

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 29, 2015

TITLE: 6001 Gemini Drive – PD(GDP) for
“Grandview Commons Town Center.” 3rd
Ald. Dist. (39063)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: July 29, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Lois Braun-Oddo, Richard Slayton, Tom DeChant, Dawn O’Kroley, Sheri Carter and Michael Rosenblum.

Due to technical issues with the recording of this meeting for the record, specific details on this discussion are not available.

SUMMARY:

At its meeting of July 29, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for “Grandview Commons Town Center” located at 6001 Gemini Drive. Appearing on behalf of the project were Brian Munson, Joseph Lee and Dan Brinkman, all representing Greyrock at Grandview, LLC.

- Show utility layout, dumpster, gas meters and practical.
- Provide primary doors and entries at the street; make parking lot side the parking lot side where possible and with the exception of Cottage Grove Road.
- Gemini could be a pedestrian street; rotate building(s) to accommodate.
- Reverse greenspace at Cottage Grove Road.
- Place Building B1 not to block view between the grocery store and the Great Dane.
- The reduction in potential building heights, residential/commercial use above grade in favor of primarily one-story buildings with one 2-story building to replace 1-2 and 2-4 story mixed-use buildings within the current PD-GDP is not favorable.
- The now auto-oriented site plan provides for a disconnect of the pedestrian spine to the west of Gemini Drive supported within the current PD-GDP.
- Look at the use of outdoor areas more than the expression of outdoor cafes for restaurants but as commons area and pedestrian amenities.
- Consider maintaining the central pedestrian walkway as a focal point as previously approved.
- The proposed ground sign is too suburban and large for the area and its context as a town center.
- The sign package has some components that are inconsistent with the Sign Control Ordinance MGO Chapter 31 and requires further attention.
- Elements of the building’s architecture require attention for reasonable return of brick at corners of building where there is a change in materials and consideration for change in plane.

- The surface parking at that site's center should not be the focal point of the development.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 6001 Gemini Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	4	6	4	-	-	4	3	

General Comments:

- Low rise suburban mall-style buildings don't support the new urbanism intent of Grandview.