

AGENDA # 10

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 21, 2009
TITLE: 3210 Maple Grove Drive – Mixed-Use Development/PUD-GDP. 7 th Ald. Dist. (11814)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 21, 2009	ID NUMBER:

Members present were: Marsha Rummel, Dawn Weber, Todd Barnett, Bruce Woods, Mark Smith, John Harrington, Richard Wagner, Ron Luskin and Jay Ferm.

SUMMARY:

At its meeting of October 21, 2009, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD-GDP located at 3210 Maple Grove Drive. Appearing on behalf of the project were Paul Raisleger, Cliff Goodhart, Bill Suick, all representing Livesey Co.; Alex Weis, and Randy Danielson. Prior to the presentation staff apprised the Commission of inserts within their materials packet relevant to the Commission's previous review of the project on September 3, 2008 as part of a proposed PUD-GDP along with excerpts from the City of Madison Comprehensive Plan noting this parcel's designation as Neighborhood Mixed-Use (NMU) including its special overlay designation as Transit-Oriented Development (TOD). The plans as presented contain modifications to the previous version to provide for approximately 11,000 square feet of retail commercial development at the apex of the site's corner, combined with the development of an independent living facility for 116 units, along with four multi-unit apartment buildings ranging from 26 to 28 units in each. Following the presentation on the revised plans the Commission noted the following:

- Need to pull the retail commercial building to the corner, need to mitigate grade at corner, need to relate to and connect to the intersection.
- Agree need a pedestrian solution, use building as a retaining wall with greenspace behind, along with internalizing the drive-thru to make corner more pedestrian friendly.
- Need to pull town square toward the corner building and wrap parking around, place buildings around town square concept.
- Turn southerly building parallel to Maple Grove to provide for a continuation of the pathway/greenspace.
- Community space divorced from the rest of the project.
- Develop theme for handling grade change beyond the use of split face block retaining walls.
- Look at making corner a 2-story building to make the corner work.
- Like terminus of path with southerly building.
- Don't let drive-thru dictate front door of your design.
- Study drive-thru circulation and how it affects corner.

- Greenspace needs to be more central, provide a thorough stormwater plan combined with centralized public areas.
- Concern with the lack of neighborhood mixed-use, could look at a two-story structure along McKee Road to provide.
- Need to speak to the requirements for transit-oriented development for a neighborhood mixed-use designation according to the Comprehensive Plan.
- Move drive-thru to the westerly building at the main drive.
- Consider apartments above a corner complex.
- Question the need for the significant level of surface parking; if underground parking provided for all residential buildings.
- Connect buildings underground to get more parking below grade and to reduce surface parking.
- Need to provide mixed-use development consistent with the Comprehensive Plan, not segregated with different uses located on the same lot.

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 ratings for this project are 5, 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 3210 Maple Grove Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings								info
	5	4	5	6	-	6	6	5
	4	-	-	-	-	5	5	5
								info
								5
								info

General Comments:

- Corner treatment is a complete failure to address the street. Bring corner building to street level and USE the topography. Fails to comply with Neighborhood Mixed Use designation.
- Create heart to project.
- Some interesting ideas and attention to urbanist design appreciated. Need work on corner and drive thru and connectivity. How can this suburban edge development become true mixed use, as opposed to separate and adjacent uses. Parking should be studied.