



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 5799 Portage Road
Application Type: Informational Presentation for a Residential Building Complex
UDC will be an Advisory Body
Legistar File ID #: [82244](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Kirk Biodrowski, Potter Lawson, Inc. | Joseph & Megan Wood

Project Description: The applicant is proposing the construction of a residential building complex comprised of four residential buildings, four to five stories in height with 208-234 units and underground parking, as well as a two-story club house with pool.

Staff notes that this property is not currently within the City of Madison boundary. As such, annexation/attachment is required prior to any formal action being taken.

Approval Standards: The UDC will be an **advisory body** on this request. Section 28.151 of the Zoning Code requires that Residential Building Complexes be reviewed by the Urban Design Commission pursuant to the provisions in Section 33.24(4)(c). Section 33.24(4)(c), Residential Building Complexes, states: *"The Urban Design Commission shall review the exterior design and appearance of all principal buildings or structures and the landscape plans of all proposed residential building complexes. It shall report its findings and recommendations to the City Plan Commission."*

Adopted Plans: The City's Comprehensive Plan indicates that this area is recommended for Medium Residential development, which has densities ranging from 20-90 dwelling units/acre and building heights ranging from two to five stories.

In addition, the project site is located in the [Pumpkin Hollow Neighborhood Development Plan](#) planning area, which recommends Housing Mix 3 (16-40 dwelling units/acre), which includes larger scale multi-family buildings up to three stories in height, however the Plan notes that appropriate height will depend on adjacent surrounding development. As noted in the Plan, the development concept for Pumpkin Hollow envisions development that resembles Traditional Neighborhood Development design principles, including fostering a mix of land uses, providing a variety of housing options, encouraging an interconnected, grid-like street pattern, appropriate land use transitions, and a strong orientation to the street.

As indicated in both the City's Comprehensive Plan and neighborhood development plan, there is a future north-south street mapped through the project site that is intended to provide future connectivity through the site and to the larger surrounding area, especially those properties located to the south. As proposed, the site plan **does not** reflect this street. The applicant is encouraged to continue to work with staff to resolve conflicts regarding transportation related plan recommendations.

Summary of Design Considerations

Staff recommends that the UDC provides feedback on the development proposal regarding the aforementioned standards related to the items noted below. As part of this review, staff recommends consideration be given to the following:

- **Building Mass and Scale:** While the existing character of the area surrounding the project site is predominantly agricultural lands at this time, the planned character will host a variety of built forms and development intensities, including a mixed-use neighborhood center, as well as a variety of residential development ranging from low to high density residential. However, as one of the first developments in the area, the proposed development will set the tone for future development.

Staff requests the UDC provide feedback on the overall building mass and scale, in particular as it relates to Buildings 1 and 2 and the design of the connection piece between the two buildings, as well as the overall neighborhood development plan goals of encouraging Traditional Neighborhood Design principles, including those related to breaking down mass and scale, maintain a positive building orientation to the street with both individual unit entries and common building entries, as well as providing appropriate transitions between different levels of intensity, especially as it relates to the future development south of Building 4.

- **Site Planning Considerations – Surface Parking:** The site plan shows a surface parking area located behind the buildings with residential units oriented towards it. As noted above, the adopted plan shows a public street in this area that is intended to contribute to establishing the grid-like street pattern in this area, as well as play a role in the successful future access to adjacent and surrounding properties. If a public street is not required, consideration should be given to the design of the surface area as a “complete street” with parallel parking, detached sidewalks with terraces, etc. versus a suburban surface parking lot. This would be more consistent with the goals identified in the adopted plan related to Traditional Neighborhood Design principles.

Staff requests the UDC provide feedback related to the design of the proposed surface parking area, including as it relates to providing adequate buffers/transitions between vehicle use areas and residential uses, as well as incorporating other design elements or alternative parking configurations that would promote pedestrian connectivity, both internally and externally, and safety.

As noted above, the applicant is encouraged to continue to work with staff to resolve conflicts related to transportation related plan recommendations.

- **Building Composition and Materials:** As noted in the application materials, the proposed building reflects a modular construction concept with a precast façade system. Staff requests the UDC provide feedback on the overall building materials and composition as it relates to breaking down mass and scale, incorporating modulation and articulation, and creating a cohesive residential building expression.