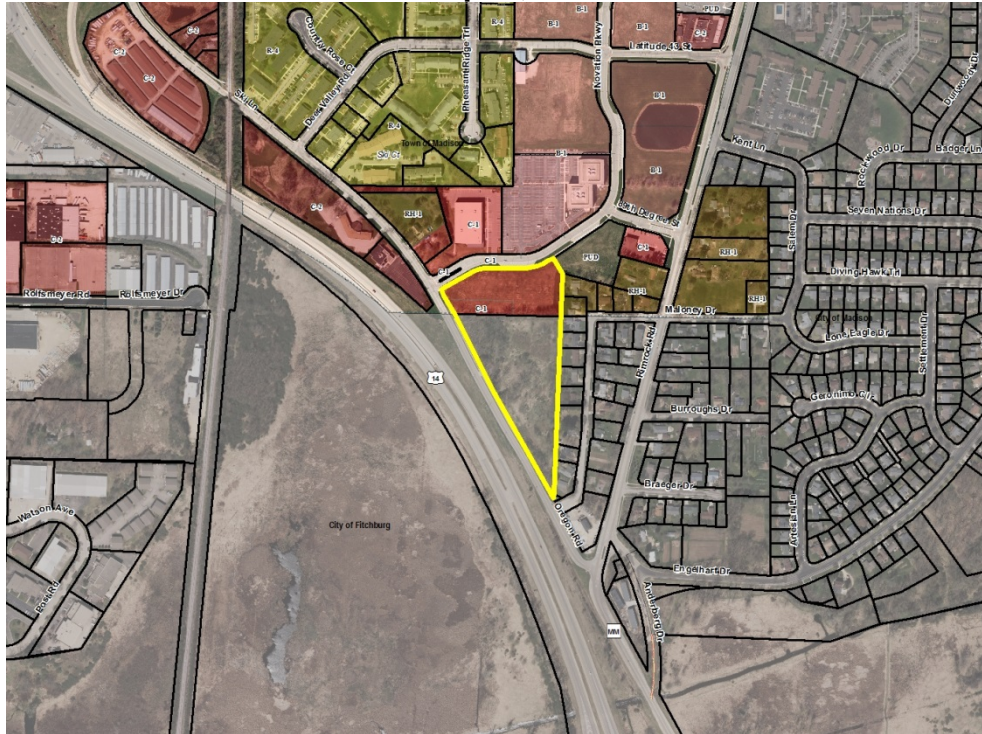


Staff Report

Concept Plan Review for a Planned Unit Development Novation Campus, 2779 Ski Lane



The Alexander Company is proposing to construct a residential apartment complex on the south side of Novation Campus. The majority of this development will be in the City of Fitchburg with the northerly portion being in the Town of Madison (county authority). The proposal is being submitted to the City of Fitchburg, Town of Madison, and Dane County concurrently to obtain approvals.

The project comprises of 160 apartments; 75% being one bedroom and 35% being two bedroom units. The apartments will be divided into seven 2-story buildings. The design includes a community building, fitness center, and a community open space for the residents. There will also be live/work units fronting along Novation Parkway allowing start up opportunities for small businesses.

In order for a developer to use the Planned Unit Development Zoning process, a concept plan must be first reviewed by the Town and the ZLR Committee to see if the proposal warrants this type of special zoning. The developer has provided a narrative which supports the criteria of using PUD zoning.

The property

The property located at the southeast corner of Ski Lane and Novation Parkway which is west of Rimrock Road. The project straddles the City of Fitchburg/Town of Madison municipal line. The northerly 2.9 acres is located in the Town of Madison with the southerly 5.4 acres in the City of Fitchburg. The property is bordered by single-family residences to the east, US Highway 14 to the south and west, and commercial/office development (Rock'n'Jump, Unity Health building) to the north.

There are several key features supporting housing development of this site. The property is located in a census tract that would allow Federal and State housing credits be obtained in order to support affordable housing. Secondly, the property fronts along Bus Route #16. There are various working

opportunities (Unity Health administrative offices and Exact Science) within walking distance of the site. There are no sensitive environmental concerns.

Planning

The property is covered under the Southdale Neighborhood Plan. There is an inter-governmental agreement between the City of Fitchburg and the Town of Madison which designates this area being annexed into the City of Fitchburg in 2022.

The plan shows the northerly portion (area in the Town) as “Commercial-Employment Area” and the southerly portion (Fitchburg) as “Drumlin Garden Study Area”. The proposal meets the intent of the neighborhood plan by providing housing at a density between 10-20 dwelling units per acre and providing commercial opportunities by having live/work units which borders along the existing commercial area. See attached excerpts of the Southdale Neighborhood Plan and the narrative by the developer.

Staff Concerns

The proposal is located adjacent to an existing single-family neighborhood. An adequate buffer area will be needed to minimize the impact on the existing neighborhood. The developer is proposing single-story detached garages along with extensive landscaping along the east property line to act as a buffer. The complex is designed with multiple two-story buildings which reduces the massing of the project.

Committee action

The Committee will need to determine if a Planned Unit Development is warranted for this project. Approval of the concept plan will allow the landowner to continue with the formal process of a General Development Plan and a Specific Implementation Plan.

(4) *Criteria for approval of PUDs.*

Planned unit developments shall meet all of the following criteria to be approved:

- (a) The development shall be consistent with a town comprehensive plan approved by both the town and county.
- (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.
- (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.
- (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.
- (e) The development shall include adequate provision for the continued preservation, maintenance and improvement of natural areas and open space.