



PREPARED FOR THE URBAN DESIGN COMMISSION AND PLAN COMMISSION

**Project Address:** 6401 American Parkway  
**Application Type:** PD Amendment (GDP-SIP) and Conditional Use  
**Legistar File ID #** [33594](#) and [33983](#)  
**Prepared By:** Timothy M. Parks, Planning Division  
Report includes comments from other City agencies, as noted.

## Summary

**Applicant & Property Owner:** Dan Swift, American Family Mutual Insurance Company; 6000 American Parkway; Madison.

**Requested Actions:** Approval of a major amendment to the general development plan and specific implementation plan for 6401 American Parkway to allow construction of a roof-aging research farm. The subject site is adjacent to North-East Park, which also requires that a conditional use be granted for the project.

**Proposal Summary:** The applicant, American Family Mutual Insurance Company, in cooperation with the Insurance Institute for Business & Home Safety, is requesting approval to construct a roof-aging research farm to study the long-term aging impacts on roofing materials over a 30-year period. The grouping of roofs will be located in the southeastern corner of their service and support campus on the east side of American Parkway across from the main American Center campus. Construction of the facility is anticipated to commence on July 1, 2014, with completion anticipated by September 30, 2014.

**Applicable Regulations & Standards:** Section 28.182 of the Zoning Code provides the process for zoning map amendments. The approval process and standards for Planned Development districts is outlined in Section 28.098 of the Zoning Code. Per Section 28.139 of the Zoning Code, non-residential development within 200 feet of the boundary of a City-owned park shall be reviewed as a conditional use. Section 28.183 of the Zoning Code provides the process and standards for the approval of conditional use permits.

**Review Required By:** Urban Design Commission, Plan Commission and Common Council.

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find the Planned Development zoning district and conditional use standards met and forward Zoning Map Amendment ID 28.022-00122, approving a major amendment to the Planned Development District-General Development Plan-Specific Implementation Plan for 6401 American Parkway, to the Common Council with a recommendation of **approval**, and **approve** a conditional use to allow construction of a roof-aging research farm on a parcel adjacent to North-East Park, following a recommendation by the Urban Design Commission and subject to input at the public hearing and the conditions from reviewing agencies beginning on page 4 of this report.

## Background Information

**Parcel Location:** The subject site is a 27.7-acre parcel generally located on the east side of American Parkway, approximately midway between Hoepker Road and Tancho Drive, Aldermanic District 17 (Clausius); Sun Prairie Area School District.

**Existing Conditions and Land Use:** The site is currently developed with 2 approximately 46,000 square-foot, one-story buildings and 1 approximately 40,600 square-foot building used by American Family for warehousing, training, and a print shop and media center. The site is zoned PD.

**Surrounding Land Uses and Zoning:**

North: North-East Park, zoned CN (Conservancy District);

South: Oakwood Village East, zoned PD; Alliant Energy substation, zoned A (Agricultural District); single-family residence, zoned SR-C1 (Suburban Residential–Consistent 1 District)

West: American Center, zoned SEC (Suburban Employment Campus); single-family residences, zoned SR-C2 (Suburban Residential–Consistent 2 District);

East: North-East Park, zoned CN.

**Adopted Land Use Plans:** The Comprehensive Plan identifies the subject site, American Center to the west of American Parkway, and adjacent substation to the south for Employment uses. North-East Park is recommended for Park and Open Space uses.

The subject site is recommended for office/ industrial uses in the Rattman Neighborhood Development Plan. The adjacent substation is identified as a public utility, while North-East Park is recommended for park, drainage and open space, with a note that the property serves as a community separation area between the City of Madison and the City of Sun Prairie.

**Zoning Summary:** The site is zoned PD, with the amended GDP and SIP to be reviewed in the following sections.

| Other Critical Zoning Items                                  |   |
|--|---|
| Yes:   | Urban Design (PD zoning), Utility Easements, Barrier Free, Adjacent to a Park |
| No:  | Floodplain, Wellhead Protection, Waterfront Development, Landmark             |
| <i>Prepared by: Pat Anderson, Asst. Zoning Administrator</i> |   |

**Environmental Corridor Status:** The property is not located within a mapped environmental corridor. North-East Park is identified as public land on the corridor map and is not located in the Central Urban Service Area (see Map G3).

**Public Utilities and Services:** The subject site is served by a full range of urban services. The proposed use is generally passive and is anticipated to require little or no additional municipal services beyond the demand created by the existing conditions.

## Previous Approvals

On September 25, 2001, the Common Council approved an Amended PUD-SIP [1966 Zoning Code] to allow construction of an approximately 40,000 square-foot training facility for American Family Insurance Company at 6425 American Parkway.

On May 18, 1993, the Common Council approved a request to rezone an approximately 30-acre parcel located at 5702 Rattman Road (now American Parkway) from Temp. A (Agriculture District) to PUD-GDP for an “Ancillary Use Area” for American Family consisting of training, storage, printing and maintenance facilities related to their

headquarters offices located across American Parkway from the site in the American Center development. The Common Council approved a related rezoning from PUD-GDP to PUD-SIP for these service and support uses on March 1, 1994.

## Supplemental Requirements

**Section 28.139, Development Adjacent To Public Parks:** Nonresidential development within 200 feet of the boundary of a City-owned public park shall be reviewed as a conditional use. The purpose of this requirement is to assess the impact of proposed development on natural resources, drainage patterns, pedestrian traffic and recreational uses of the park. Conditional use applications shall include the following:

- (a) A complete inventory of vegetation in any area proposed for development within 100 feet of the park boundary.
- (b) Any proposed cutting of trees or removal of vegetation within 100 feet of the park boundary. Removal of vegetation may be limited within 35 feet of the park boundary.
- (c) Grading and drainage within 35 feet of the park shall be reviewed for its effect on drainage patterns and vegetation within the park.

## Project Description

The applicant is requesting approval of an amended general development plan and specific implementation plan for the American Center service and support campus to allow construction a roof-aging research farm. The research facility will include 16 roof structures that will be constructed to study the aging impacts of a variety of roofing materials over a 30-year period. The grouping of roofs will be located in the southeastern corner of the service and support campus adjacent to an electric substation. The subject site is developed with approximately 127,000 square feet of support facilities for the American Family Insurance Company offices located in the American Center across American Parkway, including warehousing, training and print/ media services. The roof-aging facility will be accessed from an existing series of driveways extending into the site from American Parkway, the southern of which also provides access to the adjacent substation. The applicant indicates that the research farm could be expanded from 16 to 20 roof structures over the lifespan of the project.

The applicant is requesting clarification of the general development plan to eliminate the future buildings called for on the 1993 general development plan. The applicant indicates that the additional facilities previously envisioned for the service and support campus are no longer needed. In the event that future facilities are proposed for this site, the applicant will be required to amend the Planned Development zoning prior to the issuance of building permits for any such future uses.

## Analysis & Conclusion

The Planning Division believes that the proposed amended general development plan and specific implementation plan for the proposed roof-aging research farm can meet the standards for approval for planned developments and for conditional uses for development adjacent to a public park. The roof-aging farm is located on a portion of the site with limited visibility from American Parkway, and the proposed use should have little or no impact on surrounding properties, including the community separation park space that borders the site on the east and north, which is currently in active tillage. There are few trees located on the boundary between the park and proposed roof-aging facility that will be impacted by the project, which also should not impact the trees screening the substation along the southern line of the property.

## Recommendation

### **Planning Division Recommendation** (Contact Timothy M. Parks, 261-9632)

The Planning Division recommends that the Plan Commission find the Planned Development zoning district and conditional use standards met and forward Zoning Map Amendment ID 28.022-00122, approving a major amendment to the Planned Development District-General Development Plan-Specific Implementation Plan for 6401 American Parkway, to the Common Council with a recommendation of **approval**, and **approve** a conditional use to allow construction of a roof aging research farm on a parcel adjacent to North-East Park following a recommendation by the Urban Design Commission and subject to input at the public hearing, the following Planning Division condition(s) and the conditions from reviewing agencies:

1. The zoning text shall be revised for final Planning Division approval prior to recording and the issuance of building permits as follows:
  - 1a. Revise the Signage section to state that signage shall be limited to the maximum permitted in the SEC zoning district as approved by the Urban Design Commission or its secretary, and the Zoning Administrator;
  - 1b. The Floor Area Ratio and Building Height sections shall be revised to state "As shown on approved specific implementation plans".

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

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

2. The applicant shall demonstrate compliance with Section 37.07 and 37.08 of 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.
3. The applicant shall submit, prior to plan sign-off, digital CAD files to the Land Records Coordinator in the City 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. E-mail 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.

#### **Traffic Engineering Division** (Contact Eric Halvorson, 266-6527)

4. When the applicant submits plans for approval, the applicant shall show the following on one contiguous plan: existing items in the terrace (e.g., signs and street light poles), type of surfaces, percent of slope, existing and proposed property lines, addresses, all easements, all pavement markings, building placement, adjacent driveway approaches to lots on either side and across the street, signage, semitrailer movements

and vehicle routes, dimensions of radii, aisles, driveways, parking stall dimensions including the 2 feet overhang on a scaled drawing at 1" = 20'. Contact the Traffic Engineering Division if you have questions.

5. The City Traffic Engineer may require public signing and marking related to the development; the developer shall be financially responsible for such signing and marking.
6. All parking facility design shall conform to the standards in MGO Section 10.08(6).

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

7. Pursuant to MGO Section 28.142(3)&(6), Landscape Plan and Design Standards: Landscape plans for zoning lots greater than 10,000 square feet in size must be prepared by a registered landscape architect.

**Fire Department** (Contact Bill Sullivan, 261-9658)

The Madison Fire Department does not object to this proposal provided the project complies with all applicable fire codes and ordinances

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

8. All unused private wells shall be abandoned in accordance with MGO Sec. 13.21.

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

This agency did not provide comments for this request.

**Parks Division** (Contact Kay Rutledge, 266-4714)

9. The developer shall identify if any trees are proposed to be removed on or adjacent to the parkland, including size and species; all existing trees within 40 feet of the proposed work shall be inventoried with regard to species, location, size and health. Once this information is provided the request will be evaluated further by Parks staff, including the City Forester. Any reduction in tree canopy in the city should be discouraged. The developer is required to submit a tree preservation plan, and potentially a replanting plan if removal of trees on parkland cannot be avoided, both to be approved by the Parks Superintendent prior to final signoff of the rezoning.