

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 13, 2016

TITLE: 6502 Milwaukee Street – Amended
PD(GDP) and SIP for a Mixed-Use Project
Containing up to 330 Residential Units on
the Corner of Milwaukee Street and North
Sprecher Road. 3rd Ald. Dist. (42720)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: July 13, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, John Harrington, Richard Slayton, Dawn O’Kroley and Sheri Carter.

SUMMARY:

At its meeting of July 13, 2016, the Urban Design Commission **GRANTED INITIAL APPROVAL** of an Amended PD(GDP) and SIP for a mixed-use project located at 6502 Milwaukee Street. Appearing on behalf of the project were Brian Munson, Amanda Koch and Terrell Walter, representing Royal Capital; and Matt Saltzberry, representing D’Onofrio Kottke & Associates. The GDP plan change requests 100 units on the northern lot and 115 senior-targeted independent living in a mixed-use format on the southern lot. Both lots will function together with shared access points and landscaping. The SIP for the southern portion includes some first floor commercial, flex space, community space with the intent of bringing housing into this area in a more urban format in keeping with the goals of the town center around the intersection of Milwaukee Street and Sprecher Road. The Milwaukee Street units are more residential in feel with individual front door entrances to the first floor units with landscape around it. On the east side they anticipate having more activity zones with a possible café with outdoor seating in that plaza area, with some units in between having different landscaping. There is a 35-foot utility overhead power line easement along the right-of-way along Sprecher Road, which prevents the building from moving any further east than it is shown. Based on input from this Commission, Koch presented changes to the plans. The drop-off area has been redesigned to smooth out the transition point and in response to comments about fire access to the building. The landscape plan plays off the architecture and looks at the site as a whole, with some natural areas, bioretention areas and seasonal plantings. The west side of the site contains a stormwater easement. The Sprecher side of the development lacks as much landscaping because of the utility easement. They have incorporated a main public entry on the corner for the residential. They have added walk-out units on the backside to give a more pedestrian feel. The buildings are now “four-sided” with the back not being treated differently like the “back of a building.” Various views of the site were shown on slides to get a better perspective. Building material samples were provided.

Chris Wells reviewed the Planning Division staff report and requirements contained within, noting the need for strong architecture at the corner, the requirement of a public entrance fronting on Milwaukee Street and Sprecher Road, and increasing the masonry beyond what is seen, especially at the lower levels.

Comments and questions from the Commission were as follows:

- Does that need to be a complete turn around so it's less loopy and more of a drive-by?
- It would be nice if this entire thing looked like a pedestrian plaza that the cars came into slowly. Look at European examples to create that separation.
- The canopies really feel like they don't belong on this building. Canopies, yes, but that shape seems strange. You've got this huge plaza with bike parking; you could put a grid of trees through that and they would add a certain structure, with the building rising beyond this row of trees it could be outstanding. But right now it's a really hot space until you get those umbrellas up.
 - The power line easement causes restrictions on trees.
 - We agree that that is a large hardscape area but we're not entirely sure what our options are regarding trees.
- You could arrange trees in there so they don't affect the power lines.
- The trees in the triangular shape really accentuate that this is for cars to go around. If the trees were part of the grid and just have an opening so that you don't cater to the traffic. You accommodate it but you don't cater to it.
- I'd really like to get some bigger trees and things in there for the cooling effects. You could create strong lines of trees that offer shade.
- Because the north is future, do you have to build the drive to nowhere or can you just continue the radius and stop?
- The comment of having more interest in the entry; the only thing I could suggest is because that subtle randomness on the rest of the building that is so nice, that one corner seems more rigid so maybe there's a way on a pair of the windows or something to set them back further, treat the vertical band differently, somehow to get that two-floor read.
- With regard to the canopy comment, I would suggest you use the same type of horizontal canopy you have at the entry and allow a café sign.

ACTION:

On a motion by Slayton, seconded by Harrington, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (7-0). The motion requested the applicant further study:

- The landscape and hardscape need to work together at the drop-off.
- The plaza in the front of the building needs additional landscape to soften the space.
- Larger trees to replace many of the ornamentals where appropriate.
- The hard corner of the building needs to be further articulated, particularly the windows.