

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** January 8, 2014

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

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 8, 2014

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Dawn O’Kroley, Melissa Huggins, Richard Slayton and Lauren Cnare.

SUMMARY:

At its meeting of January 8, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of 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 was Randy Bruce. Bruce addressed concerns contained within the Planning Division staff report and noted changes to the plan. The site plan has been modified with elimination of some of the 90-degree parking, treated the circulation more like private streets with parallel parking all the way through the site. They still needed more parking to function so they ended up with some smaller parking lots tucked in between the buildings and some 90-degree parking included. The other big change is the street format has changed from a larger radius to a more square corner. The community facility (clubhouse and pool) has not been internalized. He feels the site plan is much stronger than it was. Staff is concerned about the connectivity of this development to Silicon Prairie Parkway and asked Bruce to look at rotating the buildings 90-degrees. When the neighborhood plan was adopted there was a desire to have buildings perpendicular to the street north of Silicon Prairie Parkway because of the residential to the south but at the time it was employment uses. The neighborhood would prefer that they stay this direction because it’s a smaller mass up against their neighborhood. They have moved away from a single exterior design to using a series of exteriors for different building sizes and architectural treatments, working with a color palette in different ways to try to create a more interesting community. Natural stone will be used as a base on the buildings.

Comments and questions from the Commission were as follows:

- Are we looking at vinyl siding?
 - We’re looking at smart side or hardiplank that will be painted.
- The sense of buildings being oriented to the street, is there a chance for the walk-ups instead of walking up your internal drive?
 - This shows the Silicon Prairie Parkway elevation both ways, with all the buildings on the short end or whether we turn them. We are able to turn and get connections towards the street on two,

also in this location here, but the other locations get to be quite awkward because of the grade transitions.

- Given the fact that the neighbors like looking at the narrow end of the building instead of the face, in the new plan when you split those two to be parallel to Silicon Prairie, are there homes directly across from that now?
 - Right now as it stands that's a parcel that's undeveloped.
- I think last time we talked about roofs.
 - There was discussion early on about flat roofs, more urban style architecture. It was something that was discussed with the neighborhood and they gave strong support for this design.
 - When I originally asked Planning staff to look at changing the use here to residential, the directive I got was make sure the neighborhood is happy. I spent a lot of time with the neighbors and they like the project we've come up with. They weighed in that they like this architecture. We proceeded with that and then got a reaction from staff that they wanted us to look at a more urban design and they gave us some examples. The neighborhood, on their own, got so agitated they went out on their own and started a petition, and there was not one homeowner who didn't sign it.
- This zone here looks like it's trying to be formal, but it isn't. This area just looks like they weren't sure what to do; that needs to be a little more formal or more naturalistic. Whatever way this goes tonight we need to have the planting plan come back because they don't label the plant material around the townhouses.

ACTION:

On a motion by Cnare, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL** of the revised site plan presented at the meeting. The motion was passed on a vote of (3-2) with O'Kroley and Huggins voting no. The motion provided for staff approval of the landscape plan in consultation with the Urban Design Commission's landscape architects.