AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	**PRESENTED:** February 6, 2013
TITLE: 9601 Elderberry Road – Concept Review for Planned TR-U1 – Highland Community Concept. 9th Ald. Dist. (28969)	**REFERRED:**
	REREFERRED:
	REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	**ADOPTED:** **POF:**
DATED: February 6, 2013	**ID NUMBER:**

Members present were: Richard Wagner, Chair; Richard Slayton, John Harrington, Dawn O'Kroley, Cliff Goodhart, Marsha Rummel, Tom DeChant and Henry Lufler.

*Due to mechanical issues this report reflects a summary of the presentation and discussion.

SUMMARY:

At its meeting of February 6, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a concept review for a Planned TR-U1 located at 9601 Elderberry Road. Appearing on behalf of the project were Ryan McMurtrie, Judy Husar, Bob Loelle and Jon McMurtrie, representing MCS Investments, Inc./United Financial Group, Inc.; Josh Pudelko, representing Trio Engineering; and Dorothy Paler. The project team presented plans for the development of a 38.18 acre parcel located on the southerly side of Elderberrry Road adjacent to a single-family subdivision. The project provides for the development of a large 137-unit elderly apartment building, attached senior townhomes in various modules, an array of two and four-unit buildings with garages, a number of thirty-six unit, eight-unit, seven-unit and five-unit apartment buildings located on six proposed lots separated by public streets based on a modified version of the Elderberry Neighborhood Development Plan. Following the presentation the Urban Design Commission noted the following:

- The approval to place previously utilized building prototypes with similar architectural features, materials and color palette doesn't appear to fit in context with the natural topography and context of the area, the natural landscape and should be reexamined. The buildings as applied for the site don't relate.
- An attempt should be made to create a more urban palette and design for the various building types that provide a better fit.
- Try not to emulate the same buildings even if it is the model.
- Your street width and alley width behind the townhomes means a lot of asphalt. Do you really need cars parked on either side, or parking on one side and look at the space between the townhomes. Think of the view out of your window to make it a nicer view.
- Bring a stormwater management plan when you return.
- Think of ways to mitigate the stormwater with landscaping, ponds, etc.
- Is there something in the landscaping plantings that gives you a sense of place rather than just sitting around buildings.

From: Jason Schoephoester
Sent: 4/24/2013 9:10 PM
To: [redacted]
Subject: Proposed Woodstone Development

Dear Mr. Cantrell,

We are writing to you as concerned residents of the Sauk Heights neighborhood, regarding a matter that will be before the Plan Commission at its May 6th meeting. As you may be aware, United Financial Group is requesting that a 40 acre plot of land located at 9601 Elderberry Road be re-zoned to allow for a development which will consist entirely of multi-family homes, including several large apartment buildings. We are asking the Plan Commission to reject the request for re-zoning for the following reasons:

1) The current area consists primarily of single-family houses along with a small mix of town houses and condos. Adding 40 acres of multi-family buildings will dramatically alter the character of the area.

2) Many of the buildings in the newly-proposed development are 3-4 stories. This will look out of place in a neighborhood that consists primarily of one-story and two-story dwellings.

3) The project is envisioned to take place over 10 years. This is an extraordinary amount of time that the neighborhood will need to contend with construction.

4) The development figures to have a significant negative impact on the property value of neighboring single-family houses.

5) This project would likely significantly increase traffic in the area, and in particular on Elderberry Road. Although the developer has stated that they will finish Bear Claw Way in order to ease traffic on Elderberry, there is no doubt that Elderberry, a road in great need of repair, will nevertheless see a huge increase in traffic.

6) The developer in question primarily focuses on senior living communities, but only 40% of the proposed development would consist of senior living centers. Have city officials evaluated whether this company is qualified to construct non-senior buildings?

7) The developer has plans to construct some duplexes as a "buffer" between the existing single family homes and the new development, but it has stated that the duplexes will likely be the last buildings constructed. With the current

market for duplexes diminishing, and with a ten year construction timeline, it seems unlikely that the duplexes will ever be built.

We hope that you share our concern about this project and will join our opposition to it. We are confident that people in our area do not support this proposal.

Thank you,
Jason Schoephoester

[redacted]Fargo Trail

13-14

-----Original Message-----
From: Jeff Niemeyer
Sent: Wednesday, May 01, 2013 7:15 AM
To: [redacted]
Cc: district9@cityofmadison.com
Subject: rezoning 9601 Elderberry Road

Dear planning commission,

I'm writing to you as a resident of the Sauk Heights community about an issue coming up at the May 6th meeting. The United Financial Group wants to rezone 40 acres at 9601 Elderberry Road to construct a development of apartments, senior housing, and multifamily housing. The plans do not include any single family houses.

Overall I object to the plan for several reasons:

1. The plan brings in high density housing into an area that is better suited for single family houses like the adjacent Woodstone and Sauk Heights neighborhoods.

2. Potential decrease in property values for the home in those neighborhoods.

3. Increased traffic on Elderberry Road which has no shoulder.

4. Part of the plan calls for "future commercial" which is uncharacteristic of the area.

5. Aesthetically, using that property for apartments, condos, and a large senior center seems quite out of place and more suited for land directly on Mineral Point Road or any other more highly trafficked road.

Overall the location isn't well suited for that type of use, and I strongly urge you to vote against rezoning the land for the plan presented by United Financial.

Sincerely,

Jeff Niemeyer
[redacted] Fawn Ridge Cir.
Middleton, WI 53562

13-14

Dear Paul,

I am writing to you as a concerned resident of the Sauk Heights neighborhood, regarding a matter that will be before the Plan Commission at its May 6th meeting. As you may be aware, United Financial Group is requesting that a 40 acre plot of land located at 9601 Elderberry Road be re-zoned to allow for a development which will consist entirely of multi-family homes, including several large apartment buildings. **We are asking the Plan Commission to reject the request for re-zoning for the following reasons.**

1. The current area consists primarily of single-family houses along with a small mix of town houses and condos. Adding 40 acres of multi-family buildings will dramatically alter the character of the area.

2. Many of the buildings in the proposed development are 3-4 stories. This will look out of place in a neighborhood that consists primarily of one-story and two-story dwellings.

3. The project is envisioned to take place over 10 years. This is an extraordinary amount of time that the neighborhood will need to contend with construction.

4. The development figures to have a significant negative impact on the property value of neighboring single-family houses.

5. This project would likely significantly increase traffic in the area, and in particular on Elderberry Road. Although the developer has stated that they will finish Bear Claw Way in order to ease traffic on Elderberry, there is no doubt that Elderberry, a road in great need of repair, will nevertheless see a huge increase in traffic.

6. The developer in question primarily focuses on senior living communities, but only 40% of the proposed development would consist of senior living centers. Have city officials evaluated whether this company is qualified to construct non-senior buildings?

7. The developer has plans to construct some duplexes as a "buffer" between the existing single family homes and the new development, but it has stated that the duplexes will likely be the last buildings constructed. With the current market for duplexes diminishing, and with a ten year construction timeline, it seems unlikely that the duplexes will ever be built.

We hope that you share our concern about this project and will join our opposition to it. We are confident that people in our area do not support this proposal. **If you don't agree with the rationale for opposition, please respond with your reasons why.**

Thank you,

Perry Pawelka
[redacted]Lost Meadow Road
Madison, WI 53562
[redacted]
[redacted]

cc: Paul Skidmore, Steve King, Ledell Zellers, Scott Resnick, Eric Sundquist, Michael Rewey, Bradley Cantrell

13-14

Fruhling, William

From: Jason Schoephoester [redacted]
Sent: Monday, March 04, 2013 2:15 PM
To: Fruhling, William
Subject: Opposed to the Proposed Highlands Communities Development

Follow Up Flag: Follow up
Flag Status: Flagged

Please see below, as it has come to my attention that you are the acting Planning Division Director. Thank you for your time!
Jason Schoephoester

----- Forwarded Message -----
From: Jason Schoephoester <[redacted]>
To: [redacted]
Cc: [redacted]
Sent: Monday, March 4, 2013 2:10 PM
Subject: Opposed to the Proposed Highlands Communities Development

Unfortunately, it is unlikely I will be able to make the public meeting, so I wanted to let my concerns be known.

I and my fellow residents of Sauk Heights and Woodstone, near the proposed Highlands Community Development off of Elderberry Road, have great concerns over this development and are vehemently opposed to it. Instead of proposing single family or a mix of single family and condominiums, they are proposing a number of multi-story apartments. Our concerns are several:
1. The current neighborhood plan calls for many more single family homes than this plan proposes.
2. I have talked to a number of realtors, that state our property values could decrease by as much as 10% with the number of apartment buildings proposed.
3. Traffic will greatly increase on Elderberry Road and Fargo Trail, with people looking for shortcuts.
4. Elderberry will be damaged and not sufficiently repaired, as happened to Elderberry Road during the Woodstone Development.
5. The developers are from far outside Dane County, so they have no interest in keeping up property values, concerns over destroying local roads, and creating years of construction traffic, dust, and noise.
6. Finally, during the construction of the Woodstone development, construction traffic often used Fargo Trail to access the development. This has caused permanent wear and damage to Fargo Trail, was a danger for children as the construction traffic often exceeded the speed limit and did not look out for children, and a noise nuisance even on weekends. No matter what the developer may say, contractors will always use a shortcut and have no control over what their individual drivers do; therefore, I no for a fact they will be using Fargo Trail and creating the same kind of problems.

Please listen to our concerns. This construction, expected to last up to 10 years, will forever change our small subdivision....for the worse.
Please help to stop or change this. Thank you!

13-14

- It would be great to have this look as though you came in and preserved a natural planned community. But what your landscape plans relate to is a Colonial style architectural. Look at a style that would relate better to the landscape. I don't understand the style of architecture; once we turn 55 we don't all of the sudden like that look. Move forward with new architecture for the times.
- Try to vary your plantings for variety.
- We're going to want to know what will happen to the existing trees.
- We like to see no more than 12 parking stalls without a tree island in a parking lot.
- Not everyone over age 55 wants to live in something that looks like an old folk's home.
- You can respond to wanting to address the street without all the angles.
- If you brought the façades closer to the streets you might get some really nice space within the courtyard that could be used, and nice space on the street.
- You've now created a street that's fantastic to walk along by nestling your buildings closer to the street.
- I would like to see a phasing plan as well because some things really concern me. I think a phasing plan of the streets is critical.
- These four garages in a row, you're going to see those on those three buildings on Elderberry, so those are going to be predominant by garages. That strikes me as not a very pleasant façade to be driving along.
    - We can explore changing that orientation.
- Strongly recommend that you look at classic new urbanist developments, the kinds of things that new urbanism is trying to make happen. Many of the comments here are relaying those points: close to the street, walkable, an urban form needs to be an urban form. Garages need to not be predominant, no "snout nose" types of buildings. Think about how this is going to look and feel as people look out across the landscaping. It should be attractive, and create community through architecture.
- I think the idea of a community garden would be a great amenity to these people who will be giving up their existing gardens.
- There are views of the sunset that should be taken advantage of.
- Walk in the Arboretum, the wooded areas, the prairie areas, and think about how a house dropped in that area with plantings like this would feel out of place.

ACTION:

Since this was 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 4 and 4.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 9601 Elderberry Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	4	4	-	5	-	5	5	4.5
	4	4	4	-	-	4	4	4

General Comments:

- Look at more architectural and building placement diversity. Try not to isolate elderly from rest of development.
- Need to start over with site layout – site not unified. Southeast quad is extremely poor, look for mechanisms to integrate building patterns and roads and landscape. Strive for major open areas tied to clustered buildings.