AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	**PRESENTED:** October 27, 2021
TITLE: 804 Felland Road - Residential Building Complex. 3rd Ald. Dist. (67494)	**REFERRED:**
	REREFERRED:
	REPORTED BACK:
AUTHOR: Kevin Firchow, Acting Secretary	**ADOPTED:** **POF:**
DATED: October 27, 2021	**ID NUMBER:**

Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Craig Weisensel, Jessica Klehr, Christian Albouras, Christian Harper, Tom DeChant, Shane Bernau and Russell Knudson.

SUMMARY:

At its meeting of October 27, 2021, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a Residential Building Complex located at 804 Felland Road. Registered and speaking in support were Lindsay Hagens and Bob Sieger.

The proposed project consists of four lots with three larger buildings and two lots with townhouses, a pool and common area, which are currently intended to be managed by the same company. The three-story apartment buildings would be different colors and clad in materials including cement/hardi-board panels. While plans indicated the use of vinyl siding, the development team stated it was not the intent to utilize vinyl siding. Surface parking is placed behind the buildings and the larger buildings will have underground parking. All the decks are intended to include a solid cladding. All the townhouse units will be three-stories with private garages and entrances.

The Commission discussed the following:

- In response to a comment in the staff report, there was question on the overall entrance orientation, with the proposed orientation being "side-loaded" not directly facing the street.
    - The steps going in are parallel to the building.
- Lot 4 siting and orientation, understand concerns but we don't know what will happen with the property to the far west for the units that are labeled 'D.'
    - The 'D' buildings are built into the hill and have quite a gracious front entrance off that drive court. These units have decks that overlook the open space to the west. Units A, B and C have front entrances off the garages.
- Taken with the fact that Lots 3 and 4 describe all the townhomes as 3 bedrooms. Are you anticipating a lot of families and children? Comment that plans did not see the play/greenspace to support that.
- There is a public park located in close proximity to be developed.

    - Applicant stated that they have dedicated 6 acres of land across the street for development of a public park. The density went up on these lots because of that dedication.
- The two units running north/south, the front of one Unit C is facing the garage of the other Unit C, that's worth looking at. Building A seems very different than the rest of the buildings in terms of style, is that on purpose?
    - All the townhouses have a pitched roof whether it's gable or hip with the same shingles.
- Comment on the organization of doors, window fenestration, noting that the other units appear to have more of a coherent theme. Building A appears to be pretty unique on its own.
    - A is definitely different and meant to be a little bit of a change up. It was an effort to get some uniqueness from building to building.
- Appreciate the attempt to add some variety and color to these buildings. Encourage you not to use vinyl siding, use the hardi-board everywhere. Commissioner comment to encourage some consistency with where the colors are changing and have a purpose to them, have them align with other components of the building.
    - We are using all hardi-plank. We don't intent to use vinyl siding.
- Didn't see a lot of greenspace, it's not always handy to go across to a park. It would be nice to have someplace closer.
- These landscape beds would really benefit from some simplicity. Creating some bed lines that are straight and having them swell out where there is a tree anchoring a corner or some sort of landscape massing where it's logical. Clean linear lines.
- Regarding some species, a couple should be substituted. The Gold Flame Spireas could be replaced with a Grow Low Sumac or Tor Leaf Spirea; also the Stella D'Oro Daylily which is overused far too much. There are thousands of others that could replace that. Two other selections that are more serious are the Callery Pear (on the edge of invasive) and Acer Ginnala Amur Maple is definitely an invasive species. I would request you replace those two with other smaller ornamental trees.
    - Unfortunately our landscape architect is not here. He doesn't do computer work. I'm sure he would be more than happy to meet and revise and discuss his concept and your concept. Our intent was to heavily landscape the project.
- Ambitious project. My focus is on Lot 3, trying to figure out the roof forms of the C type units. What is the function and purpose of the varying heights?
    - We have 9-foot ceilings in the second floor to avoid a long straight roofline. We could go back to an 8-foot height. The dormers as part of the master bedroom help break up the roofline substantially and allow us to keep the massing so it's not all roof. That's the intent of the rear elevation.
- I appreciate trying to break up that longer building, along with the comments about simplification of materials I think there's opportunity to simplify here as well. Jostling the footprint of the buildings might create that interest.
- Look to provide usable space for kids to play. Lots 3 and 4, Buildings C could be moved closer to Wisdom Road, we're creating a little bit more space in the pool courtyard. Similarly by Eternity Drive, more space between A and C could make a pocket for kids to run around. Would the zoning prohibit those buildings from being closer to the street?
- Staff: Will verify if there is flexibility that the underlying setback can be waived or amended as part of the conditional use.
- Like the eclectic mix of everything, the prairie style motif seems out of place.
- Need to see some of these site plan changes vs. approval at a staff level.

<u>ACTION</u>:

On a motion by DeChant, seconded by Klehr, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (7-0).

The motion was approved subject to the following conditions:

- Provide landscape alternatives to the Callery Pears, Acer Ginnala Amur Maple and Acer Tarari Maple with other small ornamental trees and replace Stella D'Oro Daylilies with other perennials.
- Provide simplification of the prairie style building to better match the modernity of the others.
- Provide simplification of colors including of where colors transition.
- Create additional on-site greenspace in the townhome lots (3 and 4).