

**Figure 9: Commercial Development Area Purpose and Policies (two-page figure)**

Purpose	
<ul style="list-style-type: none"> <li>• Enable a range of agricultural business, retail, commercial service, storage, light assembly, institutional, health care, research and development, institutional, and recreational uses.</li> <li>• Require that new development meet high standards for site, building, landscape, lighting, stormwater, and signage design per Town and County ordinance requirements.</li> <li>• Support development of an agricultural business center, to enhance rural research and production opportunities and build off similar initiatives in the area.</li> <li>• Provide logical locations for highway-oriented commercial development consistent with the Town’s character, population, needs, and public service capabilities.</li> <li>• Minimize uses that focus on outdoor storage or display and that may someday require extensive public services and utilities.</li> </ul>	
Typical Implementing Zoning Districts	New Lot Sizes
HAM-M Hamlet Mixed Use GC General Commercial, but sometimes limit the range and scale of uses through deed restrictions HC Heavy Commercial, but often limit the range and scale of uses through deed restrictions LC Limited Commercial	Minimum lot size is one acre.
Relationship to Town’s TDR Program	
Non-residential development—and land divisions, rezonings, and conditional use permits for such development—may occur without having to meet the Town’s RDU and TDR requirements.	
Development Policies within Commercial Development Area (continued on next page)	
<ol style="list-style-type: none"> <li>1. Encourage growth within Commercial Development Areas to enhance the tax base and job opportunities within the Town, making agricultural preservation elsewhere more feasible. Proposed development should not have a substantial adverse effect upon adjacent property (including values), the character of the area, or the public health, safety, and general welfare. Because of the intensity of anticipated non-residential uses in the Commercial Development Area, rezonings that would enable new residential development are discouraged.</li> <li>2. Attempt to focus the three distinct Commercial Development Areas shown on Map 16: Future Land Use and Transportation as follows:                         <ol style="list-style-type: none"> <li>a. <i>Highway 12/18/N Interchange.</i> This modern interchange provides a well-placed opportunity for easily accessed development for businesses that enhance, promote, and support the continuation of agricultural production in the Town and in the region—particularly northeast of the interchange. Uses may be dedicated to local food production, agricultural research and experimental facilities, and sustainable non-agricultural uses. Other commercial uses may also locate in this area, but those that emphasize storage (particularly outdoor storage) and outdoor display and activities should be minimized in order to maximize tax base and minimize negative aesthetic impacts in this high-visibility area with some surrounding residential development. Given its distance from incorporated municipalities and its location, the Highway 12/N Interchange area is the most promising location for future rural commercial development in the Town. The Town will consider a tax incremental district (TID) in this area, following the lead of other Dane County towns that have taken advantage of Town TIDs under State law. Any TID incentive should be tied to exceptional development quality. For more information, see associated programs in Chapter 4—Economic and Housing Development.</li> <li>b. <i>Near Southwest Corner of Town.</i> Lands near the western edge of the Town benefit from proximity to Interstate 39/90 and growth associated with the City of Madison. This may be an appropriate location for commercial development geared to the traveling public and for distribution uses. Compared to past plans, this area has been reduced in size and starts further from the City of Madison by intergovernmental agreement with the City or could be threatened by future annexation to McFarland.</li> <li>c. <i>Town/Village Limits along N.</i> The Village of Cottage Grove meets the Town boundary in such a way that promoting commercial growth provides opportunities and benefits for both communities and future growth in the area. Expansion of the Cottage Grove Urban Service Area would facilitate larger-scale, urban commercial operations here, but additional rural commercial development may also be appropriate here.</li> </ol> </li> <li>3. For new non-residential development, with each application for rezoning or conditional use permit approval, require submittal and review of conceptual site and building plans. Where the land requested for rezoning or conditional use permit includes wetlands or wetland indicators per the WisDNR Surface Water Data Viewer, or includes soils with limited or questionable potential for on-site waste treatment (septic) systems per the County Sanitarian, also require a report completed by a soil/environmental scientist hired by the applicant that evaluates the suitability of the land for building sites and on-site wastewater treatment systems of the types, locations, and densities contemplated. Prior to building permit issuance, require that a detailed site and building plan be submitted that is laid out in accordance with Section 12.08 of the Town’s Design Review Ordinance and this figure. As the Commercial</li> </ol>	



Development Area is predominately mapped near main community entryways and other highly visible and sometimes wetter locations, the Town is particularly concerned that commercial development contributes to the Town's aesthetic quality and environmental health. Maximizing commercial development served by conventional on-site waste treatment systems and maintaining attractive views to and from highways like 12, N, AB, and North Star Road are of particular importance to the Town. See other policies in this figure, Map 17, and the photographs in the "Focus Commercial Development at the Highway 12/18/N Interchange Area" program in the Economic Development chapter for desired commercial building and siting characteristics.

4. Jointly work with the Wisconsin Department of Transportation, the Dane County Highway and Transportation Department, and developers to ensure that adequate rights-of-way for future roadway expansions and extensions are provided and that proper controls on vehicle access (especially the number, design and location of access driveways and intersecting local roadways) are provided. Driveway cuts that impede the efficient and safe operations of roadways are prohibited. Shared driveways and frontage road access may be required. Off-street parking shall be delineated on the site plan, in accordance with the provisions of the Dane County Zoning Ordinance.
5. Require developments to address off-site traffic, environmental, and neighborhood impacts.
6. If the business requires levels of service or roads greater than what the Town can provide, the proposal will have to be modified, it may be rejected, or it may be required to fund required service or road improvements.
7. As necessary, apply appropriate limitations preventing unacceptable future commercial or industrial uses (or conditions such as outdoor storage) on an approved development site through a deed restriction.
8. Do not permit parking or storage of vehicles within the public road easement or right-of-way.
9. If the business is located within 100 feet of an adjacent residence or residential zoning district, buffer the side of the business site facing the residence.
10. Assure that development provides access and an attractive rear yard appearance and existing and future development behind these sites.
11. If the business is to operate at night, design all outdoor lighting so as not to create glare, not to shine directly on neighboring residences or into the dark sky, and otherwise to meet Town Design Review Ordinance requirements.
12. Assuming public sewer is not available, generally require use of on-site waste treatment systems as the means of sanitary waste treatment and disposal, and direct new development to sites and to portions of sites that allow for on-site waste treatment wherever practical. Work with the County Sanitarian to permit holding tanks in the Commercial Development Area only as a system of last resort, provided that, prior to permit issuance, the applicant:
  - a. Demonstrates through a report completed by a soil/environmental scientist that an on-site waste treatment system(s) are not feasible.
  - b. Has explored all reasonable options to direct or cluster development in parts of the site that are feasible for an on-site waste treatment system(s).
  - c. Executes a service contract with a WisDNR licensed pumper, and provides a signed copy of that contract to the County and Town. The pumper must file semiannual reports of service on the tank to the County and Town thereafter, and keep all pumping records.
  - d. Executes a holding tank agreement with the Town, which among other provisions shall require the owner to pay all charges and costs incurred by Dane County or the Town for inspection; pumping, hauling, or otherwise servicing and maintaining the holding tank; and that if such charges are not paid the Town will place the charges on the tax roll as a special charge.