



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 5133-5237 University Avenue
Application Type: New Mixed-use Development in **UDD No. 6**
Initial/Final Approval is Requested
Legistar File ID # [50844](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Justin Frahm, JSD Professional Services, Weston, WI

Project Description: The applicant is seeking UDC approval for a new development comprised of three four-story buildings with 89 multi-family residential units and approximately 6,567 square feet of commercial space with underground and surface parking.

Project Schedule:

- The UDC received an Informational Presentation for this project on **March 21, 2018**
- The Plan Commission is scheduled to review the conditional use on **March 23, 2020**

Approval Standards: The UDC is an **approving body** on this request. The site is located in Urban Design District 6 (UDD No. 6), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(13).

Summary of Design Considerations and Recommendations

Planning Division staff requests that the UDC review the feedback from the **March 21, 2018 Informational Presentation** and comment based on the specific Guidelines and Standards of **UDD No. 6**. Staff recommends that the UDC review elements including the exterior design and appearance of the buildings, pedestrian circulation, long-views from University Avenue, parking locations, and the landscape plan.

For the March 2018 informational presentation, staff provided the UDC a copy of an email correspondence that was previously shared with the development team. That email noted staff concerns about the relative isolation of the proposed “east” building at the back of the property. More specific design comments in that email related to maximizing the University Avenue building frontage, improving on-site open space, improving internal pedestrian circulation, better activating ground floor buildings (that previously included only ground-floor parking), and creating a more street-like character for the private drive.

UDC comments from the **March 21, 2018 Informational Presentation**:

- Add a sidewalk connector to the east end of the site.
- Maximize the University Avenue frontage
- The stormwater basins look engineered. Can you do something more aesthetic?
- Reconsider filling in walkways in between parking stalls adjacent to the commercial area; it would be better for stormwater treatment to have more pervious surface.
- Look at stepping back restaurant a little more and add more landscaping on University Avenue.
- University Avenue is in need of larger landscape trees to help shade glare.
- Further study vehicle circulation.

- Look at more pervious surface in the parking lot, and planting islands.
- The open space needs to be more meaningful. Effective screening will be important.
- Look at area between the east/west buildings. Can you lessen the pavement & provide more greenspace?
- Add bike parking. There's a lot of bike traffic in this neighborhood.
- Study how people get from building to the play structure
- Consider activating the roof space