

# Kettle Park West Progression

**Concept Introduced for 30 Acres** to Planning Commission – Sept, 2010

**Large Retail Ordinance Review –**

Planning Commission – November, 2010  
Planning Commission – December, 2010  
Planning Commission – March, 2011  
Planning Commission – April, 2011  
Council – May, 2011

**Urban Service Area Amendment –**

Resolution to Submit USAA Materials to CARPC – Planning Commission – December, 2010  
Boundary Agreement Discussions with Rutland – Planning Commission – April, 2011  
**Approved by CARPC – June, 2011**  
Boundary Agreement with Rutland – Discussion by Planning Commission – October, 2011  
Boundary Agreement with Rutland – Discussion by Planning Commission – December, 2011  
Boundary Agreement with Rutland – Discussion by Planning Commission – January, 2012  
Boundary Agreement with Rutland – Discussion by Planning Commission – February, 2012  
Boundary Agreement with Rutland – Discussion by Planning Commission – March, 2012

**Traffic Impact Analysis**

Authorize JSD to Complete and Submit TIA to State – Planning Commission – August, 2011  
Authorize JSD to Complete and Submit TIA to State – Council – August, 2011

Authorize JSD to Submit TIA to State – Planning Commission – September, 2011  
Authorize JSD to Submit TIA to State – Council – September, 2011

**138-51 Westside Neighborhood Plan**

Establish Framework for Neighborhood Planning Process – Planning Commission - Sept, 2011  
Neighborhood Plan Workshop – Planning Commission - November, 2011  
Draft Neighborhood Plan – Planning Commission - December, 2011  
Draft Neighborhood Plan – Planning Commission - January, 2012  
Draft Neighborhood Plan – Planning Commission - February, 2012  
Resolution to Amend Comp Plan and incorporate Neighborhood Plan – Planning Commission - April, 2012

**Comprehensive Plan Amendment**

Resolution to Amend Comp Plan and incorporate Neighborhood Plan – Planning Commission - April, 2012  
Ordinance to Amend Comp Plan and incorporate Neighborhood Plan – Council – June, 2012

**Annexation Process**

Update to Planning Commission on Status of Development – Planning Commission – January, 2013

Pre-Annexation Agreement – Planning Commission – April, 2013;

Pre-Annexation Agreement – Council – April, 2013

Annexation of approximately 142 acres – Planning Commission – June 10, 2013

Annexation of approximately 142 acres – Planning Commission – June 24, 2013

Annexation of approximately 142 acres – Council – June 11, 2013

Annexation of approximately 142 acres – Council – June 25, 2013

#### **Planned Development Zoning Steps**

Step 1 – Pre-Application Conference – Informal Discussion about zoning with the Planning Commission – June 10, 2013

Step 2 – Concept Plan – Planning Commission – August 12, 2013

Step 3 – General Development Plan (GDP), including Public Hearing – October 14, 2013

General Development Plan (GDP) – Council First Reading – October 22, 2013

General Development Plan (GDP) – Council Second Reading – To be on November 12, 2013 Agenda

Step 4 – Specific Implementation Plan (SIP) – **To be scheduled after GDP Approval**

### ***Future Items to be completed for Commercial Development Portion of Kettle Park West Development following General Development Plan Approval***

**Zoning - Specific Implementation Plan (SIP) – Planning Commission**

**Certified Survey Map or Subdivision Platting Process**

**Construction Plan Review** – Sanitary Sewer, Water, Stormwater, Street, Sidewalks, etc.

Public Sewer Extension Approval by CARPC

DNR – Notice of Intent, Chapter 30

Stormwater Management and Erosion Control

**DOT Approval of Plans for work within State Rights-of-Way**

**Development/TIF Agreement**

Authorize Staff to begin Agreement Discussions – Finance – July, 2013

Authorize Staff to begin Agreement Discussions – Council – July, 2013

**ORDINANCE OF THE COMMON COUNCIL**

Rezoning the property at the northwest corner of US Highway 51 and State Highway 138 from RH – Rural Holding to Planned Development (PD).

(Kettle Park West Commercial Center)

Committee Action: Recommend Approval 4 - 1 with the Mayor voting

Fiscal Impact: None

**File Number:** O- 23 -2013

**Date Introduced:** October 22, 2013 – 1<sup>st</sup> Reading  
November 12, 2013 – 2<sup>nd</sup> Reading

**RECITALS**

- A. Leslie & Jeanette Mabie, 1400 US Highway 51 LLC, Peter Burno, and Robert & Margaret Veek (the "Owners") are the owners of the property described on Exhibit A (the "Property").
- B. Forward Development Group ("the Applicant"), acting on behalf of and with the consent of the Owners, has requested that the zoning classification of the Property be changed from RH – Rural Holding to Planned Development ("PD"), to establish a mixed use development.
- C. The Zoning Administrator has determined, pursuant to Section 78-914(1)(a) of the City of Stoughton Municipal Code (the "City Code"), that the most comparable standard zoning district applicable to the proposed Planned Development is Planned Business (PB).
- D. The Applicant has submitted a proposed General Development Plan (the "GDP") consisting of a document entitled "Kettle Park West Commercial Center General Development Plan," dated "September, 2013," and containing the following:
  - a. Thirty five numbered pages.
  - b. Exhibits as follows:
    - i. Map showing GDP Boundary and Adjacent Property Owners.
    - ii. Legal description.
    - iii. Color map entitled "General Development Plan."
    - iv. Color map entitled "General Landscape Plan."
    - v. Color map entitled "Preliminary Highway Improvements."
    - vi. Color map entitled "General GDP Parcels."
    - vii. Color map entitled "Wetland Rehabilitation and Stormwater Treatment."

- viii. Color drawing entitled "Jackson Street Section View."
- ix. Color map entitled "Preliminary Concept Pedestrian & Bike Network."
- x. Color drawing entitled "B-B – West Property Line Landscape Treatment Concept."
- xi. Color drawing entitled "A-A North Landscape Treatment Concept."
- xii. Color drawing depicting Lot A.
- xiii. Color drawing entitled "Preliminary Design Concept Pedestrian Corridor."

c. Attachments as follows:

- i. Large Development Questionnaire.
- ii. Economic and Fiscal Impact Analysis Summary.
- iii. Traffic Impact Analysis.
- iv. 51 x 138 Westside Neighborhood Plan.

- E. On October 14, 2013, the City of Stoughton Planning Commission held a public hearing regarding the application to change the zoning classification of this Property to PD, which was preceded by the publication of a class 2 notice under chapter 985 of the Wisconsin Statutes.
- F. On October 14, 2013, the Planning Commission recommended changing the zoning classification of the Property to PD and recommended approving the GDP, subject to certain conditions.
- G. The Common Council determines that, subject to certain conditions, changing the zoning classification of the Property to PD and approving the GDP is consistent with the spirit and intent of the City's Zoning Code, has the potential for producing significant community benefits in terms of environmental and aesthetic design, promotes the public health, safety and general welfare of the City, and allows appropriate use of the Property.

## ORDINANCE

The Common Council of the City of Stoughton, Dane County, Wisconsin do ordain as follows:

- 1. The recitals set forth above are material to and are incorporated in this ordinance as if set forth in full.
- 2. Except as provided in sections 3, 4, 5, 6 and 9 below, the General Development Plan is approved, and the zoning classification of the Property is changed to Planned Development - PD, pursuant to section 78-914 of the City Code and Wis. Stat. § 62.23(7)(d).
- 3. The following parts of the GDP are not approved and shall not be deemed to be part of the approved GDP:



- a. Page 13 of the GDP, describing approvals received to-date, is not approved.
- b. The following language on page 22 of the GDP is not approved: "east-west pedestrian circulation will be accomplished by a landscaped pedestrian walkway corridor(s) that will provide a safe walking route traversing the parking lot of Parcel A."
- c. That portion of the GDP beginning on page 23 with the heading "Zoning Barriers that are Creating Barriers to Successful Development of the KPWCC," and continuing through the end of page 26, is not approved.
- d. The following language on page 27 of the GDP is not approved: "Any nuisances, offensive or noxious odors, fumes, dust, smoke, noise, vibration, pollution glare or other nuisance, or hazardous uses by reason of excessive danger of fire or explosion shall not be permitted on the property. Determinations of nuisance shall be made by the Developer, the Business Owners Association, or the City of Stoughton upon the basis of written complaint or on its own initiative. Standard for nuisance or offensive and noxious use shall be those of the City of Stoughton."
- e. The language on page 28 of the GDP, above the heading "Density and Intensity Exemptions," is not approved.
- f. Pages 30, 31 and 32 of the GDP are not approved.
- g. The following Exhibits are not approved:
  - i. Color map entitled "General Landscape Plan."
  - ii. Color map entitled "Preliminary Highway Improvements."
  - iii. Color map entitled "Wetland Rehabilitation and Stormwater Treatment."
  - iv. Color drawing entitled "Jackson Street Section View."
  - v. Color map entitled "Preliminary Concept Pedestrian & Bike Network."
  - vi. Color drawing entitled "B-B – West Property Line Landscape Treatment Concept."
  - vii. Color drawing entitled "A-A North Landscape Treatment Concept."
  - viii. Color drawing depicting Lot A.
  - ix. Color drawing entitled "Preliminary Design Concept Pedestrian Corridor."
- h. The following attachments are not approved:
  - i. Large Development Questionnaire.
  - ii. Economic and Fiscal Impact Analysis Summary.
  - iii. Traffic Impact Analysis.
  - iv. 51 x 138 Westside Neighborhood Plan.

4. The first sentence after the heading "Land Use," on page 23 of the GDP, is modified as follows: "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 District are conditional uses in the Kettle Park West Commercial Center, and may be allowed by the City in accordance with the conditional use approval procedures and standards in the City of Stoughton Zoning Code.
5. The language on Page 28 of the GDP, under the heading "Bulk Exemptions," is modified as follows: "All bulk standards are established by this General Development Plan. For a description of the standards for the KPWCC compared to those listed for Planned Business in the Zoning Ordinance, see Table 4 on page 29."
6. Neither this ordinance nor the GDP constitute City approval of any plans or specifications for any public improvements referred to in the GDP, including utility improvements, street improvements, and other public improvements. Plans and specifications for all public improvements to be constructed within the Property shall be approved by the City, separately from the approval of the GDP, and in accordance with the City's ordinances and policies relating to the design, approval and construction of public improvements.
7. No part of the Property may be developed until a Specific Implementation Plan (SIP) has been submitted and approved for that part of the Property. Specific Implementation Plans may be approved in phases, for parts of the Property. However, Planned Development zoning and the GDP, and any approved SIP, shall expire for any part of the Property that is not fully developed within ten years of the date of adoption of this ordinance, and the zoning classification of such property shall revert to RH District.
8. The Property shall be developed and used in full compliance with all standards and requirements in Chapter 78 of the City Code that apply to lands zoned Planned Business, except those standards and requirements that are expressly modified in the approved GDP, or that are expressly modified in an approved Specific Implementation Plan for all or part of the Property. Chapter 78 of the City Code, the GDP, and approved SIPs, constitute the zoning regulations for the Property, and may be enforced as any other zoning regulation in the City of Stoughton. A copy of the General Development Plan and any approved Specific Development Plan shall be maintained and kept on file by the City Clerk.
9. The change in the zoning classification of the Property to Planned Development District shall not be effective until the City and Forward Development Group (or its assignee), and any other parties deemed necessary by the City, have signed an agreement relating to the development of the Property. The agreement must provide for the construction and installation of all public improvements needed to serve the Property, and any other issues the City or the Applicant deem necessary or appropriate in connection with the development of the Property. If the agreement required by this section has not been signed by both parties on or before November

30, 2015, then this ordinance shall automatically, and without any further action, become null and void and of no further force or effect.

10. This ordinance shall take effect upon publication.

Council Adopted:\_\_\_\_\_

Mayor Approved: \_\_\_\_\_

\_\_\_\_\_  
Donna Olson, Mayor

Published:\_\_\_\_\_

Attest:\_\_\_\_\_

\_\_\_\_\_  
City Clerk

Attachment: Exhibit A – Legal Description of the Property

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## Exhibit A

### LEGAL DESCRIPTION

PART OF LOT 2, CERTIFIED SURVEY MAP No. 3430, VOLUME 13, PAGE 268-270, AS DOCUMENT No. 1658279, AND LOTS 1, 2 AND 3, CERTIFIED SURVEY MAP No. 3435, VOLUME 13, PAGE 279-281, AS DOCUMENT No. 1658680, AND LOT 1, CERTIFIED SURVEY MAP No. 9632, VOLUME 55, PAGE 194-197, AS DOCUMENT No. 3199102, AND PART OF THE NORTHEAST QUARTER OF THE SOUTHEAST QUARTER AND THE SOUTHEAST QUARTER OF THE SOUTHEAST QUARTER AND PART OF THE SOUTHWEST QUARTER OF THE SOUTHEAST QUARTER OF SECTION 1, TOWNSHIP 5 NORTH, RANGE 10 EAST, TOWN OF RUTLAND, DANE COUNTY, WISCONSIN, DESCRIBED MORE PARTICULARLY AS FOLLOWS:

COMMENCING AT THE SOUTHEAST QUARTER CORNER OF SECTION 1, AFORESAID;  
THENCE NORTH 87 DEGREES 05 MINUTES 45 SECONDS WEST, ALONG THE SOUTH LINE OF THE SOUTHEAST QUARTER, 33.05 FEET TO THE SOUTHERLY EXTENSION OF THE WEST RIGHT-OF-WAY LINE OF VEEK ROAD;  
THENCE NORTH 00 DEGREES 17 MINUTES 13 SECONDS WEST ALONG SAID WEST RIGHT-OF-WAY LINE, 185.09 FEET TO THE POINT OF BEGINNING;  
THENCE NORTH 87 DEGREES 07 MINUTES 28 SECONDS WEST, 260.52 FEET;  
THENCE SOUTH 00 DEGREES 16 MINUTES 13 SECONDS EAST, 5.01 FEET TO THE NORTHERLY RIGHT-OF-WAY LINE OF STATE TRUNK HIGHWAY '138';  
THENCE NORTH 87 DEGREES 07 MINUTES 28 SECONDS WEST ALONG SAID RIGHT-OF-WAY LINE, 21.50 FEET;  
THENCE SOUTH 00 DEGREES 12 MINUTES 45 SECONDS EAST, 8.67 FEET;  
THENCE NORTH 89 DEGREES 53 MINUTES 46 SECONDS WEST, 343.76 FEET;  
THENCE NORTH 87 DEGREES 53 MINUTES 44 SECONDS WEST, 1004.03 FEET;  
THENCE NORTH 02 DEGREES 12 MINUTES 57 SECONDS EAST, 98.05 FEET;  
THENCE NORTH 49 DEGREES 55 MINUTES 54 SECONDS EAST, 208.46 FEET;  
THENCE SOUTH 87 DEGREES 53 MINUTES 44 SECONDS EAST, 172.86 FEET;  
THENCE NORTH 00 DEGREES 10 MINUTES 51 SECONDS WEST, 933.15 FEET;  
THENCE SOUTH 86 DEGREES 53 MINUTES 51 SECONDS EAST, 645.48 FEET;  
THENCE NORTH 00 DEGREES 06 MINUTES 55 SECONDS WEST, 726.30 FEET;  
THENCE SOUTH 89 DEGREES 53 MINUTES 52 SECONDS WEST, 164.22 FEET;  
THENCE NORTH 50 DEGREES 38 MINUTES 32 SECONDS WEST, 307.48 FEET;  
THENCE NORTH 39 DEGREES 21 MINUTES 28 SECONDS EAST, 229.50 FEET;  
THENCE SOUTH 86 DEGREES 41 MINUTES 54 SECONDS EAST, 286.28 FEET TO THE WEST LINE OF LOT 2 OF CERTIFIED SURVEY MAP NUMBER 8144, AFORESAID;  
THENCE SOUTH 00 DEGREES 05 MINUTES 12 SECONDS EAST ALONG SAID WEST LINE, 195.25 FEET TO THE NORTHWEST CORNER OF CERTIFIED SURVEY MAP NUMBER 9632, AFORESAID;  
THENCE SOUTH 00 DEGREES 06 MINUTES 55 SECONDS EAST ALONG THE WEST LINE OF CERTIFIED SURVEY MAP NUMBER 9632 A DISTANCE OF 888.23 FEET;  
THENCE SOUTH 87 DEGREES 57 MINUTES 29 SECONDS EAST, 1.15 FEET;  
THENCE SOUTH 00 DEGREES 19 MINUTES 58 SECONDS WEST, 198.79 FEET TO THE NORTHWEST CORNER OF LOT 1 CERTIFIED SURVEY MAP NUMBER 9632;  
THENCE NORTH 89 DEGREES 42 MINUTES 22 SECONDS EAST ALONG THE NORTH LINE OF SAID LOT 1 A DISTANCE OF 519.75 FEET TO THE NORTHEAST CORNER OF LOT 1, CERTIFIED SURVEY MAP NUMBER 9632 AND THE WESTERLY RIGHT-OF-WAY LINE OF UNITED STATES HIGHWAY '51';  
THENCE SOUTH 01 DEGREES 40 MINUTES 47 SECONDS WEST ALONG SAID WESTERLY RIGHT-OF-WAY LINE, 170.46 FEET TO A POINT OF CURVE;  
THENCE SOUTHEASTERLY 487.72 FEET ALONG AN ARC OF A CURVE TO THE LEFT, HAVING A RADIUS OF 981.47 FEET, THE CHORD BEARING SOUTH 12 DEGREES 31 MINUTES 39 SECONDS EAST, 482.72 FEET TO THE WEST RIGHT-OF-WAY LINE OF VEEK ROAD;  
THENCE SOUTH 00 DEGREES 17 MINUTES 13 SECONDS EAST ALONG THE WEST RIGHT-OF-WAY LINE, 322.71 FEET TO THE POINT OF BEGINNING.

SAID PARCEL CONTAINS 1,539,266.91 SQUARE FEET OR 35.34 ACRES.



## PUBLIC HEARING NOTICE

The City of Stoughton **Planning Commission** will hold a Public Hearing on **Monday, October 14, 2013, at 6:00 o'clock p.m.**, or as soon after as the matter may be heard, in the **Council Chambers, Second Floor, 321 S. Fourth Street**, Stoughton, Wisconsin, 53589, to consider the proposed **rezoning of the following parcel of land located at the northwest corner of US Highway 51 and State Highway 138, owned by Leslie & Jeanette Mabie; 1400 US Highway 51 LLC; Peter Burno; and Robert & Margaret Veek, from RH - Rural Holding to PD-GDP Planned Development-General Development Plan** to accommodate mixed use development, in the City of Stoughton, Dane County, WI, more fully described:  
LEGAL DESCRIPTION

PART OF LOT 2, CERTIFIED SURVEY MAP No. 3430, VOLUME 13, PAGE 268-270, AS DOCUMENT No. 1658279, AND LOTS 1, 2 AND 3, CERTIFIED SURVEY MAP No. 3435, VOLUME 13, PAGE 279-281, AS DOCUMENT No. 1658680, AND LOT 1, CERTIFIED SURVEY MAP No. 9632, VOLUME 55, PAGE 194-197, AS DOCUMENT No. 3199102, AND PART OF THE NORTHEAST QUARTER OF THE SOUTHEAST QUARTER AND THE SOUTHEAST QUARTER OF THE SOUTHEAST QUARTER AND PART OF THE SOUTHWEST QUARTER OF THE SOUTHEAST QUARTER OF SECTION 1, TOWNSHIP 5 NORTH, RANGE 10 EAST, TOWN OF RUTLAND, DANE COUNTY, WISCONSIN, DESCRIBED MORE PARTICULARLY AS FOLLOWS: COMMENCING AT THE SOUTHEAST QUARTER CORNER OF SECTION 1, AFORESAID; THENCE NORTH 87 DEGREES 05 MINUTES 45 SECONDS WEST, ALONG THE SOUTH LINE OF THE SOUTHEAST QUARTER, 33.05 FEET TO THE SOUTHERLY EXTENSION OF THE WEST RIGHT-OF-WAY LINE OF VEEK ROAD; THENCE NORTH 00 DEGREES 17 MINUTES 13 SECONDS WEST ALONG SAID WEST RIGHT-OF-WAY LINE, 185.09 FEET TO THE POINT OF BEGINNING; THENCE NORTH 87 DEGREES 07 MINUTES 28 SECONDS WEST, 260.52 FEET; THENCE SOUTH 00 DEGREES 16 MINUTES 13 SECONDS EAST, 5.01 FEET TO THE NORTHERLY RIGHT-OF-WAY LINE OF STATE TRUNK HIGHWAY '138'; THENCE NORTH 87 DEGREES 07 MINUTES 28 SECONDS WEST ALONG SAID RIGHT-OF-WAY LINE, 21.50 FEET; THENCE SOUTH 00 DEGREES 12 MINUTES 45 SECONDS EAST, 8.67 FEET; THENCE NORTH 89 DEGREES 53 MINUTES 46 SECONDS WEST, 343.76 FEET; THENCE NORTH 87 DEGREES 53 MINUTES 44 SECONDS WEST, 1004.03 FEET; THENCE NORTH 02 DEGREES 12 MINUTES 57 SECONDS EAST, 98.05 FEET; THENCE NORTH 49 DEGREES 55 MINUTES 54 SECONDS EAST, 208.46 FEET; THENCE SOUTH 87 DEGREES 53 MINUTES 44 SECONDS EAST, 172.86 FEET; THENCE NORTH 00 DEGREES 10 MINUTES 51 SECONDS WEST, 933.15 FEET; THENCE SOUTH 86 DEGREES 53 MINUTES 51 SECONDS EAST, 645.48 FEET; THENCE NORTH 00 DEGREES 06 MINUTES 55 SECONDS WEST, 726.30 FEET; THENCE SOUTH 89 DEGREES 53 MINUTES 52 SECONDS WEST, 164.22 FEET; THENCE NORTH 50 DEGREES 38 MINUTES 32 SECONDS WEST, 307.48 FEET; THENCE NORTH 39 DEGREES 21 MINUTES 28 SECONDS EAST, 229.50 FEET; THENCE SOUTH 86 DEGREES 41 MINUTES 54 SECONDS EAST, 286.28 FEET TO THE WEST LINE OF LOT 2 OF CERTIFIED SURVEY MAP NUMBER 8144, AFORESAID; THENCE SOUTH 00 DEGREES 05 MINUTES 12 SECONDS EAST ALONG SAID WEST LINE, 195.25 FEET TO THE NORTHWEST CORNER OF CERTIFIED SURVEY MAP NUMBER 9632, AFORESAID; THENCE SOUTH 00 DEGREES 06 MINUTES 55 SECONDS EAST ALONG THE WEST LINE OF CERTIFIED SURVEY MAP NUMBER 9632 A DISTANCE OF 888.23 FEET; THENCE SOUTH 87 DEGREES 57 MINUTES 29 SECONDS EAST, 1.15 FEET; THENCE SOUTH 00 DEGREES 19 MINUTES 58 SECONDS WEST, 198.79 FEET TO THE NORTHWEST CORNER OF LOT 1 CERTIFIED SURVEY MAP NUMBER 9632; THENCE NORTH 89 DEGREES 42 MINUTES 22 SECONDS EAST ALONG THE NORTH LINE OF SAID LOT 1 A DISTANCE OF 519.75 FEET TO THE NORTHEAST CORNER OF LOT 1, CERTIFIED SURVEY MAP NUMBER 9632 AND THE WESTERLY RIGHT-OF-WAY LINE OF UNITED STATES HIGHWAY '51'; THENCE SOUTH 01 DEGREES 40 MINUTES 47 SECONDS WEST ALONG SAID WESTERLY RIGHT-OF-WAY LINE, 170.46 FEET TO A POINT OF CURVE; THENCE SOUTHEASTERLY 487.72 FEET ALONG AN ARC OF A CURVE TO THE LEFT, HAVING A RADIUS OF 981.47 FEET, THE CHORD BEARING SOUTH 12 DEGREES 31 MINUTES 39 SECONDS EAST, 482.72 FEET TO THE WEST RIGHT-OF-WAY LINE OF VEEK ROAD; THENCE SOUTH 00 DEGREES 17 MINUTES 13 SECONDS EAST ALONG THE WEST RIGHT-OF-WAY LINE, 322.71 FEET TO THE POINT OF BEGINNING.

SAID PARCEL CONTAINS 1,539,266.91 SQUARE FEET OR 35.34 ACRES.

For questions related to this notice, contact Michael Stacey at 608-646-0421

Published September 26 and October 3, 2013 HUB

# Kettle Park West Commercial Center General Development Plan

US Highway 51 at State Highway 138  
Stoughton, Wisconsin



**KETTLE  
PARK  
WEST**

**JSD** Professional Services, Inc.  
• Engineers • Surveyors • Planners

*Building relationships with a commitment to client  
satisfaction through trust, quality and experience.*

JSD Project Number: 09-3951  
Date: September, 2013



**Forward Development Group**

**Kettle Park West Commercial Center  
Planned Development District (PD)  
General Development Plan (GDP)**



<b>Table of Contents</b>	<b>Page</b>
Table of Contents.....	2
Statement of Intent.....	4
Compatibility Report.....	5
• Location and Overview	
• Compatibility with City Plans	
• Key Planning Considerations for the Kettle Park West Commercial Center	
• Planning Approvals Received-to-Date	
Project Description.....	14
• 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	
• Consistency with Comprehensive Plan	
• Rationale for PD Zoning	
• Zoning Standards that are Creating Barriers to Successful Development of the KPWCC	
❖ Large Development Regulations	
❖ Commercial Land Uses and Detailed Provisions	
❖ Performance land Uses and Detailed provisions	
❖ Performance Standards	
• Commercial Land Uses and Detailed Provisions	
• Proposed Site Development Restrictions and Standards	
❖ Land Use	
❖ Density and Intensity Exemptions	
❖ Bulk Exemptions	
❖ Landscaping Exceptions	
❖ Parking and Loading Exceptions	
❖ Site Features and Amenities Exceptions	
❖ Building Design	
❖ General Site and Landscaping Guidelines	
○ Principles	
○ General Guidelines	
○ Landscaping Guidelines	

## **Exhibits**

Map with Owners within 300 Feet

Legal Description of GDP Area

General Development Plan (11x17)

General Landscape Plan

11 x 17 Prints of Illustrations

## **Attachments**

Large Development Questionnaire (separate document)

Economic and Fiscal Analysis Report (separate document)

Traffic Impact Analysis (separate document)

Detailed Neighborhood Plan (separate document)

Draft KPWCC Covenants and Restrictions (separate document)

## Statement of Intent

After many discussions between Forward Development Group (FDG) and City of Stoughton Staff it was concluded that the most appropriate zoning classification for the site will be the Planned Development District (PD). This report summarizes the issues and rationale for this zoning proposal and describes the development standards that will be applied within the proposed PD District.

The intent of this report is to provide the City of Stoughton with a General Development Plan (GDP) that articulates and summarizes the various elements and standards that comprise the proposed Planned Development District (PD) for the Kettle Park West Commercial Center (KPWCC). The zoning requirements will be 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.

Due to the scale of the site and considerations for the potential changing economic conditions that create uncertainties in future real estate markets, FDG 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 the *Planned Development District Process Step 3: General Development Plan* and the provisions of *Section 78-205 (11)(f)* pertaining to requirements for "Large Developments."

The following index relates the Kettle Park West Commercial Center General Development Plan compliance with City Code requirements:

Section 78-914 (7)(a)	Kettle Park West Commercial Center GDP Page (s)
1. Site location on City Planned Land Use Map	p. 5
2. Map identify adjoining property owners within 300 feet	Exhibits
3. Description of proposed PD.	KPWCC-GDP
4. General Development Plan	pp. 16-18, Exhibits
5. Conceptual Landscaping Plan	pp. 30-34 Addition site specific information to be submitted for approval with SIP and architectural plans
6. General Signage Plan	With first SIP Signage Plan to be developed in conjunction with architectural plans and submitted with first SIP
7. Written justification.	KPWCC-GDP

# Compatibility Report

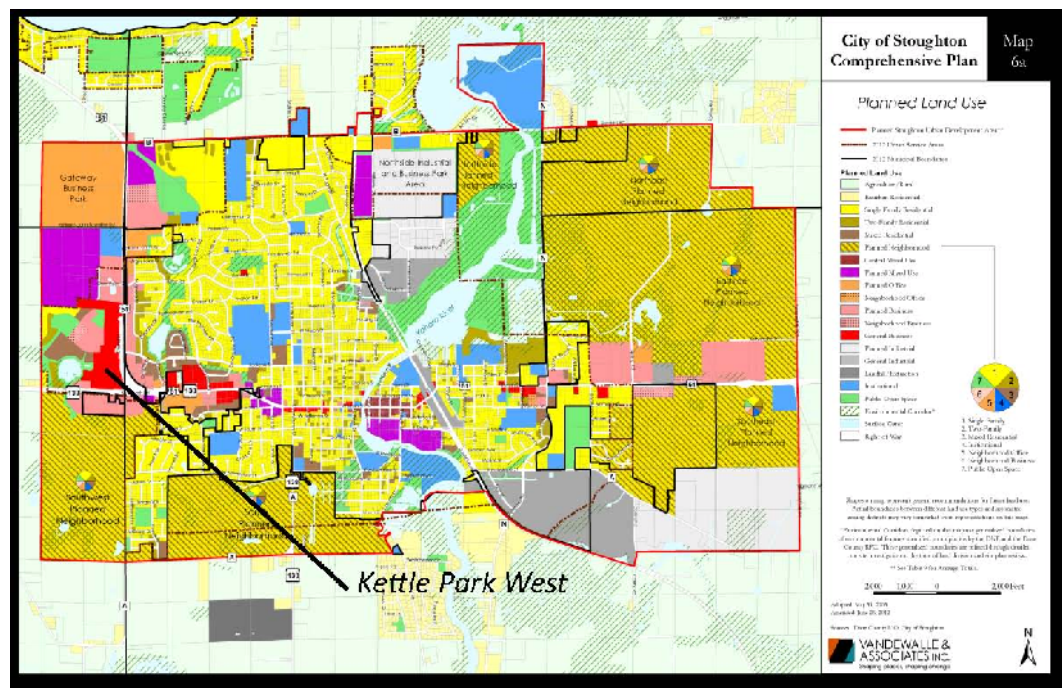
## Location and Overview

The Kettle Park West Commercial Center is envisioned to be the cornerstone of the planned mixed-use neighborhood located on the Westside of the City of Stoughton, Wisconsin at the intersection of US Highway 51 (USH 51) and State Highway 138 (STH 138). The surrounding 295+ acre neighborhood is planned to include a community scale commercial center, lots for business (employment) opportunities, a diverse mix of housing opportunities supported by a new City park and a neighborhood retail center, with over 36 acres of naturalized wetland habitat. (Note: The required location map, legal description and listing of adjoining Property Owners are included in the *Exhibits Section* of this report.)

The immediate goal of the planning effort for Kettle Park West Commercial Center (and the objective of this report) is to complete the City's review and approval process to establish effective zoning requirements and standards for the site and to create development parcels that will be attractive for new business investment into the community.

## Compatibility with City Plans

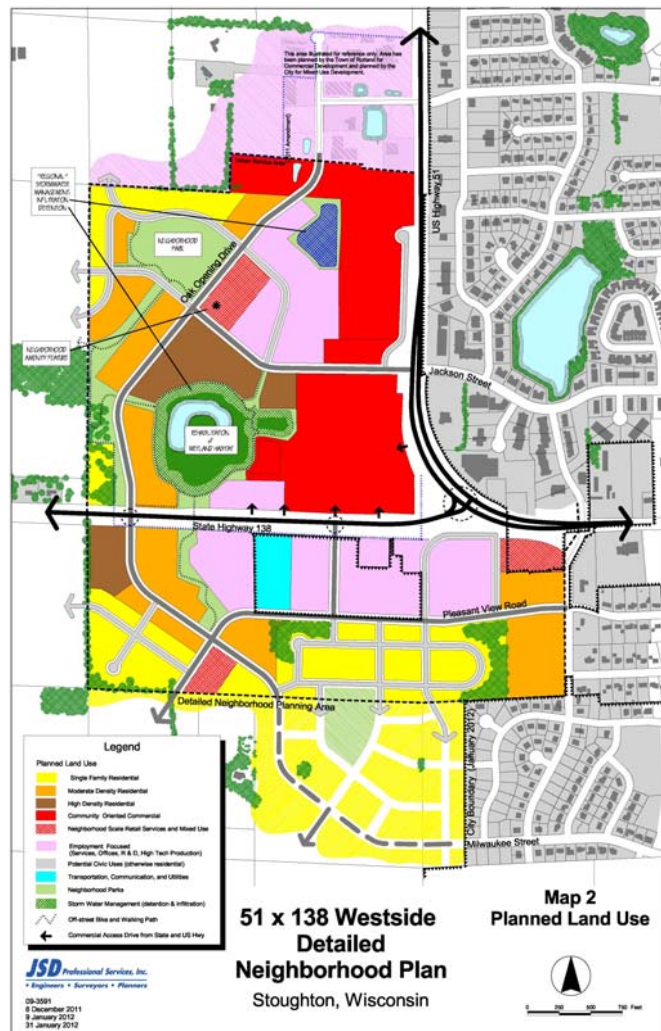
The planning effort to formulate the Kettle Park West Master Plan began in the fall of 2009 and was the impetus for the creation and adoption of the 51 x 138 Westside Detailed Neighborhood Plan. In 2012, the City of Stoughton Comprehensive Plan was amended to include the adopted 51 x 138 Westside Detailed Neighborhood Plan. The Neighborhood Plan articulates the framework to guide the planning and design for development of this key *Gateway* location.



Briefly stated, the development in this area is intended to be predominately commercial in character along the highway frontages and then transitioning to planned residential land uses as distance from the highways increases. For a summary of the generalized land uses approved for this neighborhood, (see Table 1 on Page 7).

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 by giving attention to effective maintenance of both the built environment and naturalized areas. Generalized 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 to the extent practical; appropriate water and waste reduction/recycling techniques, "green" products and earth-friendly processes in their operations and inventory.
- Social Equity, Responsibility, and Quality of Life:** A new neighborhood provides an expanded inventory of housing styles and opportunities for current and future residents, including capturing the desired elements of the community's quality of life: walkable, vibrant residential areas, expansive open spaces, and convenience to shopping, services, work, schools, cultural activities and recreation.



<p>Table 1</p> <p><b>51 x 138 West Side Neighborhood Plan</b></p>
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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%
Street and Highway Rights-of-Way (ROW)	71	24%
Total	295	



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

(Note: 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 35+ acres in the immediate corner of the intersection. This area is part of the 46 acre Community Scale Commercial Land Use Plan Map Designation that extends north along the USH 51 frontage including the existing auto dealerships).

As the 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 the Kettle Park West Commercial Center is consistent with the City Comprehensive Plan.

### 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. Demographic Characteristics – a significant proportion of the population routinely commutes 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 the City. Currently there are few business development sites in the City that can accommodate stores which support modern retailing practices and operations - large format (>60,000 SF) or medium format (20,000 SF to 60,000 SF) retail buildings.

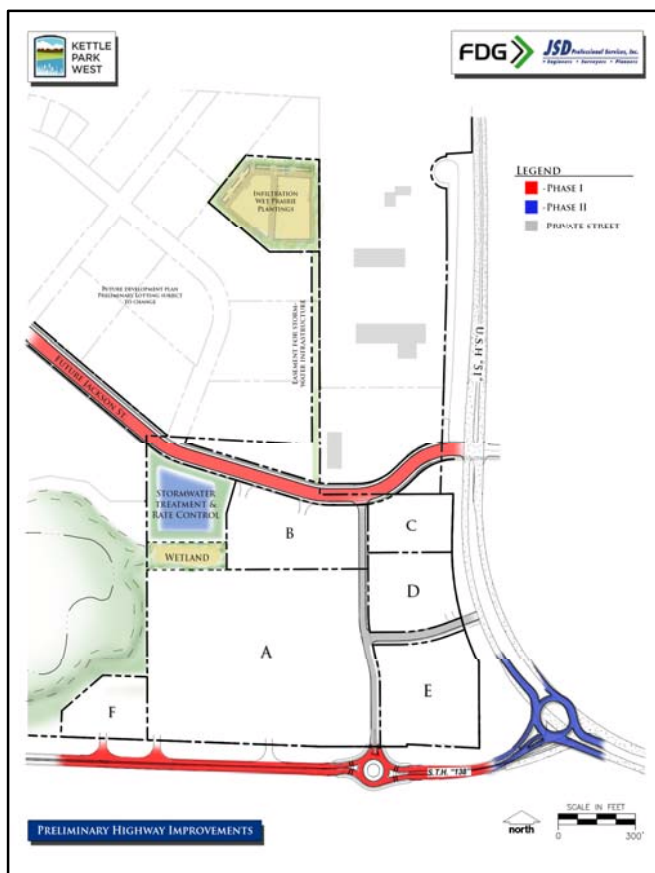
The location of the Kettle Park West Commercial Center has excellent visibility and accessibility to the surrounding market area characteristics which are extremely important to qualifications for larger scale retail and service businesses.

### 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 a broader more diverse local shopping opportunity that will reduce the need to travel to the Madison area for the day-to-day goods and services.

The regional highway network serving the site is dominated by USH 51 and STH 138 which adjoins the Kettle Park West Commercial Center site on the east and south respectively. The Average Annual Daily Traffic (AADT) on USH 51 is currently 12,700 vehicles per day (vpd) south of STH 138 and 8,500 vpd north of STH 138. Traffic on STH 138 is 9,100 vpd. Traffic on both highways has increased at a rate of 1.8 percent annually.

The functionality of the USH 51 x STH 138 intersection, as measured by the calculated Level of Service (LOS), has been steadily deteriorating and is currently 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 is currently 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.)





Improving the traffic circulation and functionality of this intersection of two (2) significant 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 set in motion a plan of improvement for this intersection and the adjoining highway approaches. The preliminary plans for Phase 1 of these improvements include the reconstruction of:

- approximately 1500 feet of STH 138
- 1500 feet of USH 51
- USH 51 STH 138 intersection and
- USH 51 x Jackson Street intersection

The Tax Increment Finance District that is being contemplated for this area could provide a significant percentage of the financing for these public improvements.

The Kettle Park West Commercial Center will be served by eight (8) proposed access points. These access points have been strategically located to both accommodate the needs of businesses (to create viable building site locations, convenient customer access, site circulation, and efficient and safe routes for delivery and service vehicles), as well as to safely manage and accommodate traffic movements on USH 51, STH 138, and Jackson Street. The access points connecting to USH 51 and STH 138 have been provisionally accepted by WisDOT subject to final site design approval.

In addition, the KPWCC also integrates segments of bike and pedestrian paths that will provide connection with the City's existing bike path route network.

#### Utilities

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 regarding the City's capacity to serve the proposed Kettle Park West development.

Water service will consist 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 will extend 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 will be constructed within a public easement that follows the north-south private access drive through the project.

Plans for electric and natural gas service are currently being evaluated with Stoughton Utilities and Alliant Energy.

#### 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 proposes an extensive rehabilitation and enhancement of the wetland habitat as a main visual and recreational amenity for the development. It is envisioned that this wetland habitat will be rehabilitated 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) review and approval of the Urban Service Area to serve the Kettle Park West project 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 conceptual 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 percent of sediments, periodically re-charging the water levels in the wetland, and infiltrating 100 percent of excess stormwater run-off.



To accomplish this, site grading within the Kettle Park West Commercial Center has been designed to effectively collect and treat stormwater from the impervious surfaces (parking lots), and convey the "treated" water to both the wetland area that is immediately west of the center and to the infiltration basin located approximately 800 feet north of Jackson Street (extended).

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, enhance the ecology of the "Kettle" wetland and create viable and functional building pads for the commercial uses that are being recruited for the KPWCC.

### Architectural Character and Sense-of-Place

From a community design perspective, the KPWCC will be critically important as the west *Gateway* to the City. 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 current discussions with WisDOT regarding round-about improvements along STH 138 as well as careful attention to building architecture and site landscaping is key to the City's efforts to address and create "Landmark" features to achieve a *Gateway* identity for this location.



## **Planning Approvals Received-To-Date**

Since 2009, Forward Development Group, the City of Stoughton (Common Council, Plan Commission, and Staff), have been collaborating on a conceptual development plan to expand the City's tax base with new development opportunities. These discussions laid the foundation for several joint efforts between FDG and the City which have resolved many development issues affecting this location and have bolstered investor confidence in the community. To-date, the following essential procedural steps for creating Kettle Park West has been accomplished:

- a general consensus on the scope of the proposed development of the Kettle Park West project (November, 2010),
- amendment of the Stoughton Urban Service Area by the Capital Area Regional Plan Commission (June, 2011),
- adoption of the 138 - 51 Westside Neighborhood Plan (Spring, 2012),
- amendment of the City Comprehensive Plan (June, 2012),
- annexation of approximately 142 acres (July, 2013), and
- approval of the planned Kettle Park West access points and City street intersections along USH 51 and STH 138 by the WisDOT (anticipated in Fall, 2013).

## Project Description

### General Description

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

FDG has successfully directed its business recruitment efforts toward attracting a diverse mix of users and tenants. Until the PD-GDP Zoning and land division processes are completed, however it is not permissible for FDG to reveal the users.

The Kettle Park West Commercial Center is envisioned to be an attractive shopping destination for Stoughton area residents.

Located at the USH 51 and STH 138 intersection, the most intense land use proposed in this detailed Neighborhood Plan is a 46+ acre tract designated for community scale commercial uses. (Note: this designation on the plan extends north along the USH 51 frontage including the existing auto dealerships.) This location provides an extremely visible and accessible site at the intersection of the two (2) major arterials serving the City and the surrounding market area. The characteristics of uses anticipated for this district include businesses focused on customers who typically travel by car and larger scale retailers and service uses typically requiring 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 which would be attractive to and primarily supported by a "community-scale" market area as opposed to being primarily focused to serve the immediate neighborhood. The main "anchor" business sites within the center have therefore been designed to be complimentary to the requirements of medium to large format retail business in terms of access, parking, and cross-circulation for pedestrians and vehicles, visibility to the primary travel corridors, and functional circulation and access by delivery vehicles. "Community Scale" businesses include a broad range of retail including department stores, apparel stores, and supermarkets.

A crucial consideration in the design of the KPWCC is an assumption 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 in the event of market changes.

The generalized parcel map on page 16 illustrated the arrangement of the development sites within the KPWCC. These include:

- Parcel A: Designed to accommodate several options and arrangements of commercial uses up to an aggregate total of 155,000 Square Feet (SF) of retail space. Potential combinations of buildings could include a large format retail building (155,000 SF max) or, two (2) to three (3) medium format retail buildings, or two (2) medium sized buildings and a specialty retail center.

To compliment the primary retail site (Parcel A) and provide for more economic diversity, additional sites for retail and service businesses are also incorporated into the KPWCC layout. These sites provide opportunities for multi-tenant retail buildings that would provide a variety of consumer goods, convenience retail, entertainment and personal/professional services.

- Parcel B: Designed to accommodate approximately 27,000 SF of retail businesses housed in either one or two buildings.
- Parcel C: Intended as a potential location for a fast food or quick casual restaurant.
- Parcel D: Intended for convenience retail and fuel sales.

- Parcel E/Site 1: Designed for a ~17,500 SF multi-tenant building.

Additionally, the KPWCC will create opportunities for additional professional services and office uses. Two (2) prominent locations are proposed and are intended for users that are more favorably inclined to construct multi-story "statement" buildings which will establish the *Gateway* character of this location in the community. These sites are:

- Parcel E/Site 2 (the southerly portion of the parcel): Intended for a financial services use; and
- Parcel F: Designed to accommodate a professional office.

### Management and Maintenance

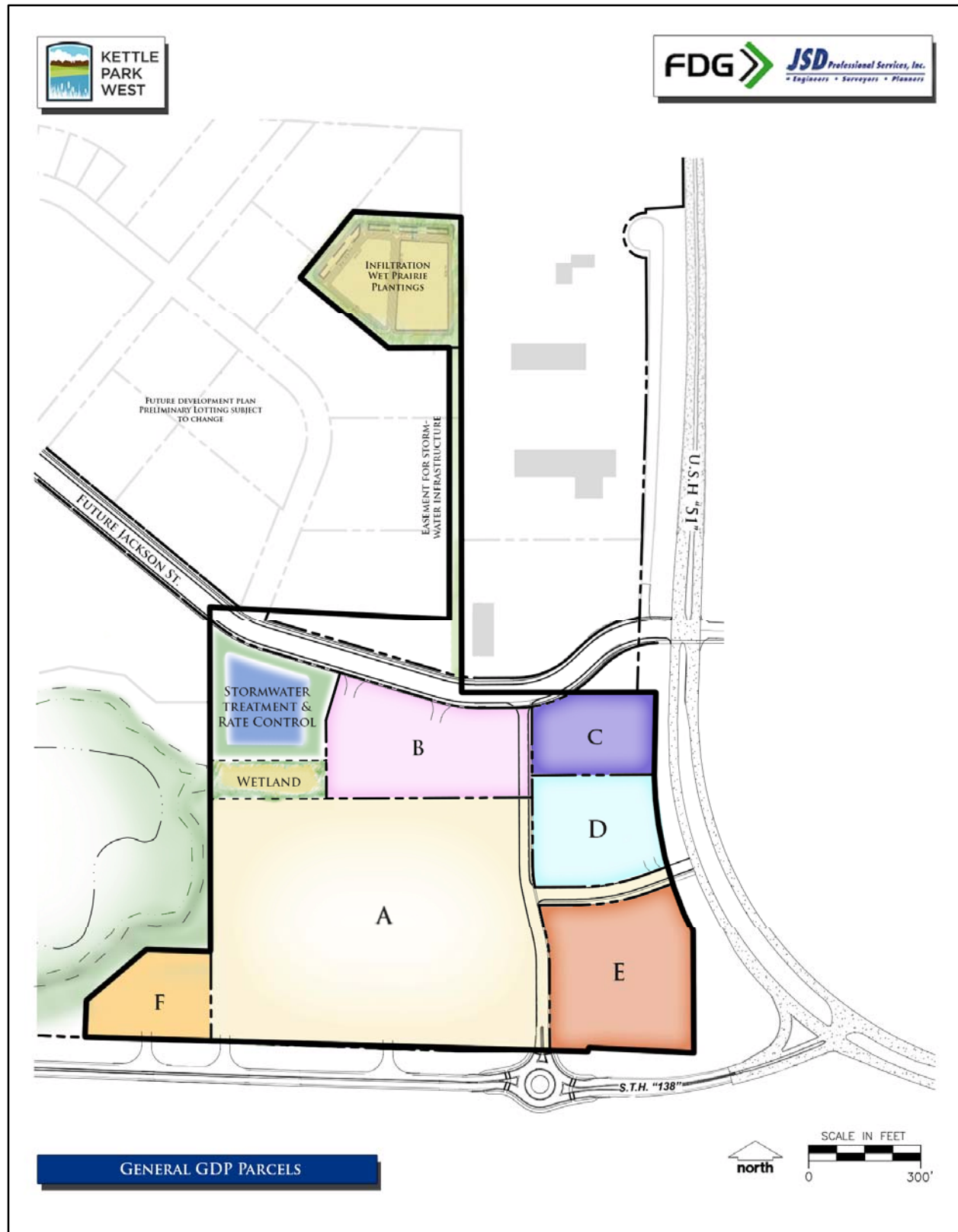
The ongoing management and maintenance of the common facilities and spaces within KPWCC is vital to the long-term economic viability and sustainability of the development and the adjoining future planned neighborhood. These facilities include: the stormwater treatment basin, the pedestrian plaza, commercial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

Due to considerations for the timing of purchase agreements with underlying property ownership and the projected development schedules by the various business prospects, the physical development of the KPWCC will be accomplished through a series of land divisions and construction phasing. FDG anticipates that process will entail collaborating with the purchasers of each development parcel to formulate Specific Implementation Plans (SIPs) or individual Site Plans 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 Kettle Park West Commercial Center Land Use and Anticipated Occupants			
Parcel		Site Area Acres	Building Size Projected Gross Floor Area
Community Commercial			
A	General Merchandise	13.935	155,000
B-1	General Merchandise	3.406	15,000
B-2	Specialty Retail (multi-tenant center)		12,000
C	Specialty Retail (including Fast Food)	1.605	5,000
D	Convenience Retail (Fuel and Car Wash)	2.241	6,000
E-1	Specialty Retail (multi-tenant center)	3.727	17,500
E-2	Professional Services (2 story)		10,000
F	Professional Services (2 story)	1.567	20,000
Subtotal		26.481	240,500
Permanently Protected Open Space		4.557	
(not including landscaped area within lots)			
Outlot 1 -- Stormwater Treatment		2.181	
Outlot 1A -- Wetland		0.727	
Outlot 2 -- Stormwater Infiltration		1.649	
Future Jackson Street ROW		1.491	
Outlot 2 A (parcel for future development)		2.807	
Total		35.336	



**Table 3**  
**Projected Kettle Park West Commercial Center Development Intensity**

Site	Anticipated Building Type and Size	Site Area		Projected Floor Area Ratio	MAX FAR per Ordinance	Projected Impervious Surface %	Max ISR per Ordinance
		Gross Floor Area (Sq.Ft.)	Sq.Feet	FAR	FAR	ISR	ISR
A	Single Story	155,000	733,550 *	0.21	1.00	75%	75%
* including stormwater treatment area and wetland habitat							
B-1 and 2	1 or 2 Story	15,000	148,540	0.18	1.00	75%	75%
	1 or 2 Story	12,000					
C	Single Story	5,000	43,562	0.11	1.00	75%	75%
D	Single Story	6,000	97,574	0.06	1.00	75%	75%
E-1 and 2	Single Story	17,500	162,479	0.17	1.00	75%	75%
	Two Story	10,000					
F	Multi-story	20,000	68,389	0.29	1.00	75%	75%
Total		240,500	1,254,094				

## Treatment of Natural Features

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

The Kettle Park West Commercial Center encompasses the small degraded wetland located to the east of the Mabie farm driveway but not the large wetland area and pond to the west of the driveway. A comprehensive wetland management strategy is being prepared by Montgomery Associates that will serve as the framework for managing the rehabilitation and enhancement of this ecological resource area. Initial planning concepts that are being developed call for modifying the boundary and rehabilitating the small east wetland area as part of the phase one project grading for the commercial center and in phase two (the development of lands to the west of KPWCC), creating additional wetland areas around the perimeter of the historic "pond" area of the west wetland to enhance bio-diversity, improve water quality, and establish the site as a recreational amenity for the neighborhood.



In order to create viable business sites within KPWCC (and especially to meet the requirements for the anchor building site on Parcel A), efficiently collect stormwater runoff and accommodate the required stormwater treatment facilities, the whole site will be graded with a substantial volume of fill being placed in the westerly portions of Parcel A. This grading and fill activity will result in an encroachment into a portion of the recommended buffer area around the south side of the small degraded wetland located just off the northwest corner of the proposed building site on Parcel A. The impact of this encroachment will be more than off-set by the beneficial expansion and rehabilitation of the wetland environment surrounding both wetland features.

As noted in the adopted Neighborhood Plan (and as previously presented), it is FDG's intention 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 strong community support these areas can become an asset and a desirable amenity for the planned future neighborhood.

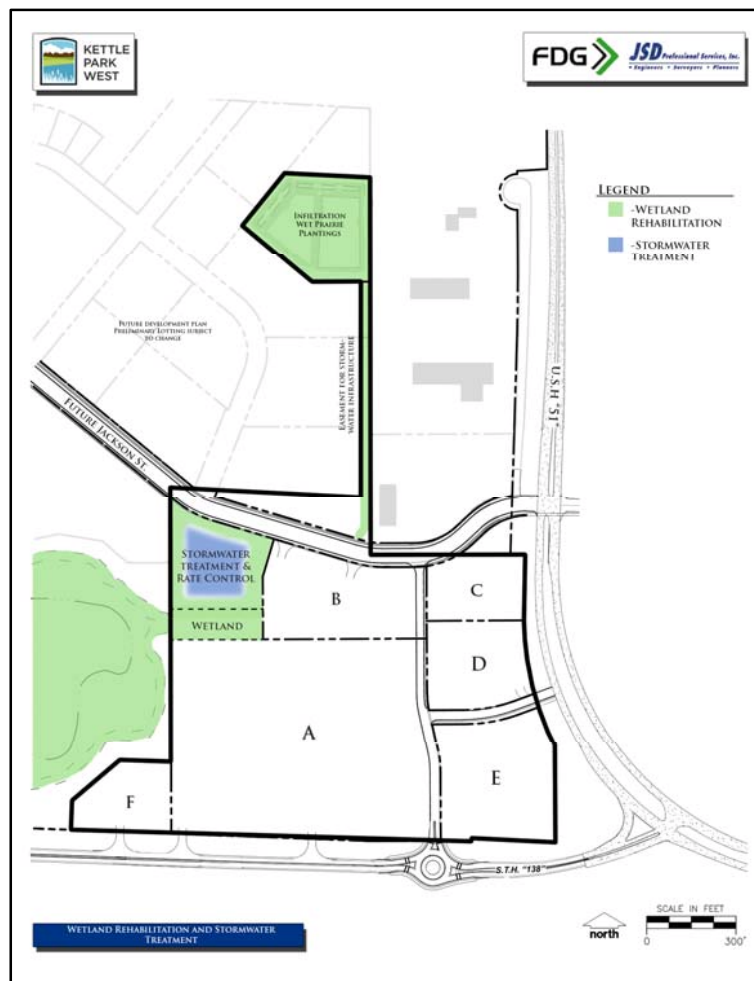


### Stormwater Management

The Stormwater Management System serving the Kettle Park West Commercial Center 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.

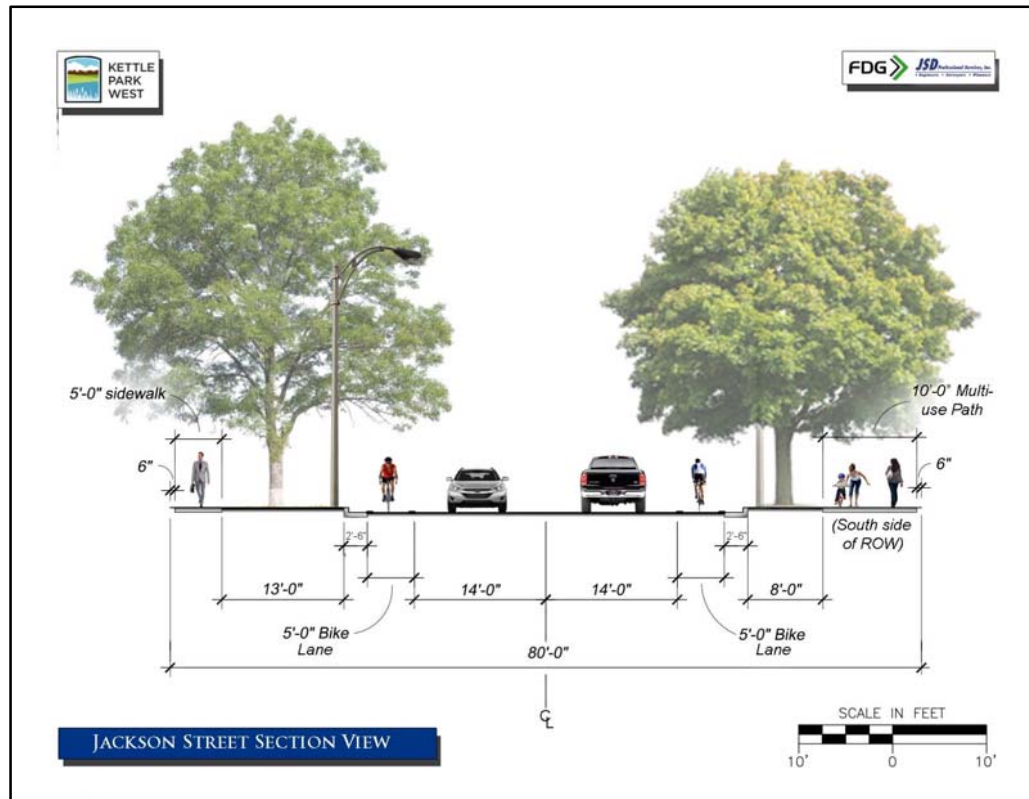
All regulatory Stormwater Management requirements will be met, including all City of Stoughton requirements per Chapter 10 of the Municipal Code of the City of Stoughton, applicable requirements of the Capital Area Regional Planning Commission Resolution No. 2011-5, and Wisconsin Department of Natural 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



### Adjoining Properties

FDG has been collaborating with the City and the owner of the former Kayser Automotive property to coordinate the design and timing of a planned extension of Jackson Street. Completion of the planned Jackson Street improvement is a component of the pending annexation agreement relating to the Baxter Parcel, and the dedication of the proposed right-of-way. In the interim, Kettle Park West has been designed to have functional access and circulation irrespective of when the Jackson Street project is completed.

FDG 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

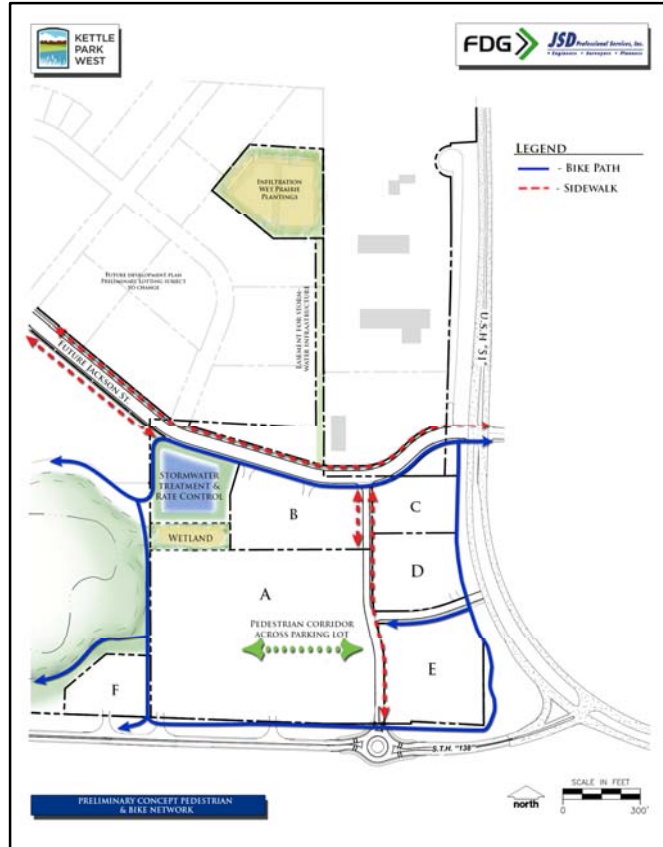
Traffic circulation to and from the Kettle Park West Commercial Center will utilize direct access to USH 51, STH 138, and Jackson Street (extended).

WisDOT has given preliminary approval for the access drives to USH 51 and STH 138 subject to design approval of the intersections.

FDG will coordinate the conveyance of the Jackson Street ROW with the City in conjunction with the annexation of the adjacent Baxter Property. The preliminary design is for Jackson Street to be a 40 foot wide collector street with a sidewalk along the north side of the ROW and a 10 foot wide bike path along the south ROW. On-street parking would likely not be permitted along the KPWCC frontage, but is anticipated along future segments of Jackson Street as it continues westerly into the future planned mixed-use neighborhood.

The KPWCC is linked to the City's bike route network with a 10 foot bike path being constructed along the south 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 recreational path that is planned to loop around the Kettle Wetland.

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 C through E and connecting to the bike paths along Jackson Street and STH 138. A sidewalk is not proposed along the west side of the private street except where they may be warranted to provide access to a building with store-fronts facing the private street.

East-west pedestrian circulation will be accomplished by a landscaped pedestrian walkway corridor(s) that will provide a safe walking route traversing the parking lot of Parcel A.





## **Consistency with Comprehensive Plan**

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

The Kettle Park West Commercial Center is consistent with the City Comprehensive Plan. KPWCC project was conceived and designed concurrently with the formulation of the adopted 51 - 138 Westside Neighborhood Plan and the subsequently adopted amendment to the City's Comprehensive Plan.

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.

## **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 well designed building sites, it 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.

The Planned Development District will allow the needed flexibility and coordination between uses and infrastructure that the City and FDG need to achieve the design intent articulated in the 51 x 138 Westside Neighborhood Plan and the objectives of the Comprehensive Plan.

## **Zoning Standards that are Creating Barriers to Successful Development of the KPWCC**

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

There are several areas within the City's Zoning and Subdivision Regulations that act as barriers to effectively and efficiently implement the Kettle Park West Development. In addition, since the KPWCC Commercial Center site is anticipated to eventually include over 240,000 square feet of gross floor area (GFA), it is also subject to the requirements of 78-205(11)(f)6. The developers of KPWCC are committed to achieving the intent of the Architectural and Site Design Standards, but find it necessary to obtain relief and flexibility in the application of some of the specific requirements.

The expectation for strong architectural design, albeit tempered with recognition of the economics of functional needs of businesses, is crucial for creating a successful and vibrant *Gateway* location. With City approval, the Kettle Park West Commercial Center GDP needs to vary from the following requirements. All other standards and requirements that are not identified and varied by this GDP will otherwise conform within the City's current adopted development regulations.

## **Large Development Regulations**

Zoning Ordinance Citation 78-205(11)(f)6.f., 78-205(11)(f)6.g., 78-205(11)(f)6.j

### Screening

Prohibition of the use of fencing in order to screen the view of buildings significantly impacts the utilization of both the northwesterly corner of Parcel A, given the constraint of minimizing impact to the small degraded wetland area and the southwesterly corner of Parcel A where one of the proposed building loading dock facilities is located. In the northwesterly corner of the parcel, the prohibition also does not recognize the effective "setback/buffer" area created by the wetland and stormwater management facilities that adjoin this corner of the parcel.

In order to accommodate the area needed for truck maneuvering, the pavement edge will extend to within 12 feet of the STH 138 ROW. Effective screening of the south-facing loading dock will require both fencing and landscape plantings. Conceptual illustrations of the proposed landscape treatment improvements for these locations are shown on pages 29 and 30.

### Parking

(Also see 78-206(4); 78-604; and 78-704.)

The prescribed maximum parking ratio (120 percent times the current City parking ratio of 1 per 300 SF of gross floor area) yields a total maximum stall count of 4.0 stalls per 1,000 square feet of Gross Floor Area (GFA) for the retail buildings. This amount of parking generally meets the minimum site criteria for most retailers. Additional parking area may be required to provide stall locations for cart corrals, snow storage, and may also be created as part of the functional design of the parking lot.

The dimension of landscape islands (360 SF for full-island or 180 SF for peninsula, and 400 SF for aisle-end islands) is larger than the area of a typical parking stall (162 SF). This creates inefficiencies in the design/layout of the parking lot. The dimensioning also does not account for the area of an island designed with a 5 foot radius curb line.

The curbed median to divide the parking lot into distinct 100 or 120 stall bays is problematic for snow removal maintenance, increases construction costs, and may compromise logical design of vehicle circulation and pedestrian walkway corridors within the parking lot.

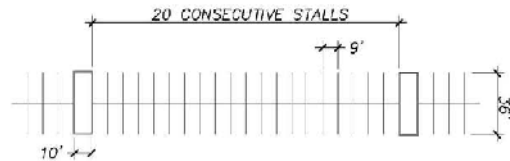
Clarification is also needed to reconcile the differences between parking island area standards in the large development regulations section and the performance standards section of the ordinance.

For descriptive illustrations comparing the current ordinance requirement with the proposed parking lot landscaping scheme for KPWCC, (see Page 25).

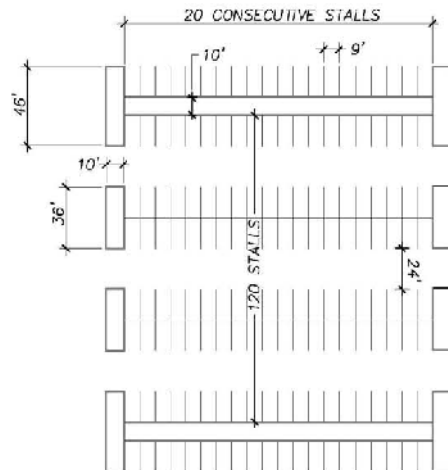
## CURRENT CITY REQUIREMENTS

### PARKING AND LOADING EXPECTATIONS

Parking lot design shall employ interior, curbed landscaped islands at all parking aisle ends. In addition, the project shall provide landscaped islands within each parking aisle spaced at intervals no greater than one island every 20 spaces in that aisle. Islands at the end of aisles shall count towards meeting this requirement. Each required landscaped island shall be a minimum of 360 square feet in landscaped area.



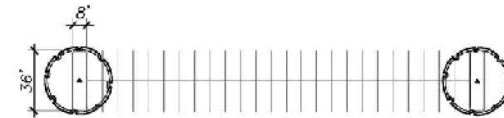
Landscaped and curbed medians, a minimum of ten feet in width from back-of-curb to back-of-curb, shall be used to create distinct parking areas of no more than 120 parking stalls.



## KPW STANDARDS

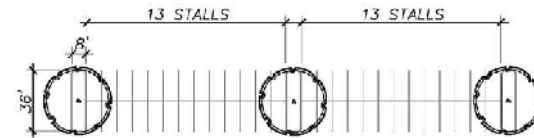
### PARKING LOT LANDSCAPING

- A curbed landscape island at each end of each row of parking
- Landscape Islands shall be a minimum of 8 feet in width (measured from back of curb) and at least 286 square feet in area

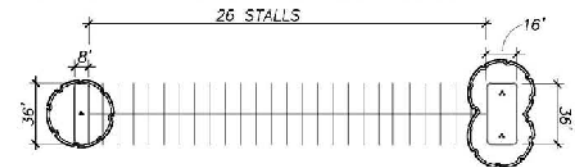


In the case of parking rows exceeding 25 consecutive stalls (head-in or angle) additional landscaping is required. This requirement shall be satisfied by either:

- constructing and landscaping interior hardscape islands such that in no case shall a parking stall be greater than 117 feet from an island



- doubling the size and amount of landscape plantings in one of the end islands





### Cart Returns

The minimum dimensional area of prescribed Cart-Return-Corral (200 SF) is larger than the area of a typical parking stall (162 SF), with results of inefficient design/layout of parking lots and unnecessary additional pavement.

### Landscaping

The minimum 6 foot high screening berm to visually shield the development from adjoining residential, institutional or office uses will consume a strip of the commercial lot that is at least 36 feet wide. There should be flexibility to design appropriate screening that utilizes fencing, plant varieties and densities, and topographic changes between the uses.

### **Commercial Land Uses and Detailed Provisions**

Zoning Ordinance Citation 78-206(4)

### In-Vehicle Sales or Service

Relating to the Design of Drive-Thru Facilities: Design requirements for canopy and curb locations, and length of stacking driveways may conflict with site conditions and layouts.

### **Performance Standards**

Zoning Ordinance Citation 78-704(12)

### Minimum Permitted Throat Length (Driveways)

The minimum throat length for driveways connecting to collector and arterial streets (50 feet and 100 feet respectively) creates in-efficiencies in parking lot layout design. The standard also does not recognize the type of driveway intersection (roundabout with free-flow traffic movement, or right-in/right-out restrictions), the physical distance of the street curb relative to the ROW/property line, or if vehicle queuing is problematic for safe and efficient movement of traffic within the project site.

## **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 permitted under the City of Stoughton Zoning Ordinance (Chapter 78 of the City Code of Ordinances) are permissible within the Kettle Park West Commercial Center.

#### 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.
- Any nuisances, offensive or noxious odors, fumes, dust, smoke, noise, vibration, pollution glare or other nuisance, or hazardous uses by reason of excessive danger of fire or explosion shall not be permitted on the property. Determinations of nuisance shall be made by the Developer, the Business Owners Association, or the City of Stoughton upon the basis of written complaint or on its own initiative. Standard for nuisance or offensive and noxious use shall be those of the City of Stoughton.
- Parking or outdoor storage of any abandoned or inoperable vehicles or equipment.

- Freestanding outdoor advertising signage (billboards) that advertise products or services provided by businesses that are not occupants of the KPWCC or that are not center identification signage.
- Roof mounted signs and wall mounted signs with sign elements that extend above the parapet or eave line.

Restricted Uses Subject to Review and Approval by the Developer or Business Owners Association


- Permanent accessory buildings or structures, including, but not limited to storage sheds, detached garages, gazebos, picnic shelters, decorative walls or fences, and security fences are expressly prohibited except with prior written approval by the Developer or the Committee, and then with subsequent review and approval by the City of Stoughton. Temporary accessory structures such as a temporary green house for sale/display of flowers or gardening materials, are permissible with prior written approval by the Developer or the Committee.

**B. DENSITY AND INTENSITY EXEMPTIONS**

The stormwater management treatment pond and the rehabilitated wetland area encompassed with Outlots 1 and 1A will be included as open space area for the purposes of calculating the landscaped surface area ratio for Parcel A.

**C. BULK EXEMPTIONS**

All Bulk standards are established by the Planned Development Ordinance. For a description of the proposed standards for the KPWCC compared to those listed for Planned Business in the Zoning Ordinance, (see Table 4 on Page 28).

<b>Table 4</b> <b>Kettle Park West Commercial Center</b> <b>Building Bulk and Site Density Standards</b>				
Minimum distances unless specified	Per Zoning * (Feet)	Proposed KPWCC Planned Development (Feet)	Notes	Complies or exceeds Current Zoning Standards
Building to Street ROW	20	20 to Jackson Street  42 feet to Hwy ROWS		
Building to Residential Lot Line	Side: 10 Rear: 20	N/A		
Building to Non-Residential Lot Line	10  Zero Feet if Designed as Attached Building	10  Zero feet if designed as Attached building		
Building to Private Street Curb Line	NA	26  (15' from sidewalk)		
Accessory Use or Structure to Street ROW	Not Permitted in Front Yard	15 feet from Jackson Street  42 feet to Hwy ROWS		
Accessory Use or Structure to Residential Lot Line	4	NA		
Accessory Use or Structure to Non- Residential Lot Line	4	10		
Parking Stall or Access Aisle Pavement/curb to Public Street ROW	10	10		
Parking Stall or Access Aisle Pavement/curb to Private Street Curb or sidewalk	NA	6	Landscaping should consider snow storage.	
Parking Stall or Access Aisle Pavement/curb to Residential or Institutional Lot Line	5	5	Plus Sufficient Distance to Construct Landscaped Berm or Approved Screening Fence	
Parking Stall or Access Aisle Pavement to Interior Lot Line with adjoining commercial use	NA	6  Zero Feet if Joint Parking Lot		
Maximum Building Height	45	45	From Level of Main Entry and Not Including Parapets or Mechanical Penthouses	
Maximum Floor Area Ratio (FAR)	1	0.3		
Minimum Landscape Surface Ratio (LSR)	25%	25%		
Minimum Foundation Landscape Planting Bed Dimension	10	10		

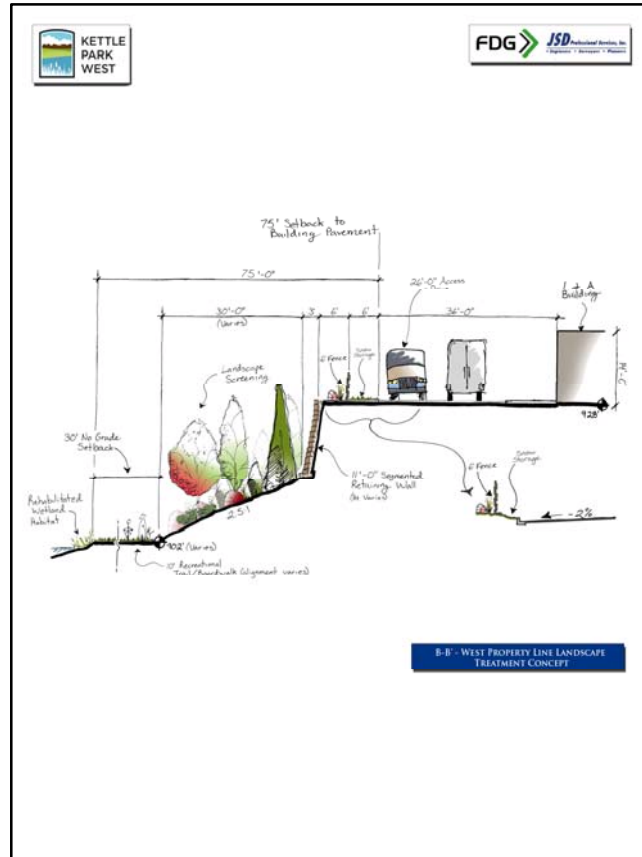
## D. LANDSCAPING EXCEPTIONS

(Note: The landscape treatment concepts illustrated in this section of the KPWCC General Development Plan are for illustration purposes only. Since landscape planning is so closely integrated with site grading and architectural design, the detailed landscape plans cannot be prepared until the specific building program for the site is established. Final landscape plans will be prepared for the project and individual sites as part of the Specific Implementation Plan and Site Plan approval process)

### Perimeter Screening Landscaping

The requirement for a 6 foot high berm and double row of evergreen trees to shield view of the large retail building from abutting residential, institutional and office uses is superseded by the following:

Visual Screening of Parcel A from abutting residential, institutional and office uses. A 6 foot high berm planted with a diverse variety of trees and shrubbery is required to shield the view of buildings, loading and service areas located on Parcel A when viewed from residential, institutional and office buildings that may be constructed to the west of Parcel A.



In limited areas, however, with site plan approval by the Plan Commission, this screening may be accomplished through a combination of berming, plantings and aesthetically designed privacy fencing and may be located within an easement(s) on lots or outlot(s) that adjoin Parcel A. The density and variety of landscape plantings used for perimeter screening should achieve an opacity of 0.6 within 10 years of planting and the overall design of the plantings, berming and fencing should reasonably shield the lower 10 feet of any building walls (on Parcel A), when viewed from ground level at a distance of 100 feet west or north of the property line of Parcel A.

Screening of Loading Docks from Public Rights-of-Way:

On any parcel within the KPWCC, views of loading docks and service areas from public rights-of-way shall be reasonably screened with a combination of berming, decorative opaque fencing and dense evergreen plantings.

**E. PARKING AND LOADING EXCEPTIONS**

Parking Requirements

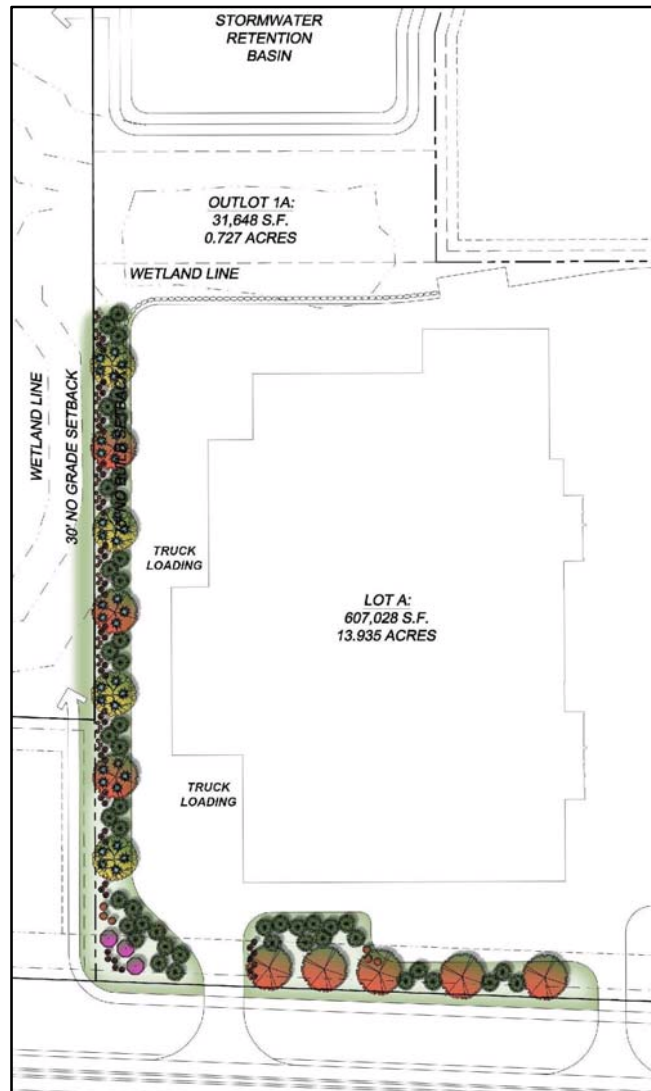
- Minimum parking required for commercial land uses (e. g. buildings) individually exceeding 30,000 GFA shall be calculated at a rate of one (1) stall per 250 GFA (4.0 stalls per 1000 GFA).

On any parcel, in order to provide for flexibility in parking lot layout due to terrain, building configuration, access and circulation drive locations, pedestrian corridors, cart corral locations and stormwater management facilities, the minimum calculated stall count may be exceeded by up to twenty (20) percent. Parking lots may exceed the twenty (20) percent limit when justified with Plan Commission approval of the Site Plan or Specific Implementation Plan.

Parking Lot Landscaping

(See Page 25 for illustration of these minimum standards.)

- A curbed landscape island at each end of each interior row of parking.
- In the case of parking rows exceeding twenty-five (25) consecutive stalls (head-in or angle) additional landscaping is required. The additional landscaping may either be:
  - an additional internal landscape island located such that no stall within the row is further than 117 feet from a landscaped island or aisle-end island in that row, or
  - the minimum width of one of the aisle-end islands in that row must be increased to 17 feet (measured from back of curb) and include a minimum of two (2) overstory trees.
- Landscape islands shall be a minimum of 8 feet in width (measured from back of curb) and at least 278 square feet in area.
- End islands that are adjacent to the internal private access drive along the easterly side of Parcel A shall be configured such that no portion of the adjoining parking stall is closer than 8 feet to the travel lanes of the private access drive.



### Pedestrian Corridors through Parking Lots

Whenever a parking lot exceeds 239 stalls or 8 drive aisles or the overall development design includes "outlot" business sites, the parking lot shall incorporate an improved pedestrian corridor to encourage and support walking between store locations.

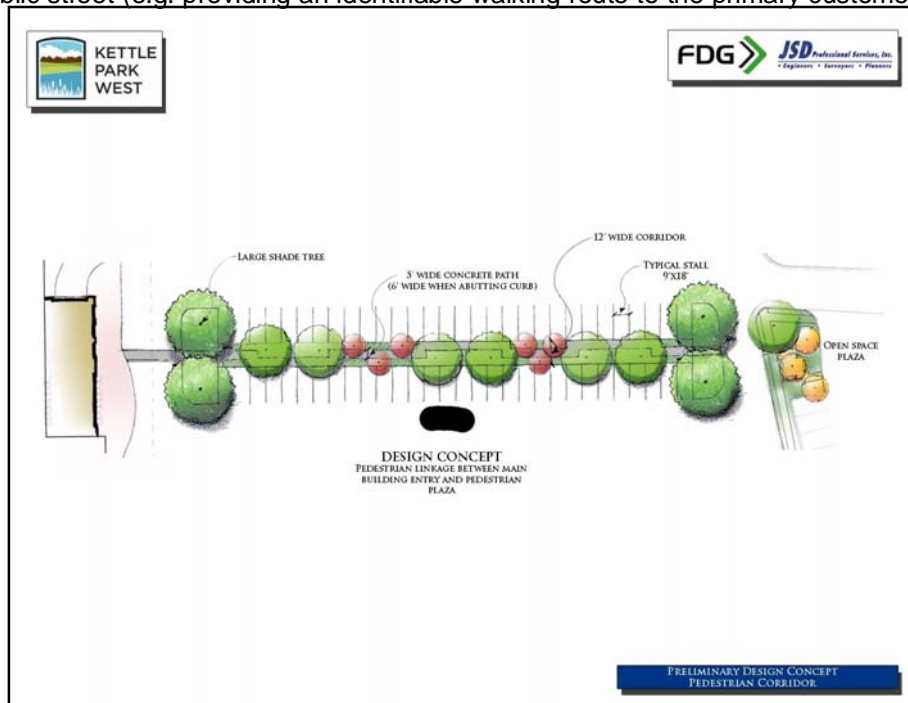
The pedestrian corridor shall be a minimum of 12 feet in width measured from back of curb and include a 5 foot wide sidewalk and landscaping. The pedestrian corridor should be located within the parking lot to provide reasonable and convenient "way-finding" for pedestrian travel between stores or to the public sidewalk on an adjoining public street (e.g. providing an identifiable walking route to the primary customer entry way of the building).

No other landscaped medians to divide parking lots into limited "pods" or "bays" are required.

### Driveway Throat Length

There are eight driveway locations providing access into the KPWCC – each from a collector or arterial street.

The minimum driveway throat length for drives connecting to Jackson Street shall be not less than 25 feet measured from the right-of-way to the closest edge of a parking access aisle.



The minimum driveway throat length for drives connecting to STH 138 shall not be less than 70 feet measured from the right of way line to the parking access aisle of parking lots and 12 feet for the service delivery drives and truck maneuvering areas. (See the Landscape Treatment Concept illustrations).

Along the north side of mid-block limited access drive from SB USH 51, a single right turn only drive connection into Parcel D is permitted within 30 feet of USH 51ROW.

## **F. SITE FEATURES AND AMENITIES EXCEPTIONS**

Cart Returns. Within any parking lot intended for any permitted use that provides shopping carts for its customers, the Owner/Operator of the commercial use shall provide cart corrals per the following:

- A minimum of one corral accessible from each parking drive aisle. Cart corrals shall not exceed the dimensions of a typical parking stall (162 SF) or occupy any required minimum parking stalls (4.0/1000GFA).

## **G. BUILDING DESIGN**

At this time, no modifications to the architectural design standards codified in 78-205(11) are proposed. During the formulation of the Specific Implementation Plan and/or the preparation of Site Plans and Architectural Plans for individual sites, it may be necessary to consider variations to the standards. All variations would be subject to review and approval by the Plan Commission.

## H. 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 Kettle Park West Commercial Center 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 Kettle Park West Commercial Center. 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.

### General Guidelines

#### Buildings

The primary public entry should be a prominent visual feature of a building and easily identifiable from customer parking areas.

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.

#### Parking

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.

Pedestrian corridors through parking lots should terminate at building entrances and provide logical and convenient routes of travel between buildings and activity centers.

When possible, parking areas should be shared by adjacent users to minimize unnecessary stalls and impervious surfaces.



### Access and Circulation

Service drives should be separate and distinct travel routes to minimize conflict between customer traffic and delivery traffic.

Bicycle travel should be promoted with the placement of permanent bike racks in convenient, accessible and logical locations relative to building entrances.

### **Landscaping Guidelines**

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.

Landscape plans shall provide a minimum of 50 percent of all plantings to be native to the South Central Wisconsin Region.

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.

Seasonal interest in the form of native evergreen shrubs and trees shall be provided in landscape plans and emphasized in Bufferyard Design.

Open space design should encourage organic forms and naturalized planting groups to break-up large expanses of vehicular oriented impervious areas and building massing.

Landscape feature plantings shall be provided at vehicular and pedestrian entry points to improve and enhance wayfinding and site legibility.

Where feasible, site landscaping should incorporate a rain garden element to infiltrate clean roof water run-off.

# Exhibits

Map showing GDP Boundary and Adjacent Property Owners

Legal Description

General Development Plan (11 x 17)

General Landscape Plan (11 x 17)

11 x 17 Prints of Illustrations





**Forward Development Group**  
161 Horizon Drive, Suite 101A  
Verona, WI 53593

#### LEGAL DESCRIPTION

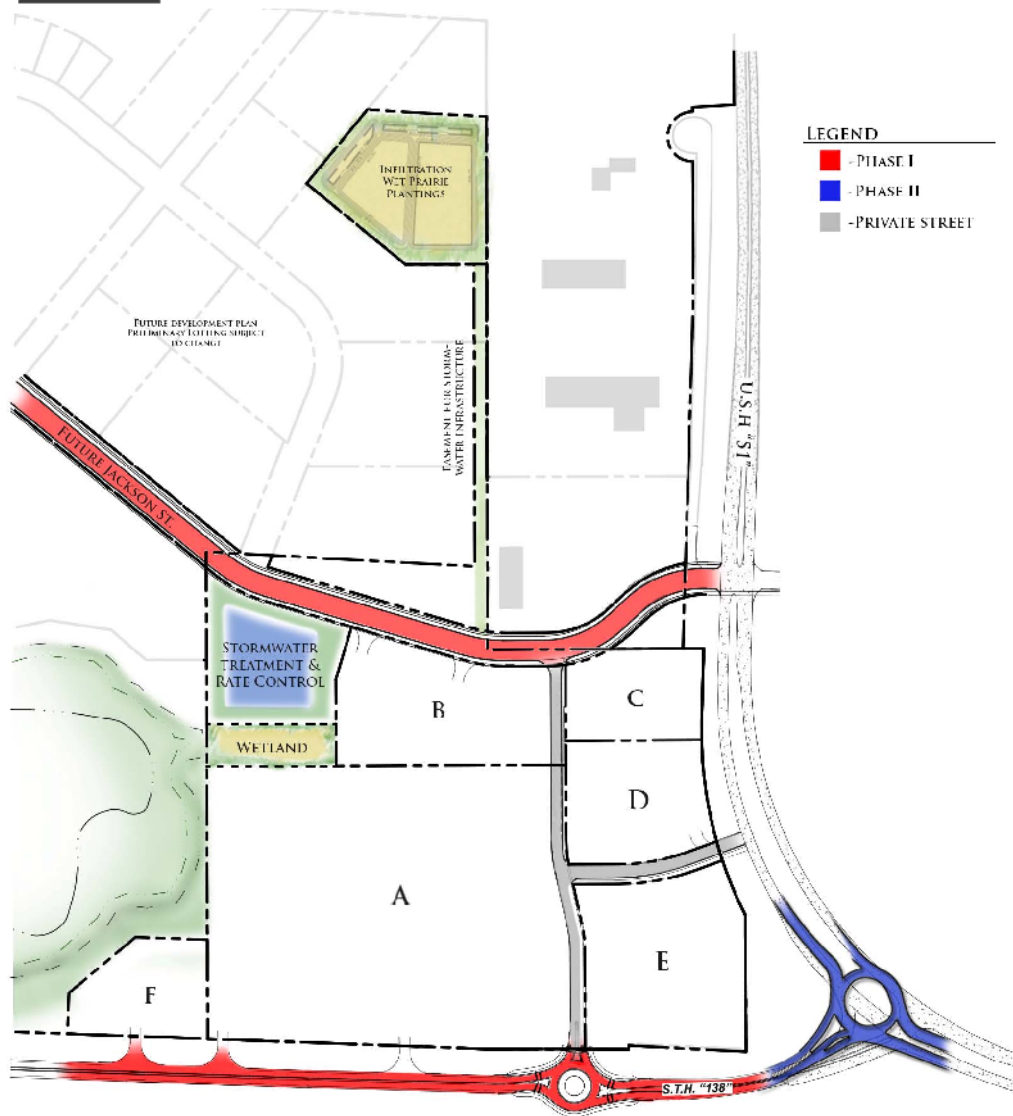
PART OF LOT 2, CERTIFIED SURVEY MAP No. 3430, VOLUME 13, PAGE 268-270, AS DOCUMENT No. 1658279, AND LOTS 1, 2 AND 3, CERTIFIED SURVEY MAP No. 3435, VOLUME 13, PAGE 279-281, AS DOCUMENT No. 1658680, AND LOT 1, CERTIFIED SURVEY MAP No. 9632, VOLUME 55, PAGE 194-197, AS DOCUMENT No. 3199102, AND PART OF THE NORTHEAST QUARTER OF THE SOUTHEAST QUARTER AND THE SOUTHEAST QUARTER OF THE SOUTHEAST QUARTER AND PART OF THE SOUTHWEST QUARTER OF THE SOUTHEAST QUARTER OF SECTION 1, TOWNSHIP 5 NORTH, RANGE 10 EAST, TOWN OF RUTLAND, DANE COUNTY, WISCONSIN, DESCRIBED MORE PARTICULARLY AS FOLLOWS:

COMMENCING AT THE SOUTHEAST QUARTER CORNER OF SECTION 1, AFORESAID;  
THENCE NORTH 87 DEGREES 05 MINUTES 45 SECONDS WEST, ALONG THE SOUTH LINE OF THE SOUTHEAST QUARTER, 33.05 FEET TO THE SOUTHERLY EXTENSION OF THE WEST RIGHT-OF-WAY LINE OF VEEK ROAD;  
THENCE NORTH 00 DEGREES 17 MINUTES 13 SECONDS WEST ALONG SAID WEST RIGHT-OF-WAY LINE, 185.09 FEET TO THE POINT OF BEGINNING;  
THENCE NORTH 87 DEGREES 07 MINUTES 28 SECONDS WEST, 260.52 FEET;  
THENCE SOUTH 00 DEGREES 16 MINUTES 13 SECONDS EAST, 5.01 FEET TO THE NORTHERLY RIGHT-OF-WAY LINE OF STATE TRUNK HIGHWAY '138';  
THENCE NORTH 87 DEGREES 07 MINUTES 28 SECONDS WEST ALONG SAID RIGHT-OF-WAY LINE, 21.50 FEET;  
THENCE SOUTH 00 DEGREES 12 MINUTES 45 SECONDS EAST, 8.67 FEET;  
THENCE NORTH 89 DEGREES 53 MINUTES 46 SECONDS WEST, 343.76 FEET;  
THENCE NORTH 87 DEGREES 53 MINUTES 44 SECONDS WEST, 1004.03 FEET;  
THENCE NORTH 02 DEGREES 12 MINUTES 57 SECONDS EAST, 98.05 FEET;  
THENCE NORTH 49 DEGREES 55 MINUTES 54 SECONDS EAST, 208.46 FEET;  
THENCE SOUTH 87 DEGREES 53 MINUTES 44 SECONDS EAST, 172.86 FEET;  
THENCE NORTH 00 DEGREES 10 MINUTES 51 SECONDS WEST, 933.15 FEET;  
THENCE SOUTH 86 DEGREES 53 MINUTES 51 SECONDS EAST, 645.48 FEET;  
THENCE NORTH 00 DEGREES 06 MINUTES 55 SECONDS WEST, 726.30 FEET;  
THENCE SOUTH 89 DEGREES 53 MINUTES 52 SECONDS WEST, 164.22 FEET;  
THENCE NORTH 50 DEGREES 38 MINUTES 32 SECONDS WEST, 307.48 FEET;  
THENCE NORTH 39 DEGREES 21 MINUTES 28 SECONDS EAST, 229.50 FEET;  
THENCE SOUTH 86 DEGREES 41 MINUTES 54 SECONDS EAST, 286.28 FEET TO THE WEST LINE OF LOT 2 OF CERTIFIED SURVEY MAP NUMBER 8144, AFORESAID;  
THENCE SOUTH 00 DEGREES 05 MINUTES 12 SECONDS EAST ALONG SAID WEST LINE, 195.25 FEET TO THE NORTHWEST CORNER OF CERTIFIED SURVEY MAP NUMBER 9632, AFORESAID;  
THENCE SOUTH 00 DEGREES 06 MINUTES 55 SECONDS EAST ALONG THE WEST LINE OF CERTIFIED SURVEY MAP NUMBER 9632 A DISTANCE OF 888.23 FEET;  
THENCE SOUTH 87 DEGREES 57 MINUTES 29 SECONDS EAST, 1.15 FEET;  
THENCE SOUTH 00 DEGREES 19 MINUTES 58 SECONDS WEST, 198.79 FEET TO THE NORTHWEST CORNER OF LOT 1 CERTIFIED SURVEY MAP NUMBER 9632;  
THENCE NORTH 89 DEGREES 42 MINUTES 22 SECONDS EAST ALONG THE NORTH LINE OF SAID LOT 1 A DISTANCE OF 519.75 FEET TO THE NORTHEAST CORNER OF LOT 1, CERTIFIED SURVEY MAP NUMBER 9632 AND THE WESTERLY RIGHT-OF-WAY LINE OF UNITED STATES HIGHWAY '51';  
THENCE SOUTH 01 DEGREES 40 MINUTES 47 SECONDS WEST ALONG SAID WESTERLY RIGHT-OF-WAY LINE, 170.46 FEET TO A POINT OF CURVE;  
THENCE SOUTHEASTERLY 487.72 FEET ALONG AN ARC OF A CURVE TO THE LEFT, HAVING A RADIUS OF 981.47 FEET, THE CHORD BEARING SOUTH 12 DEGREES 31 MINUTES 39 SECONDS EAST, 482.72 FEET TO THE WEST RIGHT-OF-WAY LINE OF VEEK ROAD;  
THENCE SOUTH 00 DEGREES 17 MINUTES 13 SECONDS EAST ALONG THE WEST RIGHT-OF-WAY LINE, 322.71 FEET TO THE POINT OF BEGINNING.

SAID PARCEL CONTAINS 1,539,266.91 SQUARE FEET OR 35.34 ACRES.



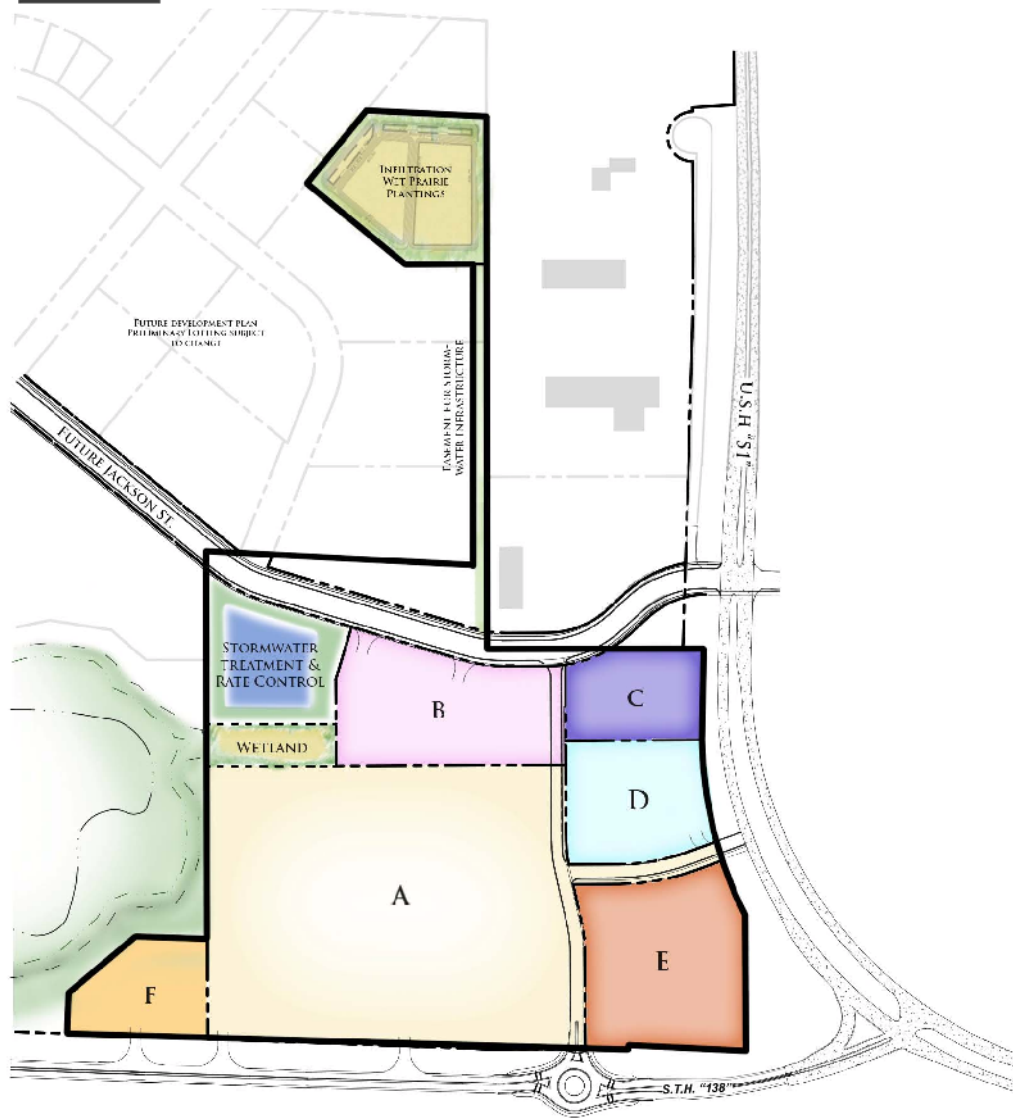




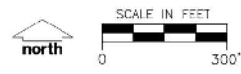
PRELIMINARY HIGHWAY IMPROVEMENTS

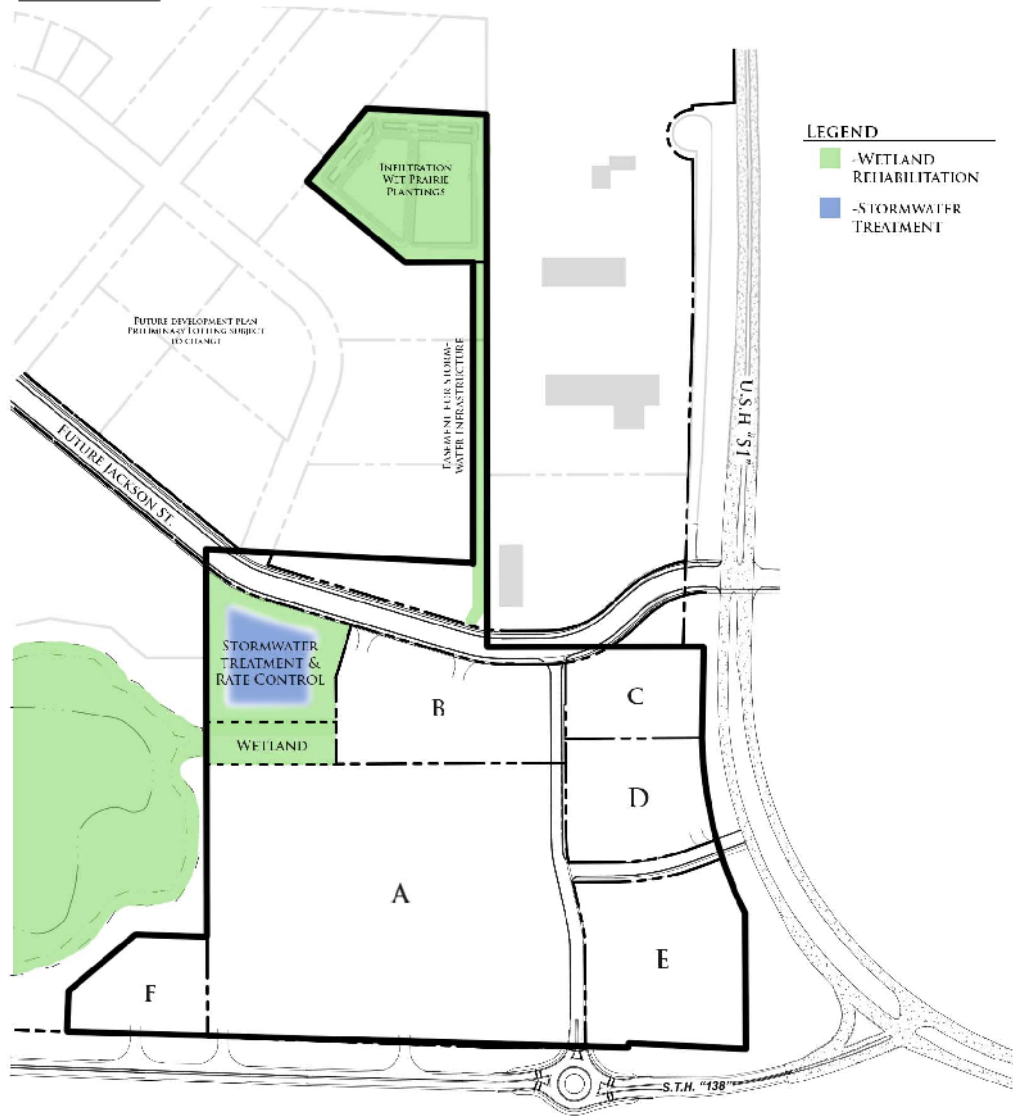




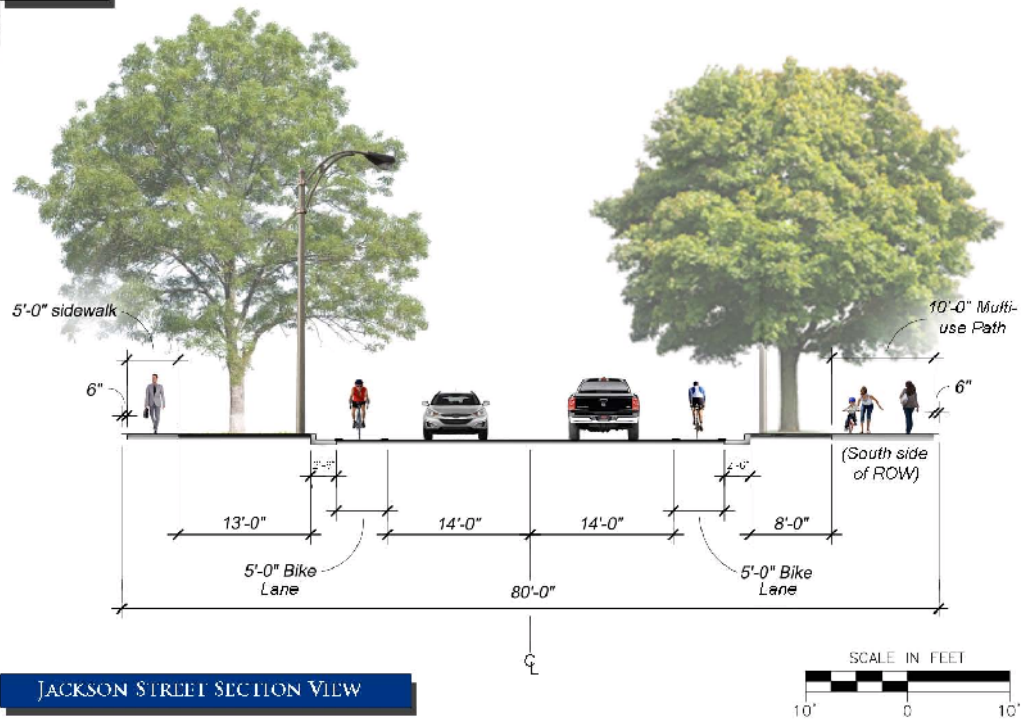


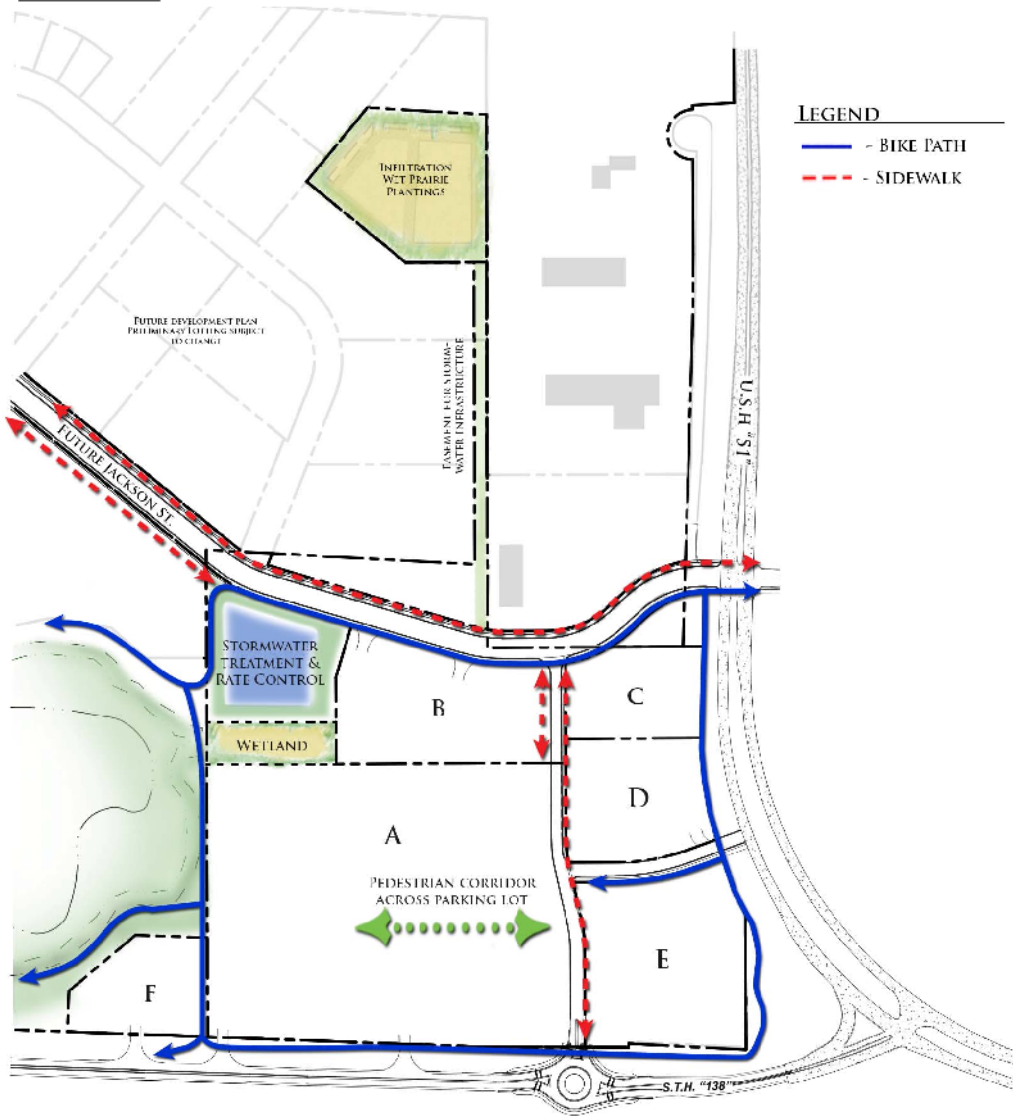
GENERAL GDP PARCELS



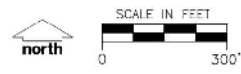


WETLAND REHABILITATION AND STORMWATER TREATMENT

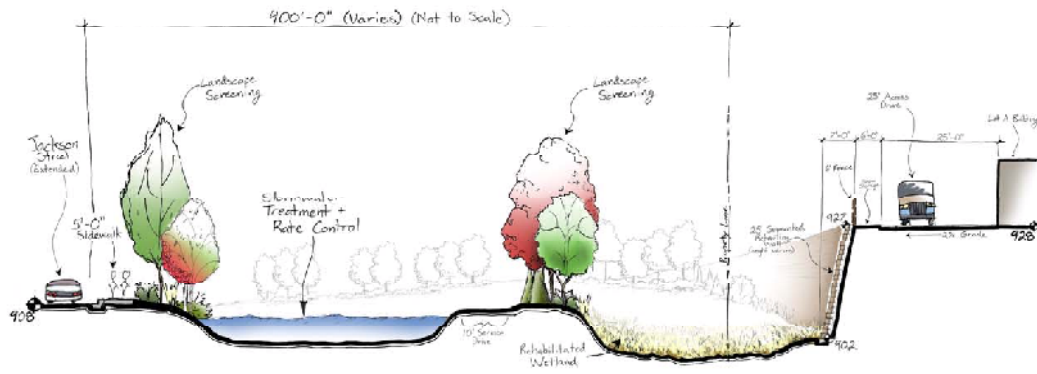




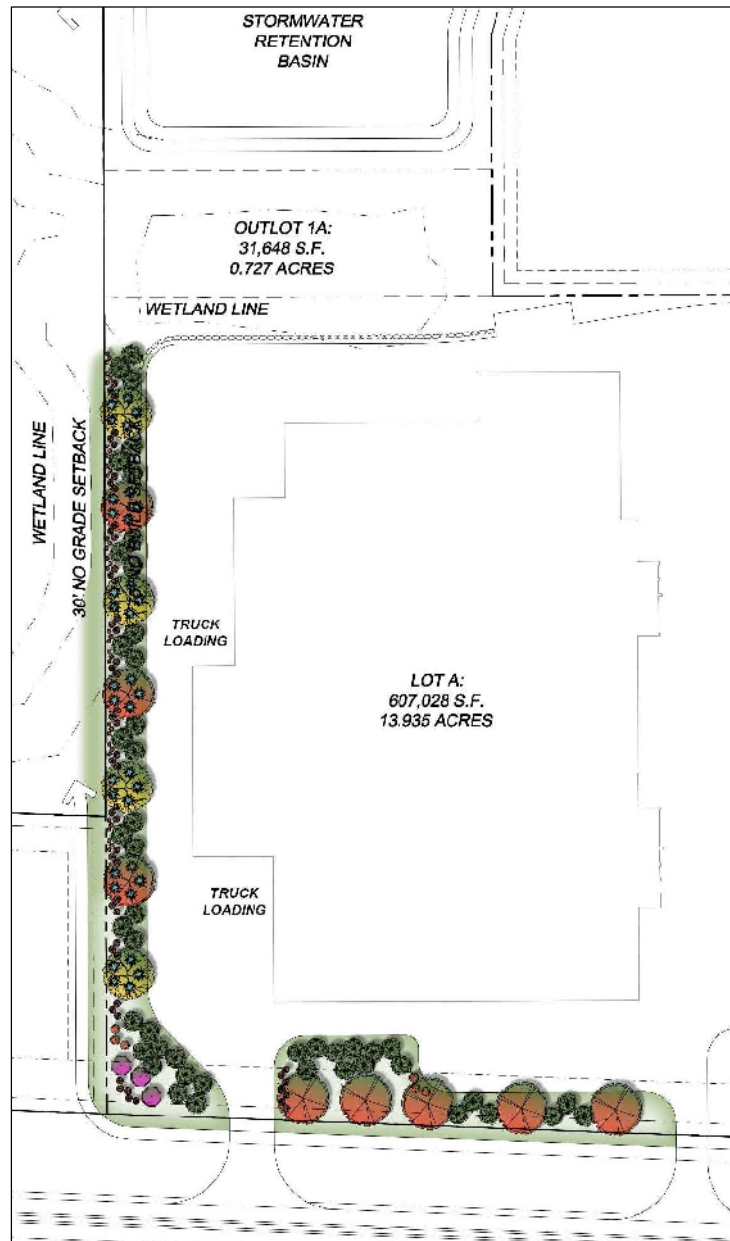
PRELIMINARY CONCEPT PEDESTRIAN  
& BIKE NETWORK



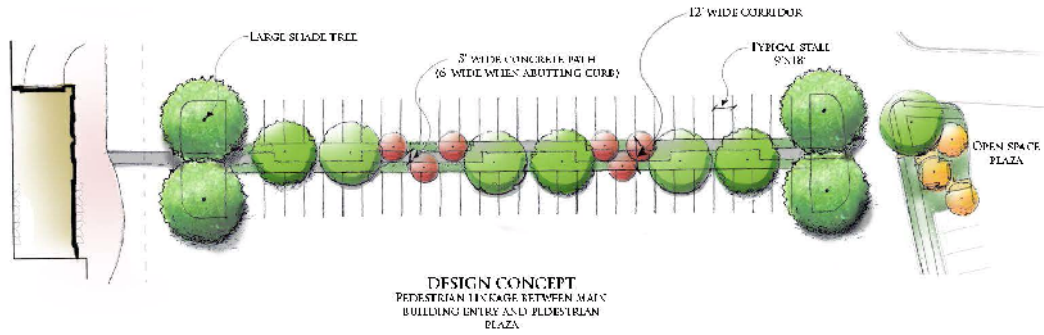




**A.A. NORTH LANDSCAPE TREATMENT  
CONCEPT**







## **Attachments**

Large Development Questionnaire

Economic and Fiscal Analysis Summary

Traffic Impact Analysis (Separate Document)

51 x 138 Westside Neighborhood Plan

**Figure 2.2 Large Development Questionnaire**

Person filling out this form	Jim Bricker, AICP Senior Planner
Address	JSD Professional Services 161 Horizon Drive, Suite 101 Verona, WI 53593
Phone Number	608.848.5060
Date	October 9, 2013
I. Project Contacts	
Property Owner	Kettle Park West LLC
Property Owner Representative	Dennis Steinkraus % Forward Development Group
Developer:	Forward Development Group 161 Horizon Drive Verona, WI
Developer Representative	Dennis Steinkraus
Prime Contractor Representative	To Be Determined
Civil Engineering Representative	Pertaining to Kettle Park West property as a whole and off-site infrastructure:  Hans P. Justeson, PE Associate JSD Professional Services Inc 161 Horizon Drive, Suite 101 Verona, WI 53593 608.848.5060
Architectural Representative	To Be Determined
Land Planner Representative	Pertaining to Kettle Park West property as a whole:  Jim Bricker, AICP Senior Planner JSD Professional Services
Landscape Arch. Representative	Pertaining to Kettle Park West property as a whole  Mike Schmeltzer, PLA Senior Landscape Architect JSD Professional Services Inc

Exterior Lighting Representative	To Be Determined

II. Existing Site Conditions		
A. Total Site Area (inclusive of all areas within parcel boundary):	36.42 acres	1,58,5780 sq. ft.
B. Environmental Corridor Components:	6.42 acres	279,504 sq. ft.
Surface Water	0.0 acres	0.0 sq. ft.
Wetlands * Subject to final delineation (including 0 to 30 foot buffer)	0.73 acres	31,648 sq. ft.
100-Year Floodplain	0.0 acres	0.0 sq. ft.
Steep Slopes (equal to or greater than 12 percent)	0.0 acres	0.0 sq. ft.
Upland Woodlands (per Environmental Corridor criteria)	0.0 acres	0.0 sq. ft.
Stormwater Management	5.69 acres	247,856 sq. ft.

III. Adopted Plans and Policies.	
Describe how the proposed development is compatible with the following:	
A. City of Stoughton Comprehensive Plan: The Kettle Park West project was designed simultaneously with the preparation of the 51-138 Westside Neighborhood Plan which was adopted by the City of Stoughton in the spring of 2012 and incorporated into the City's Comprehensive Plan by ordinance in June 2012.	
Planned Land Use Map	See above.
Transportation Plan Map	See above.
Community Facilities Plan Map	See above.
Community Character Plan Map	See above.
Goals, Policies and Objectives	See discussion in GDP
Agricultural and Natural Resources	
Economic Development	
Other Provisions of Comp. Plan	
B. City of Stoughton Park and Open Space Plan	The site design for KPW layout compliments the overall objective illustrated in the adopted neighborhood plan. The placement and construction of the storm water treatment basin grading accommodates the future bike/ped. path loop which is intended to eventually circumnavigate the existing kettle feature.
C. City of Stoughton	Not Applicable

Intergovernmental Agreements	
D. Dane County Comprehensive Plan	Not Applicable
E. Dane County Park and Open Space Plan	Not Applicable
F. Dane County Transportation Plan	Not Applicable (adjoining highways are USH 51 and STH 138)
G. State of Wisconsin DOT Plans and Policies	The access points serving the Kettle Park West development have been coordinated with the Wisconsin DOT. The access drive locations and have been provisionally approved subject to final intersection design plans which will be submitted as part of the preliminary plat/CSM review and approval process.
H. State of Wisconsin DNR Plans and Policies	<p>The Kettle Park West development will create a 26.52 acre shopping center with an estimated 240,500 Square Feet of Gross Floor Area (GFA) supported by a well designed parking lot area that is anticipated to accommodate over 700 vehicles in aggregate.</p> <p>The Kettle Park West development is part of territory added to the Stoughton Urban Service Area in June 2011. Urban Service Area inclusion is a requirement for the extension of sanitary sewer infrastructure. The Urban Service Area addition was reviewed and approved by the Capital Area Regional Plan Commission and the Wisconsin DNR per the requirements of NR 151.</p> <p>As part of the SIP and land division approval process additional permits pertaining to water distribution and wetlands will be requested.</p>
I. Other Pertinent Plans and Policies as Indicated by City	

IV. Proposed Development			
A. General Description of Proposed Development and Land Use Mix – See KPW Planned Development – General Development Plan			
B. Modifications to Existing Site Conditions:			
TOTAL SITE	Acres Converted	Acres Not Converted	Total
<i>Total Environmental Corridor:</i>	0.0	0.0	0.0
Surface Water Areas	0.0	0.0	0.0
Wetland Areas	TBD	TBD	TBD
Floodplain Areas	0.0	0.0	0.0

Steep Slopes (12 percent or more) Areas	0.0	0.0	0.0
Woodland Areas	0.0	0.0	0.0
<i>Total Agricultural/Open Space:</i>	29.32 acres		29.32 acres
<i>Cultivation &amp; Husbandry Areas</i>	29.32		29.32
<i>Other Open Space Areas</i>	0.0		0.0
<i>Total Existing Development:</i>	~7.1 acres		7.1 acres
<i>Existing Building Areas</i>	~0.25 acres	0.0	0.25
<i>Existing Paved Areas</i>	~0.25	0.0	0.25
<i>Existing Lawn &amp; Landscaped Areas</i>	~6.5 acres	0.0	6.5
C. General Development Details: Approximate areas estimated from initial discussions with prospective business and as represented in the proposed General Development Plan			
Total Site Area: Not including Street ROW	1,520,244 square feet (SF)	34.9 acres	
Area of Building Footprint: <i>projected</i>	225,500 SF	5.18 acres (1)	
Area of Paving: <i>projected based on lot coverage %</i>	640,908 SF	14.71 acres (1)	
Area of Pervious Paving	tbd	-0- acres (2)	
Area of Lawn & Landscaping: <i>minimum based on lot coverage %</i>	320,308 SF	7.35 acres (3)	
Area of Stormwater Management: <i>counted as open space</i>	279,655 SF	6.42 acres <del>(1)</del> (3)	
Area of Impervious Surface (all 1s)	866,408 SF	19.88 acres	
Area of Semi-Pervious Surface (all 2s)	tbd	-0- acres	
Area of Pervious Surface (all 3s)	599,963 SF	13.77 acres	
Total Floor Area: <i>projected</i>	~ 240,500 SF		
First Floor Area: <i>projected</i>	~225,500 SF		
Second Floor Area:	~15,000 SF		
Upper Floor Areas:	n/a square feet		
Useable Basement Area:	n/a square feet		

# Kettle Park West Commercial Center Economic and Public Service Considerations

US Highway 51 at State Highway 138  
Stoughton, Wisconsin



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PARK  
WEST**

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**Forward Development Group**

JSD Project Number: 09-3951  
Date: October, 2013



# **Economic and Public Service Considerations**

## **For the Proposed Kettle Park West Commercial Center**

### **INTRODUCTION**

This summary report presents and describes information that is required under Section 78-205(11) (f) 3 of the Stoughton Code of Ordinances.

### **PROJECT OVERVIEW**

The Kettle Park West Commercial Center is a 35+ acre commercial development that is being proposed by the Forward Development Group (FDG). The project is the culmination of cooperative and collaborative planning efforts with the City of Stoughton that have taken place since 2009. The project, upon completion, is expected to create site development opportunities for over 240,000 square feet of gross floor area (GFA) for commercial and service businesses, provide a revenue source to finance improvements to the US 51 and STH 138 intersection to eliminate current highway capacity and Level of Service deficiencies, and, in general, will begin to implement the City's adopted Comprehensive Plan and Westside Detailed Neighborhood Plan.

Implementation of the Kettle Park West Commercial Center project may include the following public improvements and services:

- Reconstruction of the USH 51 and Jackson Street intersection,
- A 1500 foot extension of Jackson Street,
- Reconstruction of the USH 51 and STH 138 intersection,
- Reconstruction of 1500 feet of STH 138,
- Extension of public sanitary sewer interceptor along Jackson Street,
- Extension and looping of the public water main connecting to the Hoel Street and Jackson Street mains,
- Construction of approximately 800 feet of paved shared use recreational trail (in addition to the proposed bike paths along Jackson Street and Highways 51 and 138), and
- Construction of regional stormwater management improvements to maximize storm water infiltration.

## PROJECTED JOB CREATION

### Estimated Employment From Local Labor Market.

Until a specific retail user commits to establishing a business operation in the Kettle Park West Commercial Center and provides precise employment numbers, the best available employment projections will need to be derived from recent projects in the Madison area as well as “rule of thumb” multipliers based on regional and national models.

Projected Employment Opportunities By Business Category	
Business Type	Employment per 1000 GFA (Square feet of Gross Floor Area)
Specialty Retail	1.5 to 2.2
Large Format Retail	1.2 to 1.7
Office	2.2 to 3.6
Restaurant	
Sit Down	2.2 to 3.2
Fast Food	2.2 to 10

Applying these multipliers to the projected business development within the Kettle Park West Commercial Center yields a projected potential employment of 315 to 552. Until the specific businesses are identified it is not possible to provide a definitive apportionment of the projected jobs between full-time and part-time positions.

Projected Potential Employment in the Kettle Park West Commercial Center				
Business Type	Projected GFA	Potential Employment		
Large Format Retail (General Merchandise)	155,000	186	to	264
Specialty Retail (multi-tenant center)	38,000	57	to	84
Sit Down Restaurant (within multi-tenant center)	5,000	11	to	16
Quick Casual Restaurant (within multi-tenant center)	3,500	8	to	35
Fast Food Restaurant	3,000	7	to	30
Convenience Retail	6,000	9	to	13
Office	30,000	36	to	108
	240,500	313	to	549

While the impact to the local labor market may be favorable, at this point in the development process there is no definitive methodology to determine the residency of the individuals who may be employed either by the various construction contractors who may be temporarily involved in the project during project construction or as permanent employment with the business who may select this location.

Never-the-less, it is likely that the majority of the permanent employment positions created by businesses that choose the KPW Commercial Center will be drawn from a surrounding 15 to 20 minute commuting zone.

#### Construction Employment.

In general, construction employment on project of this size and character ranges widely during the course of development and especially given that the KPW Commercial Center will be constructed in phases.

Based on the general scale of the site and the categories of infrastructure that will be constructed, FDG estimates that there will be the potential for construction employment in the following categories and ranges during the course of site development and building construction.

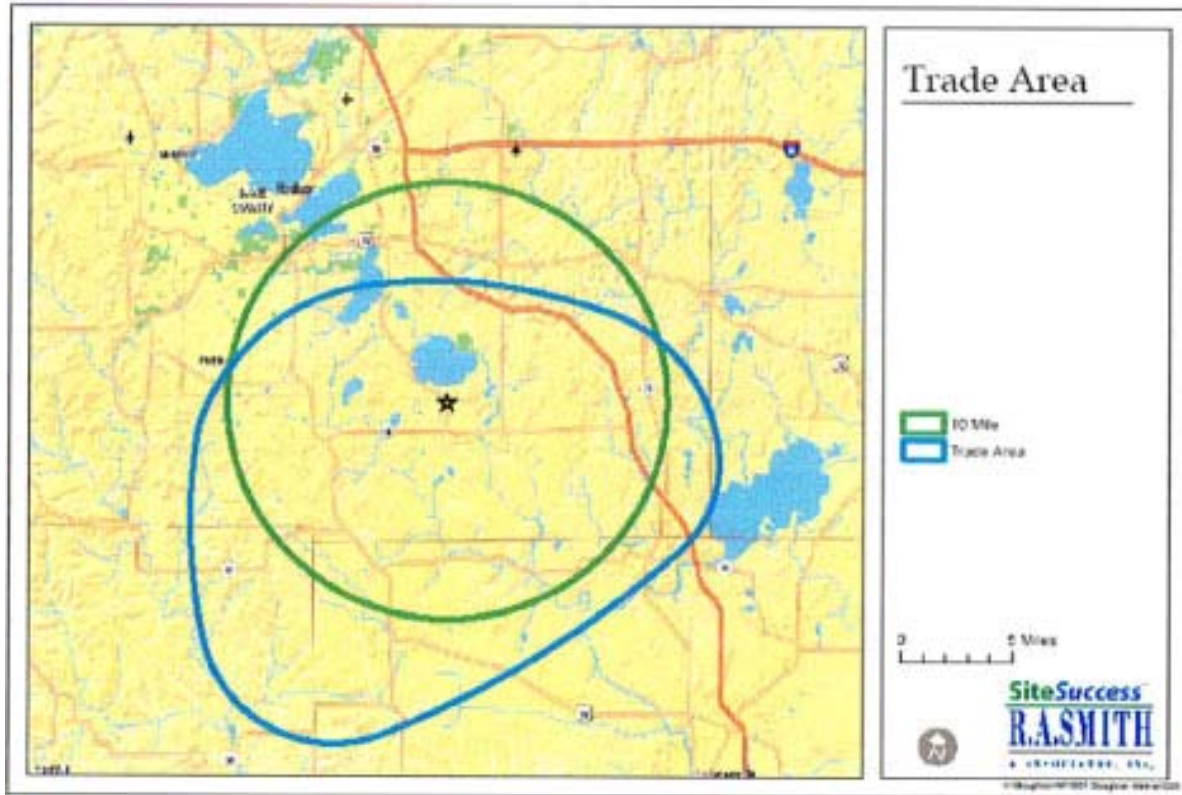
Potential Temporary Construction Employment	
Development Phase	Temporary Jobs Potentially Created
Site Grading	<i>Estimates of construction Employment have not been completed</i>
Underground Infrastructure	
Highway Improvements	
Site Restoration	
Building Construction	
<div>Large Format Retail Building</div> <div>Other Buildings</div>	

#### **MARKET AREA SERVED BY PROJECT**

The general trade area for the City is defined by travel routes, population density, and locations of relative strength (and size) or regional retail competition. A 15 to 20 minute drive time establishes a boundary that reaches into the Madison Metropolitan Area (the Beltline at Monona Drive), encompasses the Village of Oregon to the west and extends to the City of Edgerton to the southeast.

As noted in previous studies (RA Smith 2007 and Vierbicher 2012), Stoughton business have limited a limited opportunity to draw customers from the northern fringes of this area due to the greater selection of stores in Madison, Monona, and Fitchburg. In contrast, an expanded retail base in Stoughton may have more opportunity to attract customers living to the southeast, south and southwest of the City. The trade area will ultimately be cut off in these directions at a point where customers will perceive that travel will be more convenient and/or that there may be a greater selection of stores (and attractive prices) available in other communities such as Oregon, Edgerton, Evansville and Janesville.

In the Economic Impact Analysis prepared for the proposed Greenbrier Square development, (RA Smith 2007), this trade area was projected to have 25,867 households by 2011.



In 2012, the City of Stoughton completed an economic analysis of the retail and service sector in the community which concluded that over \$80 million of local consumer demand was not being met by the community.

The report entitled Retail and Service Sector Analysis: April 2012 (Vierbicher, 2012) is attached for reference.

## **PROJECTED IMPACTS (COSTS AND BENEFITS) OF THE KETTLE PARK WEST DEVELOPMENT**

### **Tax Revenues**

The City's 2012 combined tax rate was \$23.11 per \$1,000 of assessed property value. This rate includes levies for the City of Stoughton, Dane County, Stoughton Area School District, Madison College (MATC) and the State of Wisconsin. All of these jurisdictions establish their effective tax rates on an annual basis based on their respective annual budgetary approval procedures. For purposes of this analysis, the City's combined tax rate of \$23.11 per \$1,000 will be used to illustrate potential property tax revenue generated by the KPW Commercial Center when build-out is completed and without adjustments related to the proposed Tax Increment District.

The assessed value of the Kettle Park West Commercial Center at build-out is projected to total \$27,088,096 (2012 dollars). Using the \$23.11/\$1,000 tax rate, the completed Kettle Park West Commercial Center is projected to generate estimated annual real estate tax revenues of \$626,006.

Estimated Assessed Value at Build-out				
Site	Anticipated Use	Site Area	Presumed Total Value per Square	Estimated Assessed Value
A	Large Format Retail	607,028	\$ 17	\$ 10,319,476
B-1 & 2	Specialty Retail Center	148,368	\$ 25	\$ 3,709,200
C	Fast Food	69,921	\$ 25	\$ 1,748,025
D	Convenience Retail	97,633	\$ 45	\$ 4,393,485
E-1	Specialty Retail Center	81,179	\$ 30	\$ 2,435,370
E-2	Professional Office/Service	81,180	\$ 30	\$ 2,435,400
F	Professional Office	68,238	\$ 30	\$ 2,047,140
1,153,547				\$ 27,088,096

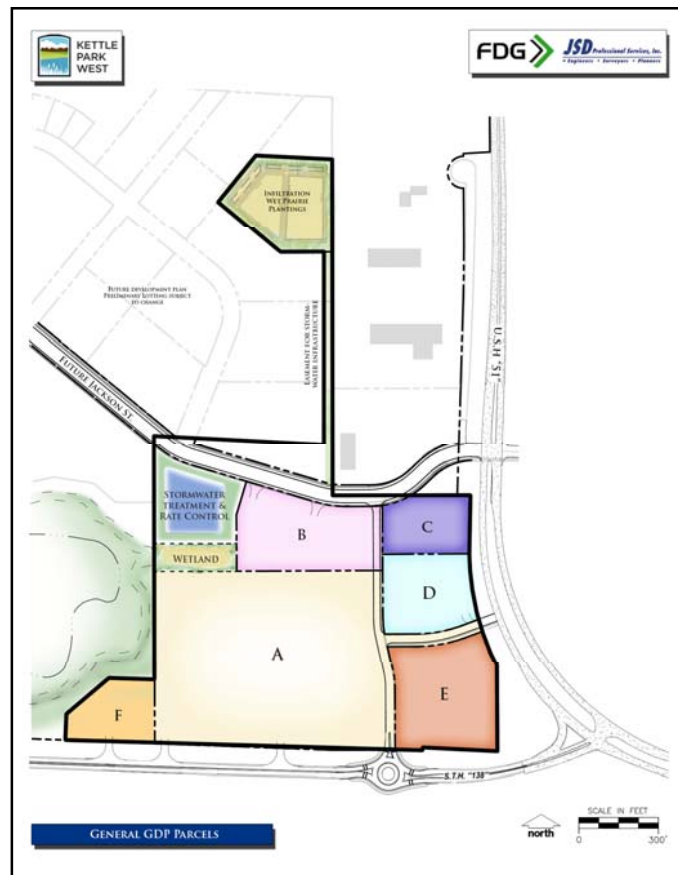
Forward Development Group anticipates successful marketing and business recruitment efforts that will result in build-out and occupancy of sites A, D, E-1 and E-2 within five years of project start up. This build-out scenario would result in an estimated fifth year assessed value of \$19,583,731 (2012 dollars) and tax revenues in year six totaling an estimated \$452,580.

As noted in previous economic studies, the commitment of a major anchor store to site A-1 is expected to have positive impact as other retailers will view nearby properties as prime locations for their shops. This will have the effect of increasing the value of other lands within and in proximity to the Kettle Park West Commercial Center (see RA Smith 2007).

#### Public Services and Infrastructure

The proposed Kettle Park West Commercial Center will entail an expansion of the City's street, water, sanitary sewer, stormwater management and recreation infrastructure. The City and FDG are currently reviewing the schematic plans and construction standards for this infrastructure in order to finalize the projected value of the improvements. The initial estimated value of the improvements total approximately \$5.5 million.

These additional physical assets will have both long term and short term maintenance



and service costs for the City.

- **Utility Operations and Maintenance Costs.** There will be minimal impacts to Stoughton residents for utilities associated with the Kettle Park West Commercial Center project. Water distribution mains and the sanitary sewer collection system will be extended at the developer's cost per City policy. And, operation and maintenance expenses are absorbed within the utility fees paid by the businesses locating in the project. The KPW CC project provides a benefit in that the extensions to the City's utility infrastructure will "open-up" additional lands that are designated by the adopted neighborhood plan for development as new employment focused land uses.
- **Street Maintenance.** The Kettle Park West Commercial Center will have only 1,500 feet of frontage along Jackson Street. This is the only City street involved with the project and this portion is a relatively minor segment when compared to the City's 57 mile network of street infrastructure. Road maintenance costs for this stretch of Jackson Street are estimated at less than \$500 per year. Similarly, as with the water and sewer infrastructure investment being made by the developers, the extension of Jackson Street establish access and facilitate the planned future business and neighborhood development west of USH 51.
- **Stormwater Management.** Drainage from the Kettle Park West Commercial Center will be managed with a combination of public and privately maintained facilities. Initial stormwater collection and treatment is performed with private on-site storm sewers and a private stormwater pond that provides treatment and rate control. This on-site stormwater treatment system is proposed to be maintained by an owners association. Stormwater from this private stormwater pond is then discharged to the "kettle" wetland and the Kettle Park Infiltration basin. Both of the "off-site" locations are proposed to be publicly dedicated and managed facilities as they will provide both a recreational and open space amenity for the community as well as functioning as critically important elements of the City's regional stormwater management system within the Jackson Street stormwater basin
- **US51 and STH 138 Intersection Improvements.** The Kettle Park West Commercial Center (and subsequent future development to the west) is dependent on efficient and convenient traffic circulation from US 51 and STH 138. The functionality of the USH 51 x STH 138 intersection, as measured by the calculated Level of Service (LOS), has been steadily deteriorating and is currently 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 is currently 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.)

Clearly improvements are needed to upgrade this intersection to facilitate continued community growth and development. FDG and the City are collaborating on the financing mechanisms to implement these improvements.

- **Public Safety Costs.** Previous analysis of public safety costs related to expanded commercial development was performed for the proposed Greenbrier Square project in 2007 (RA Smith 2007). At that time it was noted that there were very few emergency related calls related to

existing large format commercial developments in the City. Since the proposed KPW Commercial Center will have buildings constructed to up-to-date fire safety standards and the parking and site layout has been designed with strong attention toward pedestrian and vehicle safety, additional public safety costs are anticipated to be inconsequential as well.

### General Impacts

The following briefly summarizes additional positive and negative impacts that may be associated with the development of the Kettle Park West Commercial Center.

- **Sales Tax Receipts.** Since the effective retail market that is being addressed by the Kettle Park West Commercial Center is to capture a portion of consumer spending that is already being made in the Madison metropolitan area, there will be very little negative impact to County Sales Tax collections.
- **School District Revenues.** Wisconsin's system of school funding calculates shared revenue payments to school districts on a complex formula that considers the value of the property tax base within a school district. An increase in property tax revenue is likely to be offset by a reduction in state shared revenue paid to the district.
- **Potential Impacts to existing businesses and the downtown district.** Stoughton is a relatively small community market that currently lacks the kind of businesses that compete with the more dominant chain retail locations in the Madison Metropolitan area. As with previous studies, there is little evidence to suggest that the diversity of the City's small businesses would be severely impacted with the addition of one or two larger format general merchandise retailers locating within the city.
- **Though the Retail and Service Sector Analysis report suggests that there is a sizable unmet demand within the market area for various types of retailers, it is possible that new businesses and/or products offered within the Kettle Park West Commercial Center may compete with existing retailers and services in terms of price and product selection. It is quite possible that many existing business may potentially realize benefits from a stronger presence of a general merchandise store since more customers will shop near home rather than traveling to Madison. That being said, some existing retailers may seek to re-locate to the Kettle Park West Commercial Center in order to be closer to (or within) a more active retail location.**

### **POTENTIAL MITIGATION CONSIDERATIONS**

**Retail Vacancy.** As noted in the study completed for the proposed Greenbrier Village project, "Effectively competing ... is ultimately going to be the responsibility of individual businesses. How well they respond... is a decision for the business owner to make."

Since there is a sizable amount of leakage in the City's retail trade area, there will continue to be opportunities for new business development and re-development. Collaborative and proactive business-city partnerships to recruit new business and redevelop existing business locations to respond to current consumer expectations warrant further attention and implementation efforts.

**Municipal Services.** The Kettle Park West Commercial Center is expected to generate sufficient property tax revenue to offset the expected minor increases in operational and maintenance costs.

# Attachment 1

Retail Service Sector Analysis: April 2012

(Vierbicher 2012)



## **City of Stoughton**

### **Retail & Service Sector Analysis: April, 2012**

This report provides an analysis of Stoughton's existing retail, service and office sector markets. The purpose of this study is to identify areas where a gap exists or where additional business opportunities may exist to capitalize on local strengths. Specifically, the report recommends business types and uses which could cater to unmet local consumer demands or complement and strengthen existing clusters or areas of local expertise. To accomplish this, the report reviews Stoughton's current business mix, local residential and employment profile and conducts a retail and service supply and demand gap analysis. The combination of these elements provides a holistic look at the local retail, service and office space demands in light of local population needs and relative to area competition.

#### **Business Mix Analysis**

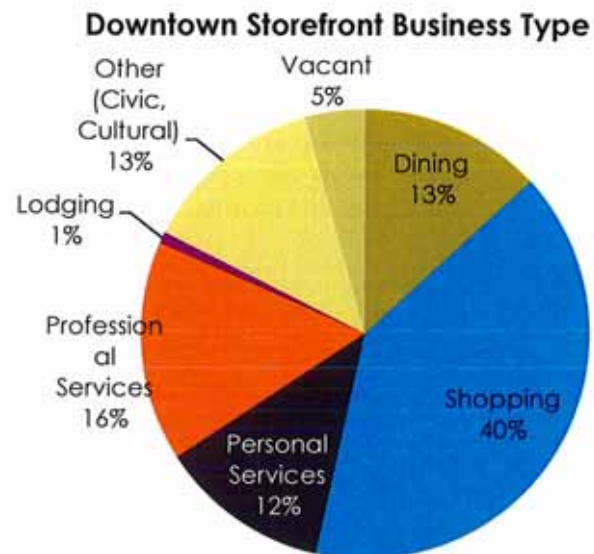
For the purposes of this report, Stoughton's commercial development is split into the downtown corridor (the area between South Page Street and the railroad tracks) and the Highway 51 corridor, which includes all other areas along Highway 51 within the community. In general, Highway 51 caters to auto oriented convenience retail, and is home to businesses serving primarily local residents and Highway 51 traffic. Typical retailers and services for the highway corridor include high-traffic establishments such as gas stations, fast food restaurants, and convenience/auto oriented retail such as pharmacies and car care. Downtown is home to more destination retail, which draws its client base from a larger trade area, including local and regional residents and employees. Retailers and services in the downtown represent goods and services for which people are willing to travel some distance to patronize an individual business. These types of trips include haircuts, dining, leisure shopping, entertainment, and recreation businesses.

#### **Highway 51 Retail**

There are several retail and service clusters along Highway 51. These clusters are centered around local anchors, including Wal-Mart, or on major signalized intersections or frontage road access points such as Kings Lynn Road, Hamilton Street or South Gjerston Street. A majority of the national chains which are present in Stoughton are located in this area, along with an assortment of local personal service providers. Prominent retailers include Pick N' Save, Pizza Pit, Subway, McDonald's, Walgreens, Culvers, Stoughton Lumber and the Stoughton Garden Center.

#### **Downtown Retail Mix**

Destination retail areas thrive by being able to provide a one stop destination experience for visitors. Businesses with shared hours, similar customer profiles and which can help drive foot traffic are important to the success of the district. The chart at right identifies the types of businesses which currently occupy storefronts in downtown Stoughton. The current ratio of drop-in shopping or dining destinations to service or office establishments is fairly evenly divided, with 53 percent of storefronts catering to consumer interests. This is a slightly higher ratio of consumer establishments to service uses than is found in downtowns nationwide, and is a reflection of the strong local organization and promotions on the part of downtown retailers which have been successful in drawing retailers and customers to the area. Additionally, the presence of suitable service spaces in other commercial corridors reduces the pressure on the downtown storefronts to accommodate all local retail and service uses. According to recent research by Destination Development Inc., one rule of thumb for creating a vibrant downtown culture is that one third of retail storefronts should contain food and beverage retail, one-third should provide shopping destinations, and one-third should be open and active during the



Source: Historic Stoughton



evening. Stoughton has a significant number of shopping and service establishments which offer classes, services and dining opportunities in the evening, although the percentage of dining uses is slightly lower, at only 13 percent of total storefronts, or 17 percent of retail (excluding professional service) storefronts.

### Demographic Analysis

Local consumer demand is driven by the residential base as well as the population of daytime employees and daily commuters passing through the City on Highway 51. Each of these markets has a unique profile and spending preferences, which are highlighted below. In addition to these markets inside Stoughton, there are other regional visitors who will be attracted to the community to supplement local spending. However, this analysis focuses on meeting the needs of existing residents, employees and businesses. Business clusters which can be supported locally offer sustainable targets for recruitment or expansion. The ability to attract additional outside spending can then supplement this local base.

Stoughton's demographics are appealing to retail and service providers, offering a fairly captive population base with high average incomes and disposable income. Using national retailer site criteria as an example of the market requirements required to support various retail models, the minimum threshold for most models is 20,000 residents within 5 miles, median household incomes over \$50,000, and traffic counts of 20,000 and above. For Stoughton, a 5-mile radius from downtown includes nearly 22,000 residents and has a comparatively high median income. Although the traffic counts in the City peak at 18,000, this is a less important criterion for Stoughton due to the relative lack of competition within this 5-mile trade area. Additionally, the market has a high percentage of family households and homeowners, representing a long-term stable consumer base, which is expected to grow slightly over the next five years.

### Daytime Market Profile

Many businesses rely on daytime population for a majority of sales. This is true of traditional retailers which are only open until 5 pm due to limited staffing, and also of restaurants, which typically rely on daytime traffic for 30-40 percent of total sales. Many Stoughton residents commute outside of the community for work, making them unavailable to local retailers except on evenings and weekends. However, there are some demographic groups which remain in the community during the day, including retired individuals, stay home parents, and those that work from home. Additionally, there are 6,599 local employees (including residents who also work within the community). Of these, 3,248 are employed in professional and technical jobs. These employees represent the most likely targets for daytime retail, as they are more likely to seek business lunch destinations and/or to have the ability to visit local shops during their lunch hour or other free time. Manufacturing employees typically have shorter lunch hours and/or work alternate shifts which do not coordinate as readily with local business schedules. However, the remaining populations represent a sizeable daytime consumer base within a confined geographic area, as shown in the chart at right.

Again, using national retail chain requirements as a point of comparison, many quick casual chains (such as Panera) look for daytime market counts of 6,000 or above. With over 4,600 potential daytime customers located in the immediate

### Stoughton Demographic & Spending Data

	Primary
Population	12,611
Anticipated 5-year Growth	3.7%
Family Households (w/children)	23.7%
65+ Population Households	23.5%
Home Ownership Rate	66.1%
Stoughton Consumer Demand	\$132 million
Median Household Income	\$61,235
Median Household Disposable Income	\$48,584
Highway 51 Traffic (vehicles per day)	9,600 (downtown) 18,100 (N Prairie) 13,100 (McComb) 9,900 (Deer Point)

Source: ESRI, 2010 Census WisDOT 2009

### Daytime Population Profile

	Stoughton Market
Local Businesses	513
Local Employment	6,599
Professional & Technical Employment	3,248
Retired Population (over 65)	677
Work from Home	155
Stay at Home Mothers	546
Total Daytime Market	4,626

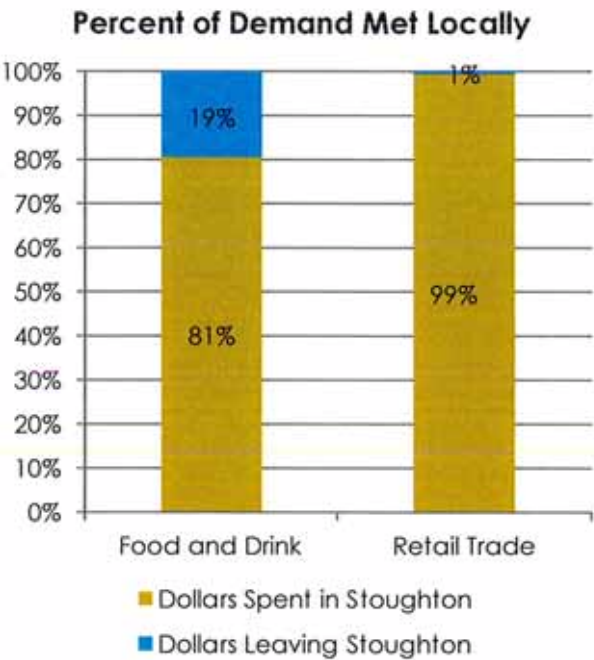
Source: 2010 US Census, Applied Geographic Solutions



community, Stoughton is an attractive market for many restaurant and daytime oriented establishments.

**Retail Supply and Demand Gap Analysis**

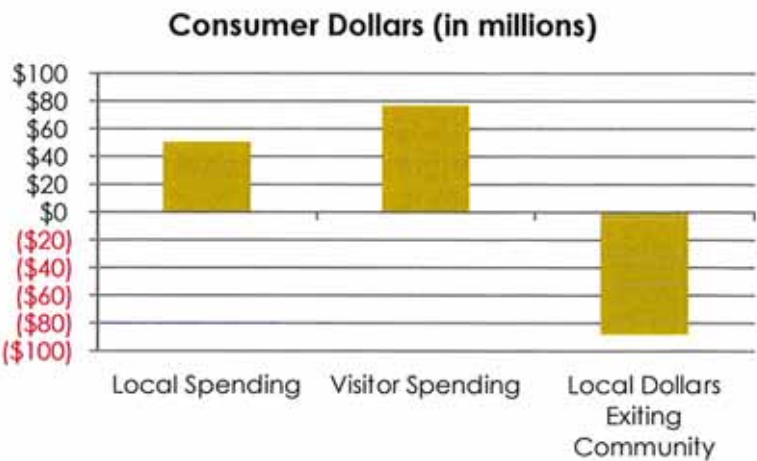
In addition to identifying market demographics, it is important to determine which needs are being met adequately by existing businesses. This type of analysis looks at what is referred to as primary trade area spending, defined as the area within which residents would prefer to purchase goods and services in Stoughton rather than traveling to other destinations. The following section includes a retail supply and demand gap analysis for spending within the City of Stoughton. For this analysis, information is based only on retail sales at City businesses and demand from City residents. In sum, this analysis identifies the amount of spending which is captured locally and areas where the City is successful in attracting outside consumers to the community. This is determined by comparing the total expected demand for goods and services among Stoughton residents based on the population, income and demographics with the actual spending reported by area businesses. In Stoughton, local spending is equivalent to 97 percent of total retail demand. This is a significantly higher capture rate than most regional communities of similar size, which generally see a capture rate of 80 percent of total sales. Local spending comprises 99 percent of retail trade demand and 81 percent of the smaller overall pool of food and drink demand.



Source: ESRI

It is important to note that while spending equals 97 percent of total local retail and restaurant demand, it does not necessarily mean that all local residents are satisfying all of their shopping needs locally. It is far more likely that Stoughton has been successful in attracting outside visitor spending to the community. In fact, individual spending category sales clearly show that residents are traveling elsewhere for some purchases, while other categories have total sales far in excess of local demand. Combining categories with a net outflow of spending and totaling the surplus spending in remaining categories provides a likely picture of the impact of this visitor spending relative to residential demand. The results of this analysis provide a clearer picture of spending inflows and outflows within the community, as shown in the graph on below.

By looking at these individual line items more closely, we can identify individual retail line items where Stoughton is successful in drawing outside consumers. This draw is identified by the fact that total sales within these retail segments are greater than the demand which would be required to serve only the local population. For example, the primary trade area has stronger than expected gas station spending, which is the result of highway travel through the City. The community also enjoys higher than expected motor vehicle and parts spending, as this category includes a portion of sales at Stoughton Trailer, which may be classified as retail for tax purposes, even though they are not a traditional consumer destination.



Source: ESRI



In addition to retail segments which demonstrate a regional draw, there are other segments where there is little or no local provision of goods and all consumer spending in the segment is done outside of the area. A local example of an unmet demand is shoe stores and lawn and garden stores. While this gap between demand and supply can illustrate a market opportunity, it may also be that there is an existing retail location which is meeting these needs in a central location. For purchases which are not made regularly (i.e. furniture purchases) there may be insufficient local demand for these goods as residents are willing to drive to Madison and conduct this type of shopping when it is required and a concentration of a particular type of establishment is available. Additionally, it will be necessary to consider the magnitude of the demand gap. The smaller the gap, the greater a percentage of local sales that a new business would need to capture in order to be profitable. In some cases, an identified gap in supply of a particular good or service may be better met by incorporating additional line items into existing stores to increase profitability of existing establishments. For instance, the \$240,000 gap in spending on florists could be met with a specialty display area within Pick'n Save and is likely not sufficient to warrant a new storefront.

The table below illustrates those retail segments for which there is unmet local demand and areas where Stoughton has demonstrated success in drawing outside consumers. These results are filtered to include only those items for which there are sufficient demand gap to support new businesses, and where there are no regional destinations which make competitive success unlikely. The detailed supply and demand table with supply and demand information all merchandise line items is included as an appendix.

	Retailer Type	Spending Surplus/Gap
<b>Unmet Demand</b>	Full Service Restaurants	\$4.6 million
	Home Building & Garden Supply	\$3.6 million
	Furniture & Home Goods	\$3.5 million
<b>Regional Draw (Surplus Spending)</b>	Motor Vehicles	\$21.6 million
	Auto Accessories & Parts	\$32.2 million
	Beer & Wine Stores	\$8.4 million
	Gas Stations	\$7.3 million
	General Merchandise (Wal-Mart)	\$2.2 million

A notable exclusion from this list is the grocery category, which showed a \$19.5 million dollar demand gap. The growth in spending in this category since the previous 2006 Stoughton grocery market analysis is in line with projections from this period. Given today's typical grocery revenues, this demand is roughly equivalent to one additional grocery store. However, as noted in the previous study, local grocers will not capture all of the demand from City residents, some of whom will travel to wholesale or specialty grocers elsewhere. Based on the struggles by the Yahara River Grocery since its opening in 2006, it is unlikely that additional grocers would achieve sufficient market share to be profitable. However, this category may present some opportunities for existing retailers, which will be profiled in the recommendations section.

### Service Analysis

A significant portion of storefront space is typically devoted to personal and professional service uses, including areas where there is minimal traffic and interior or second story spaces. While spending and demand for service uses cannot be measured in the same way as retail uses, information can be obtained based on local demographics and spending which highlights areas of unique local demand. For instance, residents in particular economic and demographic segments may be more or less likely than the average population to participate in certain pastimes, or to share particular hobbies or interests. Because these demands cannot be determined based on spending habits alone, there may be a lack of supply of uses catering to these interests.

Retail analysis models create what are referred to as psychographic profiles of a community which provide a snapshot of the individual demographic groups which are present in a community. While these profiles will never exactly match local populations, they can point to areas where individual segments of the population have shared interests which can be marketed to by local businesses. The three top psychographic groups for Stoughton, which represent a combined 58 percent of the population, are provided on the following page.



**In Style: 33% of Stoughton residents.**

Professional couples, typically without children who appreciate urban amenities (such as walkable downtowns and restaurants), are technology users, participate in sporting and arts activities and enjoy cooking and outdoor recreation.

**Green Acres: 14% of Stoughton residents.**

This group includes married blue collar couples with and without children. This group prefers rural or suburban style neighborhoods and spends money on their cars, pets, and home improvement projects. They enjoy gardening, cooking and outdoor recreation.

**Aspiring Young Families: 11% of Stoughton residents.**

This group is primarily made up of young families with children, including single parents. Not surprisingly, they spend money on children's products, music, and youth sports. They enjoy outdoor and indoor recreation and family style dining.

Several potential areas of opportunity for Stoughton are shown below. These particular uses have a significantly higher spending index (likelihood of residents to purchase a particular item) than the nation as a whole. Additionally, the total annual market demand and number of current providers within the category are shown.

Service	Annual Market Demand	Spending Index (100 is average)	Number of Providers
Laundry/Dry Cleaning/Jewelry Repair	\$751,697	160	2
Recreation & Sporting Activities (lessons, movies, sporting events, bowling, etc)	\$991,903	101	12
Pet Goods/Services	\$2,519,690	117	4 (plus 2 veterinary)

For more traditional services which are utilized by all residents, there are typical ratios which have been identified by business planning models which identify the typical number of residents or households which are needed to support an additional office. While the size of existing uses and presence of competition closer to residents' workplaces can influence these decisions, the following categories have the potential to support additional businesses within the community. In the case of the medical cluster, the new clinic and hospital expansion likely contribute to additional demand for ancillary services. This category also includes medical and social service providers including nonprofit support groups for patients and families of patients, medical supply rental companies, and other entities which provide services to those requiring medical care.

Service	Typical Ratio	Local Providers	Potential Additional Market Demand
Dentist	1 per 1,500 residents	4	4 dentists
Medical (incl. Social Services)	2.5 per 1,000 residents	30	2 providers

**Office Uses**

Non-retail businesses make location decisions based on the presence of a local employment base, worker skills and knowledge and the ability to reach key vendor, supplier and client markets from a given location. For relocating businesses, the commute time of management and employees is also a consideration. For sales industries and highly competitive industry sectors, the image of individual buildings and business parks and surrounding amenities is also a consideration which may influence the ability to recruit new clients or employees. The ability of businesses to accommodate visiting client needs with suitable restaurants and lodging amenities, and to provide an appealing and convenient worker environment, with proximity to convenience retail, banking and health facilities are all potential considerations for certain industry types.

The local workforce includes two groups:

- Residents in the community who currently commute to work but who may be willing to take a local job, if available; and
- Employees at existing companies who may be willing to take a new job.

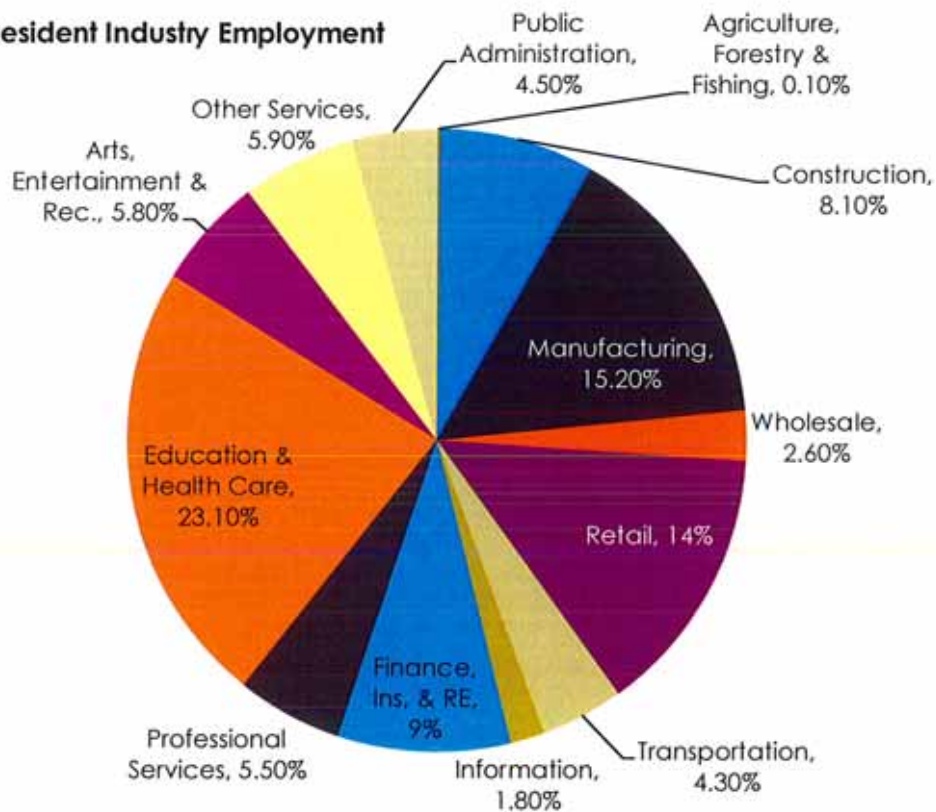
Industries which are represented by local residential employment and local businesses are provided separately in the charts on page seven. As with the supply and demand gap analysis, these charts focus on the City of Stoughton. However, as part of a larger metropolitan area, Stoughton businesses are able to recruit workers from surrounding communities, while businesses in Madison compete to recruit employees from Stoughton. For the Madison region, the median commute time is 16.4 minutes. This area is shown in the map on page eight, and can generally be regarded as the primary labor pool.

Reviewing the two graphs, it is evident that the skill sets of local residents do not align with the existing business mix in the City. Residents in these areas therefore must commute elsewhere. Areas where local resident employment knowledge noticeably exceeds the jobs available within that sector include Arts and Entertainment, Construction and Finance, Insurance and Real Estate. Additionally, while there is a segment of the population employed in the information sector, there are no businesses in the community which fall into this category. Focusing on recruiting more businesses which complement local resident skills sets can help create a live-work environment and also diversify the local economic base. Within the identified industries, residents are largely employed in management (36%), sales or office positions (23.7%) and service (16.3%) with the remaining 24 percent employed in active construction, production or transportation jobs.

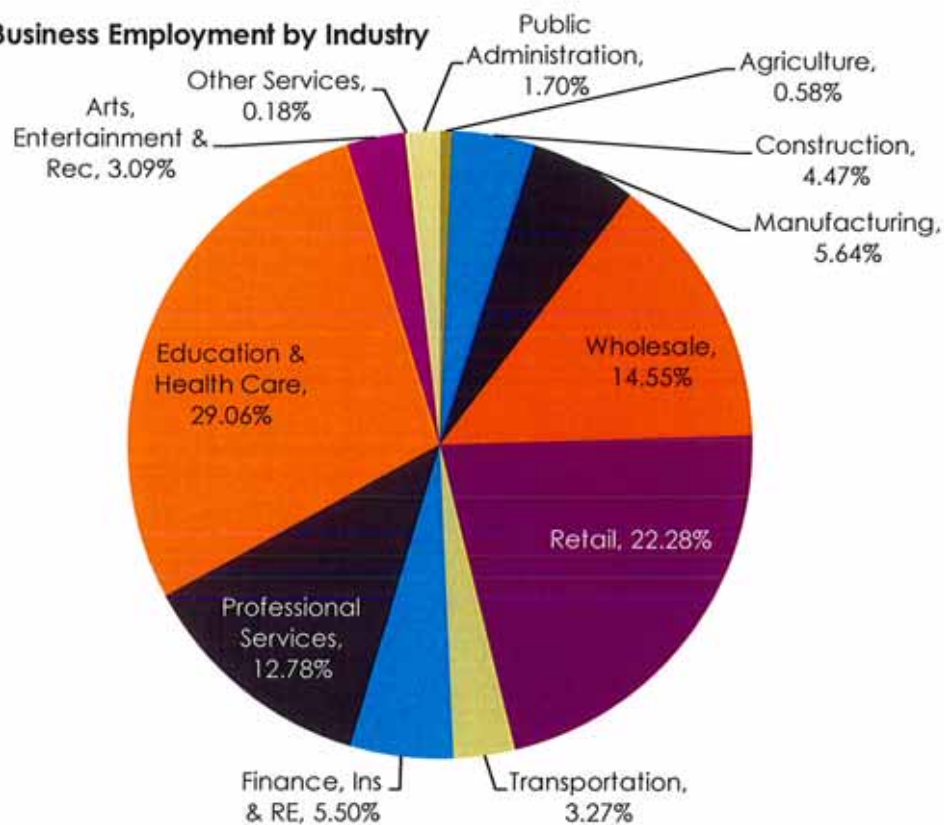




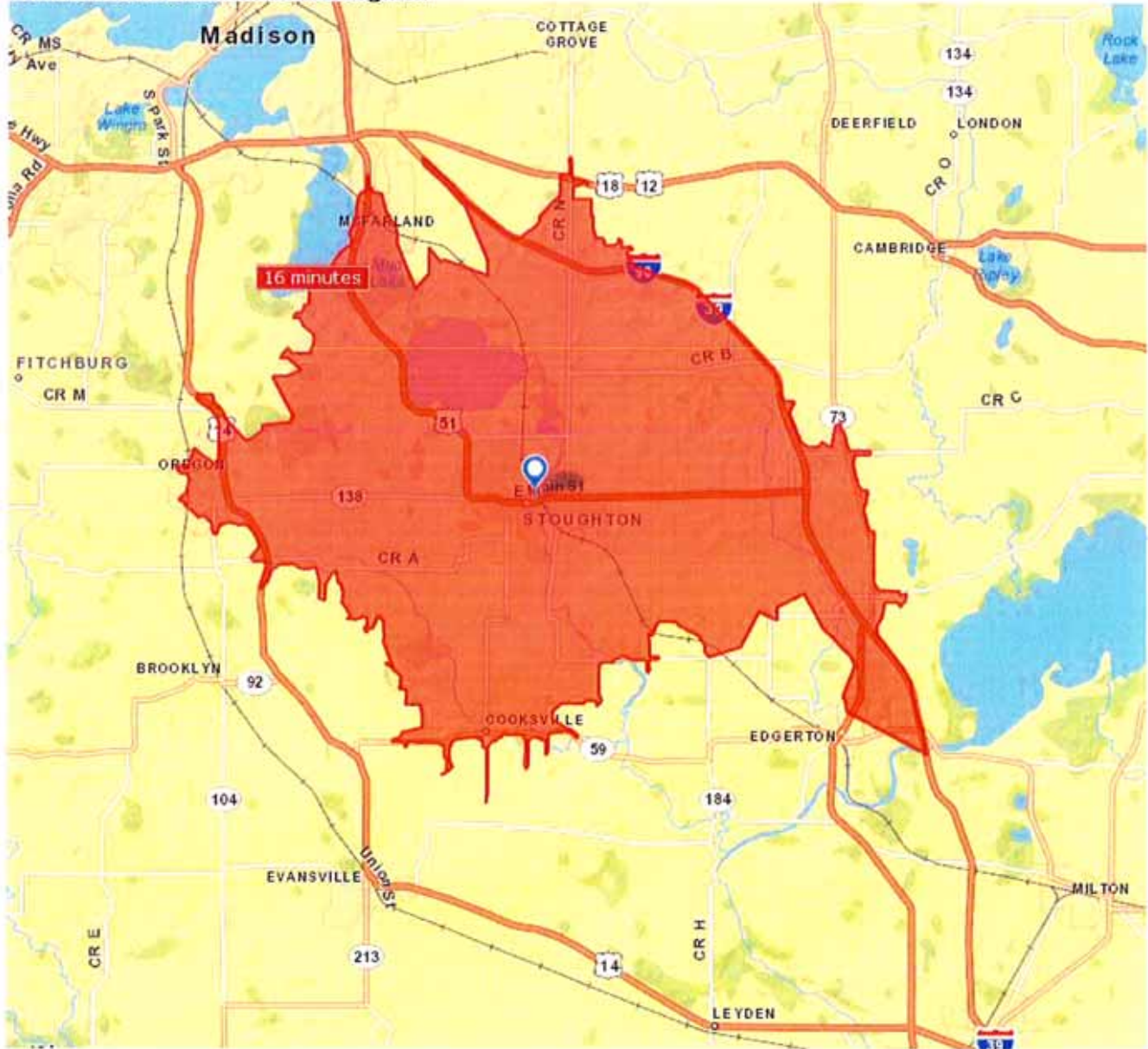
### Local Resident Industry Employment



### Local Business Employment by Industry



16 minute drive distance from Stoughton





## Recommendations

The following recommendations identify industries which have potential as recruitment or expansion targets for Stoughton based on the local market conditions, consumer trends and availability of local employment and labor. Where available, information on the average square feet and preferred location for each industry are also identified. These square footages are determined based on either the available demand divided by industry sales per square foot, or by the number of employees in a typical firm divided by the per employee space required. These considerations may be helpful to landlords exploring modifications to existing space, or developers proposing new office, service or retail space in the community. In some cases, expansion by existing businesses may provide the most likely strategy to meet demand; in others new businesses would need to be recruited to the community.

Target Industry & Sample Tenants	Square Feet Supported/ Average Square Feet	Location/Space Preference
<b>Full Service Restaurants</b> Family-Style Professional Lunch	4,000-7,000 square feet	Varies – interior buildout/space layout and parking are important.
<b>Home Building &amp; Garden Supply</b> Nursery Specialty Garden Store (outdoor décor, birds, seeds, etc)	1,000-1,500 square feet (specialty) 5,000-10,000 square feet (nursery)	Nursery preference for low cost land with visibility. Specialty garden store prefers downtown or walkable small strip environment.
<b>Furniture and Home Goods</b> Antiques, Artisan Furniture Interior Architecture Home Décor and Design	3,000-8,000 square feet	Visibility, loading and parking proximity.
<b>Motor Vehicles &amp; Accessories</b> Specialty Parts & Repair Tractor/Equipment Accessories, Parts & Repair	Varies – typically large land size requirement.	Proximity to travel routes/lodging
<b>Laundry/Dry Cleaning Service</b>	500-2,000 square feet, depending on if cleaning is done on or off site	Convenient morning and evening commute access
<b>Recreation &amp; Sporting</b> Indoor Entertainment (arcade, sporting center) Sports Lessons (golf, karate, etc)	1,500-4,000 square feet	Proximity to target demographics
<b>Pet Goods/Services</b> Food, Training, Grooming, Photography	1,000 – 2,000 square feet	Flexible space requirements
<b>Financial Services</b> Banks, Credit Unions Financial Counseling Personal Financial Consulting	1,500-4,000 square feet	Various models including freestanding, storefront or interior to complementary uses (i.e. grocery store, office lobby)
<b>Dentist/Medical</b>	2,000-3,500+	Proximity to other medical users for most traditional medical, other related uses have flexible locations, although tenant build out and amenities are important – plumbing, loading, parking proximity, etc.



<b>Information</b>		
Computer Systems Web Administration/Design Software Developers	1,000-3,000 square feet	High bandwidth/fiber optic capacity
<b>Insurance &amp; Real Estate</b>		
Back Office Sales Centers Management and Maintenance	3,000-5,000 square feet	Cost of space
<b>Construction</b>		
Builders and Contractors	2,500-6,500 square feet	Flexible space – may require outdoor storage or parking/staging

For many of the above categories, there may be an opportunity to combine uses and maximize market share. For instance, a specialty nursery or garden store could also meet the demand for entertainment and education by offering lessons on specialty gardening topics, or a restaurant could provide an indoor recreation area (Stoughton Cinema Café already does this). Similarly, the previously discussed grocery gap could be met through specialty baked goods or ethnic items offered for sale at popular local restaurants. In those clusters where there is an existing local draw (such as motor vehicles) the greatest opportunity is to complement existing goods, offering customization, repair or complementary parts/supplies.

Some industries will do best if operated by individuals familiar with the community and local influencers. This is especially important for personal service businesses, individuals offering lessons, etc. However, a second source of potential business recruitment targets is adjacent market areas. Current destination businesses located in Janesville, Fort Atkinson, Oregon, Edgerton and Fitchburg may have a significant amount of business from the Stoughton area. As their business expands, they may be willing to explore opening a second or third location in Stoughton to solidify this consumer base and expand their reach further.

This analysis does not take into account the economic situation within individual industry clusters or the availability of suitable space within the community. For example, the construction sector remains in contraction mode, and companies in this sector will not be seeking new space in the near future. Many financial institutions have also significantly scaled back plans to open additional locations until financial markets and local business profitability has improved. A review of spaces currently listed as available on local commercial property listing services shows a wide range of property availability, with individual spaces ranging from 900 to 20,000 square feet. Available spaces include a variety of retail, office and service spaces around town, including some with existing buildout for medical or specific retail uses. Overall asking rates range from \$8.30 to \$14 per square foot triple net, a rate marginally higher than the range in nearby communities. While this may be due to the availability of higher quality space or buildout available locally than in other communities, it may also limit near term recruitment, as retail financing is especially difficult in the present environment and businesses are more cost conscious. For similar reasons, uses which are identified as highly desirable in the community but have high startup costs may require loans or other assistance. In many cases these costs are associated with capital improvements to properties lacking necessary infrastructure (for instance the addition of restaurants hoods and vents or fiber optic connections for information companies). If available, this type of assistance should be part of the recruitment marketing materials.

Ultimately, this report is intended to facilitate activities which are most likely to result in the recruitment and expansion of sustainable businesses to/in Stoughton. Of course, there are a number of factors which contribute to business success, and a well-run business in a poor location may fail, just as a poorly run business in a prime space may succeed. Ultimately, any entrepreneur or business owner who sees an opportunity in Stoughton should be considered equally, provided that their business complements existing City plans and economic realities.

Mayor Olson opened the public hearing.

Mary Fons, 500 S. Page Street spoke about historical concerns of home businesses.

Lance McNaughton explained how the bed and breakfast would operate.

Mayor Olson closed the public hearing.

Hohol questioned if the conditional use would be for the owner or Lance McNaughton. Scheel explained this is for a limited conditional use permit for Stoughton Inn, LLC, Lance McNaughton and not for the owner.

Motion by Truehl to recommend Council approve the resolution R-120-2013 for the conditional use permit including the staff review letter of September 11, 2013 and contingent on O-27-13 related to bed and breakfast establishments being approved, 2<sup>nd</sup> by Odland. Motion carried 6-0

**7. Jerod & Patricia Wooldridge request a conditional use permit (CUP) for a group daycare at 720 Nygaard Street. R-124-13**

Scheel explained the request.

Mayor Olson opened the public hearing.

No one registered to speak.

Mayor Olson closed the public hearing.

Motion by Hohol to recommend Council approve resolution R-124-13 for the conditional use permit including the staff review letter of September 11, 2013, 2<sup>nd</sup> by Christianson. Motion carried 6-0.

**8. Forward Development Group requests to rezone the properties related to Kettle Park West at the northwest corner of US Highway 51 & 138 from RH – Rural Holding to PD-GDP – Planned Development-General Development Plan. O-23-13**

Scheel introduced the request. Dennis Steinkraus and Jim Bricker gave an overview of the General Development Plan.

Mayor Olson opened the public hearing.

Michael Engelberger spoke against approval until the large retailer name is provided.

David Kneebone registered in opposition.

Christa Westerberg spoke in opposition.

Diana Badour spoke with concerns about the parking lot at Castle Condos being affected.

Scheel stated the parking area of Castle Condos will not be affected.

Dean Sutton spoke about transparency of information going forward.

Rollie Odland left at 6:42pm

Mayor Olson closed the public hearing.

Scheel explained the proposed ordinance. Hohol stated he supports the General Development Plan with the specifics coming later for each lot in the form of an SIP. Hohol also stated that CARPC has approved the Urban Service Area Amendment with a comprehensive stormwater plan. Jensen concurred with Hohol.

Motion by **Hohol** to recommend Council approve ordinance O-23-2013 to rezone the property at the Northwest Corner of US Highway 51 & 138 from RH-Rural Holding to PD - Planned Development, 2<sup>nd</sup> by **Jenson**. Truehl stated there are a significant number of challenges to work through yet. Hohol questioned how many tenants there are. Dennis Steinkraus stated they have been having discussions with 4 tenants with 2 signed on. Motion carried 4-1 (Hohol, Truehl, Jenson and Mayor Olson) (Christianson voted no).

**9. Future Urban Development Area (FUDA) Presentation.**

Scheel stated the growth planning sessions have taken place and the FUDA planning process is wrapping up.

**10. Future Agenda Items.**

Reconfiguration of N. Page Street properties.

**11. Adjournment.** Motion by **Hohol** to adjourn at 7:00 pm, 2<sup>nd</sup> by **Christianson**. Motion carried 5-0.

Respectfully Submitted,  
Michael Stacey



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RODNEY J. SCHEEL  
DIRECTOR

Date: October 15, 2013

To: Pili Hougan  
Acting Clerk

From: Rodney J. Scheel  
Director of Planning & Development

Subject: Items for the October 22, 2013 Common Council Meeting.

Council Agenda:

New Business

**1. O-27-13 - Proposed amendment to zoning ordinance section 78-206(4)(l), Bed and Breakfast Establishment. FIRST READING**

On October 14, 2013 the Planning Commission held a public hearing, reviewed this ordinance amendment and recommend Council approval. The proposed amendment changes the bufferyard requirements for bed and breakfast establishments. The intent is not to require a wall around a bed & breakfast, rather allow a bed and breakfast to fit into a neighborhood. Additionally, the licensing requirements are proposed to be removed since the City has never issued a license for bed & breakfast establishments. The ordinance, minutes and related materials are provided. Staff recommends approval as per Planning Commission recommendation.

**2. R-124-13 - Jerod & Patricia Wooldridge request a conditional use permit (CUP) for a group daycare at 720 Nygaard Street.**

On October 14, 2013 the Planning Commission held a public hearing, reviewed this conditional use permit request and recommend Council approval subject to the staff review letter dated September 11, 2013. The proposed use is similar to the past use. The resolution, minutes and related materials are provided. Staff recommends approval as per Planning Commission recommendation.

**3. O-23-13 - Forward Development Group requests to rezone the properties related to Kettle Park West at the northwest corner of US Highway 51 & 138 from RH – Rural Holding to PD-GDP – Planned Development-General Development Plan. FIRST READING**

On October 14, 2013 the Planning Commission held a public hearing, reviewed this rezoning ordinance and recommend Council approval. The Planned Development district is intended to provide more incentives for redevelopment in areas of the community which are experiencing a lack of reinvestment, or which require flexible zoning treatment because of aesthetic and economic objectives of the city by controlling the site design and the land use, appearance, density, or intensity of the development within the district in a manner which is consistent with sound land use, urban design, and economic revitalization principles. Development standards are flexible within this zoning district. The General Development Plan (GDP) is the third step in the Planned Development (PD) process. The GDP is submitted to provide the general mix of unit types, uses, natural features, street layout and zoning standards that will not be met by the proposed PD. The last step will be the Specific Implementation Plan (SIP) which will provide more specific details for each lot within the development. The ordinance, minutes and related materials are provided. Staff recommends approval as per Planning Commission recommendation.