



Report to the Plan Commission – Addenda February 18, 2013

Legistar ID #28711 & 28784

4902-4908 Hammersley Road

Rezoning and Demolition Permit

Legistar ID #28785

4817 Hammersley Road

Demolition Permit and Conditional Use

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Requested Actions:

- ID 28711 & 28784: Approval of a request to rezone 4902 and 4908 Hammersley Road (“the north site”) from R1 (Single-Family Residence District) and C2 (General Commercial District) to C2 and approval of a demolition permit to allow a single-family residence at 4908 Hammersley Road to be razed and an addition to an office building to be constructed.
- ID 28785: Approval of a demolition permit to allow a single-family residence at 4817 Hammersley Road (“the south site”) to be razed and a conditional use for an accessory parking lot to serve an office building located at 4902 Hammersley Road.

Addendum: On February 4, 2013, the Plan Commission recommended referral of the zoning map amendment and referred the related demolition permits for the expansion of Pacific Cycle’s offices to its February 18, 2013 meeting to allow for the applicant to revise their plans to move the proposed addition at least 15 feet to the east to provide more separation between the building and the residences to the west and to adjust the parking to accommodate this move; add acoustic screening to the roof of the building to limit noise impacts from rooftop mechanical equipment on properties to the west; explore reducing the proposed parking to serve the addition, and; provide a pedestrian walkway from the building entrance to the Hammersley Road sidewalk and to the mid-block pedestrian crossing to connect to the accessory parking lot proposed on the south side of Hammersley Road. Members of the Commission also noted that the project may also require a revised agreement between the applicant and the Wisconsin Department of Transportation to note modifications to the proposed stormwater management facility in the right of way.

The applicant submitted revised application materials on February 13 intended to address many of the comments made by members of the Commission at the February 4 hearing. Of particular note, the proposed addition on the north site has been shifted 16 feet to the east to provide a greater setback between the new building and the Whitcomb Village Condominiums to the northwest of the addition and the single-family residences located immediately to the west along Hammersley Road. The western wall of the addition will be roughly coterminous with the western wall of the existing house proposed for demolition. The size of the proposed addition has also increased slightly from 9,980 square feet to 10,500 square feet, and the southern and eastern facades have been revised to modestly increase the amount of brick on those elevations to address an earlier staff concern about the amount and location of EIFS. The applicant also indicates that acoustic screens will be added on the roof of the addition to screen rooftop mechanical equipment.

The site plan for the north site has been revised to include a walkway along the east wall of the addition to provide a continuous pedestrian from the existing office entrance to the public sidewalk on the north side of Hammersley Road. The pedestrian path will cross Hammersley Road at a refuge island and will connect to a sidewalk that will be constructed along the frontage of the 4817 Hammersley Road accessory parking lot site. The applicant also proposes to grant a 6-foot wide pedestrian easement along the western property line of 4908 Hammersley Road to serve the adjacent condominium, and that discussions with the condominium association about the new easement are ongoing. Parking on the north site has been reduced by 8 stalls compared to the previous iteration to accommodate the

proposed plan changes. In addition to serving the future growth of Pacific Cycle, the applicant has indicated in discussions with staff, previous testimony and in the revised application materials that the amount of parking proposed is informed by a lack of on-street parking along Hammersley Road, a high number of visitors to Pacific Cycle, and use of the parking by users of the adjacent Southwest Path.

The plans for the south site have not changed significantly since the February 4 hearing, though the applicant has clarified that the fence that will screen the accessory parking lot will be “highest allowable by Zoning”, which is 6 feet in a residential district unless a variance is granted by the Zoning Board of Appeals to allow the fence to be up to 8 feet tall.

The Planning Division previously expressed its support for both the 4902-4908 Hammersley Road and 4817 Hammersley Road applications and recommended to the Plan Commission that both projects can meet their respective standards for approval subject to the conditions recommended by Planning staff and other reviewing agencies.

Economic Development Division staff indicates that the Pacific Cycle projects are of significant economic importance to the City. Pacific Cycle is not only an important employer, but its presence reinforces Madison’s brand as a “biking capital” and a healthy city. The project will help retain the existing employment and, as noted in the letter of intent, accommodate more than 30 additional jobs. The \$2.4 million project should increase the property tax base by more than \$1 million by adding approximately over 10,000 square feet to the existing facility and providing additional parking, including on the south site. Planning staff believes that the proposed plan revisions have improved the overall project, particularly the revisions to the north site, and that both applications can meet the standards of approval to allow this very important development to proceed.

Planning Division Conditions:

[Note: The following Planning Division conditions of approval supersede the conditions it recommended in the February 4, 2013 staff reports.]

1. Revise the plans for 4902-4908 Hammersley Road per Planning Division approval prior to the issuance of a demolition permit for 4908 Hammersley Road and issuance of building permits for the building expansion as follows:
 - a.) Revise the project information summary to identify the existing square-footage of the office building, the square-footage of the proposed office addition, and the final gross floor area of the office building.
 - b.) Revise the elevations to remove EIFS within 3 feet of grade on all elevations of the proposed addition.
 - c.) Provide final details of the acoustic screening for the proposed rooftop mechanical equipment; the screens proposed shall be 2 feet taller than the mechanical equipment being screened.
 - d.) Revise the design of the loading stall to make it parallel to the eastern wall of the addition; as shown, it will impede circulation through the parking area east of the office complex. The revised loading stall shall be marked and signed accordingly.
 - e.) Provide a 6- to 8-foot tall solid fence or screening be provided along the western property line adjacent to the residential properties.
2. Revise the project plans per Planning Division approval prior to the issuance of a demolition permit for 4817 Hammersley Road as follows:
 - a.) Provide final details on the lighting controls for the accessory parking lot, including providing photometric information for the lot if the lights are to remain on after hours;
 - b.) Provide the final details of the fencing and screening, including elevations of the privacy fence;
 - c.) Revise the landscaping plan to show all existing landscaping and areas of tree cover to remain on the site.

3. The hours of operation for the accessory parking lot at 4817 Hammersley Road shall be 7:00 a.m. to 10:00 p.m. daily. Any change in the hours of operation for this lot shall require approval of an alteration to the conditional use by the Director of the Planning Division following a recommendation by the district alder.

Traffic Engineering Division Conditions [for both sites] (contact Eric Halvorson, 266-6527):

4. The applicant shall relocate the Hammersley Road mid-block crossing shown on the plans to the west side of the westerly driveway of the new parking lot being constructed on the 4817 Hammersley Road site to allow for installation of a pedestrian refuge island. The refuge Island shall be at least 35 feet in length and will be designed by the Traffic Engineering Division. The developer shall post a deposit to cover design costs for the mid-block Crossing.
5. The applicant will need to enter into a developer's agreement to install the following:
 - a.) A pedestrian refuge island at mid-block crossing of Hammersley Road with a "continental" epoxy crosswalk per City of Madison S.D.D. 6.38.
 - b.) Sidewalk along the frontage of the 4817 Hammersley Road parcel from the easterly driveway to the Hammersley Road mid-block crossing location.
 - c.) An ADA-accessible pedestrian ramps to connect the public sidewalk to the mid-block crossing.
 - d.) All necessary signing and marking to install the mid-block crossing.
6. The applicant as part of the developer's agreement shall agree to pay the City of Madison for the ongoing costs of maintaining the mid-block crossing of Hammersley Road, as this crossing is a direct benefit to the site. This shall be represented on the plans prior to final approval.
7. When the applicant shall submit 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 and proposed property lines, addresses, one contiguous plan (showing all easements, all pavement markings, building placement, and stalls), adjacent driveway approaches to lots on either side and across the street, signage, percent of slope, semitrailer movements and vehicle routes, dimensions of radii, aisles, driveways, stalls including the 2 feet overhang, and a scaled drawing at 1" = 20'. Contact the Traffic Engineering Division if you have questions.
8. The developer shall post a deposit and reimburse the City for all costs associated with any modifications to Traffic Signals, Street Lighting, Signing and Pavement Marking, and conduit and handholes, including labor, engineering and materials for both temporary and permanent installations.
9. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.
10. The applicant shall execute and return a declaration of conditions and covenants for streetlights and traffic signals prior to sign off. The applicant will need to provide a deposit for their reasonable and proportionate share of traffic signal costs.

All of the other conditions previously submitted by reviewing agencies and included in the February 4, 2013 staff reports should be made conditions of approval if the applications are approved.