

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 18, 2012

TITLE: 6550 Schroeder Road – PUD(SIP),
BrightStar Assisted Living Facility in UDD
No. 2. 19th Ald. Dist. (25969)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: April 18, 2012

ID NUMBER:

Members present were: Henry Lufler, Acting Chair; Dawn O’Kroley, Marsha Rummel, Melissa Huggins, Richard Slayton and John Harrington.

SUMMARY:

At its meeting of April 18, 2012, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(SIP) located at 6550 Schroeder Road. Appearing on behalf of the project were Glenn Decker and Jeff Shera, both representing BrightStar Care. The one acre site is surrounded by other care facilities, a tennis center, apartments, single-family residential and a nursery school. They are proposing an assisted living building to contain 30 dwelling units in a two-story building with a partial basement. The units are split between 16 assisted living units and 14 memory care units, split between the two floors. Given the tight site that is naturally “L” shaped, the building is “L” shaped. They address the street on both Struck Street and Schroeder Road, with the main entry at the interior corner. Sixteen parking spaces will be provided. A 36” masonry wall is proposed for future signage as well as designated open space for residents. Stone and stucco are the major building materials. O’Kroley inquired about shared parking with the site next door; Shera responded that they are meeting with them next week. Harrington stated that the landscape plan needs to be looked at very closely. There are a lot of perennials but they are not structured or angled; it’s almost creating a moat around the building rather than reacting to the building. The trees also do not react to the street. He would like to see elevations as modified with landscape in place upon return for review. It was also stated that the plants need to be labeled to be legible rather than with symbols, which are not readable. In addition, the landscape perennial bed based plan is not a good overall plan; needs more massing and provide dense landscaping at the corner, in addition to the utilization of more canopy trees and native plantings.

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 rating for this project is 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 6550 Schroeder Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	7	7	3	-	-	-	7	6

General Comments:

- Building nice, landscape needs to start over.
- Attractive building.