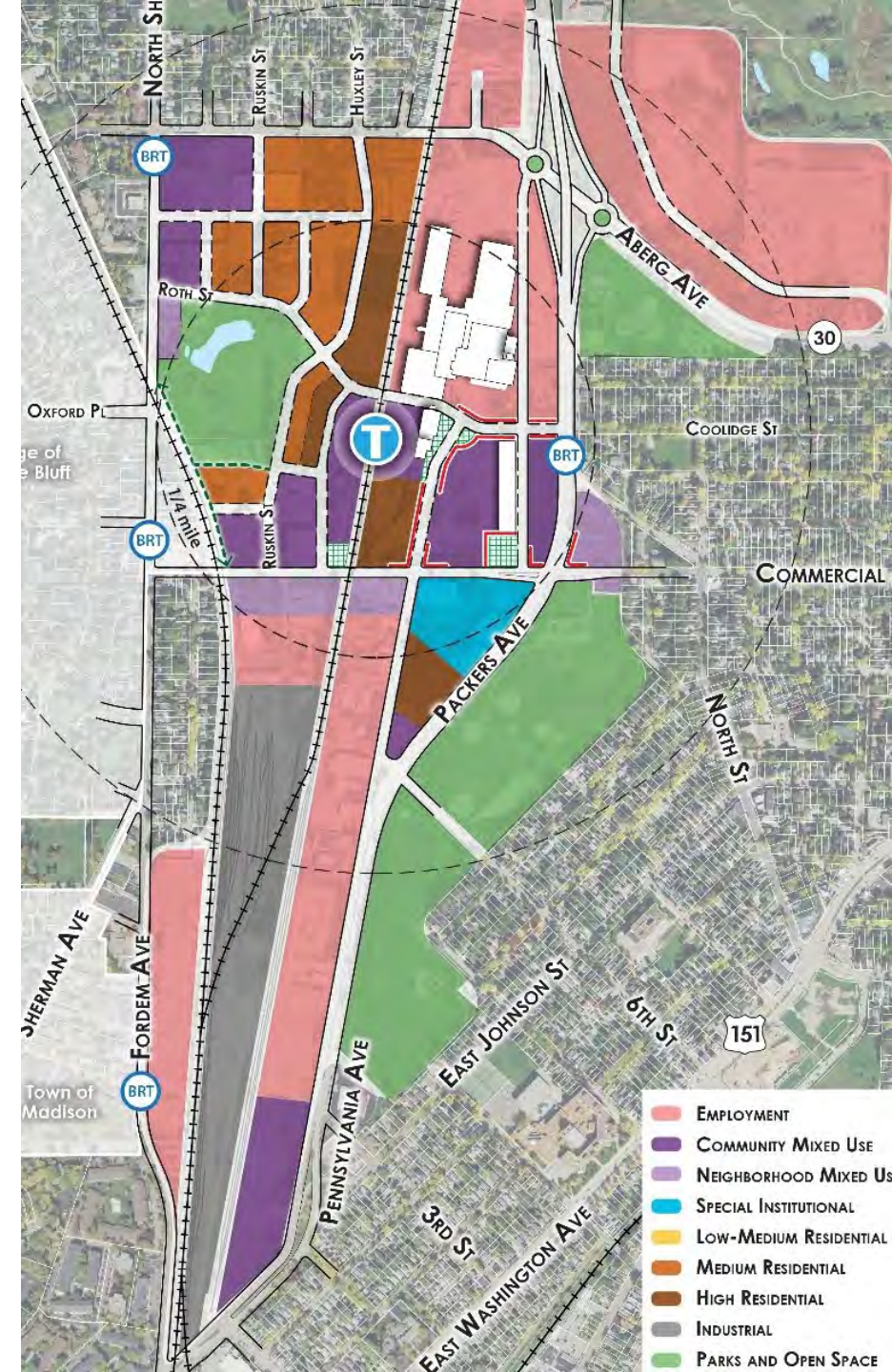


Oscar Mayer Area Proactive Rezoning Information Meeting February 25, 2021



Help us as we strive to equitably reach all Madison residents!
Please fill out the anonymous meeting participant demographic survey.
www.surveymonkey.com/r/madison_meeting_demographics

This meeting will be recorded. It is a public record subject to disclosure. By continuing to be in the meeting, you are consenting to being recorded and consenting to this record being released to public record requestors.



Agenda

- Relationship Between Plans and Zoning
- Why Rezone?
- Rezoning Considerations
- Potential Approaches
- Next Steps
- Q + A



Oscar Mayer Background

November 2015 - Oscar Mayer announces closing

November 2017 - City initiates planning process

January 2019 - City adopts Strategic Assessment

July 2020 - City adopts Special Area Plan

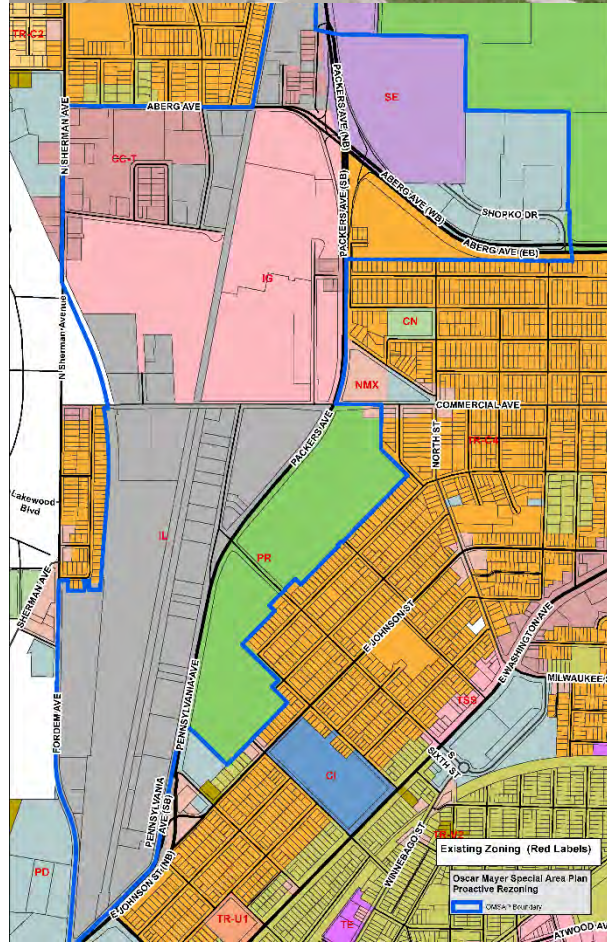
Added by the Common Council at Plan Approval:

BE IT FURTHER RESOLVED, that the Common Council directs the Planning Division to prepare and forward to the Common Council for consideration recommended zoning map amendments in the study area that will support implementation of the goals and objectives contained within the Oscar Mayer Special Area Plan.



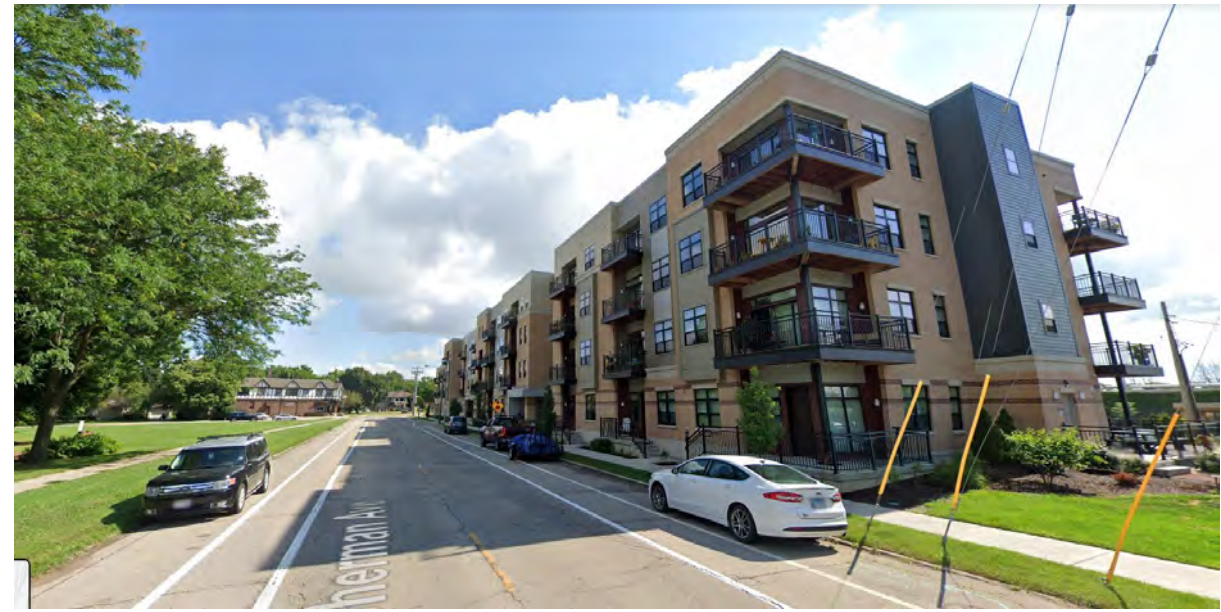
Relationship plans and zoning

- Zoning **regulates** what's allowable right now
- Plans **recommend** what's allowable if property changes



Why Rezone?

- Encourage redevelopment consistent with plan recommendations by simplifying development process
- Discourage development detrimental to character recommended by the Oscar Mayer Special Area Plan



Example Redevelopment Process



Underutilized site

- Single story liquor store
- Low density residential
- Commercial Zoning



Plan – Hoyt Park (2014)

- Mixed use redevelopment
- Medium density residential
- No change to zoning



Proposal review

- Consistent with Plan recommendations? **YES**
- Meet zoning and other ordinances? **No – Required Rezoning**



Plan Commission approvals needed

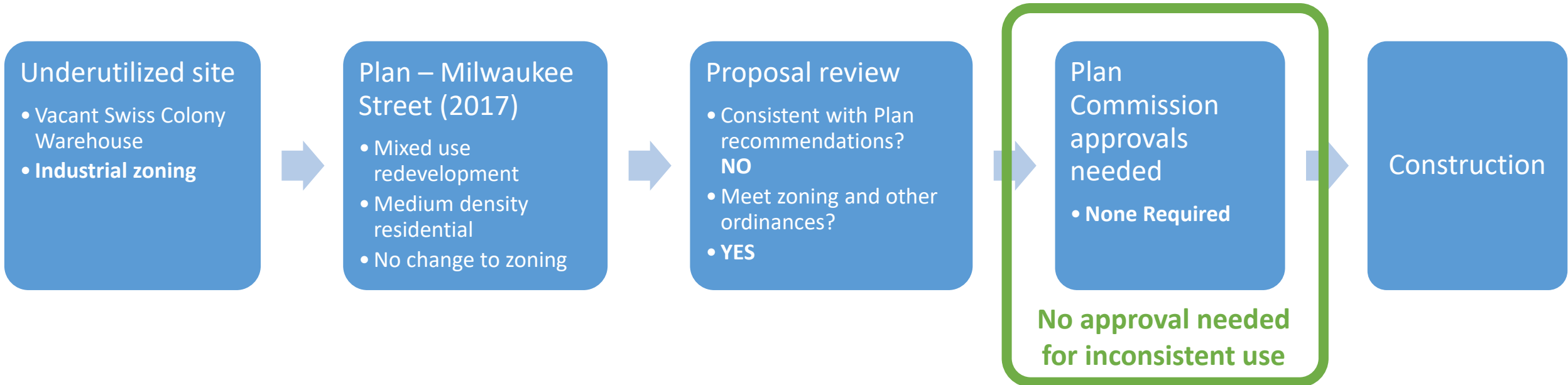
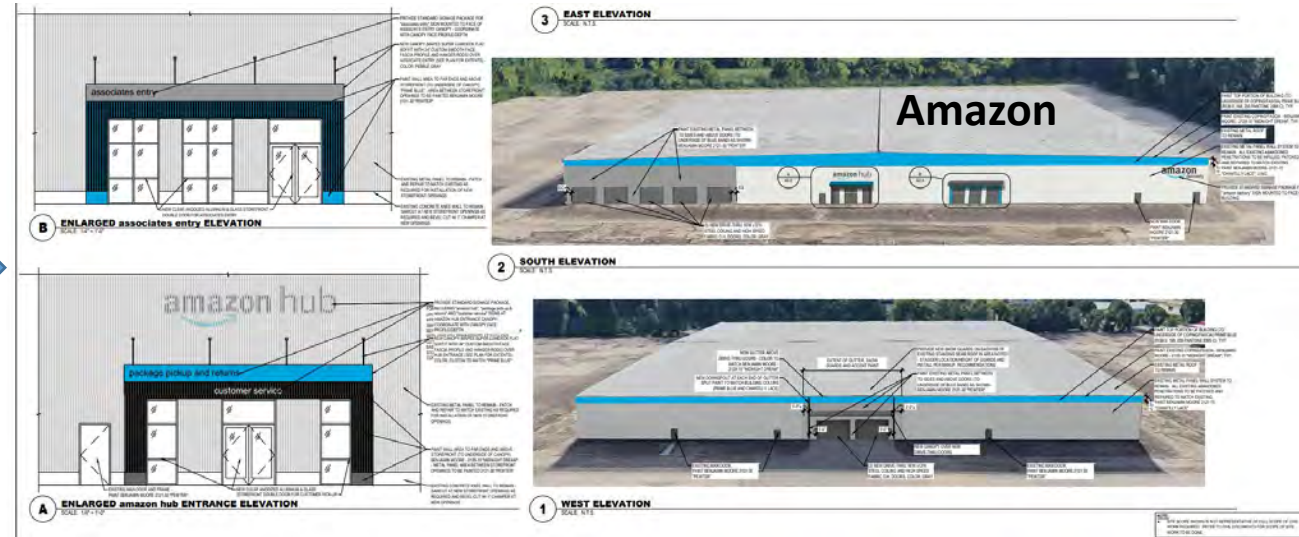
- Demolition permit
- Rezoning
- Conditional Use

A lot of approvals needed to achieve plan goals



Construction

Example Redevelopment Process



Zoning 101

- Districts: regulate uses, building height and placement
 - Residential
 - Mixed Use and Commercial
 - Downtown
 - Employment
 - Special
 - Overlay

- General Regulations: everything else - applicable everywhere, to all development
 - Landscaping
 - Parking

Traditional Shopping Street District

Front yard setback	See (a) below
Side yard setback: Where buildings abut residentially-zoned lots at side lot line	Minimum side yard required in the adjacent residential district
Side yard setback: Where proposed buildings or abutting buildings have window openings in side wall(s) within 6 feet of lot line	One-story: 5 Two-story or higher: 6 Lot width <40: 10% lot width
Side yard setback: other cases (i.e., infill between party wall storefront buildings)	none unless needed for access
Rear yard setback	The lesser of 20% of lot depth or 20 feet
Rear yard setback: For corner lots, where all abutting property is in a nonresidential zoning district	The required rear yard setback shall be the same as the required side yard setback
Maximum lot coverage	85%
Maximum height	3 stories/40 See (c) below
Usable open space	40 sq. ft./unit
Lot area (for exclusive residential use)	500 sq. ft./unit
<p>(a) Front Yard Setback . For new buildings and additions exceeding fifty percent (50%) of building's original floor area, the maximum front setback shall be twenty-five (25) feet, unless designated otherwise on the zoning map. Front yard setbacks on the zoning map may be designated as a specific location (build-to-line) or as a range. (See Figures D9-D11)</p> <p>(b) Rear or Side Yard Height Transition to Residential Districts . Where the TSS District abuts a residential district at the rear or side lot line, building height at the rear or side yard setback line shall not exceed two (2) stories/twenty-five (25) feet. From this point, building height may increase at a ratio of one foot of rise to one foot of horizontal distance away from the property line, (a 45° angle) up to the maximum allowed height. Transitions exceeding this height and/or ratio limitation require conditional use approval. (See Figure D12) (Am. by ORD-14-00131, 8-13-14; Renum. by ORD- ORD-14-00148, 9-12-14)</p> <p>(c) Additional Height . Building height exceeding the maximum may be allowed with conditional use approval. (Renum. by ORD- ORD-14-00148, 9-12-14)</p>	

Zoning 101

- Permitted Use:
 - Routine projects with uses and buildings typical of the district
 - **Meet regulations » get building permit**
 - Staff review by Zoning, Engineering, Fire, Traffic Engineering and Parks
- Conditional Use:
 - Allowable projects that require additional level of review by Plan Commission
 - Plan consistency major factor
 - Public notice, neighborhood and Plan Commission meetings

Mixed-Use and Commercial Districts							
	LMX	NMX	TSS	MXC	CC-T	CC	Supplemental Regulations
Offices							
Artist, photographer studio, etc.	P	P	P	P	P	P	
Insurance office, real estate office, sales office	P	P	P	P	P	P	
General office, professional office	P	P	P	P	P	P	
Medical Facilities							
Clinic - Health	C	P	P	P	P	P	
Hospital				C	C	C	Y
Medical laboratory				P	C	C	
Physical, occupational or massage therapy	P	P	P	P	P	P	
Veterinary clinic, animal hospital	C	P	P	P	P	P	Y
Retail Sales and Services							
Animal boarding facility, kennel, animal shelter					C	C	Y
Animal day care		C	C	C	C	P	Y
Animal grooming	C	P	P	P	P	P	
ATM	P	P	P	P	P	P	Y
Auction rooms			P	P	P	P	
Bank, financial institution	P	P	P	P	P	P	
Bicycle-sharing facility	P	P	P	P	P	P	Y
Building material sales		C	C	C	P	P	
Business sales and services	C	P	P	P	P	P	
Contractor's business with showroom or workshop			C	C	P	P	Y
Dry cleaning plant, commercial laundry					P	P	
Farmers' market	P	P/C	P	P	P	P	Y
Food and related goods sales	P	P	P	P	P	P	
Free-standing vending	P/C	P/C	P/C	P/C	P/C	P/C	Y
Furniture and household goods sales	C	C	P	P	P	P	
Garden center		C	C	P	P	P	Y

Zoning 101

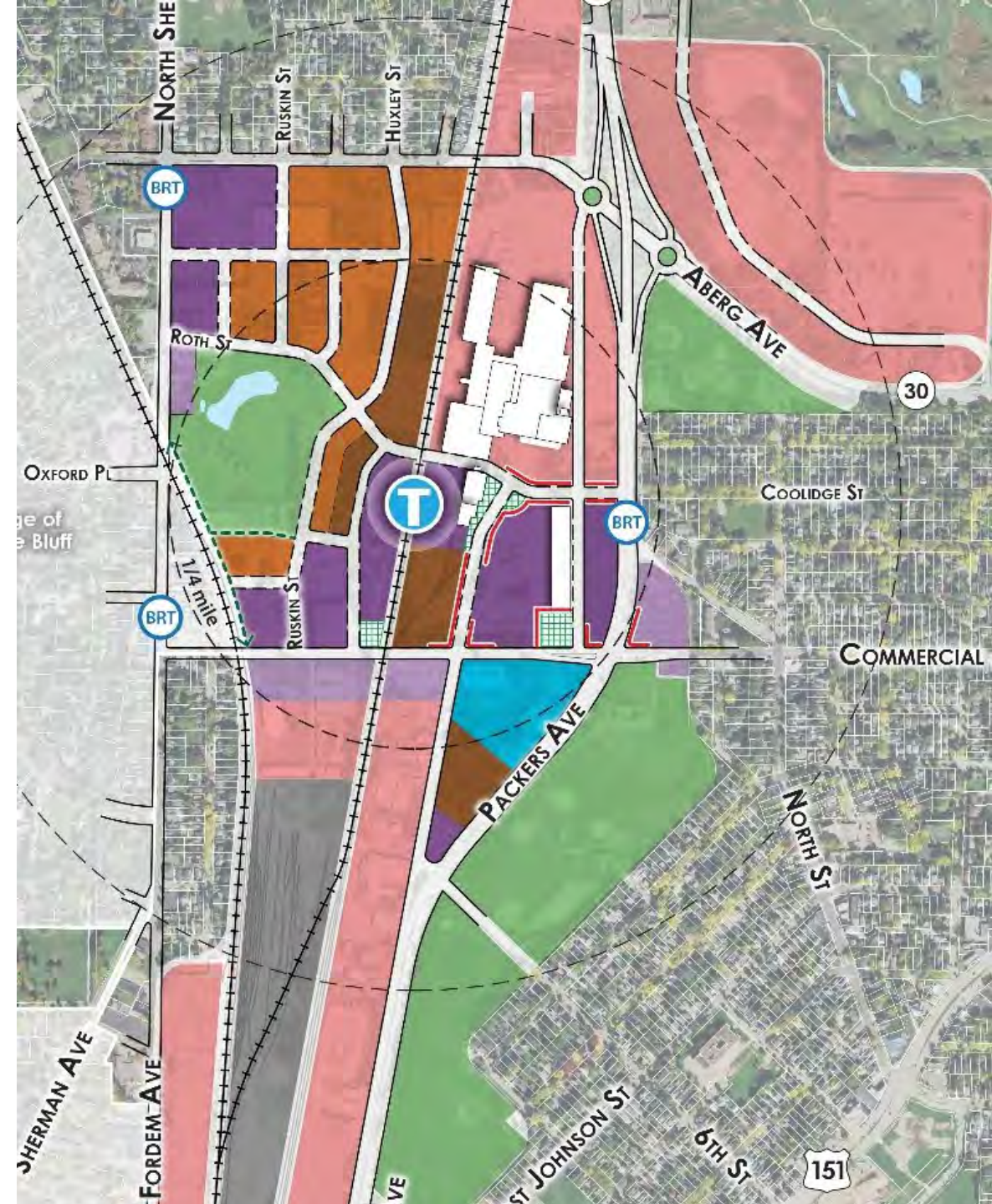
28.191 - NONCONFORMING USES.

1. The lawful nonconforming use of a building, structure, or land existing on the effective date of this ordinance may be continued although it does not conform to the provisions of this ordinance, provided that:
 - a) Structural repairs or structural alterations to the building or structure shall not exceed fifty percent (50%) of the total assessed value of the building or structure.
 - b) The nonconforming use shall not be extended or expanded.
 - c) The building or structure does not become and remain vacant for a continuous period of twelve (12) months.
 - d) The nonconforming use of the land does not cease for a continuous period of twelve (12) months.

What to Rezone? Rezone to What?

Major Considerations:

- Rezone to conditional or permitted use?
- Creation of non-conforming uses
- Understand other permitted uses in districts
- Plan consistency vs. plan compatibility
- Which areas?

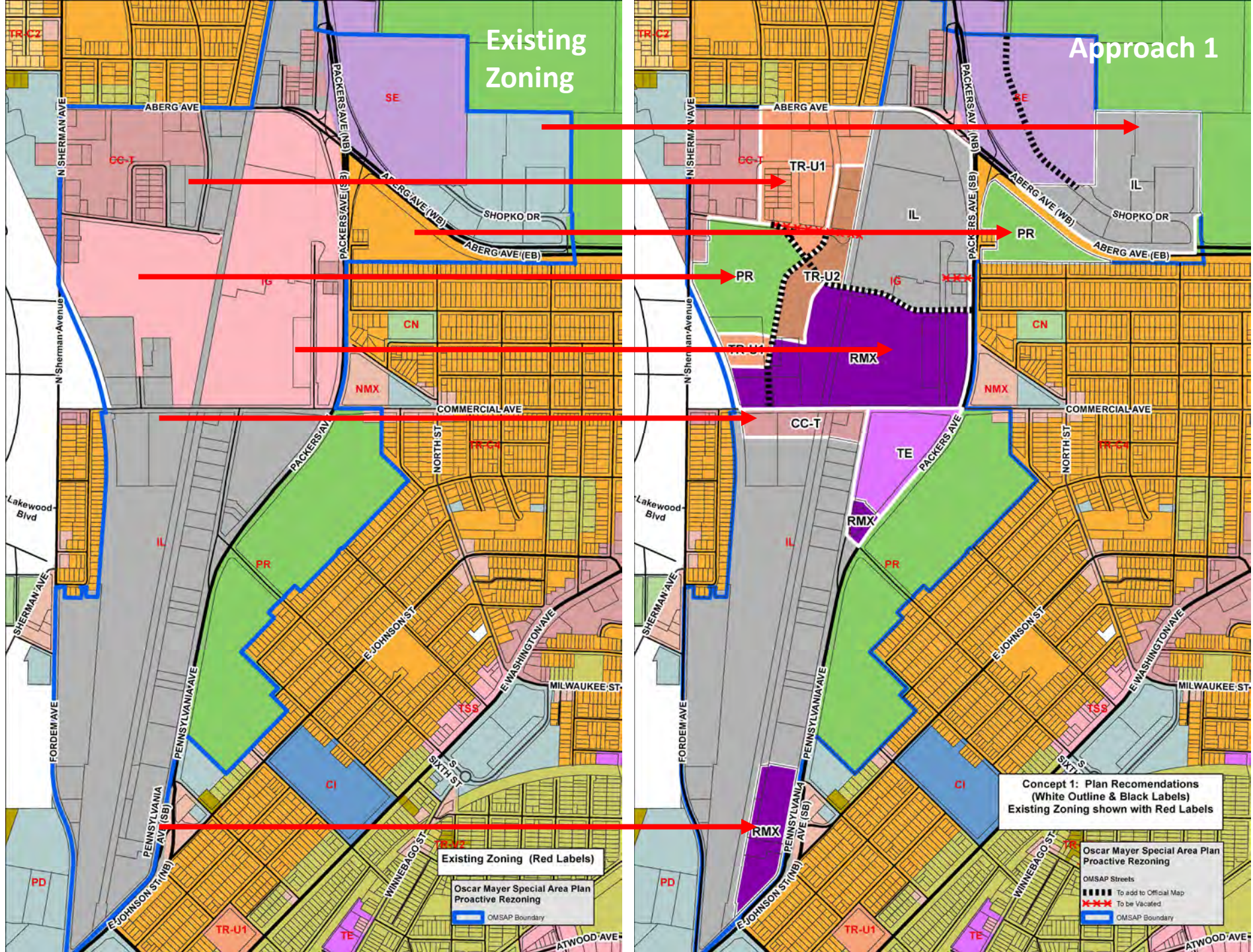
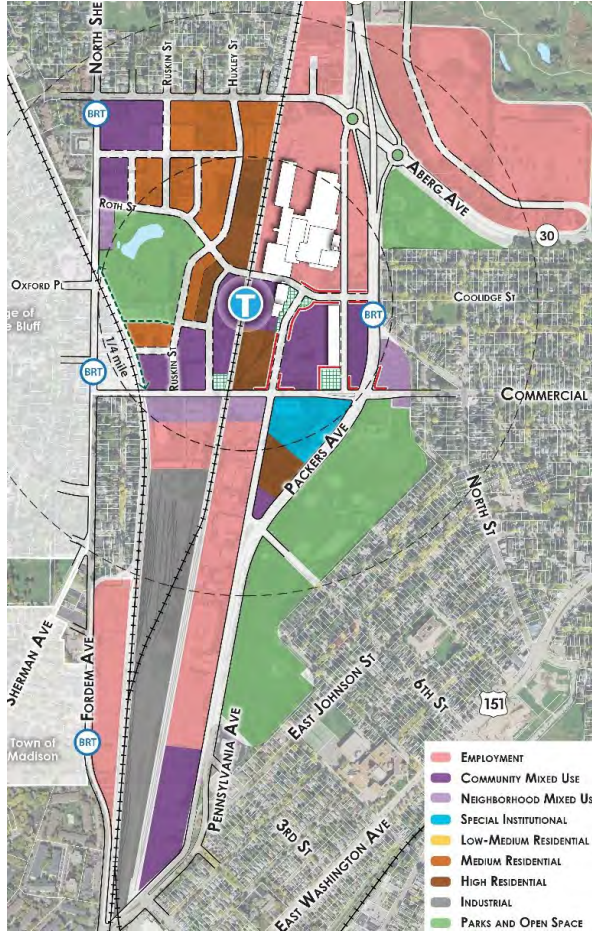


Zoning districts – General Character

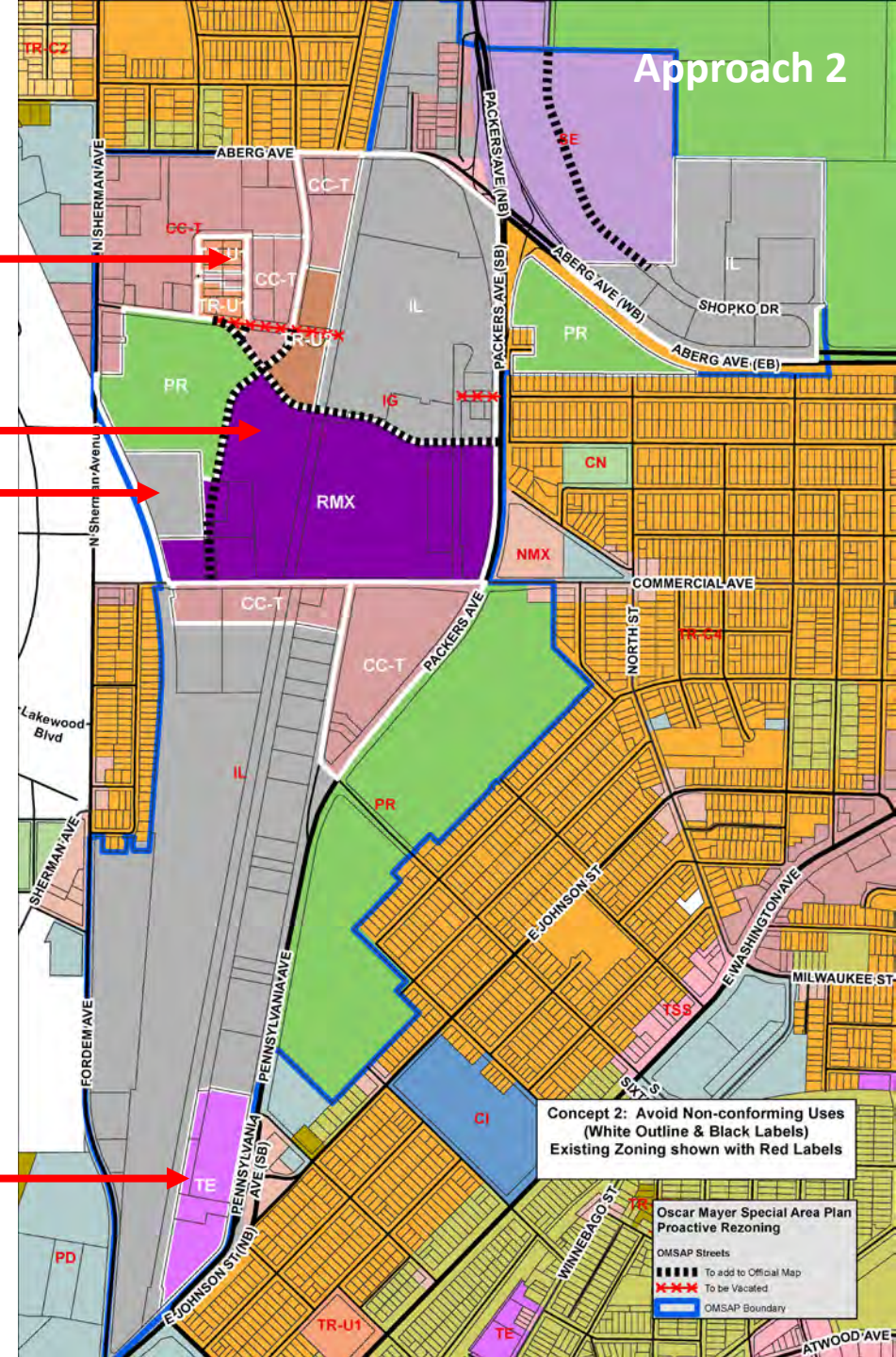
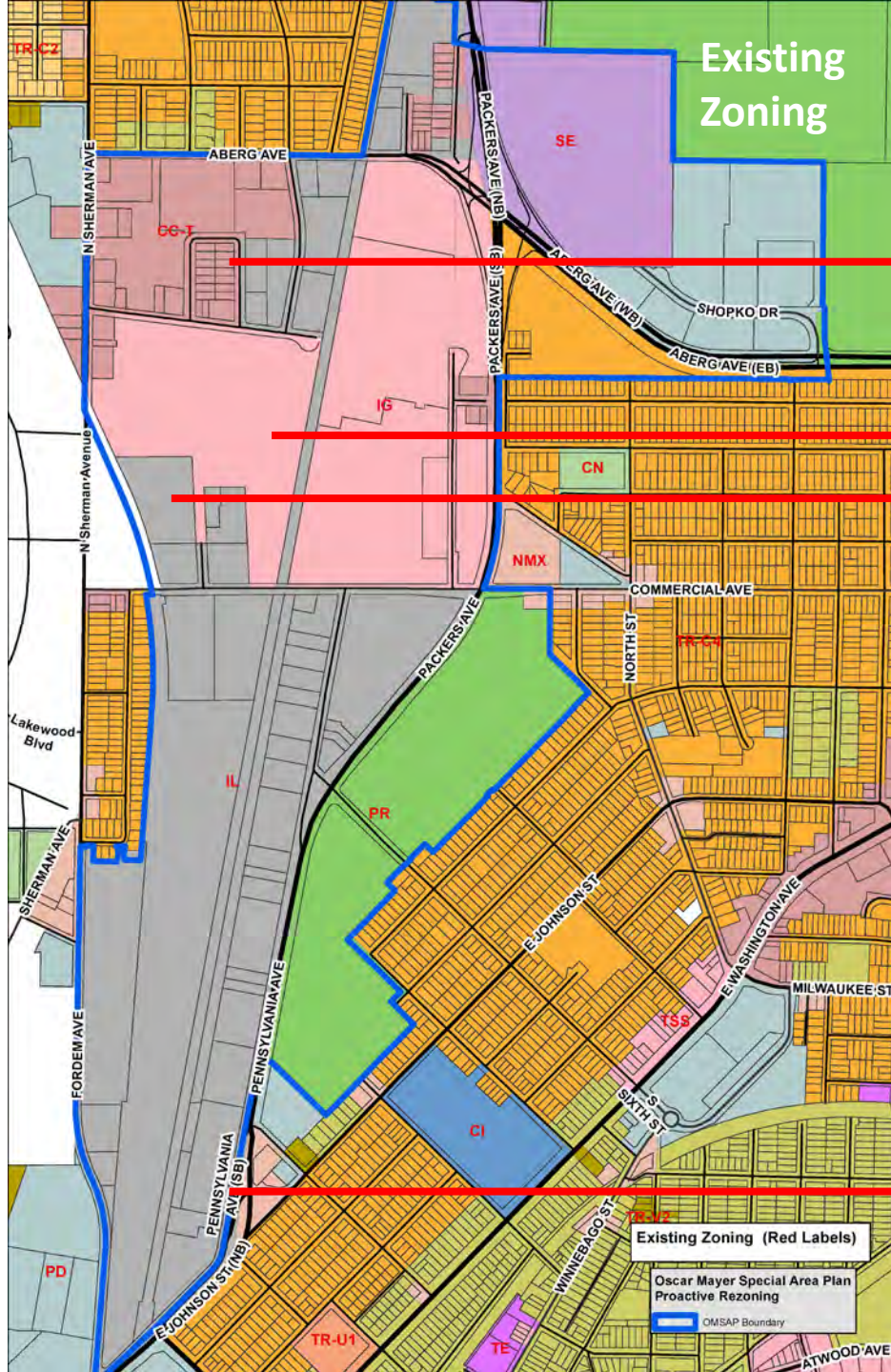
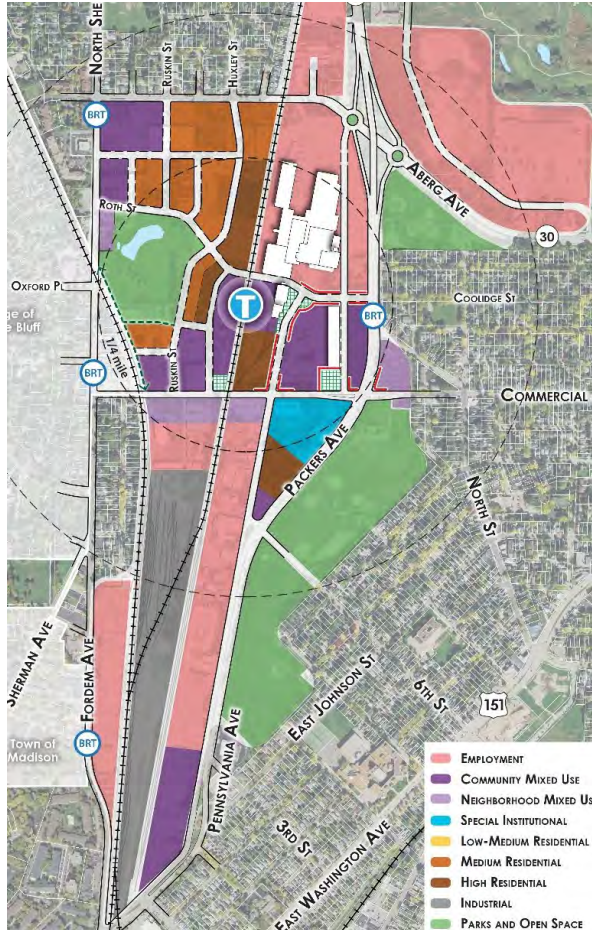
Mixed Use and Comm.		Employment			Residential	
RMX	CC-T	TE	IL	IG	TR-U1	TR-U2



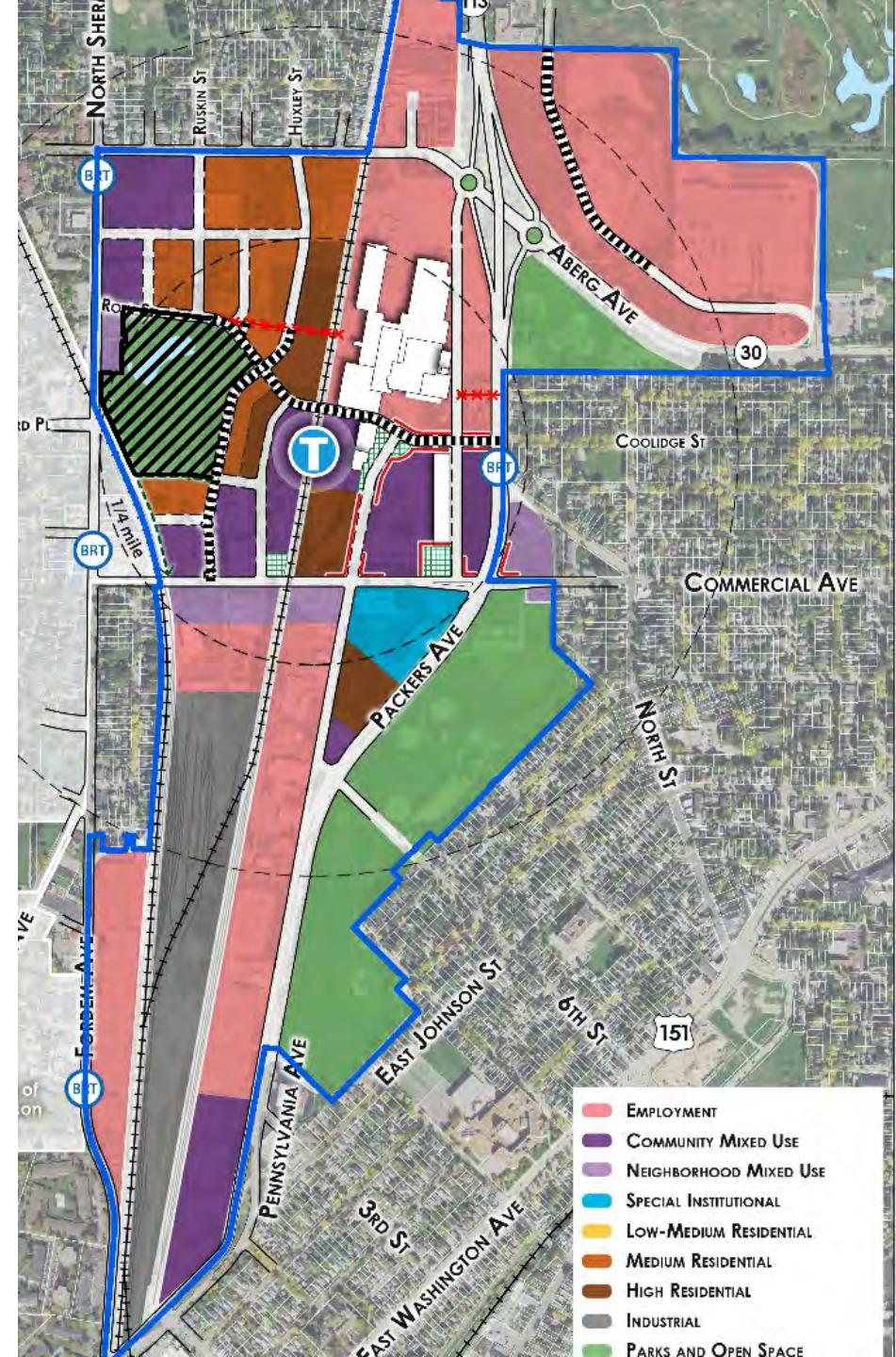
Approach 1: Plan Consistency



Approach 2: Limit non- conformities



Official Mapping



Process and Next Steps

- Continue approach refinement
- Discussion with Plan Commission – To Be Scheduled
 - Possible discussion with Board of Park Commission
- Prepare zoning map amendments for consideration based on PC feedback
- Public Hearing at PC
- Public Hearing at the Common Council

Project Contact:
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Questions?

