

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_

|  | Action Requested  |
|--|---|
| DATE SUBMITTED: <u>August 27, 2008</u>     | <input checked="" type="checkbox"/> Informational Presentation  |
| UDC MEETING DATE: <u>September 3, 2008</u> | <input type="checkbox"/> Initial Approval and/or Recommendation |
|  | <input type="checkbox"/> Final Approval and/or Recommendation   |

PROJECT ADDRESS: SW Corner of McKee Road and Maple Grove Drive Intersection  
ALDERMANIC DISTRICT: 7

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
Livesey Company - Mr. John Livesey Schreiber Anderson Associates, Inc.  
2275 Deming Way, Suite 300 Eppstein Uhen Architects  
Middleton, WI 53562

CONTACT PERSON: Mr. Alex Weiss, Executive Vice-President  
Address: 2275 Deming Way, Suite 300  
Middleton, WI 53562  
Phone: (608) 833-2929  
Fax: (608) 824-9020  
E-mail address: aweis@liveseyco.com

- TYPE OF PROJECT:  
(See Section A for:)
- Planned Unit Development (PUD)
    - General Development Plan (GDP)
    - Specific Implementation Plan (SIP)
  - Planned Community Development (PCD)
    - General Development Plan (GDP)
    - Specific Implementation Plan (SIP)
  - Planned Residential Development (PRD)
  - New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
  - School, Public Building or Space (Fee may be required)
  - New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
  - Planned Commercial Site

(See Section B for:)  
 New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)  
 R.P.S.M. Parking Variance (Fee required)

(See Section D for:)  
 Comprehensive Design Review\* (Fee required)  
 Street Graphics Variance\* (Fee required)  
 Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



2275 Deming Way  
Suite 300  
Middleton, WI 53562  
(608) 833-2929, (608) 824-9020 (Facsimile)

August 26, 2008

Alan J. Martin  
Urban Design Commission  
Department of Planning and Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53703

Re: SW Corner of McKee Road & Maple Grove Road

Dear Mr. Martin:

Pursuant to the requirements of the UDC Review and Approval application form, I'm writing this letter to provide a brief narrative of the project we're planning. We will submit our application on August 27<sup>th</sup> and hope to be on the agenda for the September 3<sup>rd</sup> UDC meeting. Here are the basic details of the project:

- In late 2005, we purchased approximately 10 acres from Dean Medical on the SW corner of the intersection of McKee and Maple Grove Roads. The property (including Parcel Number: 0608-122-0908-4) is zoned PUD with Predominant Land Use: Undeveloped and unused land area (vacant land) and is ultimately planned to be "Neighborhood Mixed Use" in the City's comprehensive plan.
- On October 6, 2008 we're scheduled to close on the purchase of approximately 3.5 acres adjacent to the above-referenced property on McKee Road. The property (Parcel Number: 0608-122-0913-3) is zoned Agricultural with Predominant Land Use: Churches, synagogues and temples and is ultimately planned to be "Medium Density Residential" in the City's comprehensive plan.
- Both properties are in Aldermanic District 7 and the Alder is currently Zach Brandon.
- We are in the initial planning stages of a mixed-use, multi-building project that could ultimately have up to 10 buildings totaling over 100,000 square feet.
- The property will have strong pedestrian and bicycle linkages, carefully planned parking areas, four-sided architecture, an abundance of green space, and, potentially a splash park water feature.
- Planned uses fall into the categories of retail, restaurant, office, professional, and work force housing.
- We are requesting that the zoning be changed to PUD.
- We have met with Alder Brandon multiple times regarding plans for the property.
- Alder Brandon conducted a neighborhood meeting on April 14, 2008 during which neighborhood feedback was unquestionably positive.
- We've met with City Staff twice regarding the property.
- Commercial users interested in the property include a neighborhood hardware store, a pharmacy, a bank, a funeral home, and several others.

We are seeking input from UDC regarding our initial plans and look forward to the UDC meeting on September 3<sup>rd</sup>.

Sincerely,

LIVESEY COMPANY

Alex J. Weis  
Executive Vice President

## **PROJECT NARRATIVE**

### **Neighborhood Mixed Use Development-SW Corner of McKee Road and Maple Grove Drive**

The proposed 13.4 AC neighborhood and mixed use development project includes a mix of neighborhood serving retail and office uses and multi-family residential uses. The project site is surrounded by neighborhood retail uses on the east and north and medium density multi-family residential uses on the north, west and south. The site slopes from the NE corner (el.1018) to the SW corner (el. 987). Maple Grove Drive and McKee Road provide transit and bicycle facilities that connect the project site to the surrounding neighborhood and the community. The 2006 traffic counts for McKee Road are 9400 ADT west of Maple Grove Drive and 19,550 ADT east of Maple Grove Drive. The 2006 traffic counts for Maple Grove Drive are 16,550 ADT south of McKee Road

#### Site Design

The site is organized with 2-story retail commercial buildings fronting on McKee Road and Maple Grove Drive and 3-story residential buildings with enclosed parking on the west and south sides of the site adjoining existing multi-family residential buildings. The main entrance to the site is located on Maple Grove Drive with secondary, right in/out entrances located on McKee Road. A central landscape open space divides the commercial parking area on the north from the residential parking area on the south. The buildings and parking areas are interconnected by wide landscaped walkways with pedestrian amenities (ornamental lighting, benches, outdoor courtyards near buildings and colored and textured pavements and crosswalks) to create a pedestrian-friendly environment. A potential splash water park will be a central feature of the design for use by neighborhood residents and customers. A unified architectural and streetscape design will create a strong identity for the development as a neighborhood destination. Mader Drive, a private street on the south side of the site is proposed to be extended to Maple Grove to improve accessibility to the area.

The stormwater management approach for the project includes two different drainage basins. The easterly 3 AC of the site will drain to an on-site detention basin. The remaining 10 AC of the site is part of the Country Grove regional stormwater facility that controls peak flow. The entire site will include a series of bio-retention basins that will be designed as part of the site's open space system to provide infiltration, sediment, thermo and oil and grease controls.

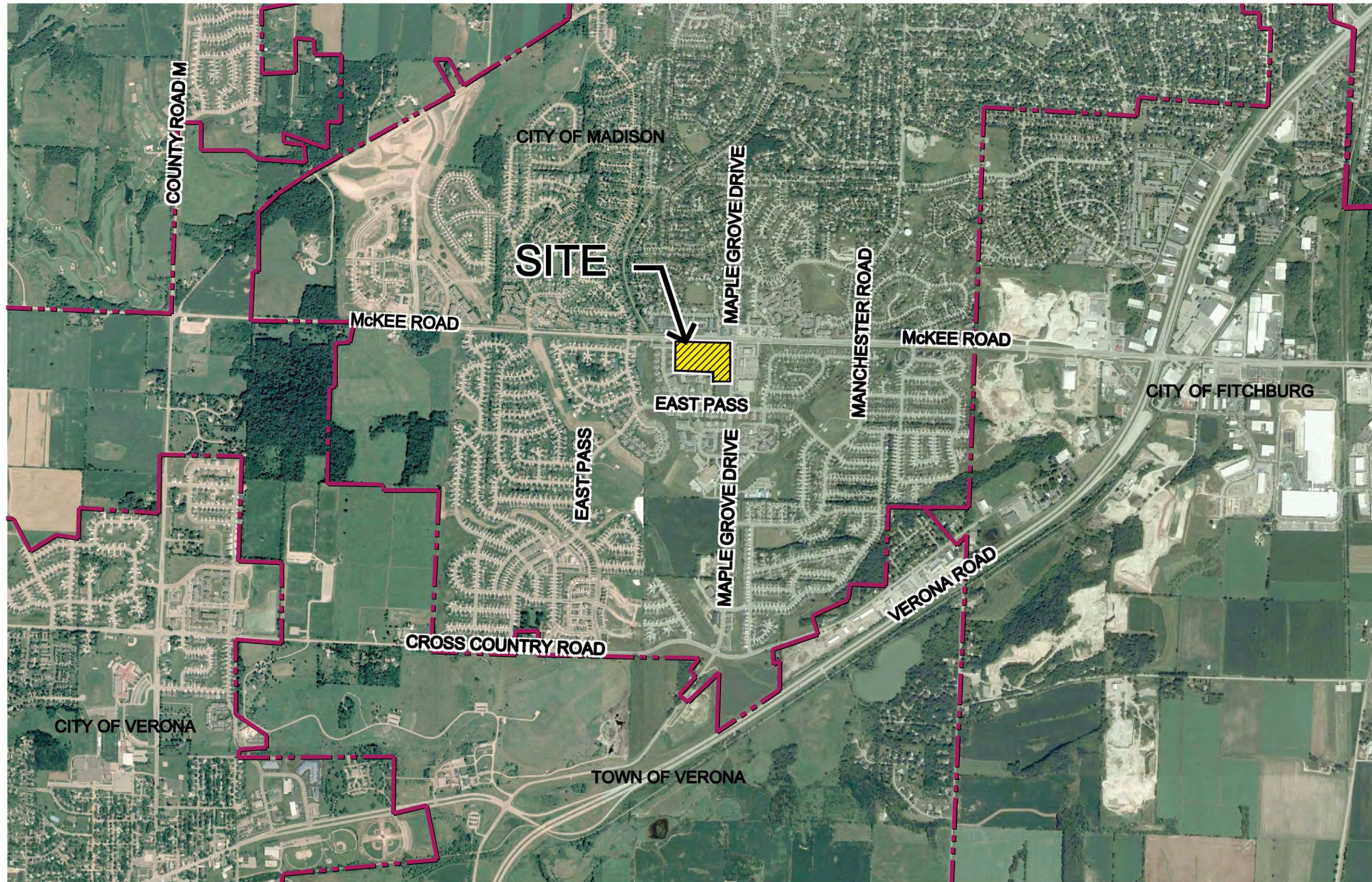
#### Architectural Design

The majority of the commercial retail buildings will be 2-stories in height with covered sidewalks and trellised patio areas to enhance the outdoor experience. The commercial building design will include sloped roofs, masonry and cement board siding, and punched window openings on the upper floors. The primary retail entrances will be located on the interior of the site. All building entrances will be interconnected by landscape walkways within the proposed development. The commercial retail buildings along McKee Road will be 2-stories and sited to provide one row of parking along the north side with entry lobbies to second floor offices. The location of this employee parking area will assist in providing a grade transition to ease pedestrian connections from the public sidewalk to the first floor of the buildings. This employee parking area will also reduce the size of the central parking lot on the south side of the building. A proposed hardware store, located along Maple Grove Drive, will be more utilitarian in design utilizing banded window openings and expressions of structural bays in keeping with its function, budget and relationship to the commercial strip center across the street. Vision glass windows are provided along the street side to the extent permitted by the building's function.

## Site Statistics

|                                  |  |                     |
|----------------------------------|--|---------------------|
| Total Site Area                  | 583,704 SF                             | (13.4 AC)           |
| Total Building SF                | 176,425 SF                             |                     |
| Commercial Retail                | 90,825 SF                              |                     |
| Residential                      | 85,600 SF                              |                     |
| Total Building Footprint         | 100,925 SF                             | (2.3 AC)            |
| Total Parking, Drives, Sidewalks | 351,173 SF                             | (8.1 AC)            |
| Total Open Space                 | 131,606 SF                             | (3.1 AC)            |
| Residential Units                | 84 units                               | (28 units/building) |
| Parking Count                    | 562 total stalls                       |                     |
| Commercial Retail                | 387 surface stalls                     |                     |
| Residential                      | 108 surface stalls, 67 enclosed stalls |                     |

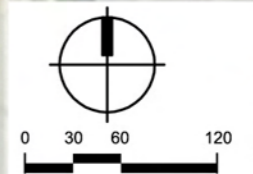
# Context and Vicinity Map



Not to Scale

Date: April, 2008  
Project #: 2307

Madison, Wisconsin



August 27, 2008  
Project No. 2307

SCHREIBER / ANDERSON  
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Site Section Looking East (Not to Scale)



View to bank looking West



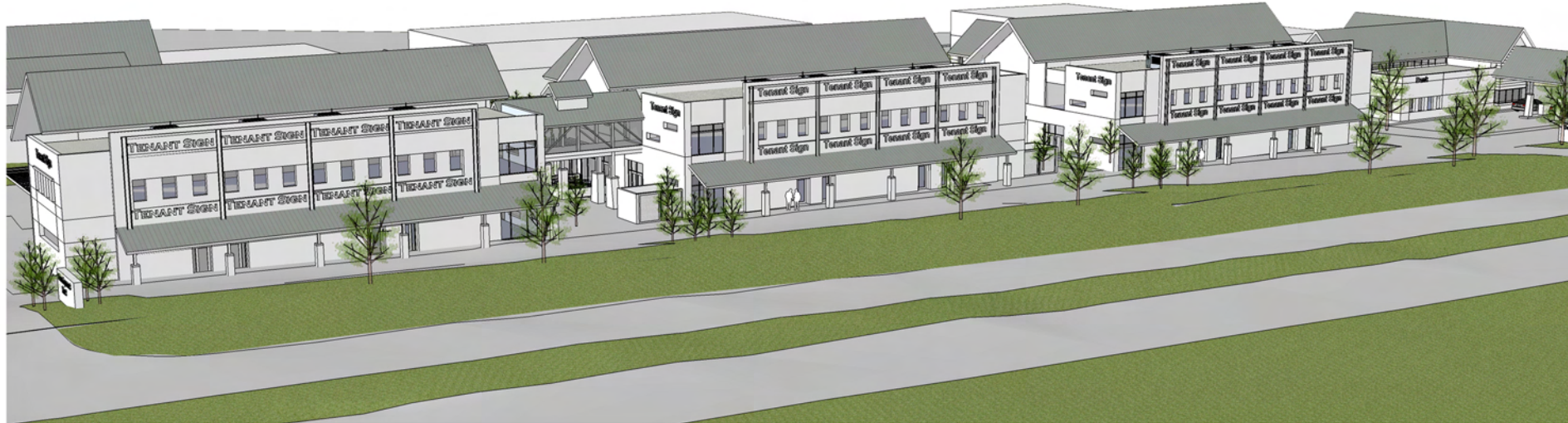
View from McKee Road looking East



View to the site from McKee Road



South View



North View



Court View



eppstein uhen : architects

McKee Road and Maple Grove Drive (09.04.08)







View of Hardware Store Entry



View from Maple Grove Drive



View of Hardware Store Entry



View from McKee Road and Maple Grove Drive



epstein uhen : architects

McKee Road and Maple Grove Drive (09.04.08)





View from McKee Road looking West



Court View



View from McKee Road looking East