



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 6853 McKee Road
Application Type: Planned Development (PD) – Informational Presentation
Legistar File ID #: [72122](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: James McFadden, McFadden & Company, LLC | Roman E. Ryan, Ryan Funeral Home | Livesey Company

Project Description: The applicant is providing an Informational Presentation for the construction of a new funeral home located at southwest corner of McKee Road and Golden Copper Lane.

Approval Standards: The UDC will be an **advisory body** on this PD request. As with any Planned Development, the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in Zoning Code sections [28.098\(1\)](#), Statement of Purpose, and (2), Standards for Approval (PD Standards Attached).

Planned Development Zoning: The project site is located within the Maple Grove Commons General Development Plan Planned Development (est. 2010). As noted in the original General Development Plan development of the project site was originally anticipated to be commercial in nature, with buildings ranging in height from one to two stories. The Planned Development does include general architectural guidelines for commercial buildings: *“Individual commercial buildings will be designed to be as oriented to, or more oriented to the adjacent public and private streets than to the internal parking lots through the inclusion of architectural features including but not limited to vision glass, usable entrances and fully screened utility and mechanical facilities along all street-side elevations.”*

Adopted Plans: The project site is located in the [Cross Country Neighborhood Development Plan](#) (the “Plan”) planning area. The Plan recommends the project site for commercial/office land use development. In addition, the City’s adopted [Comprehensive Plan](#) recommends the project site for Neighborhood Mixed-Use development. The Neighborhood Mixed-Use land use recommendation includes more prescriptive development objectives, including those related to building form and type, which in this case is 2-4 stories, and where free-standing commercial buildings would be appropriate.

Summary of Design Considerations

Planning Division staff requests that the UDC provide feedback based on the aforementioned standards and guidelines for Planned Developments related to the design considerations noted below.

- **Building Height.** The existing PD Zoning allows for a 1 or 2 story building on the subject property. Considering the plan recommendation for 2-4 stories in height, staff have encouraged the applicant to consider potential design solutions that could provide additional height or in the alternative, provide elements such as a corner or tower element, utilizing a clearstory or adding a lofted space, or other solutions that could increase the prominence of portions of the building. Staff requests that the UDC provide any feedback related to building height as part of their feedback to the applicant.

- **Site Connectivity.** While the project site is its own lot, it remains part of the Maple Grove Commons Planned Development. As such, consideration should be given the providing enhanced connectivity both pedestrian and vehicular between the project site and the adjacent public ways. Staff notes that while the applicant has provided a conceptual site plan for the adjacent development, staff has been working actively with the adjacent property owner and refinements to the conceptual layout, as shown in the applicant's materials, are anticipated.
- **Building Orientation.** As noted in the approved Planned Development documents, buildings should be oriented towards the adjacent public streets versus internal parking lots. Given the visibility of the location of the project, on a corner lot, along a major transportation corridor, consideration should be given to the architectural design of the building, including providing four-sided architecture (materials and detailing) and active building entries and uses on all public frontages, as well as incorporating a corner element in the building design to hold the street corner. Staff requests the Commission's feedback on the building orientation to the street.
- **Building Design.** With regard to building design, consideration should not only be given to the adopted plans and PD zoning text, but also the site topography, surrounding context, and architectural style. As noted in the PD standards, planned development *"...shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability with the existing or intended character of the area..."* Staff requests the Commission's feedback on the proposed building design as it relates to the surrounding context and site topography and provides a cohesive composition in terms of details and materials.
- **Building Materials.** As noted in the letter of intent and building elevations provided, the exterior building materials appear to be comprised of stone and stucco/EIFS. While this project site is located in the Planned Development, conventional commercial and mixed-use zoning districts limit the use of EIFS and Stucco as a trim/accent material or at the top of the building. Staff requests the Commission's feedback regarding the proposed material palette, especially as it relates to the surrounding context, overall building design, and style, and Planned Development standards.

ATTACHMENT
PD Zoning Statement of Purpose and Standards

28.098 (1) Statement of Purpose.

The Planned Development (PD) District is established to provide a voluntary regulatory framework as a means to facilitate the unique development of land in an integrated and innovative fashion, to allow for flexibility in site design, and to encourage development that is sensitive to environmental, cultural, and economic considerations, and that features high-quality architecture and building materials. In addition, the Planned Development District is intended to achieve one or more of the following objectives:

- (a) Promotion of green building technologies, low-impact development techniques for stormwater management, and other innovative measures that encourage sustainable development.
- (b) Promotion of integrated land uses allowing for a mixture of residential, commercial, and public facilities along corridors and in transitional areas, with enhanced pedestrian, bicycle and transit connections and amenities.
- (c) Preservation and enhancement of important environmental features through careful and sensitive placement of buildings and facilities.
- (d) Preservation of historic buildings, structures, or landscape features through adaptive reuse of public or private preservation of land.
- (e) Provision of more adequate, usable, and suitably located open space, recreational amenities, and other public facilities than would otherwise be provided under conventional land development techniques.
- (f) Facilitation of high-quality development that is consistent with the goals, objectives, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans.

28.098(2) Approval Standards for Project

The standards for approval of a zoning map amendment to the PD District, or any major alteration to an approved General Development Plan, are as follows:

- (a) The applicant shall demonstrate that no other base zoning district can be used to achieve a substantially similar pattern of development. Planned developments shall not be allowed simply for the purpose of increasing overall density or allowing development that otherwise could not be approved unless the development also meets one or more of the objectives of (1) above. Conditions under which planned development may be appropriate include:
 - 1. Site conditions such as steep topography or other unusual physical features; or
 - 2. Redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning district requirements.
- (b) The PD District plan shall facilitate the development or redevelopment goals of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.
- (c) The PD District plan shall not adversely affect the economic health of the City or the area of the City where the development is proposed. The City shall be able to provide municipal services to the property where the planned development is proposed without a significant increase of the cost of providing those services or economic impact on municipal utilities serving that area.
- (d) The PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. A traffic demand management plan may be required as a way

to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day. Strategies and actions may include, but are not limited to, carpools and vanpools; public and private transit; promotion of bicycling, walking and other non-motorized travel; flexible work schedules and parking management programs to substantially reduce automobile trips.

- (e) The PD District plan shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.
- (f) The PD District plan shall include open space suitable to the type and character of development proposed, including for projects with residential components, a mix of structured and natural spaces for use by residents and visitors. Areas for stormwater management, parking, or in the public right of way shall not be used to satisfy this requirement.
- (g) The PD district shall include suitable assurances that each phase could be completed in a manner that would not result in an adverse effect upon the community as a result of termination at that point.
- (h) When applying the above standards to an application for height in excess of that allowed in Section 28.071(2)(a) Downtown Height Map, except as provided for in Section 28.071(2)(a)1. and Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:
 - 1. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.
 - 2. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.
 - 3. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the project and create a pleasing visual relationship with them.
 - 4. For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.
- (i) When applying the above standards to an application to reduce or eliminate setbacks required by Section 28.071(2)(c) Downtown Stepback Map, the Plan Commission shall consider the recommendations in adopted plans, including the downtown plan. No application to reduce or eliminate setbacks may be granted unless it finds that all of the following conditions are present:
 - 1. The lot is a corner parcel.
 - 2. The lot is not part of a larger assemblage of properties.
 - 3. The entire lot is vacant or improved with only a surface parking lot.
 - 4. No principal buildings on the lot have been demolished or removed since the effective date of this ordinance