

**ADDENDUM**  
**PLANNING DIVISION REPORT**  
**DEPARTMENT OF PLANNING AND COMMUNITY**  
**AND ECONOMIC DEVELOPMENT**  
**Of July 31, 2007**

**RE: I.D. # 06988: Zoning Map Amendment I.D. 3290, Rezoning 4802 Sheboygan Avenue from C2 to PUD-GDP**

The Plan Commission was given an informational presentation on the Hill Farms redevelopment proposal at its July 23, 2007 meeting, during which public testimony was taken. However, because the zoning map amendment could not be noticed in time for a formal public hearing until the August 6 meeting, the Plan Commission could not taken formal action on the request.

During the July 23 meeting, the applicant's consulting planners presented the Commission with a second addendum to the general development plan that seeks to address some of the comments made in the Planning Division staff report dated July 18, 2007, the City Engineer's memos dated June 27 and July 20, and Urban Design Commission reports. The Planning Division has prepared this addendum to comment on the points contained in the applicant's July 23 addendum. New or revised conditions of approval resulting from the changes proposed by the applicant are noted at the end of this document. Provisions in the July 23 addendum not addressed in this addendum should be deemed by the Plan Commission to be acceptable to Planning Division staff.

Site A Hotel/ Conference Center Proposal

The applicant indicates in their July 23 addendum that the square footage of any hotel/ conference center on Site A will be counted as part of the 225,000 square feet of office space primarily envisioned for the site, thereby addressing the concern raised in the earlier staff report.

Drive-Up/ Drive-Thru Uses As Part of the Redevelopment

The applicant indicates in the July 23 addendum that drive-up/ drive-thru facilities will only be allowed as a component of a mixed-use, multi-tenant, multi-story building through the use of superior design. This note was provided in response to a staff comment that stand-alone banks and/ or drive-thru facilities, while unlikely given the development intensity, should not be permitted within this development. Staff feels that the inclusion of drive-up/ drive-thru facilities under the conditions stipulated in the addendum is generally adequate in addressing the earlier comment.

Parking and Transportation Concerns

The applicant has preliminarily responded to the staff comments on Page 7 of the July 18 report regarding the need to identify typical parking ratios and provide a transportation demand management (TDM) plan for the redevelopment project as part of their addendum. The Planning

Division included a condition in the earlier report requiring that typical parking ratios be provided for different types of uses within the general development plan to serve as a baseline for the amount of parking to be provided when detailed plans are presented for specific implementation plan approval. The ratios were to refer to the Zoning Ordinance as a guide, with a note indicating that final parking amounts will be determined at the specific implementation plan stage following a recommendation on the adequateness of the parking proposed by the Traffic Engineering Division and Planning Division.

In response, the applicant proposes typical parking ratios of 1-3 stalls per 1,000 square feet of office, 2-4 stalls per 1,000 square feet of retail, 1-3 stalls per 1,000 square feet of service, 2-5 stalls per 1,000 square feet of restaurant space and 1-1.75 stalls per residential unit. In general, the ratios proposed by the applicant are at or below the parking spaces typically required by the Zoning Ordinance. As such, Planning staff feels that the earlier condition requiring that the Zoning Ordinance be used as a starting point for formulating base parking requirements for the redevelopment project continues to be appropriate. While the applicants indicate that TDM and parking demand management (PDM) plans will be submitted prior to the first specific implementation plan and final plat, staff feels that, given the intensity of the overall redevelopment project, it would be premature to accept lower parking ratios for this development until the TDM and PDM plans have been drafted for the City to review. The language in the staff-proposed condition is intended to allow the City to consider parking ratios less than the typical ratios established with the general development plan at the specific implementation plan stage based on the nature of individual development proposals and in consideration of the TDM and PDM plans for the larger development.

#### Internal Street Setbacks

The applicant has clarified the general development plan to note that a maximum setback of 10 feet will be provided for buildings along A and C streets. Exceptions resulting in public plazas, outdoor eating areas and entrance plazas may be considered as part of a specific implementation plan. The 10-foot maximum setback appears reasonable to staff, who as indicated in the July 18 report, desire for strong street walls to be created in the interior of the development, particularly along A and C streets.

#### Sheboygan Avenue Setbacks

Staff noted in the July 18 report that it felt an additional setback should be required along Sheboygan Avenue for buildings greater than three stories in height to avoid new buildings in this project from looming over the street or creating a harsh transition along the street from existing to proposed. The applicants have responded by proposing a range of minimum setbacks along Sheboygan Avenue that increase with each additional story or stories of height above three.

New buildings in excess of six stories constructed on Sites D-F will be encouraged to be placed along the internal streets and not along Sheboygan Avenue. Stepbacks may be utilized for buildings with multiple height areas to accomplish the setback ranges proposed in the addendum. In general, the Planning Division feels that this approach is appropriate and that the building yard and height relationships proposed will begin to achieve staff's objective to create a gentler transition from the established uses south of Sheboygan Avenue and the more intensive uses anticipated as part of the Hill Farms redevelopment project.

#### Impervious Surface Ratio

The Planning Division asked that the developer clarify the intent and standards for the maximum impervious surface ratio (ISR) as a condition of approval of the July 18 report. The applicant has responded that the intent of the project is to create an urban character that will result in very high impervious surface ratios for the development. Staff does not believe that an ISR needs to be provided as part of the Hill Farms general development plan. Such ratios are not typically factors in other planned unit developments throughout the City. Staff does not believe that an ISR is needed for this development, nor is it necessarily appropriate, especially given the lack of other design guidelines to guide implementation of this plan and specific stormwater management techniques that could offset 100% building coverage on a particular site.

Staff much prefers that the amount of building coverage and impervious surface be determined at the time that specific implementation plans are presented for individual components of the Hill Farms development, as is typically customary in the reviews of two-step planned unit developments, where the general development plan proceeds a specific implementation plan. The determination of appropriate building coverage and open space would be considered as part of the application of the planned unit development standards at the specific implementation plan stage of review following a recommendation by the Urban Design Commission. As such, staff recommends that the ISR provided in the GDP text be removed.

#### Additional Conditions

1. That the applicant work to incorporate the provisions of the July 11 and July 23, 2007 addendums into the final general development plan prior to recording per Planning Division approval.
2. That the Impervious Surface Ratio (ISR) be removed from the final zoning text.
3. That zoning text be revised per Planning Division approval to provide typical parking ratios for the different types of uses proposed within the general development plan to serve as a baseline for the amount of parking to be provided when detailed plans are

presented for specific implementation plan approval. The ratios, which should refer to the Zoning Ordinance as a starting point, should address the parking to be provided in general for office, retail, service, restaurant and residential uses throughout the project. A note should be included indicating that final parking amounts for individual projects will be determined at the specific implementation plan stage following a recommendation by the Planning Division and Traffic Engineering Division on the adequateness of the parking proposed in consideration of the transportation demand management (TDM) plan and parking demand management (PDM) plan for the overall project. (This condition supersedes #2e of the July 18, 2007 Planning Division report.)

4. That the maximum retail user square footage be decreased to 5,000 square feet. If additional square footage is needed for certain uses, those uses and the necessary additional square footage should be noted in the zoning text. For uses greater than 5,000 square feet in floor area, a minor alteration approved by the Director of Planning and Development and the alderperson of the district will be required. (This condition supersedes #2h of the July 18, 2007 Planning Division report.)
5. That the applicant elaborate on the concept of "site specific open space" referenced on Page 14 of the general development plan per Planning Division approval. Specifically, staff is interested in the conceptual type, character and quality of the open spaces that can be expected at the time specific implementation plans are presented for individual projects and recommend incorporation of references to providing courtyards, plazas, landscape setbacks, terraces and common areas as a place to start.

Addendum Prepared By: Timothy M. Parks, Planner



Department of Public Works  
**Parks Division**

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August 1, 2007

TO: Plan Commission

FROM: Simon Widstrand, Parks Development Manager

*S.W.*

SUBJECT: **4802 Sheboygan Avenue**

- 1. The developer shall pay \$635,225.50 (or updated rates then in effect) for park dedication and development fees when the residential project is developed. Credits may be given for some private open space development.**
- 2. The proposed Farmer's Market and special event plaza shall be a private outlot, and shall be privately maintained and programmed.**

If park dedication were taken for the residential portion of this development, the dedicated amount would be 350 X 1100 square feet = 5.6 acres.

fees in lieu of dedication = 350 @ \$1274 = \$445,900.00  
park development fees = 350 @ \$540.93 = 189,325.50  
total fees = \$635,225.50

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.

Please contact Simon Widstrand at 266-4714 or [awidstrand@cityofmadison.com](mailto:awidstrand@cityofmadison.com) if you have questions regarding the above items.

**Standard Park Fees and Payments:**

**Parkland Dedication Requirement** is 1100 square feet per single family or duplex unit, 700 square feet per multifamily unit, 350 square feet per elderly unit or single room occupancy.

**Fee in Lieu of Dedication** is required when City does not take all actual land dedication. The fee is based on current property values up to a **maximum of \$1.82/square foot** for 2007.

Max fee in lieu per unit: SF = 1100 sq.ft. @ \$1.82 = \$2002.  
MF = 700 sq.ft. @ \$1.82 = \$1274.  
E-SRO= 350 sq.ft. @ \$1.82 = \$ 637.

**The Park Development Impact Fees for 2007 are:**

SF single family or duplex unit **\$841.45**  
MF multifamily unit **\$540.93**  
E-SRO elderly or rooming house unit **\$270.47**

**Total combined fees:** SF = \$2,843.45  
MF = \$1,814.93  
E-SRO = \$907.47

**Payments:** Parkland impact fees and park development impact fees shall be paid for this project. Payment checks shall be payable to the City of Madison Treasurer. All questions, payments and deliveries shall be made to the office of the Madison Parks Division. Prior to City signoff on this project, the developer shall select one of the following options for paying these fees:

1. Payment of all fees in a lump sum prior to City signoff on the project.
2. When fees exceed \$20,000, the developer may pay half the fees and provide a two-year letter of credit at no interest for the remaining half of the fees, both prior to City signoff.
3. When fees exceed \$50,000 for plats being built with phased subdivision improvement contracts, the developer may pay the fees due for the number of units in each contract phase, paid at the time of contract execution, and at the fee rates then in effect. Under this option, the fees shall be calculated and prorated to each lot on the development, and the developer shall record a notice of the outstanding impact fees for each lot prior to receiving City signoff for the project.
4. The Developer has elected to defer the payments until such time as the building permits are applied for, in which case the owner(s) shall have fourteen (14) days after receiving the invoices to pay the outstanding impact fees. The following shall be required prior to plat sign off:
  - a) The Developer shall supply an Excel spreadsheet with lot numbers, lot areas, and number of dwelling units per lot. The Developer shall supply a Cadd file of the proposed FINAL plat, in a format compatible with Microstation J. This information shall be required to calculate the Impact Fees, which will then be recorded at the Register of Deeds against each lot in the subdivision.
  - b) All information shall transmitted to Janet Dailey by e-mail at [Jdailey@cityofmadison.com](mailto:Jdailey@cityofmadison.com), or on a CD to:  
Janet Dailey  
City of Madison Engineering Division  
210 Martin Luther King Jr. Blvd  
Room 115  
Madison, WI 53703
  - c) A minimum of three (3) weeks shall be required for staff to calculate the Impact Fees and record the documents prior to plat sign-off.
  - d) The Developer shall put the following note on the face of the plat:  
**ALL THE LOTS WITHIN THIS SUBDIVISION ARE SUBJECT TO IMPACT FEES THAT ARE DUE AND PAYABLE WITHIN FOURTEEN DAYS OF THE ISSUANCE OF BUILDING PERMIT(S).**