

Amendment to the Nelson Neighborhood Development Plan

Adopted March 29, 2005

This amendment to the Nelson Neighborhood Development Plan is adopted to revise the land use recommendations for the commercial properties located along the south frontage of High Crossing Boulevard.

In the “Commercial Uses” sub-section of the “Recommended Land Use” section of the plan, **DELETE** the first paragraph:

Retail and Service Uses

Approximately 84 total acres are recommended for retail sales and service uses. The existing commercial area north of High Crossing Boulevard comprises about 66 acres or 79 percent of this total. These lands are zoned C3 Highway Commercial and include about 27 acres of undeveloped land. An additional 15 acres along the south frontage of High Crossing Boulevard are also recommended for retail and service uses. These lands are within the High Crossing Final Plat and are zoned C2 General Commercial District to encourage a step-down to less highway-oriented uses adjacent to the proposed residential area. This commercial area is not recommended for large-scale or region-serving retail development, but should emphasize activities that support other planned neighborhood components, such as goods and services valued by office users or neighborhood residents, for example. Two smaller retail and service use areas are identified as potential neighborhood convenience shopping locations---one at the intersection of Burke Road and Felland Road, and the other on Burke Road near the center of the proposed residential development area.

In the “Commercial Uses” sub-section of the “Recommended Land Use” section of the plan, **ADD** the following two paragraphs:

Retail and Service Uses

Approximately 121 total acres are recommended for retail sales and service uses, including about 91 acres in a large commercial district located north and south of High Crossing Boulevard, about 27 acres within a planned mixed-use development located north of Nelson Road, and two small potential neighborhood convenience sites on Burke Road, within the residential portion of the neighborhood.

The properties north of High Crossing Boulevard were about two-thirds developed at the time of annexation to the City of Madison in 1991, and were zoned C3 Highway Commercial District to reflect the predominant highway-oriented uses, including automobile dealerships and other automotive-related businesses. In order to encourage a step-down to less highway-oriented uses and provide a better transition to the adjacent residential area, the undeveloped properties along the south frontage of High Crossing Boulevard were zoned C2 General Commercial District. But the opening in 2002 of the High Crossing access ramps to Interstate Highway 90-94-39 provided excellent regional access to this commercial area and both sides of the Boulevard have developed primarily with non-neighborhood uses, including motels, restaurants, drive-throughs and automobile service facilities. The neighborhood development plan was amended in 2005 to recognize automobile sales and automotive-related businesses as acceptable land uses on both sides of High Crossing Boulevard. Expansion of large-scale, region-serving retail uses on High Crossing Boulevard is not recommended, however, and it is recommended that all uses along the south frontage of High Crossing Boulevard be required to incorporate high quality design, landscaping and screening, careful placement of lighting, and noise mitigation as needed in order to ensure that there are no negative impacts on the adjacent residential area.