



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 6701 McKee Road (formerly addressed as 6853 McKee Road)  
**Application Type:** Informational Presentation - Planned Development-Specific Implementation Plan (PD-SIP) for a New Mixed-Use Development  
**UDC will be an Advisory Body**  
**Legistar File ID #:** [84960](#)  
**Prepared By:** Jessica Vaughn, AICP, UDC Secretary

## Background Information

**Applicant | Contact:** Mad Grove LLC | Alex Weis, Livesey Company LLC/Mad Grove LLC

**Project Description:** The applicant is proposing a two-building development containing 125-residential units, 2,500 square feet of commercial space, and lower-level parking garage for 107 vehicles.

**Project Schedule:**

- UDC received an Information Presentation on October 22, 2022, on the General Development Plan.
- UDC Made an advisory recommendation to the Plan Commission to grant Final Approval of the Planned Development – General Development Plan (PD-GDP) on January 11, 2023 (Legistar File ID No. [73955](#)).
- Plan Commission conditionally approved the PD-GDP on January 23, 2023 (Legistar File ID No. [75171](#)).
- The Common Council conditionally approved the PD-GDP on February 7, 2023.

**Approval Standards:** The UDC will be an **advisory body** on the Planned Development request when a formal application is filed. For Planned Developments the UDC 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 (PD Standards Attached), including, more specifically:

PD Standard (e), which generally speaks to coordinating “...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.”

As noted above, the Common Council conditionally approved the PD-GDP, which included conditions of approval, including a condition to “Reduce the on-site parking to create more green space, especially adjacent to the Building A2 on the northwest side of the building.” As part of the Commission’s evaluation of this proposal, staff recommends the Commission provide feedback related to whether this condition has been met.

**Planned Development Zoning:** The project site is located within the Maple Grove Commons General Development Plan Planned Development (est. 2010). As noted in the recently approved amended General Development Plan, development of the project site is anticipated to be “A three-story mixed use apartment building with up to 120 dwelling units and approximately 2,500 square-feet of retail space. There will be approximately 201 parking stalls for this portion of the development (approximately 1.67 stalls per dwelling unit), with 107 of the parking stalls being located under the building.”

As noted in the Zoning Text, permitted uses are all uses as allowed in the Commercial Corridor-Transitional (CC-T) District, which states that a Conditional Use is required for dwelling units in mixed-use buildings (>60 units).

Staff notes that while the proposed development generally appears to be consistent with the approved General Development Plan as amended, ultimately the Zoning Administrator will determine zoning compliance.

**Adopted Plans:** The City's most contemporary adopted plan for the area is the [Comprehensive Plan](#) that recommends the project site for Neighborhood Mixed-Use development. The Neighborhood Mixed-Use land use recommendation includes more prescriptive development objectives, including those related to building form and type, which in this case is 2-4 stories, and where free-standing commercial buildings would be appropriate.

## Summary of Design Considerations

Planning Division staff requests that the UDC review the proposed Specific Implementation Plan and provide feedback based on the standards for Planned Developments and PD-GDP conditions of approval as noted above as it pertains to the design considerations noted below.

- **Exposed Building Base.** The north elevation along McKee Road, as well as the east elevation along Maple Grove Road both show a fairly large, exposed base walls that generally lack articulation and modulation along these street-facing façades. Staff requests the UDC's feedback on possible building modifications to improve the character of these portions of the building.
- **Building Orientation.** The project site has frontage on three streets, although active unit entries or connections to the street are not indicated on the site plan. Consideration should be given to improving the building orientation to the streets, including providing direct connectivity for the individual unit entries and/or common building entries to the street.
- **Building Design and Composition.** Staff requests the UDC's feedback on the overall building design and composition as it relates to PD Standard (e), which speaks to creating "*...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...*" Consideration should be given to maintaining a similar level of design and architectural detailing, as well as application of materials across all elevations, incorporating relief in materials transitions, minimizing blank walls, etc.
- **Building Materials.** As noted on the elevation drawings, the exterior materials are primarily comprised of several different types of fiber cement material applications (board and batten, panels, lap siding) and colors, as well as multiple types of masonry veneer materials. Staff requests the Commission's feedback on the overall material palette as it relates to the PD Standard (e), "*...creating an environment of aesthetic desirability.*"
- **Wall Packs/HVAC Louvers.** While wall pack units or louvers are not indicated on the elevation drawings, they are commonly associated with residential uses. While it has been the current practice to locate wall packs so that louvers are not on street-facing or highly visible facades, they have been approved in some cases when found to be well integrated into the façade's design, including the use of perforated metal panels to screen louvers or utilizing a louver system that is consistent with the window opening size. Staff requests the UDC's feedback on the use of wall pack systems and potential design-related considerations.
- **Landscape and Screening.** As noted in the renderings, there appears to be a fair amount of grade change across the site, which results in the exposure of blank walls along both street frontages. In addition, the project includes two surface parking lots, to which units will be oriented. As such, consideration should be given to providing adequate year-round screening and buffers to soften these elements and mitigate adverse impacts, including head-light glare into units.

- **Surface Parking – Condition of Approval.** As noted above, a PD-GDP condition of approval requires that the on-site surface parking be reduced to create more open space, especially adjacent to the Building A2 on the northwest die of the building. Staff notes that the amended GDP appears to have had a total of 55 surface parking stalls west of Building A2 where the current GDP-SIP site plan shows 43. A total of 12 parking stalls were removed for the creation of a “fenced dog run”. Staff requests the UDC’s feedback as it pertains to whether the condition of approval has been adequately addressed, including as it relates to the PD Standards that speak to open space:

*PD Standard (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.”*

**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