

CITY OF STOUGHTON, 381 E. Main Street, Stoughton, WI 53589

ORDINANCE OF THE COMMON COUNCIL		
Approving the Planned Development (PD) zoning for the property at the northwest corner of US Highway 51 and State Highway 138. (Kettle Park West Commercial Center)		
Committee Action:	Recommend Approval	
Fiscal Impact:	None	
File Number:	O-29-2014	Date Introduced: November 11, 2014 – 1 st Reading November 25, 2014 – 2 nd 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, previously requested that the zoning classification of the Property be changed to Planned Development ("PD"), to establish a mixed use development and submitted a proposed General Development Plan (the "GDP") consisting of a document entitled "Kettle Park West Commercial Center General Development Plan," dated "September, 2013.
- C. On October 14, 2013, the City of Stoughton Planning Commission held a public hearing and recommended changing the zoning classification of this Property to PD.
- D. On November 12, 2013, the Common Council adopted Ordinance No. 0-23-2013, (the "GDP Ordinance") changing the zoning classification of the Property to PD and approving the GDP, except as specifically noted in such GDP Ordinance.
- E. Forward Development Group and Kettle Park West LLC have submitted an amended and restated GDP, dated November 5, 2014 (the "Amended and Restated GDP"), a copy of which is attached hereto as Exhibit B, containing the following:
 - a. 22 numbered pages, and
 - b. Exhibits as follows:
 - Map showing GDP Boundary and Property Owners within 300 feet.
 - Exhibit A – Description of Amended General Development Plan Boundary.
 - Kettle Park West Commercial Center Master Plan.

- E. The Applicant, acting on behalf of and with the consent of the Owners, is now requesting that the Common Council adopt an ordinance approving the Amended and Restated GDP.
- G. On October 28, 2014, the Common Council considered and deemed appropriate "An Economic Impact Analysis for Kettle Park West Commercial Development Phase-I" by Maxfield Resources Inc. dated September 2014.
- H. On October 27, 2014, the City of Stoughton Planning Commission held a public hearing regarding the application to amend the GDP Ordinance, which was preceded by the publication of a Class 2 notice under Chapter 985 of the Wisconsin Statutes.
- I. On November 3, 2014, the Planning Commission recommended approval of the application to approve the Amended and Restated GDP, subject to certain conditions.
- J. The Common Council hereby determines that, subject to certain conditions, approving the Amended and Restated 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. The Amended and Restated GDP is approved, and the GDP Ordinance is hereby amended and restated in its entirety as set forth herein, pursuant to section 78-914 of the City Code and Wis. Stat. § 62.23(7)(d). The Amended and Restated GDP and this ordinance shall hereinafter control the development of the Property.
3. Neither this ordinance, nor the Amended and Restated GDP constitute City approval of any plans or specifications for any public improvements referred to in the Amended and Restated 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 Amended and Restated GDP, and in accordance with the City's ordinances and policies relating to the design, approval and construction of public improvements.
4. 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, the GDP, the Amended GDP, and any approved SIP, shall expire for any part of

the Property that is not fully developed by November 12, 2023, and the zoning classification of such property shall revert to RH District.

5. 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 this ordinance or that are expressly modified in an approved Specific Implementation Plan for all or part of the Property. Chapter 78 of the City Code, this ordinance and approved SIPs, constitute the zoning regulations for Property, and may be enforced as any other zoning regulation in the City of Stoughton. A copy of the Amended GDP and any approved Specific Development Plan shall be maintained and kept on file by the City Clerk.
6. This ordinance shall take effect upon publication.

Council Adopted: _____

Mayor Approved: _____

Donna Olson, Mayor

Published: _____

Attest: _____

City Clerk

Attachment: Exhibit A — Description of Amended General Development Plan Boundary

Attachment: Exhibit B — Amended and Restated GDP

PUBLIC HEARING NOTICE

The City of Stoughton Planning Commission will hold a Public Hearing on Monday, October 27, 2014, at 6:00 o'clock p.m., or as soon after as the matter may be heard, in the Council Chambers, Public Safety Building, 321 S. Fourth Street Second Floor, Stoughton, Wisconsin, 53589, to consider an application by Kettle Park West, LLC, to amend the General Development Plan (GDP) approved in Ordinance No. 0-23-2013, relating to the Kettle Park West Commercial Center proposed to be located at the Northwest corner of STH 138 and US Highway 51, in the City of Stoughton, Wisconsin.

For questions regarding this notice please contact Rodney Scheel at 608-873-6619

Michael P Stacey
Zoning Administrator

Published October 9, 2014 Hub

Published October 16, 2014 Hub

EXHIBIT A
DESCRIPTION OF AMENDED GENERAL DEVELOPMENT PLAN BOUNDARY

Part of Lot 2, Certified Survey Map No. 3430, Lots 1, 2, and 3, Certified Survey Map No. 3435, Lot 1, Certified Survey Map No. 9632, and Part of the Northwest Quarter, Northeast Quarter, Southeast Quarter and Southwest Quarter of the Southeast Quarter of Section 01, Township 05 North, Range 10 East, Town of Rutland, Dane County, Wisconsin, more particularly described as follows:

Commencing at the Southeast Corner of said Section 01; thence North 00 degrees 17 minutes 13 seconds West along the East line of the Southeast Quarter of Section 01, aforesaid, 185.11 feet; thence North 87 degrees 07 minutes 28 seconds West, 33.05 feet to the Westerly right-of-way line of Veek Road; thence continuing 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, 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, 1054.08 feet; thence North 02 degrees 12 minutes 57 seconds East, 63.44 feet; thence North 49 degrees 55 minutes 54 seconds East, 297.24 feet; thence South 87 degrees 53 minutes 44 seconds East, 156.18 feet; thence North 00 degrees 10 minutes 51 seconds West, 468.76 feet; thence South 90 degrees 00 minutes 00 seconds West, 32.23 feet to a point on a curve; thence Northwesterly 337.17 feet along an arc of a curve to the left, having a radius of 1669.65 feet, the chord bearing North 55 degrees 34 minutes 42 seconds West, 336.60 feet; thence South 90 degrees 00 minutes 00 seconds West, 37.73 feet; thence North 00 degrees 00 minutes 00 seconds East, 130.76 feet; thence North 49 degrees 24 minutes 07 seconds East, 363.28 feet; thence South 44 degrees 06 minutes 47 seconds East, 30.27 feet to a point of curve; thence Southeasterly 773.77 feet along an arc of a curve to the left, having a radius of 960.00 feet, the chord bearing South 67 degrees 12 minutes 12 seconds East, 752.99 feet; thence North 00 degrees 06 minutes 55 seconds West, 886.79 feet; thence South 89 degrees 53 minutes 05 seconds West, 230.62 feet; thence North 45 degrees 33 minutes 02 seconds West, 245.18 feet; thence North 44 degrees 26 minutes 58 seconds East, 217.29 feet; thence North 30 degrees 35 minutes 56 seconds East, 51.27 feet; thence South 86 degrees 41 minutes 54 seconds East, 257.20 feet to the West line of Lot 2, Certified Survey Map No. 8144; thence South 00 degrees 05 minutes 12 seconds East along said West line, 195.44 feet to the Southwest corner of said Lot 2 also being the Northwest corner of Lot 4, Certified Survey Map No. 9632; thence South 00 degrees 06 minutes 55 seconds East along said West line of Certified Survey Map No. 9632, a distance of 888.03 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 Southwest corner of Lot 2, Certified Survey Map No. 9632; thence North 89 degrees 42 minutes 22 seconds East along the South line of said Lot 2 a distance of 519.75 feet to the Westerly right-of-way line of U.S.

Highway '51'; thence South 01 degrees 40 minutes 47 seconds West along said 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 Westerly right-of-way line of Veek Road; thence South 00 degrees 17 minutes 13 seconds East along said right-of-way line, 322.71 feet to the point of beginning.

Said parcel contains 1,609,687 square feet or 36.953 acres.

EXHIBIT B

CITY OF STOUGHTON, 381 E. Main Street, Stoughton, WI 53589

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 - 0 with the Mayor voting Fiscal Impact: None	
File Number: O- 23 -2013	Date Introduced: October 22, 2013 – 1 st Reading November 12, 2013 – 2 nd 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."

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EXHIBIT B

- 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:

EXHIBIT B

- 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.

EXHIBIT B

4. The first sentence after the heading "Land Use," on page 27 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

EXHIBIT B

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 B

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 '135';
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 06 DEGREES 53 MINUTES 51 SECONDS EAST, 645.48 FEET;
THENCE NORTH 00 DEGREES 08 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 59 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

[illegible]

Kettle Park West Commercial Center Planned Development District (PD)

Amended and Restated General Development Plan (GDP)

November 5, 2014

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Exhibits

Map with Owners within 300 Feet

Legal Description of GDP Boundary

Kettle Park West Commercial Center Master Plan 11-05-2014 (11x17)

Statement of Intent

After many discussions between Forward Development Group (FDG), Kettle Park West LLC (KPW LLC) 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.

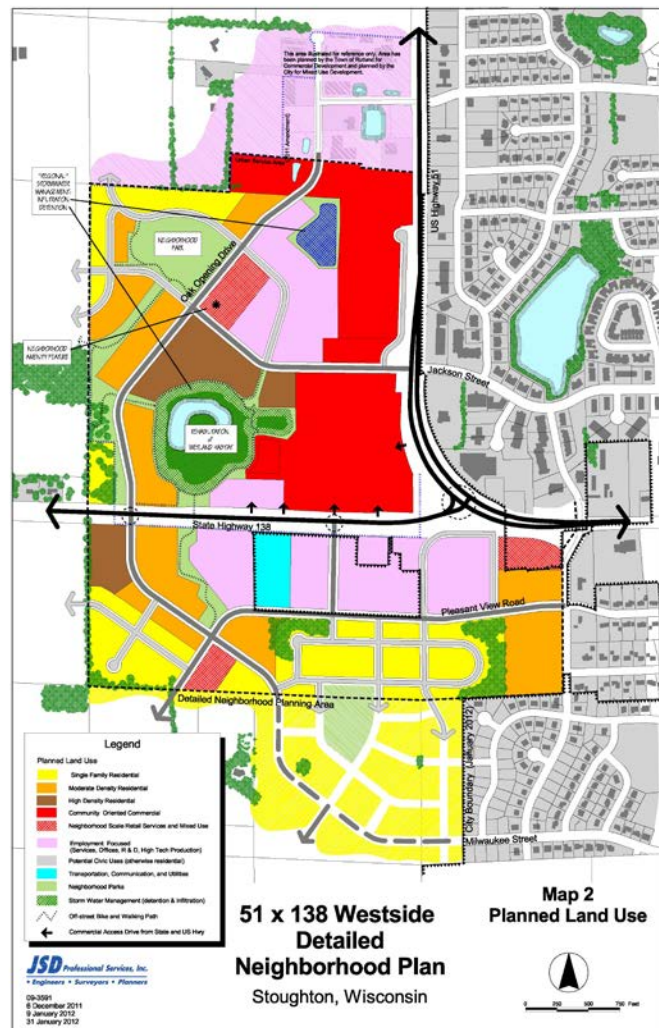
Due to the scale of the site and considerations for the potential changing economic conditions that create uncertainties in future real estate markets, KPW LLC has prepared this GDP with a degree of flexibility to allow for adaptation to new products and consumer expectations. It is anticipated that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

This document has been prepared to satisfy the requirements of the *Stoughton City Code Section 78-914 (7)* pertaining to 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."

This amended and restated GDP incorporates the text amendments approved in Ordinance O-23-2013 adopted by the Stoughton City Council on 12 November 2013 and updates the tabular data regarding the lot and parcel areas and uses to be encompassed by the KPWCC.

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>51 x 138 West Side Neighborhood Plan</p>

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:

- Reconstruction approximately 1500 feet of STH 138
- Reconstruction of approximately 1500 feet of USH 51 by WisDoT
- Installation of temporary signals at the USH 51 x STH 138
- Reconstruction of the USH 51 x Jackson Street intersection and installation of traffic signals

The planned future phase 2 street improvements, which will also be coordinated with WisDoT, will include the proposed reconstruction of the USH 51 x STH 138 intersection as a round-about.

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 connections with the City's existing bike 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.

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



Architectural Character and Sense-of-Place

From a community design perspective, the KPWCC will be critically important as the west *Gateway* to the City. 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.

Project Description

General Description

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

KPW LLC has successfully directed its business recruitment efforts toward attracting a diverse mix of users and tenants.

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 KPWCC Master Plan included in the Exhibits section illustrates the arrangement of the development sites within the KPWCC. These include:

- Lot 2 : 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 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.

- Lot 3 : Designed to accommodate up to approximately 30,000 SF of retail/office businesses with development and building layout considerations given to resolution of the small degraded wetland currently located in the southerly portion of the site.
- Lot 4 : Intended to accommodate approximately 24,000 of retail businesses housed in either one or two buildings.

- Lot 5 : Designated for financial institution/office uses with the potential for drive-thru lanes. High quality architectural design is expected to compliment the prominent location at the Jackson Street – USH 51 intersection. Depending on design this site is anticipated to accommodate up to 20,000 SF of commercial building.
- Lot 6 : Intended for development of a convenience store with fuel sales and car wash.
- Lot 7 : Designated for development of multiple tenant retail buildings. The site is designed to accommodate 2 to 3 buildings totaling approximately 36,000 SF. Uses are anticipated to include small retail, services, and restaurant tenants.

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, KPW LLC will be responsible for common area maintenance and will establish and implement an architectural review procedure to ensure ongoing compliance with the design guidelines and standards established in this GDP and future site plans and Specific Implementation Plans (SIP).

Development Sequence and Phasing

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. KPW LLC anticipates that process will entail collaborating with the purchasers of each development parcel to formulate Specific Implementation Plans (SIPs) which will be submitted for City review and approval.



Descriptive Statistics and Development Parameters

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

Table 2			
Kettle Park West Commercial Center Land Use and Anticipated Occupants			
Parcel		Site Area	Building Size
		Acres	Projected Gross Floor Area
Community Commercial			
2	General Merchandise	15.492	155,000
3	Retail/Office (presuming resolution of wetland rehabilitation)	2.483	30,000
4	Specialty Retail	3.061	24,000
5	Financial Services with drive-through	1.660	20,000
6	Convenience Retail (Fuel and Car Wash)	2.247	8,550
7	Specialty Retail (multi-tenant center)	3.810	36,000
Subtotal		28.753	273,550
Permanently Protected Open Space		6.206	
(not including landscaped area within lots)			
Outlot 1 -- Stormwater Treatment		2.715	
Outlot 2 & 2A -- Stormwater Infiltration		3.491	
Future Jackson Street ROW		1.822	
STH 138 RAB Approach		0.172	
Total		36.953	

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
				FAR	FAR	ISR	ISR
		Gross Floor Area (Sq.Ft.)	Sq.Feet				
2	Single Story	155,000	674,832	0.23	1.00	75.00%	75%
3	1 or 2 Story	30,000	108,163	0.50	1.00	75.00%	75%
4	Multiple buildings	24,000	133,323	0.33	1.00	75.00%	75%
5	Two Story	20,000	72,286	0.28	1.00	75.00%	75%
6	Single Story	8,550	97,873	0.09	1.00	75.00%	75%
7	Multiple buildings	36,000	165,983	0.22	1.00	75.00%	75%
Total		273,550	1,252,460				

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 the elimination of the small degraded wetland and modifying and rehabilitating the large wetland to creating additional habitat areas around its perimeter. The area of the small wetland would be incorporated into Lot 3.



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

As noted in the adopted Neighborhood Plan (and as previously presented), it is KPW LLC'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

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

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

Access and Circulation

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

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

KPW LLC 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 Lots 5, 6 and 7 and connecting to the bike paths along Jackson Street, USH 51 and STH 138. A sidewalk is not proposed along the west side of the private street except where it may be warranted to provide access to a building with store-fronts facing the private street.

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 KPW LLC need to achieve the design intent articulated in the 51 x 138 Westside Neighborhood Plan and the objectives of the Comprehensive Plan.

Proposed Site Development Restrictions and Standards

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

A. LAND USE

Except as listed below, all uses, buildings and other improvements that are allowed as permitted uses in the Planned Business District under the City of Stoughton Zoning Code are permitted uses, buildings and structures within in Kettle Park West Commercial Center. Conditional uses in the Planned Business 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.

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

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

Prohibited Accessory Uses

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

Prohibited Temporary Land Uses

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

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

Additional Prohibited Uses

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

B. DENSITY AND INTENSITY EXEMPTIONS

No general exemptions are proposed by this GDP. All lots within the KPWCC will comply with the maximum Floor Area Ratio (FAR) and development of KPWCC will meet the minimum standard with 25% of the total GDP area, net of public dedications, maintained as open space in compliance with the general

intent of the open space standard described in the Planned Business District under the City of Stoughton Zoning Code (The term open space for purposes of this GDP includes lawn, landscaped planting beds, foundation landscape beds, on-site stormwater management facilities and vegetated parking lot tree islands).

C. BULK EXEMPTIONS

No general exemptions are proposed in this GDP. All lots within the KPWCC will comply with the minimum setbacks and maximum building heights stipulated in the Planned Business District under the City of Stoughton Zoning Code.

D. GENERAL SITE AND LANDSCAPING GUIDELINES

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

The desire is to create a commercial area with a “sense-of-place” with visual elements (such as architectural features and materials, lighting fixtures, and streetscape and landscaping elements) that carry through the entire area. The desired result is for the 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.

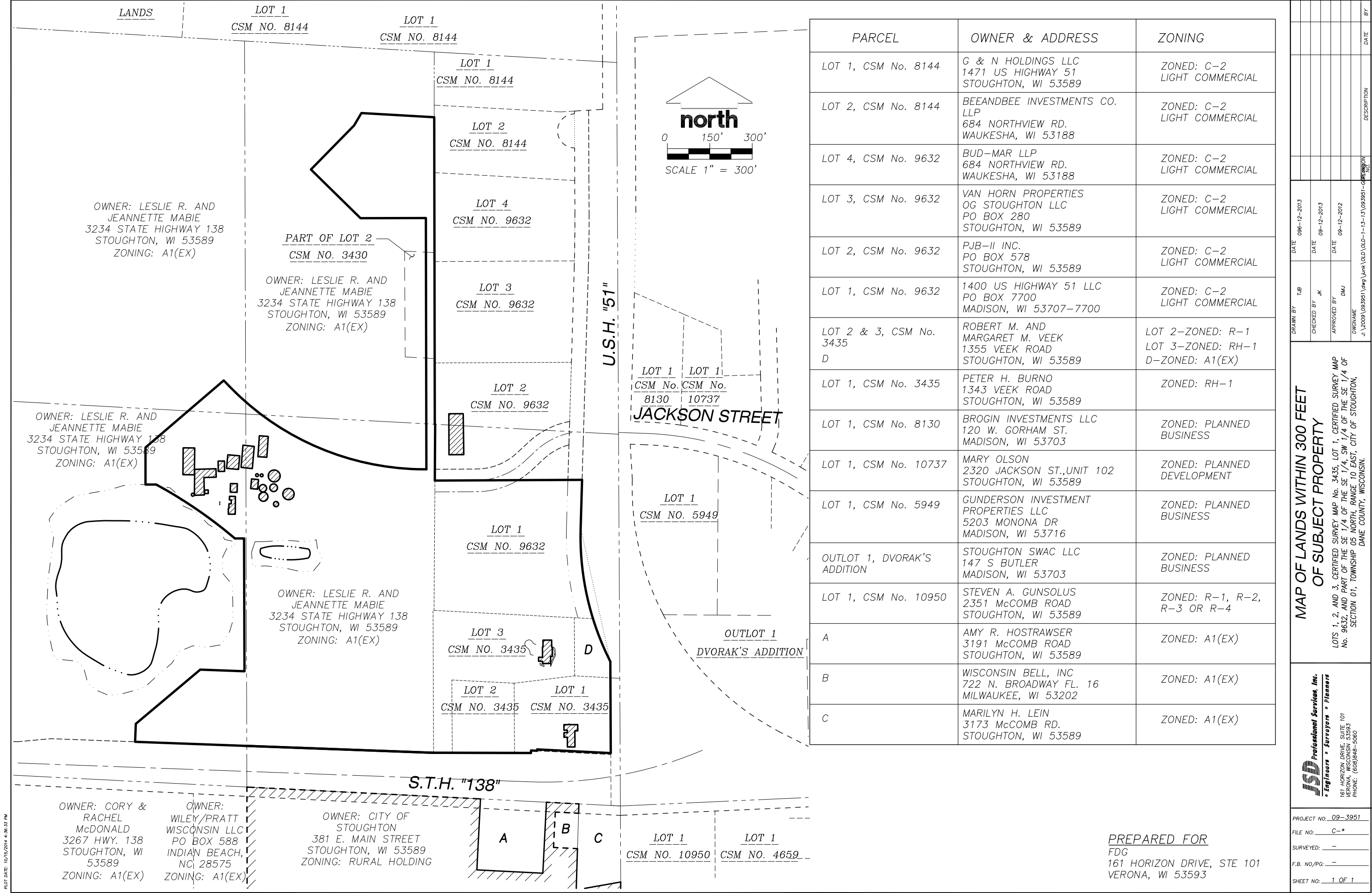
Where feasible, site landscaping should incorporate a rain garden element to infiltrate clean roof water run-off.

Exhibits

Map showing GDP Boundary and Property Owners within 300 feet.

Exhibit A – Description of Amended General Development Plan Boundary

Kettle Park West Commercial Center Master Plan Dated 11-5-2014 (11 x 17)



PLOT DATE: 10/15/2014 4:36:53 PM



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

EXHIBIT A
DESCRIPTION OF AMENDED GENERAL DEVELOPMENT PLAN BOUNDARY

Part of Lot 2, Certified Survey Map No. 3430, Lots 1, 2, and 3, Certified Survey Map No. 3435, Lot 1, Certified Survey Map No. 9632, and Part of the Northwest Quarter, Northeast Quarter, Southeast Quarter and Southwest Quarter of the Southeast Quarter of Section 01, Township 05 North, Range 10 East, City of Stoughton, Dane County, Wisconsin, more particularly described as follows:

Commencing at the Southeast Corner of said Section 01; thence North 00 degrees 17 minutes 13 seconds West along the East line of the Southeast Quarter of Section 01, aforesaid, 185.11 feet; thence North 87 degrees 07 minutes 28 seconds West, 33.05 feet to the Westerly right-of-way line of Veek Road; thence continuing 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, 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, 1054.08 feet; thence North 02 degrees 12 minutes 57 seconds East, 63.44 feet; thence North 49 degrees 55 minutes 54 seconds East, 297.24 feet; thence South 87 degrees 53 minutes 44 seconds East, 156.18 feet; thence North 00 degrees 10 minutes 51 seconds West, 468.76 feet; thence South 90 degrees 00 minutes 00 seconds West, 32.23 feet to a point on a curve; thence Northwesterly 337.17 feet along an arc of a curve to the left, having a radius of 1669.65 feet, the chord bearing North 55 degrees 34 minutes 42 seconds West, 336.60 feet; thence South 90 degrees 00 minutes 00 seconds West, 37.73 feet; thence North 00 degrees 00 minutes 00 seconds East, 130.76 feet; thence North 49 degrees 24 minutes 07 seconds East, 363.28 feet; thence South 44 degrees 06 minutes 47 seconds East, 30.27 feet to a point of curve; thence Southeasterly 773.77 feet along an arc of a curve to the left, having a radius of 960.00 feet, the chord bearing South 67 degrees 12 minutes 12 seconds East, 752.99 feet; thence North 00 degrees 06 minutes 55 seconds West, 886.79 feet; thence South 89 degrees 53 minutes 05 seconds West, 230.62 feet; thence North 45 degrees 33 minutes 02 seconds West, 245.18 feet; thence North 44 degrees 26 minutes 58 seconds East, 217.29 feet; thence North 30 degrees 35 minutes 56 seconds East, 51.27 feet; thence South 86 degrees 41 minutes 54 seconds East, 257.20 feet to the West line of Lot 2, Certified Survey Map No. 8144; thence South 00 degrees 05 minutes 12 seconds East along said West line, 195.44 feet to the Southwest corner of said Lot 2 also being the Northwest corner of Lot 4, Certified Survey Map No. 9632; thence South 00 degrees 06 minutes 55 seconds East along said West line of Certified Survey Map No. 9632, a distance of 888.03 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 Southwest corner of Lot 2, Certified Survey Map No. 9632; thence North 89 degrees 42 minutes 22 seconds East along the South line of said Lot 2 a distance of 519.75 feet to the Westerly right-of-way line of U.S.



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161 Horizon Drive, Suite 101A
Verona, WI 53593

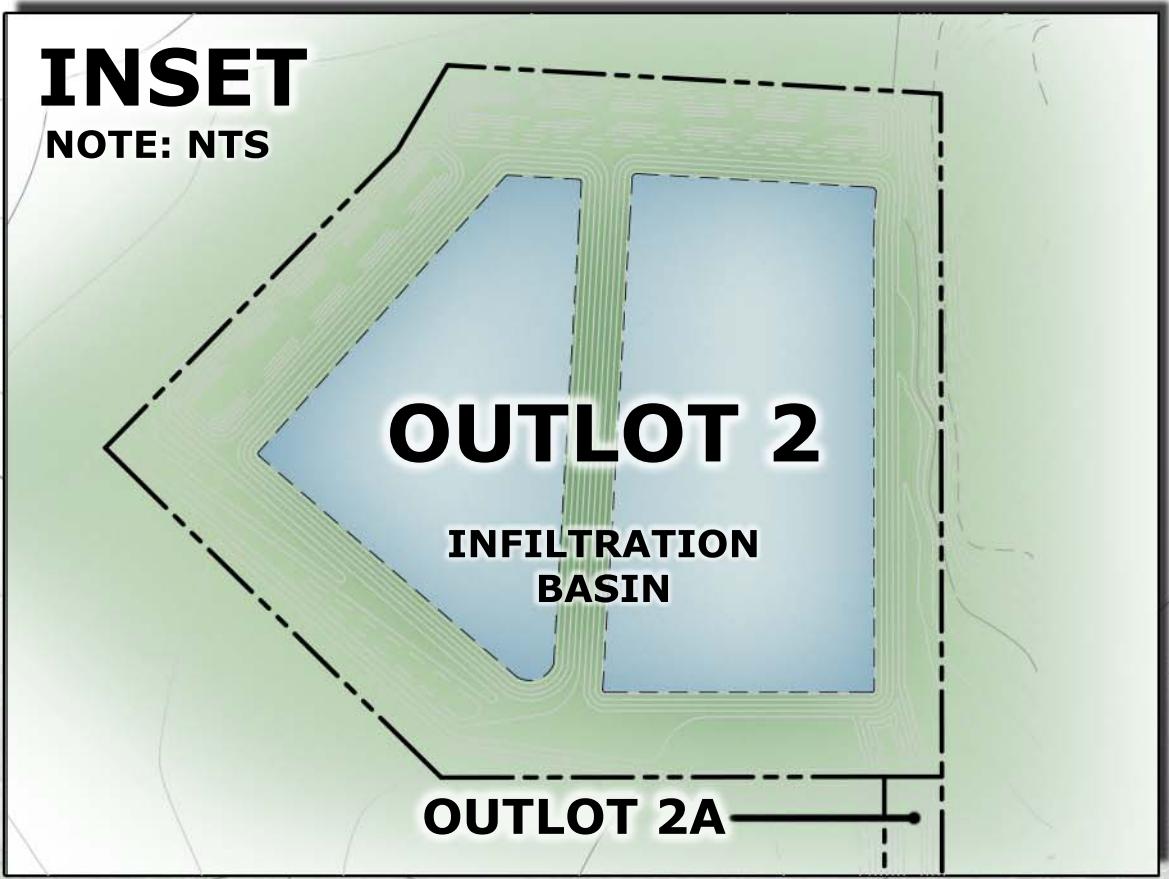
Highway '51'; thence South 01 degrees 40 minutes 47 seconds West along said right-of-way line, 170.46 feet to a point of curve; thence Southeasterly 487.72 feet along an arc of a curve to the left, having a radius of 981.47 feet, the chord bearing South 12 degrees 31 minutes 39 seconds East, 482.72 feet to the Westerly right-of-way line of Veek Road; thence South 00 degrees 17 minutes 13 seconds East along said right-of-way line, 322.71 feet to the point of beginning.

Said parcel contains 1,609,687 square feet or 36.953 acres.



KETTLE
PARK
WEST

INSET
NOTE: NTS



SEE INSET
FOR OUTLOT 2

**KETTLE PARK WEST COMMERCIAL CENTER
MASTER PLAN
11-06-2014**



LAND USE KEY:

LOT 2 - 15.492 ACRES
674,840 sq. ft.
Large Retail - 152,298 sq. ft.

LOT 3 - 2.483 ACRES
108,246 sq. ft.
Office - 30,000 sq. ft.

LOT 4 - 3.061 ACRES
133,323 sq. ft.
A - Junior Box Retail - 12,398 sq. ft.
B - Flex Retail - 10,725 sq. ft.

LOT 5 - 1.660 ACRES
72,286 sq. ft.
2-Story Bank/Office - 15,000 sq. ft.

LOT 6 - 2.247 ACRES
97,873 sq. ft.
Convenience Store - 5,464 sq. ft.
Car Wash - 2,774 sq. ft.

LOT 7 - 3.810 ACRES
165,983 sq. ft.
A - Restuarant - 2,100 sq. ft.
B - North Flex Retail - 12,000 sq. ft.
C - South Flex Retail - 21,200 sq. ft.

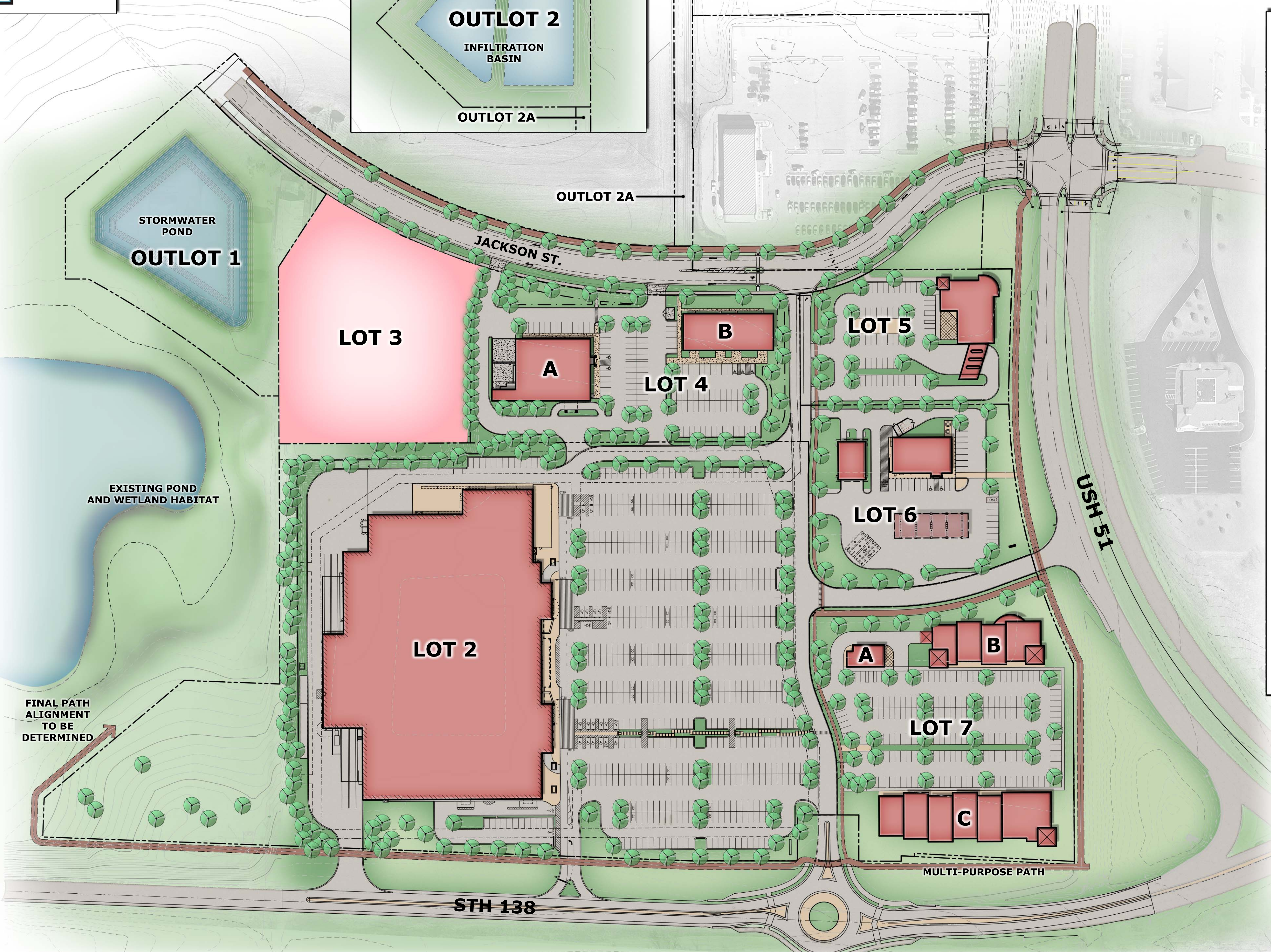
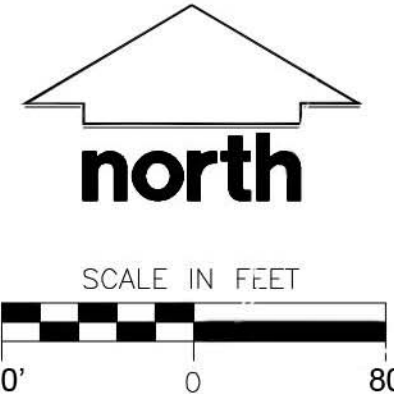
OUTLOT 1 - STORMWATER POND
2.715 ACRES

**OUTLOT 2 & 2A - INFILTRATION
BASIN**
3.491 ACRES

STREET ROW - 1.994 ACRES

TOTAL ACREAGE: 36.953 ACRES

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



The following people spoke in favor:

Dennis Steinkraus

Summary of hearing:

- There have been too many changes to the TIF document.
- This approval should be postponed until the economic impact study has been approved.
- More time is needed to review the materials.
- Petition to cancel public hearing entered into record.
- Should have been more notice.
- Several not in favor of TIF for retail development.
- Development could not happen without TIF funding for infrastructure.
- The development is surrounded by highways which will require funding for upgrades.

Mayor Olson closed the public hearing.

Hohol stated the Common Council should take the lead in approving the Tax Incremental District and Economic Impact Analysis.

Motion by **Hohol** to Table this agenda item until Monday, November 3, 2014, 2nd by **Truehl**.
Motion carried 6 – 1 (Christianson voted no)

**3. Request by Forward Development Group for General Development Plan (GDP)
Amendment approval. (O-29-14)**

A presentation was given by Jim Bricker of Forward Development Group.

Mayor Olson opened the public hearing.

The following people spoke in opposition:

Michael Engelberger

Buzz Davis

Dennis Kittleson

Gregory Lee

Roger Springman

Sara Downie

Dolores Hall

Beth Melnor

The following people registered opposed:

Mary Fons

Summary of hearing:

- Petition to cancel public hearing entered into record.
- Should have been more notice.
- Too many ordinance changes to accommodate this development.

- Not enough time to review the documents.
- Agenda item should be tabled.

Mayor Olson closed the public hearing.

Hohol questioned Forward Development Group on the impact of delaying action. Dennis Steinkraus stated a one week delay would be fine.

Truehl questioned the timing of providing the documents. Scheel stated staff could use more time on the General Development Plan Amendment Ordinance, however the Specific Implementation Plan Ordinances have had more review.

Hohol discussed the moratorium in place and is in favor of tabling this item until next Monday.

Motion by **Christianson** to Table this agenda item until Monday, November 3, 2014, 2nd by **Jenson**.

It was agreed that a public comment period would be allowed at next Monday's meeting.
Motion carried 7 – 0.

4. Request by Forward Development Group for approval of 3 Certified Survey Maps for the Kettle Park West Development. (R-124-14)

Dennis Steinkraus presented a series of 3 certified survey maps.

Matt Dregne arrived.

Motion by **Hohol** to Table this agenda item until Monday, November 3, 2014, 2nd by **Truehl**.
Motion carried 7 – 0.

The Commission then moved to #2 (Project Plan for TIF #7) since it was approximately 7:20 pm.

5. Request by Forward Development Group for Specific Implementation Plan (SIP) approval – Kwik Trip. (O-28-14)

Troy Mleziva and Justin Frame presented the specific implementation plan for Kwik Trip.

Mayor Olson opened the public hearing.

The following people spoke in opposition:

Michael Engelberger

Buzz Davis

Christa Westerberg

The following people registered opposed:

Mary Fons

City Attorney Matt Dregne explained specifics of the project plan.

Motion by Hohol to approve R-133-14 for the Boundary and Project Plan for TID #7 as presented, 2nd by Christianson. Motion carried 7 – 0.

5. O-29-14: Request by Forward Development Group for General Development Plan (GDP) Amendment approval.

Scheel gave an introduction of the amended and restated GDP. Jim Bricker of JSD Professional Services gave a presentation.

Dan O'Callaghan, Attorney for Forward Development Group explained their intentions for Outlot 3. Mr. O'Callaghan stated the developer would like to maintain control of Outlot 3 through the first phase of the development.

After much discussion about the ownership and maintenance of Outlot 3, the Commissioner's all agree that Outlot 3 needs to be integrated with Lot 2. This will take care of any questions related to who will maintain and take ownership of the property in the future.

Motion by Hohol to recommend the Common Council approve O-29-14 regarding amending and restating the General Development Plan, contingent on integrating Outlot 3 with Lot 2, 2nd by Truehl.

Mayor Olson closed the meeting for a 5 minute recess to allow the applicants to discuss the motion on the floor.

Mayor Olson reopened the meeting.

Mr. O'Callaghan stated they will integrate Outlot 3 with Lot 2 if that is the desire of the Commission.

It was agreed that the landscaping plan for Outlot 3, now part of Lot 2 will be addressed as part of the Walmart SIP.

Motion carried 7 – 0.

6. R-124-14: Request by Forward Development Group for approval of 3 Certified Survey Maps for the Kettle Park West Development.

Dennis Steinkraus of Forward Development Group gave an overview the request for approval of 3 CSM's.

Motion by Hohol to recommend Council approve R-124-14 regarding 3 Certified Survey Maps for the Kettle Park West Development contingent on integrating Outlot 3 with Lot 2 within the specific CSM, 2nd by Truehl. Motion carried 7 – 0.

7. O-30-14: Request by Walmart Representatives for Specific Implementation Plan (SIP) approval – Walmart Supercenter.



CITY OF STOUGHTON
DEPARTMENT OF
PLANNING & DEVELOPMENT
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(608) 873-6619

www.ci.stoughton.wi.us

RODNEY J. SCHEEL
DIRECTOR

Date: November 4, 2014

To: Lana Kropf
City Clerk

From: Rodney J. Scheel
Director of Planning & Development

Subject: Items for the November 11, 2014 Common Council Meeting.

Council Agenda:

New Business

1. **O-26-14 Proposed ordinance amendments to the City of Stoughton Municipal Code of Ordinances, Chapter 78, Section 78-105(5)(a)3b and to Appendix C. This ordinance is related to allowing outdoor storage as a conditional accessory use within the Planned Industrial district. SECOND READING**

On October 13, 2014 the Planning Commission held a public hearing, reviewed this proposed ordinance amendment and recommend Council approval. This proposed amendment originally came as a request by Rob Boettcher, Midwest Construction Materials to allow expansion of his business in the Business Park North. The proposed ordinance amendment and related materials are provided. Staff recommends approval.

Planning Commission recommends approval 6-0.

2. **O-29-14 Request for General Development Plan (GDP) Amendment approval. FIRST READING**

On October 27, 2014 the Planning Commission held a public hearing and on November 3, 2014 the Planning Commission reviewed the amended and restated GDP. The Planning Commission recommend approval contingent on Outlot 3 being integrated with Lot 2. Due to the size and volume of documents, most of the materials related to this request are located at the City Document Storage Site and at the City Planning Department website. **Planning Commission recommends approval 7-0**

3. **R-124-14 Request for Certified Survey Map's (3) approval for the Kettle Park West Development.**

On October 27, 2014 and November 3, 2014 the Planning Commission reviewed this CSM request and on November 3, 2014 the Planning Commission recommended Council approval