

Written Justification for Proposed Zoning Map Amendment – KPW Phase 2 Area

1. How does the proposed Official Zoning Map amendment further the purposes of the Zoning Ordinance as outlined in Section 78-005 (and, for floodplains or wetlands, the applicable rules and regulations of the Wisconsin Department of Natural Resources (DNR) and the Federal Emergency Management Agency (FEMA))?

The proposed zoning map for the “Kettle Park West Phase 2” area reflects an orderly approach to development and will benefit the community in several ways, including general public welfare, traffic congestion, natural resource protection, and property values.

The area proposed for rezoning is part of the larger *51x138 Westside Neighborhood Plan*. The Comprehensive Plan (Planned Land Use Map) and Neighborhood Plan both envision the Kettle Park West area as a mix of employment-focused business, neighborhood-scale retail services and mixed use, neighborhood park land, and a mix of housing types ranging from single-family to high-density multi-family. The proposed zoning reflects this mix. While the specific boundaries between different land use types vary slightly from those represented in the Neighborhood- and Comprehensive Plan maps, the proposed zoning is substantially similar to the recommended future land use. This request also conforms to the City’s policy of approving detailed development plans prior to zoning, platting, and development in new growth areas.

The proposed rezoning will enable additional “rooftops” to grow the market base to support community businesses, as well as more housing options – two key needs identified by Stoughton residents in recent plans and studies. This rezoning will further the City’s goals of providing new neighborhoods with convenient access to commercial and employment opportunities, and reduce the need for trips into the Madison area for shopping. In addition, rezoning will facilitate the improvement and protection of key natural resources in the area, namely the kettle pond and surrounding wetlands, as specific development plans are created and approved for the area.

2. Which of the following has arisen that are not properly addressed in the current Official Zoning Map?

- a) The designations of the Official Zoning Map should be brought into conformity with the Comprehensive Plan.*

The Comprehensive Plan suggests that the subject area be rezoned from its current classification (Rural Holding) to a mix of other zoning districts. With the Kettle Park West area developing and Highway 51 being improved, the time is ripe to rezone Phase 2 and prepare it for the next phase of development.

3. How does the proposed amendment maintain the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property?

The *51x138 Westside Neighborhood Plan* envisions this area as a mix of employment-focused business, neighborhood scale retail services and mixed-use, neighborhood park, single-family residential, and moderate and high-density residential. The proposed zoning is consistent with the overall desired land uses in the area. There are some minor differences from the map shown in the Neighborhood Plan. Specific differences can be described as follows:

- Street alignments are changed somewhat based on the desired lot and block layout.
- The neighborhood park has a different shape, wider and with more relationship to surrounding residential. The park continues to have street presence on all sides, including substantial frontage on Oak Opening Drive, and has trail connections into the adjacent neighborhood.
- More area is needed for stormwater management just north of the kettle pond than the City Plan maps show, which shifts some high-density multi-family over to the area along Oak Opening Drive.
- The area shown as “employment-focused” land uses in the Neighborhood Plan are proposed for a mix of hospitality, office, and senior housing (roughly half of which would be assisted living). However, these commercial uses are not proposed to extend as far north and west. Instead, multifamily residential is proposed along Oak Opening Drive, and the street labeled as Glacial Buttercup Court is further to the northeast. This would result in residential land uses facing each other across Oak Opening, maintaining a residential cluster around the park.
- We propose more area in the northwest corner for single-family lots instead of moderate-density multi-family, and we propose moderate-density residential (in the form of townhome rentals) extending further down Oak Opening Drive.

Taken together, these modifications would place more of the neighborhood’s density in the center of the development, and closer to the commercial uses in the east, while still transitioning nicely from high to low-density. The proposed plan incorporates many “traditional neighborhood design” concepts, such as a carefully planned mix of housing types, bike/pedestrian infrastructure, public open space, and neighborhood-scale commercial, service, and office uses – all arranged in a logical, compatible manner. The area north of the subject property is planned for future mixed use and commercial development in city plans.

Regarding land use intensities, the Comprehensive Plan advises “relatively consistent” densities to transition nicely between land uses. The Neighborhood Plan calls for single-family densities of 5-6 du/acre, and up to 24-32 du/acre for multi-family (including senior housing). The proposed density in KPW 2 will be largely consistent with this vision, and we propose standard zoning districts at this time based on the anticipated future uses of these sites (see Proposed Zoning map and overall submittal memo).

- We believe the proposed **SR-5 Single-family** zoning is consistent with the district’s permitted uses, its allowance of up to 5 units per acre, and minimum lot size of 7,200 sf. This is proposed for both the typical single-family lots and for the detached single-family condo cottages, with the understanding that additional zoning approvals (such as a conditional use permit) may be necessary in order to develop the lot – at this time the layout is conceptual.
- The proposed **MR-10 and MR-24 Multi-family** zoning is consistent with the ordinance’s stated intent to use these districts for mixed-residential development, with minimum lot size requirements (4,356 sf per townhouse unit in MR-10 and 1,815 sf per apartment unit in MR-24, respectively), and the maximum densities (10 du/acre and 24 du/acre).

- Based on conversation with City staff, we propose **Institutional (Residential)** zoning for the senior housing site, which is likely to be half assisted living. FDG believes this is the most appropriate zoning to target, as the number of units proposed is not fixed at this time and another developer will be responsible for detailed planning on that site.
- **Planned Office (PO)** zoning is proposed for the commercial office site, compatible with that district's intended uses, minimum lot size of 20,000 sf, and other bulk standards.
- **Planned Business (PB)** zoning is proposed for the hotel site, compatible with that district's intended uses (commercial indoor lodging as a conditional use), minimum lot size of 20,000 sf, and other bulk standards.
- The neighborhood park and other large open spaces are proposed for Institutional zoning, and smaller outlots are proposed to have the same zoning as adjacent developable lots. This seems most compatible with the districts' permitted uses.

Regarding land use impacts, all development within Kettle Park West Phase 2 will be subject to the Comprehensive Plan's design guidelines for multi-family residential developments, and zoning standards for quality site and building design, landscaping, and buffers. Great care is being taken to design future buildings to ensure a pleasant relationship to the street, quality building materials, and proper location of other site features in order to minimize visual impacts on the public and adjacent properties. The result will be a high quality new neighborhood for Stoughton's current and future residents.