

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 11, 2007
TITLE: 302 Cross Oak Drive, 9439 Silicon Prairie Parkway, 301 South Point Road (Lot 149) – PUD-SIP, 24 Townhome Units. 9 th Ald. Dist. (05826)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William Fruhling, Acting Secretary	ADOPTED: POF:
DATED: April 11, 2007	ID NUMBER:

Members present were: Paul Wagner (Chair), Richard Slayton, Ald. Noel Radomski, Michael Barrett, Lou Host-Jablonski and Bruce Woods.

SUMMARY:

At its meeting of April 11, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-SIP for 24 townhouse units at 302 Cross Oak Drive, 9439 Silicon Prairie Parkway and 301 South Point Road. Appearing on behalf of the project were Chris Landerud and Brian Munson. Landerud gave an overview of the project stating that the plan consists of four buildings. The Commission's discussion focused on the site layout noting that there were not a lot of outdoor spaces, but expressing support for locating the buildings fronting on each of the three streets that border the site. The Commission also expressed some concern about the architectural style of the buildings. Munson stated that the design direction for the buildings reflects the adjacent residential architecture.

ACTION:

On a motion by Barrett, seconded by Host-Jablonski, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-SIP for 24 townhouse units at 302 Cross Oak Drive, 9439 Silicon Prairie Parkway and 301 South Point Road with the condition that 2-feet be added to the depth of each front porch. The motion was passed on a vote of (5-1) with Wagner voting no.

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 5, 5, 6, 6, 6 and 6.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 302 Cross Oak Drive, 9439 Silicon Prairie Parkway, 301 South Point Road (Lot 149)

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	4	6	6	-	5	4	5
	-	-	-	-	-	-	-	6.5
	6	6	7	7	-	6	5	6
	6	6	6	-	-	6	5	6
	5	6	6	-	-	6	-	6
	5	5	6	-	-	5	5	5

General Comments:

- This style of architecture does not enhance the Madison urban environment. Too bad this developer is stuck on this.
- Isn't Madison ready for a fresher architectural treatment for housing? This site is virtually paved over, with very little opportunity for stormwater infiltration.
- More of the same...maybe it is time for a new architectural recipe.
- % of asphalt appears high. Good species selection and design.
- Same old, same old style of housing. Let's try to be more creative next time.