

PLANNED DEVELOPMENT DISTRICT

GENERAL IMPLEMENTATION PLAN

GREENWAY CENTER AREA, PHASE II

CITY OF MIDDLETON, WISCONSIN

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Prepared by:  
D'Onofrio, Kottke & Associates, Inc.  
Madison, Wisconsin

May 10, 1989

## I. GENERAL PROJECT DESCRIPTION

The Planned Development District (PDD) zoning for the Greenway Center Phase II Project is an expansion of the original Greenway Center GIP. Phase II includes Lots 4 and 6 of the Greenway Center Plat as well as lands to the north and west which were formerly a part of the Esser Farm.

The land to be rezoned PDD-GIP is currently zoned agriculture. The subject property was annexed to the City of Middleton in 1988 and temporarily zoned agriculture as a holding district.

The format of this General Implementation Plan for Greenway Center has been streamlined because of the City's participation in the planning and engineering of the infrastructure to serve the project site. Additional information is available in a series of major studies of this area as listed below:

### REFERENCES

1. Southwest Quadrant Study; Vandewalle & Associates
2. Water Supply Study for Southwest Quadrant; Strand Associates, Inc.
3. Storm Water Study for South Fork of Pheasant Branch Creek and Esser Pond; Warzyn Engineering, Inc.
4. Sanitary Sewer Study for Southwest Quadrant; Strand Associates, Inc.

Those studies collectively supply the groundwork for the land use, street layout, and utility improvements to serve the area included within this General Implementation Plan submittal. In addition, a greater emphasis will be placed on the Specific Implementation Plans to be subsequently submitted by the landowners and developers. Additional information concerning property ownership, maintenance and economic feasibility will be submitted with future SIP submittals. This General Development Plan has been prepared to ensure the proper zoning of an important development area in the City of Middleton.

## AREA REZONED

The area to be rezoned to PDD-GIP is 146.675 acres of land located in Sections 10 and 15 in the City of Middleton, Wisconsin. The subject property consists of two lots that are part of the Greenway Center Plat and lands within a proposed 4 lot CSM which is being submitted concurrently with this GIP (see attached Exhibit C). The following legal description identifies those lands within the planned development district boundary as shown on the enclosed Exhibit A.

### LEGAL DESCRIPTION OF PARCEL:

Lots 4 and 6 of Greenway Center, recorded in Volume 56-45B of Plats on pages 128 and 129, Dane County Registry, and a parcel of land all located in all quarters of the southeast quarter of Section 10, and in the NW 1/4 of the NE 1/4 of Section 15, T7N, R8E, City of Middleton, Dane County, Wisconsin, to-wit: Beginning at the South quarter corner of said Section 10; thence N00°12'42"E, along the westerly line of said SE 1/4, 536.00 ft. to the southwest corner of Lot 1 of Certified Survey No. 4748, recorded in Volume 31 of Certified Surveys on pages 66 and 67, Dane County Registry; thence S89°47'18"E, 108.00 ft. to the southeast corner of said Lot 1; thence N00°12'42"E, 240.00 ft. to the northeast corner of said Lot 1; thence N89°47'18"W, 108.00 ft. to the northwest corner of said Lot 1 and the westerly line of said SE 1/4; thence N00°12'42"E along said westerly line, 1683.74 ft. to the southerly edge of the Soo Line Railroad Company right-of-way; thence southeasterly along said southerly right-of-way on a curve to the right which has a radius of 5680.15 ft. and a chord which bears S86°52'43"E, 355.99 ft.; thence S85°04'58"E, continuing along said southerly right-of-way, 2300.97 ft. to the easterly line of said SE 1/4; thence S00°02'57"E, along said easterly line, 897.66 ft. to the northeast corner of said Lot 6; thence S00°03'45"E, 526.11 ft.; thence S44°02'06"W, 120.32 ft.; thence S23°26'23"W, 379.04 ft.; thence S88°58'15"W, 180.00 ft.; thence S01°01'45"E, 20.00 ft.; thence S88°58'15"W, 453.00 ft.; thence S01°01'45"E, 10.00 ft.; thence S88°58'15"W, 461.52 ft.; thence S00°04'00"W, 325.71 ft.; thence S89°34'53"W, 215.01 ft. to the northeast corner of said Lot 4; thence S00°04'00"W, 71.73 ft. to a point of curve; thence southwesterly on a curve to the right which has a radius of 410.00 ft. and a chord which bears S14°09'25"W, 199.63 ft.; thence S28°14'50"W, 412.64 ft. to a point of curve; thence southwesterly on a curve to the left which has a radius of 490.00 ft. and a chord which bears S13°54'42.5"W, 242.65 ft.; thence S89°34'35"W, 670.00 ft.; thence N01°32'17"E, 862.29 ft.; thence S89°34'53"W, 165.42 ft. to the point of beginning. Containing 6,389,179 sq. ft. (146.675 acres).

### III. GENERAL DEVELOPMENT PLAN AND LAND USE

The proposed land uses within the Greenway Center Phase II PDD are confined to the following categories:

- A. Retail/Research/Office (land use as allowed in the original Greenway Center GIP)
- B. B-3 Highway Business District
- C. Conservancy (Greenway & Esser Pond)

The Planned Development District boundary and land uses have been shown on the attached Exhibit A. Permitted uses for each category are outlined in Section IV. It is expected that there may be minor modifications to this land use pattern as part of individual Specific Implementation Plan reviews when they are presented to the City Plan Commission.

Also enclosed is Exhibit B which shows the PDD boundaries on the land use plan which was developed by the City for the southwest quadrant. The southwest quadrant study served to define some of the broader issues related to the Greenway Center PDD. Development of the Phase II General Implementation Plan requires that a number of specific agreements be reached between the City and the Developer in order to make the project viable. The City-Developer contract shall serve to define those conditions of development.

#### IV. DEVELOPMENT STANDARDS AND GUIDELINES

The following standards will be used as development guidelines to review all development proposals in the Greenway Center Phase II Planned Development District. These standards are intended to create a business and office park setting with emphasis being placed on building architecture and site landscaping that is conducive to major commercial sites, office buildings and research and development facilities.

The development standards outlined below have the primary purpose to: ensure appropriate development; protect the environment of this planned neighborhood; to achieve development that is practical, feasible and economic, and is an asset to each owner, neighboring business and the community as a whole.

##### 1. Permitted Uses - Retail/Research/Office

- A. Hotels and Motels
- B. Convention and Exposition Centers
- C. Exposition Centers
- D. Professional Offices
- E. Research and Development uses including theoretical and applied research in all the sciences, product development and testing, engineering development, and marketing development.
- F. Retail and Commercial uses which are permitted and conditional uses in the City of Middleton Zoning Ordinance "B-2" General Business District.
- G. Showroom styled warehousing meeting building design standards and constructed with masonry.
- H. Research and development uses will be allowed as conditional uses within areas designated for retail, commercial and office.

##### 2. Permitted Uses - B-3 Highway Business District

Areas designated as B-3 shall have permitted and conditional uses as specified in the Middleton zoning ordinance.

### 3. Permitted Uses - Conservancy

Areas designated as conservancy shall have permitted and conditional uses as well as any additional provisions as specified for lowland conservancy in the Middleton zoning ordinance.

### 4. Basic Lot Development Standards

Minimum lot size	20,000 square feet
Maximum impervious surface	80% Non-residential development
Maximum floor area ratio:	.80

### 5. Building Setbacks

No building shall be located on any one lot nearer to the front lot line or nearer to the side lot line than the minimum setback set forth below:

- a. Front Yard (Street Yard) Setback. Shall be at least thirty (30) feet.
- b. Side Yard Setback. Shall be at least twenty (20) feet.
- c. Rear Yard Setback. Shall be at least twenty (20) feet.

### 6. Building Standards

- A. All buildings shall be designed to present a pleasing architect style from all points of view. All exterior walls shall be of the same or similar material, finish, color and texture and shall display similar visual design characteristics.
- B. All elevations of the building shall be designed in a consistent and coherent architectural manner. Changes in material, color and/or texture shall occur at points relating to the massing, fenestration and overall design concept of the building.
- C. All electrical and air conditioning structures, including towers and air handling units, regardless of location and whether to screen roof or otherwise, shall be screened by landscaping or by decorative screening which form an integral part of the design.
- D. All buildings should be sited on the lot to present their most desirable face to the street and, where possible, should be related to buildings on adjoining lots.

## **7. Landscaping**

- A. Landscape design and planting is to be an integral part of the site design concept and not an afterthought merely added onto the plans.
- B. The front yard setback area should be landscaped with an effective combination of street trees, trees, groundcover and shrubbery. All unpaved areas not utilized for parking shall be landscaped in a similar manner. The entire area between the right-of-way and the building setback line of any property should be landscaped with a combination of landscape plantings and earth berms to interrupt or screen all of the use areas with the exception of the building facade.
- C. Side and rear yard setback areas not used for parking, drives or storage, shall be landscaped using groundcover and/or shrub and tree materials. There shall be minimum of a ten foot buffer area reserved along sides and rear lot lines. Where a rear or side yard abuts the natural area or conservancy area, the landscape plan should be designed to integrate with the nature area.
- D. Undeveloped areas proposed for future expansion shall be maintained in a vegetated, weed-free condition.
- E. Areas used for parking and loading shall be landscaped and/or fenced in a manner as to interrupt said areas from view from public streets and public use areas on adjoining properties. Plant materials used for this purpose shall consist of lineal or group masses of shrubs and/or trees. This requirement for parking lot landscaping is in addition to the requirements contained in the City of Middleton specifications manual.
- F. Any approved outdoor storage areas and refuse collection areas shall be visually screened from view from public streets and public use areas on adjacent properties. Such screening shall form a complete opaque screen up to a point eight feet in vertical height.
- G. The front yard, any street side yard and the side yards abutting the front one-quarter of the building should have a minimum of an eight (8) foot strip for landscaping or walkway immediately adjacent to the building. Paved pedestrian walks to building entrances may cross or be made part of said strip.

## **8. Parking and Loading Area Standards**

- A. It is recommended that parking lots be located to the rear of the building or in the side yard behind the front yard setback. Front yard parking lots shall be located at least ten (10) feet from any lot line and at least eight (8) feet from the building, and shall be built as specified in 7.E above.

- B. The Plan Commission will require on-site parking sufficient to accommodate the needs of each respective business. Off-street parking and loading requirements shall be provided as required by the City of Middleton Zoning Ordinance and officially-adopted specifications manual.
- C. All drives, parking lots, storage areas and loading berths shall be paved and properly marked.
- D. It is intended that driveways be laid out to avoid a direct, unscreened view from the street to employee parking areas, loading docks, maneuvering areas and permitted outdoor storage areas. No parking should be permitted on entry driveways.
- E. Loading berths shall be located to the rear of the building or in the side yard behind the front yard setback.

#### 9. Outdoor Storage

Outdoor storage or operations are not a matter of right, but may be permitted by the Plan Commission subject to conditions specified in writing. Such permission shall always specify that the use be located to the rear of the building or an interior side yard behind the front yard setback and enclosed or screened as specified in 7.F above. Such outdoor storage or operation shall not exceed the height of such screening. Walls, berms or non-metallic fencing will be considered appropriate screening purposes. Outside storage shall be defined to include parking of all company-owned and operated motor vehicles, with the exception of passenger vehicles.

#### 10. Utilities


All utilities shall be installed underground. Electric substations and similar utility structures shall comply with the building and landscape standards specified elsewhere herein.

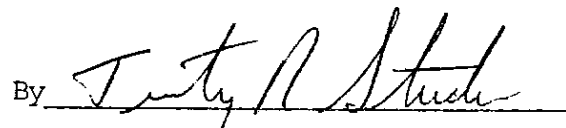


This General Implementation Plan for Greenway Center Phase II, City of Middleton, Wisconsin, is approved by the Common Council this 17th day of May, 1989.


APPROVED AND AGREED:

CITY OF MIDDLETON

By   
Daniel A. Ramsey, Mayor

By   
Timothy R. Studer, City Clerk

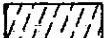


DEVELOPER

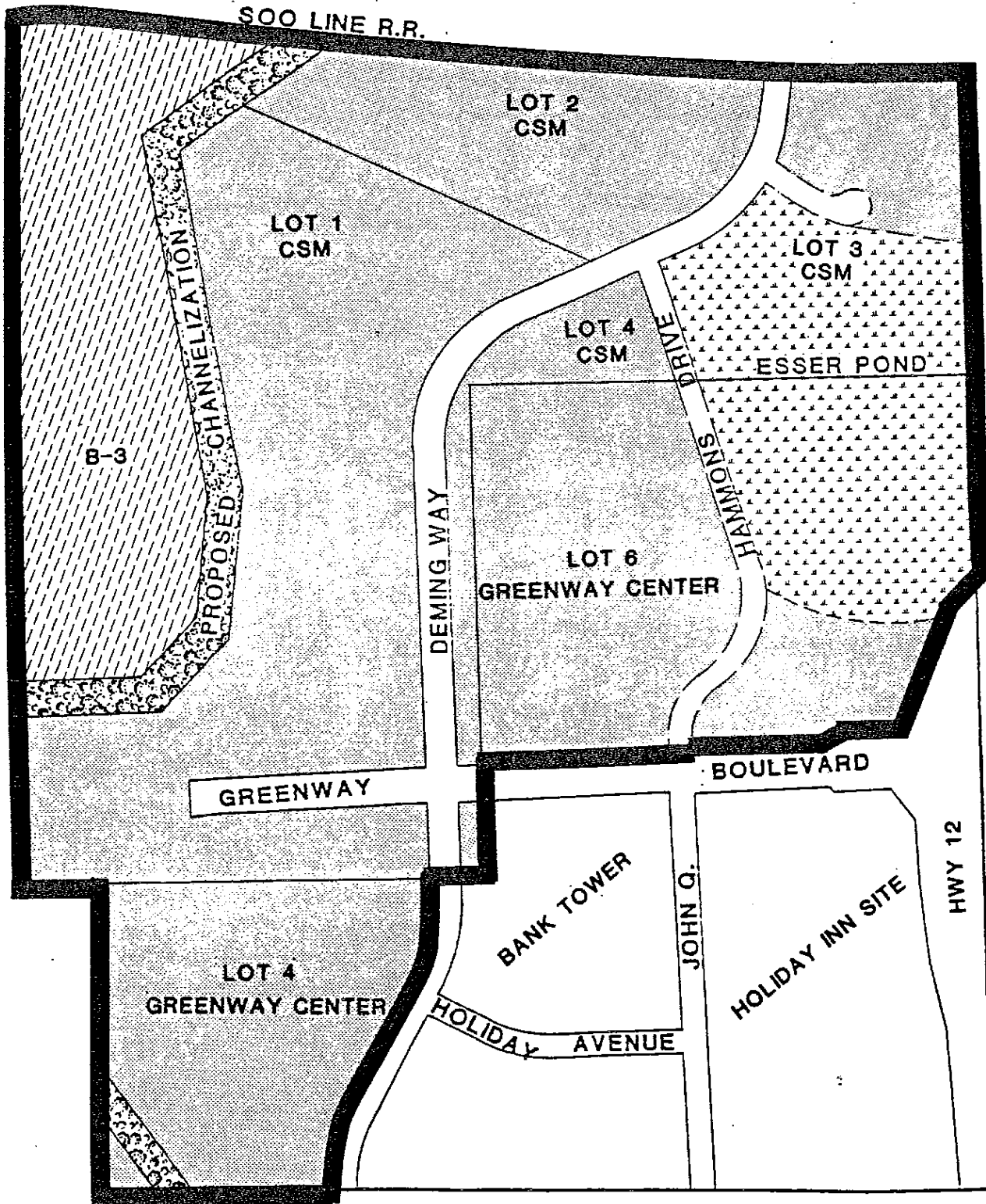
By   
Jeffrey Straubel  
Western Center Properties, Inc.

12H:STRAUBEL

# EXHIBIT A

## LEGEND

-  B-3 HIGHWAY BUSINESS DISTRICT
-  RETAIL/RESEARCH/OFFICE
-  CONSERVANCY



PLANNED DEVELOPMENT DISTRICT BOUNDARY

# EXHIBIT B

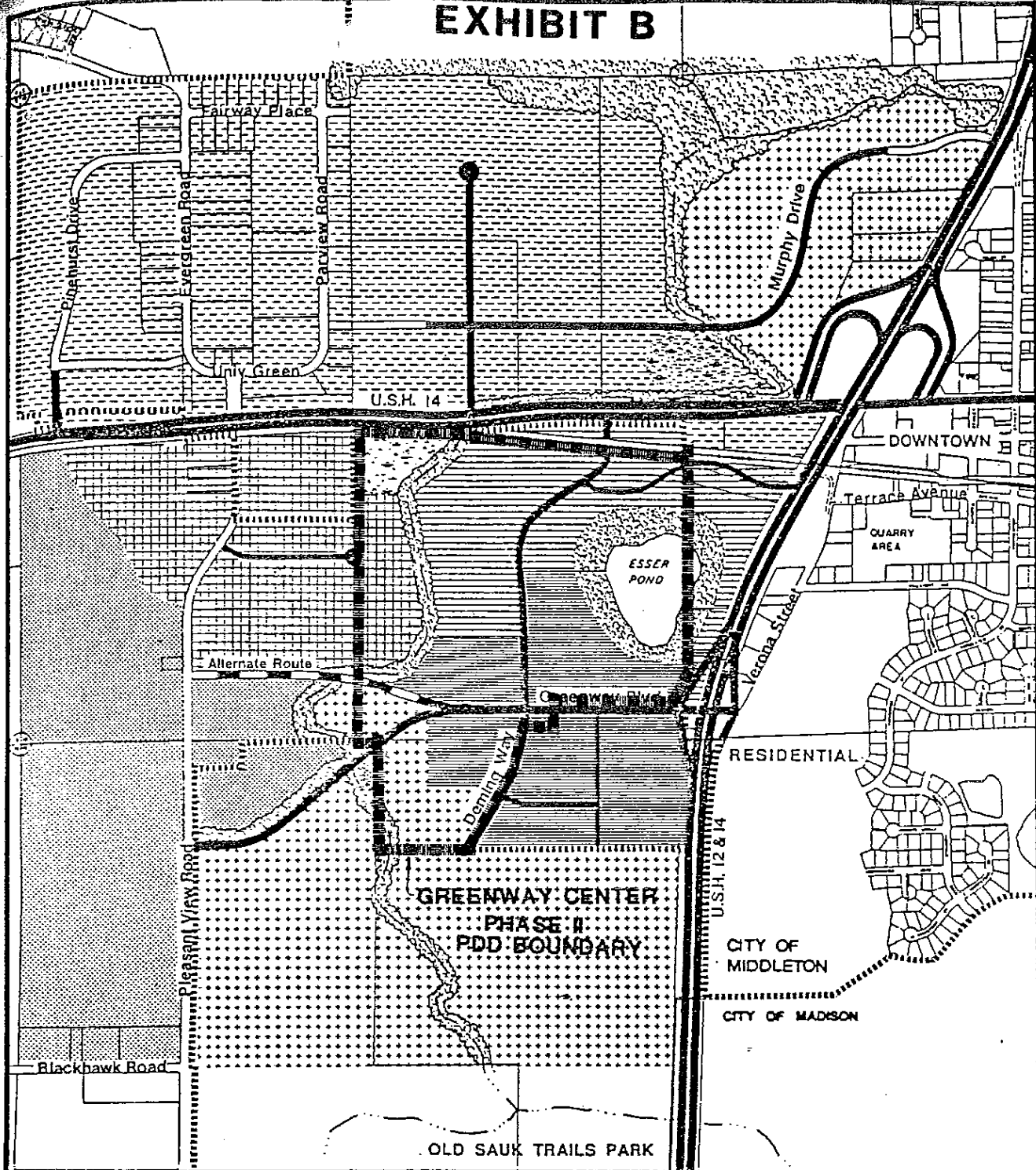


Exhibit A

## Southwest Area Study Middleton, Wisconsin land use plan

scale: 1" = 800'



Planning Design & Development Consultants  
VANDEWALLE & ASSOCIATES  
Madison, Wisconsin

### key:

- Minor Arterial & Collector Streets
- Local Streets
- Retail, Hotel/Motel
- Office/Commercial (Large Scale)
- Research & Development, Office
- Industrial
- Light Industrial/Warehousing/Comm.
- Residential
- Golf Course & Related Residential
- Conservancy
- Detention Area