

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 2, 2012

TITLE: 6550 Schroeder Road – PUD(SIP),
BrightStar Assisted Living Facility in UDD
No. 2. 19th Ald. Dist. (25969)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: William A. Fruhling, Acting Secretary

ADOPTED:

POF:

DATED: May 2, 2012

ID NUMBER:

Members present were: Richard Wagner, Dawn O’Kroley, Tom DeChant, Melissa Huggins, Marsha Rummel, Todd Barnett, John Harrington, Henry Lufler and Richard Slayton.

SUMMARY:

At its meeting of May 2, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(SIP) located at 6550 Schroeder Road. Appearing on behalf of the project were Jeff Shera and Glenn Decker, representing BrightStar; Dana Petit, representing The Bruce Company; and Robert H. Keller. Shera gave a brief overview of the project and surrounding context. He pointed out modifications the building elevations to depict the tree placement along the two street sides (Schroeder Road and Struck Street). Signage for the building would be in two locations on a 3-foot high masonry wall facing the corner, and on a similar wall through the island to enhance that entry and distinguish this from the Prairie Park Apartment project. To enhance those feature points, they have grouped the landscaping in response to Commissioners’ comments and reordered some of the plantings. Material samples and colors were also displayed.

The Commission’s discussion included the following comments:

- Check that the backup space on the 3 stalls surrounded by the landscape island meets City standards.
- Additional bike racks could be added in the future if necessary to meet visitors’ needs.
- Replace the Black Hill Spruce in the island with an Austrian Pine or another species that would not limit visibility as much.
- Add another tree at the end island along the Schroeder Road driveway. This should not include shrubs or a species with branches close to the ground.
- The applicant has the option to go with a spaded edge rather than plastic.

ACTION:

On a motion by Lufler, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion passed with the following conditions:

- Replace the Black Hills Spruce in the island.

- Add a tree at the end island along the Schroeder Road driveway.

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 6, 6, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 6550 Schroeder Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	6	5	-	-	6	6	6
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	7
	6	6	6	-	-	-	5	6

General Comments:

- Very attractive building.