



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 6701 McKee Road and 6702 Mader Drive (formerly addressed as 6853 McKee Road)

Application Type: Planned Development-Specific Implementation Plan (PD-SIP) for a New Mixed-Use Development
UDC is 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:

- The Common Council conditionally approved the PD-SIP on December 10, 2024, pursuant to the Plan Commission's recommendation.
- At their December 2, 2024, meeting, the Plan Commission made a recommendation to the Common Council to conditionally approved the PD-SIP (Legistar File ID No. [85816](#)), which included the UDC's recommendations for approval.
- At their November 20, 2024, meeting the UDC made a recommendation to the Plan Commission for Initial Approval of the PD-SIP. As part of that recommendation, the UDC included conditions of approval, which are outlined below.
- The UDC received an Informational Presentation on September 25, 2024, on the Planned Development - Specific Implementation Plan (PD-SIP).
- The Common Council conditionally approved the PD-GDP on February 7, 2023, pursuant to the Plan Commission's recommendation.
- At their January 23, 2023, meeting, the Plan Commission made a recommendation to the Common Council to conditionally approved the PD-GDP (Legistar File ID No. [75171](#)).
- UDC Made an advisory recommendation to the Plan Commission to grant Final Approval of the Planned Development – General Development Plan on January 11, 2023 (Legistar File ID No. [73955](#)).
- UDC received an Information Presentation on October 22, 2022, on the Planned Development - General Development Plan (PD-GDP).

Approval Standards: 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-SIP, which included conditions of approval, including a condition to return to UDC for Final Approval to resolve a number of design details related to material

transitions, finish treatment of HVAC louvers, and landscape. The Commission's subsequent review should focus on whether those conditions have been addressed.

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."*

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

Staff requests the UDC's continued review and evaluation of this proposal for consistency with the conditions of approval as outlined below. The UDC's role is to ensure that these previously established conditions are met. The UDC cannot waive or change these requirements.

- Provide details of the material transitions where the board formed concrete sandwich panel transitions to the fiber cement material.

Staff refers the Commission to sheet U220, "Tilt-up Concrete Wall to Siding Wall Transition" detail, which indicates that the fiber cement material steps back from the concrete panel at the transition point and that the cement panel is capped with a metal coping. Staff believes this condition has been met.

- Provide the coping/cap finish detail for the board formed concrete sandwich panel.

Staff believes this condition has been met. As noted in the Letter of Intent, the panel will be capped with a metal flashing that finishes the panel. Staff refers the Commission to Sheet U220, "Tilt-up Concrete Wall to Siding Wall Transition" detail.

- Provide details on the finish treatments for VTAC/PTAC units.

Staff believes this condition has been met. As noted in the Letter of Intent and Sheet U220, "Exterior HVAC Louver" details, HVAC louvers are largely located on return sidewalls and will not be visible from the street. There are several corner units where louvers will have some level of visibility as a result of the corner location and both walls being visible from the street.

All louvers will be painted to match the siding color as closely as possible, and will be screened by balcony railings, which will further limit visibility and improve integration into the overall design.

- Reorganize the amenities in the southwest corner (i.e., patio seating, bike parking) near the commercial space in Building A1 to accommodate landscape and soften the hardscape area.

As noted in the Letter of Intent, various changes were made to this to area, including incorporating additional planting areas, movable planters to create a buffer from the parking area, and bringing the siding material to the ground. Staff refers the Commission to Sheet 234. Staff believes this condition has been met.

- The building design shall be refined to provide additional connectivity to the street with more walk-up units for a stronger urban design and positive orientation to the street.

The Letter of Intent indicates that out of the six ground floor units along Maple Grove Drive, three additional walk-up units were created. The applicant indicates that grade and utility limitations preclude the remaining three units from being connected to the street. In-lieu of walk-up units in these locations, the applicant has incorporated robust landscape improvements to create an enhanced pedestrian environment and soften blank walls.

Staff believes this condition has been met.

- Revise the landscape plan to fill in the lawn area at the corner of McKee Road and Maple Grove Road with additional plantings to look more intentional and substantial; reflect climbing vegetation be planted in the raised boxes to soften the hardscape area; and return areas of stone mulch to shredded bark mulch to support the plant life and hold moisture.

Staff refers the Commission to Sheet U230 and Sheet L100A, both of which reflect the changes that have been made to the corner of McKee and Maple Grove Road, including rotating the monument sign, incorporating more substantial plantings and a seating area at the corner of McKee Road and Maple Grove Drive.

In addition, as noted in the Letter of Intent, clematis has been added to the trellis, and all planting beds have been updated to reflect bark mulch.

Staff believes this condition has been met.

- Update the site [and landscape] plan to align the tree islands in the parking area on the west side of Building A2 to align with those on the adjacent development for a more cohesive planting plan between the two sites.

Staff believes this condition has been met, the landscape and site plans (Sheets L100A and C100, respectively) have been updated to align the tree island between sites.

Summary of UDC Initial Approval Comments and Discussion

As a reference, the Commission's discussion and comments from the November 20, 2024, Initial Approval are provided below.

Summary of Commission Discussion and Questions:

The Commission inquired about promoting pedestrian movements and orientation and making it part of the architecture. The west side of Madison is growing very fast; there is commercial on the opposite side to walk to. Rethink the overall building connectivity to the sidewalk to not be so auto oriented in design.

The Commission asked about the commercial space, the board-formed concrete sandwich panels, bike parking configuration, and utility bank at the southwest corner of Building A1. This being an entrance, why not continue the brick on the other side? Pulling out the bike racks to get landscape in that wall space or splitting the bike racks into two collections to accommodate landscape. The applicant responded the material is meant to read more as linear texture; the addition of board form seemed to tie it together. The applicant noted that this space could be softened with landscape and that the meters would likely be relocated, the bike parking would likely be revised to reflect an inverted U-style rack, and that consideration was being given to a green wall being located above the bike racks.

The Commission noted that there is flexibility given the larger hardscape area – there is room for landscape possibly introduce a small-scale ornamental tree to help with the climate conditions of that space. The applicant noted that reorganizing that space is definitely possible.

The Commission asked about the use at the corner of McKee and Maple Grove Roads; the applicant noted it is where the fitness room is located. The Commission noted that there have been positive changes at this corner.

The Commission inquired about whether there was an opportunity for additional connectivity to the street. The applicant noted that there is a swale located here, a bus stop, and tenant safety concerns related to limiting public access to those private units from the street

The Commission inquired about HVAC penetrations on the building; the applicant responded all wall packs are on the inside corners of the balconies, with no surface mounted street-facing louvers.

The Commission inquired about coverage on the top balconies being an overhang or roof. The applicant noted that from a design perspective the roof was used to accentuate corners, and that adding a roof to the balconies added a datum line that would compete with the corners. In addition, the balconies are recessed, the roof addition would change the pattern of the rhythm of the vertical element.

Alder Wehelie inquired about three-bedroom units, and what energy efficiency measures are being planned. The applicant responded that from a business standpoint, they do not want three-bedroom units as they are difficult to rent. The building is designed to meet current energy codes, and solar is not part of the design.

The Commission noted the long building façade is broken up nicely and inquired about visible joints and panel sizes in the board formed concrete sandwich panels and how they come together. The applicant responded that they do not know the joint spacing but would try to align it with the building lines above. It was suggested to look at using the panel height as the proportions for the width may be a good idea and then just march down the wall with the spacing the same as the height. The applicant confirmed that the panel is in its own plane

informed by the plinth and that it will be a vertical joint. The applicant noted they haven't reached this stage in the project just yet, but this can be considered.

The Commission inquired about the board formed concrete sandwich panel wall and whether the upper floors are setback or are in the same plane, as well as the finish are the top of the material. The applicant noted that they have selected a few coping materials and details and that they do not anticipate the wall being too far out from the wall above.

The Commission inquired about the wall in the courtyard area; the applicant noted it would not be too far out from the face of the residential portion, but that it is not fully baked.

The Commission inquired about the location and landscaping/greenery of the swimming pool. The applicant responded it is far back to avoid noise from McKee Road, with screening and trees to soften the space.

The Commission noted that this project captures good suburban design but fails to capture good urban design. Regarding conversations at the Informational Presentation around more connectivity and walk-up units, there has not been good improvements to those discussions.

The Commission noted opportunity to anchor the signage in the landscaping better with more plantings to hold that corner. The front lawn could be filled in with plantings behind the sign. The Commission appreciated the addition of greenery at the pool area, and suggested the boxes could pair with the pergola structure with the use of climbing plants. It was further noted that bark mulch should be swapped for any areas noted as stone mulch. The tree islands here should align with the tree islands in the neighboring development.

The Commission noted the condition of approval from the GDP to reduce parking in this area and provide more greenspace. Twelve parking stalls have been removed for the dog run area. The UDC should make a finding that what was done is consistent with that condition of approval.

Action

On a motion by Knudson, seconded by McLean, the Urban Design Commission made an advisory recommendation to the Plan Commission to **APPROVE** the project, with the following finding and conditions.

- The building design and composition is generally adequate and appropriate as it relates to breaking down the overall building mass and scale.
- The application return to the UDC for Final Approval to resolve following details:
 - Provide details of the material transitions where the board formed concrete sandwich panel transitions to the fiber cement material.
 - Provide the coping/cap finish detail for the board formed concrete sandwich panel.
 - Provide details on the finish treatments for VTAC/PTAC units.
 - Reorganize the amenities in the southwest corner (i.e., patio seating, bike parking) near the commercial space in Building A1 to accommodate landscape and soften the hardscape area.
 - The building design shall be refined to provide additional connectivity to the street with more walk-up units for a stronger urban design and positive orientation to the street.

- Revise the landscape plan to fill in the lawn area at the corner of McKee Road and Maple Grove Road with additional plantings to look more intentional and substantial; reflect climbing vegetation be planted in the raised boxes to soften the hardscape area; and return areas of stone mulch to shredded bark mulch to support the plant life and hold moisture.
- Update the site [and landscape] plan to align the tree islands in the parking area on the west side of Building A2 to align with those on the adjacent development for a more cohesive planting plan between the two sites.

The motion was passed on a unanimous vote of (5-0).

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 setbacks 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 setbacks 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