

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** February 6, 2013

TITLE: 9601 Elderberry Road – Concept Review
for Planned TR-U1 – Highland Community
Concept. 9th Ald. Dist. (28969) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: February 6, 2013 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Richard Slayton, John Harrington, Dawn O’Kroley, Cliff Goodhart, Marsha Rummel, Tom DeChant and Henry Lufler.

*Due to mechanical issues this report reflects a summary of the presentation and discussion.

SUMMARY:

At its meeting of February 6, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a concept review for a Planned TR-U1 located at 9601 Elderberry Road. Appearing on behalf of the project were Ryan McMurtrie, Judy Husar, Bob Loelle and Jon McMurtrie, representing MCS Investments, Inc./United Financial Group, Inc.; Josh Pudelko, representing Trio Engineering; and Dorothy Paler. The project team presented plans for the development of a 38.18 acre parcel located on the southerly side of Elderberry Road adjacent to a single-family subdivision. The project provides for the development of a large 137-unit elderly apartment building, attached senior townhomes in various modules, an array of two and four-unit buildings with garages, a number of thirty-six unit, eight-unit, seven-unit and five-unit apartment buildings located on six proposed lots separated by public streets based on a modified version of the Elderberry Neighborhood Development Plan. Following the presentation the Urban Design Commission noted the following:

- The approval to place previously utilized building prototypes with similar architectural features, materials and color palette doesn’t appear to fit in context with the natural topography and context of the area, the natural landscape and should be reexamined. The buildings as applied for the site don’t relate.
- An attempt should be made to create a more urban palette and design for the various building types that provide a better fit.
- Try not to emulate the same buildings even if it is the model.
- Your street width and alley width behind the townhomes means a lot of asphalt. Do you really need cars parked on either side, or parking on one side and look at the space between the townhomes. Think of the view out of your window to make it a nicer view.
- Bring a stormwater management plan when you return.
- Think of ways to mitigate the stormwater with landscaping, ponds, etc.
- Is there something in the landscaping plantings that gives you a sense of place rather than just sitting around buildings.

- It would be great to have this look as though you came in and preserved a natural planned community. But what your landscape plans relate to is a Colonial style architectural. Look at a style that would relate better to the landscape. I don't understand the style of architecture; once we turn 55 we don't all of the sudden like that look. Move forward with new architecture for the times.
- Try to vary your plantings for variety.
- We're going to want to know what will happen to the existing trees.
- We like to see no more than 12 parking stalls without a tree island in a parking lot.
- Not everyone over age 55 wants to live in something that looks like an old folk's home.
- You can respond to wanting to address the street without all the angles.
- If you brought the façades closer to the streets you might get some really nice space within the courtyard that could be used, and nice space on the street.
- You've now created a street that's fantastic to walk along by nestling your buildings closer to the street.
- I would like to see a phasing plan as well because some things really concern me. I think a phasing plan of the streets is critical.
- These four garages in a row, you're going to see those on those three buildings on Elderberry, so those are going to be predominant by garages. That strikes me as not a very pleasant façade to be driving along.
 - We can explore changing that orientation.
- Strongly recommend that you look at classic new urbanist developments, the kinds of things that new urbanism is trying to make happen. Many of the comments here are relaying those points: close to the street, walkable, an urban form needs to be an urban form. Garages need to not be predominant, no "snout nose" types of buildings. Think about how this is going to look and feel as people look out across the landscaping. It should be attractive, and create community through architecture.
- I think the idea of a community garden would be a great amenity to these people who will be giving up their existing gardens.
- There are views of the sunset that should be taken advantage of.
- Walk in the Arboretum, the wooded areas, the prairie areas, and think about how a house dropped in that area with plantings like this would feel out of place.

ACTION:

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

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 4 and 4.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 9601 Elderberry Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	4	4	-	5	-	5	5	4.5
	4	4	4	-	-	4	4	4

General Comments:

- Look at more architectural and building placement diversity. Try not to isolate elderly from rest of development.
- Need to start over with site layout – site not unified. Southeast quad is extremely poor, look for mechanisms to integrate building patterns and roads and landscape. Strive for major open areas tied to clustered buildings.