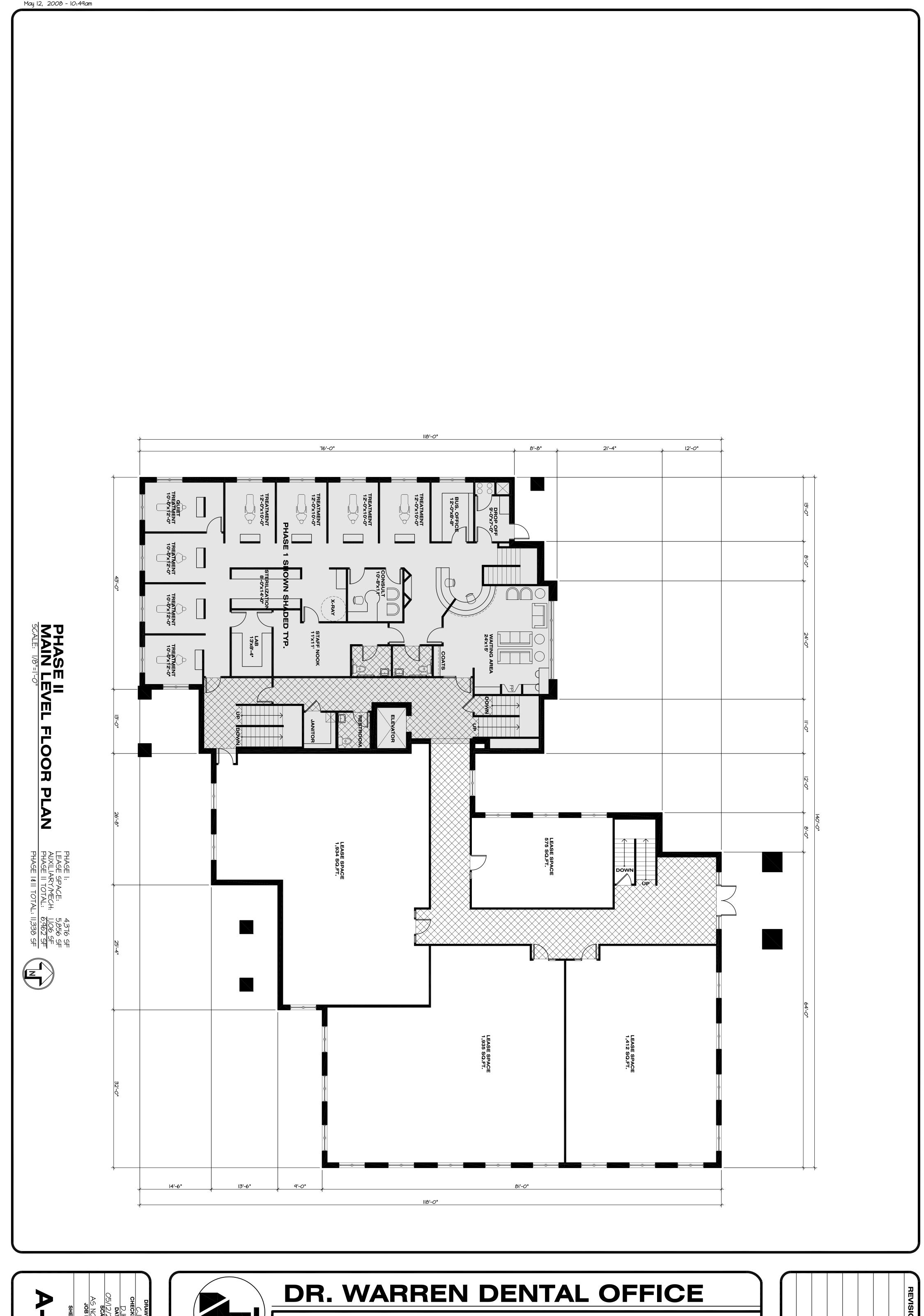
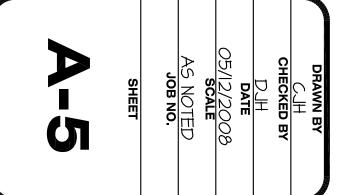
#### APPLICATION FOR **URBAN DESIGN COMMISSION REVIEW AND APPROVAL**

AGENDA	ITEM#	
Project #	09841	

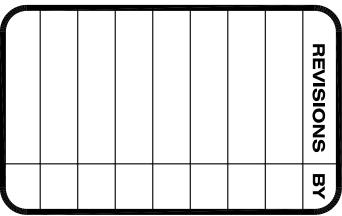
DATE SUBMITTED: 5/14/2008	Action Requested Informational Presentation  x Initial Approval and/or Recommendation
UDC MEETING DATE: 5/21/2008	Final Approval and/or Recommendation
PROJECT ADDRESS: 6502 Town Center Drive ALDERMANIC DISTRICT: 3  OWNER/DEVELOPER (Partners and/or Principals Robb A. Warren, D.D.S.	
4226 Milwaukee Street	303 West Upham Street, Suite 100
Madison, WI 53714  CONTACT PERSON: Dan Helwig  Address: 303 West Upham Street	Marshfield, WI 54449
Marshfield, WI 5444  Phone: (715) 384-3207  Fax: (715) 384-9922  E-mail address: chris@designunlimited	9
well as a fee) School, Public Building or Space (Fee may be	an Urban Design District * (A public hearing is required as e required) ing of a Retail, Hotel or Motel Building Exceeding 40,000
(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)	ed)
Other*Public Hearing Required (Submission Deadline 3 W	Veeks in Advance of Meeting Date)

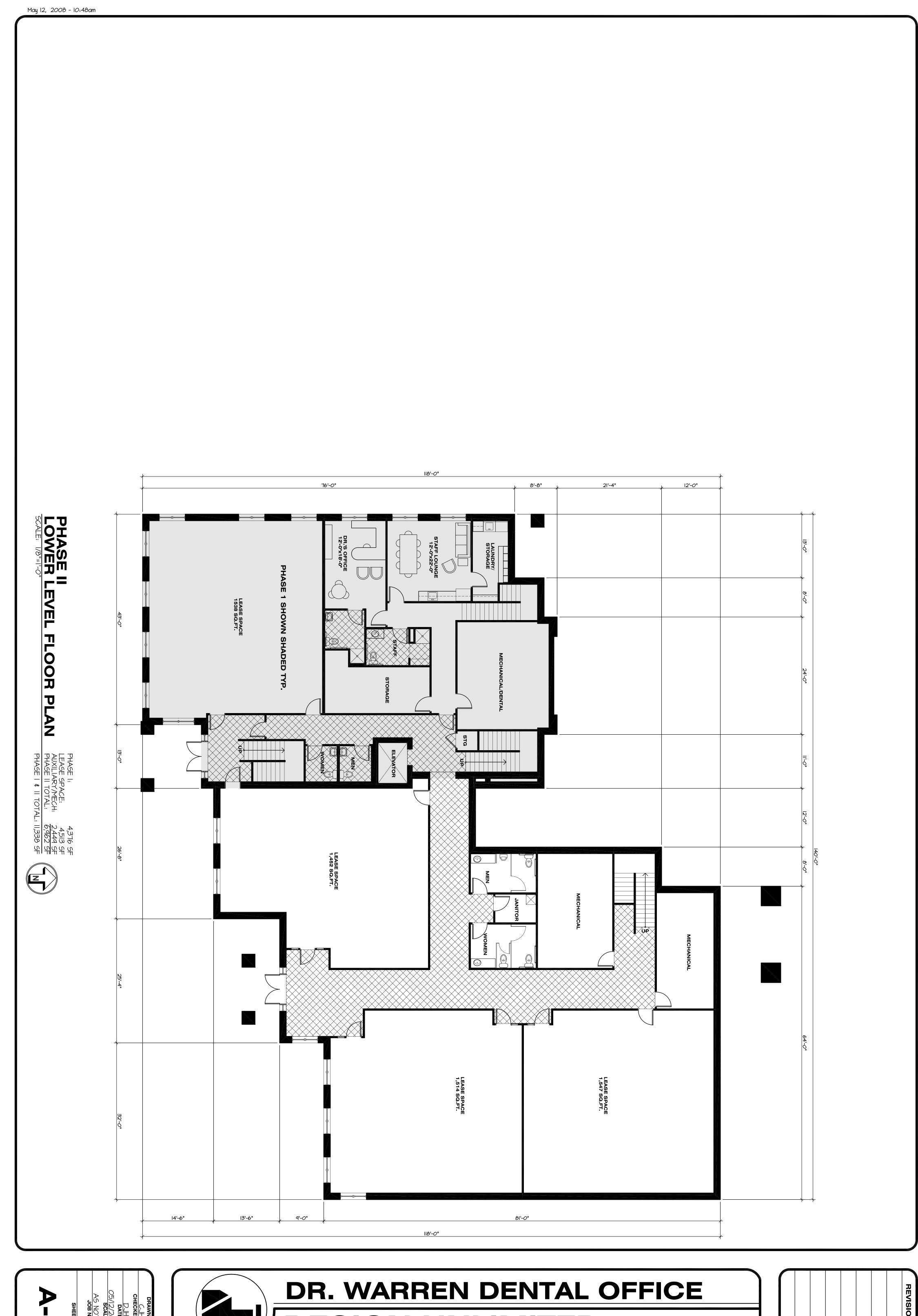
Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

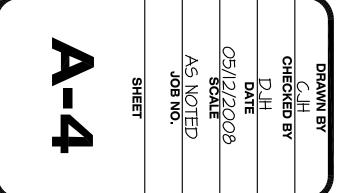




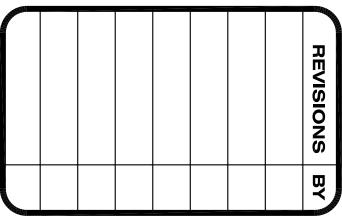


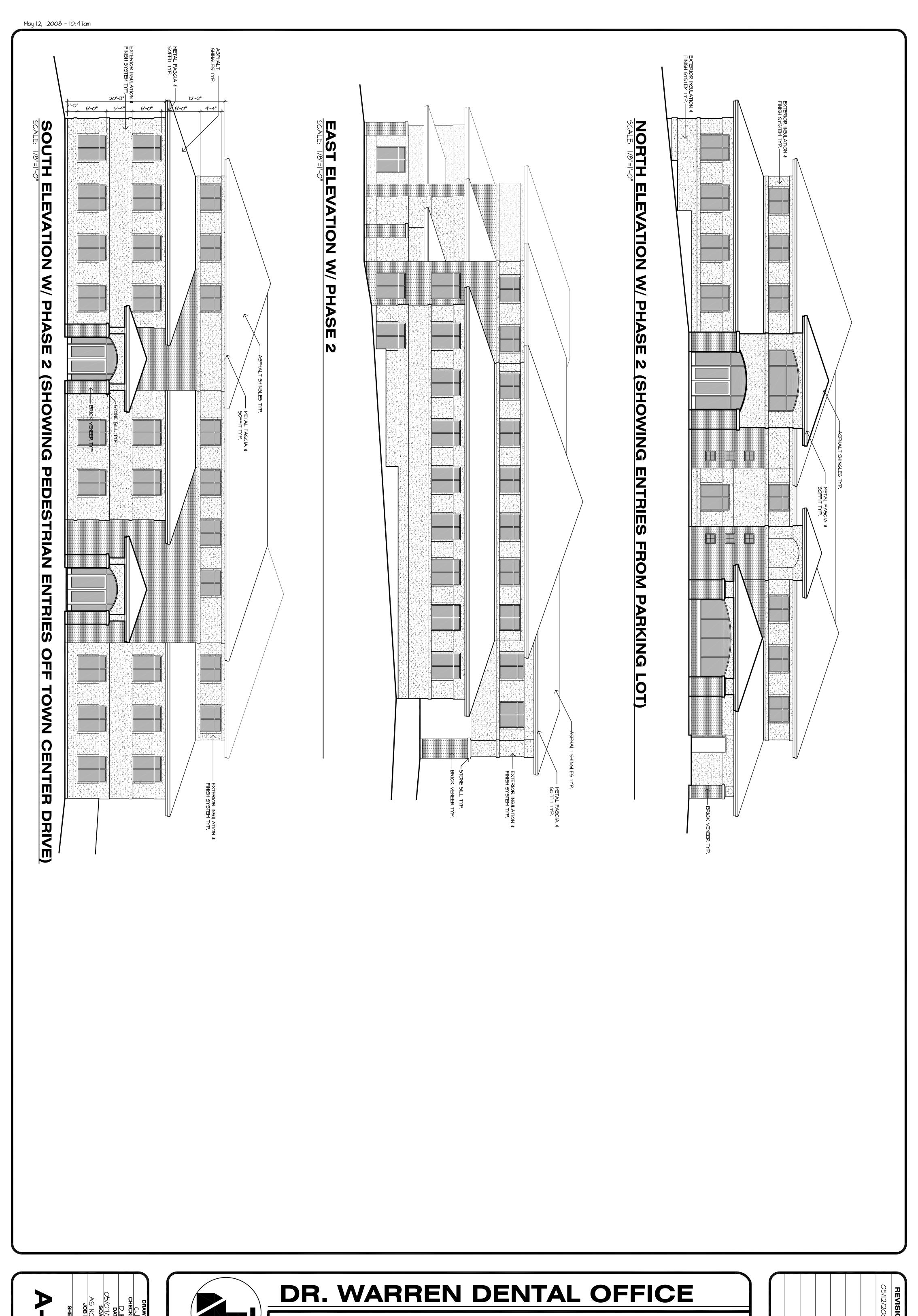


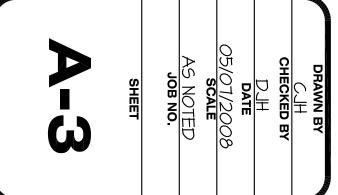






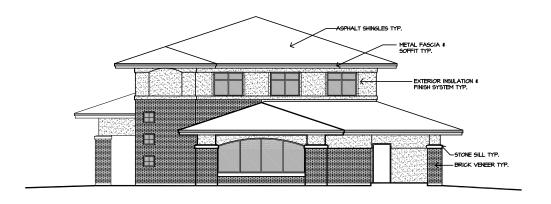








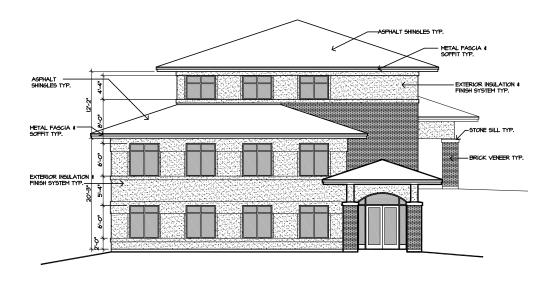
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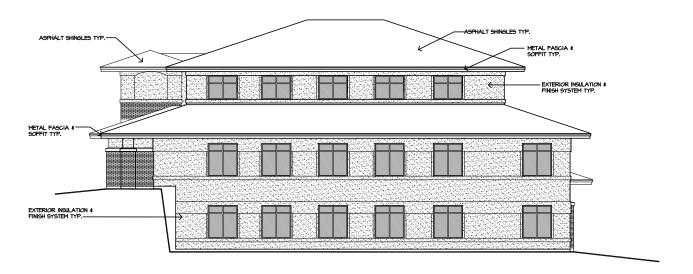
#### **NORTH ELEVATION PHASE 1**

### EAST ELEVATION PHASE 1 SCALE: 1/8"=1"-O"



SOUTH ELEVATION PHASE 1

SCALE: |/8"=|-0"



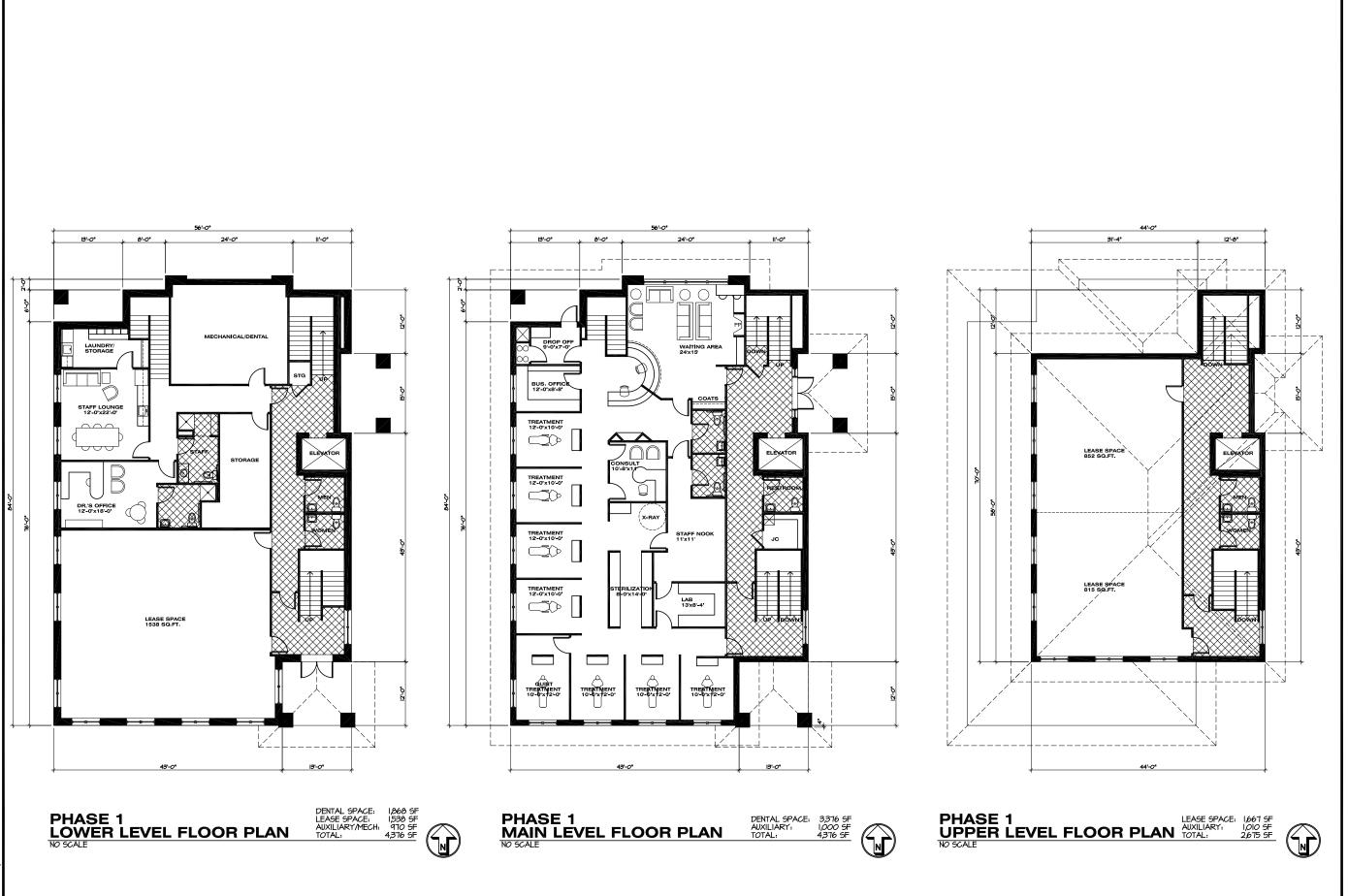
WEST ELEVATION PHASE 1
SCALE: 1/8"=1"-O"

REVISIONS BY

DENTAL OFFICE

DR. WARREN DENTAL
DESIGN UNLIMITED
DAN HELMIG, ARCHITECT, AIA, 303 MEST UPHAN STREET, SUITE 100, MARSHFIELD, WIS 5444

DRAWN BY
C.JH
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D.JH
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REVISIONS BY

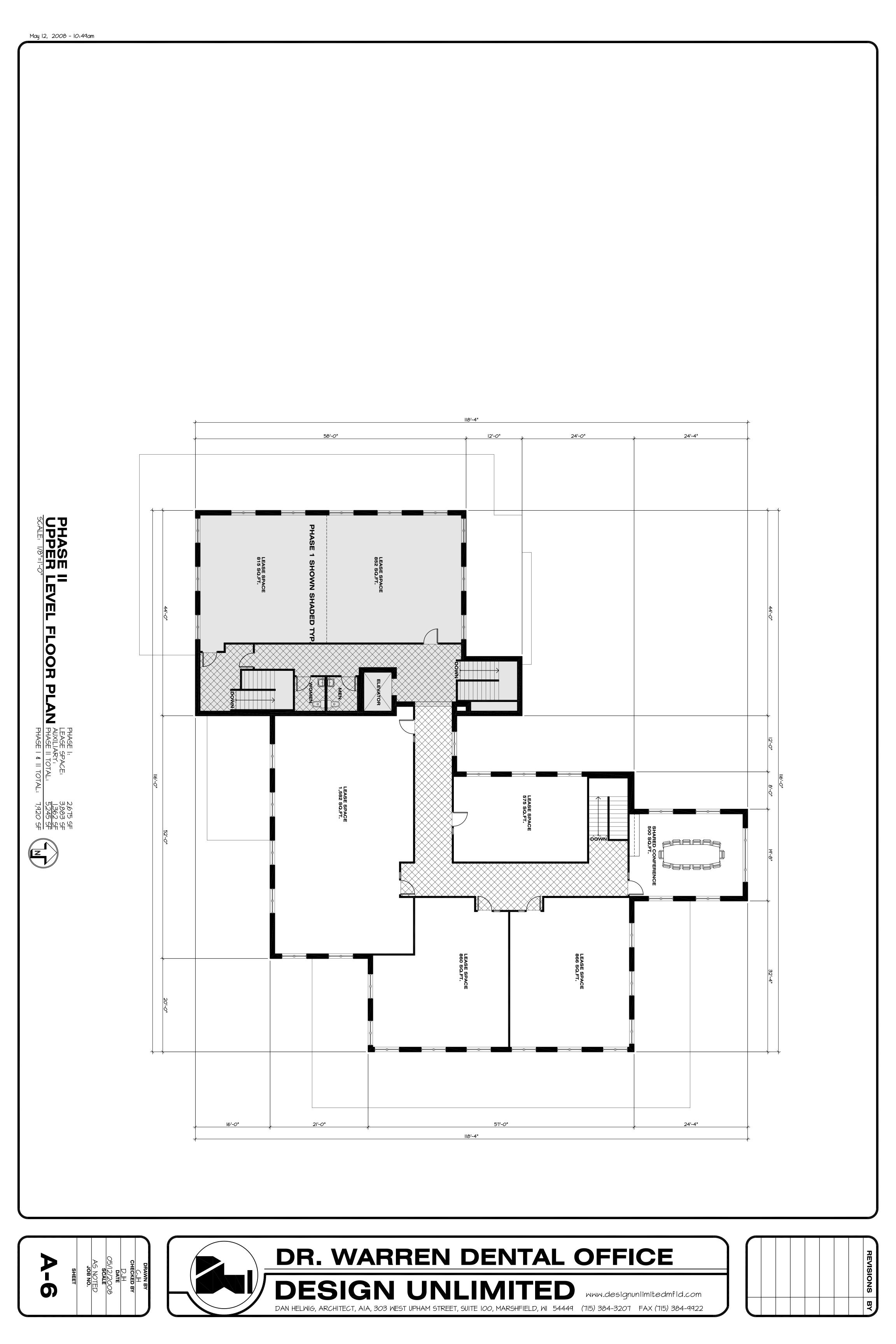
WARREN DENTAL OFFICE

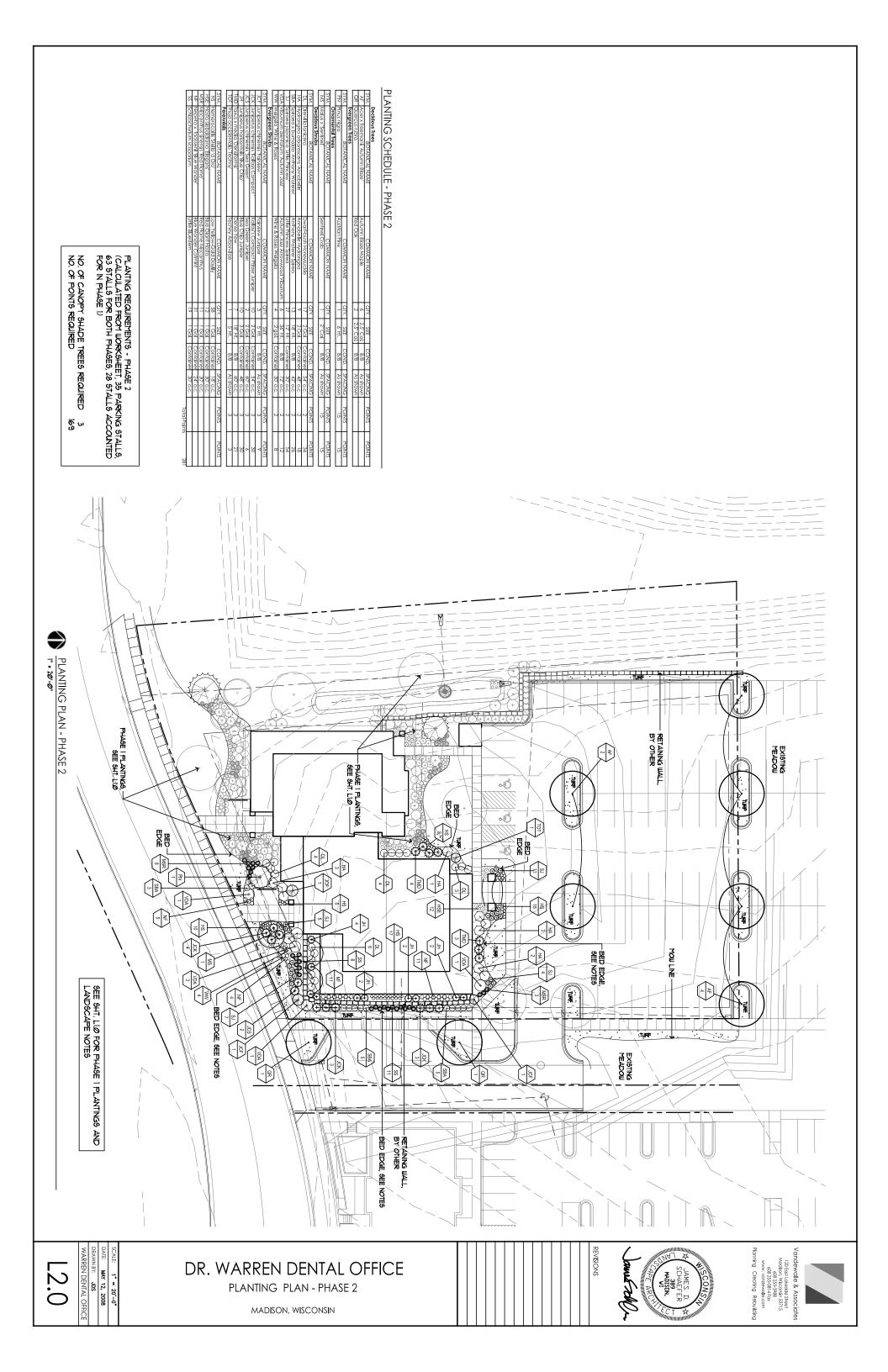
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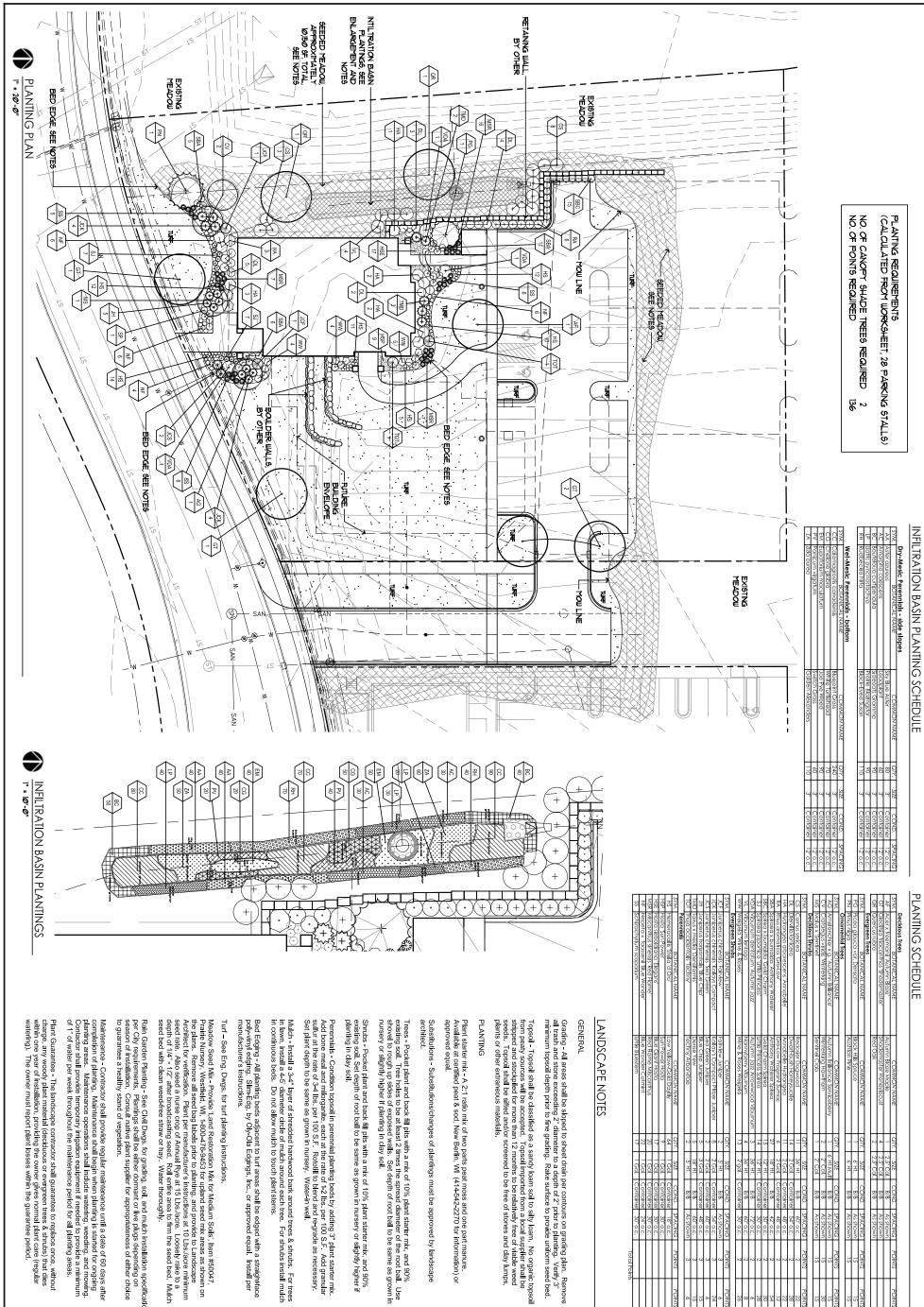
DR. WARF
DESIGN
DAN HELMIG, ARCHITECT, AIA, 303 WEST

DRAWN BY
C.JH
CHECKED BY
D.JH
DATE
O5/07/2006
SCALE
AS NOTED
JOB NO.
SHEET

**A-1** 







## NOTES

Grading - All areas shall be sloped to sheet drain per contours on grading plan. Remove all trash and stone exceeding 2" diameter to a depth of 2" prior to planting. Verify 3" minimum topsoil depth prior to fine grading. Rake surface to provide uniform seed bed.

Topsoil - Topsoil shall be classified as a sandy loam soil to silly loam. No organic topsoil from peaty sources will be accepted. Topsoil imported from a local supplier shall be stripped and stockpiled for more than 12 months to be relatively free of viable weed seeds. Topsoil shall be sifted and/or screened to be free of stones and clay lumps, plants or other extraneous materials.

2:1 ratio mix of two parts peat moss and one part manure. peat & sod, New Berlin, WI (414-542-2270 for information) or

Substitutions - Substitutions/changes of plantings must be approved by landscape

Shrubs - Pocket plant and back fill pits with a mix of 10% plant starter mix, and 90% existing soil. Set depth of root ball to be same as grown in nursery or slightly higher if planting in clay soil.

Perennials - Condition topsoil in perennial planting beds by adding 3" plant starter mix. Add bone meal and milotganite, each at the rate of 12 bs. per 100 S.F. Add granular sulfur at the rate of 24 lbs. per 100 S.F. Robolii to bland and regrade as necessary. Set plant depth to be same as grown in nursey. Water-in well.

Bed Edging - All planting beds adjacent to turf areas shall be edged with a straightface poly-vinyl edging. Slim-Edg, by Oly-Ola Edgings, Inc., or approved equal. Install per manufacturer's instructions. " layer of shredded hardwood bark around trees & shrubs. For trees diameter circle of mulch around each tree. For shrubs install mulch Do not allow mulch to touch plant stems.

Turf - See Eng. Dwgs. for turf planting instructions.

Meadow Seed Mix - Provide 'Land Restoration Mix for Medium Soils', Item #50047, Prairie Nursery, Westfield, WI, 1-800-476-9453 for upland seed mix areas as shown on the plans. Remove all seed bag labels prior to planting, and provide to Landscape Architect for verification. Plant per manufacturer's instructions at 10 Lbs./acre minimum seed rate. Also seed a nurse crop of Annual Rye at 15 Lbs./acre. Loosely rake to a 1epth of 1/4" - 1/2" after broadcasting seed. Roll entire area to firm the seed bed. Mulch seed bed with clean weed-free straw or hay. Water thoroughly.

Maintenance - Contractor shall provide regular maintenance until a date of 60 days after completion of planting. Maintenance shall begin when planting is started for ongoing planting areas. Maintenance operations shall include watering, weeding, and mowing. Contactor shall provide temporary infigation equipment if needed to provide a minimum of 1" of water per week throughout the maintenance period for all planting areas. Rain Garden Planting - See Civil Dwgs. for grading, soil, and mulch installation specifications, ber City requirements. Plantings shall be either dormant or live plugs depending on season of installation. Consult native plant supplier for appropriateness of either choice η stand of vegetation.

> ame the JAMES D. SCHAEFER 389 MADISON, VI

REVISIONS

Vandewalle & Associates
120 East Lakeside Sheet
Madison, Wiscomin 5371 S
60 2 52-5388
08 253-588
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08 255-588
08 255-681 Faco
www.vandewalle.com
Planning Creating Rebuilding

QTY. SIZE
1 2.5"Cal.
4 2.5"Cal.
2 2.5"Cal.

DR. WARREN DENTAL OFFICE PLANTING PLAN

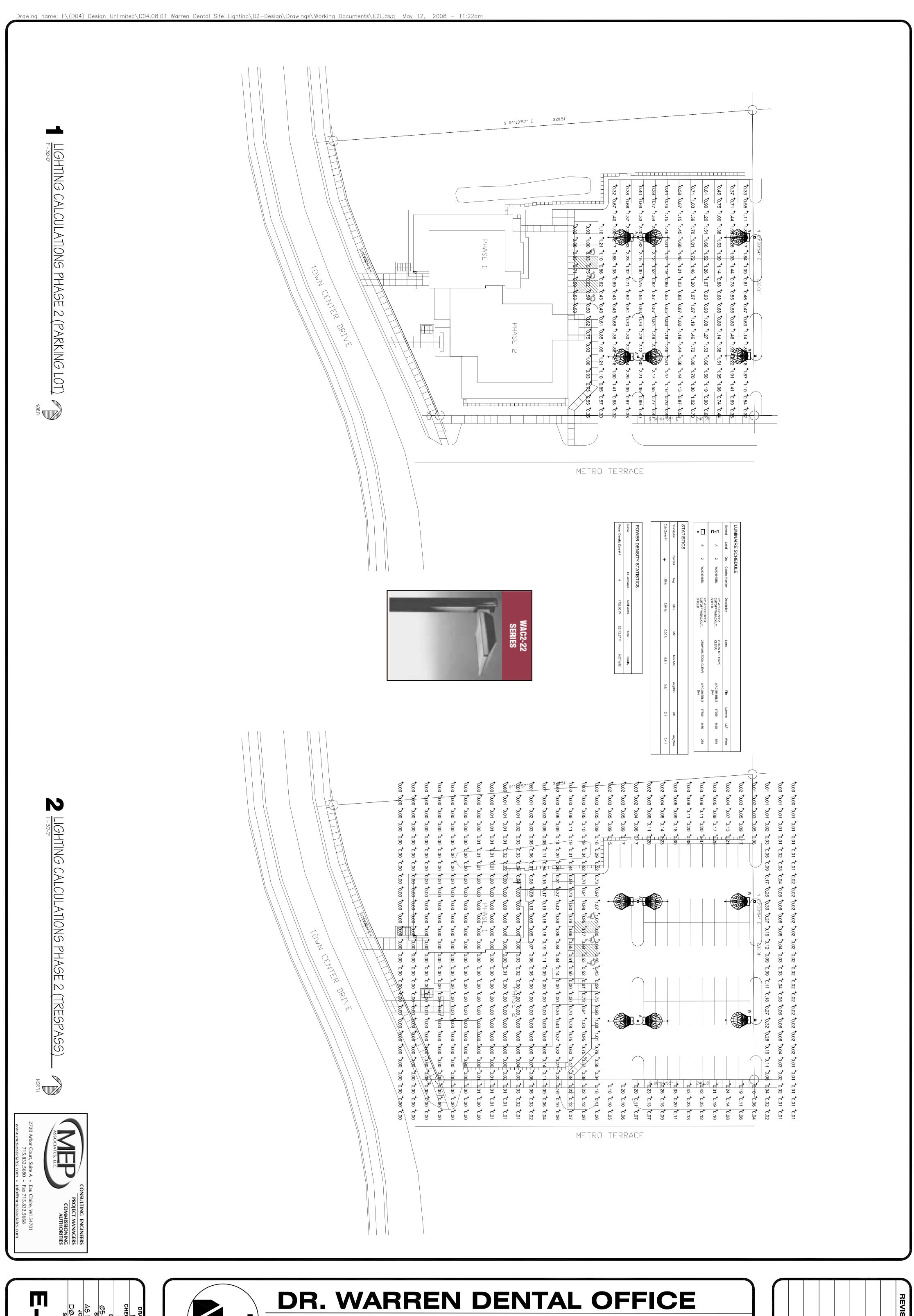
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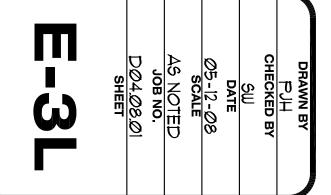
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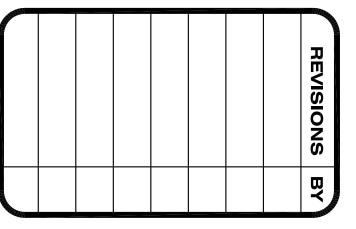
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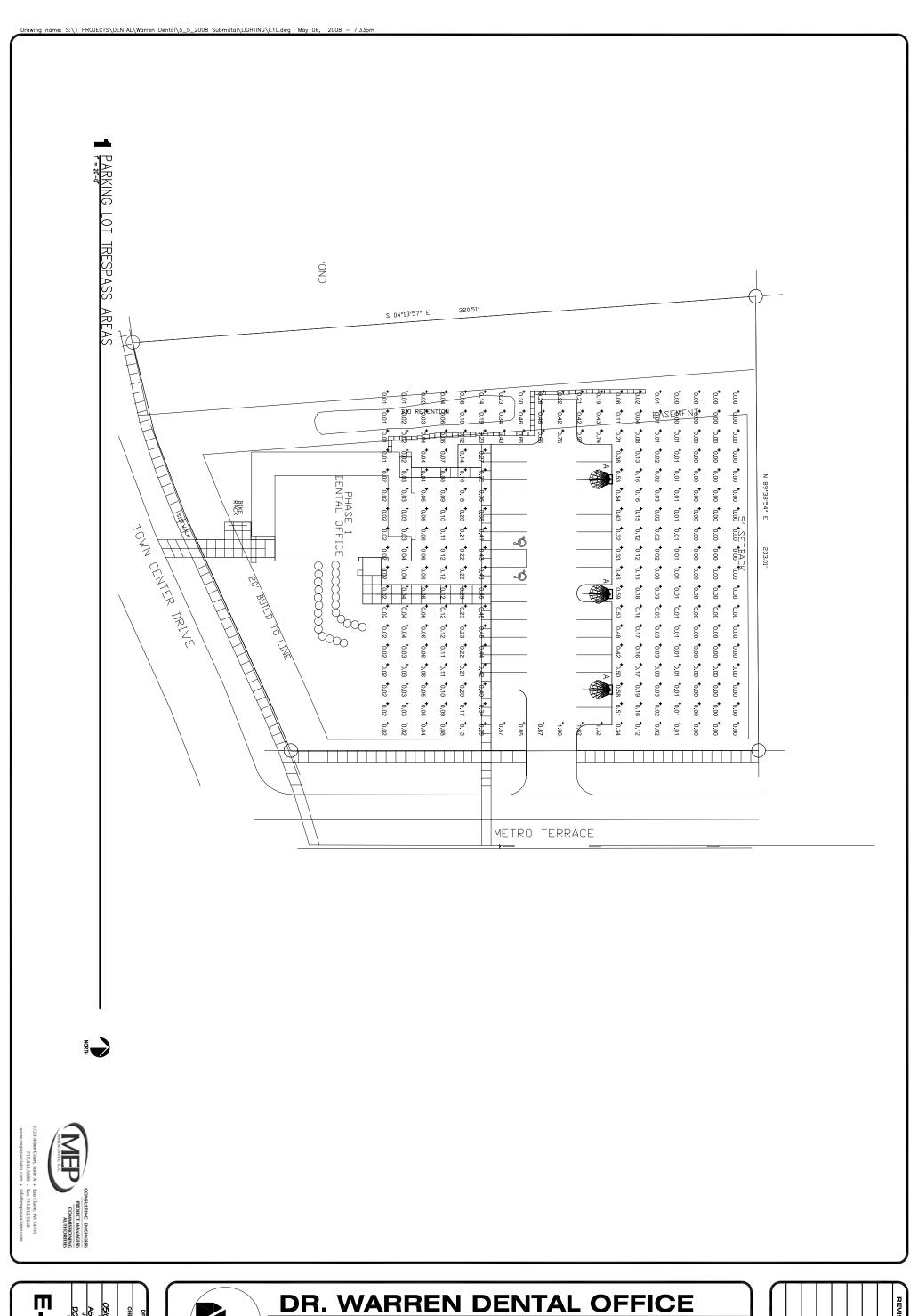
WARREN DENTAL OFFICE

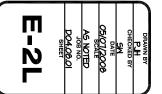




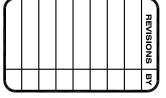


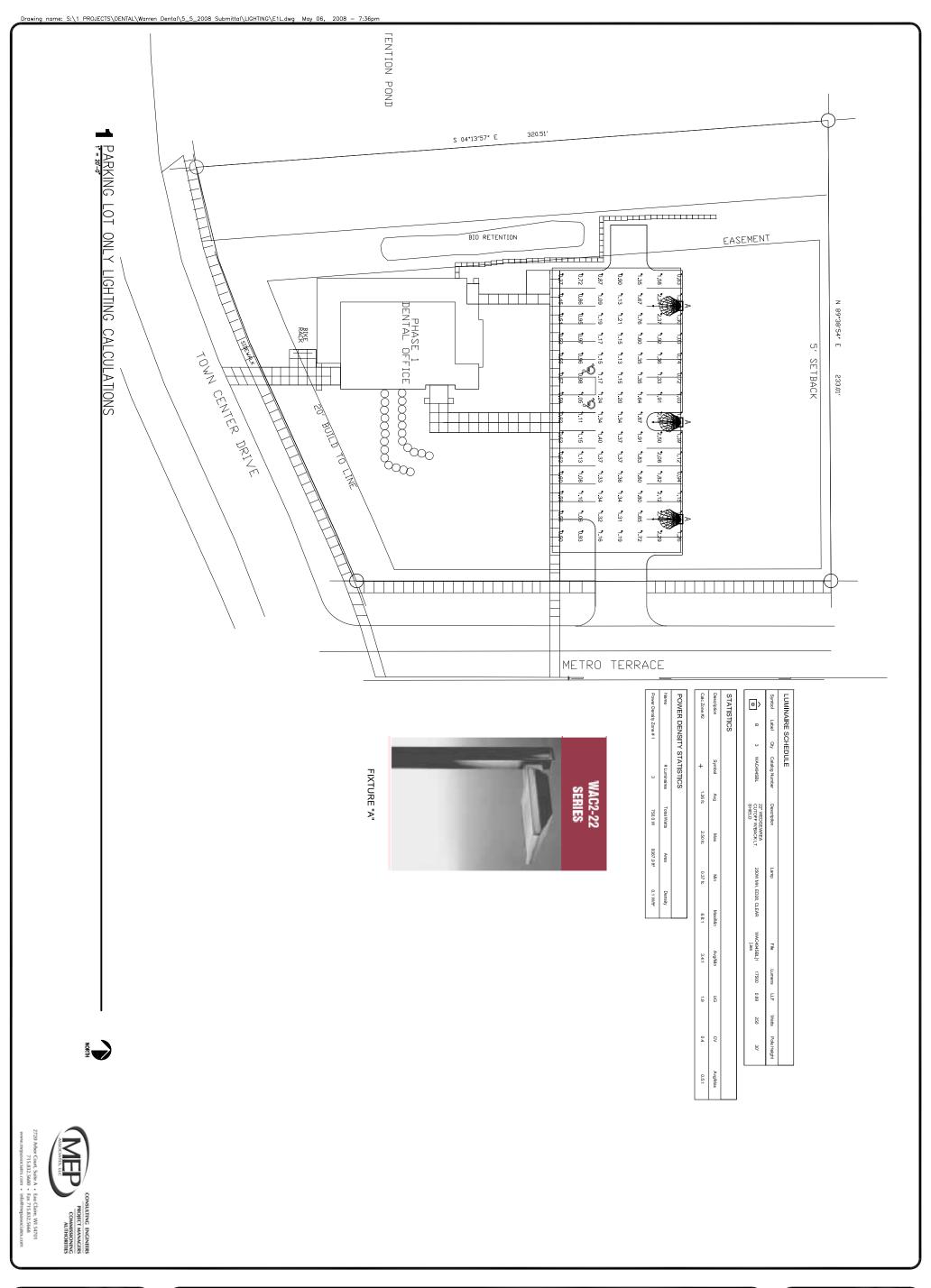






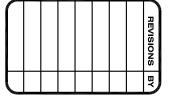


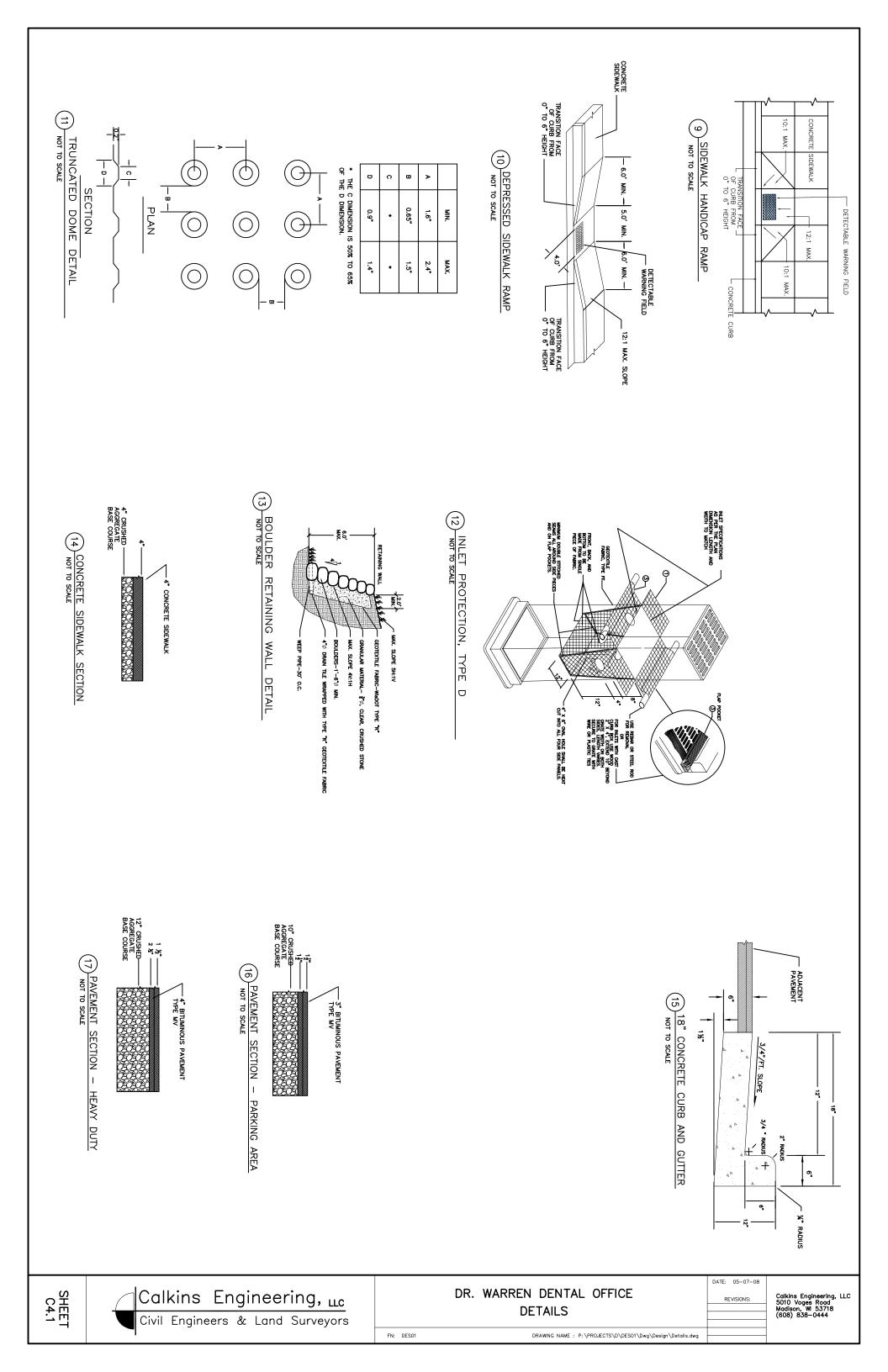


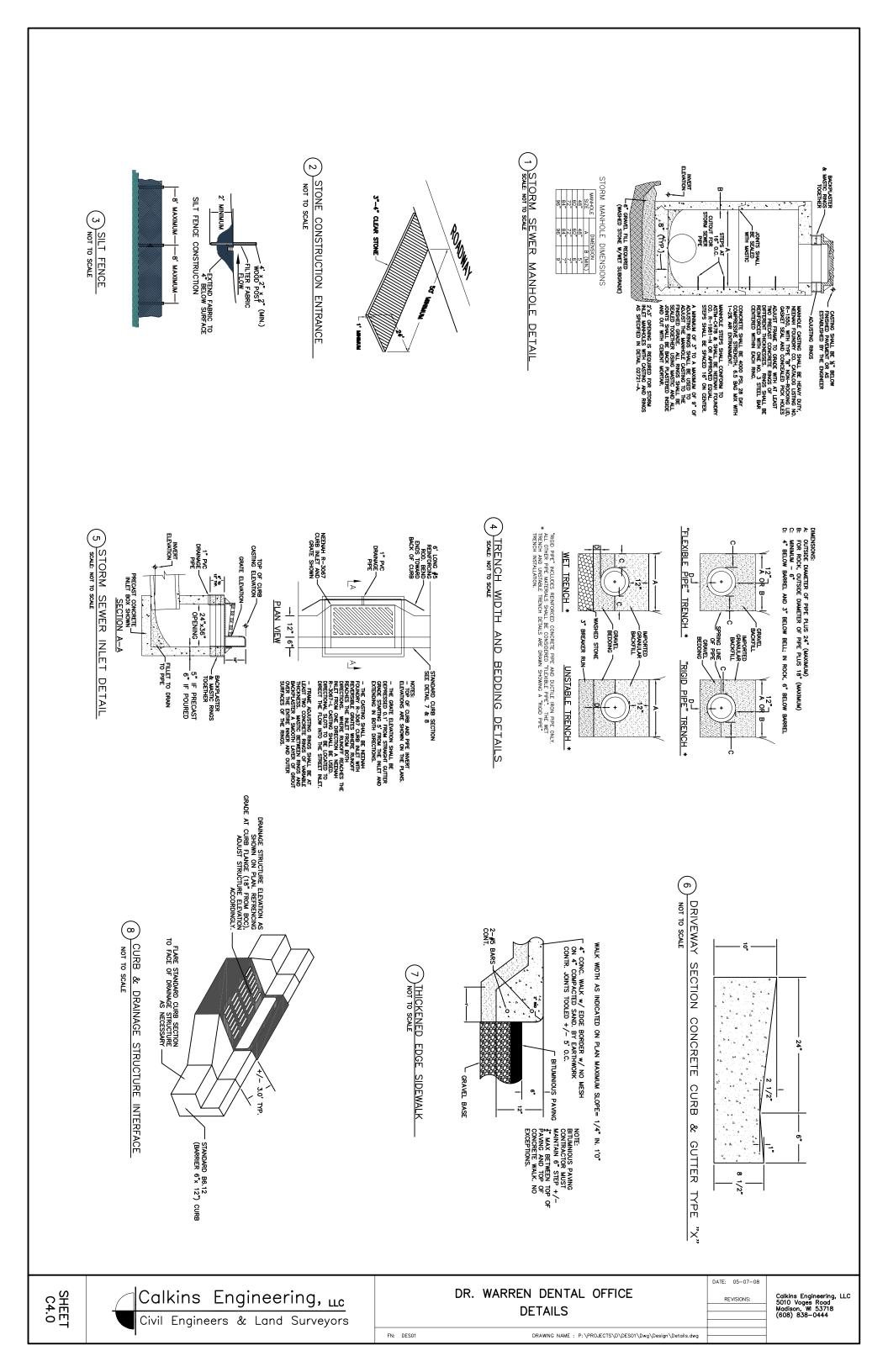


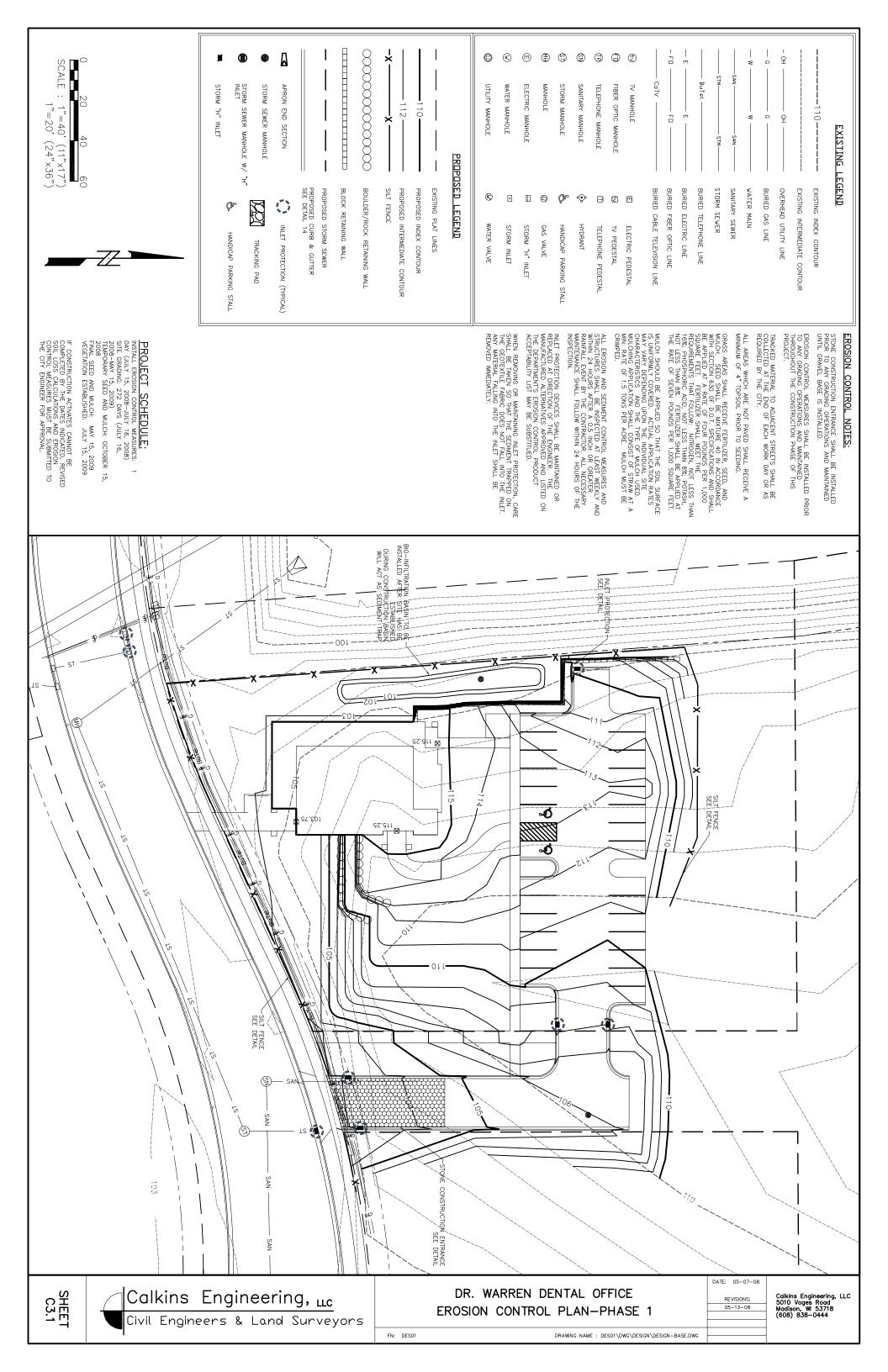


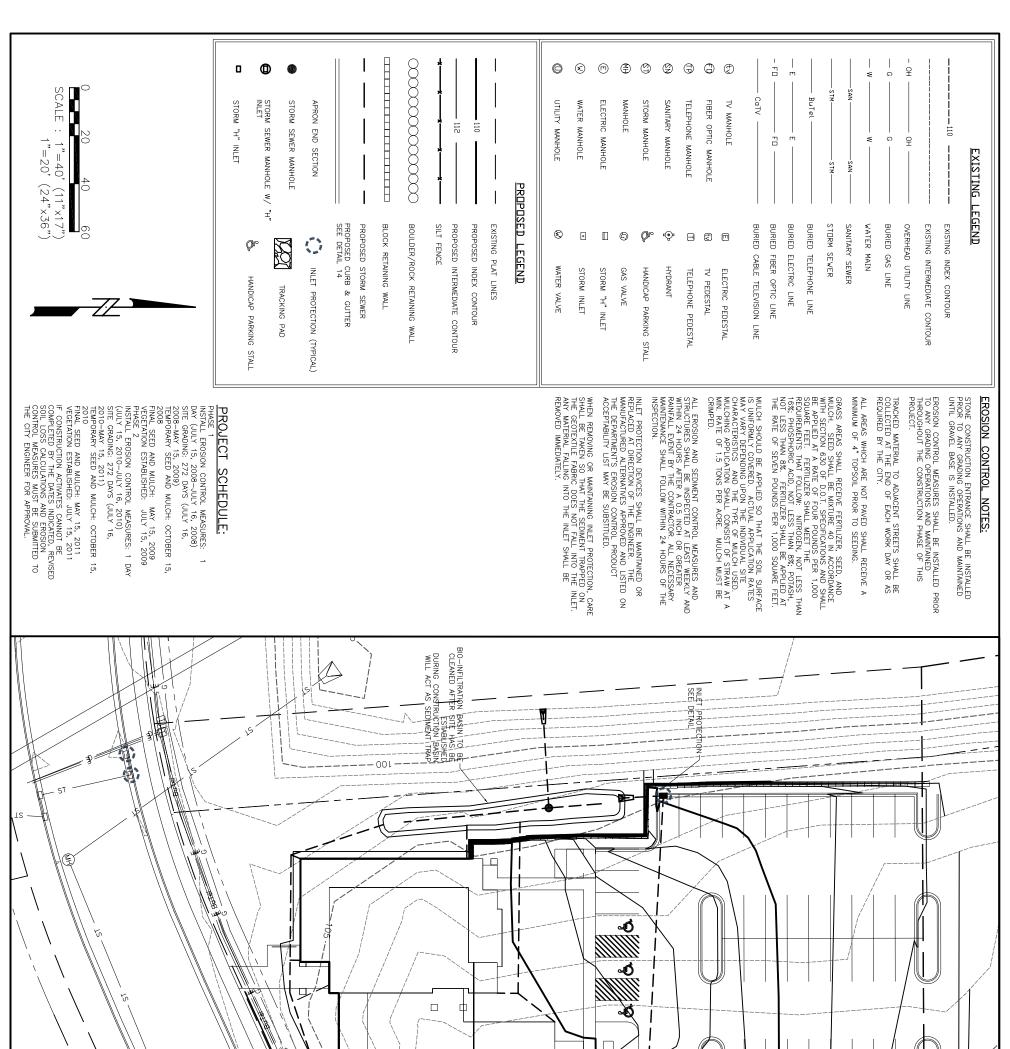


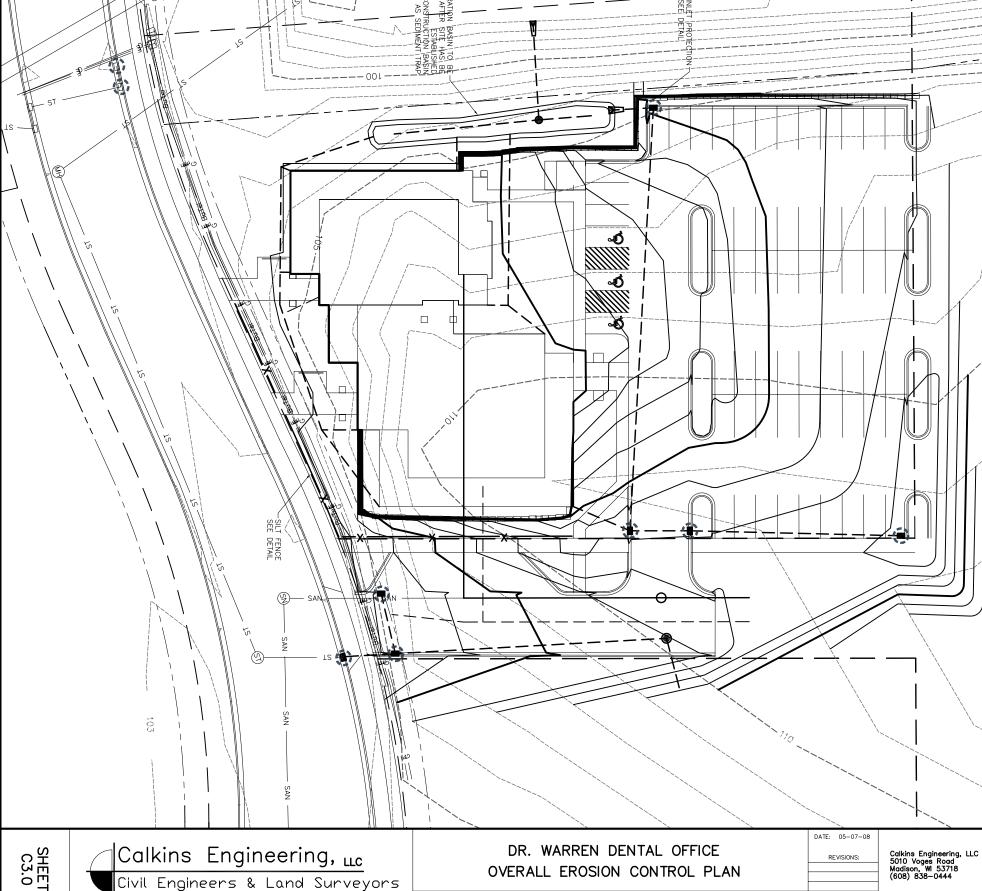






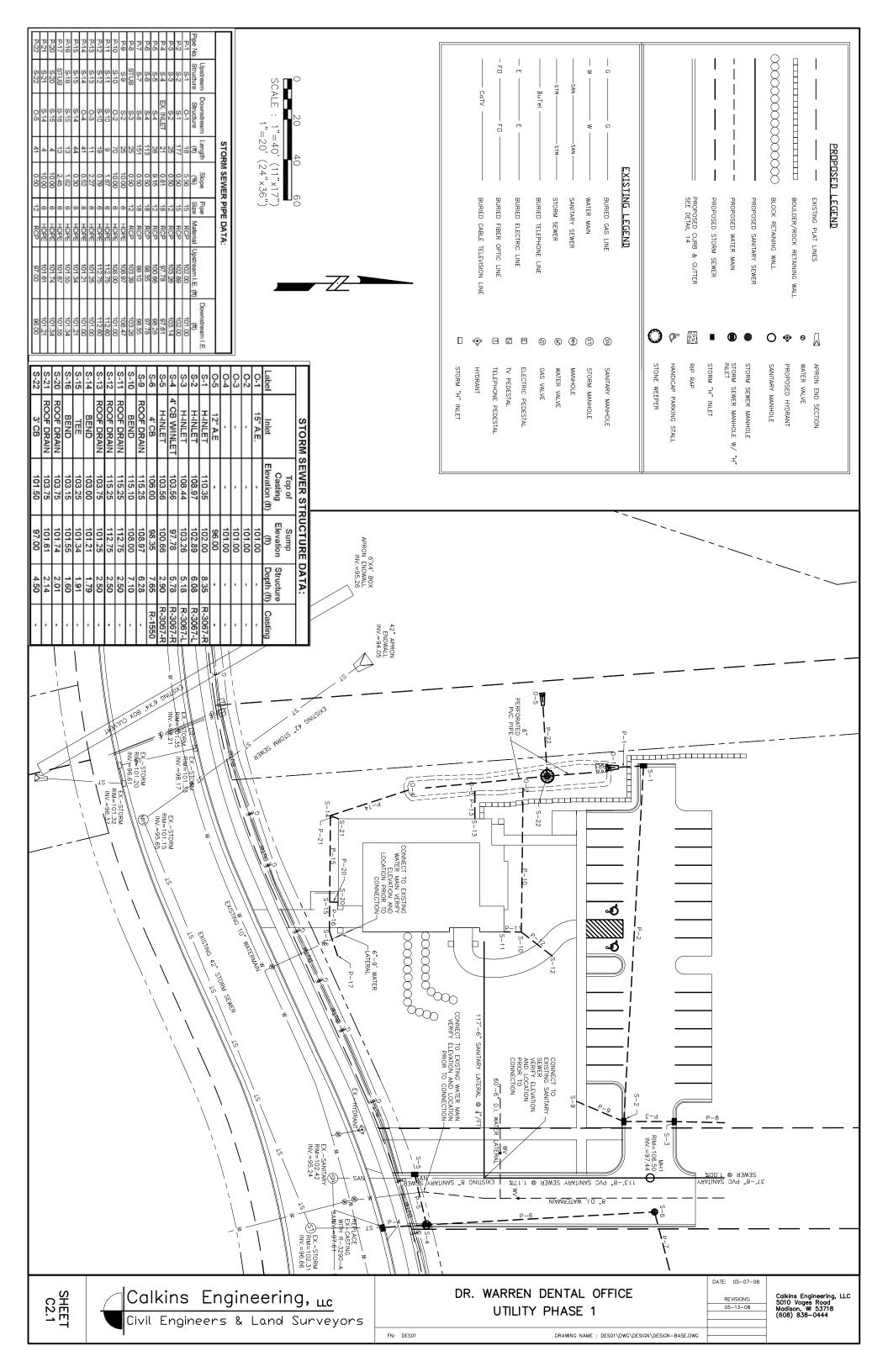


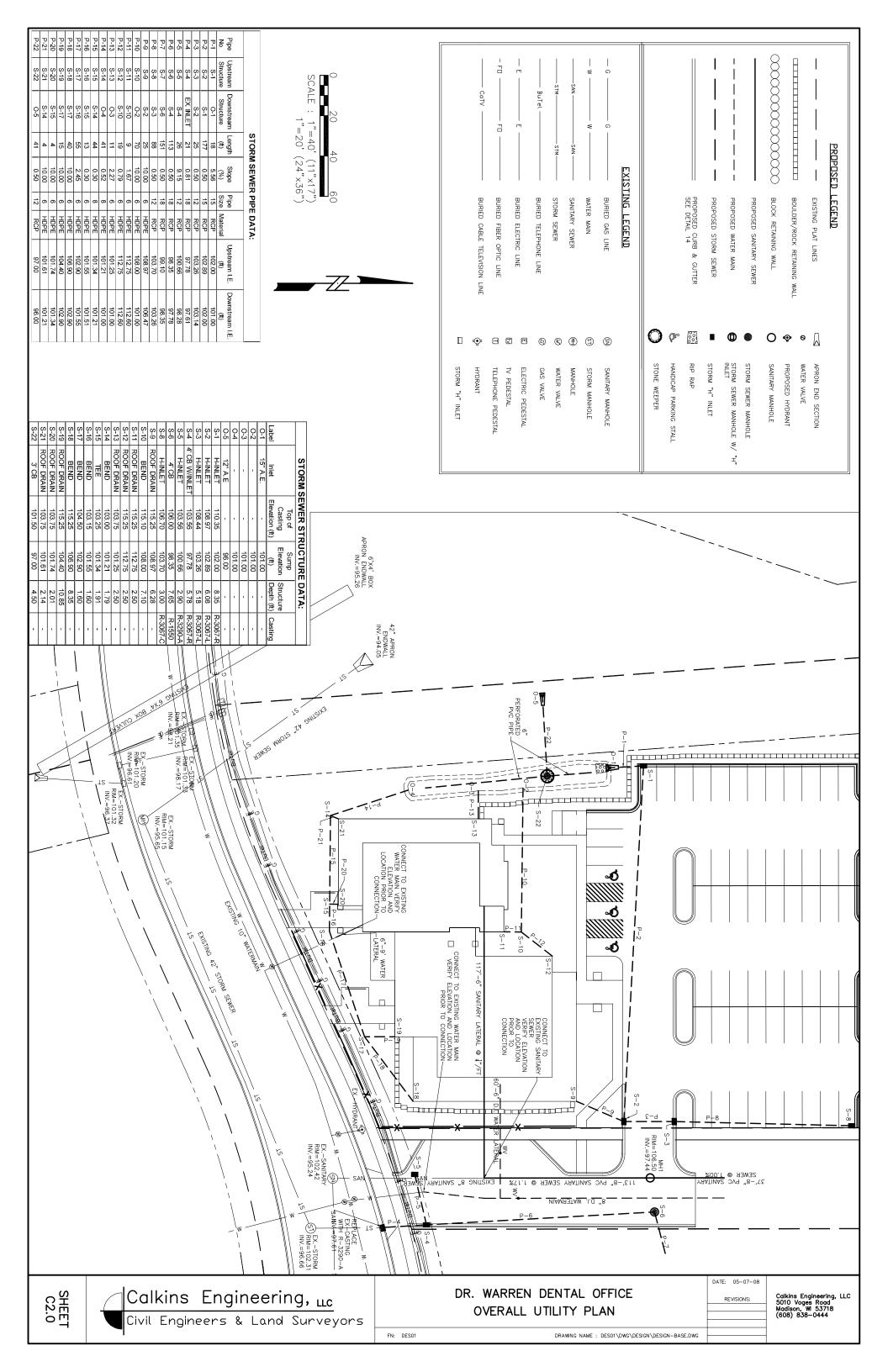


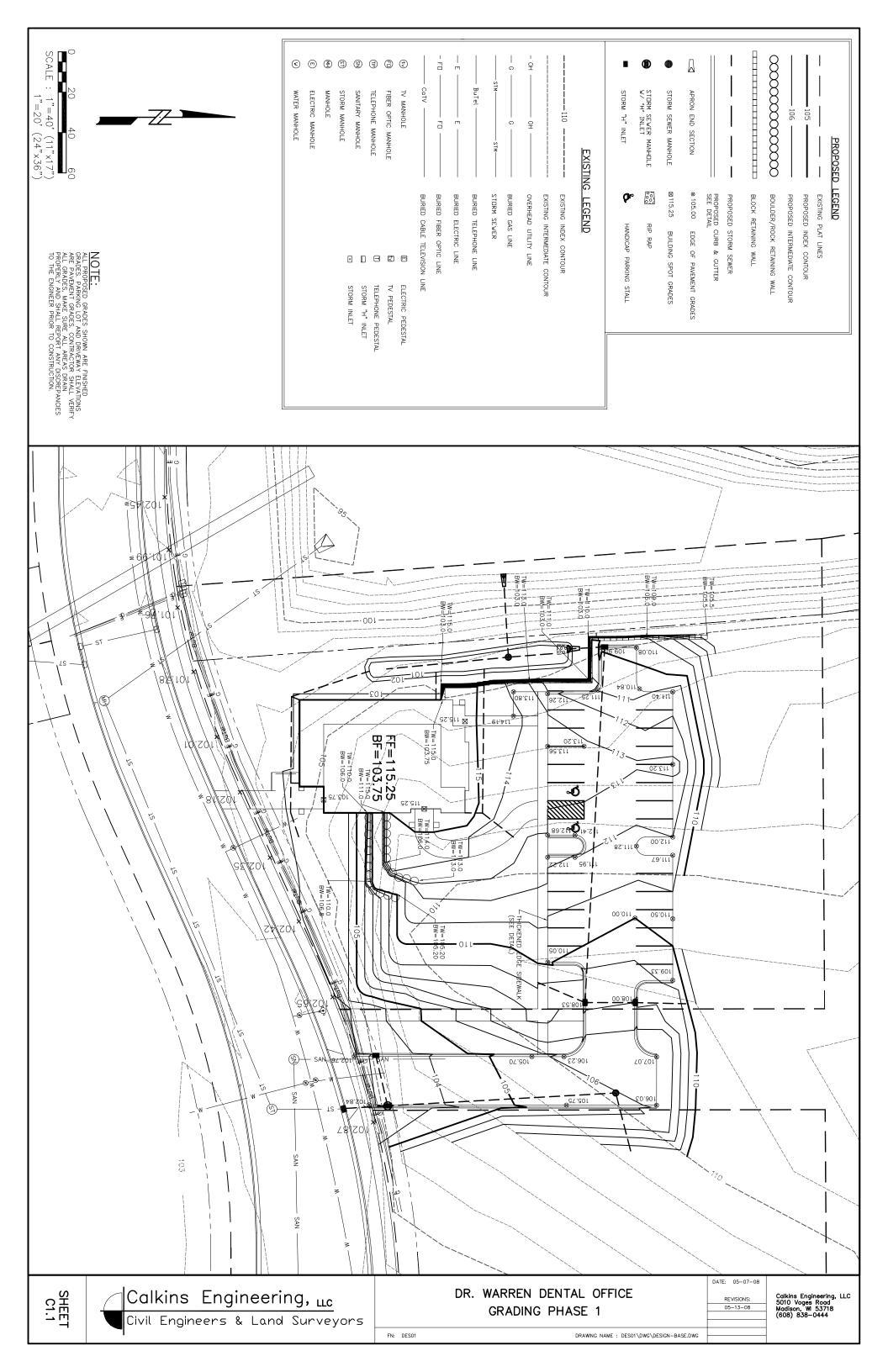


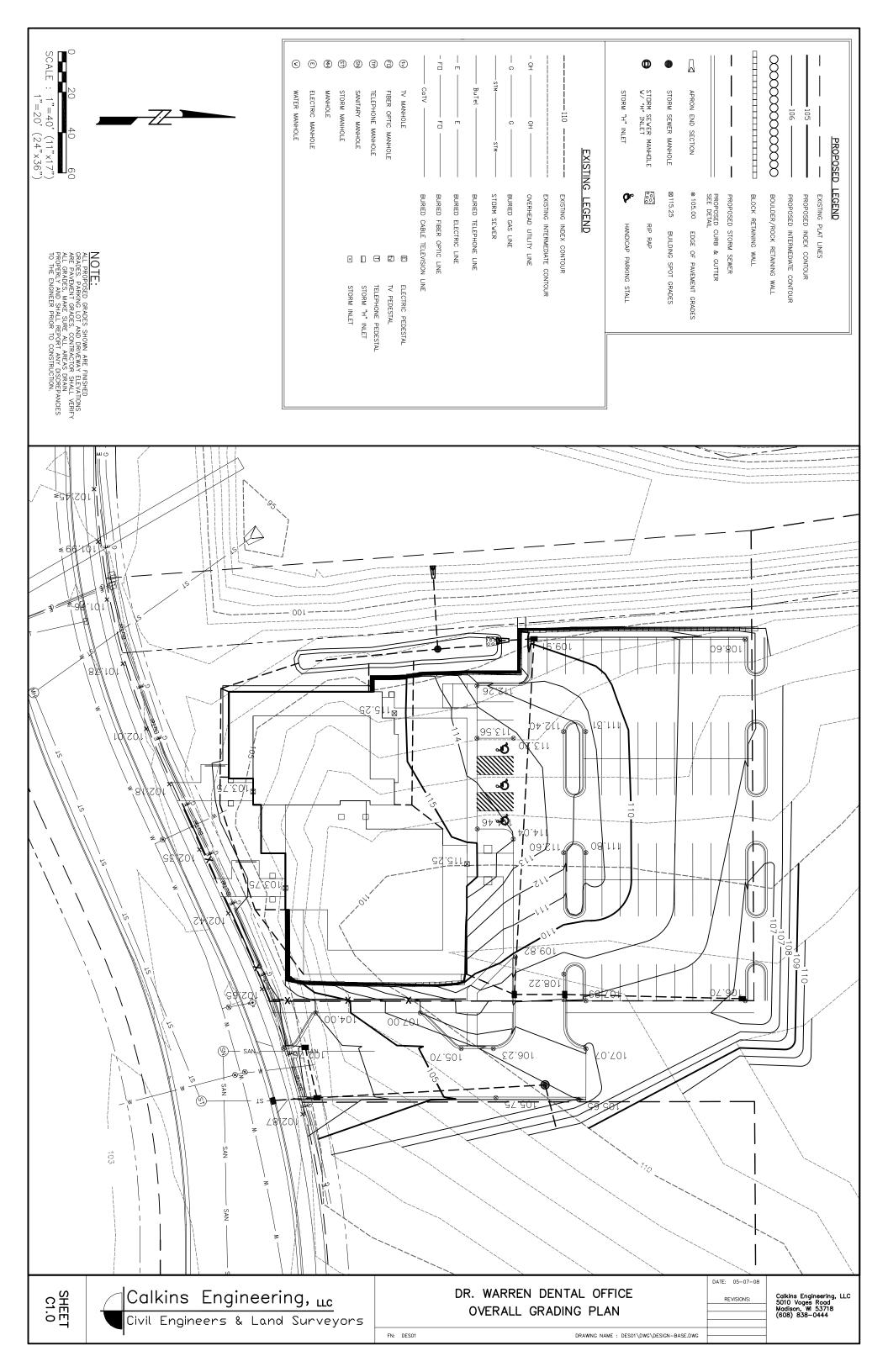
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Civil Engineers & Land Surveyors











#### DESIGN UNLIMITED

303 WEST UPHAM, SUITE 100, MARSHFIELD, WI 54449 PHONE 715-384-3207, FAX 715-384-9922, E-MAIL admin@designunlimitedmfld.com

# REQUEST FOR SIP TO METROTECH'S AMENDED GDP/PUD Project #09841 Request for Initial Approval May 21, 2008

#### **TEXT**

The Metrotech GDP/PUD was recorded on May 8, 2002, as part of the Sprecher Neighborhood Development Plan. (See attached Locator Map and Maps of Sprecher Neighborhood Development Plan and Metrotech GDP/PUD)

The Sprecher Neighborhood will ultimately include a diverse land use including a 'Town Center' directly East of subject Metrotech development. With this in mind, the Metrotech GDP/PUD was approved to primarily encourage and support commercial businesses that will compliment the overall Sprecher Neighborhood.

At this time, we are proposing a three level 30,596 sf. multi-tenant commercial building, referred to as the 'Warren Building'. (See attached Architectural Plans A1 through A6)

#### Description of the Metrotech Plat General Development Plan

A brief description of the Metrotech Plat, as stated in the GDP:

The approximately 37 acre Metrotech Plat is proposed to be developed as a mixed-use planned development comprised of professional office uses, multifamily residential and retail-commercial, and a mixed-use area that would encompass retail, office, and multifamily development. There is also a 2.5-acre public park planned for the west side of the site.

#### The goals in the Metrotech GDP/PUD were stated as follows:

- 1. Create a mixed-use environment that is urban in character
- 2. Use building massing to create a definable public space
- 3. Develop a pedestrian-oriented neighborhood
- 4. Create a neighborhood that reflects the importance of this area as the gateway to Madison
- 5. Develop a neighborhood that can utilize future mass transit opportunities
- 6. Create a neighborhood that integrates into the Sprecher Neighborhood Plan

#### **Description Relating to Goals Stated Above**

1. Create a mixed-use environment that is urban in character

Clearly, the proposed 3-level, multi-tenant, Warren project placed approximately 20' to 30' off Town Center Drive will give both the pedestrian and commuter a sense of urban scale. It's the owner's dream to encourage related medical complimentary tenants in the building's lease space.

2. Use building massing to create a definable public space

The building's massing was used to define modest courtyards at the pedestrian entries of both Phase I and Phase II of the Warren project. Hopefully, both these areas will be convenient for resting or break areas as well as pick-up location after clinical appointments.

3. Develop a pedestrian-oriented neighborhood

It's our intent that a clearly marked accessible route will allow pedestrians to enter Phase I and Phase II of the Warren building on Town Center Drive on level one (the lowest level)and traverse through Phase I and Phase II of the Warren building and ultimately have direct access to Metro Terrace on level two. From there, the pedestrian will be aligned to access the already approved *Town Center 5* on Site 5. Note: Approval for the *Town Center 5* building was obtained from the Plan Commission and Common Council, however, final approval was not obtained from the UDC and/or other Approval Agencies.

Since the existing site posed an 7' grade challenge (sloping from northeast to southwest), it was decided the best way to accommodate the pedestrian in Phase I & Phase II would be to design a 3-level building with an 'at-grade' pedestrian access off Town Center Drive (level one) while at the same time incorporating another entry for vehicular users on the north side on level two. An elevator located in the north entry of Phase I gives the pedestrian/user unlimited access.

4. Create a neighborhood that reflects the importance of this area as the gateway to Madison

Even though Dr. Robb Warren's project is only one small piece of the puzzle, to develop the gateway to Madison, it's our belief that the following considerations will make it successful. (See attached photos that indicate scale of housing project across Town Center Drive)

- a. site integration, by utilizing the existing grades  $(7'\pm)$  to design a 3-level, Phase I & Phase II building that is fully accessible
- b. fully landscaped site using natural contours
- c. utilizing building massing to screen parking lots from Town Center Drive.
- d. utilizing building massing to develop welcoming pedestrian entries.
- e. through the use of timeless architecture

- 5. Develop a neighborhood that can utilize future mass transit opportunities

  With the proposed high concentration of service providers on a highly traveled route, a mass transit system would seem like a natural progression.
- 6. Create a neighborhood that integrates into the Sprecher Neighborhood Plan
  With a future 'Town Center' and accompanied office-commercial zoning proposed in
  the Sprecher Neighborhood Plan, to the east of our subject site, it's our belief that
  Metrotech's Sites 3, 4, and 5, and more specifically Dr. Robb Warren's project on Site
  4, will compliment this broader vision.

#### **Primary Building Zones:**

As shown on the attached maps, we believe we have met the intent of placing at least 50% of the primary building within the primary building zone. (See Sheet SD-2)

#### **Build-to Lines:**

As stated in Metrotech's GDP:

Build-to lines serve to create a more pedestrian friendly neighborhood by requiring buildings to be placed at the front setback lines along public streets. The build-to lines are located at the frontages of public streets within the primary building zones. The architect, site planner or developer is required to place at least 50% of the primary buildings at the build-to line. Canopies, loggias or other structural elements could satisfy this requirement if the element is attached to the primary building.

Since pedestrian friendly neighborhoods are often defined by their location relative to the street and because of the unusual curvature of the front property line, it's our belief that pedestrians will welcome this concept. Both phases of the Warren project are designed to be built to the 'build-to' lines.

#### **URBAN DESIGN REQUIREMENTS**

Below are the Urban Design Requirements from Metrotech's GDP for Site 4:

#### **Statement of Purpose**

Good and consistent urban design is critical to the development of a mixed-use neighborhood. This section of the General Development Plan acts as an urban design guide to be used by City staff, City Commissions, and the applicant in regard to development parameters for each of the Sites.

#### **Development Area Description:**

#### SITE 4

#### **Building Massing.**

Building architecture, scale, and site design, will be pedestrian oriented and urban in character. Primary building placement will be along Town Center Drive with an architecturally articulated, usable entrance on Town Center Drive.

#### Orientation.

The building shall incorporate appropriate architectural detailing facing any public street.

#### Site Design.

Clear and efficient pedestrian access to Town Center Drive will be integrated into the design of this site.

Site design and parking layout shall be coordinated with Sites 4 and 5 to insure an efficient parking and pedestrian layout.

(See proposed Site Plans, Sheets SD-1 and SD-2)

Lighting shall be integrated into the design of the site. Exterior lighting levels should not be excessive, but provide for a safe environment.

(See Sheets E-1L, E-2L, E-3L)

Shade trees and landscaping will be provided to screen and shade the parking lots and create an appropriate pedestrian environment at the entrance to the buildings.

(See Sheets L1.0 and L2.0)

#### **Additional Recommendations.**

An architecturally articulated, human-scaled entrance located on Town Center Drive, as well as clear and efficient pedestrian access to the public street should be incorporated into the design and placement of the building.

Additional building square footage may be attained through the use of structured parking and/or underground parking.

Shade trees and landscaping will be provided to screen and shade the parking lots and create an appropriate pedestrian environment at the entrance to the buildings.

(See Sheets A-1 through A-6 and L1.0 and L2.0)

Site design needs to be coordinated with Sites 3 and 5.

(As shown on proposed Site Plans, Sheets SD-1 and SD-2)

Potential location of a Madison Metro Transit stop on or adjacent to this parcel.

Accommodation for a storm water swale or detention facility needs to be designed at the western property line of Site 4. The design for this storm water system will need to be coordinated with the adjoining areas.

(See Bio-Retention pond on sheets C1.0 through C3.1, L1.0 and L2.0)

#### **General Comment:**

We believe that (as shown on our preliminary plans) that we are meeting the intent of providing a human-scale enties on Town Center Drive.

With well defined parking lots (as shown on submitted site plans SD-1 and SD-2), that are central to Sites 3, 4 and 5, a parking structure will be possible in the future.

We anticipate meeting all landscaping requirements, (See L1.0 and L2.0) and site coordination between Sites 3 and 5 will be facilitated.

A storm water detention basin design will be provided directly on land west of subject site. (See Civil Engineering plans C1.09 through C3.1 and landscaping plans L1.0 through L2.0.)

#### **ZONING TEXT**

Below is the Zoning Text from Metrotech's GDP for Site 4:

#### **Statement of Purpose**

The Planned Unit Development District/General Development Plan is established to help provide a framework for a mixed-use neighborhood that would be generally consistent with the Sprecher Neighborhood Plan. The neighborhood is intended to provide a safe and suitable environment to work, shop and live.

#### **Metrotech Plat General Guidelines**

#### The Primary and Secondary Building Placement Zones:

The intent of the primary and secondary building zones is to create a framework to guide architects and developers and to ensure the goals listed above are implemented. The architect, site planner or developer is required to locate at least 50% of the primary building within the primary building zone. Parking areas shall not occur between the building facade and any public street within the primary building zone. The secondary building zone is intended to guide placement of buildings in areas that may not be as important to the character of the streetscape, but would add to the overall feel of the neighborhood.

(See enclosed site plans SD-2 defining proposed project in relation to the primary building zone)

The primary building zones described in this document on page 46 were designed to reinforce the goals of the General Development Plan and also allow the developer and architect the flexibility and creativity to design a space that is appropriate for their user. If a superior design solution is created, or adjoining areas are combined, the developer, site planner or architect should explain in detail the reasons why the building zone should be redefined and insure that the goals that are laid out in the following sections are adhered to.

(See proposed Site Plan, SD-1 and SD-2)

#### **Build-to Lines and Building Setbacks:**

Build-to lines serve to create a more pedestrian friendly neighborhood by requiring buildings to be placed at the front setback lines along public streets. The build-to lines are located at the frontages of public streets within the primary building zones. The architect, site planner or developer is required to place at least 50% of the primary building at the build-to line. Canopies, loggias or other structural elements could satisfy this requirement if the element is attached to the primary building.

Building setbacks are used on side and rear boundaries of the parcels to define where the building limits are. Parking areas, landscaped buffer areas and other features such as signage can occur beyond the building setbacks if those elements conform to existing zoning regulations.

#### **Development Phasing:**

Development phasing on any of the development areas may be appropriate, but all future phases must be shown on any Specific Implementation Plan (SIP) to insure that the goals of this document are achieved. The floor area ratio (F.A.R.) will be based on the improved area of the development site.

#### **Residential Density:**

The maximum dwelling units-per-acre is 19.4 averaged over the 5 sites that allow residential development. If recommended density cannot be achieved on sites 8, 9 and 10, then additional density may be allowed on the residential sites 6 and 7, not to exceed 25 dwelling units per acre. In no way will more than 260 units be allowed over the whole development area. Site 10 will not exceed a density of 22 dwelling units per acre.

#### **Modifications to the Development Areas:**

The development areas that have been described in the General Development Plan can be modified to create a more effective and creative neighborhood, however these modifications shall require approval as part of the Specific Implementation Plan and an amendment to the General Development Plan, or approval as an alteration to the Planned Unit Development.

#### **Proposed Specific Implementation Plans:**

Specific Implementation Plan proposals will be carefully reviewed to ensure maximum feasible consistency with the design objectives of the proposed project as defined by the Urban Design Requirements, the regulations for the Primary and Secondary Building Placement Zones, Build-to lines, minimum height requirements on the Sprecher Road and Milwaukee Street frontages, and the placement of parking areas, which directly support the recommendations of the adopted neighborhood plan to create compact, pedestrian-oriented neighborhoods with an attractive human-scale streetscapes. Reaching the maximum development densities that would be allowed by GDP Zoning regulations, or accommodating the site preferences of particular prospective developments or business establishments will be considered relatively less important than the objective of creating an attractive, pedestrian-oriented neighborhood that provides a suitable and desirable environment for its residents.

#### **Development Area Description:**

#### SITE 4

#### **Description:**

Office uses is the land use allowed on Site 4.

The boundaries between Sites 3, 4 and 5 shown on the attached map are approximated to allow for a more effective and high quality design solution. Any alteration to lot boundaries may require a change to the GDP.

#### **Permitted Uses:**

Offices, business and professional

Banks and financial uses

Medical, dental, and optical clinics

Telephone (Communication) exchanges, microwave relay towers, and communication transmission equipment buildings

Nursery schools or day care establishments

The proposed Warren building is to be dental in nature with lease spaces to be like-related tenants.

#### Lot Area:

1.4 acre

#### **Intensity:**

Maximum F.A.R. is .80

(Actual F.A.R. with Phase I and II is .48) (See attached original land use tabulations from the Metrotech GDP)

#### **Height Requirements:**

A maximum of three stories or 35 feet in height

(2-Story with additional lower level)

#### **Build-to Lines:**

20' from Town Center Drive r.o.w. within the Primary Building Zone

(See proposed Site Plans, Sheet SD-1 and SD-2)

#### **Minimum Building Setbacks:**

5' from northern property line

6' from eastern property line

60' from western property line (to accommodate storm water management)

#### **Yard Requirements:**

Yard areas will be provided as part of the SIP submittal.

#### **Sign Requirements:**

Finalized signage design will be provided as part of the SIP submittal. Sign requirements will conform to the City of Madison sign regulations.

#### **Accessory Off-Street Parking and Loading:**

Accessory off-street parking and loading requirements per approved plans shall be provided as part of the SIP submittal.

Bicycle parking will conform to the standards set forth in section 28.11(3) of the City of Madison Zoning Code.

(See proposed Site Plans SD-1 and SD-2)

Parking for this site may include a mixture of surface and underground parking if necessary. Additional building square footage may be attained through use of structured parking and/or underground parking.

(See previous text)

Surface or structured parking will be located at the rear of the site. Any surface parking that may be visible from a public street will be screened with landscaping or architectural screening.

(See Landscape sheets L1.0 and L2.0)

Parking that is located between any public street and the building facade within the primary building zones should only be implemented to accommodate unusual circumstances, such as disabled accessibility, safety, or other important needs. Parking areas that do occur in this zone must have a high level of visual screening or be integrated into the overall design of the building.

Joint vehicular access and pedestrian connections are recommended with Site 3 and 5.

Parking will be located to accommodate the proposed uses while creating a pedestrian focused streetscape and site layout.

(See proposed Site Plan, Sheets SD-1, SD-2, L1.0 and L2.0)

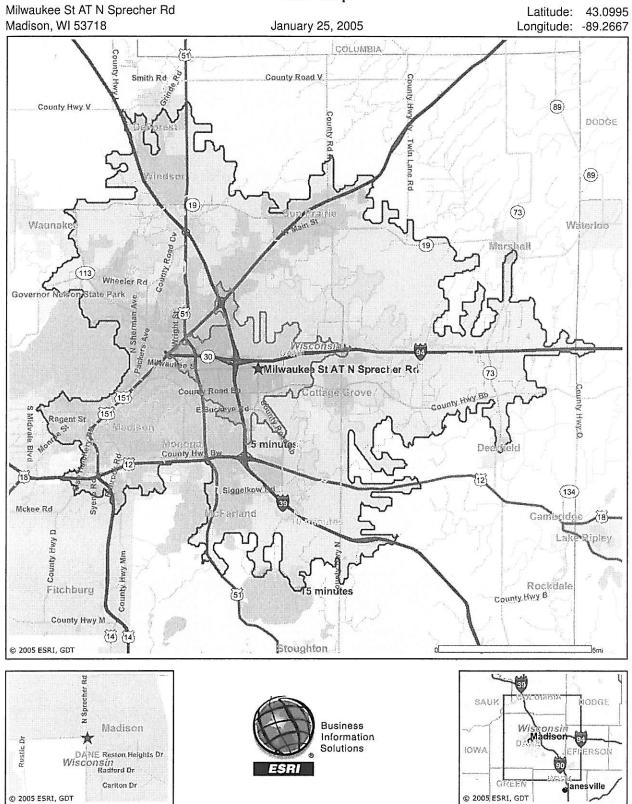
Site 4 will utilize on-street parking on Town Center Drive.

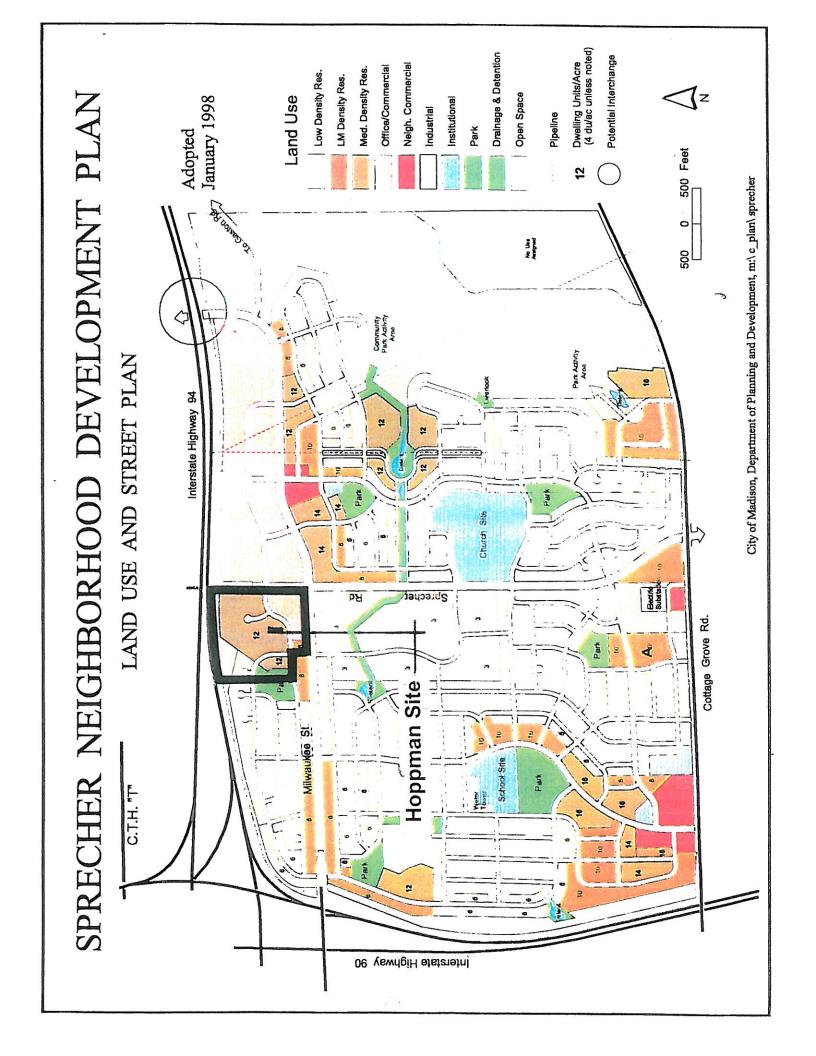
#### **Development Phasing:**

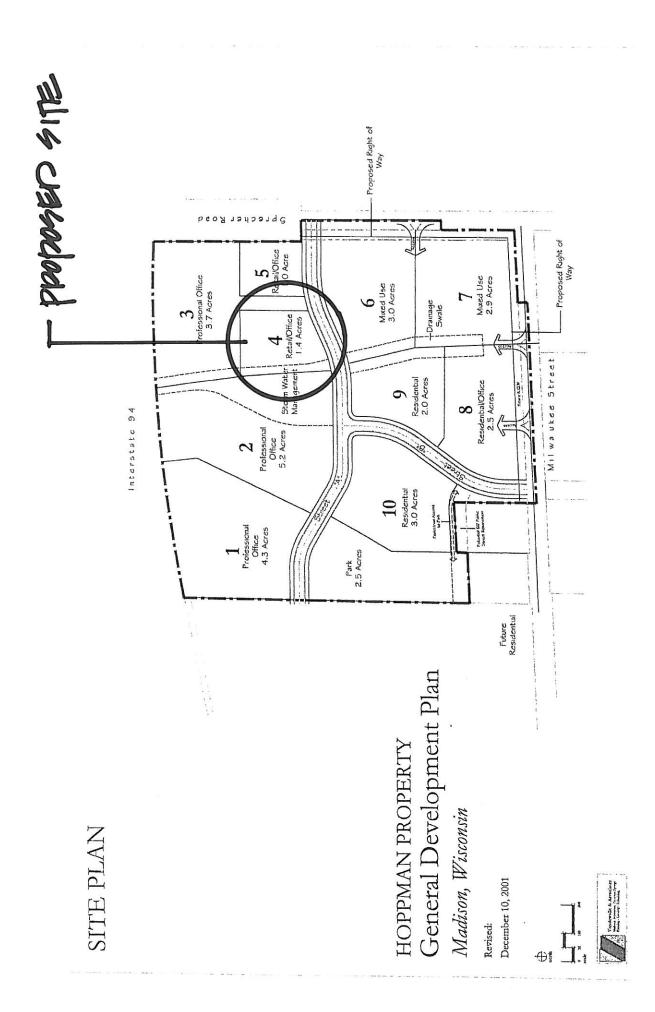
Development phasing on any of the Site 4 may be appropriate, but all future phases must be shown on any Specific Implementation Plan (SIP) to insure that the goals of this document are achieved. The floor area ratio (F.A.R.) will be based on the improved area of the development site.

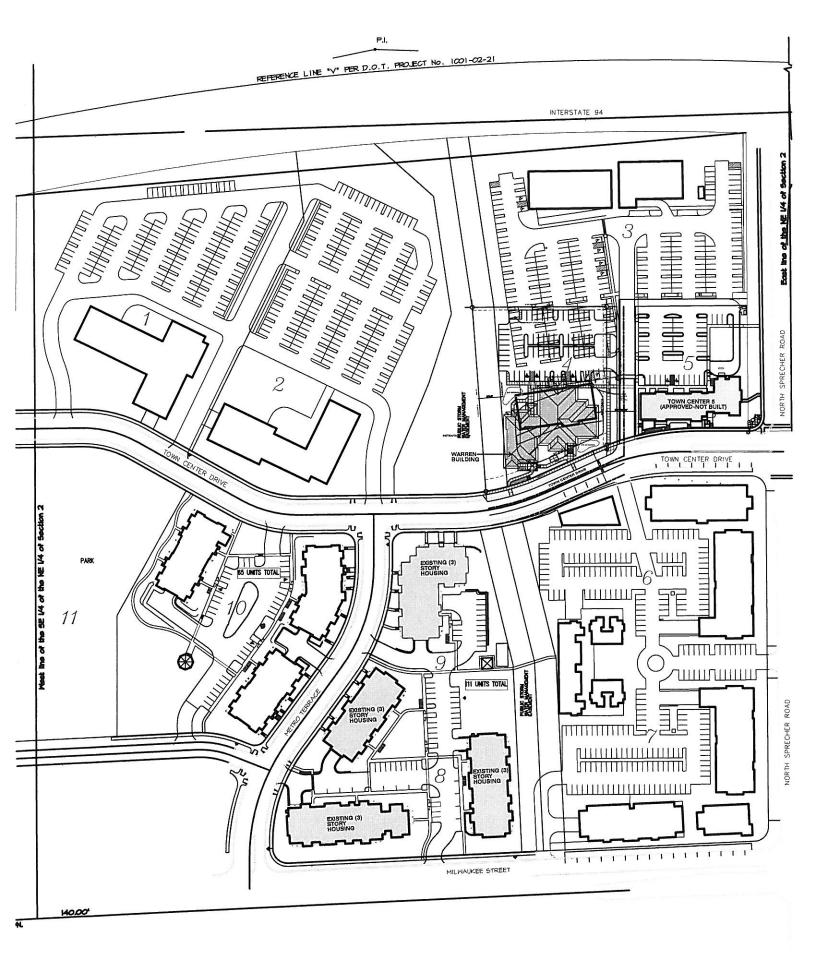
It is our interpretation that a phased project is appropriate however, per City staff recommendations; an amended GDP is being requested.

#### Site Map









### **OVERALL METROTECH SITE PLAN**



#### METROTECH NEIGHBORHOOD

Revised Land Use Tabulations

	Approximate		Estimated	r						
	Lot		Building		Maximum Potential			Maximum	Maximum	1
Lot	Square		Square	Maximum	www.same.com	Square Fee		Residential	Dwelling Units	Maximum
Description	Feet	Acres	Feet*	Floor	Retail	Office**	Residential***	Units	per Acre	FAR
1	187,013	4.3	130,909	3		130,909				0.70
2	225,697	5.2	180,558	~5/6		180,558				0.80
3	161,017	3.7	136,864	~7/8		136,864				0.85
4	60,971	1.4	48,777	3/2 min.		48,777				0.80
5	43,261	1	34,608	3/2 min.	8,000	26,608				0.80
6	129,573	3	97,180	5/2 min.	16,000	23,580	57,600	48	16#	0.75
7	128,599	. 3	96,449	5/2 min.	12,000	42,449	42,000	35	12 #	0.75
8	112,632	2.5	101,367	4		26,967	74,400	62	25	0.90
9	86,192	2	60,334	5			60,334	50	25	0.70
10	128,919	3	77,351	3			77,351	65	22	0.60
Public Parkland	107,242	2.5				o2*			#	n/a
Public Right of Way	236,500	5								n/a
Site Totals	1,607,616	. 37	964,397		36,000	616,712	311,685	260	Average 19.4	Average 0.77

#### Notes:

- Estimated Building Square Feet is based on the FAR or dwelling units per acre.
- \*\* The average office square feet is based on the average FAR minus the retail and estimated residential square feet.
- Residential units are based on the maximum dwelling units that are available to each of the sites and the square footage per unit has been estimated at 1200 sq. ft. per unit.
- # Sites 6 and 7 may receive added dwelling units if not applied to sites 8, 9, and 10. They are not to exceed 25 du/acre
- ~ Maximum height of buildings may be increased with underground or structured parking.



TAKEN WHILE STANDING ON SITE #4
LOOKING AT HOUSING PROJECT IN A
SOUTHWEST DIRECTION ACROSS
TOWN CENTER DRIVE.



TAKEN LOOKING NORTH TOWARD INTERSTATE 94



TAKEN LOOKING DIRECTLY EAST TOWARD SPRECHER STREET



HOUSING PROJECT (3 LEVEL) ACROSS STREET



SITE #4 INDICATING EXISTING GRADE DIFFERENCE (APPROX. 7' ACROSS SITE)