

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 3, 2008	
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: September 3, 2008	ID NUMBER:	

Members present were: Lou Host-Jablonski, Ronald Luskin, Jay Ferm, Marsha Rummel, Bruce Woods, Richard Slayton, John Harrington and Richard Wagner.

SUMMARY:

At its meeting of September 3, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a mixed-use development located at 3210 Maple Grove Drive. Appearing on behalf of the project were Alex Weis, Paul Raisleger, Tim Anderson and Cliff Goodhart, all representing Livesey Company. Weis, Anderson and Goodhart provided an overview of the proposed PUD-GDP for the development of the southwesterly corner of the intersection of Maple Grove Drive and County Trunk Highway PD. Prior to the presentation staff noted that the site was originally designated as a future facility for the Dean Clinic numbers of years ago. Recent amendments according to the applicant provide for its development for neighborhood and mixed-use development consistent with the Comprehensive Plan. The overall plan features the development of retail commercial buildings abutting the main streets (Maple Grove Drive and McKee Road) with residential abutting residentially developed properties to the southwest. Following a review of the plans the Commission noted the following:

- Concern with the funeral parlor lot abutting on an extension of the property off of Maple Grove Drive as to how stormwater will be managed. The applicant noted that it was managed as part of a stormwater area with on-site facilities provided integrate with other on-site facilities.
- Look at the potential to widen central greenspace, enhance walkways as well as opportunities for outdoor seating and other amenities.
- Need space adjacent to residential units such as outdoor patios and other amenities around building.
- Corner treatment weak and McKee and Maple Grove Drive, use for surface parking. Concern with mass and location of building.
- Provide traffic calming within the site, e.g. tabletops.
- Double trees adjacent to surface parking and residential/commercial area and drive aisles.
- Look at alignment of drive aisle circulation and tighten turning radii.
- Look at making dormers more pronounced atop retail buildings by keeping rhythm between buildings.
- Minimize hard surface to hard surface elements.
- Building signage on buildings from the north view are billboard like.

- Great project, take advantage of the dramatic grade change to handle water and utilities as a site amenity and feature.
- Corner is weak with relationship with parking lot with building, don't want to see a bunch of cars at corner.
- Question connectivity to residential to adjacent residential development to the south.
- Issue with getting two curb cuts on McKee Road may dictate emphasis on Maple Grove Drive entry.
- Concern with huge central parking field with the park in the middle of a large parking field where parking ratios are high for both retail and residential uses.
- Park needs to be better integrated, especially with residential, doesn't work as a family space.
- Concern with providing usable outdoor space next to residential units.
- Problem with dormers above retail without windows.
- Corner building should be linear.
- Consider banking parking.
- Look at opportunity for efficiency of parking on funeral home site with reorientation of the building and proposed surface parking to be utilize for off-peak or shared parking arrangement with adjoining proposed restaurant building.

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 6, 6, 7 and 7.

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	-	-	-	-	-	-	-	7
	7	6	5	5	-	5	6	7
	6	7	-	-	-	5	-	6
	6	5	-	-	-	6	-	6

General Comments:

- “Park” area needs work. Too much parking!
- More suburban retail.
- Nice flow of pedestrian and green spaces through site.
- Urban mixed-use project with a lot of potential. Interesting architecture, outdoor active space for retail is nice. Linear park cool idea but it’s stuck in a parking lot. Should enhance outdoor space for residential units. Corner retail should address street. What happens if County won’t allow a second entry? Want to see more detailed parking plan, 3/1000 v. 4/1000.
- Weak northeast corner, reduce pavement as possible, smooth/enhance pedestrian circulation (connectivity) along roads.