



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 7601 Mineral Point Road
Application Type: Planned Development (PD) – Final Approval is Requested
Legistar File ID # [61858](#)
Prepared By: Kevin Firchow, Acting UDC Secretary

Background Information

Applicant | Contact: Sean O’Brien, Northpointe Development Corp. | Kevin Burow, Knothe & Bruce Architects, LLC

Project Description: The applicant is seeking final approval for a new four-story, 60-unit multi-family building with enclosed and surface parking at the former Pizzeria Uno site. The existing restaurant building will be relocated on-site and repurposed as commons space for residents. The subject site is part of an existing, multi-property Planned Development (PD) comprised of the block bounded by Mineral Point Road, Ganser Way and D’Onofrio Drive.

Project History/Schedule:

- The UDC received an informational presentation on September 2, 2020.
- The UDC granted initial approval on November 4, 2020.
- The Plan Commission recommended approval of this this proposal on November 23, 2020.
- The Common Council conditionally approved this request on December 1, 2020.

Approval Standards: The UDC is an **advisory body** on this request. As with any Planned Development, the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in Zoning Code sections 28.098(1), Statement of Purpose, and (2), Standards for Approval.

Design-Related Adopted Plan Recommendations: The City’s [Comprehensive Plan](#) recommends this area for community mixed-use development, which generally includes buildings between 2-5 stories. The subject site is also within the study area for the ongoing Odana Area Plan, which generally encompasses the West Town Mall area, extending east to Whitney Way. A draft of that plan is scheduled to be before the Common Council on September 21, 2021.

Summary of Design Considerations and Recommendations

Planning Division staff requests that the UDC provide findings and recommendations related to the aforementioned Planned Development standards, as required by the Zoning Code.

Design Considerations

The UDC granted initial approval on November 4, 2020. That action signifies the UDC did not have fundamental concerns on the project’s design, though the Commission recommended the final project details return for final Commission review. The motion requested that the applicant address the following:

- Address of the landscape comments.
- More refinement and continuity of design between the farmhouse and the new building.
- Continuity with the window patterning.

The Planning Division does not have additional, specific design-related concerns related to the UDC's final review. Additionally, staff note a design-related approval condition from the Common Council that states:

No HVAC "wall-pack" penetrations/louvers are shown on the street-facing facades. Unless specifically approved by the Plan Commission, the addition of wall packs on outward-facing walls is not included in this approval and will require approval of an alteration to this conditional use should they be approved at a later time.

Based on the submitted material, it does not appear that through-the-wall HVAC units are being proposed at this time.

Summary of Previously Raised UDC Design Comments.

As a reference, staff refers the UDC to their comments from previous meetings:

10/4/2020 Initial Approval:

Farmhouse Comments:

- I had expressed excitement at the reuse of the building. Appreciate the great improvements to the patio deck area, seems much more usable now. The new roof on the farmhouse really stuck out to me, what is the intent of the new roof and also, I'm seeing that it's tied to the sloped roof canopies on the apartment building which I didn't notice before.
- I don't know that I saw any real good view or roof plan of how that connection resolves itself between the two buildings. Different geometries could be well done or awkward.
- I feel like with the elevations you've got, I wish there was more coherence, you go farmhouse or you go modern. The curve on part of the apartment windows and not others, the perspective that shows the patio, the windows along that corner block look so modern compared to the small arch over the window. And the brackets coming out for the shed roof next to that opening of window, it just looks inconsistent and struggling to be farmhouse or modern.
- I agree, the brackets are almost too literal in their representation with the modern building. The farmhouse looking modern, how much of a restoration are you doing? Is this going to be rebuilt and without regard to the windows, materiality of the window, how are you going to do the masonry? Now it's on a precast base which looks very odd. Is it going to be a reiteration of the historic house?
- It has little of its original integrity. I'm thinking of this well-crafted rendering that makes the segmental retaining wall and the brick look all very compatible and uniform when I know there will be three different looking materials and colors. Encourage you to go to the adaptive use route instead of preservation where the farmhouse is a modern interpretation of a clubhouse. There's not a whole lot there to bring back and restore. Consider a brick more in contrast or you stain the old farmhouse brick and make everything uniform. A nice contrast or you stain that brick so it's all very uniform.

Site & Multi-family building comments:

- I commented last time about the location of the playground. Without the context of the rest of the development around this area, this is a great looking oasis, but there's commercial and parking on either side of this building, now it seems quite exposed and doesn't feel like a very friendly place for children to be playing.
- There was no opportunity to make that playground on the less busy side of the development?
- I would recommend as much planting as possible between Mineral Point Road and that playground.
- Regarding the playground, I had the same initial reaction and mentioned it last time too. Now that I think about it I think it might work. Kids don't care about a peaceful quiet corner to relax, they thrive in the loud and crazy and having that fun first floor elevation above the street is maybe interesting as a kid.

I think I'm sold now on that space and the way it's been connected to the farmhouse. I still very much appreciate the fact that you are saving the farmhouse, it's really interesting. Thank you Betti for mentioning some of the history on that, it was interesting. Spatial needs of the residential building is why they are relocating that, it does make it more visible from Mineral Point Road. At the south end of the parking lot, there's a 20-foot wide drive lane that dead-ends into that corner of the building. Is that turn around space? Should it be oriented differently to respect the geometry of the building? It feels a little wrong.

- It may be an uphill battle but those being grass pavers or unit pavers so it's disguised as a patio would be kind of beneficial to the tenants rather than that awkward piece of asphalt. If turning movements allowed for it to rotate and respect the geometry of the building that would be great. Do you foresee people approaching or heading down to the south on Ganser? Right now there's no way to get down there unless you go through the neighbor's parking lot.
- Wondering if there's a traffic pattern demand for the west side of the site to somehow connect down to something?
- The planting palette looks nice, something about that farmhouse is begging for some sweeps of ornamental grasses, something more special and true to the historic character of that building than utilitarian shrub. Grow low sumac is great for the slope but the architecture of the farmhouse would benefit from grasses.
- I hope you consider the inappropriate nature of having a family development in the midst of office buildings, strip retail center and a Kentucky Fried Chicken. I don't know if it's the place we would aspire to have low income families raise their kids.
- The windows of the new part of the buildings, so many different kinds, could we get more consistency with the scale of the windows? The ones giving me the biggest concern are the larger punched openings in the middle gray color, and it seems like I'm not sure where the floor line is, page 8.
- Get some more consistency with the windows.
- That area at the far right bounded by the accessibility ramp, I don't have easy access to the plant design. Believe it was possibly one area for Low Grow Sumac, because that's angled there it really shows up from Mineral Point, it's such a pedestrian blah plant to have in a place like that. That's a place to have a lot more showy and multi-season interest. Panicked Hydrangea, Quick Fire, Little Lime would give you flowers in that area for a good chunk of the summer and then fall and winter. Golden Camapricus with winter interest, mixed evergreens in there, showier ornamental grasses. One giant triangular bed of Sumac is a waste of that space.
- I like the urban infill, affordable housing that doesn't look like it, but there are some significant architectural details still to work out, and some landscape details.
- I'm struggling without the context of the area in what the City's plans are for some adjacent redevelopment. Feel like we're plopping this large development in this 100% commercial area. Not sure what the connectivity is to local schools. Seems like every year kids running from Memorial to the mall area there's always some incident there. I'd like to understand more of the context with regard to the plan for this whole area.
- That gets exactly to the PD question, this is not zoned residential. Without the PD it wouldn't pass muster for any underlying adopted plan.
- (Firchow) The broad Comprehensive Plan talks about this area transitioning from commercial to mixed-use, introducing residential mixed-use development would be consistent. This area is under study from West Towne Mall to Whitney Way, the Odana Road Special Area Plan, which will probably be adopted spring or summer next year and will have more information about connectivity and how to thoughtfully bring mixed-use development into these large commercial nodes.
- More refinement and continuity of the design between the old building and the new design, take one direction or the other, landscape design discussion and some additional information required with regard to the building connections, site details. Window patterning, looking for more consistency in design between the farmhouse and apartment building. Design continuity.

9/2/2020 Informational Presentation:

Farmhouse comments:

- I like that old building and I'm glad you're keeping it. Kudos to that. It does seem architecturally a mismatch with what you're attaching to it. Anything else you can do to tie it in would be good.
- Kudos on saving the farmhouse. With the smaller play area I'd be afraid of them playing on the porch on that drastic slope, I wonder if a wall is in the plans, or decreasing that slope.
- I'm sorry but I respectfully disagree with the sentiment of saving the old house. It's not historic, it's old, it has lost about all of its integrity. Moving it just loses more of its context.
- I agree, there's something very awkward about where you've placed that building and I don't think it adds to the development.
- I like the old house but something isn't working. I would wrestle with how to position them, whether or not to connect them or how to connect them. Treat it as a historic structure if you do keep it. It doesn't really fit with what you're proposing right now. The new architecture is a lot of beige but the renderings are attractive.
- I suggest you try an option without the farmhouse and see what kind of opportunities arise.

Site & Multi-family building comments:

- The pedestrian access from Mineral Point Road going up – give it more attention. I don't think it's working to your advantage right now. Safety-wise and how it would feel at night, it could use more attention. Is there an obligation to have stairs there to get to public transit?
- I like the idea that you've tried to match the aesthetic of the existing with your new building, but if I remember that building has shutters and fabric shades over the windows, you are planning to do some modifications to the existing building, maybe go farther with that. Maybe bring the two building designs together a little more.
- This appears to be a family friendly development given the unit mixes, but you have only one small greenspace and not a lot of other green or family type space.
- I don't like where the play space is, it feels like the building has turned its back and the play area should feel more protected by the rest of the development.
- There are some elements of the building that I'm not quite sure, there's a skewing where it goes from the two paired balconies, it starts to lose the rhythm at the end.

ATTACHMENT
PD Zoning Statement of Purpose and Standards

28.098 (1) Statement of Purpose.

The Planned Development (PD) District is established to provide a voluntary regulatory framework as a means to facilitate the unique development of land in an integrated and innovative fashion, to allow for flexibility in site design, and to encourage development that is sensitive to environmental, cultural, and economic considerations, and that features high-quality architecture and building materials. In addition, the Planned Development District is intended to achieve one or more of the following objectives:

- (a) Promotion of green building technologies, low-impact development techniques for stormwater management, and other innovative measures that encourage sustainable development.
- (b) Promotion of integrated land uses allowing for a mixture of residential, commercial, and public facilities along corridors and in transitional areas, with enhanced pedestrian, bicycle and transit connections and amenities.
- (c) Preservation and enhancement of important environmental features through careful and sensitive placement of buildings and facilities.
- (d) Preservation of historic buildings, structures, or landscape features through adaptive reuse of public or private preservation of land.
- (e) Provision of more adequate, usable, and suitably located open space, recreational amenities, and other public facilities than would otherwise be provided under conventional land development techniques.
- (f) Facilitation of high-quality development that is consistent with the goals, objectives, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans.

28.098(2) Approval Standards for Project

The standards for approval of a zoning map amendment to the PD District, or any major alteration to an approved General Development Plan, are as follows:

- (a) The applicant shall demonstrate that no other base zoning district can be used to achieve a substantially similar pattern of development. Planned developments shall not be allowed simply for the purpose of increasing overall density or allowing development that otherwise could not be approved unless the development also meets one or more of the objectives of (1) above. Conditions under which planned development may be appropriate include:
 - 1. Site conditions such as steep topography or other unusual physical features; or
 - 2. Redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning district requirements.
- (b) The PD District plan shall facilitate the development or redevelopment goals of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.
- (c) The PD District plan shall not adversely affect the economic health of the City or the area of the City where the development is proposed. The City shall be able to provide municipal services to the property where the planned development is proposed without a significant increase of the cost of providing those services or economic impact on municipal utilities serving that area.

- (d) The PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. A traffic demand management plan may be required as a way to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day. Strategies and actions may include, but are not limited to, carpools and vanpools; public and private transit; promotion of bicycling, walking and other non-motorized travel; flexible work schedules and parking management programs to substantially reduce automobile trips.
- (e) The PD District plan shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.
- (f) The PD District plan shall include open space suitable to the type and character of development proposed, including for projects with residential components, a mix of structured and natural spaces for use by residents and visitors. Areas for stormwater management, parking, or in the public right of way shall not be used to satisfy this requirement.
- (g) The PD district shall include suitable assurances that each phase could be completed in a manner that would not result in an adverse effect upon the community as a result of termination at that point.
- (h) When applying the above standards to an application for height in excess of that allowed in Section 28.071(2)(a) Downtown Height Map, except as provided for in Section 28.071(2)(a)1. and Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:
 - 1. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.
 - 2. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.
 - 3. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the project and create a pleasing visual relationship with them.
 - 4. For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.
- (i) When applying the above standards to an application to reduce or eliminate stepbacks required by Section 28.071(2)(c) Downtown Stepback Map, the Plan Commission shall consider the recommendations in adopted plans, including the downtown plan. No application to reduce or eliminate stepbacks may be granted unless it finds that all of the following conditions are present:
 - 1. The lot is a corner parcel.
 - 2. The lot is not part of a larger assemblage of properties.
 - 3. The entire lot is vacant or improved with only a surface parking lot.
 - 4. No principal buildings on the lot have been demolished or removed since the effective date of this ordinance