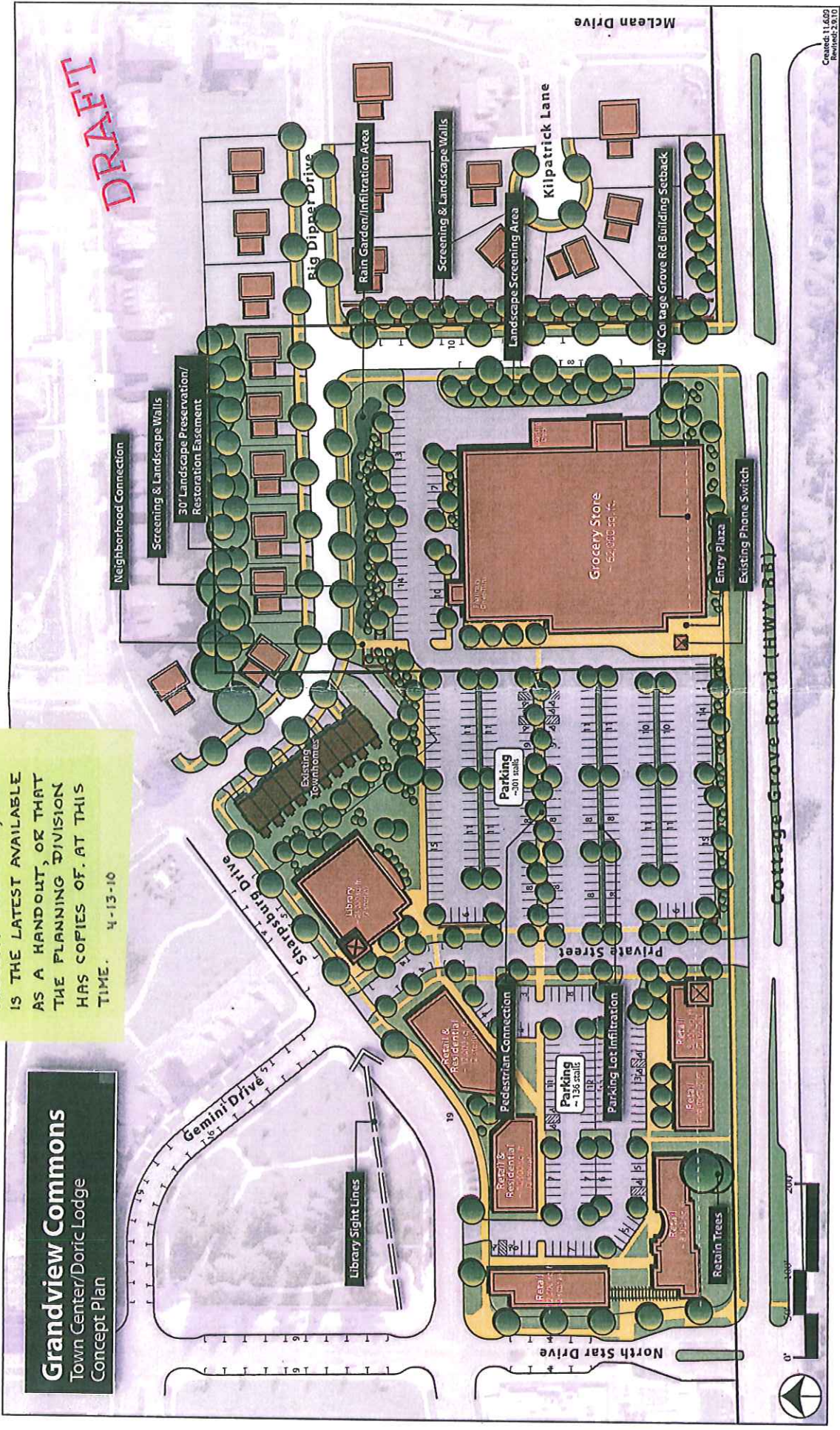
Please let me know if you have questions about any of these materials. Thank you.

DAT 2-11-10

DRAFT

PLEASE NOTE THAT THIS IS NOT THE MOST-CURRENT REVISION OF THE PROPOSED GROCERY SITE PLAN, BUT IS THE LATEST AVAILABLE AS A HANDOUT, OR THAT THE PLANNING DIVISION HAS COPIES OF. AT THIS TIME. 4-13-10

Grandview Commons
Town Center/Doric Lodge
Concept Plan

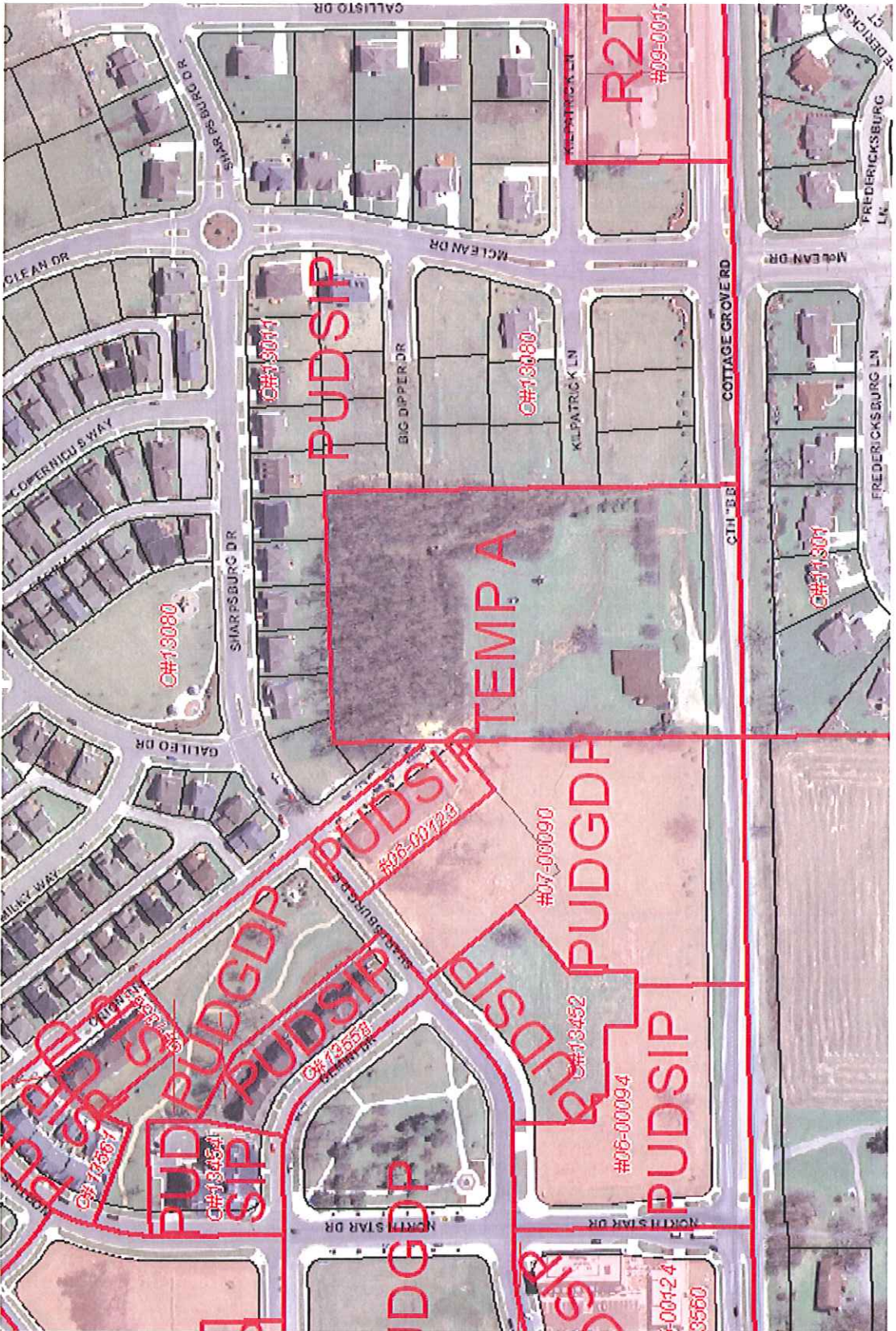


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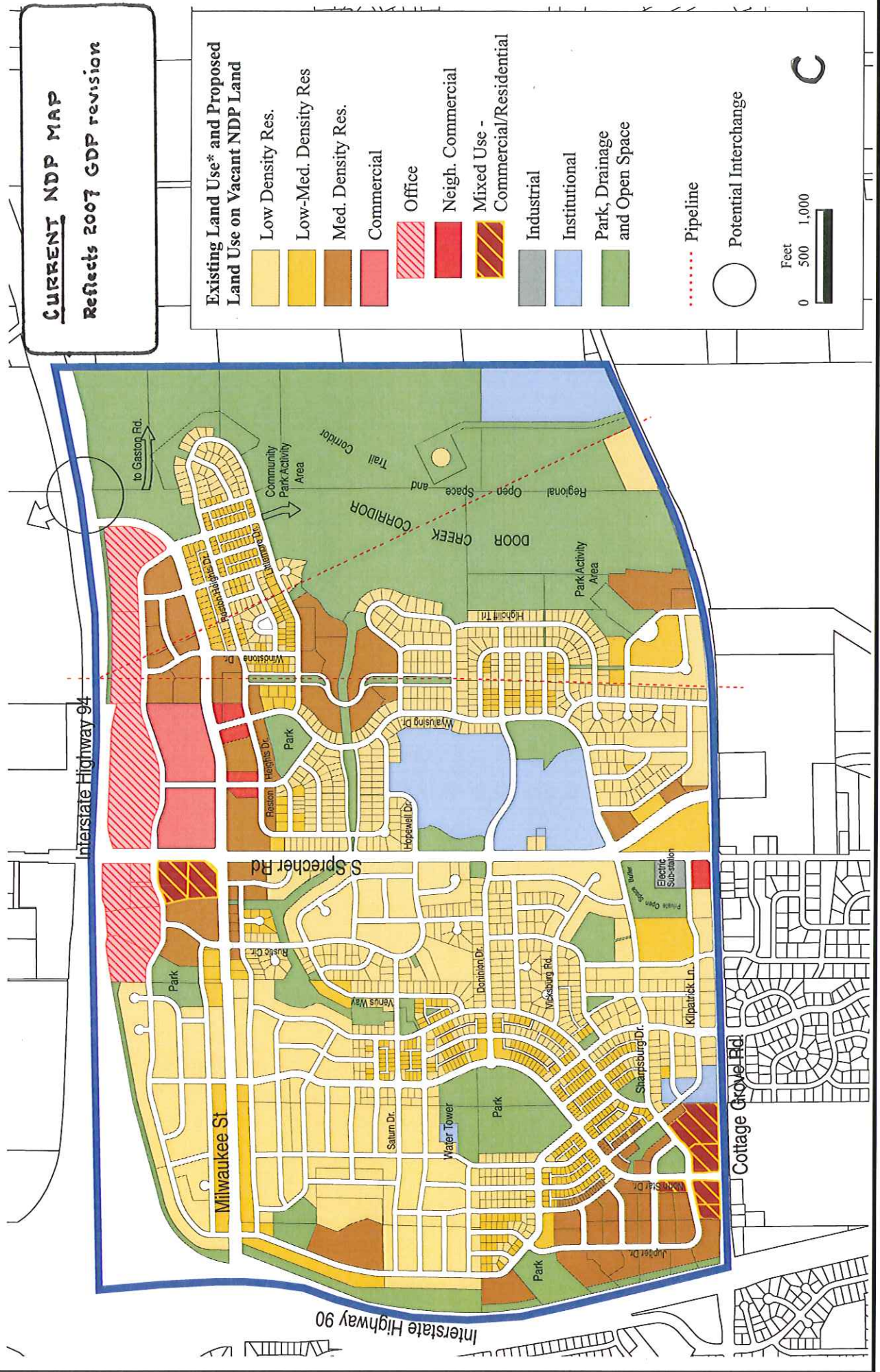
CURRENT ZONING - February 2010

CURRENT ZONING - February 2010



Sprecher Neighborhood Development Plan

As Adopted January 1998, Amended May 1999, November 2001, November 2001 & March 2005
and *implemented through subdivision and zoning approvals



The balance of the residential area east of Sprecher Road is recommended for low density, primarily single-family development. As with the lands west of Sprecher Road, it is recommended that a variety of low-density lot sizes within the low density range be provided as the land is subdivided, including the smaller lots suitable for "traditional" development.

Commercial Land Uses

Recommended commercial land uses in the Sprecher Neighborhood are concentrated at two locations, a proposed 74-acre commercial district in the northeast quadrant of the neighborhood and a proposed 13-acre neighborhood commercial center in the southwest quadrant. With limited exceptions noted in the plan, it is generally recommended that additional commercial locations not be developed so that the two proposed commercial centers can become well-established as focal points of community activity and commerce within the neighborhood. Commercial development along the frontages of Sprecher Road, Cottage Grove Road and Milwaukee Street, beyond what is recommended in the neighborhood plan, would also disrupt the development pattern of the reverse-access lots intended to minimize future traffic conflicts on these major arterial roadways.

Northeast (Milwaukee Street) Commercial District

The larger of the two proposed commercial use areas in the neighborhood, the northeast commercial district, is located east of Sprecher Road, between Interstate Highway 94 and a recommended eastward extension of Milwaukee Street. A small portion of the proposed district extends to the northwest corner of the Milwaukee/Sprecher intersection, and an associated small neighborhood convenience center is recommended on the south side of Milwaukee Street, at the location where the primary collector street intersects. The entire northeast commercial district consists of approximately 74 acres.

Three general types of uses are recommended in the northeast commercial district. The northern portion of the district, adjacent to Interstate Highway 94, is proposed as a location for business and professional office development. Because of its visibility from the Interstate Highway, this is an attractive location for high-quality office development, including corporate offices occupied by a single firm. Although this location is not proposed as a major regional office center, including some larger office developments in the commercial district will significantly expand the range of employment available in the neighborhood, and provide additional opportunities for neighborhood residents to work closer to their homes.

Because Interstate Highway 94 forms the gateway to Madison from the east, it is important that development visible from the highway be of the highest design quality. A detailed development plan for the commercial district will be required before development there begins, and individual project proposals will also require Plan Commission approval. It is recommended that in the

EXCERPT FROM SPRECHER NDP - Adopted January 1998

review of both general and specific development plans, careful consideration be given to urban design---and particularly to the view from the Interstate Highway. Important factors to consider include ensuring that the site and building design create an attractive appearance on all sides of the development, and especially the elevations visible from the Interstate; that adequate site landscaping is provided on all sides; and that parking areas do not dominate the view.

The southern portion of the northeast commercial district is proposed as a community shopping and service center providing a range of retail goods and services to neighborhoods on Madison's east side. Expected businesses might include, for example, a large grocery store, clothing and apparel stores, a pharmacy, computer, audio and video stores, and other types of specialty shops, as well as restaurants and taverns, and similar uses. Some of the automobile service uses could also be appropriate. Because the northeast commercial district is considerably larger than the proposed southwest neighborhood commercial center, and is separated from residential uses by Milwaukee Street, it also is generally the more appropriate location for relatively larger commercial uses and uses requiring extensive parking. However, it is recommended that, to the extent feasible, the district be planned to create compact, pedestrian-friendly clusters of complementary businesses. Neither the northeast nor the southwest commercial use area is recommended as a location for large region-serving retail uses, such as discount department stores, or for highway-oriented uses, such as fast food drive-ins or automobile sales lots. Because residential development in the Sprecher Neighborhood is only just beginning, it may be several years before there is a large enough local market to support community-based retailing at this location.

The third component of the proposed northeast commercial district is a small area south of Milwaukee Street recommended for neighborhood convenience uses, such as a small grocery or specialty food shop, a laundry, hair dresser or barber, or similar uses that people patronize frequently. The proposed location at the intersection with the collector street serving the eastern half of the neighborhood provides easy, direct pedestrian access from the residential area. There may also be an opportunity for mixed-use development, with apartments above the stores. The convenience center component could be smaller than indicated on the neighborhood plan, depending on the mix of uses actually developed. Although the proposed location is preferred, a neighborhood convenience center might also be considered within the larger commercial area north of Milwaukee Street. In evaluating proposed neighborhood-scale convenience centers at either location, important factors to consider include the proximity and ease of pedestrian access from the residential area, the range of convenience goods and services available, hours of operation, and the level of amenity provided.

More detailed planning for the northeast commercial district may determine that it would be beneficial to shift the eastward extension of Milwaukee Street slightly south from the proposed alignment shown on the neighborhood plan in order to provide adequate lot depths for better building placement and site design. This change may be approved as part of the detailed development plan for the commercial district, provided that it does not overly enlarge the size of the commercial area or adversely compromise the local street pattern farther south.

* Southwest (Town Center) Neighborhood Commercial Center

The proposed southwest neighborhood commercial center is located at the southern end of the proposed north-south collector street serving the western half of the Sprecher Neighborhood, at its intersection with Cottage Grove Road. This site, currently part of the grounds of the Astronautics Corporation Technology Center, has some of the highest elevations in the planning area---offering long views to the west, and to the north and south along the proposed collector street. Because of the special attributes of the site, and its potential to become a focal point for neighborhood activity, it is recommended that this neighborhood commercial center be developed as a village-like "town center" closely integrated with higher-density urban residential development on the surrounding hillside. The details of the town center concept are only in the preliminary stages of consideration, but some of the elements might include:

- An emphasis on creating an integrated neighborhood business street, as distinct from an aggregation of essentially separate business sites
- A focus on the collector street as the primary axis for the business district. Buildings and signage should be oriented toward this street rather than Cottage Grove Road.
- Relatively small blocks created by a public street system
- Multi-story buildings encouraged, particularly along the collector street
- Mixed-use development encouraged, with office or residential uses above retail uses
- Buildings located close to the sidewalk, with parking lots to the rear or on side streets rather than in front of businesses
- Short term parking along business streets
- Minimum "gaps" in the street-level retail frontage
- High levels of pedestrian amenity, including street trees and other plantings, street furniture, and special lighting
- Good linkages with the surrounding residential neighborhood

Because there are no similar neighborhood commercial centers either in the Cottage Grove Neighborhood to the south or in the neighborhoods adjacent to Interstate Highway 94 to the west, the proposed town center could become a focal point for community activities and convenience and specialty shopping for several surrounding residential neighborhoods. While proposed primarily as a center providing convenience goods and services, the mix of uses in the town center might include clothing shops, hardware stores, gift shops, jewelers, specialty food stores and small specialty retailers of all kinds. Small professional and business offices (including offices above retail uses) as well as community and civic facilities such as day care centers, neighborhood centers, or branch post offices, also might be located in the town center. Another possibility for the town center would be to seek to become a location for related speciality shopping and entertainment activities, such as art galleries, antique shops, unique restaurants, brew pubs, or small theaters, for example.

Although the range of uses appropriate to the proposed town center includes many of the same types of goods and services as the northeast commercial district, the important distinctions are

EXCERPT FROM SPRECHER NDP - Adopted January 1998

the much smaller size and scale of the town center, the smaller size of the businesses, and the special urban design character of the district and the individual buildings within it. It would be difficult for large businesses, or uses requiring extensive parking, for example, to be compatible with the compact, pedestrian-oriented town center development concept.

Although the town center is not proposed as an office district, a limited amount of office development compatible with the desired town center character might be included, particularly on the side streets. For example, the lands west of the proposed commercial center are designated for residential uses in the neighborhood plan, but limited expansion of commercial uses, particularly office uses, into this area is not necessarily inconsistent with the town center concept, depending on the design. Selective placement of a few small office buildings might even be among the approaches considered to help comply with regulations limiting the allowed impact of noise from the Interstate Highway on residential uses.

Medium and low-medium density residential uses are recommended in the area surrounding the proposed neighborhood commercial center. This housing is also intended to have a more urban character and reinforce the town center development concept. Residential developments around the town center should also maintain an orientation to the public street and minimize the impact of parking areas and garages through careful planning and site design. Along the collector street and the intersecting local street segments, apartment or townhouse development with the buildings set close to the sidewalk would be most consistent with the town center theme. To the north, across from the proposed park/school site, there would be a transition to more conventional setbacks and lower densities.

Virtually all of the site recommended for future development of the neighborhood town center, and most of the area recommended for medium and low-medium density residential uses in this quadrant of the neighborhood, is located on the Astronautics property. At this time, there is no indication that Astronautics is considering redevelopment of their property, and the present use is expected to continue for the foreseeable future. If Astronautics later becomes more interested in redeveloping the property, they may elect to redevelop in stages---perhaps while continuing to use their current building. Other properties in the western half of the Sprecher neighborhood also may not be developed for many years, including the Homberg quarry site adjacent to the north. This somewhat discontinuous development pattern is not uncommon, and until the owners express an interest in redeveloping their properties, there is no reason not to continue to develop other parts of the neighborhood.

Before development of the southwest neighborhood commercial center and the adjacent residential areas begins, the town center concept has to be further articulated, and the proposed development plan will need to be refined in conjunction with specific development ideas. This is particularly true for the recommended residential development on the western slope, where the specific sound attenuation measures that will be necessary are unknown and many different types of housing could be considered. Design guidelines or standards will need to be developed to ensure that the recommended "town center" urban character is maintained. The fact that

EXCERPT FROM SPRECHER NDP - Adopted January 1998

development in this part of the neighborhood is not imminent provides the time to complete these additional planning activities, and an opportunity to include the Astronautics Corporation and/or prospective developers in this next stage of planning when there is an expressed interest in redevelopment of these lands. Until such time as the site becomes available for redevelopment, it is important to maintain a focus on the long-term development concept and not undercut it by permitting scattered commercial development at alternative locations not recommended in the neighborhood plan.

Other Commercial Locations

The only other commercial use area designated on the Land Use and Street Plan map is a small parcel at the northwest corner of the intersection of Sprecher and Cottage Grove Roads. This parcel is only recommended for commercial use because, in this case, no other use seems practical. There is an electrical substation north of the parcel and an existing house to the west. Given expected future traffic levels on the two arterial highways, and the fact that this parcel is isolated from the planned neighborhood to the north and west, it does not seem reasonable to propose that it be used for residential development; and it is not needed or suitable for park purposes. The recommended use for this parcel, therefore, is for a small, limited, highway-oriented use, such as a gasoline service station or convenience mart---which probably could not be accommodated in the proposed southwest town center, in any case. An acceptable alternative would be an institutional or civic use, such as a fire station or precinct station, which might be interested in this type of location. (Both of those uses, however, could also be accommodated in the town center.) If Sprecher Road is eventually realigned to the east as proposed, this parcel will no longer be at the corner and the use recommendation may need to be reconsidered.

Institutional Land Uses

The largest area proposed for institutional uses within the Sprecher Neighborhood is a 32 acre site located near the center of the eastern portion of the planning area owned or being purchased by the Buckeye Evangelical Free Church. The acquisition of this property occurred in stages during the neighborhood planning process, and the neighborhood plan was modified several times as the needs of the Church evolved. This is a large parcel and it is expected that a variety of uses will eventually be developed on it in addition to the church building itself. These might include such uses as assembly halls or meeting rooms, a community center, recreational facilities and athletic fields, and other uses related to the church's mission. Because of its prominent location and the types of uses anticipated, this facility should become an important focal point for community activity within the neighborhood. As with any large development, when detailed plans are prepared attention will need to be given to issues related to building design and siting, access, and automobile parking.

SPRECHER NEIGHBORHOOD DEVELOPMENT PLAN

LAND USE AND STREET PLAN

C.T.H. "T"

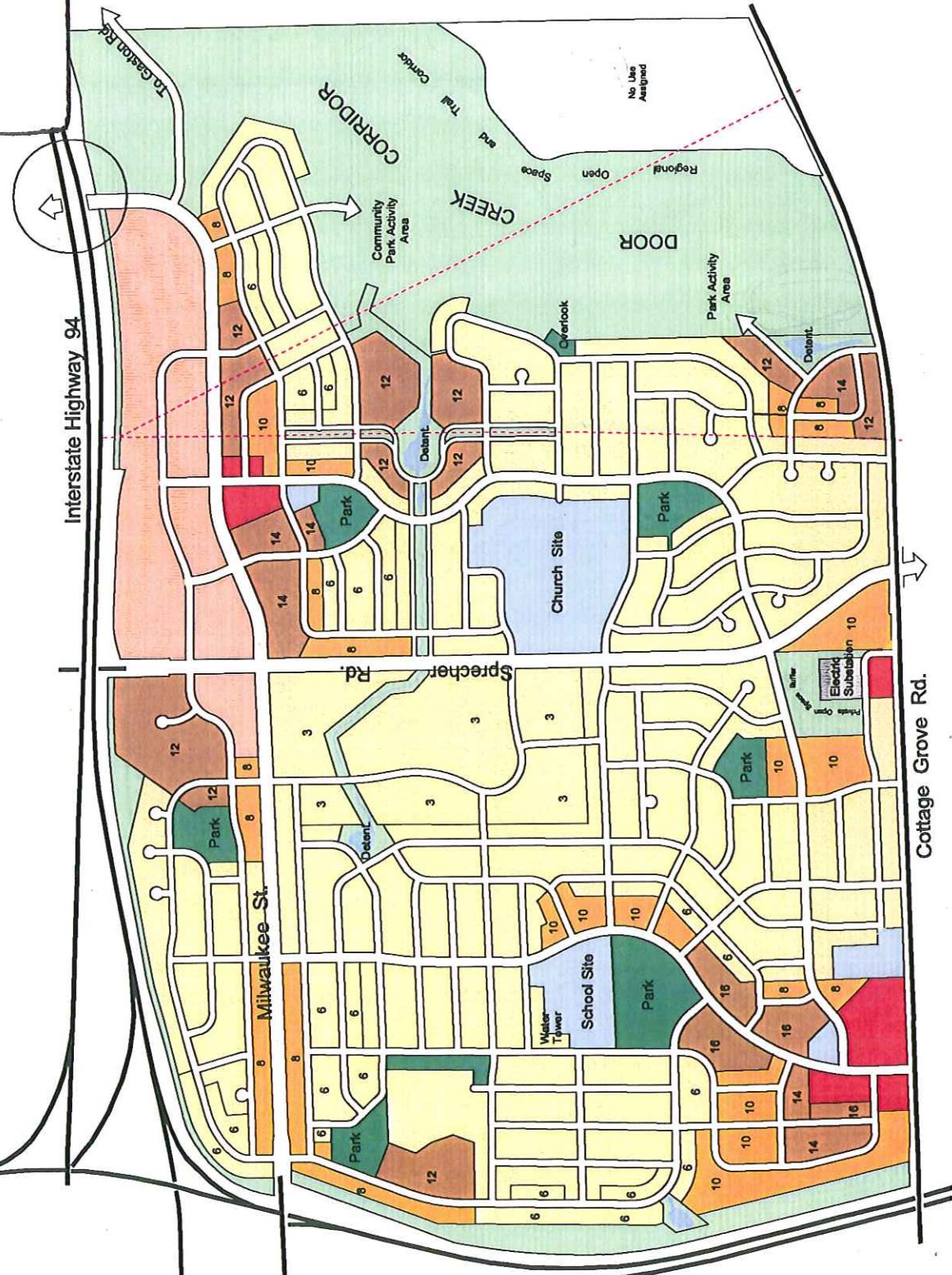
AS ADOPTED NDP MAP

January 1998

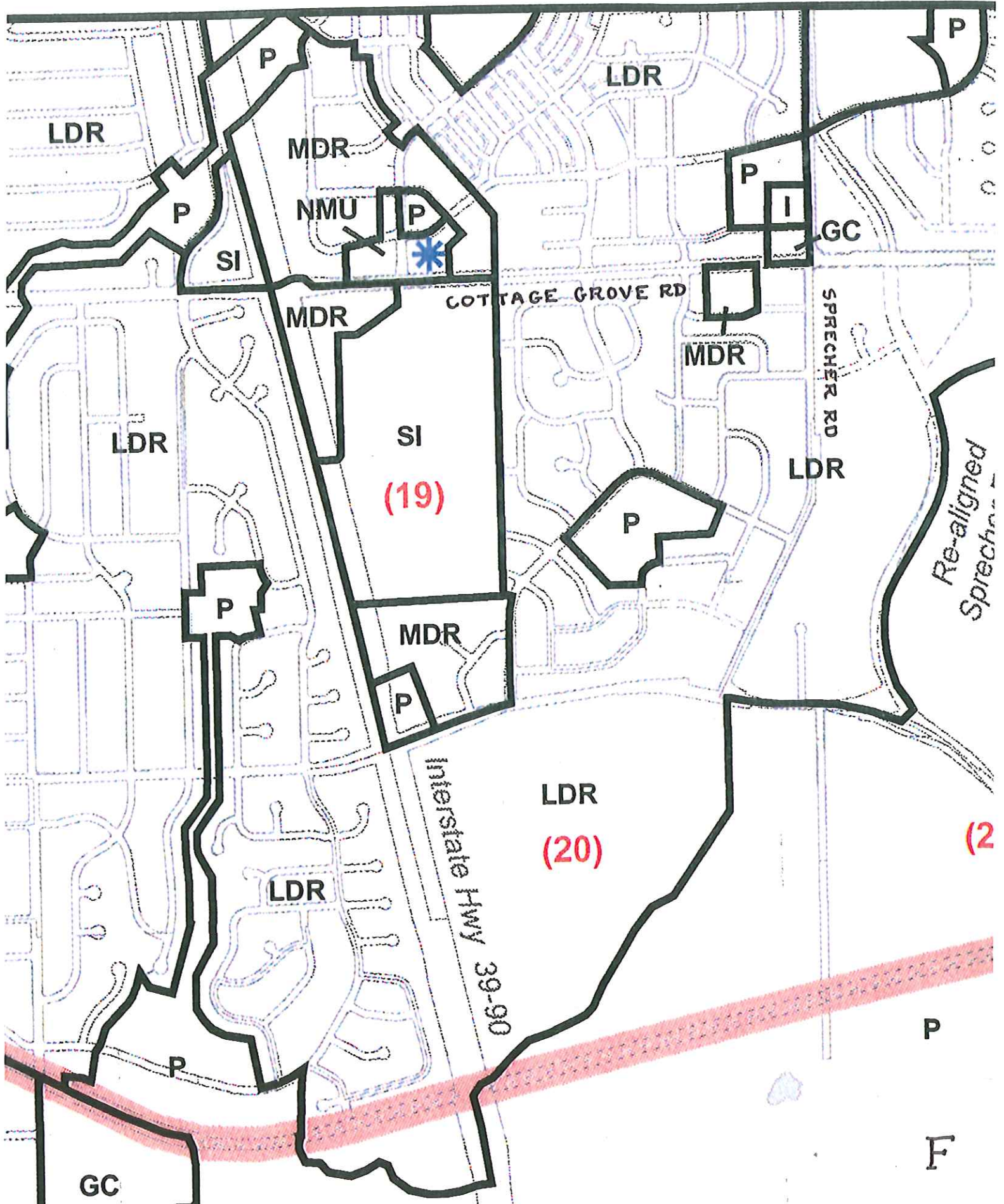
January 1998

Interstate Highway 94

Interstate Highway 90



EXCERPT FROM COMPREHENSIVE PLAN GENERALIZED FUTURE LAND USE PLAN
Adopted January 2006





Land Use

Mixed-Use Districts

Mixed-Use districts are recommended locations for development of activity centers that are specifically planned to include both residential and non-residential uses. The range of non-residential uses, and the development density of both residential and non-residential uses in Mixed-Use districts will vary depending on the size of the district and the type and intensity of the surrounding development. Not every building in a Mixed-Use district needs to include both residential and non-residential uses, but that both types of land uses will be accommodated within the district as a whole is inherent in the designation, and Mixed-Use districts must be planned to provide a suitable residential environment.

Developments within Mixed-Use districts should be consistent with an adopted neighborhood plan or special area plan, which may also provide detailed land use or design standards.

Neighborhood Mixed-Use (NMU)

Neighborhood Mixed-Use districts are the recommended locations for clusters of relatively small convenience shopping and service uses that serve as activity centers and gathering places for the surrounding neighborhoods or districts.

Location and Design Characteristics

Neighborhood Mixed-Use districts typically form activity centers located along relatively important streets within or adjacent to residential districts. Most neighborhood mixed-use districts are relatively compact, often consisting only of several buildings on one or more corners of a street intersection; but neighborhood mixed-use districts also may be stretched out for several blocks along a local business street.



Small retail and office development on Madison's west side is adjacent to senior and condominium housing.

Development in Neighborhood Mixed-Use districts should be consistent with the design standards for mixed-use areas recommended in City plans, and should provide a pedestrian-oriented "urban" environment generally characterized by:

- Well-designed buildings placed close to the sidewalk and street.
- Parking located primarily behind the buildings or underground. On-street parking is recommended where sufficient right-of-way is available. Buildings that are more than one story, with maximum building height compatible with the size of the district and surrounding structures and land uses. Specific height standards may be recommended in an adopted neighborhood or special area plan.
- Pedestrian-friendly design amenities, such as decorative paving and lighting along sidewalks and paths, plazas, benches, and landscaping.



Land Use

Neighborhood Mixed-Use (NMU)

Whenever possible, Neighborhood Mixed-Use areas should be designed to incorporate some or all of the Transit-Oriented Development standards outlined in the Comprehensive Plan.

Recommended Land Uses

- Neighborhood-serving commercial buildings and uses. While primarily intended to serve the adjacent neighborhoods, neighborhood mixed-use districts may also include specialty businesses serving wider markets, provided the size of establishment and scale of building is consistent with the character of the district and the surrounding neighborhood.
- Housing types similar to Low-Density Residential districts, but with no fixed maximum number of apartment or row house dwelling units in a building, provided the building scale is appropriate. Generally, this will be a relatively small building when the adjacent neighborhood is low density.
- Mixed-use buildings.
- Non-commercial residential support uses similar to Low-Density Residential districts.



This coffee shop and cafe on Allen Street is part of a Neighborhood Mixed Use District at the corner of Regent and Allen Streets.

Recommended Development Intensity

- Generally, buildings should be between two and four stories in height. Specific height standards should be established in neighborhood or special area plans, and should be compatible with the scale and intensity of the adjacent neighborhood. One-story buildings may be appropriate in limited circumstances but are not encouraged.
- The maximum development intensity (floor area ratio) for commercial uses should be established in a detailed neighborhood or special area plan.
- Gross square footage of commercial buildings (including single-tenant and multi-tenant buildings) should not exceed 10,000 square feet, except for neighborhood-serving grocery stores, which should not exceed 25,000 square feet.
- Net residential densities within a neighborhood mixed-use district generally should not exceed 40 dwelling units per acre, but a neighborhood or special area plan may recommend small areas within the district for a higher maximum density if the development is compatible with the scale and character of the neighborhood.



Community Mixed-Use (CMU)

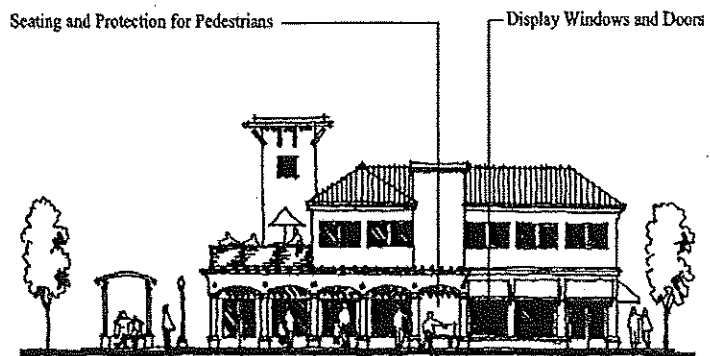
Community Mixed-Use districts are the recommended locations for a relatively high-density mix of residential, retail, office, institutional and civic uses in a compact urban setting. Compared to Neighborhood Mixed-Use districts, Community Mixed-Use districts are typically larger, may extend several blocks in each direction, and are intended to include a much wider range of non-residential activities.

Location and Design Characteristics

Community Mixed-Use areas should be located adjacent to Medium and High Density Residential areas whenever possible. As an alternative, when adjacent to Low Density Residential areas, the mixed-use district should be large enough to include a significant amount of relatively high-density housing within the defined district. Community Mixed-Use districts should also be located along existing or planned high-capacity public transit routes, and a transit stop should be located at, or very close to, all activity center focal points within the district. Because of their location along transportation corridors, it is recommended that many of the City's aging strip commercial centers and suburban-style shopping centers be considered for eventual redevelopment as Mixed-Use districts. Community Mixed-Use areas may also be located adjacent to Employment areas whenever possible, in order to provide employment centers with easy access to the amenities and advantages that nearby residential, commercial, mixed-use, institutional, park and open space offer.

Community Mixed-Use areas should include at least one activity center focal point which is developed at relatively high densities and focused on a specific use or cluster of uses, such as a mixed-use or commercial core area, an urban plaza or square, a civic use, or a dense residential development. Community Mixed-Use areas should be consistent with the design standards for mixed-use areas recommended in City plans, and should provide a pedestrian-oriented "urban" environment generally characterized by:

- Well-designed buildings placed close to the sidewalk and street.
- Parking located primarily behind the buildings or underground. On-street parking is recommended where sufficient right-of-way is available.



This architectural sketch illustrates the scale and activities typical in a Community Mixed-Use District.



Land Use

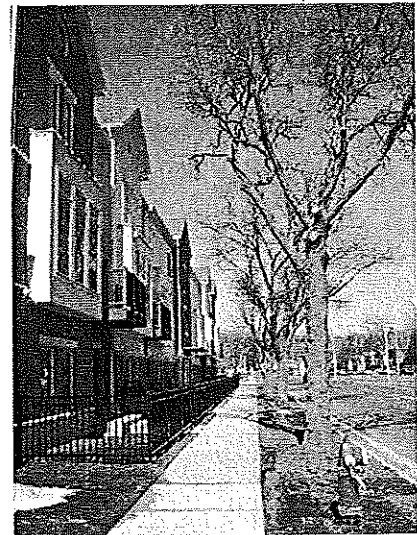
Community Mixed-Use (CMU)

- Buildings more than one story in height, with maximum building height compatible with the size of the district, surrounding structures and land uses. Specific height standards may be recommended in an adopted neighborhood or special area plan.
- Pedestrian-friendly design amenities, such as decorative paving and lighting along sidewalks and paths, plazas, benches, landscaping.

Whenever possible, Community Mixed-Use districts should be designed to incorporate some of the Transit-Oriented Development standards outlined in the Comprehensive Plan.

Recommended Land Uses

- Commercial buildings, employment, retail and service uses serving both adjacent neighborhoods and wider community markets. Detailed neighborhood or special area plans may provide specific recommendations on allowed types of non-residential uses.
- Housing types generally similar to Medium-Density Residential districts, provided the building scale is appropriate to the district and the adjacent neighborhood.
- Mixed-use buildings.
- Non-commercial residential support uses similar to Medium-Density Residential districts.



Rowhouses on Midvale Boulevard built in front of a parking structure serving Hilldale Mall.

Recommended Development Intensity

- Generally, buildings should be at least two stories in height. Specific height standards should be established in neighborhood or special area plans and should be compatible with the scale and intensity of the district as a whole and the context of the surrounding neighborhood.
- The maximum development intensity (floor area ratio) for commercial uses should be established in a detailed neighborhood or special area plan.
- No fixed limits on the gross square footage of commercial buildings or establishments, but the types and sizes of commercial uses appropriate in the district may be defined in an adopted neighborhood or special area plan.
- Net residential densities within a Community Mixed-Use district generally should not exceed 60 dwelling units per acre, but a neighborhood or special area plan may recommend small areas within the district for a higher maximum density if the development is compatible with the scale and character of the neighborhood.



COMMERCIAL AND EMPLOYMENT DISTRICTS

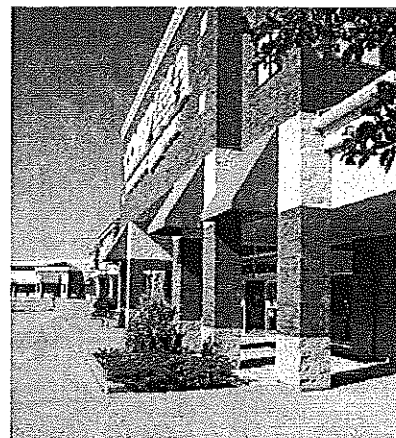
Commercial and Employment districts are the recommended locations for business, corporate and government offices, medical facilities, retail and service centers and other commercial land uses. Compared to the Mixed-Use districts, Commercial and Employment districts are not generally expected to include a residential component, although limited residential uses may be present in some districts. Some of the mapped Employment districts are relatively large, such as an office park, for example. Others are relatively small and may represent the site of a single business or employer.

General Commercial (GC)

General Commercial districts provide the City's population with a wide range of goods and services, including certain business and professional offices that are appropriately located throughout the city, but the districts are not generally expected to include residential uses. They include relatively compact districts located along roadways, and larger commercial districts serving a wide variety of retail or service activities, including automobile-oriented uses and "heavy" commercial uses with appearance or operational characteristics not generally compatible with residential or small-scale commercial activities. Depending on their location, General Commercial districts may provide some supporting uses to adjacent neighborhoods, and an attractive interface and convenient pedestrian connections with adjacent residential areas should be provided to encourage this.

Location and Design Characteristics

General Commercial districts are typically located along major thoroughfares and at highway intersections. Most districts should be served by public transit, particularly districts with large numbers of employees or serving retail customers; and many districts will have direct access to the regional transportation network. Relatively higher-density housing may be located near districts with large numbers of employees. Depending on specific uses, the districts may require significant buffering along the transition between other adjacent land uses. Attractive building and site designs are encouraged and districts are required to meet applicable standards for site design, architecture, signage and landscaping. Neighborhood or special area plans may recommend specific uses and development standards for the district.



This retail strip center on Junction Road is in a General Commercial District.



Land Use

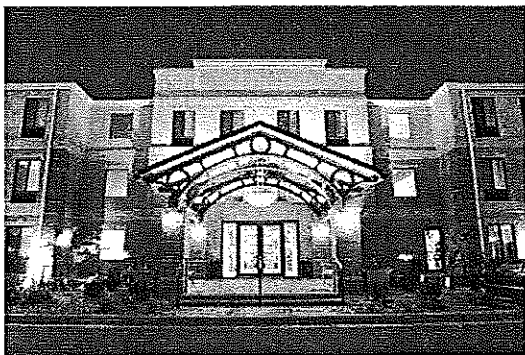
General Commercial (GC)

Recommended Land Uses

- Retail and service business establishments, including buildings with large floor areas.
- Business and corporate offices.
- Clinics and health care facilities.
- Hotels and motels.
- Restaurants, entertainment and related uses.
- Wholesale, storage and distribution.
- Automobile-oriented uses, such as service stations, repair garages, car washes, vehicle sales and drive-through facilities.
- Construction and contractors offices, building materials and supply stores.

Recommended Development Intensity

No fixed limits on size of establishment or development intensity, but all uses should be compatible with the density and scale of surrounding development. More specific recommendations may be included in applicable neighborhood or special area plans, and also will be established by applicable zoning regulations.



Hotel in a General Commercial District



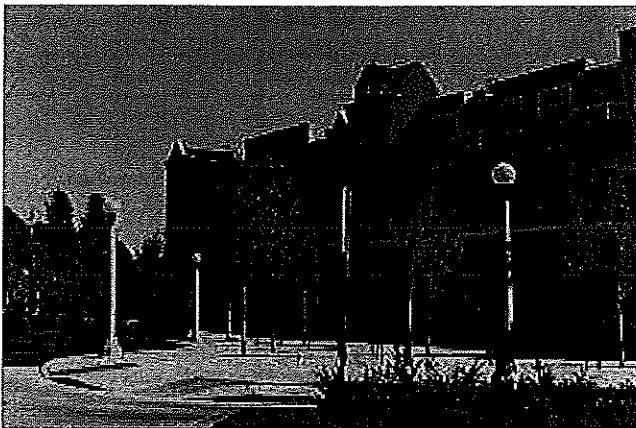
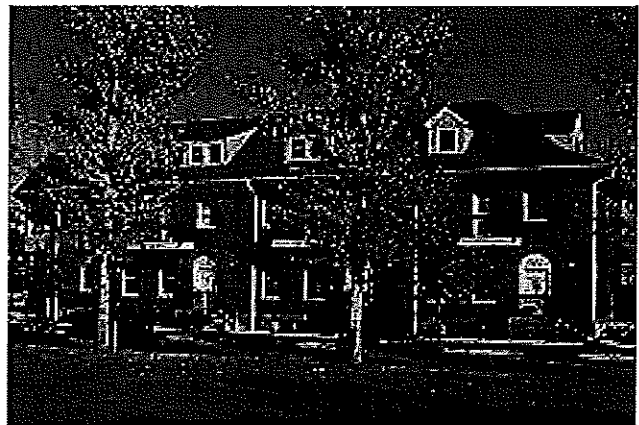
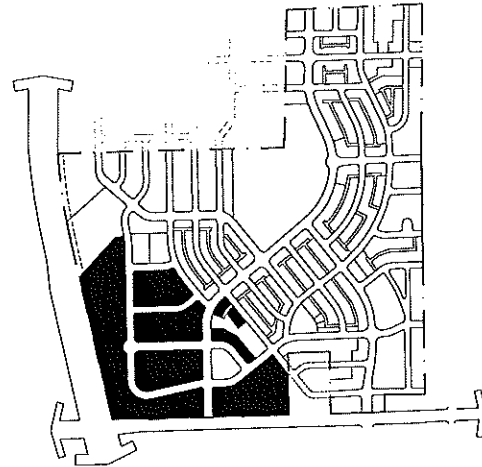
The TDS Business Center is located in a General Commercial District and includes some retail uses.

Neighborhood Center

The Neighborhood Center district will supply more than just a neighborhood center, but rather a unique setting for interaction, community building, work, and play. Development within this district will be carefully designed to create a pedestrian-scale environment that compliments and enhances the surrounding neighborhood. While the neighborhood center will not be focused at supplying regional shopping destinations, it will supply a unique setting within the neighborhood, in addition to serving the daily needs of its residents.

Neighborhood Center Districts include:

- Neighborhood Center Mixed Use
- Neighborhood Center Residential



NEIGHBORHOOD CENTER MIXED USE

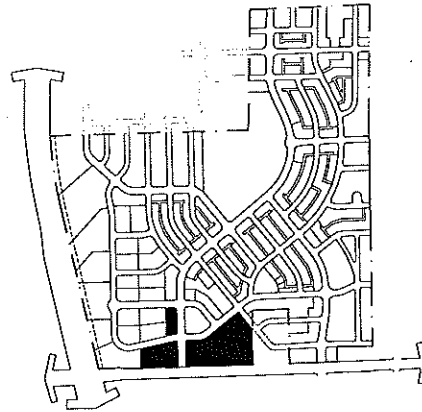
Revised: August 11, 2003

September 21, 2004

Final Plat Numbers ~~439, 440, 441, 458, 459~~

CSM: #11948 Lots 1,2,3

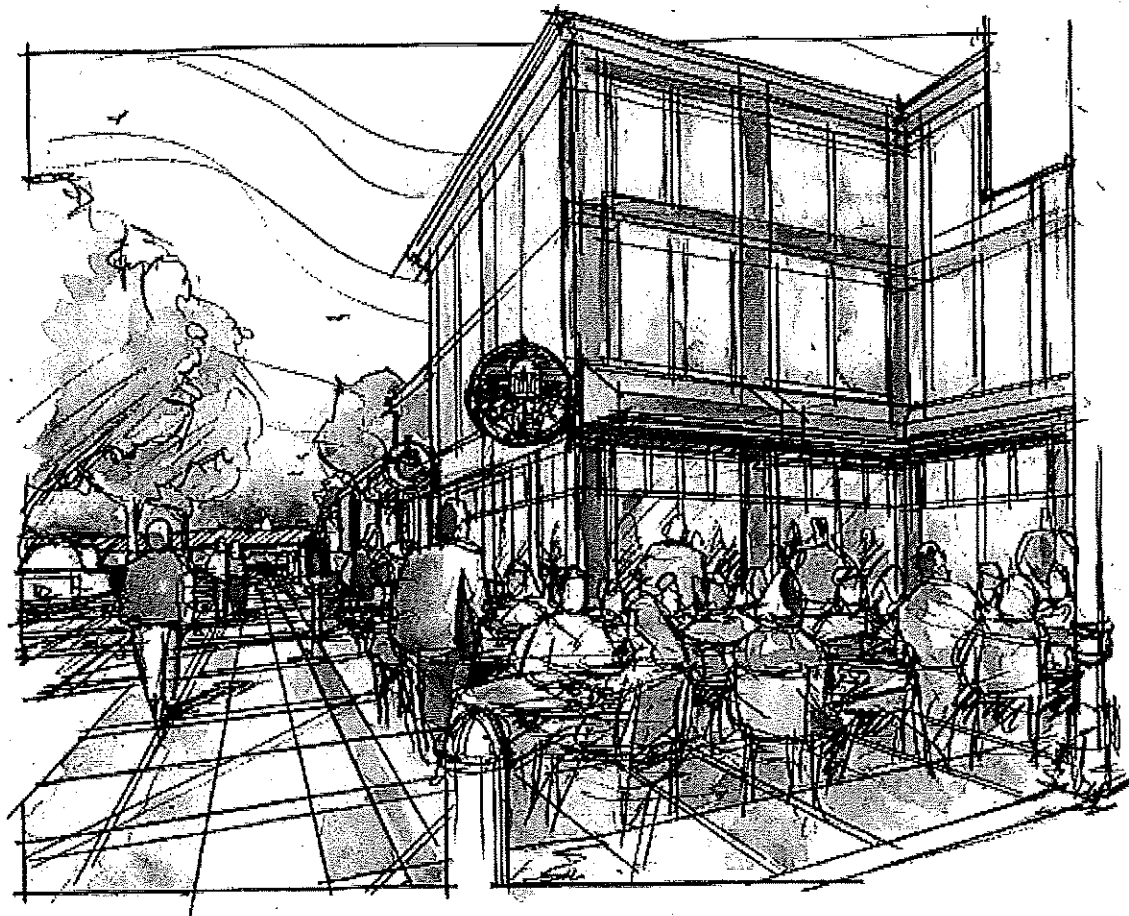
#11058 Lots 1,2



**Neighborhood Center
Mixed Use District Locations**

Description

The Neighborhood Center Mixed Use district contains an integrated mixture of neighborhood scale commercial, office, and residential components that will supply the day-to-day goods and services for neighborhood residents. This area will contain limited neighborhood commercial uses and may include tenants such as a deli, coffee shop, specialty retail, dry cleaners, and drug store, each use focused at meeting the pedestrian's and local neighborhood resident's daily needs. Development in this mixed-use district will feature first floor retail, office, and residential, accented by the potential for upper story office space and residential units. The careful blend of pedestrian and street oriented retail, residential units, and open space will help reinforce the pedestrian focus of the mixed-use area.

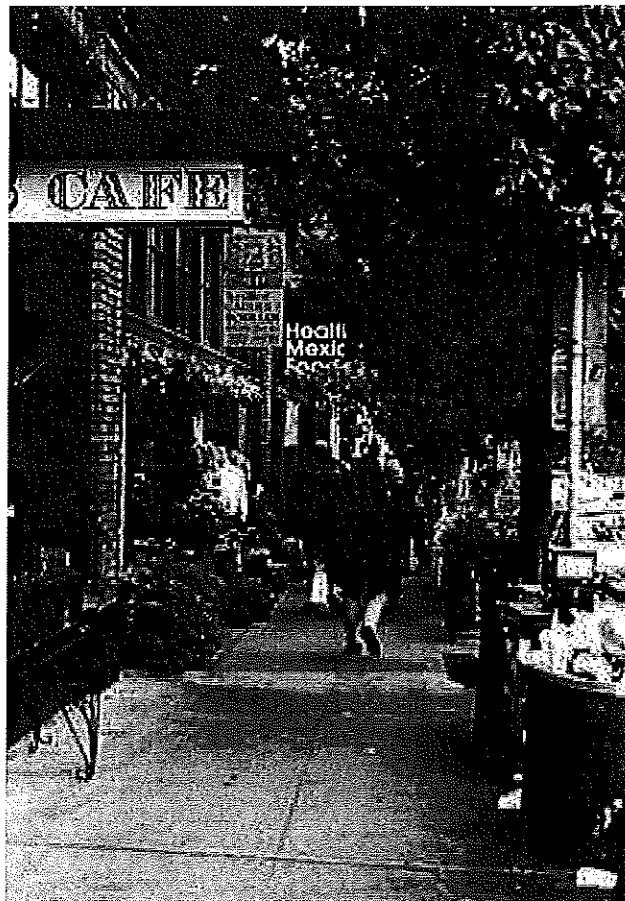


Total District Averages

Net Acreage	5.5 acres
Maximum Dwelling Units	75 225 units
Maximum Development Intensity	400,000-150,000 square feet of first floor retail or office
Net Density	13.8 dwelling units/acre

Character Guidelines

- Minimum parking ratio of one stall per 300 square feet of office/retail
- On-street parking will be utilized and counted into the overall parking requirements
- Parking in the district will be accommodated by a mixture of surface, on-street, and underground parking
- Shared parking arrangements will be utilized in an effort to eliminate unused stalls
- Surface parking located at rear or side of building
- Surface parking will be screened from all public rights of way with either vegetative or structural treatments
- Buildings will front onto a pedestrian oriented street system with articulated, usable entrances
- Primary commercial entrances shall front onto the public street system
- Architectural details to promote special design character of Neighborhood center
- Bike racks & pedestrian focused streetscape elements
- Stormwater management and infiltration will be integrated within the design
- Potential shuttle/future bus stop
- Ground floor retail and residential with second and third story residential, lodging, or office uses
- Potential ground floor residential & flex space
- Mixture of auto and pedestrian oriented commercial



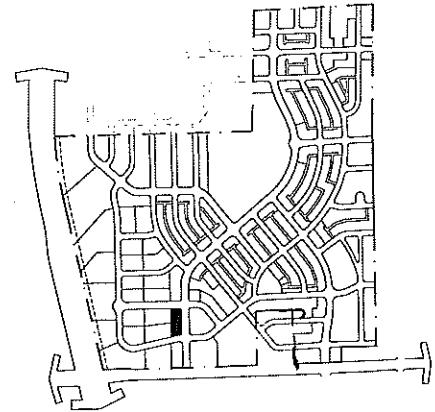
Potential Land Uses

- Neighborhood Retail, Service and Office uses
- Mixed Use Buildings
- Indoor Entertainment Eating and Drinking Establishments
- Financial Institution
- Pharmacy uses
- General & Specialty Retail
- Restaurant or Eating Establishments

Neighborhood Center Mixed Use 1 (Lot 441)

The Neighborhood Center Mixed Use 1 sub-district is developed to maximize views and frontage onto the Village Green. This mixed-use district will feature commercial and flex space first floor areas, a potential outdoor dining plaza, and upper floor residential. Parking within for the sub-district will feature underground, on-street, and a limited number of surface stalls.

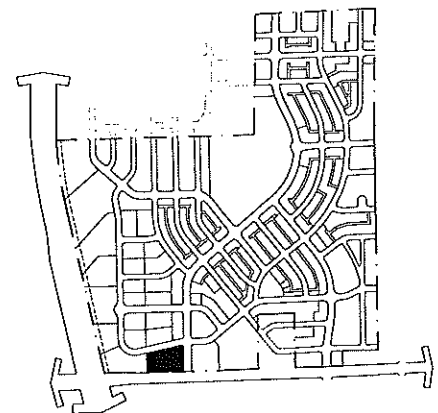
Net Acreage	.9 acres
Maximum Dwelling Units	45 units (15 flex space units)
Net Density	50.3 dwelling units/acre
Maximum Development	25,000 sq.ft. retail



Neighborhood Center Mixed Use 2 (Lots 458, 459)

The Neighborhood Center Mixed Use 2 sub-district forms the western component of the Neighborhood Center “gateway”, and will feature office, retail, and residential opportunities. Building placement within this district will reinforce the entrance and village green, as well as the pedestrian focused streetscape, with two-story facades, first floor retail, and parking placed at the rear of the buildings. Retail and residential opportunities within this district will include some flex space uses, to allow for the buildings to be constructed while the market is still maturing.

Net Acreage	2.5 acres
Maximum Dwelling Units	18 units
Net Density	7.2 dwelling units/acre
Maximum Development	35,000 sq. ft. office/retail

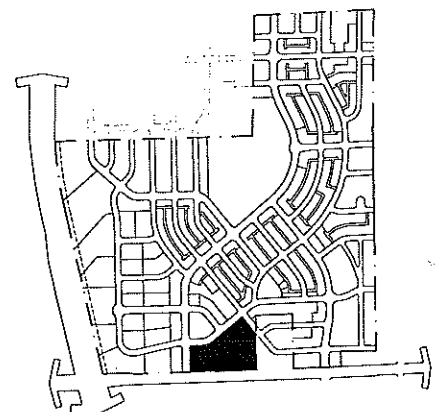


SIP Adopted: October 7, 2003
 March 30, 2004

*** Neighborhood Center Mixed Use 3 (Lot 439, 440 CSM # 11058 Lots 1,2,3, CSM # 11948 Lots 1,2)**

The Neighborhood Center Mixed Use 3 sub-district completes the Neighborhood Center “gateway” and forms part of the southern edge of the Village Green. Buildings within this district will feature two story facades, first floor retail, flex space opportunities, and integrated building placement which reinforces the pedestrian spaces and green. Parking within this district will be located at the rear, with visual access to Cottage Grove Road.

Net Acreage	2.4 <u>7.1</u> acres
Maximum Dwelling Units	42 <u>162</u> units (6 flex space units)
Net Density	5.8- <u>22.8</u> dwelling units/acre
Maximum Development	40,000 <u>20,000</u> sq.ft. retail



SIP Adopted: 5917 Sharpsburg Drive November 4, 2003
 6001 Kipatrick Drive September 5, 2006
 5901 Sharpsburg Drive July 18, 2006

NEIGHBORHOOD CENTER MIXED USE DISTRICT

Revised: August 11, 2003
May 9, 2007

Description

The Neighborhood Center Mixed Use District features a mixture of housing and commercial/office uses, focused on the neighborhood scale. This district is located to capitalize on the exposure to Cottage Grove Road (CTH BB) and the Village Green. This pedestrian focused mixed-use district is intended to serve the daily needs of the neighborhood residents with uses scaled to meet the neighborhood surroundings.

Definition of Family

The definition of family is the definition outlined in Section 28.03(2) Madison General Ordinances for the R-4 district.

Definition of Flex Space

Several commercial/residential mixed use buildings within the town center will utilize flex space design and construction techniques. Flex space refer to building techniques that create temporary first floor residential units that will be constructed 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.

Permitted Uses

Retail

Office

Retail with Multi-Family Residential above

First Floor Residential

Attached Residential

Maximum Building Floor Space per User 15,000 square feet

The following is a list of permitted non-residential uses for this area:

Antique shops	Hobby shops
Art supply and Art Galleries	Libraries, municipally owned and operated
Banks and financial institutions	Medical, dental, and optical clinics
Barbershops	Medical, dental, and optical clinics
Beauty parlors	Offices, businesses, and professional
Bed and Breakfast establishments	Photography studios and supply stores
Bicycle sales, rental, and service	Post Offices
Book, magazine, and stationary shops	Public utility and public services
Candy and ice cream stores	Recreational buildings and community centers
Children's day care	Restaurants including outdoor eating areas
Coin and philatelic stores	Shoe and hat repair stores
Drugstores	Senior day care
Dry cleaning and laundry establishments	Tailor Shops
Toyshops	Video Rentals
Florist shops	Wearing apparel shops
Food stores	
Gift shops	

District Breakdown

Maximum Number of Units	75 units
Net Acreage	5.5 acres
Average Net Density	13.8 dwelling units/acre
Maximum Office/Retail Square Footage	100,000 square feet

Lot 441

Maximum Number of Units	45 units
Net Acreage	.9 acres
Maximum Net Density	50.3 dwelling units/acre
Maximum Development	25,000 square feet office/retail

Lots 458, 459

Maximum Number of Units	18 units
Net Acreage	2.5 acres
Maximum Net Density	7.2 dwelling units/acre
Maximum Development	35,000 square feet office/retail

* Lot ~~439, 440~~ CSM # 11058 Lots 1,2,3, CSM #11948 Lots 1,2

Maximum Number of Units	12 162 units
Net Acreage	2.4 7.1 acres
Maximum Net Density	5.8 22.8 dwelling units/acre
Maximum Development	40,000 90,000 square feet office/retail

Lot Requirements

Minimum Lot Area	varies (will be set in SIP)
Minimum Lot Width	varies (will be set in SIP)
Minimum Corner Lot Width	varies (will be set in SIP)
Minimum Front Yard Setback	0 feet
Maximum Front Yard Setback	20 feet
Minimum Side Yard Setback	0 feet
Minimum Setback from Cottage Grove Road	40 feet
Minimum Corner Lot Side Yard Setback	0 feet from the street side right of way
Sum of Side Yard Setbacks	0 feet minimum
Minimum Building Separation	0 feet between adjoining lots
Minimum Paved Surface Setback	0 feet
Maximum Building Height	
Retail	45 feet
Retail with Multi-Family Above	70 feet
Multi-Family	70 feet
Maximum Impervious Surface Ratio	80%
Maximum Floor Area Ratio	varies (will be set in SIP)
Off-Street Parking and Loading	varies (will be set in SIP)
Accessory Building Regulations	accessory buildings not allowed

Permitted Encroachments

Corner lot porches, and bay windows may not encroach the vision triangle. The triangle is defined by: the intersection of the curbs at the corner, and a point 30 feet back along each curb from the corner.

Bay windows may encroach side yard setbacks and will require approval by the Architectural Control Committee.

Roof eaves may not extend over a property line or a utility easement.

Garden walls or fences shall be no more than 4' in height and will require approval by the Architectural Control Committee. Walls and fences located within the vision triangle shall not exceed 30" in height.

Trash Enclosure fencing shall be no more than 8' in height and will require approval by the Architectural Control Committee.

Additional Requirements**Building Massing**

- Buildings fronting onto North Star Drive or Sharpsburg Way shall be a minimum of two stories or 24 feet in height, with retail, office, or flex space uses for all ground floor spaces.

Building Breaks

- Breaks between buildings shall be carefully restricted to ensure that the intended urban character and continuous street enclosure. Breaks between buildings along public streets shall be no more than 50-60' in width. Breaks of 55-60' in width are restricted to one single loaded parking drive, with a minimum of one sidewalk along the parking isle.
- Surface parking located between buildings shall be screened from the street right of way with a combination of landscaping and structural elements.
- Parking will not be allowed between the street right of way and building façade for any buildings within this district. The use of on-street parking is encouraged to replace these stalls.

Build-to-lines

- Buildings fronting onto the Village Green and Street "B" shall have a minimum of 50% of the primary façade placed between 0-5' from the street right of way. Canopies, loggia, or other structural elements could satisfy this requirement if the element is attached to the primary building.

Off-Street Parking

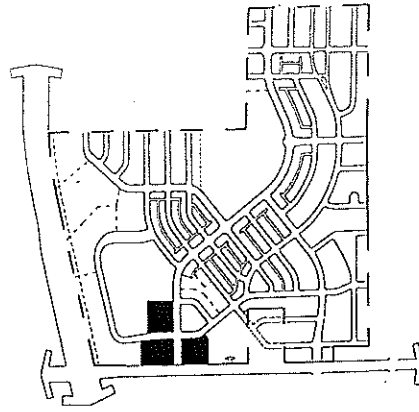
- Future consideration of an SIP associated with the development of these lots would require the minimalization of surface parking and provisions for shared parking to be provided.

NEIGHBORHOOD CENTER MIXED USE

GDP Lots NCM-1, NCM-2, NCM-3

Plat Numbers P-12, P-13, P-20

**EXCERPT FROM ORIGINAL GDP
SHOWING SMALLER MIXED-USE
DISTRICT.**



**Neighborhood Center
Mixed Use District Locations**

Description

The Neighborhood Center Mixed Use district contains an integrated mixture of neighborhood scale commercial, office, and residential components that will supply the day-to-day goods and services for neighborhood residents. This area will contain limited neighborhood commercial uses and may include tenants such as a deli, coffee shop, specialty retail, dry cleaners, and drug store, each use focused at meeting the pedestrian's and local neighborhood resident's daily needs. Development in this mixed-use district will feature first floor retail, office, and residential, accented by the potential for upper story office space and residential units. The careful blend of pedestrian and street oriented retail, residential units, and open space will help reinforce the pedestrian focus of the mixed-use area.

