



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 9510 Watt Road and 604 Feather Sound Drive
Application Type: New Residential Building Complex – Initial/Final Approval is Requested
Legistar File ID # [55804](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Dan Schmidt, The Edison, LLC & Brian Munson, Vandewalle & Associates, Madison, WI

Project Description: The applicant is seeking approval to construct a residential building complex with 189 units in three apartment buildings that share common amenities including a central community room & fitness area and outdoor pool plus multiple seating areas. The building heights vary and include Building A at four stories with 84 units, Building B at three stories with 63 units, and Building C at three stories with 42 units. The applicant is also seeking Plan Commission and Common Council approval to rezone from CC-T/TR-P to CC-T/Amended TR-P/Conditional use.

Project Schedule:

- The UDC received an Informational Presentation on May 29, 2019.
- The Plan Commission is scheduled to review the conditional use for this site on August 26, 2019.
- The Common Council is scheduled to review the related rezoning on September 3, 2019.

Approval Standards:

The UDC is an advisory body on this request. Section 28.151 of the Zoning Code requires that Residential Building Complexes be reviewed by the Urban Design Commission pursuant to the provisions in Section 33.24(4)(c). Section 33.24(4)(c), Residential Building Complexes, states: "The Urban Design Commission shall review the exterior design and appearance of all principal buildings or structures and the landscape plans of all proposed residential building complexes. It shall report its findings and recommendations to the City Plan Commission."

Summary of Design Considerations and Recommendations

The Planning Division staff requests that the UDC provide comment on the recommendations from the May 29, 2019 Informational Presentation. In addition, Planning Division staff have been working with the City's Traffic department on site access and circulation – please see the planning division staff comments on page 2.

May 29, 2019 Informational Presentation UDC Comments:

- Provide stormwater management plan
- Consider alternate roof form – pitched roof looks massive and study flat roof option
- Study first level connector element – symmetry, transparency & connection to outdoor space
- Study main entry composition - Consider adding a canopy to emphasize entry
- Consider alternate patio guardrail detail – consider horizontal/simple pattern
- Provide more detail on treatment of underside of balconies
- Consider adding a landscaping separation or screening element between parking lot and neighbor in the northwest corner.

Planning Division staff comments:

Planning staff has reviewed the proposed residential building complex and recommends that the Urban Design Commission consider the following points as it makes its recommendation to the Plan Commission. Please note, staff concept plans illustrating these points were provided to the development team in May.

- According to the Traffic Engineering Division, access to South Point Road for the project will be limited to a right-in/right-out driveway, with no left-turn movements allowed onto South Point Road. Traffic Engineering staff indicates that a left-in turn movement into the driveway north of Building A may be possible in the future when the parcel to the north develops. Staff did not indicate whether left turns out of this driveway onto southbound South Point would be possible. As a result, traffic leaving the site to head south will be required to use Feather Sound Drive to make left turns at either Harvest Moon Lane to the north, or Watts Road to the south.
- Planning staff feels that the massing of the proposed complex along Watts Road requires additional study. Per the 2018 Pioneer Neighborhood Development Plan, the northeastern corner of South Point and Watts Road is recommended for neighborhood mixed-use development, and the existing zoning of platted Lot 16 and the 2018 Acacia Ridge TR-P zoning master plan are generally consistent with this recommendation.
- The plans for the proposed development suggest that 3,470 square feet at the southwestern corner of Building A may be converted in the future from four apartments to commercial space. However, both the 25-foot setback of Buildings A and B from Watts Road, and the elevation of Building A five to eight feet above the Watts Road sidewalk do not appear to support the development of the mixed-use planned for the site, both in the neighborhood development plan or existing master plan. The location of parking for the future commercial space north of Building A and across a residential courtyard also does not seem conducive to the future conversion and eventual creation of the planned mixed-use corner. The potential lack of access from southbound South Point to the commercial parking due to the Traffic Engineering condition also seems to limit the potential for the planned commercial conversion.
- To better improve or position the development for future commercial development staff requests that consideration be given to the following:
 - Consider moving buildings closer to Watts road and create more of a Plaza at the southwestern corner of Building A.
 - Consider the full separation of Buildings A and B to facilitate a full access driveway onto Watts Road, reducing the need for some traffic from the development to use residential streets to eventually go south. A connected club house could be considered between buildings B and C along Feather Sound Drive
 - Consider relocating the residential courtyard and amenities to the eastern portion of the site to allow more parking to be located closer to Building A in support of the future commercial on the first floor. Staff feels that the moving more of the residential mass along Feather Sound Drive would be consistent with the neighborhood development plan, and may obviate the need to rezone the property or re-divide the subject site to support the proposed complex.
- Additionally, staff recommends that less of Building C extend perpendicular to Feather Sound to reduce the mass and number of units in the rear yards of the single-family residences located across the private drive along the south side of Harvest Moon Lane.