

**Applicant/Property Owner:**

Mid-Town Center LLC.  
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Madison, WI 53713  
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608.268.8106

**Planning:**

Vandewalle & Associates  
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**Existing Zoning:**

General Commercial (GC)

**Existing Parcels/Legal Description:**

Novation Campus II Plat:

Lot	PIN	Address	Acreage
7	070936322670	NA	2.00
8	070936322780	NA	2.20
9	070936322890	NA	1.10
10	070936323000	1 Latitude 43 ST	1.90
11	070936323110	NA	2.90
12	070936323220	2650 Novation Parkway	4.60

CSM 13312:

Lot	PIN	Address	Acreage
1	070936322200	NA	2.50

**Total Acreage:**

17.20 acres

**Project Description:**

The Novation Campus Master Plan anticipates the development of a mixed use residential, office, commercial infill campus, consistent with the adopted Southdale Neighborhood Plan. This campus is designed as an urban character mixed use district featuring buildings set close to the street with integrated landscaping to create a high quality environment. Individual SIP submittals will build upon the existing character and will be phased based upon market demand.

See attached Master Plan exhibit for overall project character.

**PUD Justification**

The Novation Campus was approved and designed utilizing the prior standards of the B1 District (pre 2019) which allowed for a five foot minimum front yard setback.. This proposal returns the front yard setback to the previously allowed 5' and incorporate residential uses, consistent with the adopted Southdale Neighborhood Plan. The remaining standards from the GC district would be retained in the proposed zoning.

**Proposed PUD:GDP Zoning District:**

Permitted uses:	Permitted Uses per General Commercial District Multi-Family Residential and Associated Accessory Uses Live/work units on the ground floor
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	Mixed use residential
	Outdoor Storage
Conditional uses:	Per General Commercial District
Building size and area limitations:	Per General Commercial District
Lot dimensions:	Per General Commercial District
Setbacks and required yards:	Front Yard: 5 feet from Right of Way minimum
	Side Yard: Per General Commercial District
	Rear Yard: Per General Commercial District
Lot Coverage:	Per General Commercial District
Signage	Allowed as shown on an approved SIP submittal. Multi-tenant buildings may include additional signage requests per tenant.

**List of Zoning Provision Exceptions:**

- Multi-Family & Mixed Use Residential as a permitted use
- Outdoor storage as a permitted use
- Front Yard Setback (5')
- Signage allowed per approved SIP

All other criteria of the General Commercial District met

**Criteria for Approval**

(a) The development shall be consistent with a town comprehensive plan approved by both the town and county.

The proposed development is consistent with the adopted Town of Madison Southdale Neighborhood Plan which identified the site as part of the Commercial-Employment Center District which allows retail, office, light industrial, hotel, and residential uses.

(b) The uses and their intensity, appearance, design and arrangement shall be compatible with the physical nature of the site and area and shall not have a significant adverse impact on the natural environment.

The proposed site is consistent with the Master Plan for the Novation Campus and will be compatible with the previously constructed portions of the project and adopted neighborhood.

(c) The uses and their intensity, appearance, design and arrangement shall in no foreseeable manner diminish or impede the uses, values and normal and orderly development of surrounding properties.

The proposed site is consistent with the Master Plan and Neighborhood Plan.

(d) The uses and their intensity, appearance, design and arrangement shall not create access issues, traffic or parking demand inconsistent with existing or anticipated transportation facilities.

The proposed use is consistent from the adopted neighborhood plan and traffic planning that was done at the time of the plat.

(e) The development shall include adequate provision for the continued preservation, maintenance and improvement of natural areas and open space.

The site has been previously approved for development under the General Commercial district and meets the noted provisions.

(f) The applicant shall provide evidence of financial feasibility and assurances that each phase can be completed in a manner which would not result in an adverse effect upon the community as a result of termination at that point.

The property infrastructure has already been completed and the phases will not have any adverse effects.

(g) The development shall comply with all other applicable ordinances.

The project is already approved as General Commercial and will meet all other applicable ordinances unless specifically outlined in this submittal.

**Existing Project Character & Landscape Exhibit**



2500 Rimrock



2650 Novation Parkway



Novation Senior Commons



Artisan Village Aerial



Tech One Two

Additional clarifications:

Outdoor Storage: This is targeted at meeting the needs of Rutabaga for their merchandise storage/display area.

Residential: The neighborhood identifies the area as a mixed use district and the property has already incorporated some residential and live/work units. There is currently a mixed use grant application filed in partnership with the City of Fitchburg, and the proposed rezoning was approved by the Town, indicating support for the proposed uses. Future applications with residential uses would have to go through an SIP review to confirm that it supports the overall goals of the project.

Southdale Neighborhood Excerpt:

*LAND USE COMPONENTS*

Access and visibility from the adjacent highway and regional roadway system provides opportunities for urban style commercial that offers a wide range of uses including retail, office, light industrial, hotel and residential. The goal of the district is to attract businesses that will grow the existing tax base and offer nearby shopping, education and employment opportunities for area residents.