



## Report to the Plan Commission

April 20, 2009

**Legistar I.D. #13962**

**8002 Watts Road**

**Zoning Map Amendment (Planned Unit Development)**

Report Prepared By:

Kevin Firchow, AICP

Planning Division

**Requested Action:** Approval to amend a Planned Unit Development-Specific Implementation Plan to allow for the construction of a 4,600 square foot dental office building.

**Applicable Regulations & Standards:** This project is subject to the standards for zoning map amendments and planned unit developments. Section 28.12 (9) provides the process for zoning map amendments. Section 28.07 (6) provides the requirements and framework for planned unit developments.

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the standards for zoning map amendments and planned unit developments met and forward Zoning Map Amendment 3424 rezoning 8002 Watts Road (Lots 6 and 7 Ganser Heights) from Planned Unit Development-Specific Implementation Plan (PUD-SIP) to Amended Planned Unit Development-Specific Implementation Plan (Amended PUD-SIP) with a recommendation of **approval**, subject to input at the public hearing and the conditions recommended by reviewing agencies.

### Background Information

**Applicant:** Kevin Carey; The Carey Group; 2801 Coho Street; Madison WI 53713

**Agent / Contact:** Same as the Applicant

**Property Owner:** Princeton West Real Estate, LLC; 1726 Eagan Road; Madison, WI 53704

**Proposal:** The applicant proposes to construct a 4,600 square foot dental office building. Construction would begin in July 2009, with completion scheduled for December 2009.

**Parcel Location:** This rezoning request includes two parcels (Lots 6 and 7 of Ganser Heights) located on Watts Road adjacent to the Beltline. The existing Princeton Club is located on Lot 6 and has an approximate area of 10.7 acres. The proposed dentist office is located on Lot 7. This 1.09-acre property sits in front of the Princeton Club (see attached maps). This request is located in Aldermanic District 9; Madison Metropolitan School District.

**Existing Conditions:** Lot 6 includes the Princeton Club facility and surface parking. Lot 7 is largely undeveloped, however, a portion of this lot includes surface parking now serving the Princeton Club. A bike path is adjacent to the site. Both properties are zoned PUD-SIP (Planned Unit Development – Specific Implementation Plan) and were approved in 2002 as part of the Princeton Club approval. The approved plans include a conceptual office building sited on Lot 7.

**Surrounding Land Use and Zoning:** The subject site is within a large planned commercial site that includes the Princeton Club and two hotel developments. Two undeveloped outlots exist at the corner of Watts Road and Commerce Drive. Each of these properties are zoned as PUDs (Planned Unit Developments). Apartment buildings, also zoned PUD-SIP, are developing across Watts Road.

**Adopted Land Use Plan:** The Comprehensive Plan recommends general commercial uses for this site.

**Environmental Corridor Status:** The subject site is not located in a mapped environmental corridor.

**Public Utilities and Services:** This property is served by a full range of urban services.

**Zoning Summary:** This project is being rezoned to the **(PUD)** district. There are no predetermined bulk requirements, and as such, zoning staff have reviewed this proposal based on the criteria for the C2 district because of the surrounding land uses.

Bulk Requirements	Required	Proposed
Lot Area	6,000 sq. ft.	47,580 sq. ft.
Lot width	50'	adequate
Usable open space	n/a	n/a
Front yard	0'	adequate
Side yards	0'	adequate
Rear yard	10'	adequate
Floor area ratio	3.0	less than 1.0
Building height	---	1 story
Number parking stalls	TBD	TBD (17) & (21)
Accessible stalls	TBD	TBD (17) & (21)
Loading	n/a	n/a
Number bike parking stalls	5	4 (18)
Landscaping	Yes	
Lighting	No	
<i>Table Prepared by Pat Anderson, Assistant Zoning Administrator</i>		

(Recommended conditions that correspond to requirements are noted in parentheses)

## **Project Review**

---

The applicant requests approval of an amended SIP (Planned Unit Development – Specific Implementation Plan) to allow the construction of a dental office building on a lot in front of the Princeton Club on Watts Road. The proposal also includes the addition of 31 parking stalls. This rezoning request includes two parcels (Lots 6 and 7 of the Ganser Heights Plat). The existing Princeton Club is located on Lot 6 with the proposed dentist office on Lot 7. The current zoning for these properties was approved in 2002 as a combined PUD-GDP-SIP (Planned Unit Development – General Development Plan- Specific Implementation Plan) to allow the Princeton Club.

The proposed dental office building is a one-story, 4,600 square foot structure. The primary exterior building materials include stone veneer and EIFS. The office's main entrance fronts the parking lot and is marked by a projection that rises above the main roof of the building. A private sidewalk would connect the main entrance of the building to the Watts Road sidewalk on the south side of the building. Additionally, this sidewalk provides a connection to the adjacent bike path that runs along the southern edge of this property.

The building is sited roughly 25 feet from Watts Road, in accordance to existing setback requirements noted on the applicant's plans. Parking is located behind the building with yard and landscaped areas between the building and the street. The landscape plan includes deciduous shrubs and assorted perennials within a raised planter along the Watts Road facade. This planter is faced with the same stone veneer found on the building's base. Skyline Honey Locust and Prairie Fire Crab trees are proposed for the Watts Road-facing yard. The southern side yard includes a combination ground sign and planter, located along the private sidewalk. A small seating area is proposed near this planter. Black Hills spruce trees will provide some visual screening of the building's north side. A stormwater infiltration area is planned on the northern portion of this lot. Decorative fencing already helps screen the large parking field from Watts Road on the adjacent Princeton Club lot. The applicant's plans show this frontage will be further screened with five relocated flowering crab trees and one relocated linden tree.

The applicant has calculated a parking demand of 31 parking stalls for the new dental office. This calculation includes 15 parking stalls for employees, eight (8) for patients being treated, and eight (8) for patients in the waiting room. The submitted drawings indicate there are now 42 stalls on the dentist office site. The letter of intent states the Princeton Club is requiring the applicant to provide 34 additional stalls to replace those that would be used by the applicant. New bays of parking are proposed on both the dentist office property (Lot 7) and the Princeton Club property (Lot 6). In total, the 31 stalls would be added, with 11 stalls provided in front of the proposed dental office and 20 new stalls along the Princeton Club property.

## **Project Analysis**

---

### Conformance with the Comprehensive Plan

The Comprehensive Plan recommends general commercial uses for this site and the proposed zoning map amendment is consistent with that recommendation.

### Conformance with the Approved General Development Plan

This proposal is consistent with the underlying General Development Plan. A combined PUD-GDP-SIP was approved for this site in 2002. The approved zoning text allows “medical, dental, and optical” clinics as permitted uses. Additionally, those plans showed the conceptual location of an office building and 12 additional parking stalls, similar to what is proposed for this amended SIP.

### Design Considerations

The attached plans received final approval from the Urban Design Commission on March 18, 2009.

One of the most important design considerations for this project is creating a strong street presence along Watts Road. This is especially important as the front door of the building faces the internal parking lot, leaving the rear of the building to face the public street. The applicant has indicated that it was not feasible rotate the building so the main entrance directly fronts the public sidewalk, but has made several efforts to improve visual and physical connections to Watts Road. The Watts Road facade has been designed with the overall character of a front facade and includes tall windows, awnings, parapets, and plantings that provide visual interest. Direct pedestrian access between the main entrance and the public sidewalk is provided through a landscaped private walk on the south side of the building. Staff believe the site and building design features provide the building with good visual street presence and adequate pedestrian access from Watts Road.

Additionally, the remaining three sides of the building are highly visible, either from Watts Road or the Princeton Club parking lot. Staff believe that the variations in building height, wall plane projections, and associated landscaping provide visual interest on all sides of the structure.

### Parking Considerations

The other change proposed in this amended SIP is the addition of 31 parking stalls. The new parking is proposed as two additional single-loaded bays of parking. On the Princeton Club site (Lot 6), 20 new stalls would be provided. On the dentist office property (Lot 7), 11 stalls are proposed. As noted in the Project Review section, the applicant has indicated a need for 31 stalls to serve the new dental office. According the applicant’s plans, 53 stalls would be available on Lot 7 including the 11 new stalls. Additionally, the applicant has stated that the Princeton Club is requiring the applicant provide 34 replacement stalls.

As a Planned Unit Development, there are no specific minimum or maximum parking standards. With 512 stalls now on site (as noted in the existing PUD-SIP), the addition of 31 stalls represents a relatively small increase. In terms of aesthetics, staff notes the new dentist office building and relocated landscaping will further screen the large parking field. Therefore, even with the expanded parking, staff believe that the overall visual impact of surface parking is likely reduced with this proposal. The applicant has indicated they may be providing additional information documenting the need for additional parking; however, this information was not available at the time of report writing. Staff do not have specific objections to this aspect of the request. The Assistant Zoning Administrator has requested the applicant provided updated parking counts for the entire site.

## **Conclusion**

---

Staff do not object to the proposed amended SIP to construct a dental office and to add a small amount of additional parking. The proposal is consistent with both the Comprehensive Plan and the type of development anticipated in the underlying zoning. The project received approval from the Urban Design Commission and staff note that although the building does not have a direct entrance onto Watts Road, the applicant has made several efforts to improve visual and physical connections to the public street and sidewalk. The addition of a new building on Watts Road will result in a significant improvement in the visual appearance of this segment of the street. Staff believe the standards for Planned Unit Developments and Zoning Map Amendments can be met.

## **Recommendations and Proposed Conditions of Approval**

---

Major/Non-Standard Conditions are Shaded

### **Planning Division Recommendation** (Contact Kevin Firchow, 267-1150)

The Planning Division recommends that the Plan Commission find that the standards for zoning map amendments and planned unit developments met and forward Zoning Map Amendment 3424 rezoning 8002 Watts Road (Lots 6 and 7 Ganser Heights) from Planned Unit Development-Specific Implementation Plan (PUD-SIP) to Amended Planned Unit Development - Specific Implementation Plan (PUD-GDP-SIP) with a recommendation of **approval**, subject to input at the public hearing and the conditions recommended by reviewing agencies.

### ***The following conditions have been submitted by reviewing agencies:***

#### **City Engineering Division** (Contact Janet Dailey, 261-9688)

1. A rain garden shall be provided at 1:10 the size of roof area. If unbroken bedrock is encountered this may be deleted if documentation is submitted to City Engineering.
  2. Rain garden shall be connected to the public storm sewer system.
  3. Property provided an 8-inch diameter lateral with streets improvements. Plans shall be revised to include a cleanout if proposed lateral on property is to be less than 8-inch in size.
- 
4. All work in the public right-of-way shall be performed by a City licensed contractor.
  5. The applicant shall demonstrate compliance with Section 37.07 and 37.08 of the Madison General Ordinances regarding permissible soil loss rates. The erosion control plan shall include Universal Soil Loss Equation (USLE) computations for the construction period. Measures shall be implemented in order to maintain a soil loss rate below 7.5-tons per acre per year.

6. If the lots within this site plan are inter-dependent upon one another for stormwater runoff conveyance, and/or a private drainage system exists for the entire site an agreement shall be provided for the rights and responsibilities of all lot owners. Said agreement shall be reviewed and placed on file by the City Engineer, referenced on the site plan and recorded at the Dane Co Register of Deeds.
7. Prior to approval, this project shall comply with Chapter 37 of the Madison General Ordinances regarding stormwater management. Specifically, this development is required to a) provide infiltration in accordance with Chapter 37 of the Madison General Ordinances and b) complete an erosion control plan and complete weekly self-inspection of the erosion control practices and post these inspections to the City of Madison website – as required by Chapter 37 of the Madison General Ordinances.
8. The applicant shall submit, prior to plan sign-off, digital CAD files to the Land Records Coordinator in the Engineering Division. (Lori Zenchenko) [lzenchenko@cityofmadison.com](mailto:lzenchenko@cityofmadison.com). The digital copies shall be drawn to scale and represent final construction including: building footprints, internal walkway areas, internal site parking areas, lot lines/ numbers/ dimensions, street names, and other miscellaneous impervious areas. All other levels (contours, elevations, etc) are not to be included with this file submittal. Email file transmissions are preferred. The digital CAD file shall be to scale and represent final construction. Any changes or additions to the location of the building, sidewalks, parking/pavement during construction will require a new CAD file. The single CAD file submittal can be either AutoCAD (dwg) Version 2001 or older, MicroStation (dgn) Version J or older, or Universal (dxf) format. Please include the site address in this transmittal.
9. The applicant shall submit, prior to plan sign-off, digital PDF files to the City Engineering Division (Jeff Benedict or Tim Troester). The digital copies shall be to scale, shall have a scale bar on the plan set, and shall contain the following items: building footprints; internal walkway areas; internal site parking areas; lot lines and right-of-way lines; street names, stormwater management facilities and; detail drawings associated with stormwater management facilities (including if applicable planting plans).
10. The Applicant shall obtain a Street Excavation permit for the installation of utilities required to serve this project. The Applicant shall pay the permit fee, inspection fee and street degradation fee as applicable and shall comply with all the conditions of the permit. This permit application is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>.
11. The applicant's utility contractor shall obtain a connection permit and excavation permit prior to commencing the storm sewer construction. This permit application is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>.
12. The site plan shall be revised to show all existing public sanitary sewer facilities in the project area as well as the size, invert elevation, and alignment of the proposed service.

**Traffic Engineering Division** (Contact John Leach, 267-8755)

13. When the applicant submits final plans for approval, the applicant shall show the following: items in the terrace as existing (e.g., signs and street light poles), type of surfaces, existing property lines, addresses, one contiguous plan (showing all easements, all pavement markings, building

placement, and stalls), signage, percent of slope, vehicle routes, dimensions of radii, aisles, driveways, stalls including the two (2) feet overhang, and a scaled drawing at 1" = 20'.

14. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan.
15. The applicant shall show the dimensions for proposed and existing parking stalls' items B = 9 ft, C = 18 ft, and E = 24 ft of angle parking width and backing up, according to Figures II "Medium and Large Vehicles" parking design standards in Section 10.08(6)(b) 2. Signs and planting areas are to be excluded from the rectangular stall areas including the two (2) feet of vehicle overhang. The two (2) feet of vehicle overhang shall be shown on the plan and dimensioned.
16. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.

**Zoning Administrator** (Contact Pat Anderson, 266-5978)

17. Provide an overall parking stall count for the existing Princeton Club and the proposed Family Dentistry. Plan shall provide adequate parking for said uses pursuant to Chapter 28 of the Madison General Ordinances, including but not limited to required accessible parking stalls to serve the proposed uses. Meet state required striping and signage as near the accessible entrances as possible.
18. Provide five bike parking stalls in a safe and convenient location on an impervious surface to be shown on the final plan. NOTE: A bike-parking stall is two feet by six feet with a five-foot access area. Structures that require a user-supplied locking device shall be designed to accommodate U-shaped locking devices.
19. Lighting is not required. However, if it is provided, it must comply with City of Madison outdoor lighting standards. (See parking lot packet). Lighting will be limited to .10 watts per square foot.
20. Signage approvals are not granted by the Plan Commission. Signage must be reviewed for compliance with Chapter 31 Sign Codes of the Madison General Ordinances and Chapter 33 Urban Design District ordinances. Signage permits are issued by the Zoning Section of the Department of Planning and Community and Economic Development.
21. A reciprocal land use agreement or a cross access easement agreements shall be approved by the Traffic Engineer, City Engineer and Director of Planning and Development recorded in the Office of the Dane County Register of Deeds.

**Water Utility** (Contact Dennis Cawley, 261-9243)

22. The developer shall not install the proposed water service lateral off the hydrant lead as shown on the plan, but shall instead connect to the existing water service lateral that was installed for this use at the time Watts Road was constructed. At the time of application for a water meter, the developer shall pay the Madison Water Utility \$1341.11 which was the cost to install this lateral.

23. All wells located on this property shall be abandoned if no valid well operation permit has been obtained from the Madison Water Utility. This property is not in a Wellhead Protection District.

**Fire Department** (Contact Scott Strassburg, 261-9843)

24. Provide fire apparatus access as required by Comm 62.0509 and MGO 34.19, as follows:

- a. The site plans shall clearly identify the location of all fire lanes.
- b. Provide a fire lane that extends to within 150-feet of all exterior portions of the structure, or it can be extended to within 250-feet if the building is fully sprinklered.

25. All portions of the exterior walls of newly constructed public buildings and places of employment and open storage of combustible materials shall be within 500-feet of at least TWO fire hydrants. Distances are measured along the path traveled by the fire truck as the hose lays off the truck. See MGO 34.20 for additional information.

**Parks Division** (Contact Tom Maglio, 266-6518)

This agency did not submit a response to this request.

**Metro Transit** (Contact Tim Sobota, 261-4289)

This agency did not submit a response to this request.