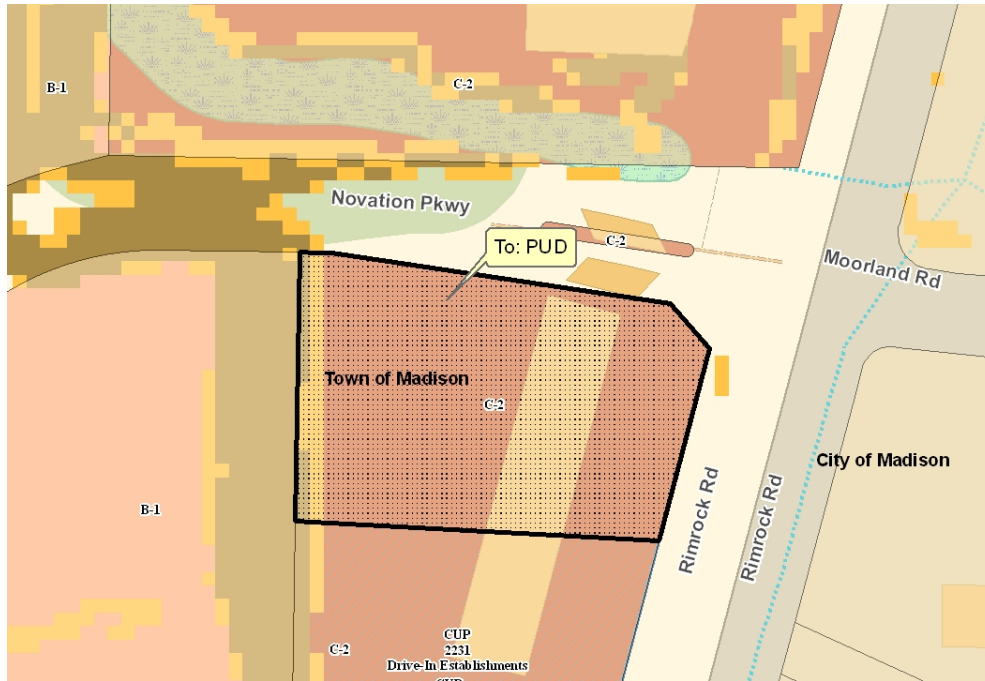




Staff Report

Zoning and Land Regulation Committee

<i>Public Hearing:</i> April 29, 2014	<i>Petition:</i> Rezone 10673
<i>Zoning Amendment:</i> C-2 Commercial Zoning District to Planned Unit Development (PUD) General Development Plan	<i>Town/sect:</i> Madison Section 36
<i>Acres:</i> 1.3 <i>Survey Req. no</i>	<i>Applicant</i> 2500 Rimrock Rd LLC
<i>Reason:</i> Construction of a 4-story building with 12,000 sq. ft. of commercial space and 43 residential units	<i>Location:</i> 2500 block of Rimrock Road



DESCRIPTION: The Alexander Company would like to continue development of the Novation Campus. The proposal is to create a retail component and housing component to the campus. The proposal is to construct a 4-story building that will have 12,000 square feet of commercial space on the first floor and 43 residential units on the second through fourth floors.

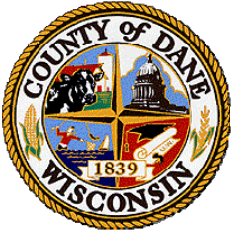
OBSERVATIONS: On January 14th, the Zoning and Land Regulation Committee reviewed the concept plan for this proposal. The Committee found that the concept was appropriate for the area and allowed the developer to proceed with the Planned Unit Development process.

TOWN PLAN: This site is part of "Site B" in the *Comprehensive Development Plan for the Novation Campus* adopted by the Town of Madison in 2008. The 2008 CDP (not formally adopted by the county board as part of the *Dane County Comprehensive Plan*) calls for this particular site to be a mix of office, commercial and retail, with some accommodation for a "possible hotel," but does not mention residential use. Building size and placement seem reasonably consistent with the standards described in the Comprehensive Development Plan.

RESOURCE PROTECTION: There are no resource protection corridors on this site. A small wetland lies across Novation Parkway to the north.

STAFF: Applicant should provide additional information about landscaping, off-street parking, signage, accommodations for bicycle, pedestrian access, shared common public space and evidence of financial capability for required improvements, as required under s. 10.153, Dane County Code, and as requested in 4/10/2014 correspondence from zoning staff. Consider changes to South Madison Market space to increase visibility, handicap accessibility and facilitate produce delivery. See additional comments in petition file.

TOWN: Approved with no conditions.



DANE COUNTY PLANNING & DEVELOPMENT

Room 116, City-County Building, Madison, Wisconsin 53703
Fax (608) 267-1540

TO: Zoning and Land Regulation Committee members
FROM: Sarah Weina, Zoning Inspector
SUBJECT: Summary review of Petition #10673, General Development Plan, 2500 Rimrock
DATE: April 24, 2014

Purpose/Concept

The purpose of the Planned Unit Development (PUD) rezone is to continue the design concept of Novation Campus. A PUD will look to create a retail and housing component on the 1.246 acre lot located at the intersection of Novation/Moorland and Rimrock Road, a primary entrance to the Novation Campus and the Indian Springs Neighborhood. The goal of the PUD is to create a mixed-use development attracting neighborhood serving uses such as a café, restaurant, small market, and other similar retail uses in an effort to solve the issues of an evolving food desert. Project partners seek to eliminate a food desert and create a viable neighborhood market connecting local food producers to consumers. Currently, 4,000 square feet of the available 12,000 square feet is designed to accommodate a grocery store, coffee bar, and restaurant through the South Madison Market, who was awarded a grant to expand their services for a year round venue. Further design and accessibility implementation through PUD zoning will facilitate a greater customer base for the market.

Applicant

Alexander Company currently owns and maintains a majority of Novation Campus and seeks to continue the design concept through a PUD.

Land Description

Parcel 0709-363-2230-0, CSM 13312 Lot 2 of Novation Campus located at 2500 Rimrock Road in the Town of Madison.

Area Map

An area map at scale 1:800 is attached. The area map displays all water resources and land uses adjacent to 2500 Rimrock Road.

Because natural features on the property are scarce, on-site open space and gathering areas will include a first floor patio and fourth floor roof deck. On-site amenities are supplemented by Southdale Park, Rimrock Park, Badger Park, and a future plaza area planned adjacent to Lake George, located within 0.16 miles of the site; and Baxter Park and Indian Springs Park, within 1 mile.

The proposed PUD is surrounded by business and commercial zoning and adjacent to single and multi-family neighborhoods. Creating a high density, mixed-use development with higher design standards through PUD zoning provides diversity and a range of retail and public services.

Written Description

Historically, this site was a blighted convenience store and strip mall and has since been demolished. As part of the Comprehensive Development Plan for the Novation Campus, adopted in 2008 by the Town of Madison, future land use calls for the site to be a mix of office, commercial and retail, with some accommodation for a "possible hotel." The PUD proposes a mix of retail, office, and residential accommodation erected as a single entity located at a

primary intersection, encouraging a walkable, urban environment. This provides the best opportunity for service retail success and accessibility to neighborhood residents and campus employees.

Upon approval, construction is set to begin in May/June 2014, completion set for November 2014.

Bulk Standards Compliance

The plan calls for first floor commercial/retail space and 43 one- and two- bedroom units on floors two through four. The proposed development density reaches 1,261 square feet per dwelling unit, slightly less than the required 2,000 square feet per dwelling unit required in R-4 zoning for sewered lots. The site plan announces landscape and open space preservation by limiting building lot coverage to 24% and keeping the height limit to 55 feet; 4 stories. Current site C-2 zoning allows a maximum 60% building lot coverage and 50 feet; 4 stories.

Proposed project setbacks reach 42 feet from Rimrock Road right-of-way; 75 feet from the centerline, and 5 foot setback from Novation Parkway right-of-way; 50 feet from the centerline.

Parking

Underground parking and outdoor space is provided on-site. Parking requirements will vary from a range of permitted uses in a PUD. The first floor 12,983 square foot retail space would require 43 parking stalls through the 'unspecified office/retail' parking ratio of one space per 300 square feet. 43 residential dwelling units would require 64.5 parking stalls through a requirement of 1.5 parking stalls per dwelling unit. The proposed PUD provides parking primarily on-site with 68 surface spaces and 31 underground spaces, totaling 99 parking stalls. As retail and commercial uses are identified, parking requirements may reduce per use. Because the applicant maintains much of Novation Campus, shared parking between lots is a feasible. To alleviate parking needs, the PUD provides further bicycle and pedestrian accommodations and is serviced by public transit. Allowing a 25% parking reduction would satisfy parking the requirements.

Landscaping and Lighting

Dane County regulations for screening and landscaping are minimal. Landscaping regulations are limited to:

All hard-surfaced and graveled parking, loading and circulation areas with 10 or more spaces shall be provided with accessory landscape areas totaling not less than five percent of the surfaced area. Such landscaping shall consist primarily of trees, bushes and shrubs. Landscaping may be planted internal to the parking area itself within islands or around the immediate perimeter and shall be reasonably distributed. Landscaping shall be protected from damage by vehicles and shall be replaced if damaged or killed.

There are no lighting regulations for Dane County.

Landscaping and lighting for the General Development Plan (GDP) of the PUD contains a general landscaping and screening plan for the development. Staff found the landscaping and lighting to fit with the surrounding designs. The plans will be developed in detail as part of the Specific Implementation Plan (SIP).

Signs

In mixed-use development, signage is typically requested per tenant, per complex, per use, and ranges in sign type. At an intersection with two road frontages, County regulations include verbiage allowing up to three wall signs; each building in a condominium plat and each leased building in a complex shall be entitled to the total number of signs; and apartment signs are allowed one per complex.

The signage plan for the PUD includes:

- Up to **three** wall mounted apartment complex signs – 30” tall lettering;
- Up to **15** graphic wall mounted signs, one sign allowed per tenant use – 18” tall lettering
- Minimum **one** ground monument sign proposed at the corner of Rimrock Rd and Novation Parkway to signify property tenants – 32 square feet – 6 inch lettering for the building; 4 inch lettering for tenants
- Minimum **one** auxiliary parking lot sign proposed at the parking lot entrance off Novation Parkway; and

- Minimum **one** auxiliary real estate sign proposed at the north entrance off Novation Parkway for building and leasing information.

Why PUD

Implementing a PUD will allow greater flexibility from traditional zoning requirements to achieve higher urban infill design, increased density through setback reduction, and integrate vehicular and pedestrian access associated with mixed-use developments.

GDP plans show all features

The plans included as part of the General Development Plan submittal meets the ordinance requirements. The plans include concept landscape plan, concept sign plan, concept lighting plan, and concept exterior design.

Financial

The ordinance requires a letter of credit to be submitted to show financial assurances. This project does not include any public improvement. All public improvements with regard to streets, sewer, water, and storm water management have been address through the developer's agreement for Novation Campus Subdivision. A letter of credit will be provided as part of the Specific Implementation Plan.

Vehicular/pedestrian/public access

The site plan works jointly with vehicular and pedestrian circulation to allow open space connection. Building setbacks from the intersection allow space for an underground parking ramp and outdoor patio space accessible at the street intersection and west side retail corridor. Public accessibility to first floor retail from the north side is coordinated with landscape design to create clear and visible circulation.

Transit, pedestrian, and bicycle accommodations will be provided via comprehensive infrastructure improvements completed and in-process. New and existing roads within the campus generally have bike paths and sidewalks on both sides of the street. Included in the PUD are 31 wall-mounted bicycle stalls to be located in the underground parking and 16 additional stalls will be located on the surface parking, alleviating vehicular parking needs. Additionally, Rimrock Road is serviced by Madison Metro.

SIP Plan

If the General Development plan is approved, a Specific Implementation Plan (SIP) will be submitted to Dane County Staff for review. The plans will specify all exterior building design components, landscaping species and sizes, lighting components, and sign design. If the SIP plans match the approved General Development Plan, Staff will approve the SIP with concurrence with the Town of Madison. Any deviations from the General Development will need to be approved by the Zoning and Land Regulation Committee.