

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: FEBRUARY 24, 2010
UDC MEETING DATE: MARCH 3, 2010

Action Requested
 Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

PLEASE PRINT!

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PROJECT ADDRESS: 6002 COTTAGE GROVE ROAD

ALDERMANIC DISTRICT: 3

OWNER/DEVELOPER (Partners and/or Principals) ROLLIE WINTER & ASSOCIATES
3315A N. BALLARD ROAD
APPLETON, WI 54911
ARCHITECT/DESIGNER/OR AGENT: VANDEWALLE & ASSOCIATES
120 EAST LAKESIDE STREET
MADISON, WI 53715

CONTACT PERSON: BRIAN MUNSON
Address: 120 EAST LAKESIDE STREET
MADISON, WI
Phone: 608.255.3988
Fax: 608.255.0814
E-mail address: BMUNSON@VANDEWALLE.COM

TYPE OF PROJECT:
(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)
 New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)
 R.P.S.M. Parking Variance (Fee required)

(See Section D for:)
 Comprehensive Design Review* (Fee required)
 Street Graphics Variance* (Fee required)
 Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



VANDEWALLE & ASSOCIATES INC.

To: Al Martin
From: Brian Munson
CC:
Date: Wednesday, February 24, 2010
Re: UDC Informational Submittal: Grandview Commons Grocery Store

Attached please find 14 copies of the Submittal for the Grocery Store Concept Plan within the Grandview Commons Town Center. This submittal, on behalf of Rollie Winter Associates and Veridian Homes, is intended for informational discussion at the March 3rd Urban Design Commission.

Creation of a vibrant walkable town center has been a focus of the Grandview Commons project team since the neighborhood's inception in 1999. Over the course of the implementation of the project a key element was holding back the successful creation of the commercial pieces: an anchor. Veridian's purchase of the Doric Lodge created an opportunity to extend the mixed use area and has led to the potential integration of a grocery store use submitted in this packet.

Maintaining the balance between the walkable district and the grocery store has been a lengthy discussion and design process, with the following elements integrated into this submittal:

- 1.) Shared parking for all uses to minimize un-used parking areas reducing the parking ratio to 2.6-3.1 stalls/1,000 square feet of retail (excluding potential residential allocations).
- 2.) Incorporation of the "Big Box Ordinance" requirements for site design and architecture
- 3.) Green infrastructure including parking lot infiltration and construction of the grocery store to LEED silver standards
- 4.) Continued focus on the creation of a walkable Village Green area with sidewalk connections, street facing retail/mixed use, placement of the auto oriented uses along Cottage Grove Road, and separation of loading dock/truck traffic.

We look forward to discussing the project with the commission.

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Shaping places, shaping change

















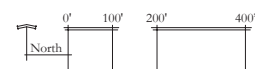
Grandview Commons

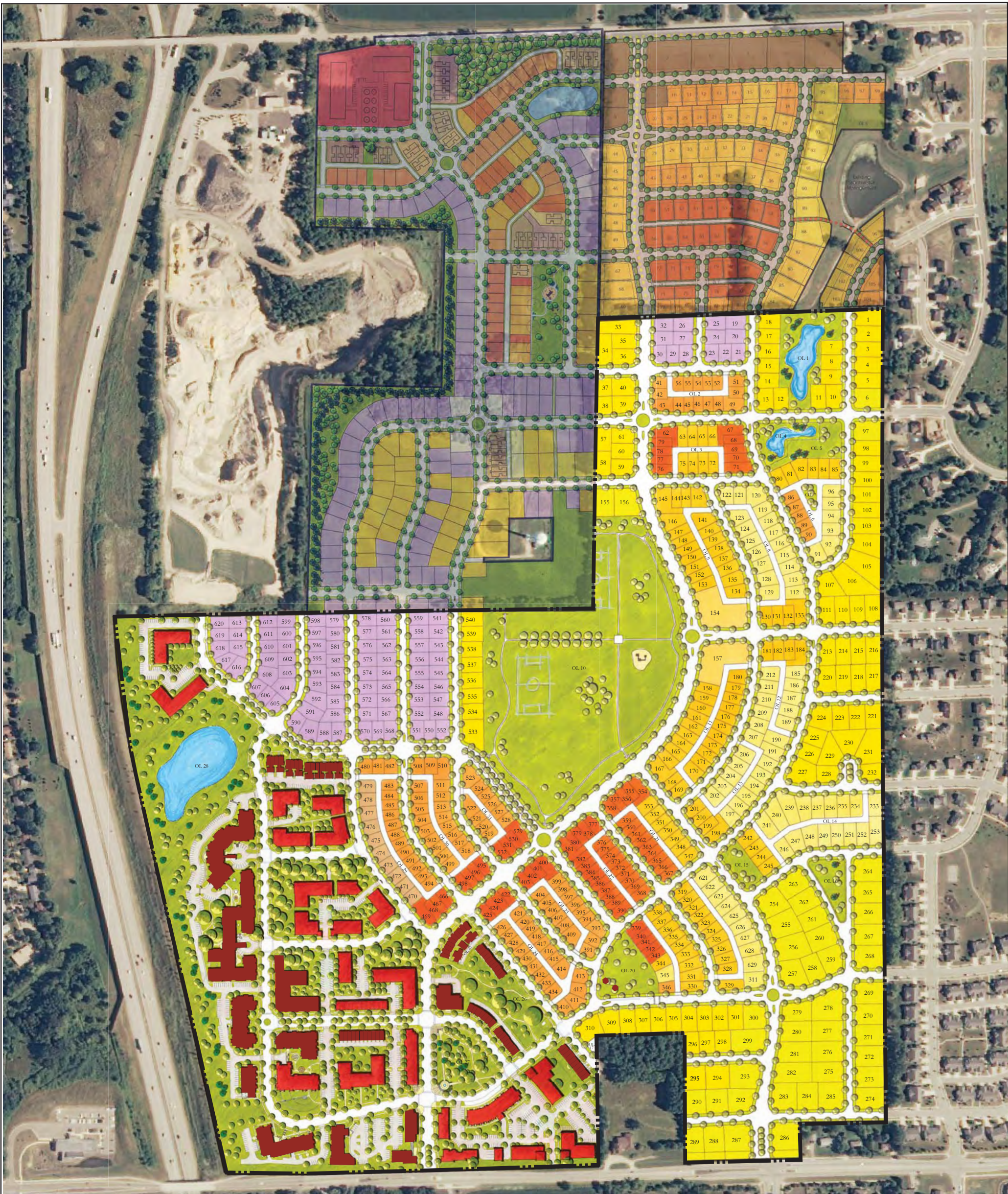
Madison, Wisconsin

Existing Conditions

Illustrative Plan

Single Family (Alley Loaded)		Multi-Family	
	Garden Homes (45'x80')		Twin Homes
	Cottage Homes (37'x95')		Condo/Apartments
	Village Homes (45'x95')		Neighborhood Center Residential
	Village Homes II (59'x90')		Neighborhood Center Mixed Use
	Courtyard Homes (75'x95')		Parks & Open Space
Single Family (Front Loaded)			Stormwater Management
	Ridge View Homes (59'x85')		
	Manor Homes (69'x100')		
	Estate Homes (95'x130')		





Grandview Commons

Madison, Wisconsin

Illustrative Plan

Single Family (Alley Loaded)

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- Cottage Homes (37'x95')
- Village Homes (45'x95')
- Village Homes II (59'x90')
- Courtyard Homes (75'x95')

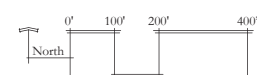
Single Family (Front Loaded)

- Ridge View Homes (59'x85')
- Manor Homes (69'x100')
- Estate Homes (95'x130')

Multi-Family

- Twin Homes
- Condo/Apartments
- Neighborhood Center Residential
- Neighborhood Center Mixed Use

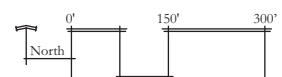
- Parks & Open Space
- Stormwater Management



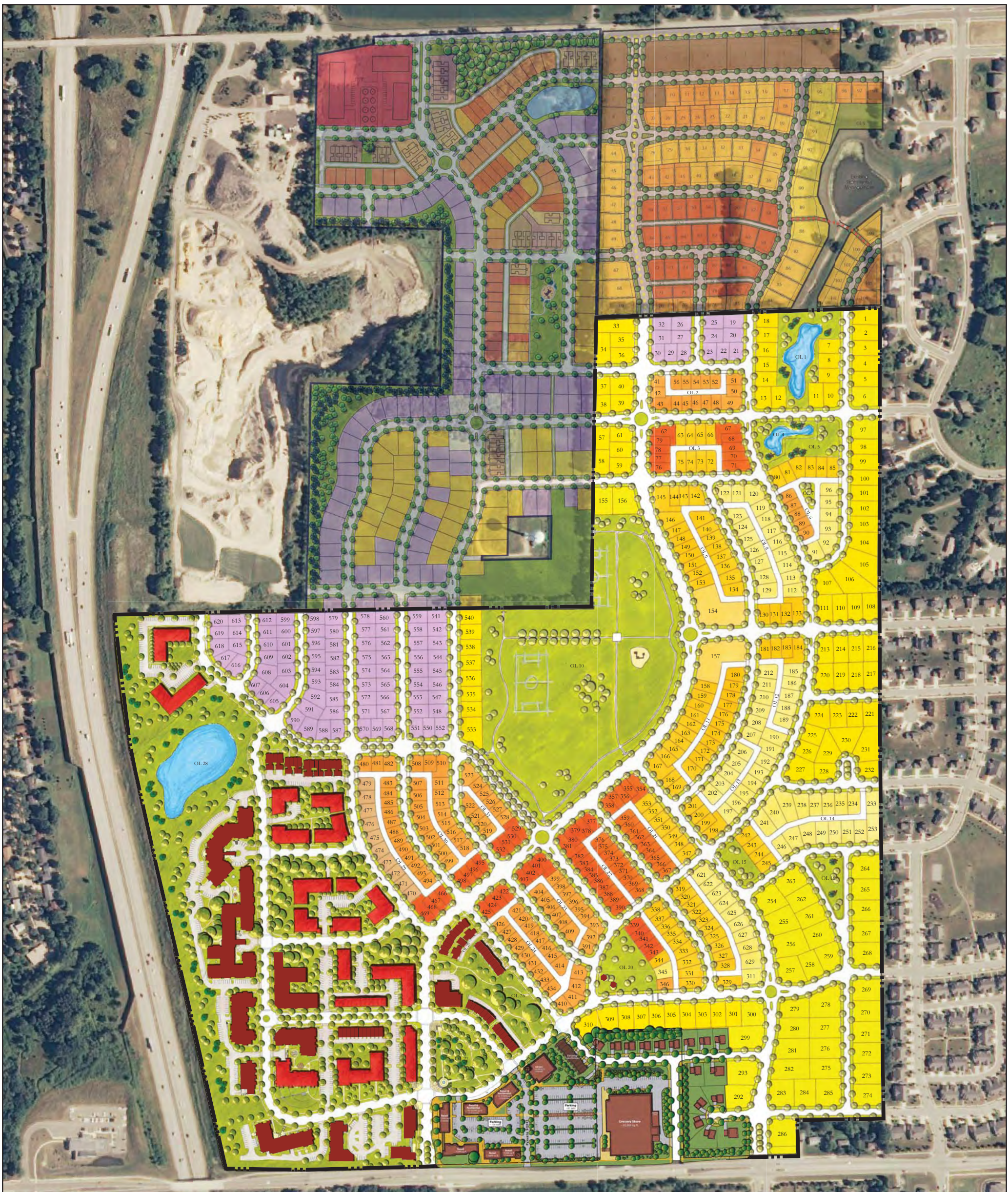


Grandview Commons Town Center

Madison, Wisconsin



Vandewalle & Associates
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Grandview Commons

Madison, Wisconsin

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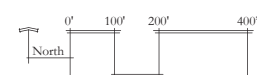
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Multi-Family

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- Condo/Apartments
- Neighborhood Center Residential
- Neighborhood Center Mixed Use

- Parks & Open Space
- Stormwater Management



Grandview Commons

Town Center/Doric Lodge
Concept Plan

DRAFT

