



# VANDEWALLE & ASSOCIATES INC.

February 29, 2012

Brad Murphy  
215 Martin Luther King Jr. Blvd.  
Suite 100  
Madison, WI 53710

**Re: Grandview Commons Town Center  
PUD:GDP/Sprecher Neighborhood/Comprehensive Plan  
Addendum Packet #3: UDC Conditions of Approval**

Dear Mr. Murphy:

The attached amendments to the Grandview Commons Town Center Submittal are proposed in response to satisfying the Urban Design Commission conditions of approval per the February 15, 2012 Initial Approval motion. Exhibits A, B, & C detail the text and graphic components of the application to incorporate the conditions into the proposal:

- 1.) ***The density of the retail shall at least remain at the 135,000 square feet as in the original town center; the applicant shall explore how the 58,000 square feet could be incorporated into the density.***  
The town center has been revised to include 135,000 square feet of commercial uses, including the grocery store square footage. The Library site is separate from this allocation and remains at 24,000 square feet of institutional use.
- 2.) ***The applicant shall include at least as many dwelling units as were in the original town center.***  
The town center has been revised to include the currently approved 197 residential units.
- 3.) ***The applicant shall return with information on how those would be integrated into the development, and explore what the increase in height should be in some of those mixed-use buildings.***  
Shown on Exhibits A and B
- 4.) ***Identify on the Revised General Development Plan Map where the fifty residential units will be; as noted within the text.***  
Shown on Exhibit C

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax  
342 North Water Street • Milwaukee, Wisconsin 53202 • 414.421.2001 • 414.732.2035 Fax  
[www.vandewalle.com](http://www.vandewalle.com)

Shaping places, shaping change

**Exhibit A**

**Development Descriptions:**

**Overall Development Concept**

The Grandview Commons Town Center is proposed as a mixed use district featuring pedestrian-oriented walkable retail and neighborhood serving commercial uses while balancing vehicular access, scale, and character. Set along retail street network of the North Star Drive/Sharpsburg Drive Village Green frontages and the Gemini Drive extension, this district will offer first floor retail/commercial uses and upper story office or residential uses with a vibrant neighborhood scaled urban setting. Utilizing the civic anchors of the Village Green, future City of Madison Library and a new Urban Plaza, this district will form a crucial community gathering area and diverse social setting. The grocery store forms the eastern edge of the town center and shall be connected through a pedestrian walkway and sidewalk connections. Shared parking will support the commercial uses and will be available for use throughout the district.



**Block/Building Site Descriptions**

E-1

Description:

This mixed use building is positioned to maximize capital views for upper story residential units while forming the western edge of the village green walking district and capping the North Star end of the capital view corridor. The first floor is intended for commercial uses with upper floor apartments or condominiums. Outdoor seating or additional public plaza space is anticipated along the North Star/Jupiter Drive intersection within the viewshed preservation zone. Flex space may be used for the initial build out of the first floor. Underground parking will be a component of this building.



Approx. Net Acreage:	.90 acres
Height:	5 stories
Dwelling Units:	45-75 units
Commercial Square Footage:	10,000-15,000

<b>Building Projection</b>	
First Floor:	15,000 sq. ft. retail or 15 flex units
Second-Fifth Floor	45-60 units



Grandview Commons  
Town Center Amendment Request

---

B-1

Description:

B-1 holds both the corner of the Village Green and the Urban Plaza. Primarily a commercial building, this site may accommodate upper floor residential as part of the building design. This building is anticipated to be an open first floor design with a goal of creating numerous building entrances and indoor/outdoor space so as to maximize outdoor seating along the plaza and streetscape. This building shall have primary entrances and glass facades along all sides of the building and shall not have any blank walls facing the adjoining streets, or plaza space. If this building is proposed as a single story building the building shall be a minimum of 24' in height.



Approx. Net Acreage: .40 acres  
 Height: 1-3 stories  
 Dwelling Units: 0-10 units  
 Commercial Square Footage: 2,000-2,500

Building Projection

First Floor: 2,500 sq. ft. retail  
 Second Floor: 5 units (optional)  
 Third Floor: 5 units (optional)



B-2

Description:

This building forms the southern edge of the Urban Plaza and a key placement along the Cottage Grove Road frontage. First floor retail uses are required to have primary entrances onto the Urban Plaza with secondary entrances from the parking area to the east or Cottage Grove Road. Upper floor office and/or residential uses may require underground parking.

Approx. Net Acreage: 1.56 acres  
 Height: 2-4 stories  
 Dwelling Units: 0-50 units  
 Commercial Square Footage: 8,000-15,500

Building Projection

First Floor: 10,000 sq. ft. retail  
 Second Floor: 5,500 sq. ft. retail and/or 20 residential units  
 Third Floor: 20 residential units (optional)





Grandview Commons  
Town Center Amendment Request

---

Fourth Floor: 10 residential units  
(optional)

C-1 (Library Site)

Description:

Located at the high point of the town center, directly in line with the Capital View Corridor, this location has long been reserved for a Civic use. Donated to the City of Madison as part of the development, this site's designation as a Library completes the eastern edge of the Sharpsburg Drive walking district. Final design and timing of the Library will be determined by the City of Madison, but the primary entrance should be located at the corner of Sharpsburg Drive and Gemini Drive to take advantage of the view. Lower level uses may be allowed as a third floor.



Approx. Net Acreage: .67 acres  
Height: 2-3 stories  
Institutional Square Footage: 15,000-24,000

Building Projection

Lower-Upper Floor: 24,000 square feet

C-2

Description:

This building forms the northern portion of the Gemini Drive walking street. Primary entrances shall face onto Gemini Drive with secondary entrances towards the shared parking area to the east. First floor commercial uses may be accompanied with upper floor residential or office uses. If this building is proposed as a single story building the building shall be a minimum of 24' in height.



Approx. Net Acreage: .50 acres  
Height: 1-2 stories  
Dwelling Units: 0-6 units  
Commercial Square Footage: 3,000-3,500

Building Projection

First Floor: 3,500 sq. ft. retail  
Second Floor: 6 residential units  
(optional)



Grandview Commons  
Town Center Amendment Request

---

C-3

Description:

This building forms the southern portion of the Gemini Drive walking street. Primary entrances shall face onto Gemini Drive with secondary entrances towards the shared parking area to the east. First floor commercial uses may be accompanied with upper floor residential or office uses. If this building is proposed as a single story building the building shall be a minimum of 24' in height.

Approx. Net Acreage: .50 acres  
Height: 1-2 stories  
Dwelling Units: 0-6 units  
Commercial Square Footage: 3,000-3,500

Building Projection

First Floor: 3,500 sq. ft. retail  
Second Floor: 6 residential units (optional)



C-4 (Grocery Site)

Description:

The grocery store forms the eastern edge of the town center with primary entrances fronting onto the shared parking area and Cottage Grove Road. High quality architectural design and materials are critical to the integration of this use, along with integrated landscape screening/transitions, parking lot screening, mechanical/HVAC screening, loading dock screening, dark sky compliant lighting, and careful use of signage. District wide pedestrian connections and bicycle accommodations are also critical components of knitting this use into the town center. Second floor or mezzanine level uses associated with the Grocery Store are encouraged.

Approx. Net Acreage: 6.45 acres  
Height: 1-2 stories  
Commercial Square Footage: 57,000-58,000

Building Projection

First Floor: 58,000 sq. ft.

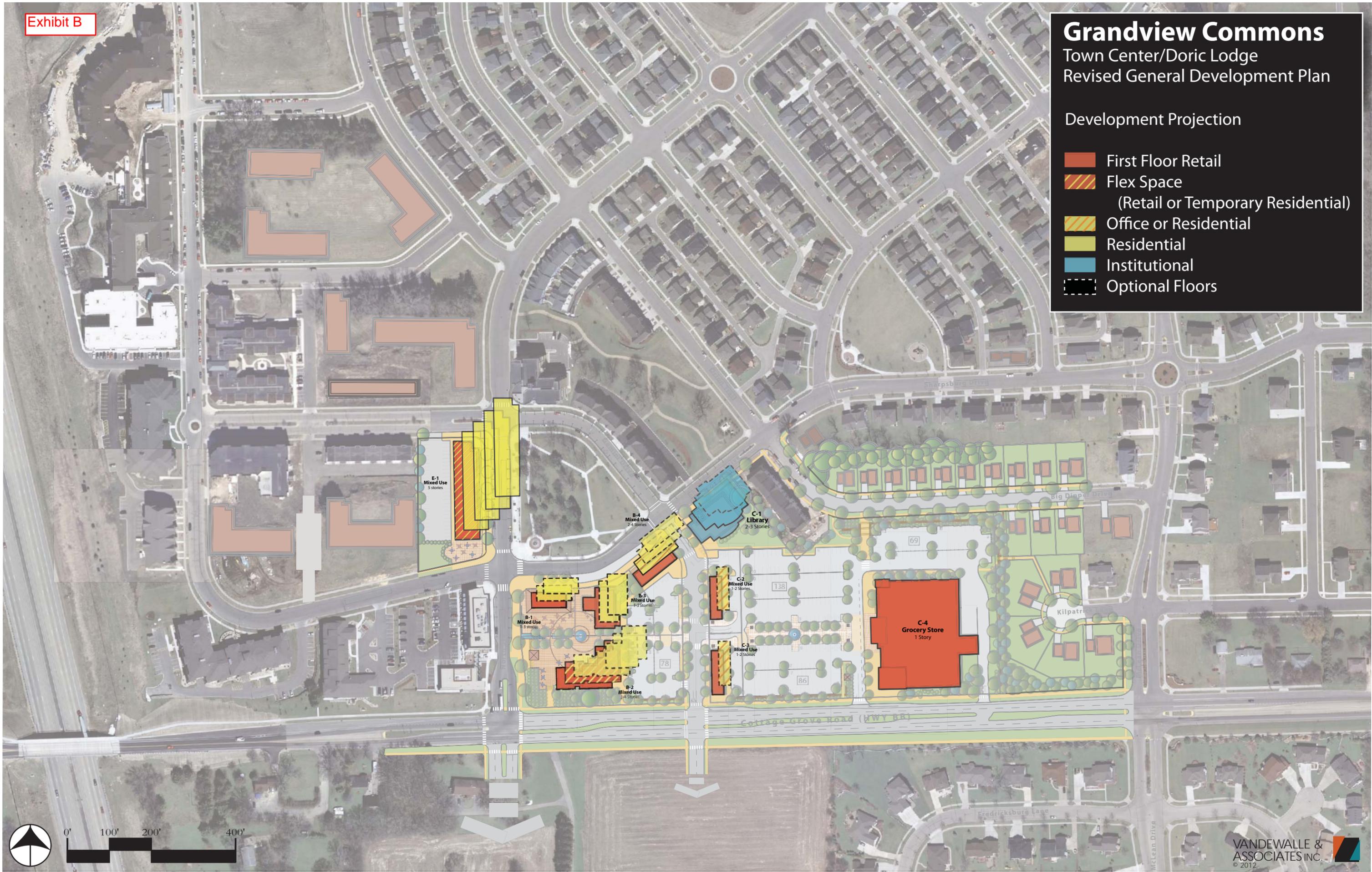


# Grandview Commons

Town Center/Doric Lodge  
Revised General Development Plan

## Development Projection

- First Floor Retail
- Flex Space  
(Retail or Temporary Residential)
- Office or Residential
- Residential
- Institutional
- Optional Floors



# Grandview Commons

Town Center/Doric Lodge  
Revised General Development Plan

