

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 11, 2013

TITLE: 9414 Silicon Prairie Parkway – Conditional Use for a Proposed Seven-Building, 248-Unit Multi-Family Residential Development. 9<sup>th</sup> Ald. Dist. (31497)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: September 11, 2013

ID NUMBER:

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

**SUMMARY:**

At its meeting of September 11, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a conditional use for a proposed seven building, 248-unit multi-family residential development located at 9414 Silicon Prairie Parkway. Appearing on behalf of the project were Randy Bruce and John McKenzie, representing McKenzie Apartment Company. The site is south of Mineral Point Road as a transition piece between low density residential and commercial uses on Mineral Point Road. The development has access off Silicon Prairie Parkway with a plan for a road to extend through to a future street. According to Bruce the neighborhood pleased with the development plans and matches the existing architecture. McKenzie spoke about the purchase contract, where it is understood that the infrastructure will be built, and Welton has the right to delay this road if it’s acceptable to the City; the City will ultimately decide when the road will be built. They would like to be able to built this project with the anticipation of the road.

Comments and questions from the Commission were as follows:

- How much of an elevation difference is there in grading?
  - There is fall across the site, maybe an 8-foot fall across the whole site. It’s not real steep. We’re going to put a walking trail and landscaping around it.
 Would you consider integrating the clubhouse with that outdoor amenity (on-site ponds) relocated to Silicon Prairie Parkway?
  - Absolutely. This clubhouse has already moved several times.
- Do you need that much surface parking?
  - We’re out where we don’t have a lot of mass transit, we’re at a parking ratio of about 1.7 cars per unit. We’re trying to get as much of it on the street as we can.
- There’s an awkwardness to some of this parking and it really butchers the site. I’d explore that a bit more, make this more of an area that’s lined with trees on both sides. It would be nice to break up some of that.

- These radii are very suburban (internal private road). I don't know what you can do to make that more urban, maybe create more green connectors at those corners. The cars parked on those curbs really make it look suburban when they park on that curve.
- You're designing 7 or 8 buildings, not just one repeated. Thinking through phasing and how to make it a neighborhood rather than a replica.
- Look at pond(s) configuration to make usable along with the stream.
- Project would be enhanced and more functional with additional right-of-way to the north.

**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 rating for this project is 5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 9414 Silicon Prairie Parkway**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	6	-	-	-	-	-	-
	5	-	-	-	-	-	-	-
	5	5	-	-	-	5	5	5

General Comments:

- Reduce parking, don't cookie cut buildings.
- Look at a more urban street/site layout.