APPLICATION FOR URBAN DESIGN COMMISSION REVIEW AND APPROVAL

AGENDA	ITEM	#	
Project#	09841		

DATE SUBMITTED: 4/30/2008	Action Requested × Informational Presentation						
	Initial Approval and/or Recommendation						
UDC MEETING DATE: 5/7/2008	Final Approval and/or Recommendation						
PROJECT ADDRESS: 6502 Town Center Driv	e, Madison, WI						
ALDERMANIC DISTRICT; 3							
OWNER/DEVELOPER (Partners and/or Principals) Robb A. Warren, D.D.S.	ARCHITECT/DESIGNER/OR AGENT: Daniel J. Helwig, Architect						
4226 Milwaukee Street	Design Unlimited of Marshfield, Inc.						
Madison, WI 53714	303 West Upham Street, Suite 100 Marshfield, WI 54449						
CONTACT PERSON: Dan Helwig							
Address: 303 West Upham Street,	Suite 100						
Marshfield, WI 54449							
Phone: (715) 384-3207	The second secon						
Fax: (715) 384-9922							
E-mail address: chris@designunlimitedmfld.com							
well as a fee) School, Public Building or Space (Fee may be re	Urban Design District * (A public hearing is required as equired) 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)	•						
Other							
*Public Hearing Required (Submission Deadline 3 Week	s in Advance of Meeting Date)						
Where fees are required (as noted above) they apply with							

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a project.



DESIGN UNLIMITED

REQUEST FOR SIP TO METROTECH'S GDP/PUD Project #09841 Informational Presentation May 7, 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 west 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 29,300 sf. multi-tenant commercial building, referred to as the 'Warren Building'. (See attached Architectural Plans, Sheets 1 through 5)

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
- 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 a public courtyard planned between Phase I and Phase II of the Warren project. This landscaped courtyard would be nestled into the hillside and would become a convenient resting or break area 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 the Phase I 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 City Departments.

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 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'±) to design a 3-level, Phase I building and 2-level, Phase II building that are 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 a welcoming courtyard
- 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.

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. We should also note that, yes, we are utilizing a portion of the area between the property line and build-to line with entry canopies and soffits, however, prior approval of the project on Site 5 suggests that this should be welcomed.

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 1 and 2 of 5)

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

(To be provided at next submittal)

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.

(To be provided at next submittal)

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.

(To be provided at next submittal)

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

(As shown on proposed Site Plans, Sheets 1 and 2 of 5)

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.

(To be provided at next submittal)

General Comment:

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

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

We anticipate meeting all landscaping requirements, 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 along with (2) on-site bio-retention areas. (See proposed site plans.)

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 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, Sheet 1 of 5)

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.

REQUEST FOR SIP TO METROTECH'S GDP/PUD Informational Presentation

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. is .46) (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 1 of 5)

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)

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.

(Landscaping plans to be included with next submittal)

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 1 and 2 of 5)

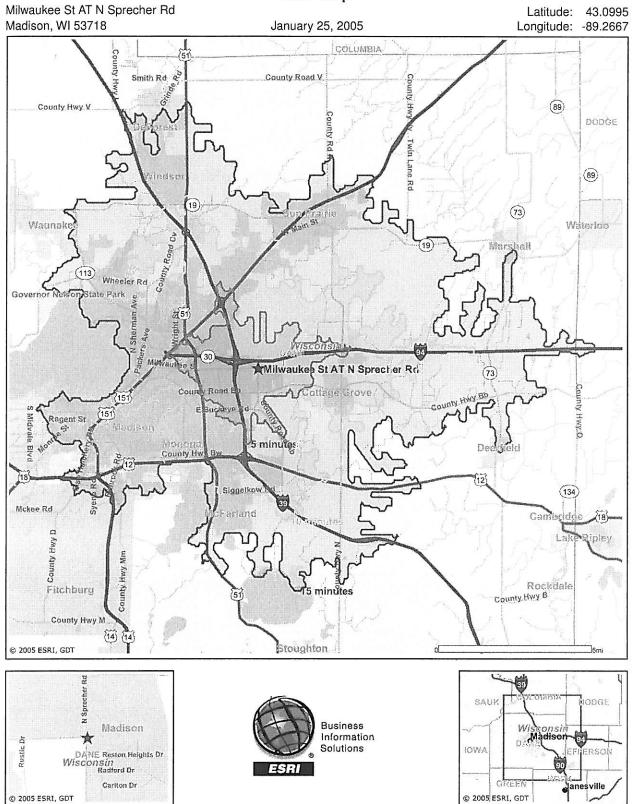
Site 4 will utilize on-street parking on Town Center Drive.

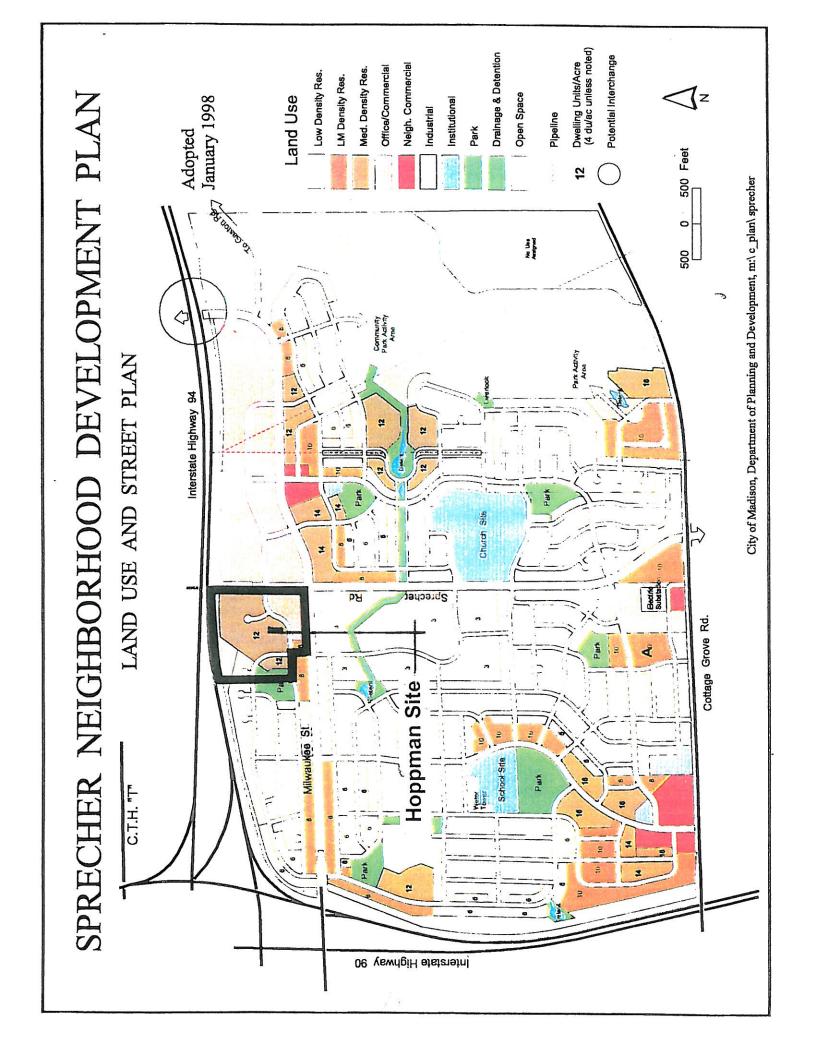
Development Phasing:

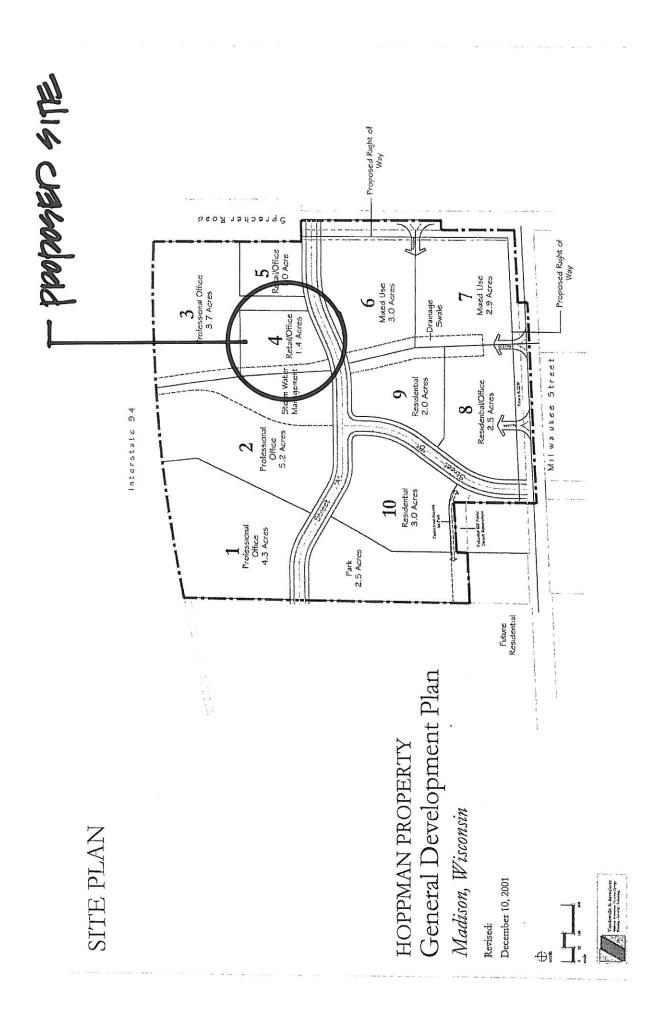
Development phasing on any of the Site 4 may be appropriate, but all future phases must be shown on any Specific Implementation Plan (SIP) to insure that the goals of this document are achieved. The floor area ratio (F.A.R.) will be based on the improved area of the development site.

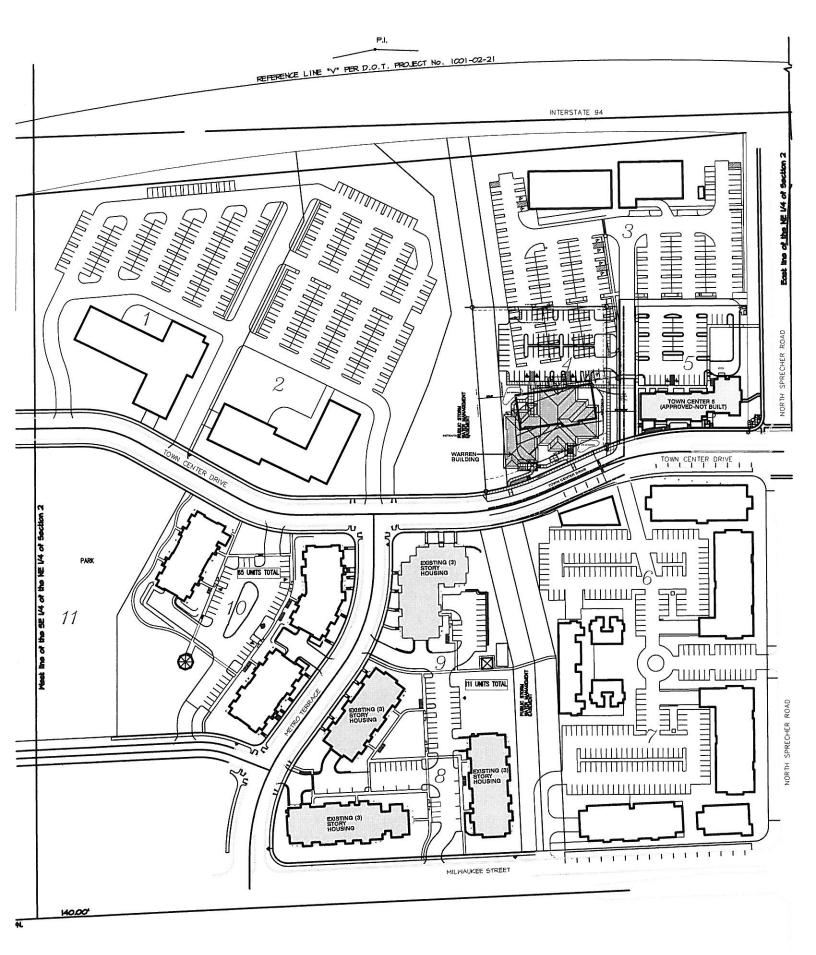
It's our interpretation that a phased project is appropriate as stated and, therefore, an amendment to the existing GDP should not be necessary.

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



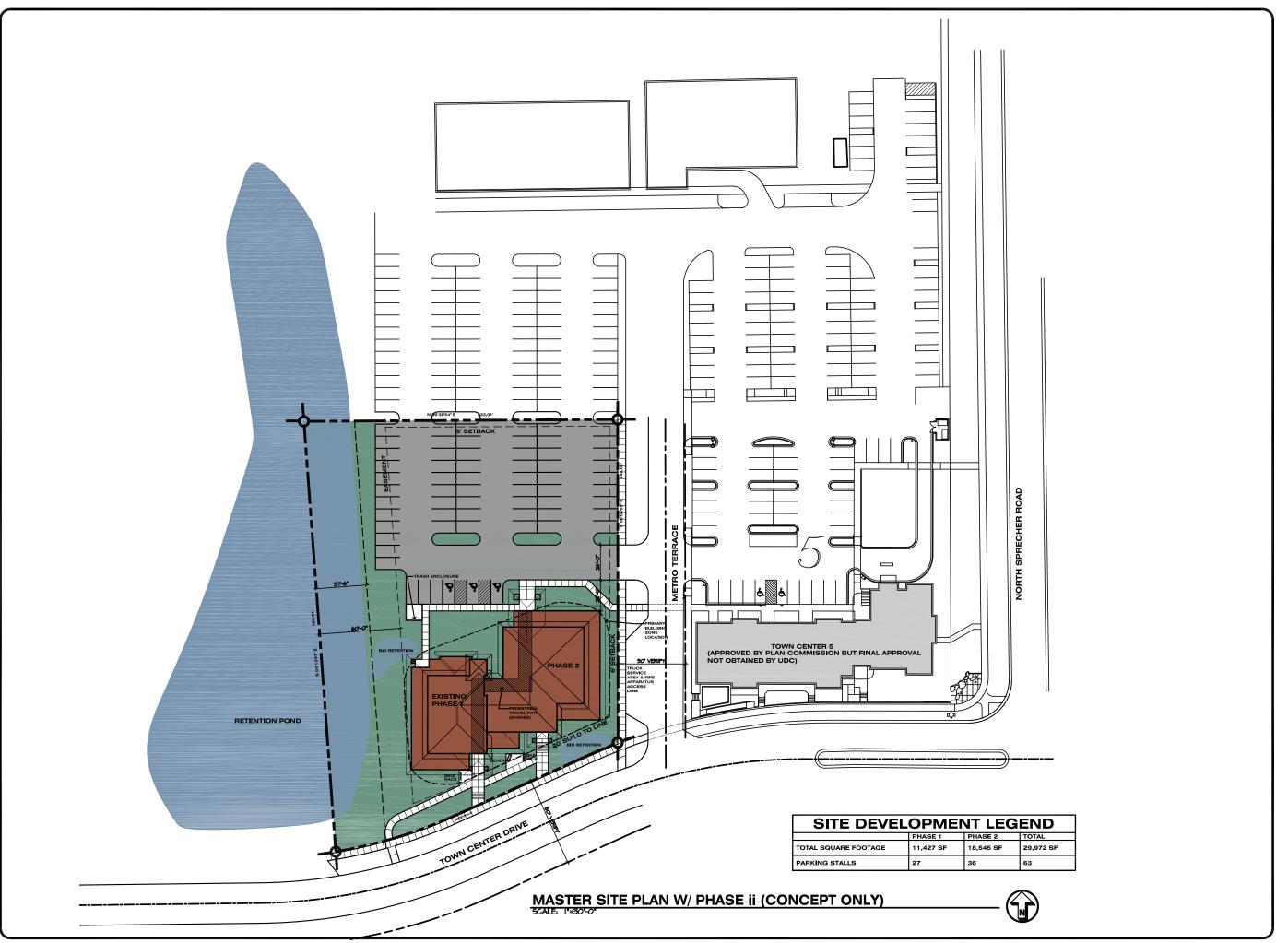
TAKEN LOOKING DIRECTLY EAST TOWARD SPRECHER STREET



HOUSING PROJECT (3 LEVEL) ACROSS STREET



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

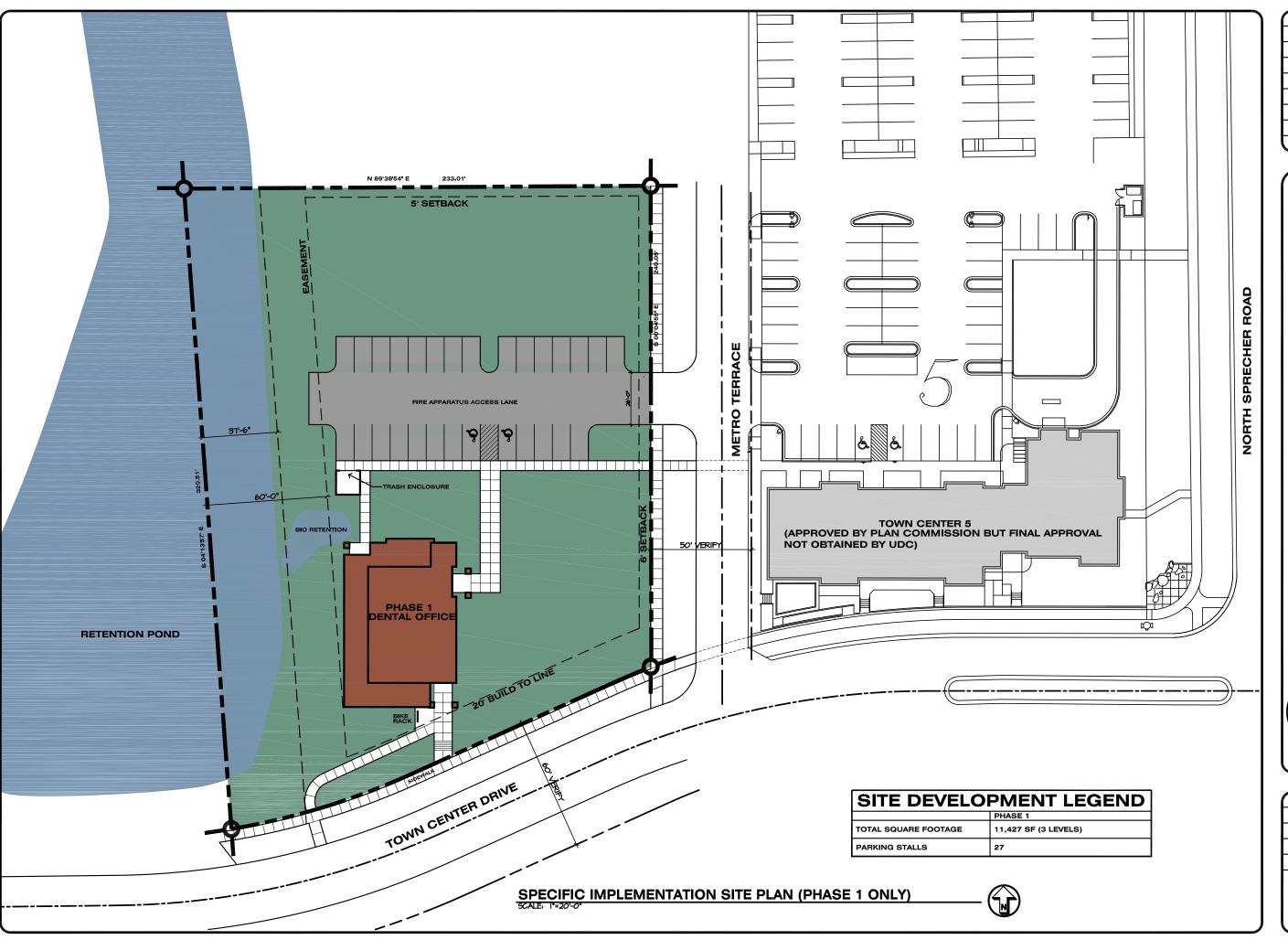




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CHECKED BY
D.J.H
DATE
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SCALE
A5 NOTED
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SHEET

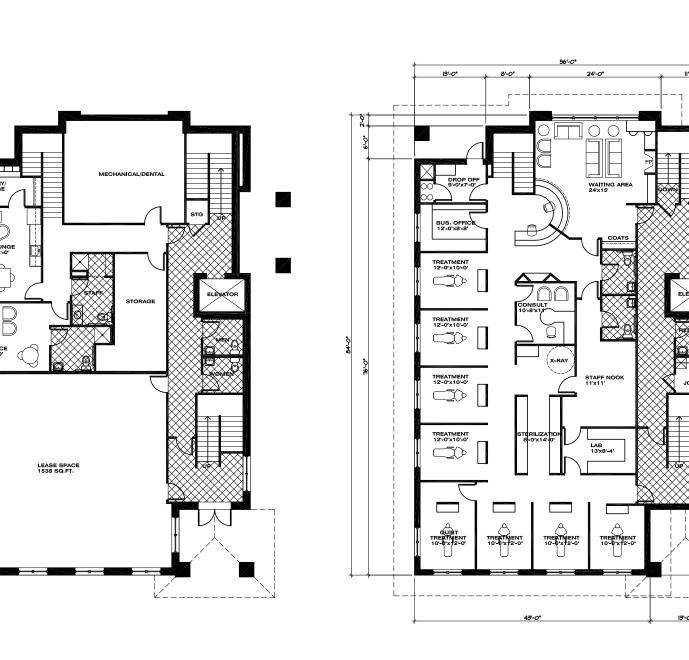


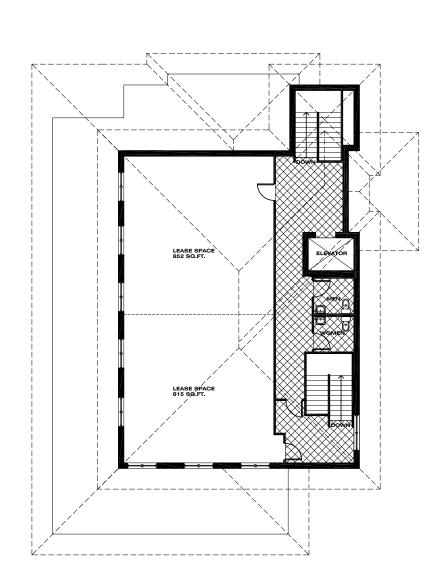
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04/30/2008 DLHS

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PHASE 1 LOWER LEVEL FLOOR PLAN SCALE: 1/8"=1"-O"

DENTAL SPACE: 1,868 SF LEASE SPACE: 1,538 SF AUXILIARY/MECH: 970 SF TOTAL: 4,376 SF

PHASE 1 MAIN LEVEL FLOOR PLAN SCALE: 1/8"=1"-0"

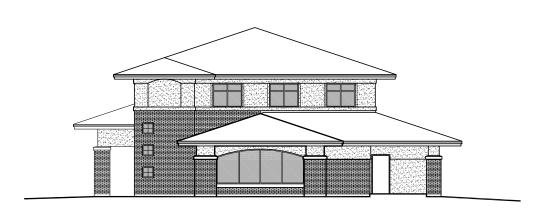
DENTAL SPACE: 3,376 SF AUXILIARY: 1,000 SF TOTAL: 4,376 SF

PHASE 1 LEASE SPACE: 1661 SF AUXILIARY: 1010 SF TOTAL: 1661 SF 1010 SF TOTAL: 2675 SF

REVISIONS BY 04/30/2008

OFFICE UNHAM STREET, SUITE 100, MARSHFIELD, WI 5444 DENTAL WARREN

CJH CHECKED BY





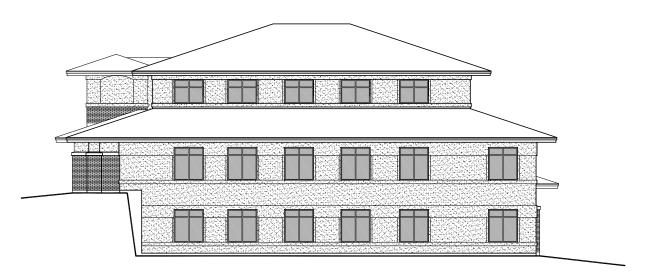
NORTH ELEVATION PHASE 1
SCALE: 1/8"=1"-O"





SOUTH ELEVATION PHASE 1

SCALE: |/8"=|-0"



WEST ELEVATION PHASE 1

SCALE: |/8"=|"-0"

REVISIONS BY 04/30/2008

OFFICE DENTAL

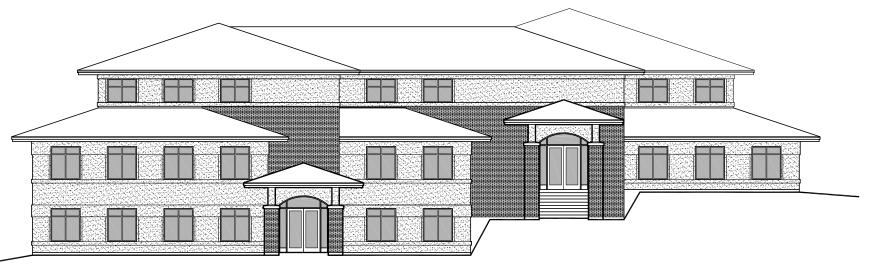
UNHAM STREET, SUITE 100, MARSHFIELD, WI 5444 WARREN

CJH CHECKED BY





EAST ELEVATION W/ PHASE 2 CONCEPT ONLY SCALE: 1/8"=1"-Q"



SOUTH ELEVATION W/ PHASE 2 (SHOWING PEDESTRIAN ENTRIES OFF TOWN CENTER DRIVE) CONCEPT ONLY

04/30/2008 DLH5

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WARREN DENTAL OFFICE

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