

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** October 24, 2018

TITLE: 6501 Town Center Drive – New  
Development of a Five-Story Mixed-Use  
Multi-Family Development Consisting of  
Two Buildings. 3<sup>rd</sup> Ald. Dist. (53460)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Janine Glaeser, Secretary

**ADOPTED:**

**POF:**

DATED: October 24, 2018

**ID NUMBER:**

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Christian Harper, Cliff Goodhart, Jessica Klehr, Tom DeChant, Craig Weisensel and Amanda Hall.

**SUMMARY:**

At its meeting of October 24, 2018, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a five-story mixed-use multi-family development located at 6501 Town Center Drive. Registered in support of the project was Brian Stoddard, representing Knothe & Bruce Architects, LLC. This went through the approval process in 2016 but did not get recorded. It has since changed ownership and been modified. The Comprehensive Plan calls for higher density mixed-use in this area. General site circulation is off Milwaukee Street, Sprecher Road and Town Center Drive through the west edge of the site. Each building would be 5-stories and have 100 units. The first floor would have 12-16,000 square feet of commercial space and residential units with individual entries. The building architecture is simple, clean and contemporary with building materials including masonry, corrugated metal siding as accents and composite metal panels to achieve an urban feel for the area. Underground parking is provided at the ends with one stall per unit at 180 stalls, and 214 surface stalls.

The Commission discussed the following:

- I'm not familiar with this town center plan.
  - The original GDP was approved in 2002 and the Comprehensive Plan calls for higher densities of up to 60/units per acre in this area.
- When you come back for an approval I'd like to see the GDP to better understand the whole context.
- What we are seeing in that particular area is some commercial, but there's a game of chicken going on. Once the first development goes then others will fall in. Now that the Comp Plan is done we'll be seeing more development coming in this area.
- Is there on-street parking in front of the commercial?
  - No.
- We'll be up against the same challenges we've been facing, when the City and the plan is telling you to front all your commercial on a street you can't park on, and you'll want all your parking behind it.
- We do not want storefronts on Sprecher with covered windows.

- I would like to see it with one less material change. You have five materials now. If you're going with a clean modern look you could use one less material or color.
- With these kind of through commercial spaces, we'll want to make sure we understand where some of the necessary services of the building are located, like meters and dumpsters. With it being a four-sided building we'll be looking for those locations.
- You have to provide a space that works and doesn't default to the usual pattern. We want both fronts to be active.

**ACTION:**

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