



Department of Planning & Community & Economic Development

Planning Division

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To: Madison Plan Commission
From: Madison Planning Division Staff
Date: March 19, 2021
Subject: Amendment to the Hanson Road Neighborhood Development Plan

Background

The Hanson Road Neighborhood Development Plan (NDP) was adopted in August of 2000. It covers primarily existing and planned industrial land, but includes an area of existing and planned residential development along Portage Road between Hayes Road and Hanson Road.

Neighborhoods to the south of the Hanson Road NDP were built in the 1970's to 1990's. The Churchill Heights subdivision was approved in 2003. More recently, the Hidden Creek Residences multi-family development and Vang Homesites were approved. The southern portion of Churchill Heights subdivision along with the more recently approved Vang Homesites are generally Low Density and Low-Medium development types in areas that were planned for Medium Density development. Hidden Creek apartments were approved in 2015. Two out of three apartment buildings (and the clubhouse) have been built so far. The Hidden Creek Residences varied slightly from the Hanson Road NDP recommendation. The site was recommended for Low Density and Medium Density. Overall, the density of the project is low, since most of the site is open space due to an intermittent stream and wetlands.

Natural Features

The amendment area is generally suitable for development, but is a peninsula as you go north. The northern half of the amendment area has more environmental constraints. There is a significant wetland/hydric soils/floodplain area west of Portage Road associated with the West Branch of Starkweather Creek. The central portion of the amendment area has slopes greater than 12%.

Utilities

This entire area has been located in the Central Urban Service Area since 1970. The southern half of the amendment area drains to the south and can be served by continuing water and sanitary sewer to the north. The northern half is more difficult to serve with utilities. Water service extension to the northern half of the amendment area will require extension by the developer at their expense due to the current Water Utility budget constraints. Extension of water main to the northern portion of the amendment area could prove costly due to the length of the extension required. Sanitary would require: 1) a permanent small lift station/grinder pump to get effluent up the hill, 2) an extension of sanitary along Portage from the south at a significant depth, or 3) a lengthy extension of sanitary currently located on Hanson Road to the northwest.

Transportation

Portage Road is a two-lane street with curb, gutter, sidewalks and bike lanes along developed parts of Portage Road that are in the City. The portion of Portage Road in the Town will likely remain a rural cross-section for some time until development occurs.

Metro Transit route 6 runs between the West Transfer Point and East Towne Mall and serves up to Hayes Road. Route 26 goes through The American Center and stops at the UW hospital to the northeast of the amendment area.

There is a planned pedestrian/bike connection to The American Center from the Hanson Road NDP. Path segments have been constructed in the neighborhood. There will be a future overpass or underpass of the Interstate to connect the Hanson Road NDP to the American Center.

Interstate Noise

Interstate 39/90 to the east is a significant barrier and has noise impacts. The City's subdivision ordinance requires residential development adjacent to state or federal expressways or freeways to provide sound attenuation. This is typically achieved through a landscaped berm.

Airport Building Height Restrictions

The airport height restrictions allow for generally 80 – 100 foot tall buildings in the amendment area. The NDP amendment is proposing building heights of 2 – 5 stories (25 – 65 feet in height).

School District

Churchill Heights, Hidden Creek and the amendment area are located in the DeForest Area School District (DASD). Under current DASD attendance area boundaries, students in this area attend Windsor Elementary School, DeForest Area Middle School and DeForest High School.

Development Inquiries

Staff has been in communication with the owners of the Shannon property which contains the Speckled Hen Bed and Breakfast. The Shannon's recently received approval from the Town of Burke and Dane County to separate the existing the bed and breakfast and a separate residence into individual properties and rezone the 2.52 acre property that contains the bed and breakfast to RR-2 Rural Residential District from RM-16 Rural Mixed-Use District.

Staff has also received development inquiries regarding the Common Ground Real Estate Investors LLC property just south of Hanson Road.

NDP Amendment

The City received a development proposal for the Overlook Residences ([Legistar ID# 63216](#)) for the Betty's Real Estate property to the north of DiLoreto Avenue. The proposed multi-family development would consist of 577 units. This proposal includes a significant increase in the amount of units proposed as compared to the planned land use (low density residential) in the [2000 Hanson NDP](#). The majority of the units in the development proposal are studio and one bedroom apartments. While the area to the south is walkable, bikeable, and has transit, the stretch along Portage Road to the north is a rural cross-section that is located in the Town of Burke.

The City generally plans for/allocates more intensive development in areas adjacent to existing/planned transit, other transportation infrastructure and amenities (goods, services, parks,

etc.). While the project would add housing, the City seeks to follow our adopted plans and seeks a diversified housing stock in terms of building type, price point, and rental vs ownership across the City.

The proposed changes to the NDP future land use plan shows a variety of housing types with in the amendment area. In addition to providing a variety of housing types, this configuration locates higher intensity forms of development adjacent to Portage Road, an expanded Churchill Heights Park and existing transit. The development proposal for the Betty's Real Estate property would be consistent with the areas shown for Housing Mix 4 in the amended plan, but would not be consistent with the areas shown for Housing Mix 3.

The Shannon and Common Ground properties are recommended for open space given the difficulty in serving those properties with water and sanitary sewer. The land use recommendation for these properties could be revisited during future plan updates to re-evaluate the City's ability to serve these properties with utilities. For instance, the larger of the two Shannon properties could allow for a low intensity use such as a wedding facility if connected to utilities.