## URBAN DESIGN COMMISSION APPLICATION



City of Madison Planning Division Madison Municipal Building, Suite 017 215 Martin Luther King, Jr. Blvd. P.O. Box 2985 Madison, WI 53701-2985 (608) 266-4635



FOR OFFICE USE ONLY:

Date Received 12/7/2022

Paid

Initial Submittal

Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC <u>and</u> Land Use application submittals, a completed <u>Land Use Application</u> and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

#### 1. Project Information

Address (list all addresses on the project site): 6853 McKee Road, 6801 McKee Road

Title: McKee Rd / Maple Grove Rd Mixed Use

#### 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested 1/11/2023

Mew development

□ Alteration to an existing or previously-approved development

- □ Informational □ Initial Approval
- Final Approval- Review and Recommendation

#### 3. Project Type

- Project in an Urban Design District
- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

#### Planned Development (PD)

- General Development Plan (GDP)
- □ Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

#### 4. Applicant, Agent, and Property Owner Information

Applicant name	Mad Grove LLC	Company
Street address	2248 Deming Way, Ste 200	City/State/ZipMiddleton, WI 53562
Telephone	608-833-2929	Email aweis@liveseyco.com
Telephone608-833-2929Project contact personAlex WeisStreet address2248 Deming Way, Ste 200Telephone608-833-2929		Company Livesey Company LLC / Mad Grove LLC
Street address	2248 Deming Way, Ste 200	City/State/ZipMiddleton, WI 53562
Telephone	608-833-2929	Email _aweis@liveseyco.com
Property owner (if	not applicant)	
Street address		City/State/Zip
Telephone		Email

#### Signage

□ Comprehensive Design Review (CDR)

Modifications of Height, Area, and Setback

□ Sign Exceptions as noted in <u>Sec. 31.043(3)</u>, MGO

#### Other

□ Please specify

## **URBAN DESIGN COMMISSION APPROVAL PROCESS**

#### Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

#### **Types of Approvals**

There are three types of requests considered by the UDC:

- <u>Informational Presentation</u>. A request for an Informational Presentation to the UDC may be requested prior to seeking any
  approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide
  details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC
  understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- <u>Initial Approval</u>. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- <u>Final Approval</u>. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

#### **Presentations to the Commission**

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

UDC

## **URBAN DESIGN DEVELOPMENT PLANS CHECKLIST**

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/ or staff may require additional information in order to have a complete understanding of the project.

**Providing additional** 

information beyond these

minimums may generate

from the Commission.

a greater level of feedback

#### **1. Informational Presentation**

- Locator Map
- □ Letter of Intent (If the project is within an Urban Design District, a summary of <u>how</u> the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- □ Two-dimensional (2D) images of proposed buildings or structures.

#### 2. Initial Approval

- □ Locator Map
- □ Letter of Intent (If the project is within a Urban Design District, a summary of <u>how</u> the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- □ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- □ Landscape Plan and Plant List (*must be legible*)
- Building Elevations in <u>both</u> black & white and color for all building sides, including material and color callouts
- D PD text and Letter of Intent (if applicable)

#### 3. Final Approval

All the requirements of the Initial Approval (see above), plus:

- □ Grading Plan
- Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- □ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- □ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- D PD text and Letter of Intent (if applicable)
- □ Samples of the exterior building materials
- □ Proposed sign areas and types (if applicable)

#### 4. Signage Approval (Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per Sec. 31.043(3))

- Locator Map
- Letter of Intent (a summary of <u>how</u> the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- □ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- □ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- □ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- □ Illustration of the proposed signage that meets <u>Ch. 31, MGO</u> compared to what is being requested
- Graphic of the proposed signage as it relates to what the <u>Ch. 31, MGO</u> would permit

#### **Requirements for All Plan Sheets**

- 1. Title block
- 2. Sheet number
- 3. North arrow
- 4. Scale, both written and graphic
- 5. Date
- Fully dimensioned plans, scaled at 1"= 40' or larger

\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)

> Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

UDC and/

#### Urban Design Commission Application (continued)

#### 5. Required Submittal Materials

#### Application Form

 A completed application form is required for <u>each</u> UDC appearance. For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (Initial or Final Approval) from the UDC.

#### Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required.
- For signage applications, a summary of how the proposed signage is consistent with the applicable Comprehensive Design Review (CDR) or Signage Modification review criteria is required.
- Development Plans (Refer to checklist on Page 4 for plan details)
- **Filing Fee** (Refer to Section 7 (below) for a list of application fees by request type)

#### Electronic Submittal

- Complete electronic submittals <u>must</u> be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to <u>UDCapplications@cityofmadison.com</u>. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that <u>an individual email cannot exceed 20MB</u> and <u>it is the responsibility of the applicant</u> to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

#### **M** Notification to the District Alder

• Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

#### 6. Applicant Declarations

- 1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with <u>Development Assitance Team</u> on <u>08/25/2022</u>.
- 2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Mad Grove LLC

Authorizing signature of property owner \_

Relationship to property Owner Date 12-7-22

#### 7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per <u>§33.24(6) MGO</u>).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- □ Comprehensive Design Review: \$500 (per <u>\$31.041(3)(d)(1)(a) MGO</u>)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per <u>§31.041(3)(d)(1)(c) MGO</u>)
- □ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for Sign Modifications (of height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



2248 Deming Way, Suite 200 Middleton, WI 53562 (608) 833-2929, (608) 824-9020 (Facsimile)

> December 7, 2022 Via Email

City of Madison Urban Design Commission Jessica Vaugh, UDC Secretary Madison Municipal Building, Suite 017 215 Martin Luther King Jr. Blvd. Madison, WI 53703

#### Re: Letter of Intent for Planned Development General Development Plan – SW Corner of McKee Road and Maple Grove Drive 6853 McKee Road, 6801 McKee Road

Dear Urban Design Commission Members and Ms. Vaughn:

Mad Grove LLC is pleased to submit this letter in connection with the included Application for a final review and recommendation meeting with the Urban Design Commission related to the Land Use Application Mad Grove LLC submitted to the City of Madison Plan Commission on November 23, 2022 (the "Land Use Application").

In 2010, Mad Grove LLC received approval for a Planned Unit Development-General Development Plan for property located at 6701 McKee Road and 3210 Maple Grove Drive for the construction of 110 apartments in 4 residential buildings and up to 90,000 square feet of retail space in 6 commercial buildings, and a Planned Unit Development-General Development for property located at 6901-6921 McKee Road for the construction of an 80-unit senior apartment building (collectively, the "Original GDP"). The majority of the property covered by the Original GDP has been developed since approval of the Original GDP. The included Land Use Application covers the remaining undeveloped portion of the property covered by the Original GDP (the "Subject Property"). To complete development of the Subject Property in a manner generally consistent with the Original GDP while also adapting for current market trends as well as feedback from City Planning staff and the City's zoning code adopted after the Original GDP, Mad Grove LLC has submitted the Land Use Application for a Planned Development-General Development Plan (the "New GDP"). The New GDP is intended to "refresh" the Original GDP, to account for these factors and to integrate this final piece of the overall development with the surrounding properties that have been developed since approval of the Original GDP.

The Subject Property is intended to have two phases/components:

- A three story mixed-use apartment building located on the east half of the site that will contain approximately 120 apartment units of varying types and approximately 2,500 square feet of retail space. There will be approximately 201 parking stalls for this portion of the development (approximately 1.67 parking stalls per dwelling unit), with 107 of the parking stalls being located under the building. Please note that on the plans the building appears to be two buildings but since there is one continuous foundation and a parking garage beneath the entire structure, we refer to it as one building.
- A one to two story commercial building consisting of up to 10,000 square feet of retail/commercial space on the western portion of the Subject Property, with a minimum of 4 stalls per 1000sf.

The Subject Property will have strong pedestrian and bicycle linkages, carefully planned parking areas and green space. The buildings will have four-sided architecture consistent with the existing buildings located on neighboring properties which were developed as part of the Original GDP. The mixed use building will be oriented toward Maple Grove Drive, with entrances to the parking areas located on Mader Drive (a private road which presently connects Stone Creek Drive to Maple Grove Drive). The commercial building is anticipated to have an entrance located on Mader Drive. There is currently parallel street parking and landscaped areas bordering Mader Drive that create a pedestrian street scape.

To address comments received from the UDC Informational Presentation on October 12, 2022, we have made the following changes to the Subject Property:

- To provide more context and scale of the Subject Property, we have produced a conceptual massing of the property, including its site grading, it's proposed buildings, and adjacent buildings.
- The 1-2 story commercial building along McKee Road has been rotated so that it has a greater street presence. There have been further adjustments made to the lot per additional stormwater management planning on the site.
- Between proposed buildings A1 and A2, we have included an expanded pergola area that incorporates a screen wall and additional vegetation in order to shield residents from Mckee Road. This pergola and screen will provide additional privacy and continuity between buildings A1 and A2.

The Subject Property is located in Aldermanic District 7, represented by Alder Nasra Wehelie. The Mad Grove LLC team has discussed the New GDP numerous times and also during multiple meetings with Alder Wehelie. The Mad Grove LLC team has also attended multiple meetings with City planning and zoning staff, multiple DAT meetings, and a UDC informational meeting on October 12, 2022. We have received and incorporated feedback received during those meetings and multiple City departments into the New GDP proposal.

Mad Grove LLC respectfully requests that the Urban Design Commission review the New GDP at its January 11, 2023 meeting.

Sincerely,

Alex J. Weis

Executive Vice President – Livesey Company Member – Mad Grove LLC

cc: (all via email)

Alder Nasra Wehelie

Matthew Wachter, Director of Planning, Community and Economic Development Heather Stouder, Planning Division Director Timothy Parks, Planner Katherine Bannon & Jenny Kirchgatter, Zoning Angie Black & Kyle Jones, Carlson Black O'Callaghan & Battenberg LLP

NORTHEAST CORNER

MCKEE ROAD / MAPLE GROVE DRIVE

600 83322929



NORTHEAST CORNER - MCKEE ROAD / MAPLE GROVE DRIVE

LOOKING NORTHEAST TO OPPOSITE STREET CORNER





NORTHEAST CORNER

ON MAPLE GROVE DRIVE LOOKING WEST



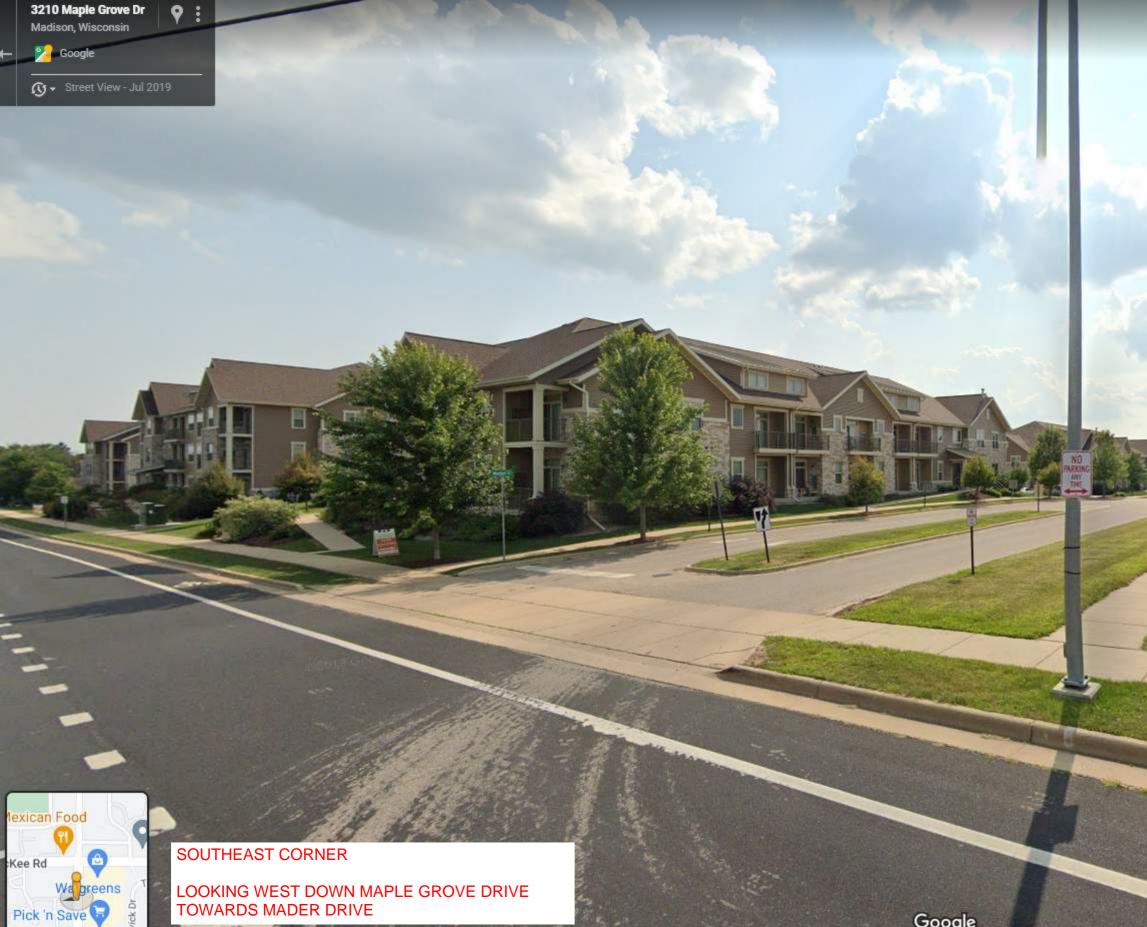
xican Food Rd Wagreens Pick 'n Save

SOUTHEAST CORNER

LOOKING SOUTH DOWN MAPLE GROVE DRIVE TOWARDS MADER DRIVE

Serie a



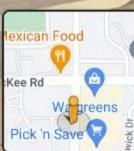


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③ → Street View - Jul 2019



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## SOUTHEAST CORNER

- Aller

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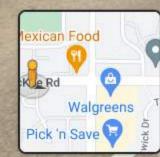
LOOKING NORTH WEST DOWN MADER DRIVE AND MAPLE GROVE DRIVE

15-115

15-1







NORTHWEST CORNER

LOOKING EAST DOWN MCKEE ROAD AND SOUTH EAST TOWARDS LOT AND GOLDEN COPPER LANE

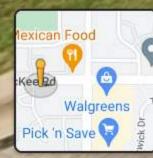
and the

15-11









NORTHWEST CORNER

100

LOOKING EAST DOWN MCKEE ROAD. LOT TO THE RIGHT



40



# **MCKEE ROAD MIXED-USE DEVELOPMENT**

SCHEMATIC PROJECT DATA Nov 2 3, 2022

# **BUILDING 'A1'**

U	UNIT NAME	STUDIO				1 BEDROOM				2 BEDROOMS			2BR + DEN	AL S	AL MS	CIAL SA LE	rial Ea LE	(S.F.)	СY	PARKING AREA (S.F.)	E E	Ц С	ARKING RATIOS	
		A1	A2	A3	A4	B1	B2	B3	B4	D1	D2	D3	E1			OMMERCI. NET AREA LEASABLE	RESIDENTIA NET AREA LEASABLE			RKIN A (S	COVERED PARKING	SURFACE PARKING		
	BEDROOMS	1	1	1	0	0	1	1	0	2	2	0	0	Ξ <b>Ξ</b>	EDR	DM/ NET	ESIC NET LEA	(3) GI AREA	FICIE	PAF RE/	PAR	SUR AR	AR	RA
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	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-	-	-						
	3	4	2	1	0	0	7	2	0	4	1	0	0	21	25	-	16,475	19,100	86.3%					
	2	4	2	1	0	0	7	2	0	4	1	0	0	21	25	-	16,475	19,100	86.3%				RETAIL	RATIO
	1	4	2	0	0	0	7	2	0	0	1	0	0	16	17	2,500	11,130	19,100	71.4%			15	6.0	PER 1K SF
	LL															-	-	-	-	21,350	50	39	PER UNIT	PER BR
	TOTALS	12	6	2	0	0	21	6	0	8	3	0	0	58	67	2,500	44,080	57,300	76.9%	21,350	50	39	1.53	1.33
	PERCENT	20.7%	10.3%	3.4%	0.0%	0.0%	36.2%	10.3%	0.0%	13.8%	5.2%	0.0%	0.0%											
	FERCENI	34.5%				46.6%				19.0%			0.0%		760 Average N.S.F. per unit 427 Av						Average S	i.F. per sp	bace	

# **BUILDING 'A2'**

	UNIT NAME	STUDIO					1 BEDROOM				2 BEDROOMS			2BR + DEN		NERCI AREA NBLE	A AL	SS .F.)	Ó	ບ <del>ແ</del>	ں <u>Ω</u>	щo	ს	
		A1	A2	A3	A4	B1	B2	B3	B4	D1	D2	D3	E1				ABL	S S	EN	(ING (S.F.)	N ERED RKING	AC	ARKING RATIOS	
	BEDROOMS	1	1	1	0	0	1	1	0	2	2	0	2		(1) TOT/ BEDROC	COMA AL NET LEAS,	residentiai Net Area Leasable	E	E	PARI REA	ARK OV	SURFACE PARKING	A R K	RAT
	AREA (S.F.)	505	545	615	0	0	745	775	0	1,200	1,255	0	0	] ະ	с ВЕ	FE A C		(3) <b>AR</b> I	EF	AR P.	CO	IS G	6	
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	LL															-	-			24,300	57	55	PER UNIT	PER BR
	TOTALS	12	6	2	0	0	21	6	0	12	3	0	0	62	75	-	48,880	57,300	85.3%	24,300	57	55	1.81	1.49
	PERCENT	20.7%	10.3%	3.4%	0.0%	0.0%	36.2%	10.3%	0.0%	20.7%	5.2%	0.0%	0.0%											
	FERCENI		34.	.5%		46.6%			24.2%			0.0%		788 Average N.S.F. per unit						426	426 Average S.F. per space			

### NOTES:

1 TOTAL UNIT & BEDROOM COUNT ASSUMES IDENTICAL FOOTPRINT ON FLOORS 2 & 3.

2 BUILDING 'A1' TABLE ABOVE ASSUMES 3,200 S.F. (+/-) OF COMMON AMENITY SPACE ON 1st FLOOR. ADDITIONAL COMMON AMENTIY SPACE WOULD REDUCE NET LEASABLE S.F. OF THE BUILDING.

**3** GROSS AREA DOES NOT INCLUDE PARKING AREAS.

**4** 1st FLOOR IN EACH BUILDING CONTAINS THE MAIN ENTRY LOBBY.

5 PARKING AREAS INCLUDE THE STAIRS & ELEVATOR.



988 Average G.S.F per unit

(Not including parking level)

924 Average G.S.F per unit

(Not including parking level)

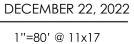


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ARCHITECTS

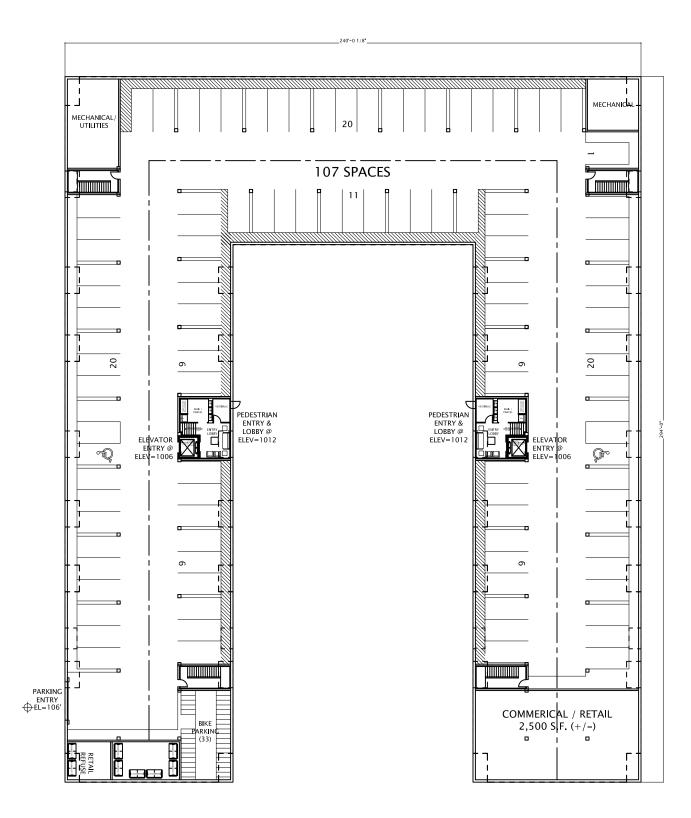
# MCKEE ROAD MIXED USE DEVELOPMENT

# **RENDERED MASTERPLAN**



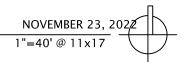






 JLA
 MCKEE ROAD MIXED USE DEVELOPMENT

 ARCHITECTS
 SCHEMATIC PLANS – LOWER LEVEL PARKING

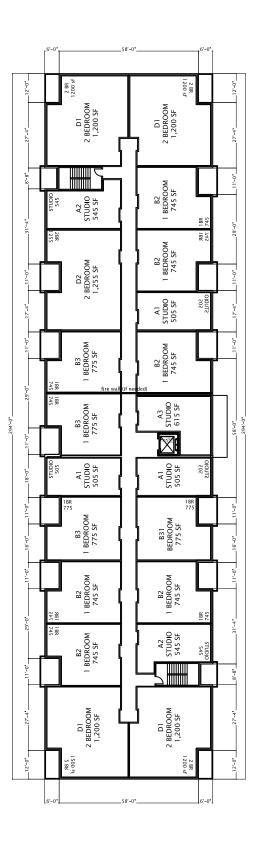


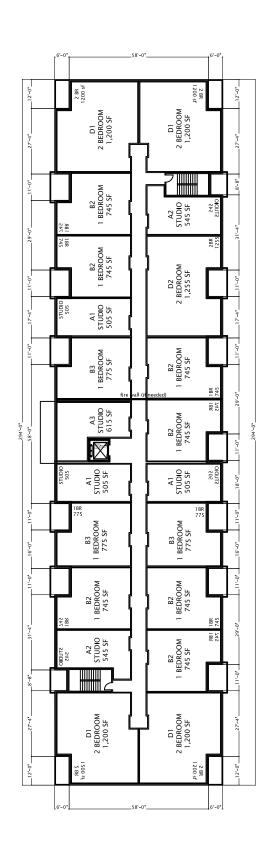


ARCHITECTS MCKEE ROAD MIXED USE DEVELOPMENT SCHEMATIC PLANS – 1ST FLOOR

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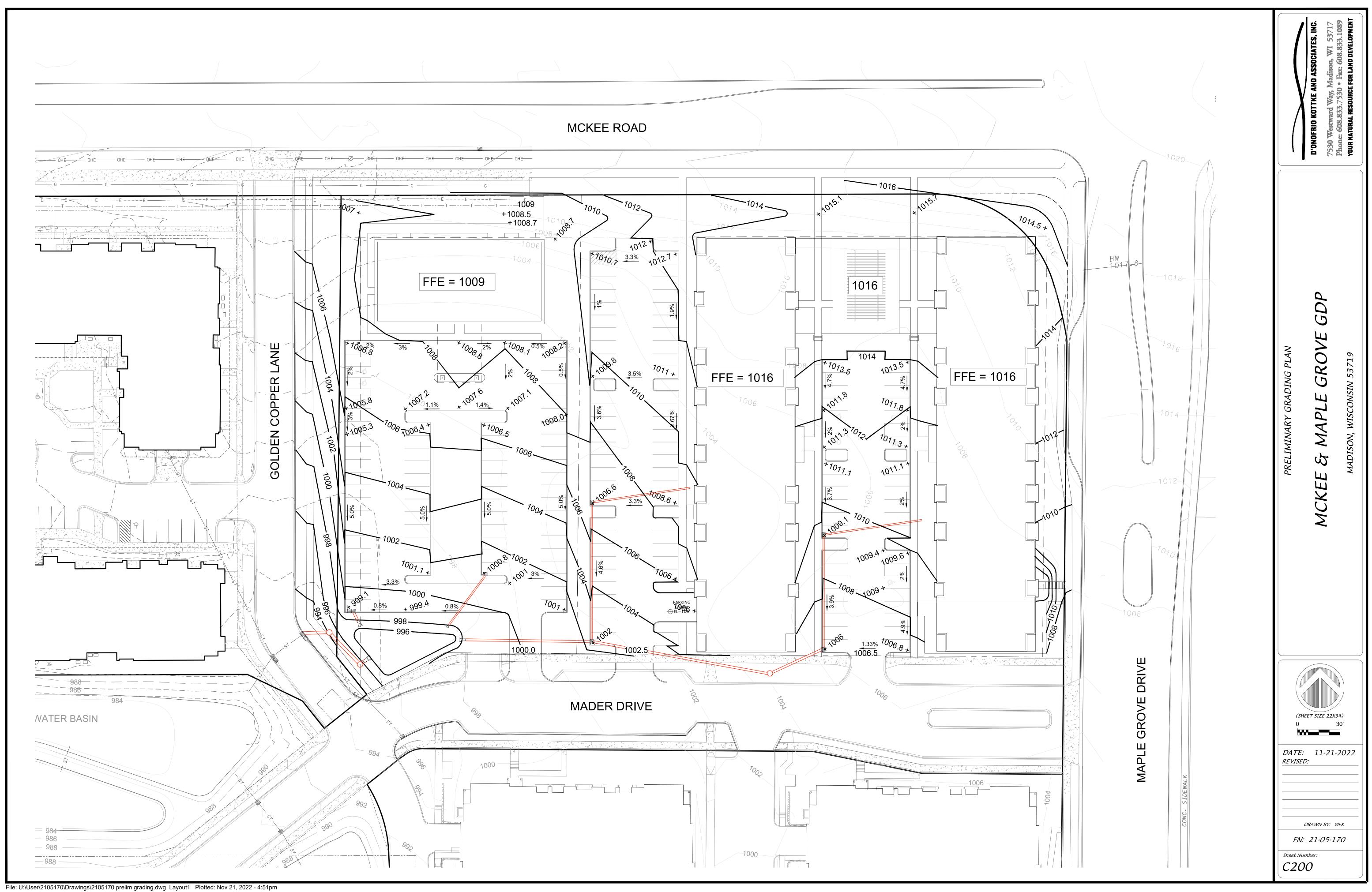




ARCHITECTS MCKEE ROAD MIXED USE DEVELOPMENT SCHEMATIC PLANS – 2ND & 3RD FLOORS

 $\wedge$ 









#### NOVEMBER 23, 2022





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#### NOVEMBER 23, 2022





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#### NOVEMBER 23, 2022