



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4702 Sheboygan Avenue, Block 1 Madison Yards in UDD No. 6
Application Type: PD – Informational Presentation
Legistar File ID # [63340](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Sean Roberts, Summit Smith Development, Milwaukee, WI

Project Description: The applicant is providing an informational presentation on a PD for Block 1 of the Madison Yards Development for a multi-tenant office building, parking structure, apartment building and a standalone retail/commercial building.

Project Schedule:

- The original PD-GDP for the Madison Yards development was approved by the UDC on July of 2018 (ID [48873](#)) and approved by the Common Council on August 2018.
- The development team is planning to submit a land use application in 2021.

Approval Standards: The UDC will be an **approving body** on this request in regards to its location within Urban Design District 6 (“UDD 6”). Under those standards, the Urban Design Commission shall review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(9).

The UDC will also be an **advisory body** on the PD request. As with any Planned Development, the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in Zoning Code sections 28.098(1), Statement of Purpose, and (2), Standards for Approval. (**PD Standards for Approval.**)

Summary of Design Considerations and Recommendations

Staff recommends that the UDC provide feedback related to the UDD 6 and PD approval standards. For information regarding the previously approved Planned Development, Please see Legistar file [48873](#).

Please note that the approved GDP included language regarding parking locations and building orientation/entrances toward the public streets.

Below are a summary design related considerations:

- **Street Level Activation.** Planning Division staff emphasizes the importance of the relationship between the building and streetscape and the activation of public street facing areas, particularly on Segoe and Sheboygan where the parking structure faces directly onto the street. Staff have encouraged the development team to better activate the Segoe and Sheboygan corner and create a better` pedestrian experience. These were also considerations during the earlier PD discussions, dating back in 2018.