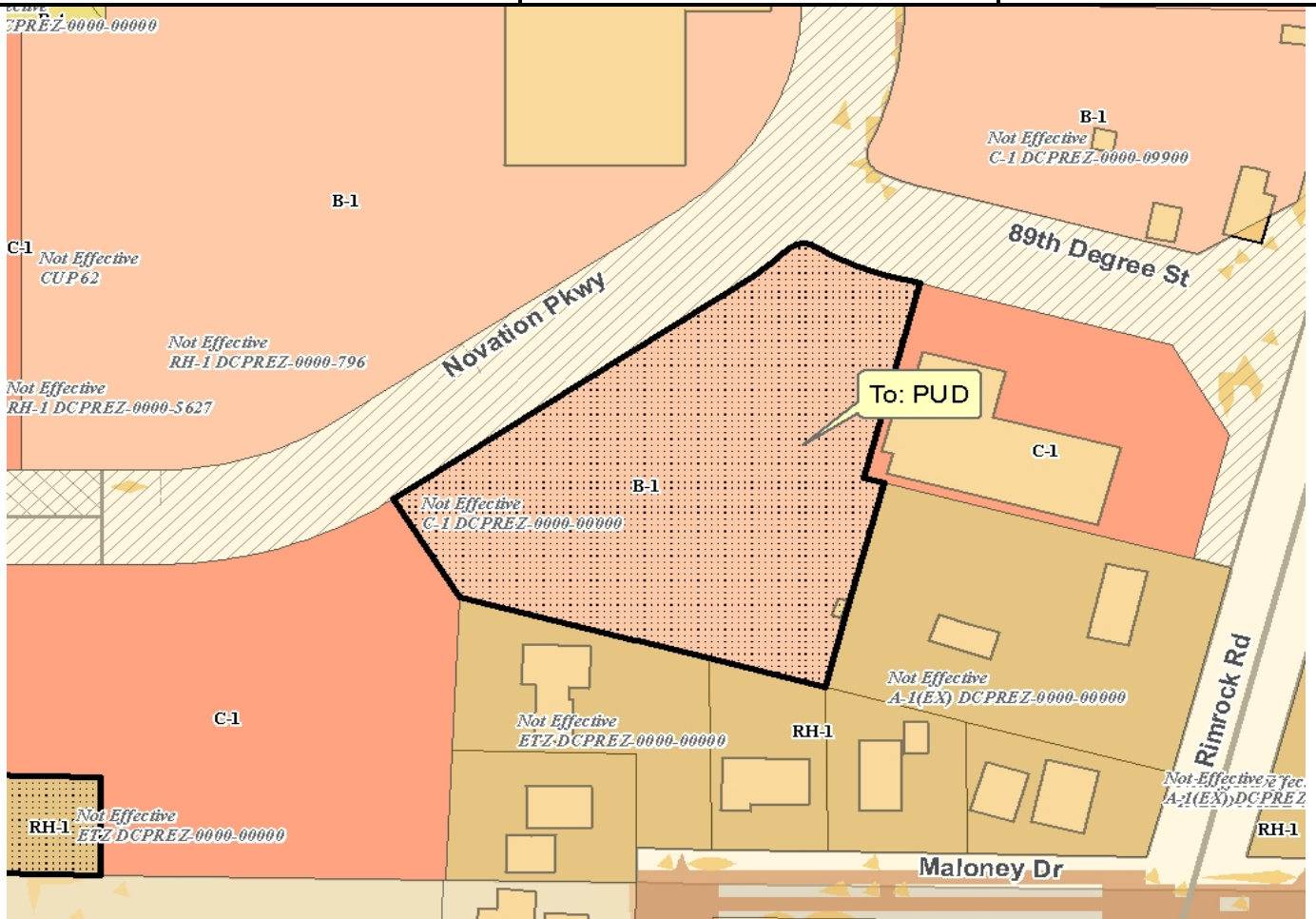




Staff Report

Public Hearing: July 26, 2016	Petition: Rezone 11015
Zoning Amendment: B-1 Local Business District to PUD Planned Unit General Development Plan (GDP)	Town/sect: Madison Section 36
Acres: 1.5 Survey Req. No	Applicant Mid-Town Center, LLC
Reason: Senior housing	Location: South of 2650 Novation PKWY

Zoning and Land Regulation Committee



DESCRIPTION: Bear Development is proposing to place a 60-unit senior housing facility (55+) in the Novation Campus. The building consists of 4 stories containing a mix of one and two bedroom apartments. County Staff has suggested that the development be reviewed as a Planned Unit Development due to the housing density ratios not meeting county requirements and the urban design elements of the Novation Campus Master Plan not meeting the rural requirements of the standard zoning regulations (setbacks, parking, and signs).

OBSERVATIONS: The property is located in the Novation Campus located just south of the beltline. The campus was approved in 2008 as part of an urban brownfield project. The project is a revitalization effort to provide employment, retail, and a variety of housing options to the Southdale neighborhood. The proposed site is neighbored by the Meriter Administrative Building to the north, the Youth Service Center to the east, and existing single-family residences to the south. The land use creates a transition between the commercial and residential uses in the area.

TOWN PLAN: The Town of Madison does not have a comprehensive plan which complies with Wisconsin Statute 66.1001. However, the Town of Madison has approved a Master Plan for the Novation Campus area in 2008. The campus is designed as an urban commercial area which provides a mixture of commercial and residential uses, with more emphasis on commercial uses. The proposal appears to be consistent with the policies found in the plan.

CITY OF FITCHBURG: This area is also noted in the City of Fitchburg's Southdale Neighborhood Plan. The plan calls for a mixture of retail, office, and mixed land uses. The plan suggests density ratios of 20-30 dwelling units per acre and building setback in close proximity to the street to create an urban environment.

ZONING ORDINANCE STANDARDS: The proposal does not meet general standards of the B-1 Business Zoning District. The maximum density under standard zoning would be 21 dwelling units per acre. The proposal suggests 38 dwelling units per acre. The standard zoning requires a 30-foot front building setback. The proposal calls a 9-foot setback. There are 80 parking spaces rather than 90. The planned unit development would provide relief to these requirements and follow the suggested urban design standards noted in the Novation Campus Master Plan. The general zoning standards do not require landscaping or lighting requirements. As part of the Planned Unit Development, the development will need to address aesthetic elements including landscaping, controlled lighting, and enhanced architectural features of the building.

RESOURCE PROTECTION: The project is outside the resource protection area.

STAFF: The proposal appears to be consistent with the Novation Campus Master Plan and the Southdale Neighborhood Plan policies.

TOWN: Approved with no Conditions.

NOTE: As part of the Planned Unit Development, a Specific Implementation Plan (SIP) will need to be approved by the Town Board and County Staff. The SIP will require information on the exact building materials, colors, landscaping products, and lighting design which needs to be consistent within the General Development Plan.