

**Kettle Park West Commercial Center  
Planned Development District (PD)  
General Development Plan (GDP)**

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- Map with Owners within 300 Feet
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## Statement of Intent

After many discussions between Forward Development Group (FDG), Kettle Park West LLC (KPW LLC) and City of Stoughton Staff it was concluded that the most appropriate zoning classification for the site will be the Planned Development District (PD). This report summarizes the issues and rationale for this zoning proposal and describes the development standards that will be applied within the proposed PD District.

The intent of this report is to provide the City of Stoughton with a General Development Plan (GDP) that articulates and summarizes the various elements and standards that comprise the proposed Planned Development District (PD) for the Kettle Park West Commercial Center (KPWCC). The zoning requirements will be the framework for effectively implementing the City's Comprehensive Plan and address land use, building intensity, site development, architectural design standards, and public spaces and amenities.

Due to the scale of the site and considerations for the potential changing economic conditions that create uncertainties in future real estate markets, KPW LLC has prepared this GDP with a degree of flexibility to allow for adaptation to new products and consumer expectations. It is anticipated that changes to the GDP may be warranted over time. It is recognized however, that such future amendments will become effective only after review and approval by the City.

This document and the original GDP have been prepared to satisfy the requirements of the *Stoughton City Code Section 78-914 (7)* pertaining to the *Planned Development District Process Step 3: General Development Plan* and the provisions of *Section 78-205 (11)(f)* pertaining to requirements for "Large Developments."

This amendment incorporates the text amendments approved in Ordinance O-23-2013 adopted by the Stoughton City Council on 12 November 2013 and updates the tabular data regarding the lot and parcel areas and uses to be encompassed by the KPWCC.

# Compatibility Report

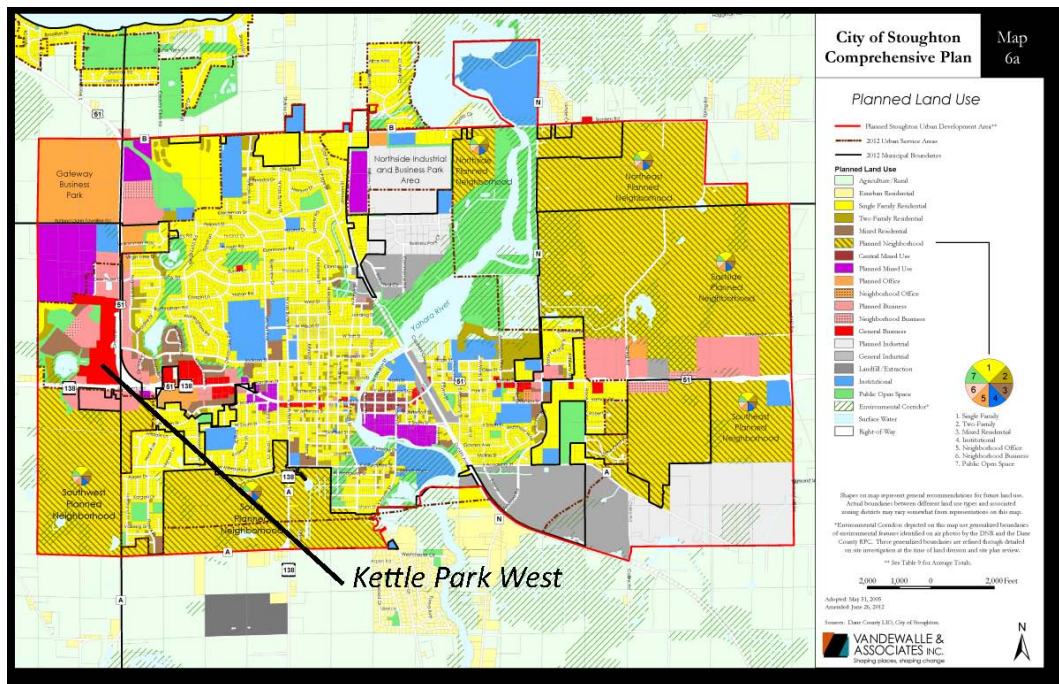
## Location and Overview

The Kettle Park West Commercial Center is envisioned to be the cornerstone of the planned mixed-use neighborhood located on the Westside of the City of Stoughton, Wisconsin at the intersection of US Highway 51 (USH 51) and State Highway 138 (STH 138). The surrounding 295+ acre neighborhood is planned to include a community scale commercial center, lots for business (employment) opportunities, a diverse mix of housing opportunities supported by a new City park and a neighborhood retail center, with over 36 acres of naturalized wetland habitat. (Note: The required location map, legal description and listing of adjoining Property Owners are included in the *Exhibits Section* of this report.)

The immediate goal of the planning effort for Kettle Park West Commercial Center (and the objective of this report) is to complete the City's review and approval process to establish effective zoning requirements and standards for the site and to create development parcels that will be attractive for new business investment into the community.

## Compatibility with City Plans

The planning effort to formulate the Kettle Park West Master Plan began in the fall of 2009 and was the impetus for the creation and adoption of the 51 x 138 Westside Detailed Neighborhood Plan. In 2012, the City of Stoughton Comprehensive Plan was amended to include the adopted 51 x 138 Westside Detailed Neighborhood Plan. The Neighborhood Plan articulates the framework to guide the planning and design for development of this key *Gateway* location.



Briefly stated, the development in this area is intended to be predominately commercial in character along the highway frontages and then transitioning to planned residential land uses as distance from the highways increases. For a summary of the generalized land uses approved for this neighborhood, (see Table 1 on Page 6).

The following general principles were utilized as a foundation for preparing the 51 x 138 Westside Detailed Neighborhood Plan and are reflective of the City's Comprehensive Planning Goals and Policies:

- Economic Opportunity:** The addition of a new neighborhood encourages economic prosperity for the community by increasing the amount of area for new employment opportunities, expanding the City's tax base and addressing the market needs of City and area residents for consumer goods and services.
- Sustainability:** Developing a new neighborhood on the Westside of the community should balance today's economic and social forces against the environmental imperatives of resource conservation and renewal. Sustainable development includes and incorporates ecological integrity, economic prosperity, and social equity.
- Natural Resources Stewardship:** All uses within the neighborhood should minimize their environmental impact through well conceived site planning and by giving attention to effective maintenance of both the built environment and naturalized areas. Generalized examples of stewardship activities include: considering the use of porous pavement for parking lot surfaces and pedestrian and bike paths, providing bike racks and transit stops (when service becomes available) to encourage alternate modes of travel, and minimizing light pollution and energy consumption with LED luminaries and "dark sky" standards. Additionally, all uses within the neighborhood (commercial, offices, manufacturing and residential) should use to the extent practical; appropriate water and waste reduction/recycling techniques, "green" products and earth-friendly processes in their operations and inventory.
- Social Equity, Responsibility, and Quality of Life:** A new neighborhood provides an expanded inventory of housing styles and opportunities for current and future residents, including capturing the desired elements of the community's quality of life: walkable, vibrant residential areas, expansive open spaces, and convenience to shopping, services, work, schools, cultural activities and recreation.

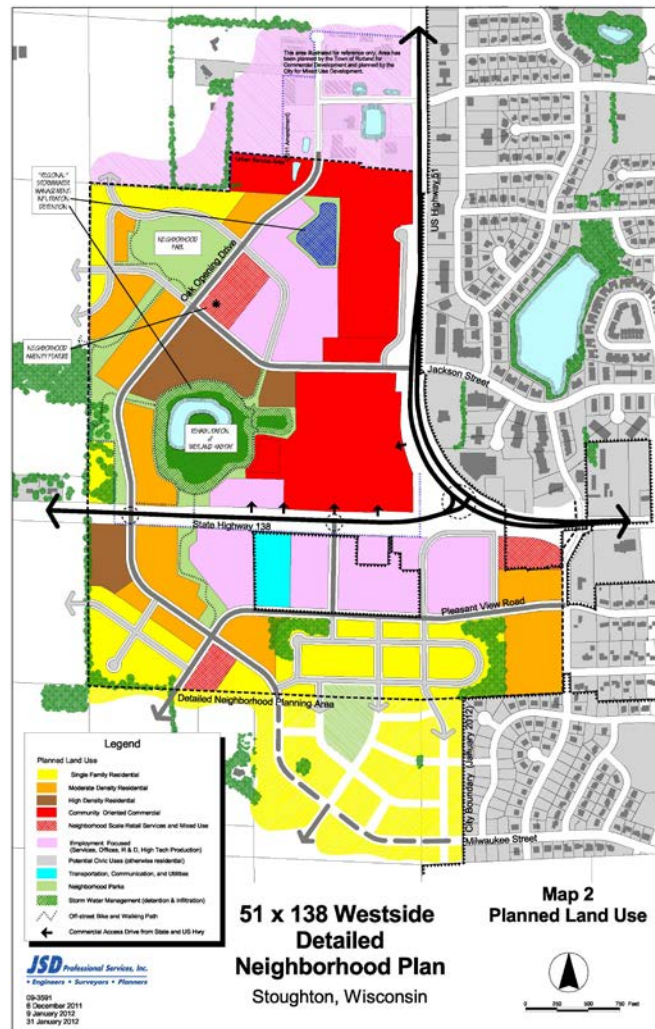


Table 1  
**51 x 138 West Side Neighborhood Plan**

Generalized Land Use	Acres	%
Residential Neighborhoods (including civic uses)	78	26%
Neighborhood Commercial Centers	9	3%
Community Scale Commercial Uses	46	16%
Employment Focused Uses	43	15%
City Utility Substation	4	1%
Open Space (Including: parks, conservancies and stormwater management)	44	15%
Street and Highway Rights-of-Way (ROW)	71	24%
Total	295	

## Key Planning Considerations for the Kettle Park West Commercial Center

(Note: Kettle Park West generally refers to the 175+/- acre tract located in the northwest quadrant of the USH 51 and STH 138 intersection. The Kettle Park West Commercial Center pertains to the 35+ acres in the immediate corner of the intersection. This area is part of the 46 acre Community Scale Commercial Land Use Plan Map Designation that extends north along the USH 51 frontage including the existing auto dealerships).

As the Kettle Park West General Concept Plan and its companion document, the 51 x 138 Westside Neighborhood Plan, were the basis for the amendment of the City Comprehensive Plan, this proposed General Development Plan for the Kettle Park West Commercial Center is consistent with the City Comprehensive Plan.

### Maximizing Business Development Opportunities

Stoughton's commercial property inventory is dominated by small retail shops and reflects the history of the business district and its generally successful focus on specialty retail trade catering to visitors to the community. The 2012 retail market analysis prepared by Vierbicher indicates that the mix of retail businesses in the City is not addressing the needs of City residents. Residents are traveling to the Madison Metropolitan Area for greater shopping opportunities and spending an estimated \$80,000,000 annually.



Several factors appear to be contributing to the leakage of consumer spending from the City's economy. Demographic Characteristics – a significant proportion of the population routinely commutes to Madison to work, the relative ease and convenience of the regional highway network, more opportunities for comparative shopping, and the very limited selection of retail goods in the City. Currently there are few business development sites in the City that can accommodate stores which support modern retailing practices and operations - large format (>60,000 SF) or medium format (20,000 SF to 60,000 SF) retail buildings.

The location of the Kettle Park West Commercial Center has excellent visibility and accessibility to the surrounding market area characteristics which are extremely important to qualifications for larger scale retail and service businesses.

### Access and Circulation

The commercial location is well integrated into the existing transportation network within the community and is conveniently accessible for consumers traveling on foot or bicycle. From a regional market perspective, this commercial location will be beneficial to the community residents as it will provide a broader more diverse local shopping opportunity that will reduce the need to travel to the Madison area for the day-to-day goods and services.

The regional highway network serving the site is dominated by USH 51 and STH 138 which adjoins the Kettle Park West Commercial Center site on the east and south respectively. The Average Annual Daily Traffic (AADT) on USH 51 is currently 12,700 vehicles per day (vpd) south of STH 138 and 8,500 vpd north of STH 138. Traffic on STH 138 is 9,100 vpd. Traffic on both highways has increased at a rate of 1.8 percent annually.

The functionality of the USH 51 x STH 138 intersection, as measured by the calculated Level of Service (LOS), has been steadily deteriorating and is currently rated to be at LOS D for the morning peak hour and LOS C for the afternoon peak hour. The left-turn movement from STH 138 onto USH 51 is currently rated a LOS F. (Note: Level of Service is a calculated measurement of the generalized travel delay that occurs at an intersection. Though it can vary by rural, suburban, or urban settings, street characteristics, and signal sequencing, LOS A is generally a 0 to 15 second delay, and comparatively, a LOS F could be a delay of over 60 seconds.)

Improving the traffic circulation and functionality of this intersection of two (2) significant arterial highways will create a significant public benefit for the City and region. The City and FDG have been collaborating with the Wisconsin Department of Transportation (WisDOT) to set in motion a plan of improvement for this intersection and the adjoining highway approaches. The preliminary plans for Phase 1 of these improvements include:

- Reconstruction approximately 1500 feet of STH 138
- Reconstruction of approximately 1500 feet of USH 51 by WIDoT
- Installation of temporary signals at the USH 51 x STH 138
- Reconstruction of the USH 51 x Jackson Street intersection and installation of traffic signals

The planned future phase 2 street improvements, which will also be coordinated with WIDoT, will include the proposed reconstruction of the USH 51 x STH 138 intersection as a round-about.

The Tax Increment Finance District that is being contemplated for this area could provide a significant percentage of the financing for these public improvements.

The Kettle Park West Commercial Center will be served by eight (8) proposed access points. These access points have been strategically located to both accommodate the needs of businesses (to create viable building site locations, convenient customer access, site circulation, and efficient and safe routes for delivery and service vehicles), as well as to safely manage and accommodate traffic movements on USH 51, STH 138, and Jackson Street. The access points connecting to USH 51 and STH 138 have been provisionally accepted by WisDOT subject to final site design approval.



In addition, the KPWCC also integrates segments of bike and pedestrian paths that will provide connection with the City's existing bike path route network.

Kettle Park West LLC (the Developer), will be constructing all of the private street improvements, the perimeter bike path, Jackson Street x USH 51 intersection improvements, Jackson Street extending westerly from the USH 51 Intersection and the reconstruction of STH 138.

### Utilities

During the review process for the approved Urban Service Area Amendment, analysis of the City's water, sewer and electric utility infrastructure determined that there were no deficiencies regarding the City's capacity to serve the proposed Kettle Park West development.

Water service will consist of a looped 10 inch main extending from Hoel Street west along STH 138, extending north through the Kettle Park West Commercial Center and connecting back to the existing water main in Jackson Street.

Sanitary sewer infrastructure will extend westerly from Jackson Street with a service main extending into the project site. The next phase of the Kettle Park West development will extend a sanitary interceptor main westerly along the new Jackson Street alignment.

The water main and sanitary sewer main will be constructed within a public easement that follows the north-south private access drive through the project.

Plans for electric and natural gas service are currently being evaluated with Stoughton Utilities and Alliant Energy.

All of the underground utilities will be constructed/installed or paid for by KPW LLC. When completed, the water mains, sanitary sewer mains and storm sewer system will be dedicated to the City of Stoughton. Electric and natural gas utilities will be owned and operated by Stoughton Utilities and Alliant Energy.

### Topography and Stormwater Management

The general topography of the planning area is gently rolling terrain with surface drainage flowing to a small depressional wetland that is located immediately west of the Kettle Park West Commercial Center. The closed watershed of this wetland complex encompasses over 184 acres, and includes lands on either side of STH 138.

The Kettle Park West Conceptual Master Plan proposes an extensive rehabilitation and enhancement of the wetland habitat as a main visual and recreational amenity for the development. It is envisioned that this wetland habitat will be rehabilitated and will have a perimeter walking/bike path to provide an exceptional recreational amenity benefiting neighborhood residents, employees, and the community in general.

A major component of the Capital Area Regional Plan Commission (CARPC) review and approval of the Urban Service Area to serve the Kettle Park West project revolved around effective techniques to manage stormwater and the water quality of run-off that feeds this wetland. Since this watershed has no natural outlet, all of the stormwater must be contained and infiltrated within the basin to reasonably replicate natural (existing) conditions.

The conceptual stormwater management plan approved by CARPC includes maximizing opportunities for infiltration of "clean" rooftop run-off, effective treatment of parking lot run-off to mitigate contamination and remove 80 percent of sediments, periodically re-charging the water levels in the wetland, and infiltrating 100 percent of excess stormwater run-off.

To accomplish this, site grading within the Kettle Park West Commercial Center has been designed to effectively collect and treat stormwater from the impervious surfaces (parking lots), and convey the “treated” water to both the wetland area that is immediately west of the center and to the infiltration basin located approximately 800 feet north of Jackson Street (extended).



The infiltration basin is strategically placed in soils with high permeability and will be restored with deep-rooted prairie and drought tolerant vegetation in order to maximize stormwater infiltration and provide sustainable wildlife habitat.

In addition to being an integral component of the stormwater management system, this infiltration basin is also intended to be managed as a community open space amenity providing a naturalized environment for the neighborhood and passive recreation opportunities for walking and wildlife viewing.

Significant site grading will take place in order to accommodate the stormwater management system, enhance the ecology of the “Kettle” wetland and create viable and functional building pads for the commercial uses that are being recruited for the KPWCC.

All of the on-site grading and the stormwater management facilities will be privately constructed by KPW LLC and will be operated as a private system, subject to a recorded maintenance covenant to be included as part of the stormwater permitting process. At a future date, as planning for other phases of Kettle Park West moves forward, KPW LLC may propose that the stormwater management facilities be dedicated to the City of Stoughton as a regional stormwater facility. The City’s decision to accept any future dedication proposal will generally be guided by the procedures and standards set forth in the City of Stoughton’s Land Division Ordinance.

#### Architectural Character and Sense-of-Place

From a community design perspective, the KPWCC will be critically important as the west *Gateway* to the City. Creating and maintaining a distinct edge between the nearby “*rural landscape*” and the City will be achieved by:

- assertively managing land use to avoid “strip” commercial development that could stretch along the corridor,
- establishing strong architectural design expectations for all buildings and uses visible from USH 51 and STH 138,
- creating visual landmarks at the Jackson Street – USH 51 intersection, and at the USH 51 - STH 138 intersection, and
- installing attractive landscaped environment that both integrates and enhances the naturalized open space of the Kettle/wetland into the visual character of the development.



The current discussions with WisDOT regarding round-about improvements along STH 138 as well as careful attention to building architecture and site landscaping is key to the City’s efforts to address and create “Landmark” features to achieve a *Gateway* identity for this location.

# Project Description

## General Description

Zoning Citation: 78-914(7)(a)3.a

KPW LLC has successfully directed its business recruitment efforts toward attracting a diverse mix of users and tenants. Until the PD-GDP Zoning and land division processes are completed, however it is not permissible for KPW LLC to reveal the users under the terms of the executed purchase commitments.

The Kettle Park West Commercial Center is envisioned to be an attractive shopping destination for Stoughton area residents.

Located at the USH 51 and STH 138 intersection, the most intense land use proposed in this detailed Neighborhood Plan is a 46+ acre tract designated for community scale commercial uses. (Note: this designation on the plan extends north along the USH 51 frontage including the existing auto dealerships.) This location provides an extremely visible and accessible site at the intersection of the two (2) major arterials serving the City and the surrounding market area. The characteristics of uses anticipated for this district include businesses focused on customers who typically travel by car and larger scale retailers and service uses typically requiring significant area for display of inventory (e.g. car dealerships). This commercial location benefits the community in that residents will not need to travel to the Madison Metropolitan Area for goods and services. If the customer so chooses, the location also has an additional advantage in that it is accessible by other travel modes such as bicycling and walking.

The KPWCC has been designed to accommodate a diverse combination of businesses which would be attractive to and primarily supported by a “community-scale” market area as opposed to being primarily focused to serve the immediate neighborhood. The main “anchor” business sites within the center have therefore been designed to be complimentary to the requirements of medium to large format retail business in terms of access, parking, and cross-circulation for pedestrians and vehicles, visibility to the primary travel corridors, and functional circulation and access by delivery vehicles. “Community Scale” businesses include a broad range of retail including department stores, apparel stores, and supermarkets.

A crucial consideration in the design of the KPWCC is an assumption that real estate markets can change modestly or dramatically in the time between planning and implementation as well after implementation. Incorporating flexibility into the plan allows the project and the City to be responsive in the event of market changes.

The KPWCC Master Plan included in the Exhibits section illustrates the arrangement of the development sites within the KPWCC and reflects the current parcels depicted in the Preliminary Certified Survey Maps (PCSMs) that have been submitted to the City for review and approval. These include:

- Lot 2 CSM A: Designed to accommodate several options and arrangements of commercial uses up to an aggregate total of 155,000 Square Feet (SF) of retail space. Potential combinations of buildings could include a large format retail building (155,000 SF max) or, two (2) to three (3) medium format retail buildings, or two (2) medium sized buildings and a specialty retail center.

To compliment the primary retail site and provide for more economic diversity, additional sites for retail and service businesses are also incorporated into the KPWCC layout. These sites provide opportunities for multi-tenant retail buildings that would provide a variety of consumer goods, convenience retail, entertainment and personal/professional services.

- Lot 3 CSM A: Designed to accommodate up to approximately 30,000 SF of retail/office businesses with development and building layout considerations given to resolution of the small degraded wetland currently located in the southerly portion of the site.
- Lot 4 CSM A: Intended to accommodate approximately 24,000 of retail businesses housed in either one or two buildings.

- Lot 5 CSM B: Designated for financial institution/office uses with the potential for drive-thru lanes. High quality architectural design is expected to compliment the prominent location at the Jackson Street – USH 51 intersection. Depending on design this site is anticipated to accommodate up to 20,000 SF of commercial building.
- Lot 6 CSM B: Intended for development of a convenience store with fuel sales and car wash.
- Lot 7 CSM B: Designated for development of multiple tenant retail buildings. The site is designed to accommodate 2 to 3 buildings totaling approximately 36,000 SF. Uses are anticipated to include small retail, services, and restaurant tenants.

### **Management and Maintenance**

The ongoing management and maintenance of the common facilities and spaces within KPWCC is vital to the long-term economic viability and sustainability of the development and the adjoining future planned neighborhood. These facilities include: the stormwater treatment basin, the pedestrian plaza, commercial center signage locations. To manage these spaces and to provide oversight of the development and operations of the KPWCC, a Business Owner's Association will be established. In the interim, KPW LLC will be responsible for common area maintenance and will establish and implement an architectural review procedure to ensure ongoing compliance with the design guidelines and standards established in this GDP and future site plans and Specific Implementation Plans (SIP).

### **Development Sequence and Phasing**

Due to considerations for the timing of purchase agreements with underlying property ownership and the projected development schedules by the various business prospects, the physical development of the KPWCC will be accomplished through a series of land divisions and construction phasing. KPW LLC anticipates that process will entail collaborating with the purchasers of each development parcel to formulate Specific Implementation Plans (SIPs) which will be submitted for City review and approval.



## Descriptive Statistics and Development Parameters

Zoning Ordinance Citation: 78-914(7)(a)3.b., and c

Table 2			
Kettle Park West Commercial Center Land Use and Anticipated Occupants			
Parcel		Site Area Acres	Building Size Projected Gross Floor Area
<b>Community Commercial</b>			
2	General Merchandise	15.492	155,000
3	Retail/Office (presuming resolution wetland rehabilitation)	2.483	30,000
4	Specialty Retail	3.061	24,000
5	Financial Services with drive-through	1.660	20,000
6	Convenience Retail (Fuel and Car Wash)	2.247	8,550
7	Specialty Retail (multi-tenant center)	3.810	36,000
	Subtotal	28.753	273,550
<b>Permanently Protected Open Space</b>			
	(not including landscaped area within lots)		
	Outlot 1 -- Stormwater Treatment	2.715	
	Outlot 2 & 2A-- Stormwater Infiltration	3.491	
	Future Jackson Street ROW	1.822	
	STH 138 RAB Approach	0.172	
	<b>Total</b>	<b>36.953</b>	

**Table 3**  
**Projected Kettle Park West Commercial Center Development Intensity**

Site	Anticipated Building Type and Size	Site Area		Projected Floor Area Ratio	MAX FAR per Ordinance	Projected Impervious Surface %	Max ISR per Ordinance
		Gross Floor Area (Sq.Ft.)	Sq.Feet	FAR	FAR	ISR	ISR
2	Single Story	155,000	674,832 *	0.23	1.00	75%	75%
3	1 or 2 Story	30,000	108,163	0.50	1.00	75%	75%
4	Multiple buildings	24,000	133,323	0.33	1.00	75%	75%
5	Two Story	20,000	72,286	0.28	1.00	75%	75%
6	Single Story	8,550	97,873	0.09	1.00	75%	75%
7	Multiple buildings	36,000	165,983	0.22	1.00	75%	75%
<b>Total</b>		<b>273,550</b>	<b>1,252,460</b>				

## Treatment of Natural Features

Zoning Ordinance Citation: 78-914(7)(a)3.d

The Kettle Park West Commercial Center encompasses the small degraded wetland located to the east of the Mabie farm driveway but not the large wetland area and pond to the west of the driveway. A comprehensive wetland management strategy is being prepared by Montgomery Associates that will serve as the framework for managing the rehabilitation and enhancement of this ecological resource area. Initial planning concepts that are being developed call for the elimination of the small degraded wetland and modifying and rehabilitating the large wetland to creating additional habitat areas around its perimeter. The area of the small wetland would be incorporated into Lot 3.



In order to create viable business sites within KPWCC (and especially to meet the requirements for the anchor building site on Lot 2, the whole site will be graded with a substantial volume of fill being placed in the westerly portions of Lot 2.

As noted in the adopted Neighborhood Plan (and as previously presented), it is KPW LLC's intention to collaborate with the City to establish a wetland conservancy park and assist with the rehabilitation of this environmental resource. FDG is confident that with strong community support these areas can become an asset and a desirable amenity for the planned future neighborhood.

### Stormwater Management

The Stormwater Management System serving the Kettle Park West Commercial Center consists of on-site privately maintained storm sewers which collect roof water and parking lot run-off, a stormwater treatment pond to remove suspended solids, an engineered infrastructure system with pumps that "recharges" Mabie Farm ephemeral wetlands and discharges the excess water into a 3.5+ acre system of infiltration basins.

All regulatory Stormwater Management requirements will be met, including all City of Stoughton requirements per Chapter 10 of the Municipal Code of the City of Stoughton, applicable requirements of the Capital Area Regional Planning Commission Resolution No. 2011-5, and Wisconsin Department of Natural Resources Chapters NR 151 and 216.



Additionally, infiltration of "clean" roof water will be encouraged on all of the development parcels through the KPWCC Landscaping Standards.

## **Relationship to Adjoining Properties and Street Network**

Zoning Ordinance Citation: 78-914(7)(a)3.e

### Adjoining Properties

KPW LLC has been collaborating with the City and the owner of the former Kayser Automotive property to coordinate the design and timing of a planned extension of Jackson Street. Completion of the planned Jackson Street improvement is a component of the pending annexation agreement relating to the Baxter Parcel, and the dedication of the proposed right-of-way. In the interim, Kettle Park West has been designed to have functional access and circulation irrespective of when the Jackson Street project is completed.

KPW LLC is also closely involved with the planning and development phasing of the land lying west of the KPWCC project area. As described in the adopted neighborhood plan. This area is intended to become a vibrant, walkable neighborhood focused on the intersection of Jackson Street and Oak Opening Drive and supported by a variety of housing opportunities and nearby employment.

### Access and Circulation

Traffic circulation to and from the Kettle Park West Commercial Center will utilize direct access to USH 51, STH 138, and Jackson Street (extended).

WisDOT has given preliminary approval for the access drives to USH 51 and STH 138 subject to design approval of the intersections.

KPW LLC will coordinate the conveyance of the Jackson Street ROW with the City in conjunction with the annexation of the adjacent Baxter Property. The preliminary design is for Jackson Street to be a 40 foot wide collector street with a sidewalk along the north side of the ROW and a 10 foot wide bike path along the south ROW. On-street parking would likely not be permitted along the KPWCC frontage, but is anticipated along future segments of Jackson Street as it continues westerly into the future planned mixed-use neighborhood.

The KPWCC is linked to the City's bike route network with a 10 foot bike path being constructed along the south ROW of Jackson Street, the west ROW line of USH 51 and the north ROW of STH 138. Future phases of Kettle Park West are anticipated to include extending these paths to Oak Opening Drive with linkages to the recreational path that is planned to loop around the Kettle Wetland.

Within the KPWCC, the vehicle circulation network relies primarily on a private street extending north and south through the easterly portion of the site. The private street will be 25 feet wide with curb and gutter.

A 5 foot wide sidewalk will be constructed along the east side of the private street to provide pedestrian access along the full length of Lots 5, 6, and 7 and connecting to the bike paths along Jackson Street, USH 51 and STH 138. A sidewalk is not proposed along the west side of the private street except where it may be warranted to provide access to a building with store-fronts facing the private street.

## **Consistency with Comprehensive Plan**

Zoning Ordinance Citation: 78-914(7)(a)3.f

The Kettle Park West Commercial Center is consistent with the City Comprehensive Plan. KPWCC project was conceived and designed concurrently with the formulation of the adopted 51 - 138 Westside Neighborhood Plan and the subsequently adopted amendment to the City's Comprehensive Plan.

The proposed KPWCC development is consistent with the neighborhood envisioned and articulated by the adopted 51 x 138 Westside Neighborhood Plan and will be an asset to the City of Stoughton. The proposed land uses and infrastructure are critically important first elements for the implementation of the City's long-term management strategy and community goals for this area.



## **Rationale for PD Zoning**

Zoning Ordinance Citation: 78-914(7)(a)3.g

The KPWCC is envisioned to be a catalyst to expand commercial and business opportunities for the City. In addition to creating new well designed building sites, it promotes an integrated network of streets, bike paths, and public spaces that will transition to a future mixed use neighborhood to the west. The coordination of these uses and amenities is only possible through the framework that is created by an overall Planned Development Process.

The Planned Development District will allow the needed flexibility and coordination between uses and infrastructure that the City and KPW LLC need to achieve the design intent articulated in the 51 x 138 Westside Neighborhood Plan and the objectives of the Comprehensive Plan.

## Proposed Site Development Restrictions and Standards

Zoning Ordinance Citation: 78-914(7)(a)3.i

### A. LAND USE

Except as listed below, all uses, buildings and other improvements that are allowed as permitted uses in the Planned Business District under the City of Stoughton Zoning Code are permitted uses, buildings and structures within in Kettle Park West Commercial Center. Conditional uses in the Planned Business District are conditional uses in the Kettle Park West Commercial Center, and may be allowed by the City in accordance with the conditional use approval procedures and standards in the City of Stoughton Zoning Code.

#### Prohibited Uses [Refer to Stoughton Code of Ordinances 78-206]

- (1) Residential Land Uses
- (2) Agricultural Land Uses
- (3)(f) Institutional Residential Development
- (3)(g), (3)(h), and (3)(i) Community Living Arrangement
- (4)(j) Commercial Animal Boarding
- (4)(l) Bed and Breakfast Establishment
- (4)(n) Campground
- (4)(o) Boarding House
- (4)(p) Sexually-Oriented Land Uses
- (5) Storage or Disposal Uses
- (6) Transportation Land Uses
- (7) Industrial Land Uses
- (10)(a) Small Wind Energy System
- (10)(b) Commercial Wind Energy System

#### Prohibited Accessory Uses

- (8)(a) Upper Story Dwelling Unit
- (8)(b) Farm Residence
- (8)(c) Detached Residential Garage, Carport, Utility Shed
- (8)(m) Migrant Labor Camp
- (8)(u) Individual Septic Disposal System
- (8)(w) Caretaker's Residence

#### Prohibited Temporary Land Uses

- (9)(i) Temporary Shelter Used for Seasonal Storage of Vehicles, Equipment, or Materials

(Note: Temporary shelter associated with outdoor displays or limited term entertainment events and outdoor assembly activities subject to approval by the Kettle Park West Commercial Center Owners Association and the City under the provisions of Section 78-906.)

#### Additional Prohibited Uses

- Animals, except those that may be involved with a permitted temporary entertainment event.
- Casino or Bingo Hall.
- Parking or outdoor storage of any abandoned or inoperable vehicles or equipment.

### B. DENSITY AND INTENSITY EXEMPTIONS

No exemptions are proposed. All lots within the KPWCC will maintain a minimum of 25% of the lot area as open space (The term open space for purposes of this GDP includes lawn, landscaped planting beds,

foundation landscape beds, on-site stormwater management facilities and vegetated parking lot tree islands)

**C. BULK EXEMPTIONS**

All bulk standards are established by this General Development Plan. For a description of the standards for the KPWCC compared to those listed for Planned Business in the Zoning Ordinance, see Table 4.

<p align="center"><b>Table 4</b> <b>Kettle Park West Commercial Center</b> <b>Building Bulk and Site Density Standards</b></p>				
Minimum distances unless specified	Per Zoning * (Feet)	Proposed KPWCC Planned Development (Feet)	Notes	<b>Complies or exceeds Current Zoning Standards</b>
Building to Street ROW	20	20 to Jackson Street  42 feet to Hwy ROWS		
Building to Residential Lot Line	Side: 10 Rear: 20	N/A		
Building to Non-Residential Lot Line	10  Zero Feet if Designed as Attached Building	10  Zero feet if designed as Attached building		
Building to Private Street Curb Line	NA	26  (15' from sidewalk)		
Accessory Use or Structure to Street ROW	Not Permitted in Front Yard	15 feet from Jackson Street  42 feet to Hwy ROWS		
Accessory Use or Structure to Residential Lot Line	4	NA		
Accessory Use or Structure to Non- Residential Lot Line	4	10		
Parking Stall or Access Aisle Pavement/curb to Public Street ROW	10	10		
Parking Stall or Access Aisle Pavement/curb to Private Street Curb or sidewalk	NA	6	Landscaping should consider snow storage.	
Parking Stall or Access Aisle Pavement/curb to Residential or Institutional Lot Line	5	5	Plus Sufficient Distance to Construct Landscaped Berm or Approved Screening Fence	
Parking Stall or Access Aisle Pavement to Interior Lot Line with adjoining commercial use	NA	6  Zero Feet if Joint Parking Lot		
Maximum Building Height	45	45	From Level of Main Entry and Not Including Parapets or Mechanical Penthouses	
Maximum Floor Area Ratio (FAR)	1	0.3		
Minimum Landscape Surface Ratio (LSR)	25%	25%		
Minimum Foundation Landscape Planting Bed Dimension	10	10		

## D. GENERAL SITE AND LANDSCAPING GUIDELINES

The visible façades of buildings are a significant component of the “first impression” and “sense-of-place” of a site. Buildings form visual gateways, edges and backgrounds; their architectural elements and choice of building materials create visual character and interest; and their scale or massing contribute to the “feel” experienced by visitors and passersby. Overall site design and specific building details need to be integrated to present a unique, inviting and memorable place.

The desire is to create a commercial area with a “sense-of-place” with visual elements (such as architectural features and materials, lighting fixtures, and streetscape and landscaping elements) that carry through the entire area. The desired result is for the Kettle Park West Commercial Center to be an attractive, convenient, and viable “commercial node” providing services and retail goods to the surrounding community, including both urban and rural market area.

Development Guidelines set basic parameters, describe preferences, and illustrate design intent for building and site development within the Kettle Park West Commercial Center. The following guidelines are a framework within which creative design can and should occur:

### Principles

- Encourage a variety of building types and styles expressed both in large scale (overall building) and small scale (architectural features) design elements.
- Promote interesting, animated architectural features without being thematic or artificial, by utilizing a diverse mix of materials applied in a variety of proportions, exposures, and detailing.
- Promote five (5)-sided architecture to avoid unsightly views of large unarticulated building elevations; especially side and rear elevations, un-screened roof appurtenances, utility, and mechanical features from street ROWs, customer parking areas, and community spaces.
- Emphasize important wayfinding nodes within the Kettle Park West development by placing distinctive architectural elements or interesting façades at prominent locations visible to people traveling to the site and moving within the site.
- Encourage a variety of building heights.
- Emphasize the pedestrian’s experience with site and architectural features at street level (canopies, material details, and vegetation), and by creating comfortable public spaces (promenades, plazas, and alcoves, safe pathways, and shaded and open to sky spaces).
- Minimize and buffer views of service entries, loading facilities and utility and mechanical services.
- Promote “Green Building” techniques and use of sustainable materials.

### General Guidelines

#### Buildings

The primary public entry should be a prominent visual feature of a building and easily identifiable from customer parking areas.

Service and loading areas should be located away from “public view” to the greatest extent possible and screened from adjacent public rights-of-way, recreational trail easements, and other “public” spaces.

#### Parking

Parking areas should be designed to have the least visual impact as possible on the landscape. Lots should be organized as simple geometric shapes with strong edges of landscaping or decorative fences.

Pedestrian corridors through parking lots should terminate at building entrances and provide logical and convenient routes of travel between buildings and activity centers.

When possible, parking areas should be shared by adjacent users to minimize unnecessary stalls and impervious surfaces.

### Access and Circulation

Service drives should be separate and distinct travel routes to minimize conflict between customer traffic and delivery traffic.

Bicycle travel should be promoted with the placement of permanent bike racks in convenient, accessible and logical locations relative to building entrances.

### **Landscaping Guidelines**

Developing parcels within Kettle Park West are encouraged to utilize native and adaptable plant species that highlight regional and climatic themes. South Central Wisconsin and the area Southwest of Stoughton feature landforms such as the large "Kettle" directly west of the Kettle Park West Commercial Center that is consistent with the ecological history of the area. These open space features contribute to the overall character of the site, provide native fauna and flora habitat and encourage natural design within the context of the region.

Landscape plans shall provide a minimum of 50 percent of all plantings to be native to the South Central Wisconsin Region.

Use of grasses and flowering perennials are encouraged at prominent points of development parcels within Kettle Park West to strengthen the overall general development theme.

Seasonal interest in the form of native evergreen shrubs and trees shall be provided in landscape plans and emphasized in Bufferyard Design.

Open space design should encourage organic forms and naturalized planting groups to break-up large expanses of vehicular oriented impervious areas and building massing.

Landscape feature plantings shall be provided at vehicular and pedestrian entry points to improve and enhance wayfinding and site legibility.

Where feasible, site landscaping should incorporate a rain garden element to infiltrate clean roof water run-off.

# Exhibits

Map showing GDP Boundary and Adjacent Property Owners

Legal Description

Kettle Park West Commercial Center Master Plan (11 x 17)