

PUBLIC HEARING NOTICE

The City of Stoughton **Planning Commission** will hold a Public Hearing on **Monday, December 11, 2017 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 South Fourth Street, Second Floor**, Stoughton, Wisconsin, 53589, to consider a proposed **Conditional Use Permit Application by Forward Development Group, for a Large Scale Commercial Service Building, Indoor Commercial Entertainment Use and Commercial Indoor Lodging Use (Hotel & Convention Center) at 2500 Jackson Street**, Stoughton, Wisconsin. The property at 2500 Jackson Street is currently owned by Kettle Park West LLC, and is more fully described as follows:

KETTLE PARK WEST, LOT 15.

Additional information including a location map can be found at:
<http://stoughtoncitydocs.com/planning-commission/>

For questions regarding this notice please contact Michael Stacey, Zoning Administrator at 608-646-0421

Michael P Stacey
Zoning Administrator

Published November 22, 2017 Hub
Published November 30, 2017 Hub

Memorandum

To: Michael Stacey, Zoning Administrator / Assistant Planner

From: Kevin Yeska, JSD

Re: Lot 15 – tru by Hilton – CUP Re-Approval

JSD Project #: 16-7181

Date: November 16, 2017

cc: Ron Henshue, Fred DeVillers, Dennis Steinkraus (FDG); Dave Jenkins, Bill Dunlop, Mike Grzesiak (JSD), Michael Maas, Bill Ryan (ADCI), David Torkelson, Brian Wagner (Stevens)

On behalf of Forward Development Group, JSD is requesting the review and re-approval of a Conditional Use for the **tru by Hilton** hotel and conference center development located at 2500 Jackson Street in Kettle Park West.

Project Background

At their July 11, 2016 meeting the Plan Commission made a recommendation to approve the Conditional Use request for the tru by Hilton hotel and conference center (Commercial Indoor Lodging and Indoor Commercial Entertainment). City of Stoughton Council, at their July 26, 2016 meeting, subsequently approved the Conditional Use request. That Conditional Use approval was valid for one-year following the date of approval; until July 26, 2017.

Following the approval of the Conditional Use request, a Site Plan Review application was submitted in June 2016 and considered concurrently with the Conditional Use request. In January 2017, a revision to the initial Site Plan Approval was submitted that reflected modifications in the overall size of the conference center, which was decreased, and various site improvements, primarily to the common at grade open spaces.

The amended Site Plan Review was approved by Plan Commission on February 13, 2017.

Today, a re-approval of the Conditional Use is being requested. As part of this application request the site plan has been updated to reflect the most recent Site Plan Review approval from January 2017 as well as the following additional modifications:

- Phased construction timing of the hotel and conference center. Construction on the hotel (Phase 1) is anticipated to break ground in spring 2018, with the conference center (Phase 2) to follow shortly thereafter;
- The addition of a loop road around the hotel to improve access. The loop road will be constructed as part of Phase 1; and
- The addition of 17 parking stalls to provide additional parking stalls on site.

Site Plan Review application is anticipated to closely follow the Conditional Use approval, with a submittal in late November.

Consistency with Adopted Plans

Zoning Code

The project site is zoned Planned Business (PB). The intent of the PB zoning district is:

“...intended to permit large and small scale commercial development which is compatible with the desired overall community character of the area in general. Significant areas of landscaping are required in this district to ensure that this effect is achieved. A wide range of office, retail, and lodging land uses are permitted within this district. In order to ensure a minimum disruption to residential development, development within this district shall take access from a collector or arterial street (Section 78-105(4)(b), City of Stoughton Ordinances).”

The proposed hotel and conference center uses both fall within the City of Stoughton’s Commercial Indoor Lodging (per Section 78-206(4)(k), and the Indoor Commercial Entertainment (per Section 78-206(4)(h), definitions and are identified as conditional uses within the PB zoning district. Approval of the Conditional would result in the uses being compliant with the City’s adopted zoning code in terms of use.

Comprehensive Plan

The City’s Comprehensive Plan (the “Plan”) recommends Planned Business Development for the project site. Planned Business areas are areas that “...demand higher standards in building design, site layout, landscaping, signage, parking and access.... (City of Stoughton Comprehensive Plan, Pg. 58).

The Plan identifies the PB zoning district as an appropriate zoning district to implement the Planned Business future land use category.

The Plan also identifies the project site as short-term infill site, which are defined as lots that are currently available for infill development. Such lots are platted, improved, located within the urban service area, and are adjacent to existing an utility network.

The development proposal was found to be consistent with the following Comprehensive Plan goals and policies, including:

- Land Use: *Preserve and establish visually attractive development; Create an efficient and sustainable development pattern; Compatibility of adjacent land uses*

Lot 15 will provide a high quality, attractive development that will be integrated within the Kettle Park West Commercial Center. Lot 15 development will feature naturalized landscaping and ecological stormwater treatment. These features will be designed to provide a sustainable future development that will provide consistent future value for the community.

- Economic Development: *Attract and retain businesses that enhance Stoughton’s desired “small city” character; Strengthen and diversify the non-residential tax base and employment opportunities; Support mixed-use development projects that integrate non-residential and residential uses into high-quality, unified places; Support proposals that provide a range of commercial development opportunities*

The hotel and conference center will provide multiple employment opportunities to Stoughton residents directly and indirectly in jobs, expanding the City’s tax base and addressing market needs of City and area residents for lodging and conference event space. The development anticipates employing roughly 35 full time and part time jobs.

- Natural Resources: *Protect natural resource features in Stoughton’s Planning Area*

Lot 15 development is consistent with the goals of providing natural resource stewardship. LED light fixtures reduce site energy consumption as well as minimizing light pollution for areas adjacent to the site. The use of materials for the site, building and landscape design will utilize local materials and resources to minimize the environmental impacts.

Neighborhood Plan

In 2012, the City of Stoughton adopted 51 x 138 Westside Detailed Neighborhood Plan. The Westside Plan established the framework as a guide to planning and design of future re-development and development of land that is general west of the and within 1500 feet of US Highway 151 and Wisconsin State Highway 138, which are key arterials connecting the City of Stoughton to the Madison metropolitan area. The Westside Plan provides general layout and design guidelines for development located within the planning area with a focus “...on *[creating] viable sites for commercial and residential development, and to establish attractive visual character and aesthetics with an emphasis on quality architecture, construction materials, and landscaping*” (Westside Detailed Neighborhood Plan, Pg. 3).

The project site is located within both the Westside Plan planning area and the Kettle Park West Commercial Center, which is also within the planning area, and is predominantly commercial in character along the highway frontages.

The development proposal was found to be consistent the following goals as identified in the Westside Plan, similar to the City's Comprehensive Plan, including:

- Attract and retain businesses that enhance Stoughton's “small city” character.
- Strengthen and diversify the non-residential tax base and employment opportunities.
- Preserve and establish visually attractive development.
- Create an efficient and sustainable development pattern.

Planned Land Use

- Planned Stoughton Urban Development Area**
- 2012 Urban Service Areas
- 2012 Municipal Boundaries

Planned Land Use

- Agriculture/Rural
- Exurban Residential
- Single Family Residential
- Two-Family Residential
- Mixed Residential
- Planned Neighborhood
- Central Mixed Use
- Planned Mixed Use
- Planned Office
- Neighborhood Office
- Planned Business
- Neighborhood Business
- General Business
- Planned Industrial
- General Industrial
- Landfill/Extraction
- Institutional
- Public Open Space
- Environmental Corridor*
- Surface Water
- Right-of-Way



1. Single Family
2. Two-Family
3. Mixed Residential
4. Institutional
5. Neighborhood Office
6. Neighborhood Business
7. Public Open Space

Shapes on map represent general recommendations for future land use.
Actual boundaries between different land use types and associated
zoning districts may vary somewhat from representations on this map.

*Environmental Corridors depicted on this map use generalized boundaries
of environmental features identified on air photos by the DNR and the Dane
County RPC. These generalized boundaries are refined through detailed
on site investigation at the time of land division and site plan review.

** See Table 9 for Acreage Totals.



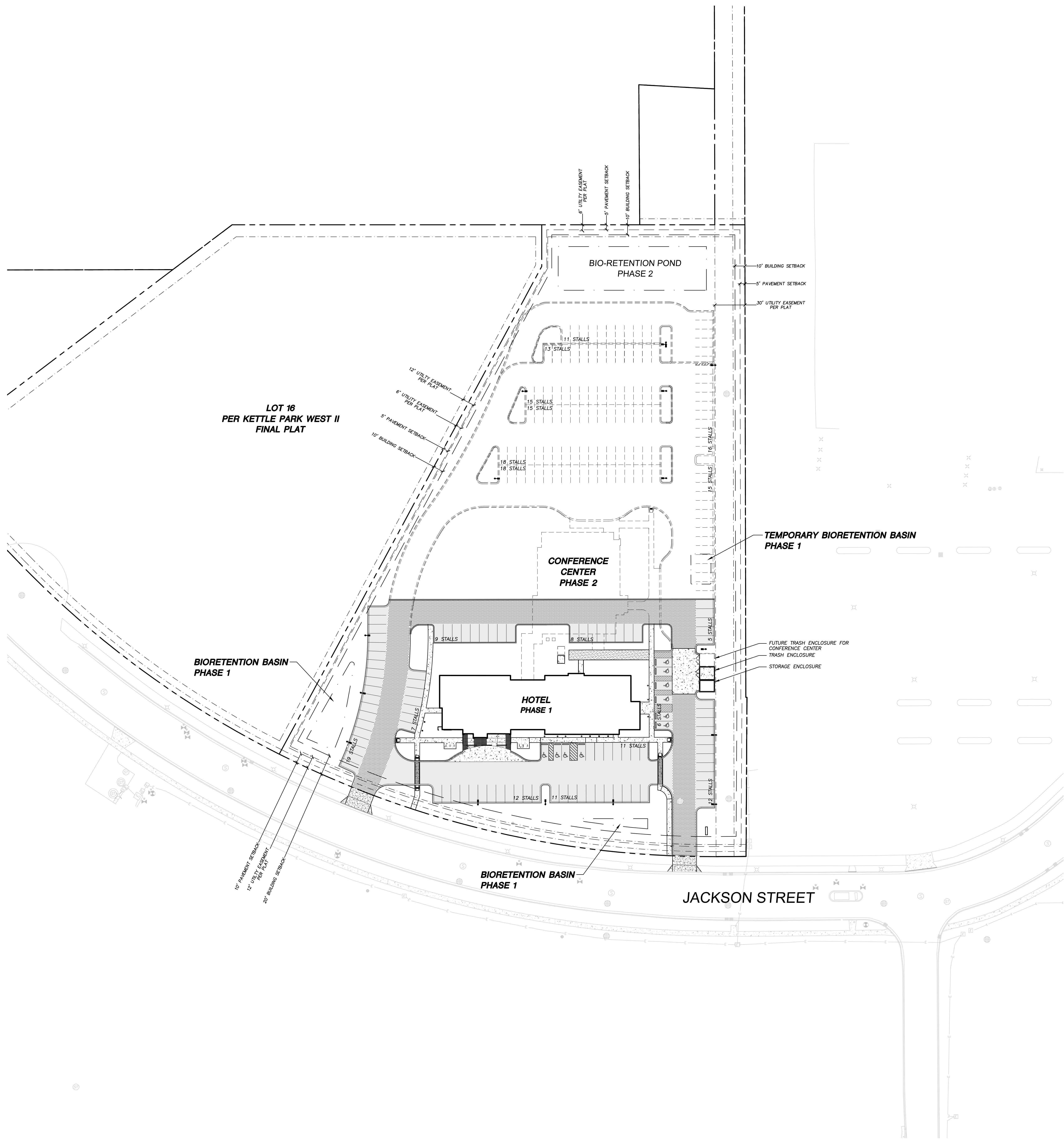
Adopted: May 31, 2005
Amended: June 26, 2012

Sources: Dane County LIO, City of Stoughton.

**VANDEWALLE &
ASSOCIATES INC.**
Shaping places, shaping change



PLANNED LAND USE



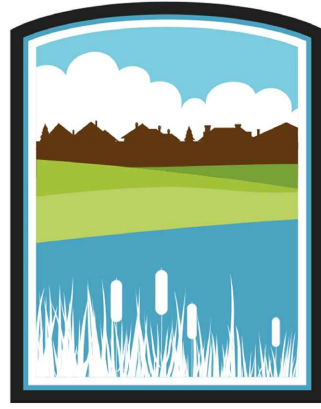
LEGEND (PROPOSED)

---	PROPERTY LINE
---	RIGHT-OF-WAY
---	EASEMENT LINE
---	BUILDING SETBACK LINE
---	PAVEMENT SETBACK LINE
---	EDGE OF PAVEMENT
---	SAN
---	W
---	ST
---	SANITARY SEWER
---	WATER LINE
---	STORM SEWER
---	STANDARD CURB AND GUTTER
---	REJECT CURB AND GUTTER
---	MOUNTABLE CURB
---	ASPHALT PAVEMENT
---	CONCRETE PAVEMENT
---	PROPOSED ASPHALT PAVEMENT - HEAVY DUTY
---	CONCRETE PAVEMENT - HEAVY DUTY
---	LIGHT POLE (REFER TO PHOTO METRIC PLAN)
---	STORMWATER MANAGEMENT AREA
---	ADA PARKING BOLLARDS/SIGNS
---	ASPHALT CURB

GENERAL NOTES:

1. REFER TO THE TOPOGRAPHIC AND UTILITY SURVEY FOR EXISTING CONDITIONS NOTES AND LEGEND.
2. ALL WORK IN THE ROW AND/OR PUBLIC EASEMENTS SHALL BE IN ACCORDANCE WITH THE CITY OF STOUGHTON STANDARD SPECIFICATIONS FOR PUBLIC WORKS CONSTRUCTION AND SHALL BE PERFORMED BY A CITY-LICENSED CONTRACTOR.
3. JSD SHALL BE HELD HARMLESS AND DOES NOT WARRANT ANY DEVIATIONS BY THE OWNER/CONTRACTOR FROM THE APPROVED CONSTRUCTION PLANS THAT MAY RESULT IN DISCIPLINARY ACTIONS BY ANY OR ALL REGULATORY AGENCIES.
4. DRAWING FOR REVIEW - NOT FOR CONSTRUCTION UNLESS OTHERWISE NOTED IN THE TITLE BLOCK.

SITE INFORMATION BLOCK	
Site Address	LOT 15, KETTLE PARK WEST, STOUGHTON, WI
Site Acreage (total)	4.695
Hotel - Number of Building Stories	4
Hotel - Building Footprint	10,993 S.F.
Hotel - Gross Floor Area	43,972 S.F.
Conference Center - Number of Building Stories	1
Conference Center - Building Footprint	9,164 S.F.
Conference Center - Gross Floor Area	9,164 S.F.
Phase 1 - Total Number of Total Parking Stalls:	100
Large Stall	90
Accessible	10
Phase 2 - Number of Total Parking Stalls:	121
Large Stall	121
Accessible	0
FULL BUILD OUT TOTAL NUMBER OF STALLS	204
Large Stall	194
Accessible	10



KETTLE
PARK
WEST

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VERONA, WI



PROJECT:



by HILTON

PROJECT LOCATION:
STOUGHTON
DANE, WI

JSD PROJECT NO.: 167181A

SEAL/SIGNATURE:

ALTHOUGH EVERY EFFORT HAS BEEN MADE
IN PREPARING THESE PLANS AND CHECKING
THEM FOR ACCURACY, THE CONTRACTOR
AND SUBCONTRACTORS MUST CHECK ALL
DETAIL AND DIMENSIONS OF THEIR TRADE
AND BE RESPONSIBLE FOR THE SAME.

DESIGN:	MSG, KJV, ABK	07-19-17
DRAWN:	MSG, KJV, ABK	07-19-17
APPROVED:	THB/KJV	07-19-17

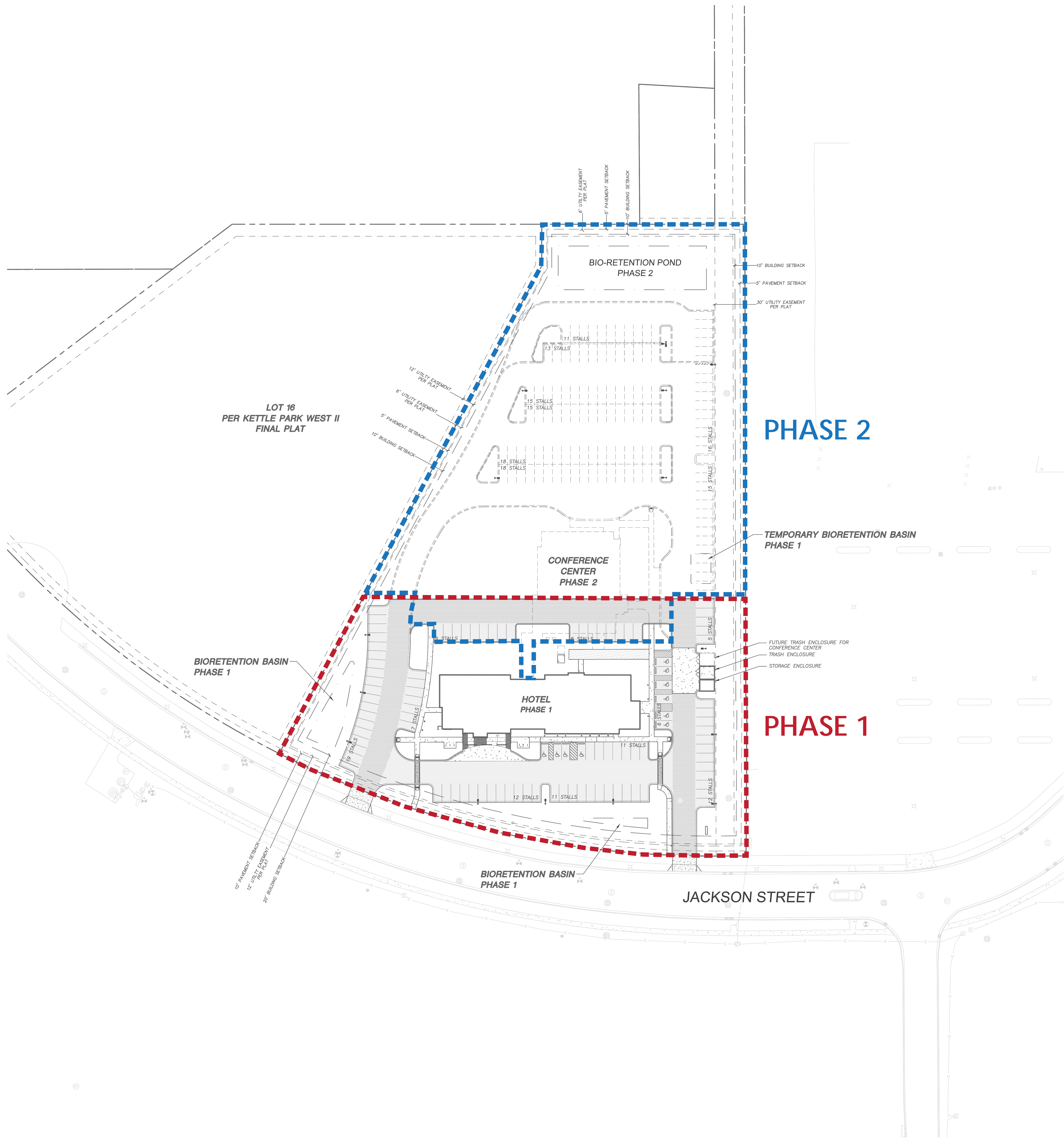
PLAN MODIFICATIONS:	
BID PACKAGE #1	07-19-17
DSPS SUBMITTAL	10-17-18
MUNICIPAL RESUBMITTAL	10-26-17
CUP RESUBMITTAL	11-16-17



Toll Free (800) 242-8511
Milwaukee Area (414) 259-1181
Hearing Impaired TDD (800) 542-2289
www.DiggersHotline.com

SHEET TITLE:
OVERALL SITE PLAN

SHEET NUMBER:
C1.0



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