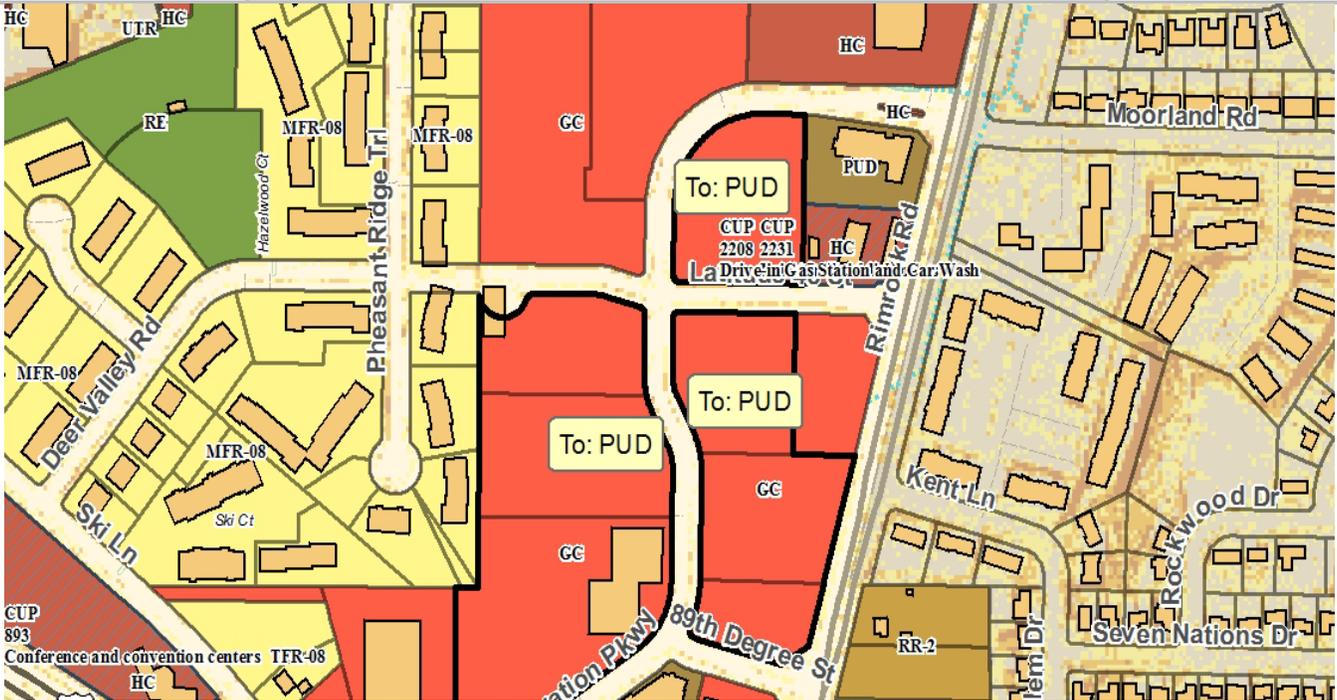


Staff Report  Zoning and Land Regulation Committee	Public Hearing: February 22, 2022	Petition 11801	
	<u>Zoning Amendment Requested:</u> GC General Commercial District TO PUD Planned Development District		
	<u>Size:</u> 17.2 Acres	<u>Survey Required:</u> No	<u>Town/Section:</u> MADISON, Section 36
	<u>Reason for the request:</u> Planned Unit Development to allow mix of commercial and residential uses and a 5-foot street setback for various lots in the Novation Campus development		<u>Applicant:</u> Alexander Company
		<u>Address:</u> LOTS 7, 8, 9, 10, 11, 12 NOVATION CAMPUS	



DESCRIPTION: Applicant is requesting approval of a Planned Unit Development designation for properties located within the Novation Campus in the town of Madison. The request is essentially to allow for a 5' street setback along with a mix of commercial and residential uses. The current GC (General Commercial) zoning has a 10' setback requirement. No other deviations from the GC zoning regulations are requested. No timeline for development is indicated in the application materials.

OBSERVATIONS: The property consists of 7 separate, mostly undeveloped parcels that are part of the larger Novation Campus Development located in the Southdale Neighborhood just south of the beltline. The campus was approved in 2008 as part of an urban brownfield project intended to revitalize the area and provide employment, retail, and a variety of housing options to the Southdale neighborhood. Neighboring properties are a mix of residential and commercial uses, and include senior housing, apartments, and offices. All but one of the subject properties are currently undeveloped.

There is a [cooperative planning agreement](#) between the town of Madison, City of Madison, and City of Fitchburg that was adopted by the communities in 2003. The plan addresses a wide range of topics, including land use issues, annexation, and the eventual attachment of town lands to the respective cities by 11:59pm on October 30, 2022. The subject property will become part of the city of Fitchburg under the cooperative agreement and preparations for the attachment are underway.

TOWN PLAN: The property is located within the town of Madison and city of Fitchburg's Southdale Neighborhood planning area. The Town of Madison does not have a comprehensive plan which complies with the state comprehensive planning law. However, the Town of Madison approved a Master Plan for the Novation Campus area in 2008. The campus is designed as an urban commercial area which provides a mixture of commercial and residential uses, with more emphasis on commercial uses.

CITY OF FITCHBURG: This area is also noted in the City of Fitchburg’s [Southdale Neighborhood Plan](#). The properties are within the *commercial-employment center* planning district, which includes a mix of retail, office, light industrial, hotel, and residential uses. The plan suggests density ratios of 20-30 dwelling units per acre and building setback in close proximity to the street appropriate to an urban environment. The proposal appears to be reasonably consistent with the policies found in the plan.

RESOURCE PROTECTION: No resource protection areas located on the property.

STAFF: A Planned Unit Development consists of a two-stage process. The first is the General Development Plan (GDP), which outlines the nature of the Planned Unit Development and provides information necessary for consideration and decision making by the town and county. The second step involves submittal of a Specific Implementation Plan (SIP), which documents the detailed actions the applicant will take to implement the General Development Plan.

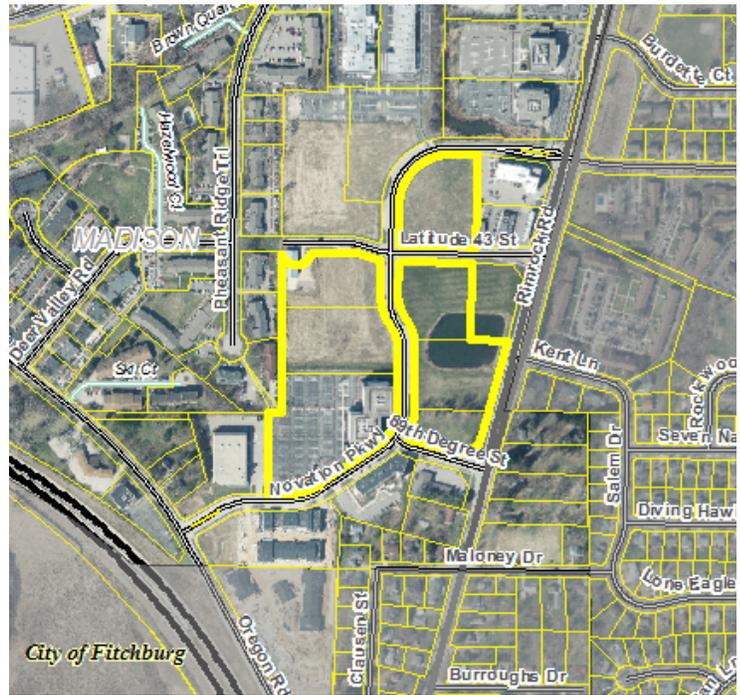
The applicant has provided the following summary of the request:

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.

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.



Planned Unit Development area

As noted above, the property is located in an area that will be attached to the city of Fitchburg in fall of 2022. There is at least one property that may be developed prior to the city taking over jurisdiction, which is why the applicant is pursuing approval of a PUD designation at this time.

If the petition is approved, the following uses would be permitted on the properties:

- Multi-Family & Mixed Use Residential
- Outdoor storage
- Front Yard Setback of 5'
- Signage allowed per approved SIP

All the other standard setbacks, standard parking requirements, and standard land uses listed in the General Commercial Zoning District would apply.

The applicant has been in discussions with the city of Fitchburg regarding plans for the property and anticipates that PUD zoning will be assigned by the city to allow for a relatively seamless transition upon attachment.

Specific Implementation Plans will be submitted to the appropriate jurisdiction(s) prior to development to ensure consistency with the GDP and Southdale Plan.

Staff has received email correspondence from a resident of the area who opposes the petition and plans to speak to their concerns at the public hearing. In accordance with the ZLR Committee's rules and procedures, staff recommends postponement of the petition at the 2/22 hearing due to the anticipated public opposition.

STAFF UPDATE: This petition was postponed at the 2/22 public hearing due to public opposition from nearby residents who've lived in the area for ~30 years. Concerns were expressed with the overall intensity of development occurring in the area and a loss of the rural atmosphere over the years. The applicant responded by indicating the Southdale Plan and Novation Campus developments have been unfolding over the past 10+ years.

Staff requested that the applicant provide some additional detail regarding the general development plan, including clarification over planned outdoor storage. The applicant indicated that outdoor storage uses are intended solely for the parcel anticipated to be developed as the new location of [Rutabaga Paddlesports](#), and would entail the storage and display of merchandise. Outdoor storage, as well all other aspects of future development of the affected properties would be subject to review and approval as part of the Specific Implementation Plan (SIP) process.

Staff recommends approval of the petition with the following condition:

1. For any development proposal made while the subject properties remain under Town of Madison and Dane County land use jurisdiction, the owner / developer shall submit Specific Implementation Plan(s) in accordance with the requirements of [section 10.291](#), Dane County Zoning Ordinance. Said Specific Implementation Plan(s) shall also be submitted to the City of Fitchburg for review and comment.

Any questions about this petition or staff report, please contact Majid Allan at (608) 267-2536 or allan@countyofdane.com

TOWN: The town of Madison approved the petition with no conditions.

Existing Project Character & Landscape Exhibit



2500 Rimrock



2550 Novation Parkway

Novation Senior Commons



Artisan Village Aerial

Tech One Two