

AGENDA # 12

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 7, 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: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: March 7, 2007	ID NUMBER:	

Members present were: Paul Wagner, Lisa Geer, Robert March, Todd Barnett, Cathleen Feland and Michael Barrett.

SUMMARY:

At its meeting of March 7, 2007, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD-SIP for 24 townhome units located at 302 Cross Oak Drive, 9439 Silicon Prairie Parkway and 301 South Point Road (Lot 149). Appearing on behalf of the project were Brian Munson, Roger Guest and Chris Landerud. The plans as presented provide for the development of 24 townhouse units within four separate structures utilizing a 7-unit attached townhome building prototype with rear access lower level parking, in addition to a six and four-unit attached townhome building prototype also featuring rear access lower level parking, in combination with shared open space. The design of both townhouse building prototypes featured a gabled roofline with front porch or stoop entries with variations in the style of front porch, all in a traditional style. Following the presentation, the Commission noted that the development of this type of townhouse within this area of the west side within a new subdivision the architecture as proposed was fine, but encouraged that the developer do something more refreshing, more modern, not more of the same of what has already been done within this new area. Both Munson and Guest were both agreeable to this suggestion.

ACTION:

Since the Commission **RECEIVED 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 ratings for this project are 5, 6 and 8.

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	-	-	-	-	-	-	5
	5	5	-	-	-	5	-	-
	-	-	-	-	-	-	-	6
	7	8	-	-	-	-	9	8

General Comments:

- Consider being creative – in the extreme – with not just architecture but site plan as well – woonerf, perhaps?!
- Why not look at more contemporary architecture? These buildings don't have to be so traditional; site is fine.
- Look to think about using a new refreshing design palette.