

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 17, 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: August 17, 2016

ID NUMBER:

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

SUMMARY:

At its meeting of August 17, 2016, the Urban Design Commission **GRANTED FINAL 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, all representing Royal Capital Group; and Matt Saltzberry, representing D’Onofrio Kottke & Associates. Munson detailed revisions to the project. The southeast corner plaza space, bicycle parking, pavement and landscaping were all looked at to try and break that plaza component into smaller details. On the northwest drop-off plaza they have created more room for pedestrian movement towards the center, while maintaining the drop-off. They looked at the corner elements and awnings, and looked at shifting some of the stormwater run-off to the northern property line, as the same time as integrating additional tree placement and species of trees. The café space on the northern edge was redesigned for access at the rear of the building in addition to the existing primary entrance. The Secretary noted that signage is shown only for informative purposes; Matt Tucker, Zoning Administrator will determine a conventional zoning designation for the developer to follow. If they can’t agree that the signs meet their requirements, they will return for Comprehensive Design Review.

Comments and questions from the Commission were as follows:

- The turn-around zone could be much more architectural and powerful. The 45° angle isn’t needed, you could have a stronger statement if you carried the grid. I would like to see the bosk carried across the two entry drives; there would be more room for maybe four more trees.
- I don’t see a reason for manicured lawn in this area. I’d like to see enhanced rain garden aspects everywhere we can like they did at Hilldale between the parking bays.
- Square up the radius of the car area.
- If we’re trying to create a juxtaposition of something formal versus something more casual with the placement of these, be stronger with that or reconsider the arrangement of the smaller trees so it’s more part of the grid.
- I’m concerned that the bollards are just going to get hit by the cars. You may want them 2-3 feet back.

- Use dark gray paving under Ginkgo.
- Look at your entry elevation. The windows in masonry over the coffee shop corner are all similar so the playfulness are more in the other elements. Consider if you had the masonry elements marching along and the playfulness within the larger opening you've created.

ACTION:

On a motion by Goodhart, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion required address of the above stated comments.