

URBAN DESIGN COMMISSION APPLICATION

UDC

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:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by 9/26/22 **received** 11:41 a.m.

Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 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 10/12/2022

- ☐ New development ☐ Alteration to an existing or previously-approved development
☒ Informational ☐ Initial approval ☐ Final approval

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

Signage

- ☐ Comprehensive Design Review (CDR)
☐ Signage Variance (i.e. modification of signage height, area, and setback)
☐ Signage Exception

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Mad Grove LLC
Street address 2248 Deming Way, Ste 200
Telephone 608-833-2929

Project contact person Alex Weis
Street address 2248 Deming Way, Ste 200
Telephone 608-833-2929

Property owner (if not applicant) _____
Street address _____
Telephone _____

Company _____
City/State/Zip Middleton, WI 53562
Email aweis@liveseyco.com

Company Livesey Company LLC / MAD GROVE LLC
City/State/Zip Middleton, WI 53562
Email aweis@liveseyco.com

City/State/Zip _____
Email _____

5. Required Submittal Materials

☒ Application Form☒ 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 CDR or Signage Variance review criteria is required.

☒ Development Plans (Refer to checklist on Page 4 for plan details)☐ Filing fee☒ Electronic Submittal*☒ 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.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

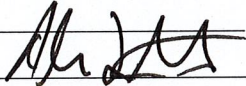
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

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 Development Assistance Team on 08/25/2022.
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 LLCRelationship to property OwnerAuthorizing signature of property owner Date 9/26/22

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

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

☐ Urban Design Districts: \$350 (per §35.24(6) MGO).☐ 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 §31.041(3)(d)(1)(a) MGO)☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage 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

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:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. 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 Variance requests)
- Initial Approval. 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.
- Final Approval. 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

The items listed below are minimal 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.

1. Informational Presentation

- ☐ Locator Map
- ☐ 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)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan
- ☐ Two-dimensional (2D) images of proposed buildings or structures.

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

Requirements for All Plan Sheets

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

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

2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how 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 both black & white and color for all building sides (include material callouts)
- ☐ PD text and Letter of Intent (if applicable)

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

3. Final Approval

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

- ☐ Grading Plan
- ☐ Proposed Signage (if applicable)
- ☐ 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)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance 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 Ch. 31, MGO compared to what is being requested.
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



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

09-26-2022

Via Email

City of Madison Urban Design Commission
Jessica Vaughn, 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 enclosed Application for an informational review meeting with the Urban Design Commission.

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 the approval of the Original GDP. The enclosed UDC informational application covers the remaining portion of undeveloped 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 adapting for current market trends, feedback from City Planning staff and the City's current zoning code (which was adopted after the Original GDP), Mad Grove LLC plans to submit a Land Use Application for a Planned Development-General Development Plan (the "New GDP") following the UDC informational presentation. The New GDP is intended to "refresh" the Original GDP, to account for these factors and changes over time, 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 up to 120 apartment units of varying types and approximately 2,500 square feet of retail space. There will be approximately 186 parking stalls for this portion of the

development (approximately 1.55 parking stalls per dwelling unit), with 107 of the parking stalls being located under the building.

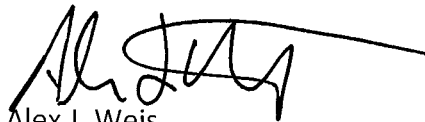
- A one to two story commercial building consisting of approximately 7,200 square feet of retail/commercial space on the western portion of the Subject Property, with approximately 75 surface parking stalls (approximately 10.4 parking stalls per 1,000 square feet of commercial space).

The Subject Property will have strong pedestrian and bicycle linkages, carefully planned parking areas and green spaces. The buildings will be designed with four-sided architecture consistent with the existing buildings located on adjacent 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.

The Subject Property is located in Aldermanic District 7, represented by Alder Nasra Wehelie. The Mad Grove LLC team has communicated with Alder Wehelie for many months regarding the New GDP, having had numerous phone & virtual meeting with her as well as regular email communications. The Mad Grove LLC team has also attended multiple meetings with City planning and zoning staff, as well as several DAT meetings, and has received and incorporated feedback from those meetings and multiple City departments into the New GDP proposal. Additionally, the Mad Grove LLC team was part of a neighborhood meeting last week (on Thursday September 22) which was moderated by City Staff and which Alder Wehelie actively participated in.

Mad Grove LLC respectfully requests that the Urban Design Commission review the New GDP at its October 12, 2022, meeting.

Sincerely,

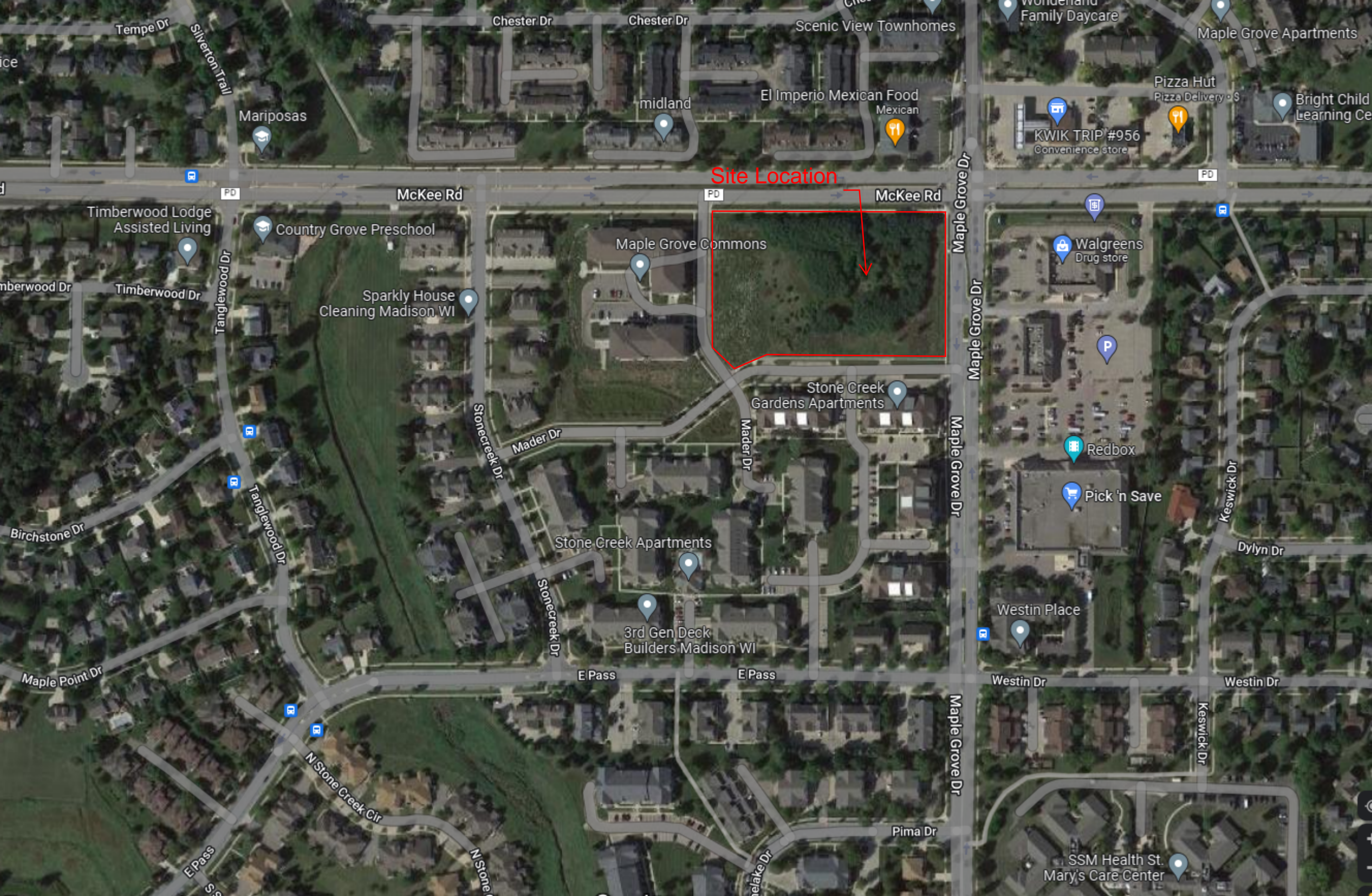


Alex J. Weis

Member, Mad Grove LLC

Executive Vice President – Livesey Company

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



Site Location

McKee Rd

McKee Rd

Maple Grove Commons

Stone Creek Gardens Apartments

Stone Creek Apartments

3rd Gen Deck Builders Madison WI

Sparkly House Cleaning Madison WI

Country Grove Preschool

Timberwood Lodge Assisted Living

KWIK TRIP #956 Convenience store

Pizza Hut Pizza Delivery • S

Walgreens Drug store

Redbox

Pick 'n Save

Westin Place

Westin Dr

Westin Dr

SSM Health St. Mary's Care Center

Pima Dr

Delake Dr

N Stone Creek Cir

E Pass

N Stone Creek Cir

Maple Point Dr

Birchstone Dr

Timberwood Dr

Timberwood Dr

Tanglewood Dr

Silverton Trail

Tempe Dr

Chester Dr

Chester Dr

Scenic View Townhomes

Wonderland Family Daycare

Maple Grove Apartments

Bright Child Learning Ce



NORTHEAST CORNER
MCKEE ROAD / MAPLE GROVE DRIVE



NORTHEAST CORNER - MCKEE ROAD / MAPLE GROVE DRIVE
LOOKING NORTHEAST TO OPPOSITE STREET CORNER



6701 McKee Rd

Madison, Wisconsin

Google

Street View - Jul 2019

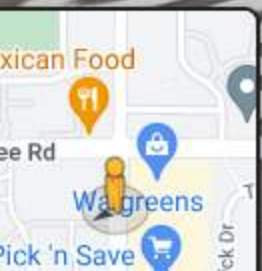
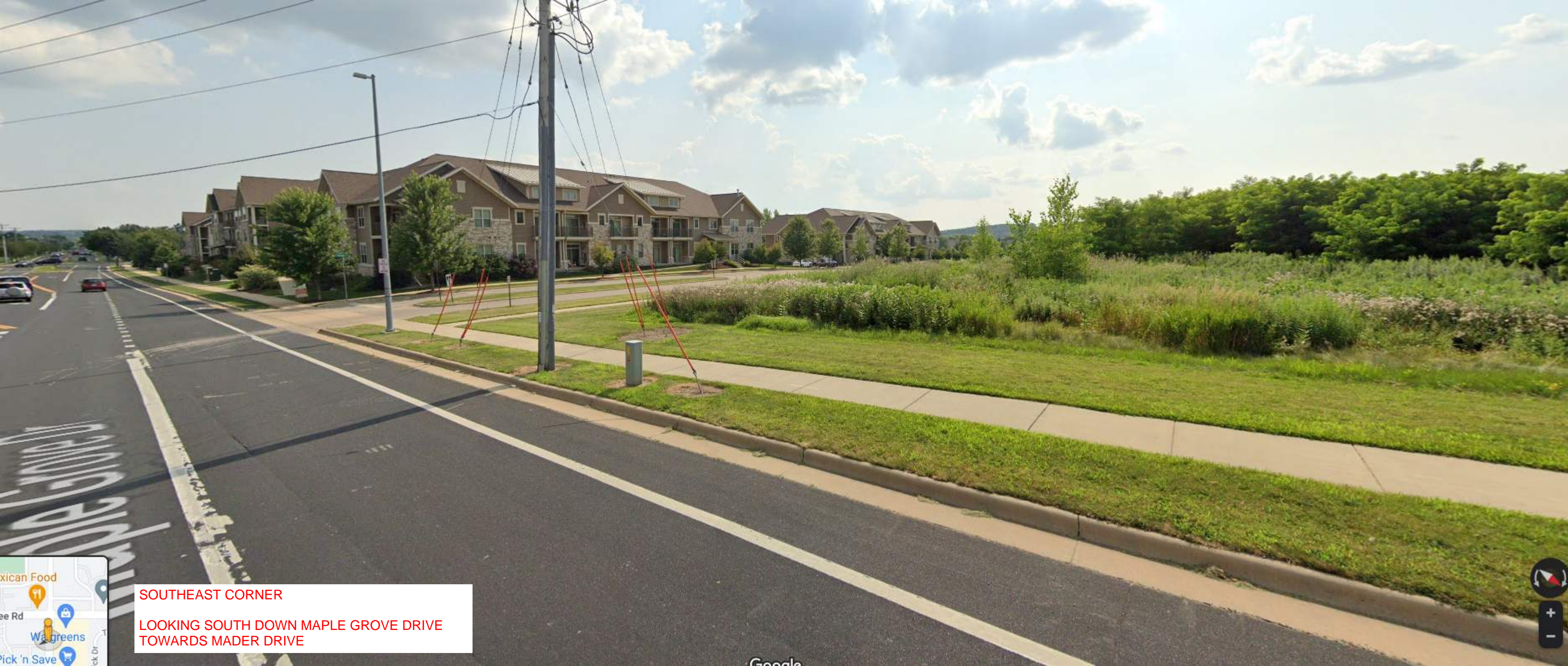
NORTHEAST CORNER

LOOKING WEST DOWN MCKEE ROAD





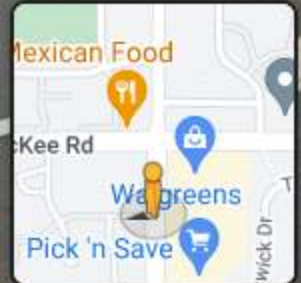
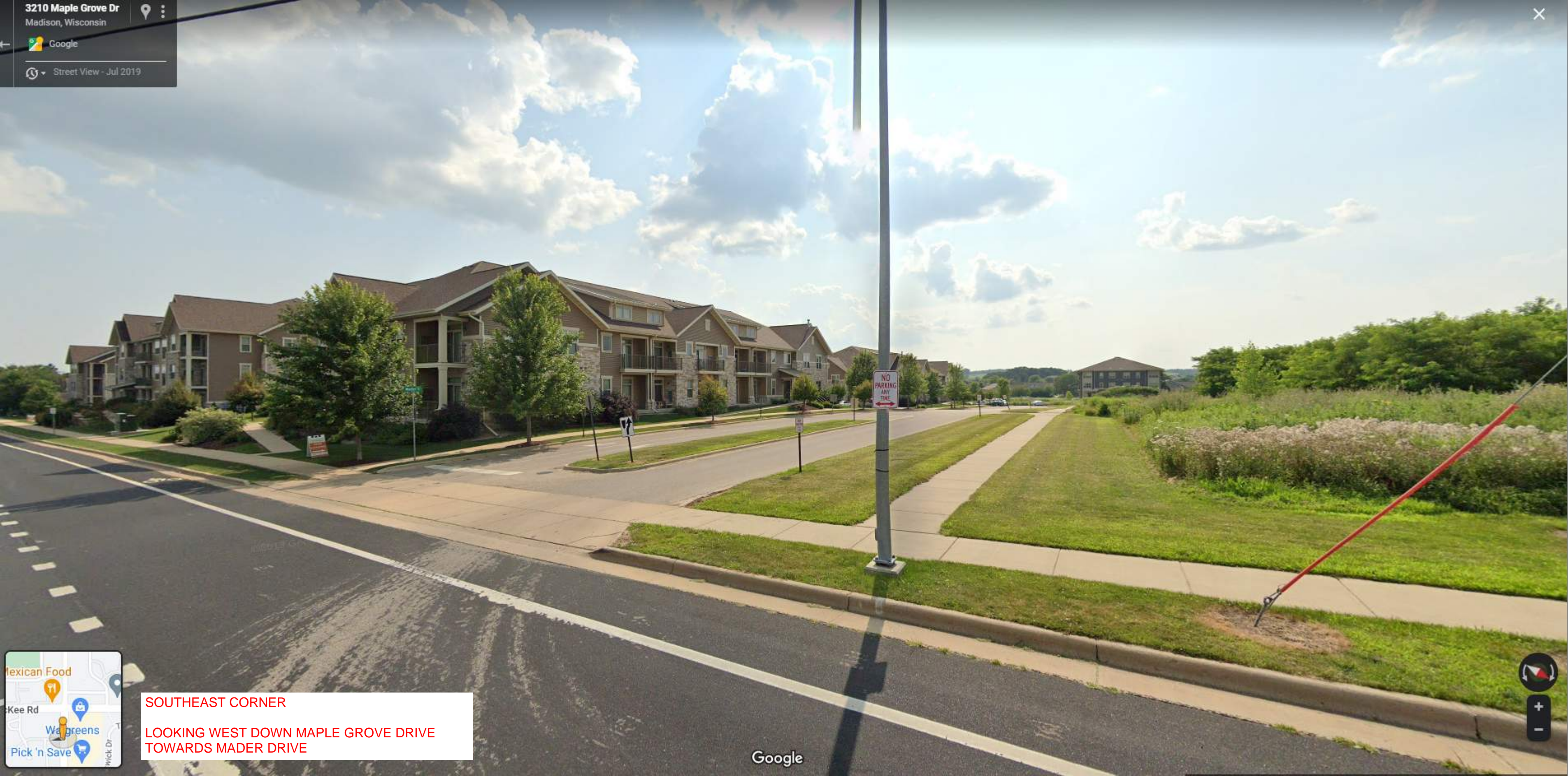
NORTHEAST CORNER
ON MAPLE GROVE DRIVE LOOKING WEST



SOUTHEAST CORNER

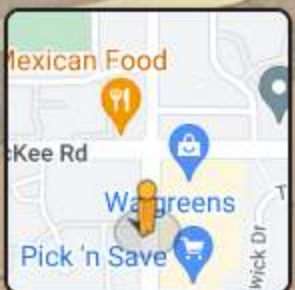
LOOKING SOUTH DOWN MAPLE GROVE DRIVE
TOWARDS MADER DRIVE





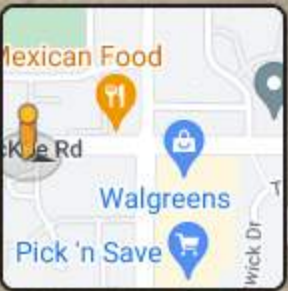
SOUTHEAST CORNER
LOOKING WEST DOWN MAPLE GROVE DRIVE
TOWARDS MADER DRIVE





SOUTHEAST CORNER

LOOKING NORTH WEST DOWN MADER DRIVE
AND MAPLE GROVE DRIVE



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





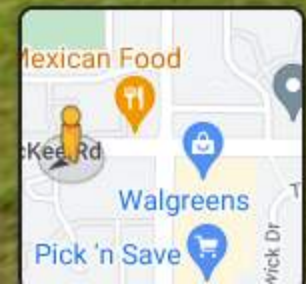
6829 McKee Rd
Madison, Wisconsin

Google

Street View - Jul 2019

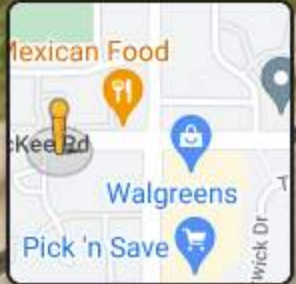
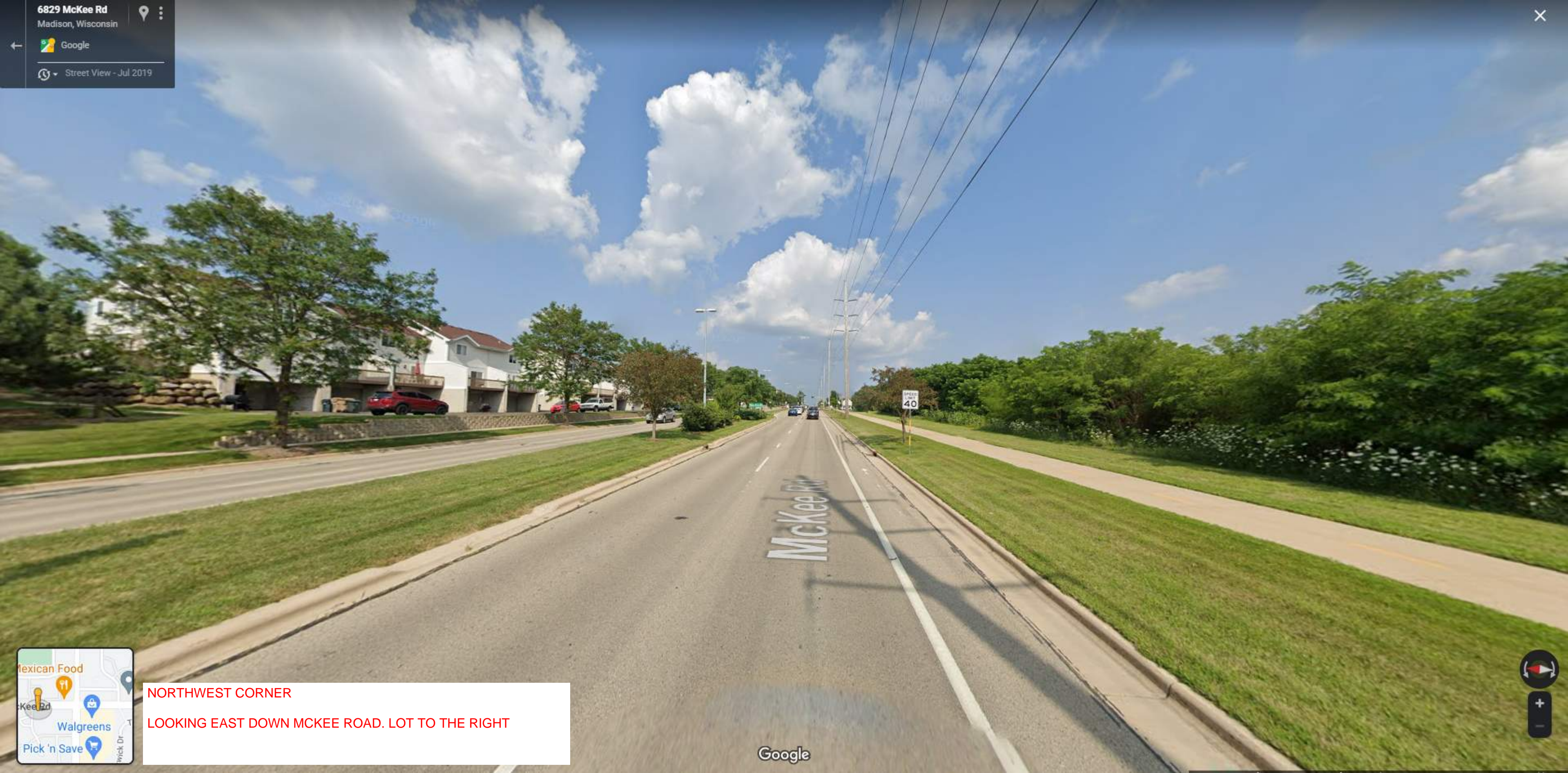
NORTHWEST CORNER

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



Google





NORTHWEST CORNER
LOOKING EAST DOWN MCKEE ROAD. LOT TO THE RIGHT



McKEE ROAD MIXED-USE DEVELOPMENT

SCHEMATIC PROJECT DATA

June 16, 2022



BUILDING 'A1'

UNIT NAME		STUDIO				1 BEDROOM				2 BEDROOMS			2BR + DEN	(1) TOTAL UNITS	(1) TOTAL BEDROOMS	COMMERCIAL NET AREA LEASABLE	RESIDENTIAL NET AREA LEASABLE	(3) GROSS AREA (S.F.)	EFFICIENCY	PARKING AREA (S.F.)	COVERED PARKING	SURFACE PARKING	PARKING RATIOS	
		A1	A2	A3	A4	B1	B2	B3	B4	D1	D2	D3	E1											
BEDROOMS		1	1	1	0	0	1	1	0	2	2	0	0											
AREA (S.F.)		505	545	615	0	0	745	775	0	1,200	1,255	0	0											
	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-	-	-						
	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	38	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	38	1.52	1.31
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%	760 Average N.S.F. per unit 427 Average S.F. per space										
		34.5%				46.6%				19.0%			0.0%											

BUILDING 'A2'

UNIT NAME		STUDIO				1 BEDROOM				2 BEDROOMS			2BR + DEN	(1) TOTAL UNITS	(1) TOTAL BEDROOMS	COMMERCIAL NET AREA LEASABLE	RESIDENTIAL NET AREA LEASABLE	(3) GROSS AREA (S.F.)	EFFICIENCY	PARKING AREA (S.F.)	COVERED PARKING	SURFACE PARKING	PARKING RATIOS	
		A1	A2	A3	A4	B1	B2	B3	B4	D1	D2	D3	E1											
BEDROOMS		1	1	1	0	0	1	1	0	2	2	0	0											
AREA (S.F.)		505	545	615	0	0	745	775	0	1,200	1,255	0	0											
	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-	-	-						
	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	4	1	0	0	20	25	-	15,930	19,100	83.4%				N/A	N/A
	LL															-	-			23,350	57	41	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	41	1.58	1.31
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%	788 Average N.S.F. per unit 426 Average S.F. per space										
		34.5%				46.6%				24.2%			0.0%											

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 AMENITY 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.



JLA
ARCHITECTS

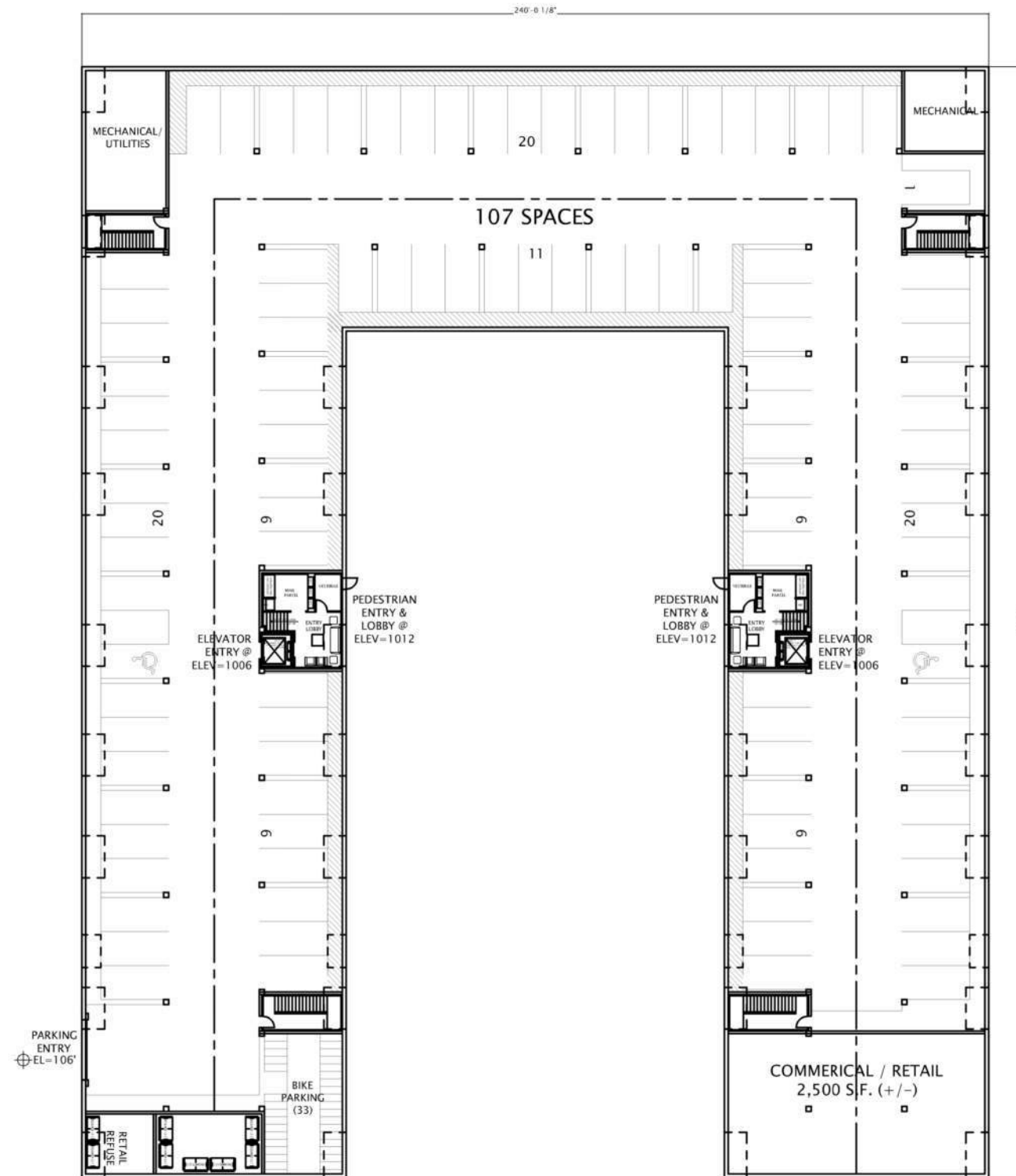
MCKEE ROAD MIXED USE DEVELOPMENT

RENDERED MASTERPLAN

September 20, 2022

1"=80' @ 11x17



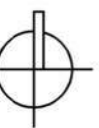


JLA
ARCHITECTS

MCKEE ROAD MIXED USE DEVELOPMENT

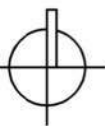
SCHEMATIC PLANS – LOWER LEVEL PARKING

JUNE 16, 2022
1"=40' @ 11x17



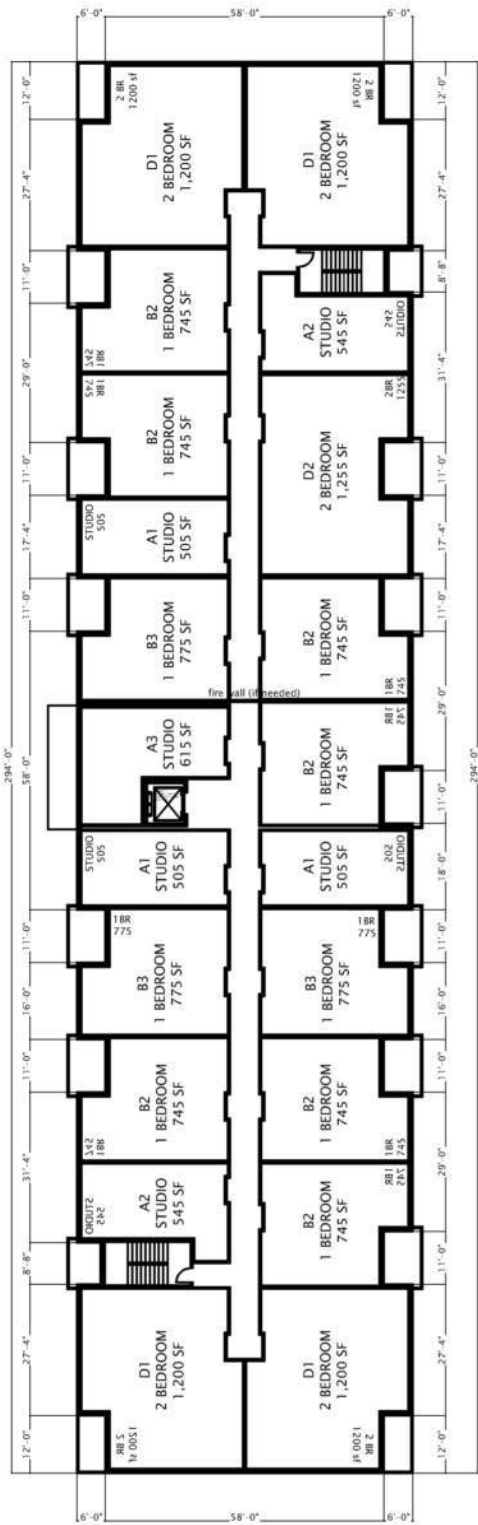
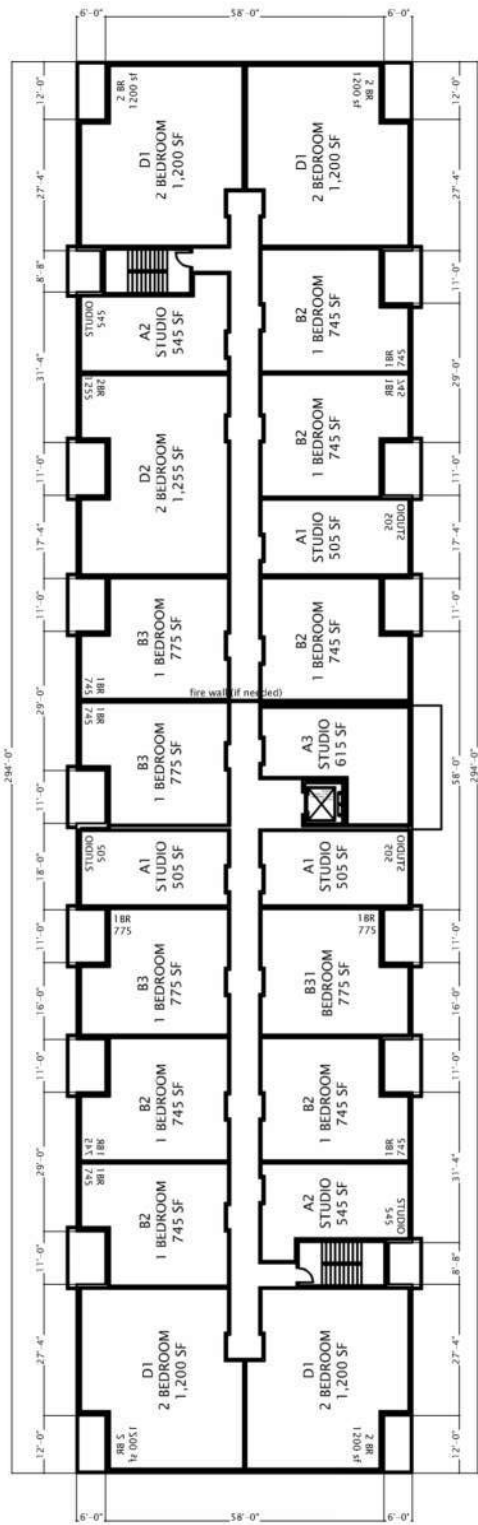


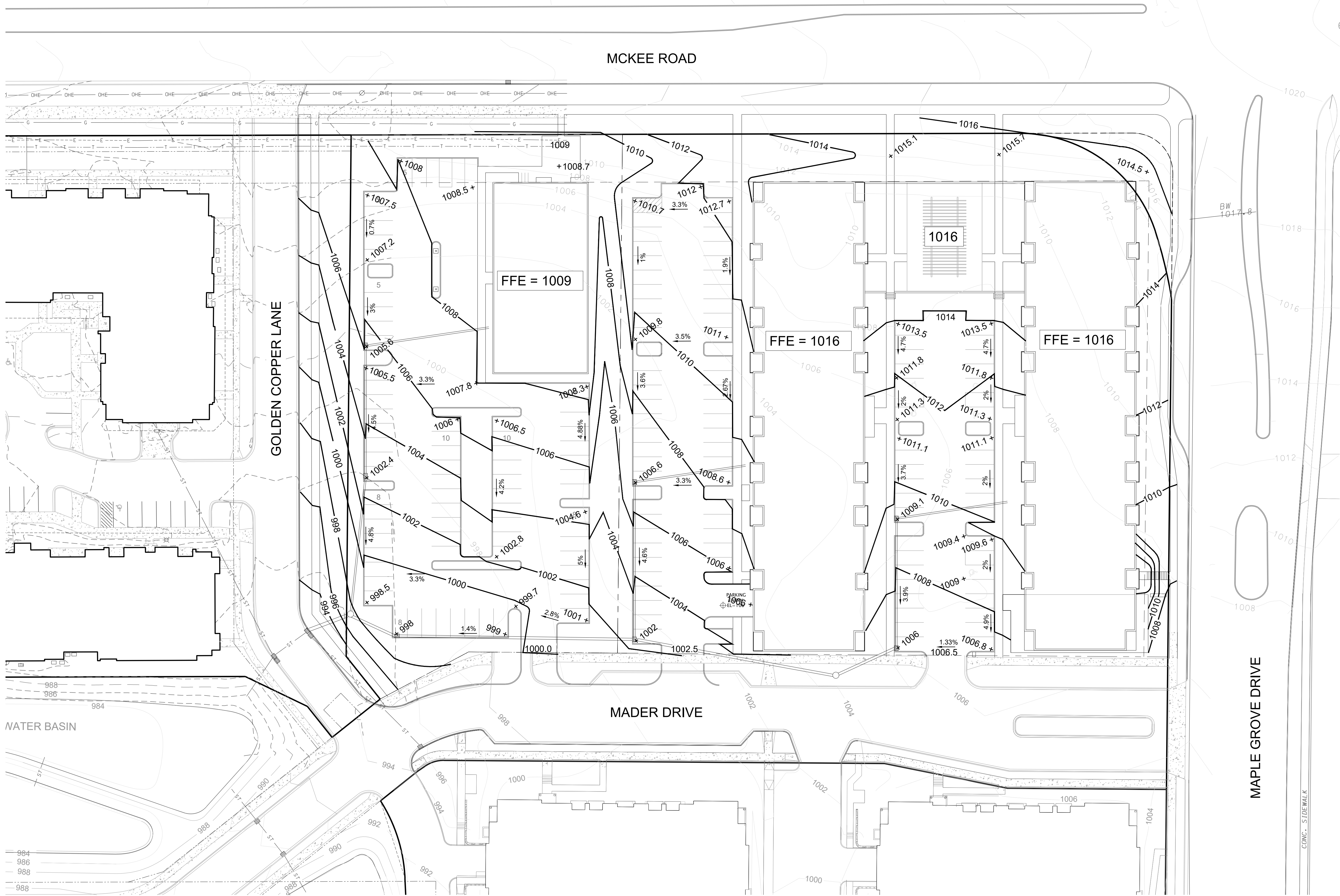
JUNE 16, 2022
1"=40' @ 11x17



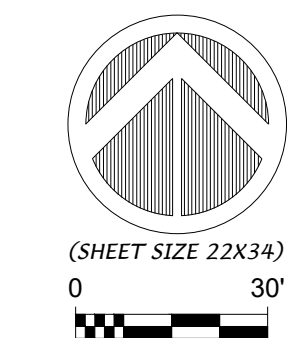


MCKEE ROAD MIXED USE DEVELOPMENT
SCHEMATIC PLANS – 2ND & 3RD FLOORS





PRELIMINARY GRADING PLAN
MCKEE & MAPLE GROVE GDP
MADISON, WISCONSIN 53719



DATE: 09-24-2022
REVISED:

DRAWN BY: WFK

FN: 21-05-170

Sheet Number:

C200