



# VANDEWALLE & ASSOCIATES INC.

July 22, 2015

Katherine Cornwell  
Department of Planning & Development  
City of Madison  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53710-2985

RE: Grandview Commons  
PD-GDP/SIP Major Amendment

Dear Katherine,

The following document and illustrative graphics outline the request to amend the adopted Planned Unit Development: General Development Plan for the “B Block” within the Grandview Commons Town Center. This revision seeks to amend the overall block configuration in response to market conditions while still creating the final piece of the overall town center mixed use walking district.

We look forward to working with the City on the review and implementation of this project.

Sincerely,

Brian Munson  
Principal

## Applicant

Greyrock at Grandview, LLC.  
2800 Royal Avenue  
Madison, WI 53713  
Phone: 608.226.3060  
Fax: 608.223.0668  
Dan Brinkman  
[pdanlb@dsirealestate.com](mailto:pdanlb@dsirealestate.com)

## Design Team

Architecture:  
JLA Architects  
2418 Crossroads Drive  
Madison, Wisconsin 53718  
Phone: 608.241.9500  
Fax: 608.241.9800  
Joe Lee  
[jlee@jla-ap.com](mailto:jlee@jla-ap.com)

Planning:  
Vandewalle & Associates  
120 East Lakeside Street  
Madison, Wisconsin 53715  
Phone: 608.255.3988  
Fax: 608.255.0814  
Brian Munson  
[bmunson@vandewalle.com](mailto:bmunson@vandewalle.com)

Engineering:  
D'Onofrio Kottke  
7530 Westward Way  
Madison, WI 53717  
Phone: 608.833.7530  
Fax: 608.833.1089  
Dan Day  
[dday@donofrio.cc](mailto:dday@donofrio.cc)

Landscape Architecture:  
Olson Toon Landscaping, Inc.  
3570 Pioneer Road  
Verona, Wisconsin 53593  
Phone: 608.827.9401  
Brad Fregien  
[brad@olsontoon.com](mailto:brad@olsontoon.com)

## Existing Conditions

Existing Zoning:	PD-GDP Town Center Mixed Use	
Proposed Zoning:	Amended PD-GDP/SIP	
Addresses/PIN:	6001 Gemini Drive 6033 Gemini Drive	071011225036 071011225028
Aldermanic District:	District 3:	Alder Hall
Neighborhood Association:	McClelland Park Neighborhood	
Neighborhood Plan:	Mixed Use	
Notifications:	Alders Hall, Demarb McClelland Park Neighborhood DAT Presentation	June 22, 2015 June 22, 2015 July 17, 2015

Legal Description:	See Attached
Lot Area:	2.72 acres
Filing Fee:	A check in the amount of \$1,900 made out to City of Madison Treasurer is enclosed for the Filing and Notification Fees.
Proposed Use:	Retail & Commercial uses

## Project Description

The implementation of the Grandview Commons Town Center has been underway since the initial development of the project in early 2001 with the creation of the Village Green. While several revisions to the General Development Plan, and two adopted Specific Implementation Plans, have modified this block the overall intent of creating a neighborhood retail core has been the common theme. Market conditions in the intervening 14 years have been the limiting factor in implementing the project.

The 2012 General Development Plan amendment incorporating the anchor grocery store (Metro Market) revised the building layout and guidelines for the development for the project, creating four buildings sites (1-4 stories in height), shared parking, and a shared plaza space.

### Overall Development Concept

The Grandview Commons Town Center is proposed as a mixed use district featuring pedestrian- oriented walkable retail and neighborhood serving commercial uses while balancing vehicular access, scale, and character. Set along retail street network of the North Star Drive/Sharpsburg Drive Village Green frontages and the Gemini Drive extension, this district will offer first floor retail/commercial uses and upper story office or residential uses with a vibrant neighborhood scaled urban setting. Utilizing the civic anchors of the Village Green, future City of Madison Library and a new Urban Plaza, this district will form a crucial community gathering area and diverse social setting. The grocery store forms the eastern edge of the town center and shall be connected through a pedestrian walkway and sidewalk connections. Shared parking will support the commercial uses and will be available for use throughout the district.

The proposed amendment calls for five buildings (1-2 stories in height) placed to reinforce the adjoining streetscape with a central shared parking area and a plaza in the southwest corner of the site. This amendment is paired with Specific Implementation Plans for the entire site and all of the proposed buildings. The use of a comprehensive SIP submittal will allow the project to quickly move into implementation based upon tenant interest while setting the framework for the pedestrian connection, vehicular circulation, and complex grading & terrace elevations; as well as the overall character, and goals for the urban spaces.

## Building Site Comparison

### Proposed B-1 Building

Adopted Description (B-1):

B-1 holds both the corner of the Village Green and the Urban Plaza. Primarily a commercial building, this site may accommodate upper floor residential as part of the building design.

This building is anticipated to be an open first floor design with a goal of creating numerous building entrances and indoor/outdoor space so as to maximize outdoor seating along the plaza and streetscape. This building shall have primary entrances and glass facades along all sides of the building and shall not have any blank walls facing the adjoining streets, or plaza space. If this building is proposed as a single story building the building shall be a minimum of 24' in height.

Proposed Amendments:  
Increase building square footage

<u>Adopted Standard</u>		<u>Proposed B-1</u>
Approx. Net Acreage:	.40 acres	TBD
Height:	1-3 stories	+1 Story 29' in height
Dwelling Units:	0-10 units	0
Commercial Square Footage:	2,000-2,500	4,600-6,100
Building Projection		
First Floor:	2,500 sq. ft. retail	4,600
Second Floor:	5 units (optional)	1,500 optional mezzanine (per tenant)
Third Floor:	5 units (optional)	none

### Proposed B-2 Building

Adopted Description (formerly B-3):

This building forms the final leg of the Urban Plaza and fronts onto both the plaza and Sharpsburg Drive pedestrian frontage. First floor retail uses should include primary entrances onto Sharpsburg Drive and the Urban Plaza with secondary entrances allowed onto the parking area to the east. Upper floors are reserved for residential uses. If this building is proposed as a single story building the building shall be a minimum of 30' in height.

Proposed Amendments:  
Amend height requirement as per proposed elevations (19'4" height)

<u>Adopted Standard</u>		<u>Proposed B-2</u>
Approx. Net Acreage:	.55 acres	TBD
Height:	1-3 stories	1 story
Dwelling Units:	0-20 units	0
Commercial Square Footage:	4,000-5,000	4,000
Building Projection		
First Floor:	5,000 sq. ft. retail	4,000
Second Floor:	10 residential units (optional)	none
Third Floor:	10 residential units (optional)	none

## Proposed B-3 Building

Adopted Description (formerly B-4):

This building forms the eastern edge of the B Block mixed use walking district along Sharpsburg Drive and features first floor retail uses with upper floor office and/or residential uses.

Proposed Amendment:

Create raised second floor patio and upper floor retail use with lower level facing south.

<u>Adopted Standard</u>		<u>Proposed B-3</u>	
Approx. Net Acreage:	6.2 acres	TBD	
Height:	2-4 stories	2 stories (30'-0")	
Dwelling Units:	0-30 units	0	
Commercial Square Footage:	8,000-15,000	10,620	
Building Projection			
First Floor:	9,000 sq. ft. retail	5,310	retail/commercial
Second Floor:	10 residential units or 6,000 sq. ft. office	5,310	retail/commercial
Third Floor:	10 residential units (optional)	none	

## Proposed B-4 Building

Adopted Description (formerly B-2 Building):

This building forms the southern edge of the Urban Plaza and a key placement along the Cottage Grove Road frontage. First floor retail uses are required to have primary entrances onto the Urban Plaza with secondary entrances from the parking area to the east or Cottage Grove Road. Upper floor office and/or residential uses may require underground parking.

Proposed Amendments:

Revise building location to southwest corner of site

Revise overall height to one story

<u>Adopted Standard</u>		<u>Proposed B-4</u>	
Approx. Net Acreage:	1.56 acres	TBD	
Height:	2-4 stories	1 story	
Dwelling Units:	0-50 units	0	
Commercial Square Footage:	8,000-15,500	4,200	
Building Projection			
First Floor:	10,000 sq. ft. retail	4,200	
Second Floor:	5,500 sq. ft. retail and/or 20 residential units	none	
Third Floor	20 residential units (optional)	none	
Fourth Floor	10 residential units (optional)	none	

## Proposed B-5 Building

Adopted Description:

None

Proposed Description:

This building forms the southern edge of the block and a key placement along the Cottage Grove Road frontage. Retail uses are required to have primary entrances onto the interior parking area with four sided architecture.

Proposed Amendments:

Add building location and use

<u>Adopted Standard</u>	(none)	<u>Proposed B-5</u>
Approx. Net Acreage:		TBD
Height:		1 story
Dwelling Units:		0
Commercial Square Footage:		9,500
Building Projection		
First Floor:		9,500 commercial/retail

## Overall Block Comparison

Square footage:	22,000-37,000	32,000-35,000 commercial/retail
Heights:	1-4	1-2

## Proposed Zoning Text

*Permitted Uses:* 32,000-35,000 square feet of retail/office  
Those that are stated as permitted uses in Permitted Uses  
Uses accessory to permitted use as listed in Permitted  
Uses

*Floor Area Ratio:* As shown on adopted plans

*Maximum Building Height:* As shown in adopted plans

*Yard Requirements/Setbacks:* As shown in adopted plans

*Useable Open Space:* As shown in adopted plans

*Off-Street Parking & Loading:* As shown in adopted plans

*Accessory Building Regulations:* As shown in adopted plans

*Landscaping:* As shown in adopted plans

### *Signage:*

Location and type as shown in adopted plans. Signage for project shall be limited to the maximum permitted in the R6 zoning district for the residential uses and as per the C2 zoning district for the commercial uses and as approved by the Urban Design Commission and Zoning Administrator

*Lighting Plan/Details/Photometrics:* As shown in adopted plans

*Utility/HVAC equipment:* As shown in adopted plans

### *Alterations and Revisions:*

No alterations or revisions of this planned unit development shall be permitted unless approved by the City Plan Commission; however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.

## **LEGAL DESCRIPTION**

Lots 1 and 2, Certified Survey Map No. 13817, recorded in Volume 91 of Certified Survey Maps on pages 235-240 as Document Number 5099366, located in the SE1/4 of the NW1/4 of Section 11, T7N, R10E, City of Madison, Dane County, Wisconsin. Containing 118,380 square feet (2.718 acres).