



**Project Address:** 1-7 Hawks Landing Circle  
**Application Type:** PD-SIP Alteration  
**Legistar File ID #** [30337](#)  
**Prepared By:** Timothy M. Parks, Planning Division  
Report includes comments from other City agencies, as noted.

## Summary

**Applicant & Property Owner:** Fred Rouse, Rouse Management; 2428 Perry Street; Madison.

**Agent/ Contact:** J. Randy Bruce, Knothe & Bruce Architects, LLC; 7601 University Avenue, Suite 201; Middleton.

**Requested Action:** Approval of an alteration to an approved Planned Development–Specific Implementation Plan for 1 Hawks Landing Circle to allow commercial space in an existing mixed-use building at 7 Hawks Landing Circle to be converted into 6 additional apartments.

**Proposal Summary:** The applicant and property owner wishes to convert 8,000 square feet of first floor commercial space in an existing mixed-use building that also contains 20 apartments into 6 additional dwelling units. The applicant wishes to commence construction of the 6 additional apartment units as soon as all regulatory approvals have been granted, with completion anticipated this fall.

**Applicable Regulations & Standards:** Section 28.098(6) states that “No alteration of a Planned Development District shall be permitted unless approved by the Plan Commission, provided however, the Zoning Administrator may issue permits for minor alterations that are approved by the Director of Planning and Community and Economic Development and are consistent with the concept approved by the Common Council.” According to Section 28.098(6), the Plan Commission is authorized to approve alterations to a Planned Development zoning district using the review standards in Section 28.098(2).

**Review Required By:** Plan Commission.

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find the proposed alteration consistent with the Planned Development approved by the Common Council and **approve** an alteration to the Planned Development-Specific Implementation Plan for 1 Hawks Landing Circle to allow conversion of first floor commercial space at 7 Hawks Landing Circle into 6 additional apartments, subject to input at the public hearing and the conditions from reviewing agencies beginning on page 4 of this report.

## Background Information

**Parcel Location:** The building at 7 Hawks Landing Circle occupies approximately 1.5 acres of the larger 11.2-acre parcel addressed as 1 Hawks Landing Circle, which is located at the northeastern corner of Hawks Landing Circle and Mid Town Road; Aldermanic District 1 (Subeck); Madison Metropolitan School District

**Existing Conditions and Land Use:** A three-story mixed-use building containing 8,000 square feet of first floor commercial space, 20 apartments on the second and third floors, and 30 stalls of underground parking.

**Surrounding Land Use and Zoning:**

North: 30-unit apartment building (67 Hawks Landing Circle), 38-unit apartment building (85 Hawks Landing Circle), zoned PD-SIP; Hawks Landing golf course and swimming and tennis club, zoned SR-C1 (Suburban Residential – Consistent 1 District);

South: Single-family residences across Mid Town Road, zoned A (Agricultural District);

East: Two 38-unit apartment buildings (53 & 59 Hawks Landing Circle) and a 30-unit apartment building (31 Hawks Landing Circle), zoned PD-SIP;

West: Crosswinds at Hawks Landing Condominiums, zoned PD-SIP.

**Adopted Land Use Plan:** The Mid-Town Neighborhood Development Plan recommends the site for the location of a neighborhood-serving mixed-use center primarily intended to serve the residents of the surrounding developments. This mixed-use area was envisioned in the neighborhood development plan to consist of 10,000-20,000 square feet of non-residential development with approximately 150 multi-family dwelling units.

**Zoning Summary:** The site is zoned PD-SIP. The PD-SIP alteration will be reviewed in the following sections.

Other Critical Zoning Items	
Yes:	Utility Easements, Barrier Free
No:	Urban Design, Floodplain, Wellhead Protection, Waterfront Development, Landmarks
<i>Prepared by: Pat Anderson, Asst. Zoning Administrator</i>	

**Environmental Corridor Status:** This property is not located within a mapped environmental corridor. The Hawks Landing golf course located immediately northeast of the 11.2-acre subject site is located in a mapped environmental corridor (Map B10).

**Public Utilities and Services:** This property is served by a full range of urban services, with the exception of Metro Transit service, which does not currently provide service west of Muir Field Road or south of Watts Road.

**Previous Approvals**

On February 15, 2000, the Common Council approved the final plat of Hawks Landing Golf Club on 533 acres of land located west of CTH M on the north side of Mid Town Road as well as the rezoning of 11.2 acres located a half-mile west of CTH M on the north side of Mid Town Road to PUD-GDP zoning.

On October 7, 2003, the Common Council approved a rezoning of the 11.2-acre subject site from PUD-GDP to Amended PUD-GDP-SIP to allow construction of a 30,000 square-foot office building, two mixed-use buildings each containing approximately 10,000 square feet of first floor retail-office space and 20 multi-family dwelling units and three 38-unit multi-family buildings.

On October 6, 2009, the Common Council approved a rezoning of the subject site from PUD-SIP to Amended PUD-GDP-SIP to allow construction of a 30-unit apartment building (addressed as 67 Hawks Landing Circle) instead of an office building previously approved.

On November 29, 2011, the Common Council approved a request to amend the PUD-GDP-SIP for 1 Hawks Landing Circle to allow construction of a 30-unit apartment building at 31 Hawks Landing Circle in place of a mixed-use residential/ commercial building previously approved for that building site.

## Project Description

The applicant is requesting Plan Commission approval of an alteration to the Planned Development–Specific Implementation Plan for Lot 62 of the Hawks Landing Golf Club subdivision to allow 8,000 square feet of first floor commercial space located in the mixed-use building – Building C – addressed as 7 Hawks Landing Circle to be converted into 3 one-bedroom units and 3 two-bedroom apartment units. The existing three-story building houses 20 apartments located on the second and third floors and a 30-stall parking garage. A management office and common room for the apartment complex will continue to occupy the southernmost portion of the building. A pool for tenants of the complex is located adjacent to the south wall of the building.

The applicant has provided elevations proposing minor facade changes related to the conversion of the existing commercial storefronts into residential units. Additionally, 10 parking stalls located adjacent to the western wall of the building will be converted into greenspace. The final building elevations and a landscaping plan for the additional greenspace west of the building will be administratively approved by Plan Commission and Urban Design Commission staff prior to the issuance of permits for the proposed conversion.

## Analysis and Conclusion

In reviewing the proposed PD alteration for Lot 62 of Hawks Landing Golf Club, the Planning Division believes that the standards for approval can be met. The change in use of this portion of the Lot 62 PUD from a mixed residential and commercial building to an all-residential building should have little impact on the overall character of the 11.2-acre site, which has gradually evolved from a planned mixed-use development into a multi-family complex over the last few years. Building C is located along the Hawks Landing Circle frontage of the larger 11.2-acre parcel, which is approved for the development of 5 other apartment buildings, including a recently completed 30-unit apartment building (Building D) located adjacent to the east of the Building C, which was previously approved as a mixed-use building until a 2011 major alteration to the PD district was approved to make the building all residential.

The 1 Hawks Landing Circle site was originally envisioned in the Mid-Town Neighborhood Development Plan for development as a neighborhood-serving mixed-use center for residents of Hawks Landing and other nearby future developments, with between 10,000 to 20,000 square feet of non-residential development as well as approximately 150 multi-family dwelling units. A note on the original 2000 general development plan approval for Lot 62 limited non-residential development to 10,000 gross square feet. The 2003 approval for Lot 62 amended the general development plan to increase the non-residential square footage in the two mixed-use buildings to approximately 10,000 square feet per building (19,450 square feet total) and introduced a 30,000 square-foot office building into the mix of uses on the site.

The number of dwelling units to be developed on Lot 62 was increased to 154 units with a 2003 approval, for a net density of 13.75 units per acre for the 11.2-acre site. The 2009 alteration to change the use of Building A at 67 Hawks Landing Circle from an office building to a 30-unit apartment building resulted in a total of 184 dwelling units on the property, with a net density of 16.4 units per acre. The 2011 alteration for 31 Hawks Landing Circle increased the overall density of the site by 10 units to 194 units (20 of the 30 units proposed in Building D were previously accounted for in the unit count for the project), for a net density of 17.3 units per

acre. The 6 units proposed in the current alteration request will increase the overall density of the site to 200 dwelling units, for a net density of 17.9 units an acre.

The applicant’s letter of intent indicates that the conversion of Building C to an all-residential building “reflects the market demand for such uses in that location”, including Epic Systems, which is located to the southwest of the site in the City of Verona. The letter of intent notes that the first floor commercial space in the mixed-use building has struggled with high vacancy rates and tenant transiency despite the active marketing of those spaces for commercial tenants, and specifically cites the building and site’s limited access and visibility as impeding factors for the viability of the commercial space.

Staff is disappointed that the commercial square-footage available in the Hawks Landing area will not achieve the density envisioned for such uses in the Mid-Town Neighborhood Development Plan. However, staff acknowledges the difficulty the existing commercial space in Building C has had gaining traction in the market despite the number of dwelling units developed in the surrounding area over the last decade. The 6 additional dwelling units proposed represents a modest increase in dwelling units on the overall site, which staff finds acceptable despite being slightly higher than the maximum density recommended in the 1999 Mid-Town Neighborhood Development Plan neighborhood development plan of 12-16 units per acre.

## Recommendation

### Planning Division Recommendation (Contact Timothy M. Parks, 261-9632)

The Planning Division recommends that the Plan Commission find the proposed alteration consistent with the Planned Development approved by the Common Council and the standards of approval for Planned Developments met and **approve** an alteration to the Planned Development-Specific Implementation Plan for 1 Hawks Landing Circle to allow conversion of first floor commercial space at 7 Hawks Landing Circle into 6 additional apartments, subject to input at the public hearing and the following conditions:

### **Recommended Conditions of Approval** Major/Non-Standard Conditions are Shaded

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| <ol style="list-style-type: none"><li>1. Prior to the issuance of building permits, the proposed alteration shall receive final approval by Plan Commission and Urban Design Commission staff. Specifically, the final plans shall include the following:<ol style="list-style-type: none"><li>a. The plan set shall be revised to include a site plan of the overall 1 Hawks Landing Circle property that identifies the addresses, residential units, structured parking stalls and gross square-footage of each building on the 11.2-acre site;</li><li>b. Revise the elevation references on Sheet A-2.1 to state “West”;</li><li>c. Show the relocation of the 2 accessible parking stalls being removed adjacent to Building C elsewhere on the site as required by the Zoning Administrator;</li><li>d. Submit a landscaping plan for the perimeter of Building C, including the parking area to be converted to greenspace.</li></ol></li></ol> |
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**The following conditions of approval have been submitted by reviewing agencies:**

### City Engineering Division (Contact Janet Dailey, 261-9688)

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| <ol style="list-style-type: none"><li>2. Modify the site plan to show the existing sidewalk easement per Document No. 4838367.</li></ol> |
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3. The site plan shall include all lot/ownership lines, existing building locations, proposed building additions, demolitions, parking stalls, driveways, sidewalks (public and/or private), existing and proposed signage, existing and proposed utility locations and landscaping.
4. In accordance with 10.34 MGO – Street Numbers: When site plans are final, submit a PDF of each floor plan to Lori Zenchenko in Engineering Mapping (Lzenchenko@cityofmadison.com) so that an interior addressing plan can be developed. If there are any changes pertaining to the location of a unit, the deletion or addition of a unit, or to the location of the entrance into any unit, (before, during or after construction) the addresses may need to be changed. The interior address plan is subject to the review and approval of the Fire Marshal.
5. The applicant shall submit, prior to plan sign-off, digital PDF files to the City Engineering Division. The digital copies shall be to scale, shall have a scale bar on the plan set, and shall contain the following items: building footprints; internal walkway areas; internal site parking areas; lot lines and right-of-way lines; street names, stormwater management facilities and; detail drawings associated with stormwater management facilities (including if applicable planting plans).

**Traffic Engineering Division** (Contact Eric Halvorson, 266-6527)

This agency did not provide comments for this request.

**Zoning Administrator** (Contact Pat Anderson, 266-5978)

This agency did not provide comments for this request.

**Fire Department** (Contact Bill Sullivan, 261-9658)

The Madison Fire Department does not object to this proposal provided the project complies with all applicable fire codes and ordinances

**Water Utility** (Contact Dennis Cawley, 261-9243)

6. Note: All operating private wells shall be identified and permitted by the Madison Water Utility and all unused private wells shall be abandoned in accordance with MGO Sec. 13.21.

**Metro Transit** (Contact Tim Sobota, 261-4289)

This agency did not provide comments for this request.

**Parks Division** (Contact Kay Rutledge, 266-4714)

7. The developer shall pay park dedication and development fees for the 6 additional multi-family units proposed. The developer shall select a method for payment of the park fees due before signoff of this alteration. This development is within the Elver park impact fee district (SI31).
8. Approval of plans for this project does not include any approval to prune, remove or plant trees in the public right of way. Permission for such activities must be obtained from the City Forester, 266-4816.