

ORDINANCE NO. L-2016-4
VILLAGE OF SHOREWOOD HILLS
DANE COUNTY, WISCONSIN

AN ORDINANCE CHANGING THE ZONING CLASSIFICATION OF PROPERTY
LOCATED AT 2712 and 2716 MARSHALL COURT
TO A PLANNED UNIT DEVELOPMENT (PUD) DISTRICT

RECITALS

1. Ronald McDonald House Charities of Madison, Inc., (the “Applicant”), has requested that the zoning classification of the property located at 2712 and 2716 Marshall Court (the “Property”) be changed to Planned Unit Development (“PUD”).

2. The Planned Unit Development District is intended to provide a voluntary regulatory framework designed to encourage and promote improved environmental and aesthetic design in the Village by allowing for greater design freedom, imagination and flexibility in the development of land while insuring substantial compliance with the basic intent of the Village’s Zoning Ordinance and Comprehensive Plan.

3. The Applicant has submitted the General Development Plan (the “GDP”) attached as Exhibit A to this Ordinance.

4. On January 12, 2016, the Village Plan Commission conducted a public hearing on the application.

5. The Plan Commission recommended that the zoning classification of the Property be changed to PUD, and that the GDP be approved.

6. The Village Board agrees with the Plan Commission’s recommendation.

ORDINANCE

NOW THEREFORE the Village Board of the Village of Shorewood Hills, Dane County, Wisconsin ordains as follows:

Section 1. The recitals set forth above are material to and are incorporated in this ordinance as if set forth in full.

Section 2. The zoning classification the Property is changed to Planned Unit Development District, and the GDP is approved, pursuant to section 10-1-33 of the Village Code and Wis. Stat. § 62.23(7)(d).

Section 3. This ordinance shall be effective upon passage and publication or posting.

The above and foregoing ordinance was duly adopted by the Village Board of the Village of Shorewood Hills at its meeting held on _____, 2016, by a vote of _____ in favor, _____ opposed, and _____ not voting.

APPROVED:

By _____
Mark L. Sundquist, Village President

ATTEST

By _____
Colleen Albrecht, Village Clerk

Village of Shorewood Hills PUD Rezoning Request

◆ 810 Shorewood Blvd. ◆ Madison, WI 53705 ◆ Phone (608) 267-2680 ◆ Fax (608) 266-5929 ◆

The Village of Shorewood Hills Plan Commission generally meets on the second Tuesday of the month at 7:00 p.m. at Village Hall. This form must be submitted with 10 sets of plans at 11x17 and 1 set of plans at full-size (22x34 or 24x36) of the items listed in the requirements below. General Development Plan (GDP) materials must be submitted at least 30 days prior to the Plan Commission meeting to accommodate public hearing notification, staff review and agenda placement. Specific Development Plan (SDP) materials must be submitted at least 20 days prior to the Plan Commission meeting. An incomplete application form and submittal package may result in a delay of your request. In addition to the requirements of this application, please be prepared to attend the Plan Commission meeting to present your project and answer questions. If you have any questions about the requirements please contact Karl Frantz, Village Administrator, at (608) 267-2680.

Property Address: 2712 & 2716 Marshall Court

Current Zoning Designation: C-3 Medical Office-Commercial District Current Property Use: Ronald McDonald House / Prest Office

	Owner	Applicant
Name	RONALD MCDONALD HOUSE CHARITIES OF MADISON, INC. - KEVIN HUDDLESTON - DIR.	FLAP ARCHITECTS - ROGER RHODES
Address	2716 MARSHALL CT MADISON, WI 53705	644 SCIENCE DR. MADISON, WI 53711
Phone Number	608 232 - 4677	608-232-1251
E-Mail Address	khuddleston@rmhcmadison. org	rrhodes@flap.com
Fax	608-232-4670	608-238-6727

The fee for a Planned Unit Development-General Development Plan (PUD-GDP) rezoning request is \$350. The fee for a Specific Development Plan (PUD-SDP) is also \$350. The Village may also charge the applicant with costs associated with technical review of materials by outside engineering, planning, and legal consultants.

PUDs are separated into two phases, the General Development Plan (GDP) and Specific Development Plan (SDP). Applicants who wish to move forward with both the GDP and SDP simultaneously may discuss concurrent submittal with Village staff. The necessary components of both the GDP and SDP are listed below. The Plan Commission and/or Village Board may require other studies or plans that would aid in consideration of the proposed development. Please see Section 10-1-33 of Village ordinances for criteria for approval of a PUD and the process for GDP and SDP approval. Amendments to an approved GDP or SDP do not have to resubmit an entire application, but should address all components being altered.

Planned Unit Development – General Development Plan Requirements

PUD-GDP applications must include the following materials in adequate detail to allow Village staff, committees, and the Village Board to judge the application against PUD-GDP criteria for approval:

- A map of the project area showing topography, site features, and the property's relationship to surrounding properties and structures.
- A statement as to why PUD zoning is proposed, including why the development must utilize PUD-GDP zoning instead of existing Village zoning districts (is the PUD to accommodate exceptions to land use, height, setbacks, parking, or any other relevant Village zoning requirements?)
- A statement describing how the project complies with the Village's Comprehensive Plan and the neighborhood plan for the area (if the site is in a neighborhood plan boundary).
- A statement describing the project and summarizing relevant project statistics (land uses to be permitted, anticipated number of residential units, square feet of commercial space, parking stalls, etc.)

GDP NARRATIVE (REVISED) - *The original narrative was submitted in November of 2015. Revisions are listed in bold text.*

PETITION AND OVERVIEW

Ronald McDonald House Charities of Madison, Inc. previously submitted a request for rezoning on January 15th, 2014. Ronald McDonald House has since re-evaluated its needs and has enlisted a new architect - Flad Architects. Therefore we are resubmitting this revised request for the rezoning of 2716 and 2712 Marshall Court from the C-3 Medical Office-Commercial District to Planned Unit Development – General Development Plan (PUD-GDP) to accommodate the expansion of the Ronald McDonald House facility (RMH) located at 2716 Marshall Court.

This project will involve razing the Prest Associates office building located at 2712 Marshall Court and the subsequent construction of an addition to the current RMH to add 13 guest rooms, several lounge and activity rooms, additional outdoor patio and recreational space, a 21 stall lower level parking garage, a 16 stall surface parking lot, and reconstruction of the RMH entryway to improve accessibility.

Ronald McDonald House Charities is organizing a capital campaign for this expansion project and is anticipating potential site construction to begin in 2019 or 2020 upon PUD-SIP approval by the Village.

PROPERTY DESCRIPTION

This rezoning petition pertains to the following tract of property located at 2712 and 2716 Marshall Court, Village of Shorewood Hills:

Lots 7 and 8, Farley Plat, Village of Shorewood Hills, Dane County, Wisconsin, and a 1716+/- square foot parcel along the north line of Lot 7.

This tract includes the lands currently occupied by the Ronald McDonald House (Lot 7) and the adjoining Lot 8 currently occupied by the Prest office building which was recently purchased by RMH.

Tax Parcels:

0709-212-0067-3
0709-212-0078-0
0709-163-9815-9

RATIONALE FOR PROPOSED PLANNED UNIT DEVELOPMENT ZONING

Rezoning to Planned Unit Development-GDP (PUD-GDP) is necessary to implement the land uses, building setbacks, building bulk dimensions, and parking improvements that are described and illustrated in Ronald McDonald House General Development Plan described in this petition.

Due to the height, setback, parking and other restrictions that are part of the C-3 Medical Office-Commercial District, the Village has acknowledged Planned Unit Development zoning is appropriate in

this area of the Village in order to implement the redevelopment goals described in the *Doctor's Park Neighborhood Plan* (adopted January 2009). Notations regarding the specific limitations imposed by the C-3 District requirements and the proposed Ronald McDonald House PUD-GDP standards is discussed in the Project Description section of this petition.

Additionally, Village approval of the Ronald McDonald House General Development Plan will be a critically important foundational element supporting the Ronald McDonald House Charities capital fundraising effort that is tentatively scheduled for 2016 - 2018.

BACKGROUND AND CONTEXT

The Ronald McDonald House provides temporary lodging for families traveling to Madison from at least 35 miles away whose children are undergoing treatment at Madison area health care facilities. The cost is \$10 per night but no family is turned away due to their financial resources. Families stay at the House as long as their child or children are receiving medical treatment.

Since opening over 22 years ago, the House has hosted and provided compassionate support to over 26,000 families. The House currently has 18 guest rooms and is regularly close to, at, or above capacity. In 2014, when the House was at capacity, additional families needing lodging were put up in area hotels for a total of 200 nights until a guest room became available.

With the American Family Children's Hospital having recently opened the 8th floor with two new patient floors opening in the near future, RMH is anticipating that there will be a significant jump in referrals.

PHYSICAL SETTING AND SURROUNDING LAND USES

The RMH expansion project will encompass the existing Ronald McDonald House located at 2716 Marshall Court and the redevelopment of the Prest office building located at 2712 Marshall Court. The project site is currently 76% impervious surface.

The site is roughly rectangular in shape and totals approximately 33,500 square feet with 250 feet of frontage on Marshall Court. On the western lot, surface gradients fall approximately 11 feet from the northeast corner of the lot to the southwest corner of the site. On the eastern lot, surface gradients fall approximately 9 feet from the northern property line to the southern property line. There are currently 4 curb cuts providing access to the project site (2 on each lot).

Preliminary geotechnical investigation indicates the project area is underlain by silty sands and fine sand substrata with clay present below the northeast corner of the site.

Marshall Court was reconstructed by the Village in 2013 as part of a significant and successful effort to rehabilitate the area's infrastructure to support and encourage redevelopment. Since 2008, two major redevelopment projects have been completed: 800 University Bay Drive (a 53,800 GFA office with structured parking for 197 vehicles; and a 4 story mixed use project with ~30,000 GFA of street level professional office and retail space, 80 upper level residential units and lower level parking).

Adjoining land uses include:

- The Unitarian Society Meeting House to the north.
- The Professional Garment Center building to the east.
- Mixed use development (first floor professional office and retail/upper floor residential) to the south.
- Shackleton Square, a medium density residential condominium to the west.

PROJECT DESCRIPTION

The Addition. The proposed project will expand the Ronald McDonald House constructing a 3 story addition on the east side of the house. The 76' x 65' addition will redevelop the existing parking lot and will include: guest rooms, new living room(s), activity rooms, underground parking for 21 vehicles and a reconfigured main entry way to improve accessibility. The project will also renovate portions of the existing House by remodeling the kitchen and dining rooms for additional guest capacity and remodeling portions of the administrative offices. Architecturally, the addition will be similar in style and materials to the existing building façade and will include a front porch which will compliment the pedestrian scale of the Marshall Court streetscape. The preliminary plans and elevations of the proposed building addition are attached.

The basement level of the addition extends to the east under the surface parking lot and is designed for 21 vehicle stalls (including 2 ADA stalls). Access to the parking garage is located at the northeasterly corner in order to keep the garage entry driveway at a reasonable gradient.

Front Yard Improvements. The proposed addition will extend the front of the RMH along the same building line as the existing structure – approximately a 20 foot setback from the sidewalk. The main entry will be relocated in the new addition and will be closer to parking. The area between the existing entry and new entry will be developed into an outdoor patio. The existing delivery service drive located in the southwest corner of the site will remain in use as it provides direct access to the receiving and storage areas located in the basement of the existing RMH. The trash enclosure will be located in the sub-grade parking garage.

Back Yard Improvements. The expansion project also encompasses the complete renovation of the backyard in order to provide outdoor space that can be used by guests. Initial concepts include a combination of patio, hardscape, landscaping, play equipment and open areas that will provide a variety of quiet and active recreational opportunities.

Parking, Access and Circulation. The addition to the RMH requires the relocation of the existing 13 stall surface parking lot to the easterly side of the project site. The new lot is proposed to provide 16 surface stalls. This utility area will be located at the northwest corner of the parking lot. As noted, the access drive to the lower level garage will be along the east end of the site. As currently proposed, the RMH site will provide a total of 37 on-site parking stalls – a ratio of 1.20 stalls per guest room. (Note: the current RMH has 13 surface parking stalls - a ratio of 0.8 stalls per guest room).

The proposed project will reduce the total number of curb cuts along the adjacent Marshall Court. The new configuration will minimize pedestrian/vehicle conflict points and improve the building entryway functionality and aesthetics.

Buffer Landscaping. Landscape screening will be installed to provide an aesthetic buffer between the RMH property and the adjoining properties to the north and east. Due to the site topography and the retaining wall needed to create the access drive to the parking garage, the parking lot setbacks along the north and east lot lines (adjoining the Unitarian Meeting House and the Professional Garment Center building -- 2710 Marshall Court) will be 10' and 4'-6" respectively. (Note: the Village Zoning ordinance requires a minimum 5' setback and a 10' setback if adjoining a R-2 zoning district).

On-site Open space. Based on the preliminary proposed site plan, when developed, the impervious surfaces of the RMH site are estimated to be total 66% of the gross site area. This is actually a reduction from the current site condition which is estimated at 78% impervious. (Note: Current C-3 zoning limits lot coverage to a maximum of 40% of the site).

Storm water Management. Preliminary storm water management engineering indicates that to meet the Village requirements to infiltrate 90% of roof run-off from the existing and proposed expanded RMH approximately 550 SF of infiltration area will be required. Due to site conditions and building roof design it may be necessary to satisfy this requirement with multiple bio retention facilities and/or a subsurface chamber. The storm water runoff from the proposed parking lot shall be treated in the bio retention basin(s) in order to meet the 40% total suspended solids and oil & grease reduction requirements. A detailed storm water management analysis will be a component of a subsequent Specific Development Plan (SDP) submittal.

SUMMARY STATISTICS

Ronald McDonald House – General Development Plan

Project Site Area	33,362 SF	
Building Foot print	8,678	
Pavement	13,346	
Open Space	11,338	35%
Floor Area Ratio	0.94	
Guest Rooms	31	
Parking Stalls		
Surface	16	
Garage	<u>21</u>	
Total	37	Ratio of stalls per guest room: 1.20

COMPLIANCE WITH VILLAGE PLANNING GOALS

In January 2009 the Village adopted the Doctor’s Park Neighborhood plan which articulated the Village’s goals and objectives for the 17+/- acre area bounded by University Bay Drive, University Avenue, Post Farm Park, and the single family residential neighborhood fronting on Cornell Court. The plan also focused on recommendations to encourage redevelopment of the area into a medium density mixed-use neighborhood focused on Marshall Court (reconstructed as a pedestrian friendly street) and supported by structured parking and multi-modal transportation infrastructure.

Doctor’s Park Neighborhood Plan Goals

Land Use Goals:

- Diversify land uses along Marshall Court
- Establish a land use pattern that mitigates the effect of redevelopment on traffic volumes and circulation
- Establish a land use pattern that complements the existing uses within and around the perimeter of the neighborhood

Urban Design Goals:

- Promote a pedestrian-scale environment within the neighborhood
- Preserve the existing quality of life for users and residents of the neighborhood
- Encourage sustainable development

Transportation Goals:

- Provide enhanced safety and connectivity for pedestrian and bicycle traffic
- Promote strategies and improvements aimed at mitigating existing and future traffic congestion
- Encourage cooperation on parking issues between property owners and between the Village and developers

Utilities and Facilities Goals:

- Minimize the disturbance caused by infrastructure upgrades by coordinating projects
- Use environmentally friendly best management practices when designing new infrastructure

The Ronald McDonald House is acknowledged in the plan as one of the “landmark” locations and uses that help to define the neighborhood and make it unique. Ronald McDonald House has given significant consideration during the planning and design of the proposed expansion to addressing the Village’s neighborhood planning goals. Key building, site, and program elements of the proposed expansion that relate to neighborhood plan goals include:

- Respect and enhance the “neighborhood” feel of the streetscape.
 - The expanded front porch engages pedestrian activity and compliments the streetscape along Marshall Court.
 - The parking garage entry and utility/service areas of the building are located so as to be minimally visible from the street and minimize conflicts with pedestrian and vehicle movement.
 - Over half of the parking stalls for the RMH are in the lower level garage and the surface lot will have appropriate landscaping to provide visual screening from Marshall Court and adjoining properties.
 - The exterior architecture of the RMH addition will be similar to the existing structure. In addition RMH is evaluating opportunities to utilize limestone masonry elements into the building and site hardscape to reflect historical Shorewood Hills architectural vernacular.
- Reduce Marshall Court traffic obstruction from delivery vehicles and guest arrivals.
 - Delivery services will continue to use the existing service drive that is accessible to the lower level.
- Maximize parking.
 - The overall parking on site has been maximized in improve the room to parking ratio. Note that many guests do not typically arrive by personal car or utilize their car during their stay. RMH provides complimentary shuttle service to area hospitals.
- Minimize traffic impacts.
 - RMH provides complimentary shuttle service and encourages the use of Madison Metro services as much as possible.
 - In response to the Village’s suggestion, RMH is amenable to having a “B-Cycle” station located in the southeasterly corner of the site. This will support neighborhood residents and users as well as expand the recreational opportunities for RMH guests.
- Sustainable Development and Best Management Practices
 - The RMH will be meeting the Village storm water management requirements to infiltrate 90% of roof run-off and treating the runoff from the parking lot.
 - The RMH is currently evaluating the use of porous pavement for on-site walkways and recreational play surfaces as part of the landscape improvements for the site.

