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DIRECTOR

Date: June 5, 2017

To: Planning Commissioners

From: Rodney J. Scheel  
Director of Planning & Development

Michael P. Stacey  
Zoning Administrator/Assistant Planner

Subject: Agenda Item for the June 12, 2017 Planning Commission Meeting.

**Request by Kettle Park West LLC to approve a General Development Plan (GDP) for Kettle Park West Commercial Center, Lots 3, 4, 5 and 7.**

The intent of this request is to separate the remaining lots from the original KPWCC General Development Plan to allow for a more efficient specific implementation plan review process and include additional exceptions up front that would normally apply to a big box or larger retail site. The GDP document including requested exceptions are provided along with the ordinance, staff review and other submittal materials. The provided GDP document is a comparison document to show what has changed from the originally approved GDP. A public hearing and recommendation to Council are necessary.

# **Kettle Park West Commercial Center Planned Development District (PD)**

## **General Development Plan (GDP) for Sites 3, 4, 5 and 7**

**May 31, 2017**

Subsections renamed  
and reorganized for  
flow / clarity

## Table of Contents

Page

Table of Contents .....	2
Statement of Intent .....	3
Compatibility with City Plans .....	4
• 51 x 138 Westside Detailed Neighborhood Plan	
• City 2012 Comprehensive Plan	
• Key Planning Considerations for the Kettle Park West Commercial Center	
Project Description .....	12
• General Description	
❖ Management and Maintenance	
❖ Development Sequence and Phasing	
• Descriptive Statistics and Development Parameters	
• Treatment of Natural Features	
• Relationship to Adjoining Properties and Street Network	
• Rationale for PD Zoning	
• Proposed Site Development Restrictions and Standards	
❖ Land Use	
❖ Density and Intensity Standards	
❖ Bulk Standards	
❖ General Site and Landscaping Guidelines	
○ Principles	
○ Site and Building Guidelines	
○ Landscaping Guidelines	

## Exhibits

Kettle Park West Commercial Center Master Plan for Lots 3, 4, 5 and 7 Dated 05-05-2017 (11 x 17)

Map showing GDP Boundary and Property Owners within 300 feet.

Street Frontage Planting Exhibit

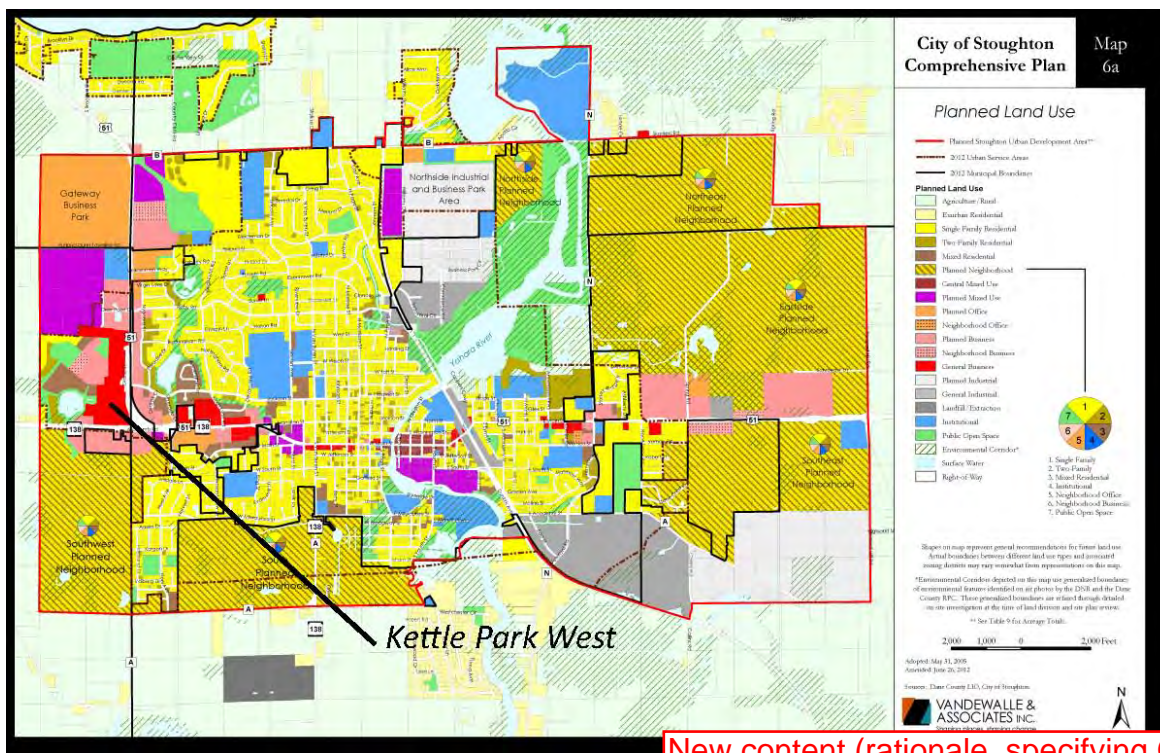
General KPW overview and background information moved up from other sections, minor wordsmithing

## Statement of Intent

The Kettle Park West Commercial Center (KPWCC) is a 37-acre development on the west side of the City of Stoughton at the northwest corner of US Highway 51 (USH 51) and State Highway 138 (STH 138). The intent of this General Development Plan (GDP) is to outline the land uses that comprise the remaining undeveloped lands within the Commercial Center (Lots 3, 4, 5 and 7), to provide a rationale for the Planned Development District zoning, and to describe the development (zoning) standards that will be applied within the District. These zoning requirements provide the framework for effectively implementing the City's Comprehensive Plan and address land use, building intensity, site development, architectural design standards, and public spaces and amenities. The end goal is to create development parcels that will be attractive for new business investment into the community.

## Background

Planning for the Kettle Park West Master Plan began in fall of 2009 and was the impetus for the creation of the 51 x 138 *Westside Detailed Neighborhood Plan* that covers the surrounding 295+ acre area west of USH 51 and Hoel Avenue. In 2012, the Neighborhood Plan was adopted as part of the City of Stoughton Comprehensive Plan. The Westside neighborhood is planned to include a community scale commercial center, lots for business and employment opportunities, a diverse mix of housing opportunities supported by a new City park and a neighborhood retail center, and over 40 acres of naturalized open space. The KPWCC General Development Plan was adopted for the 37-acre Commercial Center in 2013, amended in 2014, and the first commercial sites have begun to develop within the KPWCC.



New content (rationale, specifying GDP scope with fewer sites vs. 2014 GDP)

## Rationale for Amendments

This GDP is based on the current GDP for the entire Commercial Center, approved in Ordinance O-29-2014 adopted by the Stoughton City Council on 25 November 2014, with some modifications. The objectives of this GDP are (1) to update the GDP standards for the remaining undeveloped sites (3, 4, 5 and 7) based on lessons learned over the first few years of the project, (2) provide a clearer, more readable document, and (3) establish effective zoning standards for the remaining undeveloped sites



within the Planned Development. (This GDP excludes the Walmart and Kwik Trip sites, which have already been approved).

For the remaining undeveloped sites within the KPWCC, this GDP provides clarity to how City zoning standards will be applied to smaller-scale developments and sites with multiple buildings, based on the developer's experience with SIP submittals over the first three years of the project.

Due to the scale of the site and in consideration of the potential for changing economic conditions in the real estate market, KPW LLC has prepared this GDP with a degree of flexibility to allow for adaptation to new products and consumer expectations. It is anticipated that changes to the GDP may be warranted over time. It is recognized however, that such future amendments will become effective only after review and approval by the City.

This document has been prepared to satisfy the requirements of the *Stoughton City Code Section 78-914 (7)* pertaining to General Development Plans. The proposed development will be compatible with current City and State regulatory standards and administrative policy directives. (Note: The required location map, legal description and listing of adjoining Property Owners are included in the *Exhibits Section*.)

## Compatibility with City Plans

Compatibility addressed in this section, similar content eliminated from later sections and incorporated here

As the project has progressed through development, the vision for the neighborhood has evolved to be the cornerstone of the planned mixed-use neighborhood located on the west side of the City of Stoughton.

### 51 x 138 Westside Detailed Neighborhood Plan

The Neighborhood Plan articulates the framework to guide the planning and design for development of this key gateway location. The development in this area is planned to be predominantly commercial in character along the highway frontages, and transitioning to residential land uses as distance from the highways increases. The table below summarizes the general land uses approved for the Westside neighborhood.

Table 1 51 x 138 West Side Neighborhood Plan		
Generalized Land Use	Acres	%
Residential Neighborhoods (including civic uses)	78	26%
Neighborhood Commercial Centers	9	3%
Community Scale Commercial Uses	46	16%
Employment Focused Uses	43	15%
City Utility Substation	4	1%
Open Space (including: parks, conservancies and stormwater management)	44	15%
Streets and Highway Rights-of-Way (ROW)	71	24%
Total	295	

The proposed KPWCC development is consistent with the neighborhood envisioned and articulated by the adopted *51 x 138 Westside Neighborhood Plan* and will be an asset to the City of Stoughton. The proposed land uses and infrastructure are critically important first elements for the implementation of the City's long-term management strategy and community goals for this area.

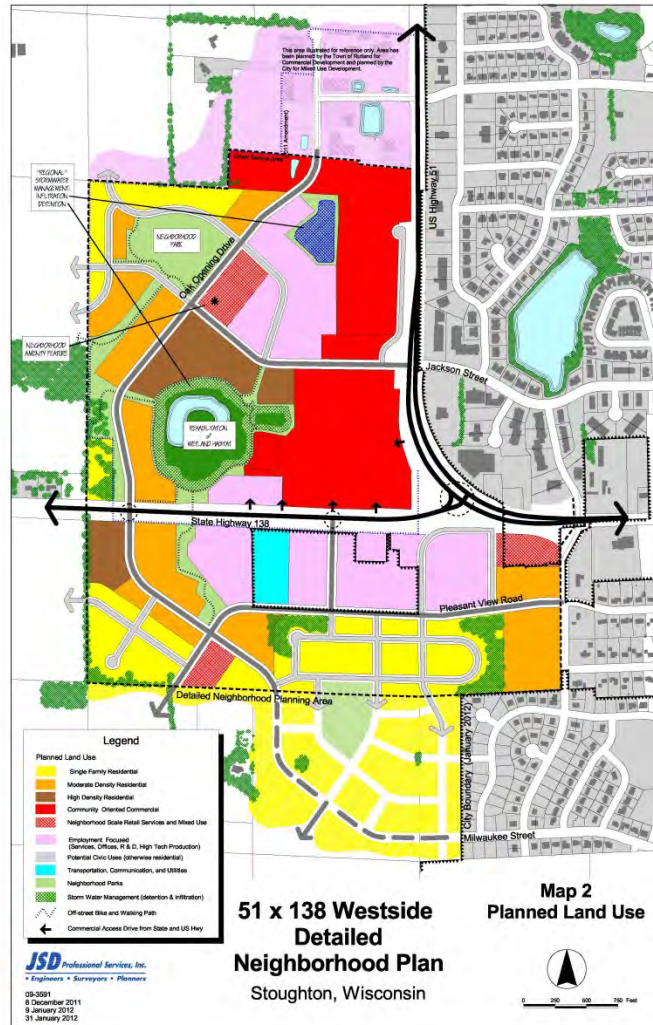
### City of Stoughton Comprehensive Plan

As the original Kettle Park West General Concept Plan and its companion document, the *51 x 138 Westside Neighborhood Plan*, were the basis for the amendment of the City Comprehensive Plan, this proposed General Development Plan for Lots 3, 4, 5, and 7 of the Commercial Center is consistent with the City Comprehensive Plan.

The following general principles were utilized as a foundation for preparing the *51 x 138 Westside Detailed Neighborhood Plan* and are reflective of the City's Comprehensive Planning Goals and Policies:

- Economic Opportunity:** The addition of a new neighborhood encourages economic prosperity for the community by increasing the amount of area for new employment opportunities, expanding the City's tax base and addressing the market needs of City and area residents for consumer goods and services.
- Sustainability:** Developing a new neighborhood on the Westside of the community should balance today's economic and social forces against the environmental imperatives of resource conservation and renewal. Sustainable development includes and incorporates ecological integrity, economic prosperity, and social equity.
- Natural Resources Stewardship:** All uses within the neighborhood should minimize their environmental impact through well-conceived site planning and attention to maintaining both the built environment and naturalized areas. Examples of stewardship activities include: considering the use of porous pavement for parking lot surfaces and pedestrian and bike paths, providing bike racks and transit stops (when service becomes available) to encourage alternate modes of travel, and minimizing light pollution and energy consumption with LED luminaries and "dark sky" standards. Additionally, all uses within the neighborhood (commercial, offices, manufacturing and residential) should use appropriate water and waste reduction/recycling techniques, "green" products and earth-friendly processes in their operations and inventory to the extent practical.

These paragraphs moved up from "Key Planning Considerations" section



- **Social Equity, Responsibility, and Quality of Life:** A new neighborhood provides an expanded inventory of housing styles and opportunities for current and future residents, and provides the desired elements of the community's quality of life: walkable, vibrant residential areas, natural open spaces, and convenience to shopping, services, work, schools, cultural activities and recreation.

### ***Key Planning Considerations for the Kettle Park West Commercial Center***

Minor wordsmithing  
in this section

Kettle Park West generally refers to the 175+/- acre tract located in the northwest quadrant of the USH 51 and STH 138 intersection. The Kettle Park West Commercial Center pertains to the approximately 37 acres in the immediate corner of the intersection. This is part of the 46-acre area designated by the City as a Community Scale Commercial Land Use area that extends north along the USH 51 frontage including the existing auto dealerships.

#### Maximizing Business Development Opportunities

Stoughton's commercial property inventory is dominated by small retail shops and reflects the history of the business district and its generally successful focus on specialty retail trade catering to visitors to the community. The 2012 retail market analysis prepared by Vierbicher indicates that the mix of retail businesses in the City is not addressing the needs of City residents. Residents are traveling to the Madison Metropolitan Area for greater shopping opportunities and spending an estimated \$80,000,000 annually.

Several factors appear to be contributing to the leakage of consumer spending from the City's economy. This includes a significant portion of the population routinely commuting to Madison to work, the relative ease and convenience of the regional highway network, more opportunities for comparative shopping, and the very limited selection of retail goods in Stoughton. Currently there are few business development sites in the City that can accommodate stores that support modern retailing practices and operations – large format (>60,000 SF) or medium format (20,000 SF to 60,000 SF) retail buildings.

The location of the Kettle Park West Commercial Center has excellent visibility and accessibility to the surrounding market area – characteristics that are extremely important to larger scale retail and service businesses.





## Access and Circulation

The commercial location is well integrated into the existing transportation network within the community and is conveniently accessible for consumers traveling on foot or bicycle. From a regional market perspective, this commercial location will be beneficial to the community residents as it will provide broader, more diverse local shopping opportunities that will reduce the need to travel to the Madison area for day-to-day goods and services.

The regional highway network serving the site is dominated by USH 51 and STH 138, which adjoin the Kettle Park West Commercial Center site on the east and south, respectively. The Average Annual Daily Traffic (AADT) has increased annually in past years, and traffic delays have occurred at intersections during peak traffic hours:

- The AADT on USH 51 based on 2012 counts is 12,700 vehicles per day south of STH 138 and 8,500 vehicles per day north of STH 138. Traffic on STH 138 is 6,900 vehicles per day. Traffic on both highways was projected by the DOT to increase at a rate of 1.4 percent annually.

This section updated in places to reflect status of roadway plans. Some detail omitted where the engineering plan review process will determine specifics.

The functionality of the USH 51 x STH 138 intersection, as measured by the calculated Level of Service (LOS), had been steadily deteriorating and was rated to be at LOS D for the morning peak hour and LOS C for the afternoon peak hour. The left-turn movement from STH 138 onto USH 51 was rated a LOS F. (Note: Level of Service is a calculated measurement of the generalized travel delay that occurs at an intersection. Though it can vary by rural, suburban, or urban settings, street characteristics, and signal sequencing, LOS A is generally a 0 to 15 second delay, and comparatively, a LOS F could be a delay of over 60 seconds.) Temporary improvements were made in 2016 including additional eastbound left turn lanes and signals to improve LOS at the intersection until major reconstruction occurs.

Improving the traffic circulation and functionality of this intersection of two arterial highways will create a significant public benefit for the City and region. The City and FDG have been collaborating with the Wisconsin Department of Transportation (WisDOT) to improve this segment of highway.

The Tax Increment Finance District that has been recently approved for this area will provide a critical financing to help achieve these public improvements.

In addition, the KPWCC integrates bike and pedestrian paths that will connect with the City's existing bike route network and ensure accessibility by multiple modes of travel.

## Utilities

Updated wording to reflect current status

During the review process for the approved Urban Service Area Amendment, analysis of the City's water, sewer and electric utility infrastructure determined that there were no deficiencies in the City's capacity to serve the proposed Kettle Park West development.

Water service consists of a looped 10 inch main extending from Hoel Street west along STH 138, extending north through the Kettle Park West Commercial Center and connecting back to the existing water main in Jackson Street.

Sanitary sewer infrastructure extends westerly from Jackson Street with a service main extending into the project site. The next phase of the Kettle Park West development will extend a sanitary interceptor main westerly along the new Jackson Street alignment.

The water main and sanitary sewer main was constructed within a public easement that parallels USH 51 and water main looping along the south and west boundaries of the Commercial Center.

Electric and natural gas service have been installed by Stoughton Utilities and Alliant Energy.

Minor wordsmithing in this section (primarily to reflect status of wetland/resource planning)

### Topography and Stormwater Management

The general topography of the planning area is gently rolling terrain with surface drainage flowing to a small depressional wetland that is located immediately west of the Kettle Park West Commercial Center. The closed watershed of this wetland complex encompasses over 184 acres, and includes lands on either side of STH 138.

The Kettle Park West Conceptual Master Plan proposed avoidance of the wetland habitat to maintain it as a main visual and recreational amenity for the development. It is envisioned that this wetland habitat will be conserved and will have a perimeter walking/bike path to provide an exceptional recreational amenity benefiting neighborhood residents, employees, and the community in general.

A major component of the Capital Area Regional Plan Commission (CARPC) approval of the Urban Service Area to serve Kettle Park West revolved around effective techniques to manage stormwater and the water quality of run-off that feeds this wetland. Since this watershed has no natural outlet, all of the stormwater must be contained and infiltrated within the basin to reasonably replicate natural (existing) conditions.

The preliminary generalized stormwater management plan approved by CARPC includes maximizing opportunities for infiltration of “clean” rooftop run-off, effective treatment of parking lot run-off to mitigate contamination and remove 80% of sediments, periodically re-charging the water levels in the wetland, and infiltrating 100% of excess stormwater run-off. To accomplish this, site grading within the Kettle Park West Commercial Center has been designed to collect and treat stormwater from the impervious surfaces (parking lots), and convey the “treated” water to both the wetland area immediately west of the center and to the infiltration basin located approximately 800 feet north of Jackson Street.

The infiltration basin is strategically placed in soils with high permeability and will be restored with deep-rooted prairie and drought tolerant vegetation in order to maximize stormwater infiltration and provide sustainable wildlife habitat.

In addition to being an integral component of the stormwater management system, this infiltration basin is also intended to be managed as a community open space amenity providing a naturalized environment for the neighborhood and passive recreation opportunities for walking and wildlife viewing.

Significant site grading will take place in order to accommodate the stormwater management system, maintain the ecology surrounding the “kettle” wetland, and create viable and functional building pads for the commercial uses that are being recruited for the KPWCC.




All of the on-site grading and the stormwater management facilities will be privately constructed by KPW LLC and will be operated as a private system, subject to a recorded maintenance covenant that will be formulated and approved as part of the stormwater permitting process. At a future date, as planning for other phases of Kettle Park West moves forward, KPW LLC may propose that the stormwater management facilities be dedicated to the City of Stoughton as a regional stormwater facility.

#### Architectural Character and Sense-of-Place

From a community design perspective, the KPWCC will be critically important as the west “gateway” to the City, as articulated in the 2012 Comprehensive Plan. Creating and maintaining a distinct edge between the nearby “*rural landscape*” and the City will be achieved by:

- Assertively managing land use to avoid “strip” commercial development that could stretch along the corridor,
- Establishing strong architectural design expectations for all buildings and uses visible from USH 51 and STH 138,
- Creating visual landmarks at the Jackson Street – USH 51 intersection, and at the USH 51 - STH 138 intersection, and
- Installing attractive landscaped environment that both integrates and enhances the naturalized open space of the Kettle/wetland into the visual character of the development.

The transportation network improvements, conservation efforts, and architectural considerations described above are all key to the City’s efforts to create “landmark” features and achieve a unique identity for this “gateway” location.



Paragraph re-worded for better flow as a section conclusion



## Project Description

### General Description

Zoning Citation: 78-914(7)(a)3.a

Paragraphs re-worded slightly for clarity and flow. Some language related to Walmart site removed due to site being not part of this GDP.

The Kettle Park West Commercial Center is envisioned to be an attractive shopping destination for Stoughton area residents. KPW LLC has successfully directed its business recruitment efforts toward attracting a diverse mix of users and tenants.

Located at the intersection of USH 51 and STH 138, KPWCC is the most intense land use proposed within the 46-acre community-scale commercial area shown in the Neighborhood Plan (the area that includes KPWCC and the existing commercial lands that extend north along the USH 51 frontage.) With this high visibility and accessibility from the two major arterials, the types of uses anticipated for this district include businesses focused on customers who typically travel by car and larger-scale retailers and service uses that typically require significant area for display of inventory (e.g. car dealerships). This commercial location benefits the community in that residents will not need to travel to the Madison Metropolitan Area for goods and services. If the customer so chooses, the location also has an additional advantage in that it is accessible by other travel modes such as bicycling and walking.

The KPWCC has been designed to accommodate a diverse combination of businesses that would be attractive to and primarily supported by a “community-scale” market area, as opposed to business primarily focused on serving the immediate neighborhood. The main “anchor” business site within the Commercial Center was therefore designed to accommodate the requirements of a medium to large-format retail business.

A crucial consideration in the design of the KPWCC is a recognition that real estate markets can change modestly or dramatically in the time between planning and implementation, as well after implementation. Incorporating flexibility into the plan allows the project and the City to be responsive to market changes. Marketing and recruitment experience since 2011 to the present indicates that a simpler, more tailored approach to applying zoning standards is needed for the remaining undeveloped parcels in the KPWCC, particularly those with multiple smaller-scale buildings.

The KPWCC Master Plan in the Exhibits section has been updated to illustrate the overall arrangement of the development parcels within the KPWCC. To compliment the primary retail site and provide for more economic diversity, the KPWCC layout includes additional parcels for retail and service businesses. These sites provide opportunities for multi-tenant and smaller-scale retail buildings that would provide a variety of consumer goods, convenience retail, entertainment/restaurant and personal/professional services. All parcels within the GDP may be subdivided while meeting the underlying Planned Business zoning requirements except for where flexibility has been granted. Table 4 addresses provisions for flexibility. The vision for the development parcels shown on this GDP Master Plan is described below.

- **Parcel 3:** Designed to accommodate up to approximately 30,000 SF of commercial business space gross floor area (GFA) with development and building layout dependent on the status of the small degraded wetland currently located in the southerly portion of the site.
- **Parcel 4:** Intended to accommodate up to 35,000 SF GFA of commercial space housed in up to 3 buildings.
- **Parcel 5:** Intended to accommodate up to approximately 15,000 SF GFA of commercial space housed in up to 2 buildings. High quality architectural design is expected to compliment the prominent location at the Jackson Street – USH 51 intersection.

Bullets reworded for clarity, with some adjustments to total (per-parcel) anticipated GFA and building counts. Specific land uses addressed in subsequent section.

- **Parcel 7:** Intended to accommodate up to 30,000 SF GFA in up to 5 buildings.

Table 3 provides a summary of the development proposed for each GDP parcel.

See also comparison table  
attached to this document.

Note: Parcels 2 and 6 (Walmart and Kwik Trip sites, respectively) were previously developed under the 2014 City-approved KPWCC GDP, and remain subject to that zoning document. (During initial planning, KPW Parcel 1, located west of Walmart, was combined with the Walmart site to enlarge Parcel 2.)

### Management and Maintenance

Background / explanation added for Parcels 1, 2 and 6.

The ongoing management and maintenance of the common facilities and spaces within KPWCC is vital to the long-term economic viability and sustainability of the development and the adjoining future planned neighborhood. These facilities include: the stormwater treatment basin, the pedestrian plaza, commercial center signage locations.

To manage these spaces and to provide oversight of the development and operations of the KPWCC, a Business Owner's Association will be established. In the interim, KPW LLC will be responsible for common area maintenance and will establish and implement an architectural review procedure to ensure ongoing compliance with the design guidelines and standards established in this GDP and future site plans and Specific Implementation Plans (SIP).

### Development Sequence and Phasing

The physical development of the KPWCC will be accomplished through a series of land divisions and construction phasing, due to considerations for the timing of purchase agreements with underlying property owners and the projected development schedules of the various business prospects. KPW LLC anticipates that process will entail collaborating with the purchasers of each development parcel to formulate Specific Implementation Plans (SIPs) which will be submitted for City review and approval.



## Descriptive Statistics and Development Parameters

Zoning Ordinance Citation: 78-914(7)(a)3.b., and c

Table 2 updated with parcel and target land use descriptions, otherwise the same

Table 2 Kettle Park West Commercial Center Land Use and Anticipated Occupants			
Parcel		Parcel Acres	Building Size Projected Gross Floor Area
Community Commercial			
2 (Lot 2 CSM 14057) *	General Merchandise	15.49	155,000
3 (Lot 3 CSM 14057)	Retail/Office/Daycare/Ind. Commercial Ent.	2.48	30,000
4 (Lot 4 CSM 14057)	Specialty Retail (multi-tenant center)	3.06	35,000
5 (Lot 5 CSM 14058)	Financial Services/Office/Retail with drive-through	1.66	15,000
6 (Lot 6 CSM 14058) *	Convenience Retail (Fuel and Car Wash)	2.25	8,550
7 (Lot 7 CSM 14058)	Specialty Retail (multi-tenant center)	3.81	30,000
	Subtotal	28.75	273,550
Permanently Protected Open Space (not including landscaped area within lots)			
OL 1	Stormwater Treatment	2.72	
OL 2 & 2A	Stormwater Infiltration	3.49	
Future Jackson Street ROW		1.82	
STH 138 Roundabout Approach		0.17	
	Total	36.95	

(\*) Parcels previously developed and subject to 2014-approved GDP

Table 3 building descriptions revised to reflect potential building counts, and for wording consistency. GFAs and FARs updated.

Table 3 Projected Kettle Park West Commercial Center Development Density							
Parcel	Anticipated Building Type and Size	Parcel Area	Projected Floor Area Ratio	MAX FAR per Ordinance	Projected Impervious Surface Ratio	Max ISR Per Ordinance	
	Gross Floor Area (Sq. Ft.)	Sq. Ft.	FAR	FAR	ISR	ISR	
2	1-3 Buildings (1 Story) *	155,000	674,832	0.23	1.0	75%	75%
3	1 Building (1 or 2 Story)	30,000	108,163	0.28	1.0	75%	75%
4	Up to 3 Buildings (1 or 2 Story)	35,000	133,323	0.26	1.0	75%	75%
5	Up to 3 Buildings (1 or 2 Story)	15,000	72,286	0.21	1.0	75%	75%
6	Up to 2 Buildings (1 Story) *	8,550	97,873	0.09	1.0	75%	75%
7	Up to 5 Buildings (1 Story)	30,000	165,983	0.18	1.0	75%	75%
	Total	273,550	1,252,460				

(\*) Parcels previously developed and subject to 2014-approved GDP

Some updated language (in yellow) and minor wordsmithing to better reflect current state of wetland/resource planning

## Treatment of Natural Features

Zoning Ordinance Citation: 78-914(7)(a)3.d

Kettle Park West contains wetlands around the large kettle pond on the site of the former Mabie farm, and a small degraded wetland located to the east of the Mabie farm driveway. The large wetland area and kettle pond are outside of the Commercial Center, though they comprise the most substantial natural open space amenity for the development. After coordination with the WDNR, the avoidance option was pursued for the majority of existing wetlands. A disturbance of 0.23 acres was authorized by the WDNR for the smaller degraded wetland (the bulk of which lies on Parcel 3). A comprehensive wetland avoidance strategy was prepared by Montgomery Associates that serves as the framework for managing this ecological resource area. Consideration of eliminating the small degraded wetland and modifying and rehabilitating the large wetland to create additional habitat areas around its perimeter is still under review.



In order to create viable business sites within KPWCC, and especially to meet the requirements for the anchor building site on Parcel 2, the whole site was graded with a substantial volume of fill being placed in the westerly portions of Parcel 2.

As noted in the adopted Neighborhood Plan, it is KPW LLC's intention to continue to collaborate with the City to establish a wetland conservancy park and assist with the rehabilitation of this environmental resource. FDG is confident that with continued strong community support these areas will become an asset and a desirable amenity for the planned future neighborhood. KPW LLC continues to be supportive of City efforts to enhance the area as a passive recreation resource.

### Stormwater Management

The stormwater management system serving the KPWCC consists of on-site privately maintained storm sewers which collect roof water and parking lot run-off, a stormwater treatment pond to remove suspended solids, an engineered infrastructure system with pumps that "recharges" Mabie Farm ephemeral wetlands and discharges the excess water into a 3.5+/- acre system of infiltration basins.

All regulatory stormwater management requirements will be met, including all City of Stoughton requirements per Chapter 10 of the Municipal Code of the City of Stoughton, applicable requirements of the Capital Area Regional Planning Commission Resolution No. 2011-5, and Wisconsin Department of Natural Resources Chapters NR 151 and 216.

Additionally, infiltration of "clean" roof water will be encouraged on all of the development parcels through the KPWCC Landscaping Standards.

## Relationship to Adjoining Properties and Street Network

Zoning Ordinance Citation: 78-914(7)(a)3.e

Minor wordsmithing on this page to better reflect current state of infrastructure planning

### Adjoining Properties

KPW LLC has been collaborating with the City and the owner of the former Kayser Automotive property (Baxter Parcel) to coordinate the design and timing of a planned extension of Jackson Street. Dedication of right-of-way and the completion of the planned Jackson Street improvement was a component of the annexation agreement relating to the Baxter Parcel.

KPW LLC is also closely involved with the planning and development phasing of the land lying west of the KPWCC project area. As described in the adopted neighborhood plan, this area is intended to become a vibrant, walkable neighborhood focused on the intersection of Jackson Street and Oak Opening Drive and supported by a variety of housing opportunities and nearby employment.

### Access and Circulation

Traffic circulation to and from the Kettle Park West Commercial Center will utilize direct access to USH 51, STH 138, and Jackson Street (extended). WisDOT approved the access drives to USH 51 and STH 138.

KPW LLC conveyed the Jackson Street ROW to the City in conjunction with the annexation of the adjacent Baxter Property. The design for Jackson Street is a 40 foot wide collector street with a sidewalk along the south side of the ROW and a 10 foot wide bike path along the north side. On-street parking would likely not be permitted along the KPWCC frontage.

The KPWCC is linked to the City's bike route network with a 10 foot bike path being constructed along the north ROW of Jackson Street, the west ROW line of USH 51 and the north ROW of STH 138. Future phases of Kettle Park West are anticipated to include extending these paths to Oak Opening Drive with linkages to the City's proposed West Bike Path.

Within the KPWCC, the vehicle circulation network relies primarily on a private street extending north and south through the easterly portion of the site. The private street will be 25 feet wide with curb and gutter.

A 5 foot wide sidewalk will be constructed along the east side of the private street to provide pedestrian access along the full length of Parcels 5, 6 and 7 and connecting to the sidewalk and bike path along Jackson Street, USH 51 and STH 138. A sidewalk is not proposed along the west side of the private street except where it may be warranted to provide access to a building with store-fronts facing the private street.



## Rationale for PD Zoning

Zoning Ordinance Citation: 78-914(7)(a)3.g

The KPWCC is envisioned to be a catalyst to expand commercial and business opportunities for the City. In addition to creating new building sites, the Center promotes an integrated network of streets, bike paths, and public spaces that will transition to a future mixed use neighborhood to the west. The coordination of these uses and amenities is only possible through the framework that is created by an overall Planned Development Process.

While the standards for the KPWCC will primarily follow those of the City's traditional Planned Business zoning district, tailoring certain standards would allow a more streamlined and efficient process for reviewing designs for individual site plans as they come forward, particularly on sites with multiple buildings. The Planned Development District allows the needed flexibility and coordination between uses and infrastructure that the City and KPW LLC need to achieve the design intent articulated in the 51 x 138 *Westside Neighborhood Plan* and the objectives of the Comprehensive Plan.

New  
language  
added



## Proposed Site Development Restrictions and Standards

Zoning Ordinance Citation: 78-914(7)(a)3.i

### A. LAND USE

Except as listed below, all uses, buildings and other improvements that are allowed as permitted uses in the Planned Business District under the City of Stoughton Zoning Code are permitted uses, buildings and structures within in Kettle Park West Commercial Center. Conditional uses in the Planned Business (PB) District are also permitted in the Kettle Park West Commercial Center, if they are listed below as a "targeted" use or are allowed by the City through the Planned Development approval procedures and standards in the City of Stoughton Zoning Code.

#### Targeted / Priority Land Uses [Refer to Stoughton Code of Ordinances 78-206]

- (4)(a) Office
- (4)(b) Personal or Professional Services
- (4)(c) Indoor Sales or Service
- (4)(g) and/or (8)(g) In-Vehicle Sales or Service
- (4)(h) Indoor Commercial Entertainment
- (4)(m) Group Day Care Center (9+ children)

Revised language on conditional uses, "targeted" land uses now listed in this section instead of elsewhere

#### Prohibited Uses [Refer to Stoughton Code of Ordinances 78-206]

- (1) Residential Land Uses
- (2) Agricultural Land Uses
- (3)(f) Institutional Residential Development
- (3)(g), (3)(h), and (3)(i) Community Living Arrangement
- (4)(j) Commercial Animal Boarding
- (4)(l) Bed and Breakfast Establishment
- (4)(n) Campground
- (4)(o) Boarding House
- (4)(p) Sexually-Oriented Land Uses
- (5) Storage or Disposal Uses
- (6) Transportation Land Uses
- (7) Industrial Land Uses
- (10)(a) Small Wind Energy System
- (10)(b) Commercial Wind Energy System

#### Prohibited Accessory Uses

- (8)(a) Upper Story Dwelling Unit
- (8)(b) Farm Residence
- (8)(c) Detached Residential Garage, Carport, Utility Shed
- (8)(m) Migrant Labor Camp
- (8)(u) Individual Septic Disposal System
- (8)(w) Caretaker's Residence

#### Prohibited Temporary Land Uses

- (9)(i) Temporary Shelter Used for Seasonal Storage of Vehicles, Equipment, or Materials

(Note: Temporary shelter associated with outdoor displays or limited term entertainment events and outdoor assembly activities subject to approval by the Kettle Park West Commercial Center Owners Association and the City under the provisions of Section 78-906.)

#### Additional Prohibited Uses

- Animals, except those that may be involved with a permitted temporary entertainment event.
- Casino or Bingo Hall.
- Parking or outdoor storage of any abandoned or inoperable vehicles or equipment.

## **B. DENSITY AND INTENSITY STANDARDS**

All parcels within the KPWCC will comply with the maximum Floor Area Ratio (FAR) of 1.0 and provide a minimum of 25% open space, as is typically required of developments in the Planned Business (PB) district. However, as parcels may be subdivided in the future for the purpose of managing multi-building sites, it is the developer's intent that open space requirements be applied to the overall GDP parcels as currently shown, and not to new lots resulting from land divisions or condominium plats (see Table 4). The reason for this is that the open space configuration shown in the KPWCC Master Plan reflects the stormwater management and landscaping needs of the overall development, and this configuration may or may not align with future subdivisions done for management purposes. (Note: The term "open space" for purposes of this GDP includes lawn, landscaped planting beds, foundation landscape beds, on-site stormwater management facilities and vegetated parking lot tree islands. The percentage is calculated as a fraction of the total GDP area, net of public dedications, maintained as open space).

## **C. BULK STANDARDS**

All buildings within the KPWCC will comply with the minimum setbacks and maximum building heights stipulated in the Planned Business (PB) District under the City Zoning Code. Any applicable WisDOT highway standard setbacks would apply to the site as found in Wisconsin Administrative Code – Trans 233.08(2)(b).

Only one exemption is requested to bulk standards, to allow a zero setback for pavement where shared parking and access drives are approved by the City as part of a Specific Implementation Plan (SIP). See Table 4 for more information.

## **D. GENERAL SITE AND LANDSCAPING GUIDELINES**

The visible façades of buildings are a significant component of the "first impression" and "sense-of-place" of a site. Buildings form visual gateways, edges and backgrounds; their architectural elements and choice of building materials create visual character and interest; and their scale or massing contribute to the "feel" experienced by visitors and passersby. Overall site design and specific building details need to be integrated to present a unique, inviting and memorable place.

The desire is to create a commercial area with a "sense-of-place" with visual elements (such as architectural features and materials, lighting fixtures, and streetscape and landscaping elements) that carry through the entire area. The desired result is for the KPWCC to be an attractive, convenient, and viable "commercial node" providing services and retail goods to the surrounding community, including both urban and rural market area.

Development Guidelines set basic parameters, describe preferences, and illustrate design intent for building and site development within the KPWCC. The following guidelines are a framework within which creative design can and should occur:

### **Principles**

- Encourage a variety of building types and styles expressed both in large scale (overall building) and small scale (architectural features) design elements.
- Promote interesting, animated architectural features without being thematic or artificial, by utilizing a diverse mix of materials applied in a variety of proportions, exposures, and detailing.

- Promote five (5)-sided architecture to avoid unsightly views of large unarticulated building elevations; especially side and rear elevations, un-screened roof appurtenances, utility, and mechanical features from street ROWs, customer parking areas, and community spaces.
- Emphasize important wayfinding nodes within the Kettle Park West development by placing distinctive architectural elements or interesting façades at prominent locations visible to people traveling to the site and moving within the site.
- Encourage a variety of building heights.
- Emphasize the pedestrian's experience with site and architectural features at street level (canopies, material details, and vegetation), and by creating comfortable public spaces (promenades, plazas, and alcoves, safe pathways, and shaded and open to sky spaces).
- Minimize and buffer views of service entries, loading facilities and utility and mechanical services.
- Promote "Green Building" techniques and use of sustainable materials.

#### **Site and Building Guidelines**

This section now contains broad guideline language, requests exemption for buildings <20,000 sf from Large Development standards. All proposed review standards are now in Table 4.

The remaining undeveloped parcels in the KPWCC will generally comply with the City's zoning standards for the Planned Business (PB) District. Because these are smaller development sites, site plans for buildings 20,000 square feet in size and smaller are not subject to review per the Large Development standards in Section 78-205(11). Instead, the following standards are proposed, which incorporate the standards from the 2014 GDP, and either meet or exceed the City's regular commercial site standards.

#### Buildings

The goal of the development is to ensure quality building design throughout the KPWCC. Table 4 contains the specific standards that will apply to buildings. Exemption requests may be made for individual SIPs based on corporate franchise standards for development.

#### Parking & Access

Parking and access routes within KPWCC will be designed to facilitate safe and easy access for all users, and to minimize the amount of pavement needed to accommodate development, in keeping with the principles and policy goals noted above. Table 4 contains the specific standards that will apply to parking and access infrastructure. Minimum and maximum parking standards are proposed to apply to GDP parcels as shown on the Master Plan, with shared parking provisions that account for specific land uses and their respective hours of peak use.

#### Landscaping and Amenities

Developing parcels within Kettle Park West are encouraged to utilize native and adaptable plant species that highlight regional and climatic themes. South Central Wisconsin and the area Southwest of Stoughton feature landforms such as the large "Kettle" directly west of the Kettle Park West Commercial Center that is consistent with the ecological history of the area. These open space features contribute to the overall character of the site, provide native fauna and flora habitat and encourage natural design within the context of the region.

	<div> <div>Table 4</div> <div>KPWCC Planned Development Building and Site Zoning Standards</div> </div>			
	Proposed GDP Standards		Rationale	GDP Meets or Exceeds Zoning Standards
BULK AND DENSITY STANDARDS	Gross Density	1.0 FAR, no max Bldg size	Existing Planned Business (PB) District standard.	<b>X</b>
	Minimum Lot Size	20,000 sf / 100 ft wide at front setback line	Existing Planned Business (PB) District standard.	<b>X</b>
	Front/Street Building Setback	20 ft	Existing Planned Business (PB) District standard.	<b>X</b>
	Side Setbacks	10 ft (4 ft for accessory buildings)	Existing Planned Business (PB) District standard.	<b>X</b>
	Rear Setback	20 ft	Existing Planned Business (PB) District standard.	<b>X</b>
	Minimum Building Separation	20 ft	Existing Planned Business (PB) District standard.	<b>X</b>
	Driveway Width	Maximum 40 ft for commercial	Existing Planned Business (PB) District standard.	<b>X</b>
	Pavement Setback from Lot Line	5 ft (side and rear) / 10 ft (from ROW)	Zero-foot pavement setbacks are allowed with City approval of site plans that feature shared parking and access drives. <b>Rationale:</b> This clarifies an existing GDP standard that requires direct connections between sites wherever possible. Shared access drives are desirable in areas to boost safety on surrounding streets and minimize the number of access points. It is common for communities to allow shared parking and access. Stoughton's standards for large developments specify that site designs shall provide direct connections to adjacent land uses if required (Sec. 78-705(11)(f)).	Flexibility requested
	Maximum Building Height	4 floors / 45 ft	Existing Planned Business (PB) District standard.	<b>X</b>
	Minimum Landscape Surface Ratio (LSR)	25%	Existing Planned Business (PB) District standard. This is intended to be applied to current GDP parcels, though parcels that are subdivided in the future for the purpose of managing multi-building sites may result in ownership parcels with less than 25% open space. The open space configuration shown in the KPWCC Master Plan reflects the stormwater management and landscaping needs of the overall development, and this configuration may or may not align with future subdivisions done for management purposes.	<b>X</b>
BUILDINGS	Landscaping and Bufferyards	As required between different zoning districts per Sec. 78-610 (N/A within KPWCC)	Existing Planned Business (PB) District standard.	<b>X</b>
	Minimum/Maximum Parking	As required for various land uses, with provisions for shared parking and access and peak-hour use.	See below.	<b>X</b>
	Group Development standards – Subsection 78-205(12).		While these may not technically apply to Planned Development sites, sites in the KPWCC will comply with the Group Development standards requiring (a) an adequate number of waste bins, (b) general compliance with the intent of the zoning code, and (c) safe pedestrian and bicycle access with connections to existing and planned facilities in the surrounding community.	<b>X</b>
	Large Development standards - Subsection 78-205(11).		Buildings under 20,000 square feet in size shall not be subject to the Large Development standards in Sec. 78-205(11), due to the fact that (a) the City has deemed many of them not practical or not applicable for buildings of smaller scale within the KPWCC, (b) the number of standards complicate site plan reviews for small sites, requiring more exemptions than would otherwise be needed, and (c) some standards conflict with other standards in the zoning ordinance or could be clearer. With the standards set by the GDP, future SIP submittals will require fewer exemptions, simplifying proposals and City staff reviews.	See below for the proposed standards and how they compare to PB district and large-development standards.
	Building Design - KPW sites will comply with City site plan standards in Sec. 78-908, which require consistency and compatibility with nearby properties, as well as architectural variety to avoid monotony, with final approval subject to the Plan Commission. Buildings smaller than 20,000 SF shall provide parapets of at least 1 foot. Ground floor facades that face public streets shall include architectural elements that add streetscape variety including clearly defined entryways, transparent windows, entry areas, awnings, or other similar features as approved by the Plan Commission.		This goes beyond basic site plan standards by incorporating some large development criteria in a modified form. Most of the Large Development standards for building architectural details are intended to reduce the apparent size of big box buildings, and general site plan standards already have requirements for architectural variety. This standard provides additional requirements (parapets and facades), with consideration for a scale appropriate for buildings under 20,000 sf GFA.	<b>X</b> (exceeds PB standards)
	Building Design (Entries) - The primary public entry should be a prominent visual feature of a building and easily identifiable from customer parking areas.		Existing KPWCC standard.	<b>X</b> (exceeds PB standards)
BUILDINGS	Building Materials - KPWCC sites will be subject to the construction material standards in Section 78-716 of the Zoning Ordinance, which requires high quality, decorative materials as determined by the Plan Commission. Sites will exceed these standards by requiring 4-sided architecture.		The standard commercial zoning standards for building materials are nearly identical to those of Large Developments. 4-sided architecture will ensure a higher aesthetic quality for KPWCC sites.	<b>X</b> (exceeds PB standards)
	Screening - KPWCC sites will be subject to the screening standards in Article VI of the Zoning Code (Landscaping Standards), which require screening for parking and loading areas, and Article VII (Performance Standards), which require screened trash containers. Sites will exceed these standards by requiring that service and loading areas should be located away from “public view” to the greatest extent possible and screened from adjacent public rights-of-way, recreational trail easements, and other “public” spaces. In addition, ground and rooftop mechanicals shall be screened using high-quality screening materials compatible with the buildings, as determined by the Plan Commission.		Zoning standards for screening on all commercial site plans are nearly identical to those of Large Developments, and consideration of mechanicals and the view from trails will ensure a higher aesthetic quality for KPWCC sites.	<b>X</b> (exceeds PB standards)

New table that presents a list of proposed standards, some existing and some new, with justifications (as noted below)

PARKING & ACCESS	<u>Aesthetics</u> - Parking areas should be designed to have the least visual impact as possible on the landscape. Lots should be organized as simple geometric shapes with strong edges of landscaping or decorative fences.	Existing KPWCC standard.	<b>X</b> (exceeds PB standards)																																																
	<u>Pedestrian Access</u> - Pedestrian corridors through parking lots should terminate at building entrances and provide logical and convenient routes of travel between buildings and activity centers.	Existing KPWCC standard.	<b>X</b>																																																
	<u>Shared Access</u> - Site design shall provide direct connections to adjacent land uses, where feasible.	Existing KPWCC standard. Shared driveway connections minimize traffic impacts to the street and enable more efficient use of paved areas within the larger development. See also pavement setback provision above.	<b>X</b>																																																
	<u>Shared and Minimum Parking Standards</u> - When possible, parking areas should be shared by adjacent users to minimize unnecessary stalls and impervious surfaces. For multi-building sites, the minimum and maximum parking shall be based on the entire GDP site (rather than for each individual SIP), so that the total parking will be adequate for the sum total of the separate parking needs for each use during any peak parking period (with a maximum limit being 120% of the minimum stall count for the entire GDP site). To determine minimum parking: (a) calculating the minimum for each land use on site by ordinance, (b) applying time-of-day multipliers to each use as shown below, (c) finding the sum total parking for each time period. The minimum parking for the shared parking facility shall be the sum total from the time period with the highest total parking demand. <table><tr><td></td><td colspan="3">Weekdays</td><td colspan="3">Weekends</td></tr><tr><td></td><td>2am-7am</td><td>7am-6pm</td><td>6pm-2am</td><td>2am-7am</td><td>7am-6pm</td><td>6pm-2am</td></tr><tr><td>Office/Warehouse</td><td>5%</td><td>100%</td><td>5%</td><td>0%</td><td>10%</td><td>0%</td></tr><tr><td>Indoor Sales and Services</td><td>0%</td><td>90%</td><td>80%</td><td>0%</td><td>100%</td><td>60%</td></tr><tr><td>Indoor Commercial Entertainment (not 24 hour)</td><td>10%</td><td>70%</td><td>100%</td><td>20%</td><td>70%</td><td>100%</td></tr><tr><td>Group Day Care Center</td><td>5%</td><td>100%</td><td>5%</td><td>0%</td><td>0%</td><td>0%</td></tr><tr><td colspan="7">If a use proposing shared parking is not listed above, applicant shall submit sufficient data to indicate the principal operating hours of the use. Based upon this information, the Zoning Administrator shall determine the appropriate shared parking requirement.</td></tr></table>		Weekdays			Weekends				2am-7am	7am-6pm	6pm-2am	2am-7am	7am-6pm	6pm-2am	Office/Warehouse	5%	100%	5%	0%	10%	0%	Indoor Sales and Services	0%	90%	80%	0%	100%	60%	Indoor Commercial Entertainment (not 24 hour)	10%	70%	100%	20%	70%	100%	Group Day Care Center	5%	100%	5%	0%	0%	0%	If a use proposing shared parking is not listed above, applicant shall submit sufficient data to indicate the principal operating hours of the use. Based upon this information, the Zoning Administrator shall determine the appropriate shared parking requirement.							This clarifies the approach to calculating the parking standards for joint parking facilities within the KPWCC (including multiple-building sites and parking lots that may be split by future land divisions or condo plats). This reflects the approach to joint parking facilities in the City Zoning Ordinance Sec. 78-704(8)(a), and is similar to that of other communities including the City of Madison. It enables site designs more tailored to specific parking and circulation needs and landscaping goals, implements sustainability goals, and will minimize the number of exemptions requested with future SIP submittals.
	Weekdays			Weekends																																															
	2am-7am	7am-6pm	6pm-2am	2am-7am	7am-6pm	6pm-2am																																													
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<u>Pedestrian Access</u> - KPWCC sites will provide for safe pedestrian access within the development and connecting to adjacent sites. Sidewalks adjacent to buildings shall be a minimum 5' wide, with additional width required where outdoor storage or other uses are proposed on the sidewalk. Crosswalks will be distinguished with pavement color, textures, and/or signage.	The minimum sidewalk width of 10' required for Large Developments is more appropriate for big-boxes and for sites with outdoor displays near the building; typically 5' is sufficient unless individual site needs suggest otherwise. Consideration for safe pedestrian access and crosswalks exceed typical zoning code standards for commercial sites, but is good design practice.	<b>X</b> (exceeds PB standards)																																																	
<u>Parking Lot Islands</u> - Landscaped islands required at 1 for each 12 parking stalls in an aisle, with minimum size 200 SF. For multi-building sites, landscaped medians and/or islands shall be used to create distinct parking areas of no more than 100 parking stalls.	The Large Development requirement to divide parking lots with 10' wide curbed medians is more appropriate for big-box sites (and poses issues for snow plowing). On multi-building sites with smaller buildings, islands may be just as appropriate and even more functional. Ordinance size requirements for islands are inconsistent (360 SF for Large Developments and 400 SF for smaller commercial sites), and 200 SF is more typical of commercial developments in the region. In lieu of curbed medians and larger island sizes, KPW LLC proposes 200 SF islands at 1 for each 12 stalls to break up and intensify the landscaping in parking areas (exceeding the ordinance standard of 1 per 20 stalls).	Flexibility requested (islands smaller but more frequent than PB / Lg Dev standard)																																																	
LANDSCAPING	<u>Plantings</u> - Open space design should encourage organic forms and naturalized planting groups to break-up large expanses of vehicular oriented impervious areas and building massing.	Existing KPWCC standard.	<b>X</b> (exceeds PB standards)																																																
	<u>Plantings</u> - Landscape feature plantings shall be provided at vehicular and pedestrian entry points to improve and enhance wayfinding and site legibility.	Existing KPWCC standard.	<b>X</b>																																																
	<u>Plantings</u> - Sites shall meet the minimum point requirements in Article VI of the Zoning Code. For street frontage trees, flexibility is allowed to the spacing, provided the site meets the City's street-frontage point requirement.	The 50-foot spacing typically required for Large Developments can conflict with other site design goals such as enhancing site amenities like pedestrian paths. Flexibility from strict 50-foot spacing can help maintain visibility of public entryways, avoid utility easements, and comply with clear-path restrictions. (See Exhibit B)	<b>X</b> (exceeds PB standards)																																																
	<u>Plantings</u> - Planting bed widths shall be determined by the landscaping requirements, the needs of the proposed plant species, and good design.	The 10' width required for planting beds in Large Developments is more appropriate for big-boxes and can be difficult to implement on sites with buildings smaller than 20,000 SF GFA.	<b>X</b>																																																
	<u>Plant Species</u> - Landscape plans shall provide a minimum of 50 percent of all plantings to be native to the South Central Wisconsin Region.	Existing KPWCC standard.	<b>X</b> (exceeds PB standards)																																																
	<u>Plant Species</u> - Use of grasses and flowering perennials are encouraged at prominent points of development parcels within Kettle Park West to strengthen the overall general development theme.	Existing KPWCC standard.	<b>X</b>																																																
	<u>Plant Species</u> - Seasonal interest in the form of native evergreen shrubs and trees shall be provided in landscape plans and emphasized in Bufferyard Design.	Existing KPWCC standard.	<b>X</b> (exceeds PB standards)																																																
	<u>Plantings</u> - Where feasible, site landscaping should incorporate a rain garden element to infiltrate clean roof water run-off.	Existing KPWCC standard.	<b>X</b> (exceeds PB standards)																																																
	<u>Lighting</u> - Site plans shall comply with the commercial development lighting standards in Sec. 78-707. This prohibits fixture orientations with lighting elements visible from residential properties, sets a minimum of 0.2 footcandles for parking and traffic circulation areas, a maximum of 0.5 footcandles at lot lines, a maximum site average of 2.4 footcandles (25 for gas station pumps), and a maximum height of 25 feet. For additional aesthetic quality, shielded, downcast lights are required and shorter pole heights are encouraged.	Lighting standards vary across zoning ordinance sections (for example, Sec. 78-707 requires a minimum 0.2 footcandles in parking/circulation areas, Sec. 78-704(6) recommends 0.4 to 1.0 footcandles, and Sec. 78-205(11)(f)6n requires a minimum of 0.9 footcandles for Large Developments). This simplifies the standard for the remaining KPWCC sites, while maintaining higher standards for dark skies.	<b>X</b>																																																

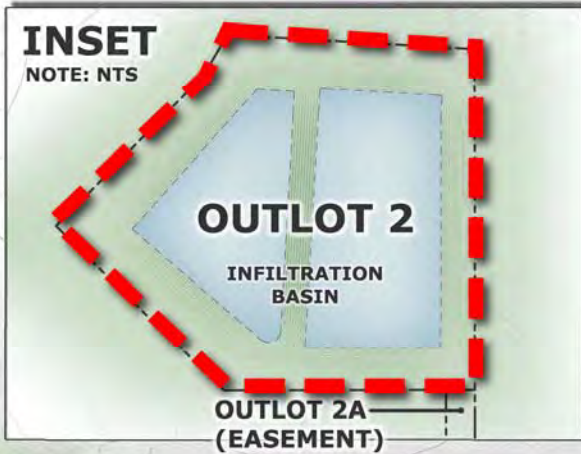
# Exhibits

Kettle Park West Commercial Center Master Plan for Lots 3, 4, 5 and 7 Dated 05-05-2017 (11 x 17)

Map showing GDP Boundary and Property Owners within 300 feet.

Street Frontage Planting Exhibit





SEE INSET  
FOR OUTLOT 2

**KETTLE PARK WEST COMMERCIAL CENTER  
MASTER PLAN - LOTS 3,4,5,7  
05-05-2017**

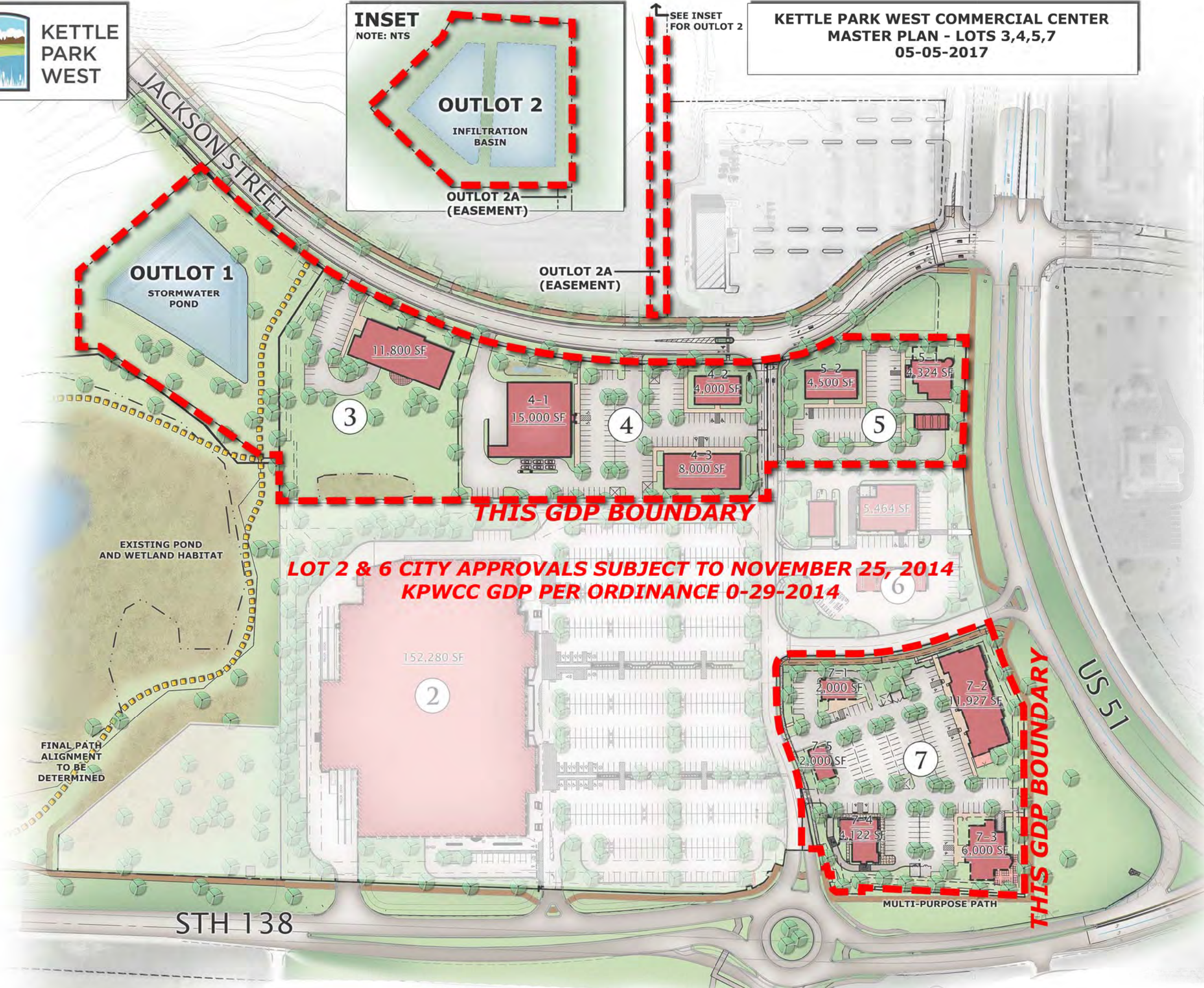


**LAND USE KEY:**

PARCEL 3 - 2.48 ACRES
PARCEL 4 - 3.06 ACRES
PARCEL 5 - 1.66 ACRES
PARCEL 7 - 3.81 ACRES
OUTLOT 1 - STORMWATER POND 2.72 ACRES
OUTLOT 2 & 2A - INFILTRATION BASIN 3.49 ACRES
<b>TOTAL ACREAGE: 17.22 ACRES</b>

PLEASE NOTE: POTENTIAL BUILDING AND SITE LAYOUTS SHOWN ON THIS PLAN ARE FOR ILLUSTRATION PURPOSES ONLY. SITE PLANS FOR INDIVIDUAL LOTS ARE SUBJECT TO CITY OF STOUGHTON PLAN COMMISSION REVIEW AND APPROVAL UNDER SPECIFIC IMPLEMENTATION PLAN PROCEDURE (CITY ZONING ORDINANCE Sec. 78-914 (8))

UPDATED MASTER PLAN  
EXHIBIT FOR THE GDP AREA,  
SHOWING A POTENTIAL  
LAYOUT WITH THE NEW  
MAXIMUM BUILDING COUNTS







OWNER: LESLIE R. AND JEANNETTE MABIE  
3234 STATE HIGHWAY 138  
STOUGHTON, WI 53589  
ZONING: RURAL HOLDING

OWNER: LESLIE R. AND JEANNETTE MABIE  
3234 STATE HIGHWAY 138  
STOUGHTON, WI 53589  
ZONING: RURAL HOLDING

CSM NO. 14057

OWNER: LESLIE R. AND JEANNETTE MABIE  
3234 STATE HIGHWAY 138  
STOUGHTON, WI 53589  
ZONING: RURAL HOLDING

LOT 8  
M NO. 14059

OUTLOT 2 —  
CSM NO. 14059

*JACKSON STREET*

LOT 3  
CSM NO. 14057

LOT 4  
CSM NO. 14057

LOT 5  
CSM NO. 14058

LOT 6  
CSM NO. 14058

LOT 2  
CSM NO. 14057


LOT 7  
CSM NO. 14058

LOT 1  
CSM No  
8130

LOT 1  
CSM NO. 5949

LOT 1  
CSM No. 12150

LOT 1  
CSM NO. 10950

<div><b>JSD Professional Services, Inc.</b> <i>• Engineers • Surveyors • Planners</i> 161 HORIZON DRIVE, SUITE 101 VERONA, WISCONSIN 53593 PHONE: (608)648-5060</div>		<div>MAP OF LANDS WITHIN 300 FEET OF SUBJECT PROPERTY</div> <div>LOTS 1, 2, AND 3, CERTIFIED SURVEY MAP No. 3435, LOT 1, CERTIFIED SURVEY MAP No. 9632, AND PART OF THE SE 1/4 OF THE SE 1/4, SW 1/4 OF THE SE 1/4 OF SECTION 01, TOWNSHIP 05 NORTH, RANGE 10 EAST, CITY OF STOUGHTON, DANE COUNTY, WISCONSIN.</div>		<div>DRAWN BY TJB</div> <div>DATE 09-12-2013</div>					
		<div>CHECKED BY JK</div> <div>DATE 09-12-2013</div>							
		<div>APPROVED BY DMJ</div> <div>DATE 09-12-2012</div>							
		DWGNAME							
PROJECT NO: 09-3951						REVISION		DATE	BY
FILE NO: C-*									
SURVEYED: -									
F.B. NO/PG: -									
SHEET NO: 1 OF 1									



### Retail / Land Use Comparison (2017 GDP vs. 2014 GDP)

Parcel	Anticipated Land Uses	Acres	Projected Gross Floor Area (2017)	Projected Gross Floor Area (2014)	Net GFA Change 2014- 2017	Anticipated Land Uses (2014 GDP)
2	General Merchandise	15.49	155,000	155,000	0	General Merchandise
3	Retail/Office/Daycare/Ind. Commercial Ent.	2.48	30,000	30,000	0	Retail/Office
4	Specialty Retail (multi-tenant center)	3.06	35,000	24,000	-11,000	Specialty Retail
5	Financial Services/Office/Retail with drive-through	1.66	15,000	20,000	5,000	Financial Services with drive-through
6	Convenience Retail (Fuel and Car Wash)	2.25	8,550	8,550	0	Convenience Retail (Fuel and Car Wash)
7	Specialty Retail (multi-tenant center)	3.81	30,000	36,000	6,000	Specialty Retail (multi-tenant center)
TOTAL		28.75	273,550	273,550	0	

**A COMPARISON OF FLOOR AREA BY LAND USE TYPE, AS REQUESTED BY CITY STAFF (NOTE: OVERALL GFA IS CONSISTENT WITH THE 2014 GDP FOR THE KPWCC AS A WHOLE, AND ACTUAL RETAIL SQUARE FOOTAGE PER SITE WILL DEPEND ON THE USERS SUCCESSFULLY RECRUITED TO THE KPWCC)**

June 5, 2017

Mr. Michael Stacey  
Zoning Administrator  
Stoughton City Hall  
381 E. Main St.  
Stoughton, WI 53589

Re: GDP Amendment to the Kettle Park West development, Stoughton, WI

Dear Mr. Stacey-

As the Manager of Lot 4 – KETTLE PARK WEST, LLC., I want to inform you that I have retained JSD Professional Services (JSD) has been retained to draft an amendment to the current general development plan (GDP) for the Kettle Park West commercial center.

Kevin Yeska of JSD has my authorization to attend any and all meetings with the City of Stoughton required to approve the proposed GDP amendment.

If you have any additional questions or concerns, please feel free to contact me at 608.219.1222.  
Thank you for your time.

Sincerely,

***Lot 4 – KETTLE PARK WEST, LLC***

  
David M. Jenkins

Manager

Cc: Mr. Kevin Yeska, JSD Professional Services

June 5, 2017

Mr. Michael Stacey  
Zoning Administrator  
Stoughton City Hall  
381 E. Main St.  
Stoughton, WI 53589

Re: GDP Amendment to the Kettle Park West development, Stoughton, WI

Dear Mr. Stacey-

As the Manager of Lot 7B – Kettle Park West, LLC., I want to inform you that I have retained JSD Professional Services (JSD) has been retained to draft an amendment to the current general development plan (GDP) for the Kettle Park West commercial center.

Kevin Yeska of JSD has my authorization to attend any and all meetings with the City of Stoughton required to approve the proposed GDP amendment.

If you have any additional questions or concerns, please feel free to contact me at 608.219.1222.  
Thank you for your time.

Sincerely,

***Lot 7B – Kettle Park West, LLC***

A handwritten signature in black ink, appearing to read "David M. Jenkins", written over a horizontal line.

David M. Jenkins

Manager

Cc: Mr. Kevin Yeska, JSD Professional Services





CITY OF STOUGHTON  
DEPARTMENT OF PLANNING & DEVELOPMENT  
381 East Main Street, Stoughton, WI. 53589  
www.cityofstoughton.com/planning

RODNEY J. SCHEEL  
DIRECTOR  
(608) 873-6619  
fax: (608) 873-5519

June 7, 2017

JSD Professional Services, Inc.  
Rachel Holloway  
161 Horizon Drive, Suite 101  
Verona, WI. 53593

Dear Ms. Holloway:

I have completed a review of the proposed Planned Development - General Development Plan (GDP) rezoning for the Kettle Park West Commercial Center lots 3, 4, 5 & 7. This general development plan excludes the already approved sites for the Walmart Supercenter (Lot 2) and Kwik Trip (Lot 6). A public hearing is set for the Planning Commission meeting of June 12, 2017.

1. General Development Plan requirements per zoning code section 78-914(7) are as follows:
  - A. A location map of the subject property as depicted on the planned land use map shall be provided. **Provided**
  - B. A map of subject property showing all lands within 300 feet of the boundaries of the subject property, together with the names and addresses of the owners of all lands on said map including indication of current zoning of subject property. **N/A**
  - C. A general description of the general development plan including:
    - a. General project themes and images; **Provided**
    - b. The general mix of dwelling units and/or land uses; **Provided**
    - c. Approximate residential densities and non-residential intensities as described by dwelling units per acre, floor area ratio and impervious surface area ratio; **Provided**
    - d. General treatment of natural resources; **Provided**
    - e. General relationship to nearby properties and streets; **Provided**
    - f. The general relationship of the project to the comprehensive plan. **Provided**
    - g. A statement of rationale as to why the PD zoning is proposed which identifies barriers the applicant perceives in the form of requirements of standard zoning districts and opportunities for community betterment the applicant suggests are available through the proposed PD zoning; **Provided**
    - h. A complete list of zoning standards which will not be met and which will be more than met by the proposed PD and the locations in which they apply and a complete list of zoning standards which will be more than met by the proposed PD and the location in which they apply shall be identified, as compared with the most comparable zoning district. (In this case, the PB – Planned Business zoning district) Essentially, the purpose of this listing shall be to provide the

plan commission with information necessary to determine the relative merits of the project in regard to private benefit versus public benefit and in regard to the mitigation of potentially adverse impacts created by design flexibility.

**Provided**

- i. A written description of potentially requested exemptions from the requirements of the most comparable zoning district, in the following order:  
**Large development regulations are applicable where compliance may be achieved as outlined in the GDP document.**
  - a) Land use exemptions: **None requested**
  - b) Density and intensity exemptions:
    - o **The intent is that required open space be applied to the individual lots (3, 4, 5 and 7) even if subdivided in the future.**
  - c) Bulk exemptions:
    - o **Pavement setback at 0 feet for shared parking and access drives while code requires 5 feet from side and rear property lines;**
    - o **Large development standards shall not be applicable to buildings under 20,000 square feet or less except for those standards listed as meeting the standard.**
  - d) Landscaping exceptions:
    - o **Large development standards shall not be applicable to buildings under 20,000 square feet or less except for those standards listed as meeting the standard;**
    - o **Parking lot landscape islands shall be a minimum of 200 square feet in area at 1 island per 12 stalls.**
  - e) Parking and loading requirements exceptions:
    - o **Large development standards shall not be applicable to buildings 20,000 square feet or less except for those standards listed as meeting the standard.**
- D. A general development plan drawing shall be provided with at least the following information in sufficient detail to make an evaluation against criteria for approval:
  - a. A conceptual site drawing of the general land use layout and the general location of major public streets and/or private drives; **Drawing provided**
  - b. Location of recreational and open spaces areas and facilities; **Provided as part of the detailed neighborhood plan process**
  - c. Statistical data on minimum lot sizes in the development, the approximate area of all development lots and pads, density/intensity of various parts of the development, floor area ratio, impervious surface area ratio and landscape surface area ratio of various land uses, expected staging, and any other plans required by the plan commission or common council; and **Provided**
- E. A general conceptual landscaping plan for subject property, noting approximate locations of foundation, street, yard, paving and landscaping. **Provided**
- F. A general signage plan for the project, including all project identification signs and concepts for public fixtures and signs, such as street light fixtures and/or poles or street

sign faces and/or poles) which are proposed to vary from City standards or common practices. **Signage shall be site specific during SIP approval process. Public fixtures are not applicable.**

- G. Written justification for the proposed planned development. The applicant shall use the requirements of the zoning map amendment procedure (subsections 78.903(4) (c) 1 through 3) to develop said written justification. **Provided**

The process for review and approval of the GDP shall be identical to that for zoning map amendments per section 78-903 of this chapter and (if land is to be divided) to that for preliminary and final plats of subdivision per the Municipal Code.

All portions of an approved PD/GDP not fully developed within five years of final common council approval shall expire, and no additional PD-based development shall be permitted. The common council may extend this five years period by up to five additional years via a majority vote following a public hearing. Completed portions of the PD/GDP shall retain the PD/GDP status.

2. **Large development in this case is defined as follows:** *Large scale retail and/or commercial development:* An area of land comprising one or more contiguous parcels or building sites for a single enterprise or multiple enterprises engaged primarily in retail sales and/or commercial services, the area of which is subject to a coordinated plan of building placement where the cumulative size of the building or buildings housing enterprises that are or will be engaged in retail sales and/or commercial services exceeds 20,000 square feet of gross floor area, including both display and enclosed storage areas, and where one or both of the following conditions exist:

- A. The parking area is or will be served by an integrated system of off-street vehicular parking benefiting all or substantially all improvements within such area.
- B. The area is or will be subject to reciprocal access rights benefiting all or substantially all improvements within such area.

**All parcels will need to meet the appropriate large development regulations as set forth in section 78-205(11) (f) except for approved exemptions.**

If you have any questions, please contact me at 608-646-0421

Sincerely,  
City of Stoughton

*Michael P. Stacey*

Michael P. Stacey  
Zoning Administrator/Assistant Planner