

Dane County Rezone Petition

Application Date	Petition Number
12/15/2021	DCPREZ-2021-11801
Public Hearing Date	
02/22/2022	

OWNER INFORMATION		AGENT INFORMATION	
OWNER NAME ALEXANDER COMPANY	PHONE (with Area Code) (608) 268-8106	AGENT NAME VANDEWALE & ASSOCIATES	PHONE (with Area Code) (608) 609-4410
BILLING ADDRESS (Number & Street) 2450 RIMROCK ROAD		ADDRESS (Number & Street) 120 EAST LAKESIDE STREET	
(City, State, Zip) MADISON, WI 53713		(City, State, Zip) Madison, WI 53715	
E-MAIL ADDRESS mdm@alexandercompany.com		E-MAIL ADDRESS bmunson@vandewalle.com	

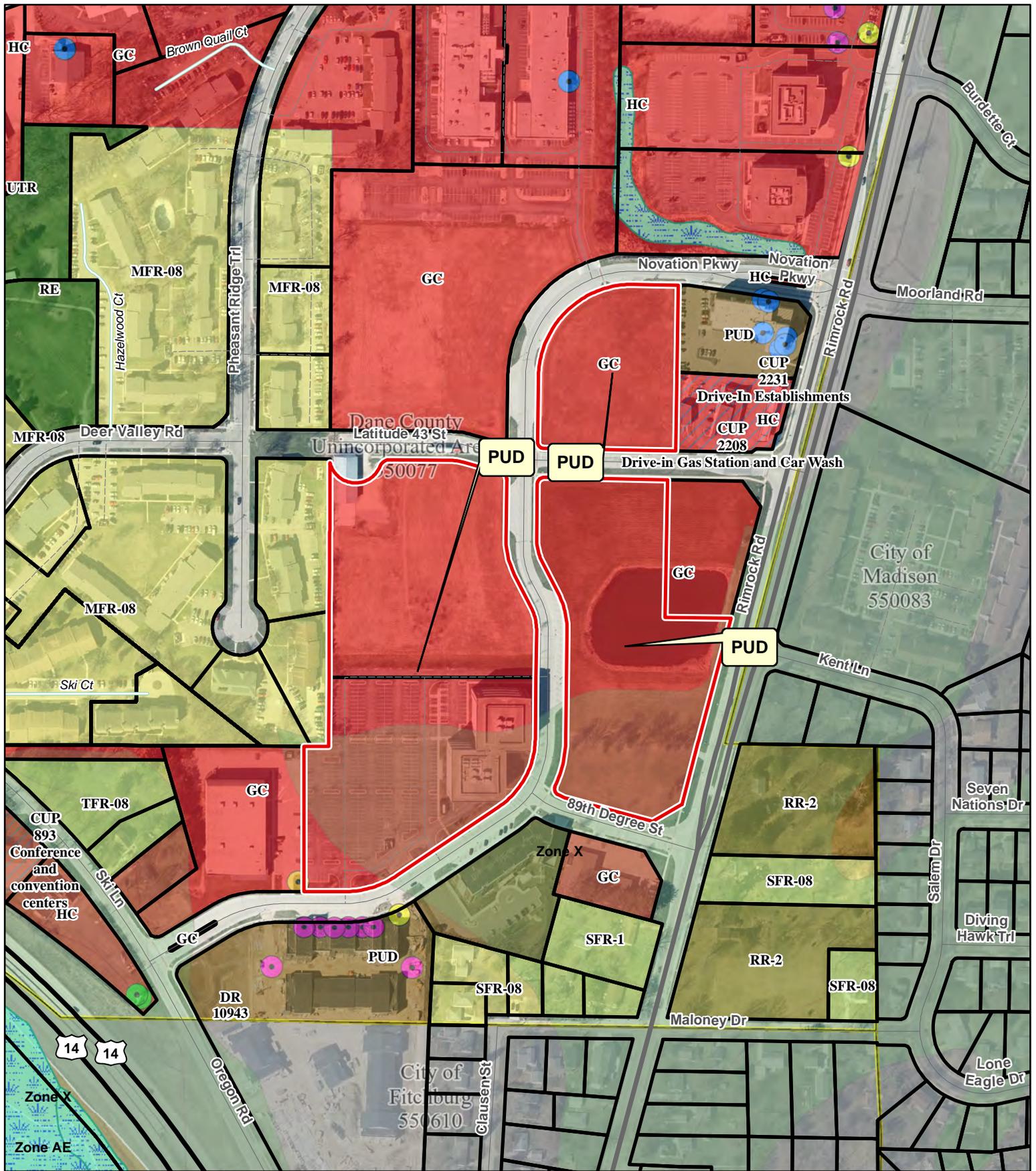
ADDRESS/LOCATION 1		ADDRESS/LOCATION 2		ADDRESS/LOCATION 3	
ADDRESS OR LOCATION OF REZONE		ADDRESS OR LOCATION OF REZONE		ADDRESS OR LOCATION OF REZONE	
Lots 7, 8, 9, 10, 11, 12 Novation Campus, Lot 1 of CSM 13312					
TOWNSHIP MADISON	SECTION 36	TOWNSHIP	SECTION	TOWNSHIP	SECTION
PARCEL NUMBERS INVOLVED		PARCEL NUMBERS INVOLVED		PARCEL NUMBERS INVOLVED	
0709-363-2267-0		0709-363-2278-0, 0709-363-2289-0, 0709-363-2300-0, 0709-363-2311-0, 0709-363-2322-0, 0709-363-2220-0			

REASON FOR REZONE

ALLOWING A 5-FOOT STREET SETBACK FOR VARIOUS LOTS IN THE NOVATION CAMPUS DEVELOPMENT

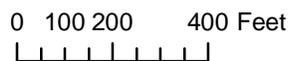
FROM DISTRICT:	TO DISTRICT:	ACRES
GC General Commercial District	PUD Planned Development District	17.2

C.S.M REQUIRED? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Applicant Initials _____	PLAT REQUIRED? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Applicant Initials _____	DEED RESTRICTION REQUIRED? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Applicant Initials _____	INSPECTOR'S INITIALS RWL1	SIGNATURE:(Owner or Agent) PRINT NAME: DATE:
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Legend

- | | |
|---|---|
|  Wetland | Significant Soils |
|  Floodplain |  Class 1 |
| |  Class 2 |



Petition 11801
Alexander Company



Dane County
Department of Planning and Development
 Zoning Division
 Room 116, City-County Building
 210 Martin Luther King Jr. Blvd.
 Madison, Wisconsin 53703
 (608) 266-4266

Application Fees	
General:	\$395
Farmland Preservation:	\$495
Commercial:	\$545
<ul style="list-style-type: none"> • PERMIT FEES DOUBLE FOR VIOLATIONS. • ADDITIONAL FEES MAY APPLY. CONTACT DANE COUNTY ZONING AT 608-266-4266 FOR MORE INFORMATION. 	

REZONE APPLICATION

APPLICANT INFORMATION			
Property Owner Name:	Alexander Compnay	Agent Name:	Brian Munson
Address (Number & Street):	2450 Rimrock Road	Address (Number & Street):	120 East Lakeside Street
Address (City, State, Zip):	Madison, WI 53713	Address (City, State, Zip):	Madison, WI 53715
Email Address:	mdm@alexandercompany.com	Email Address:	bmunson@vandewalle.com
Phone#:	608.268.8106	Phone#:	608.609.4410

PROPERTY INFORMATION

Township:	See Attached	Parcel Number(s):	See Attached
Section:	See Attached	Property Address or Location:	See Attached

REZONE DESCRIPTION

<p>Reason for the request. In the space below, please provide a brief but detailed explanation of the rezoning request. Include both current and proposed land uses, number of parcels or lots to be created, and any other relevant information. For more significant development proposals, attach additional pages as needed.</p>	<p>Is this application being submitted to correct a violation? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p>
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Rezoning request from General Commerical to Planned Unit Development: General Development Plan, per the attached document

Existing Zoning District(s)	Proposed Zoning District(s)	Acres
General Commercial	PUD:GDP	17.20

Applications will not be accepted until the applicant has contacted the town and consulted with department staff to determine that all necessary information has been provided. Only complete applications will be accepted. All information from the checklist below must be included. Note that additional application submittal requirements apply for commercial development proposals, or as may be required by the Zoning Administrator.

<input checked="" type="checkbox"/> Scaled drawing of proposed property boundaries	<input checked="" type="checkbox"/> Legal description of zoning boundaries	<input checked="" type="checkbox"/> Information for commercial development (if applicable)	<input checked="" type="checkbox"/> Pre-application consultation with town and department staff	<input checked="" type="checkbox"/> Application fee (non-refundable), payable to the Dane County Treasurer
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I certify by my signature that all information provided with this application is true and correct to the best of my knowledge and understand that submittal of false or incorrect information may be grounds for denial. Permission is hereby granted for Department staff to access the property if necessary to collect information as part of the review of this application. Any agent signing below verifies that he/she has the consent of the owner to file the application.

Owner/Agent Signature _____

Date _____



VANDEWALLE & ASSOCIATES INC.

Tuesday, November 30, 2021

Dane County
Attn: Hans Hilbert
City-County Building, Room 426
210 Martin Luther King Jr. Blvd.
Madison, WI 53703

Re: Novation Campus PUD Submittal

Dear Hans:

Alexander Company is pleased to submit the following request for Planned Unit Development: General Development Plan rezoning for a portion of the Novation Campus, located along Rimrock Road in the Town of Madison. This PUD request is submitted to bring the zoning back in line with the setbacks that were previously permitted prior to the County's changes to the General Commercial District (10') and to allow residential uses consistent with the adopted Southdale Neighborhood Plan. The balance of the standards from the General Commercial zoning district will remain in place.

We look forward to working with you to move this request through the submittal process.

Sincerely,

Brian Munson
Principal

Cc: Matt Meier, Alexander Company

Applicant/Property Owner:

Mid-Town Center LLC.
2450 Rimrock Road
Suite 100
Madison, WI 53713
Matt Meier
mdm@alexandercompany.com
608.268.8106

Planning:

Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715
Brian Munson
Bmunson@vandewalle.com
608.609.4410

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

	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

Exhibits:

Adopted Southdale Neighborhood Plan: Land Use Plan

Adopted Southdale Neighborhood Plan: Commercial Employment Center District

Property Location

Existing Zoning

Master Plan

LAND USE AND DESIGN RECOMMENDATIONS

This plan’s land use recommendations guide future infill and redevelopment activities. These land use and design standards provide a clear direction, yet offer enough flexibility to respond to future market needs and different levels of local and regional transportation improvements that may be implemented.

Redevelopment and infill within the Southdale Neighborhood should complement existing uses while contributing to the neighborhood’s long-term vision. This plan’s land use recommendations are a solid framework for revitalization.

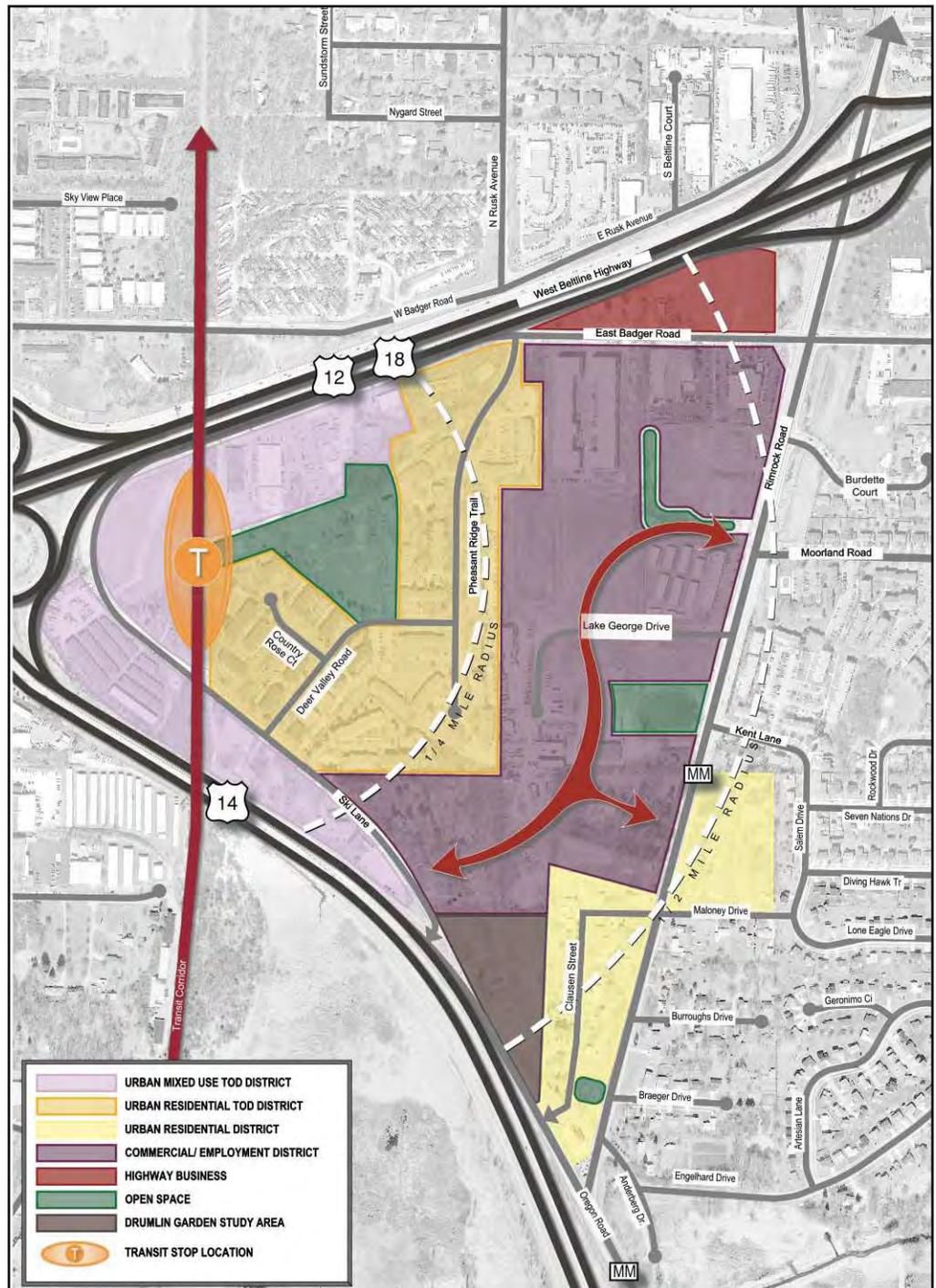
The neighborhood has been organized into land use and design districts. While a variety of land uses is allowed in each district, each district has its own land use emphasis and character. There are five land use and design districts, depicted on the accompanying map and described in detail in this section. There is also one area, the Drumlin Garden study area, which is for further study and has not yet been assigned to a land use and design area or to open space.

Following the general description of districts, a table summarizes preferred design standards and acceptable ranges of development intensities.

Open spaces are considered in a later section.

Land Use and Design Goals

- Incorporate sustainable practices into architecture and site development.
- Create a diverse mix of activities (residences, shops, schools, workplaces and parks).
- Successfully integrate and connect rather than buffer different land uses.
- Provide opportunities and flexibility for a wide range of land uses to respond to changing conditions.



Land Use and Design District Recommendations

COMMERCIAL-EMPLOYMENT CENTER DISTRICT

LOCATION

The Commercial-Employment Center District comprises much of the eastern portion of the neighborhood, adjacent to Rimrock Road extending from East Badger Road in the northeast to Ski Lane in the southwest. The district has visibility from Rimrock Road and partial visibility from the Beltline and USH 14.

This district partially adjoins the Urban Residential District and appropriate land use and/or site design is important to transition between the Urban Residential and Commercial-Employment Center districts. This district is beyond a comfortable walking distance from the potential rail station.

LAND USE COMPONENTS

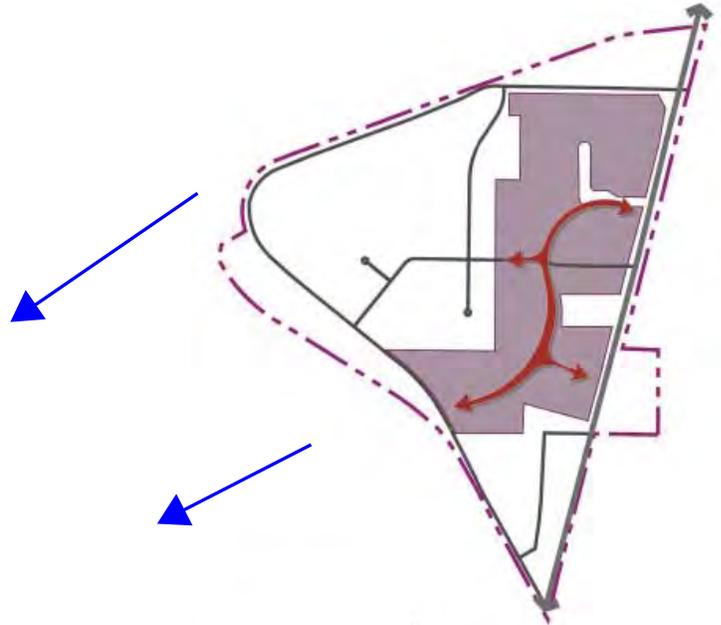
Access and visibility from the adjacent highway and regional roadway system provides opportunities for urban style commercial that offers a wide range of uses including retail, office, light industrial, hotel and residential. The goal of the district is to attract businesses that will grow the existing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

DISTRICT CHARACTER

This district should offer the wide range of uses that will further diversify the mixed-use neighborhood. Businesses and structures should be both large-scale and small-scale, and include spaces for smaller start-up business incubators and neighborhood-oriented services.

In order to create a pedestrian-friendly gateway to the neighborhood, architectural character should create a pleasing aesthetic and encourage interaction at the street level. This can be achieved by breaking up long façade lines with architectural elements, defining the building base with pedestrian-scale detailing, promoting transparency and providing green spaces between structures and parking lots.

Buildings should range from 1 to 6 stories in height, with the number of 1 story buildings carefully limited. Buildings should be located near the street edge to provide a sense of enclosure and reinforce the pedestrian zone. Streetscape elements should include sidewalks with grassy terraces, street lighting and landscape plantings.



Commercial-Employment Center District

A recently developed highway-oriented use (an auto dealership) is located at the southwest corner of East Badger Road and Rimrock Road. In the long term, this site could be redeveloped and be integrated into the Commercial-Employment district. Redevelopment efforts should implement clear pedestrian connections into and around the district, providing a safe and contiguous network throughout the neighborhood that encourages bike and pedestrian use as an alternate mode of transportation.



Example of Commercial-Employment Redevelopment

