



June 30, 2025

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City of Madison
215 Martin Luther King, Jr. Blvd.
Madison, WI 53710-2985

RE: Reiland Grove Neighborhood
Rezoning Request

Veridian Homes is pleased to submit the following request for the Reiland Grove Neighborhood, a new mixed residential neighborhood on Madison's growing east side. This proposal seeks to implement the City goal of creating vibrant walkable neighborhoods through the implementation of attainable & market rate housing ranging from detached alley single family to "missing middle" townhomes.

Applicant

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Shaping places, shaping change

Design Team

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Planning:

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Existing Condition

Parcels:

0810-354-0098-6	602 Reiner Road
0810-354-0099-4	902 Reiner Road
0810-354-0097-8	6004 Commercial Avenue

Total Acreage: 149.657 acres

Existing Zoning: AG

Aldermanic District: District 3: Field

Neighborhood Association: None

Comprehensive Plan: Low Residential (LR)
Low-Medium Residential (LMR)
Medium Residential (MR)
Parks and Open Space (P)

Neighborhood Plan: Northeast Neighborhood (2009)

NDP Plan Designations: Housing Mix 1 (AVG 6 du/care)
Housing Mix 2 (AVG 12 du/care)
Housing Mix 3 (AVG 20 du/care)
Housing Mix 4 (AVG 35 du/care)
Public Park
Other Open Space

Notifications:	Alder Field	February 6, 2025
	DAT Presentation	February 20, 2025
	Demolition Notification	April 2, 2025
	Neighborhood Meeting	April 3, 2025

Request

Rezone existing parcels from AG to AG, TR-P and TR-U1.



Project Summary

The Reiland Grove Neighborhood creates a new residential addition to the growing east side of the City of Madison. Designed to offer housing options from first time homeowners with move-up, move-down, and luxury price points in detached single family, twin homes, and “missing middle” townhomes, this neighborhood offers future residents a unique and vibrant place to call home. Reflective of the adopted Northeast Neighborhood Plan, this project seeks to couple the vision of the City with the opportunity of the site.

Carriage Lane Accessed Single Family

Carriage lane homes offer a variety of home styles and price points for first time home buyers or downsizers. These homes, accessed by a rear loaded garage, are designed with diverse architectural styles and reduced setbacks which create a unique pedestrian focused streetscape that emphasize a human-based scale and texture.



Conventional Single Family

Conventional single-family homes within the neighborhood offer housing options from entry level/first time homebuyers, to luxury, and downsizer opportunities. These homes are designed with garage/home proportions and garage setbacks that focus the architecture on the front door/front façade of the home with setbacks to the garage components to create a more pedestrian oriented streetscape.



Attached Single Family (Twin Homes)

Twin homes within the neighborhood include floor plans and configurations with both flat site and tuck under parking, alley and street accessed garages, owner occupied market rate options, and unique senior oriented components. The attached for sale homes diversify the housing price points while offering attached product choices. The senior targeted “Haven Series” twin homes further diversify the housing options in the project and offer home ownership with a range of support services such as snow removal, lawn care, and other condominium like services, without the complications of condominium ownership models.



Attached Single Family (Townhomes)

Townhomes offer attached single family residential options with each unit being designed as individual for-sale lots. These units create key missing middle housing and scale transitions to the multi-family housing. Townhome designs include both flat site and tuck under formats with 2-3 story massing and residential character.

*Agriculturally Zoned Parcels*

Several parcels, to be retained by the seller, will be zoned Agricultural (AG) and classified as outlots for future development. These parcels will be platted parcels but will require a future rezoning application prior to implementation.

*Parks & Open Space*

Parks & open space components within the neighborhood deliver a centrally located active park with connections to the region through a network of paths and sidewalks.

*Stormwater Management*

Distributed stormwater management systems are placed within each of the sub-watersheds to address both water volume and quality to address the stormwater needs of the neighborhood.

*Mail Delivery*

Mail delivery within the neighborhood will utilize centralized box units (CBU's) in 12 and 16 slot units. Design and placement of these units will work to create several centralized hubs where feasible and some dispersed units with a goal of reducing the number of locations within the neighborhood and creating central community collection points.

Phasing

The project will be built in 8-12 phases starting in the southwest portion of the property and proceeding in multiple steps out over the course of the next 10-15 years.



Unit Summary***Single Family (TR-P)***

Conventional Single Family	2	69 x 100
	19	65 x 100
	55	59 x 100
	22	51 x 100
Alley Single Family:	62	31 x 95
	72	37 x 95
	32	45 x 95

Two-Family Twin (TR-P)***Attached Single Family***

Market Rate Alley Flat Site	132
Market Rate Alley Tuck Under	22
Haven Alley Flat Site	18
Haven Conventional	52

Townhomes (TR-U1)

Alley Townhomes Flat Site	44
Alley Townhomes Tuck Under	16

Total Project Units: 548

TR-P Requirements

- Three residential housing types exist within the TR-P section of the neighborhood (Single Family Street Accessed, Single Family Alley Accessed, Two-family). Additional housing types (single family attached townhomes) are included within the project in other zoning districts
- Attached single family housing comprises 41% of the units within the neighborhood.
- All units within the project are located within 1/4 mile of existing or planned public or common open spaces
- Proposed lot configuration and uses are designed to meet the dimensional requirements of the TR-P district.

TR-P Site Design Standards***Open Space***

The neighborhood is served by a centrally located park, as recommended by the Northeast Neighborhood, as well as the existing Canter Park to the west of Felland Road. The project is seeking 6.4 acres of park dedication credit and anticipates paying the remaining requirement as a fee-in-lieu of dedication.

The “Haven Park” parcel within the project will be owned and maintained as private open space but available for use by the general public. This parcel is seeking public dedication credit, per the City Madison Ordinances MGO 16.23(8)(f)(8), but will be privately installed and maintained. The Home Owners Association (HOA) will be responsible for maintaining this space and are precluded from restricting access.



Open Space Dedication Chart

OL	Park	Requested Dedication Credit
3	Private Open Space	1.0 acres
4	Dedicated to the Public for Park Purposes	5.4 acres
Total		6.4 acres

Street Layout

The neighborhood is served by a strong grid of neighborhood scaled streets, sidewalks, and off-street connections, including the extension of all adjoining street rights of way. The streets within the neighborhood are designed to meet the standards of the City of Madison Green Streets Policy and are scaled to reflect the adjoining land uses and overall street network needs.

Setbacks

Building setbacks within the neighborhood will be per the TR-P Zoning District standards.

Building Design

Building design within the neighborhood will go through a review process with the neighborhood Architectural Review Committee (ARC). The ARC is tasked with guiding the creation of diverse architectural approaches throughout the neighborhood. Review criteria include site plan/landscape plan configurations, building massing & composition, building orientation and interaction with adjoining streets & uses, and application of appropriate durable materials.

DIMENSIONAL STANDARDS

Building placement will meet the dimensional standards as described in the TR-P Zoning District.

ARCHITECTURAL STYLE

Architecture within the neighborhood will be developed with a variety of American vernacular architectural styles.

MASSING

Rhythms

In architectural composition, rhythm refers to the regular use of recurrence of building elements. These elements consist of features such as, but not limited to, window locations, columns and piers. Rhythm solidifies the building design and ensures that the overall composition of building elements is balanced.

Roofline Articulation

The roof form establishes the character of a home and terminates the building. Bays and gables are encouraged to break-up the massing of the home into smaller or intimate components. Selection of an appropriate roof form will vary depending on the architectural style.

- Hipped and gabled roofs with a symmetrical pitch shall run between 5:12 and 12:12, as appropriate to architectural style.



- Shed roofs pitched between 5:12 and 7:12 shall be attached to an adjacent building wall and shall not be utilized freestanding buildings. Shed dormers shall have a 3:12 pitch and be utilized only on appropriate styles.
- Hipped and shed porch roofs shall have a pitch between 3:12 and 6:12.
- Roof overhangs may vary from a minimum of 6" to a maximum of 30".

HEIGHT

- Building heights with the TR-P will follow the guidance of the zoning district
- Partially exposed basements shall not constitute a story.

APPROPRIATE WALL MATERIALS

All materials shall be properly utilized based on the precedents of the architectural style of the building.

WALL SIDING/SURFACING

- Brick
- Clapboard Siding
- Cement Board Siding / Composition Siding / Vinyl Siding
- Half-Timbering
- Cast Stone
- Stone
- Stucco and Exterior Insulated Finish System (EIFS)
- Wood, Composition, vinyl or Cement Shingle Siding

DECKS

Decks shall be located only in rear or side yards. Portions of decks visible from the street or projecting in such a manner that it is visible from the front yard, shall be screened with appropriate fencing or landscaping.

PORCHES AND STOOPS

Usable front porches are encouraged as both visual and functional design elements.

Minimum dimensions for a usable porch are 6'0" deep and 6'0" wide exclusive of access to front entry.



Exhibits:

Notifications

Property Legal Description

Zoning Legal Descriptions

Northeast Neighborhood NDP (Full)

Northeast Neighborhood NDP (Site)

Existing Conditions

Illustrative Plan

Zoning Plan

Conceptual Phasing Plan

Park Context Map

Park & Open Space Plan

Right-of-Way Widths

Street Cross Sections

