

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

12/16/20
7:33 a.m.

RECEIVED

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 4702 Sheboygan Avenue

Title: Madison Yards at Hill Farms Block 1

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested January 13, 2021

- New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

- Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage

- Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)
 Signage Exception

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Mark Theder
Street address 241 N. Broadway, Suite 400
Telephone (414) 453-0110

Company Madison Yards Block 1, LLC
City/State/Zip Milwaukee, WI 53202
Email mtheder@summitsmith.com

Project contact person Sean Roberts
Street address 241 N. Broadway, Suite 400
Telephone (414) 453-0110

Company Summit Smith Development
City/State/Zip Milwaukee, WI 53202
Email sroberts@summitsmith.com

Property owner (if not applicant) Madison Yards Block 6, LLC
Street address 241 N. Broadway, Suite 400
Telephone (414) 453-0110

City/State/Zip Milwaukee, WI 53202
Email mtheder@summitsmith.com

5. Required Submittal Materials

- Application Form**
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development Plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal***
- Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on 12/02/20.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Mark Theder Relationship to property Owner
 Authorizing signature of property owner  Date 12/14/20

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*** All plans must be legible, including the full-sized landscape and lighting plans (if required)*

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

Kahler Slater

Milwaukee
Madison
Richmond
Singapore

December 15, 2020

Urban Design Commission
215 Martin Luther King Jr. Blvd.
PO Box 2985
Madison, WI 53701

722 Williamson Street
Madison, WI 53703
P 608.283.6300

Re: Project Narrative
Madison Yards – Block 1
Corner of Segoe Rd and Sheboygan Ave.

The following is submitted together with the plans, and application for staff review.

Project Organization:

Owner: Madison Yards Block 1, LLC

Architect: Kahler Slater
722 Williamson Street
Madison, WI 53703
Contact: Ethan J. Skeels
414-290-3778
Email: eskeels@kahlerslater.com

Introduction:

The Block 1 development is a portion of the larger multi block development known as Madison Yards at Hill Farms. Block 1 is situated at the northwest corner of Segoe Rd. and Sheboygan Ave. In Madison, WI. The project consists of four buildings. The first containing a multi-tenant office. The second a parking structure faced by a third building of apartments along Gardener rd and Sheboygan Ave. The fourth building is a standalone retail/commercial building.

The multi-tenant office will contain class A space and tenant amenity spaces of +/- 154,000 GSF and street level retail/commercial space of +/- 11,000 GSF for a total building of +/-165,000 GSF. The building occupies the northeast portion of the block with its main entrance on Madison Yards Way. Parking is provided in the adjacent structure to the south and is accessed from an internal access drive from Segoe or Gardener. The loading and refuse areas are located to the west of the building access from the internal access drive. The primary façade materials for the office building is comprised of painted aluminum framed glazing systems with insulated glass, masonry and painted aluminum composite panels.

The apartment and parking structure buildings are located at the southeastern most portion of Block 1. The apartment building is planned for 77 units on 5 stories fronting a 5 story precast concrete parking structure containing +/- 545 parking stalls. The residential entry and amenities are located off of Gardener Rd. The parking is accessed from the internal access drive that connects mid-block to both Gardener Rd. and Segoe Rd. The primary façade materials for the apartment building consist of fiber cement panels, framed glazing systems with insulated glass with metal panel and EFIS accents. The façade / screening materials for the raised parking deck will be consistent and complimentary with that of the office to provide a cohesive street facade along Segoe Rd.

The standalone retail / commercial building contains +/- 20,000 GSF over two stories and is located on the northwest portion of the block. The primary façade materials for this building are to be determined once tenants are selected and will be consistent in quality with the remainder of the block.

Zoning/ Project Data:

Block 1 is part of the Planned Development District – General Development Plan, Madison Yards at Hill Farms Redevelopment, 4802 Sheboygan Ave.

Block 1	Allowable/ required	Proposed
1) Site Area	3.17 Ac	3.17 Ac
2) Max Bldg Area		
a) Office	Max 250,000 GSF	154,000 GSF
b) Retail	Max 100,000 GSF	31,000 GSF
c) Residential	300 Units	77 Units
3) Building Height (max)	14 stories/ 175 ft	7 stories/ 98' ft
4) Setback		
a) Sheboygan	Min 8' Max 30'	Min 8' Max 30'
b) Gardener	Min 8'	Min 8'
c) Madison Yd Way	Min 8'	Min 8'
d) Segoe Road	Min 8' Min 90% 3 rd story above @ 18'	Min 8' 100% @18'

Parking for retail / commercial spaces is a minimum of 1 space per 400 GSF and a maximum of 1 space per 200 GSF. Parking for the office is a minimum 1 space per 400 GSF and a maximum of 1 space per 250 GSF. The residential parking requirement is 1 space per unit and a maximum of 2.5 spaces per unit. Additional parking above the maximum may be shared with another use.

The proposed Block 1 development provides approximately 545 parking spaces located in the parking structured and 30 surface parking stalls for a total of +/-575 vehicular parking spaces. 425 parking spaces are dedicated for use of the office tenants, 77 for the apartment residents with the remainder serving the retail/commercial space.

Loading and trash areas will be provided central to the block screened from Madison Yards Way and access from the internal access drive.

Schedule:

Project is scheduled for a summer of 2021 start with completion in 2022.

Sincerely,

Ethan J. Skeels, AIA
KAHLER SLATER, INC.



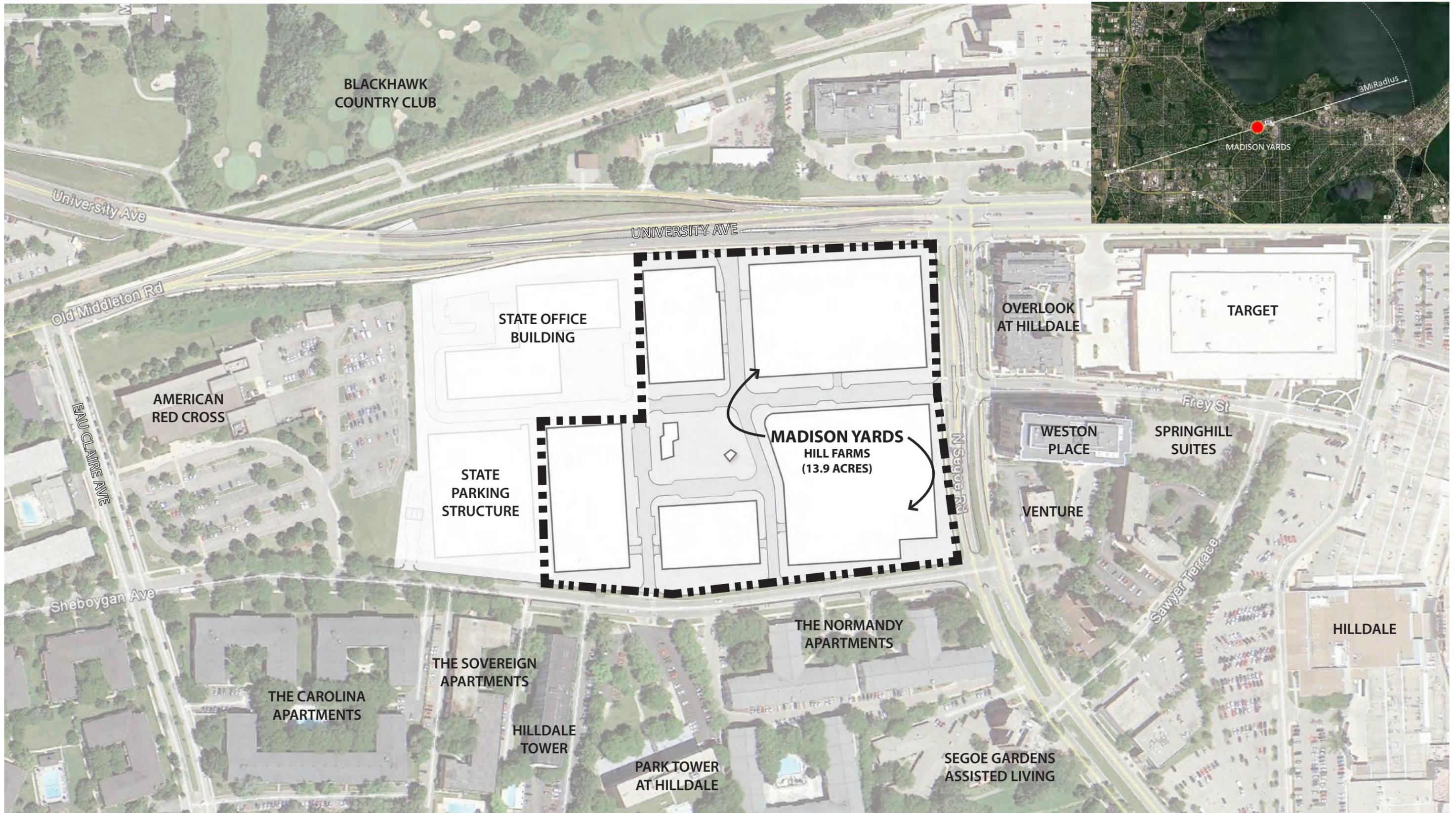
EXTERIOR PERSPECTIVES

A40 | 12/16/2020

SMITH **Gilbane**

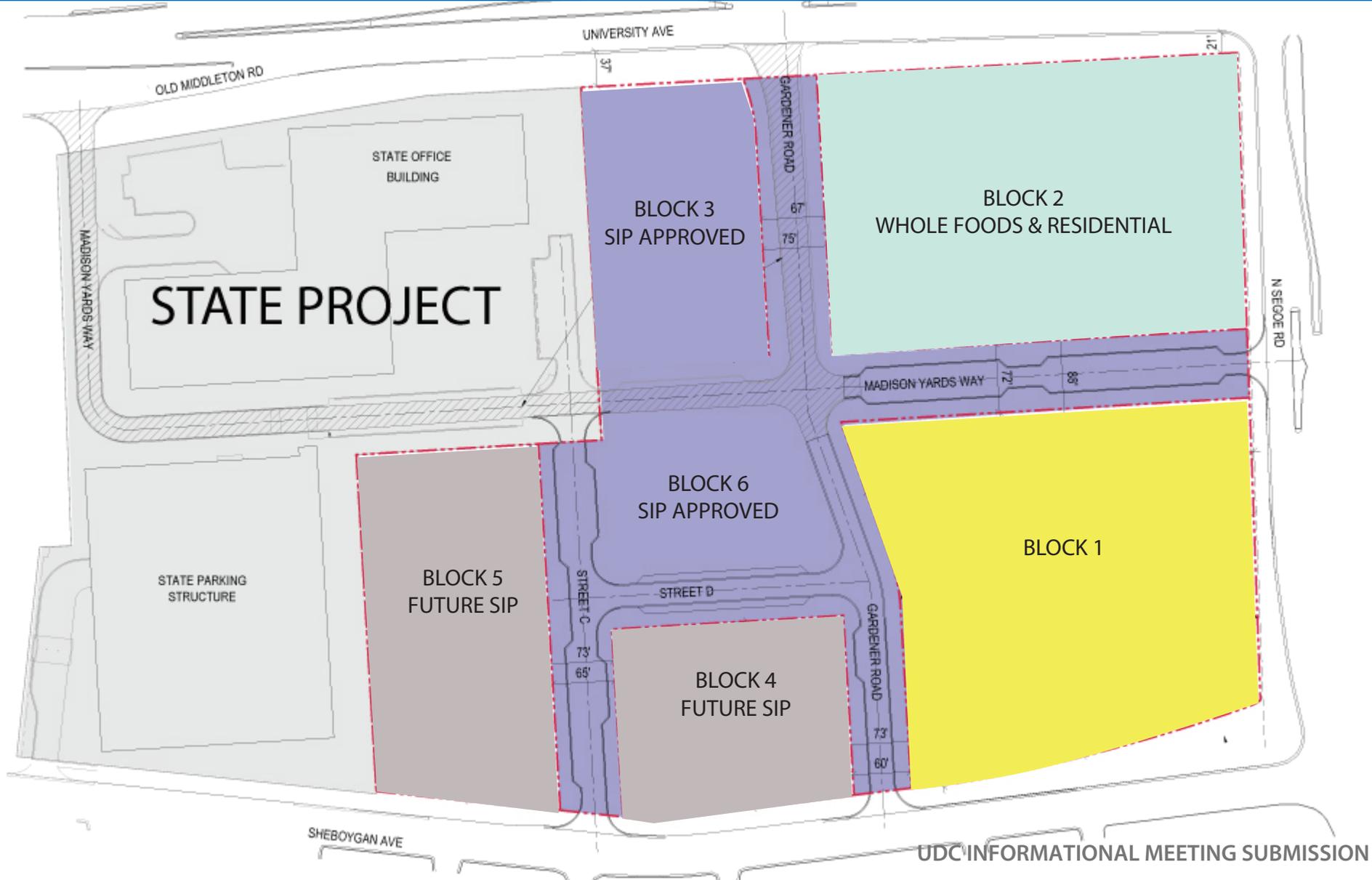
MADISON YARDS: BLOCK 1 UDC INFORMATIONAL PRESENTATION

Kahler Slater



LOCATION MAP

Block 1 : Office, Residential, Retail & Parking



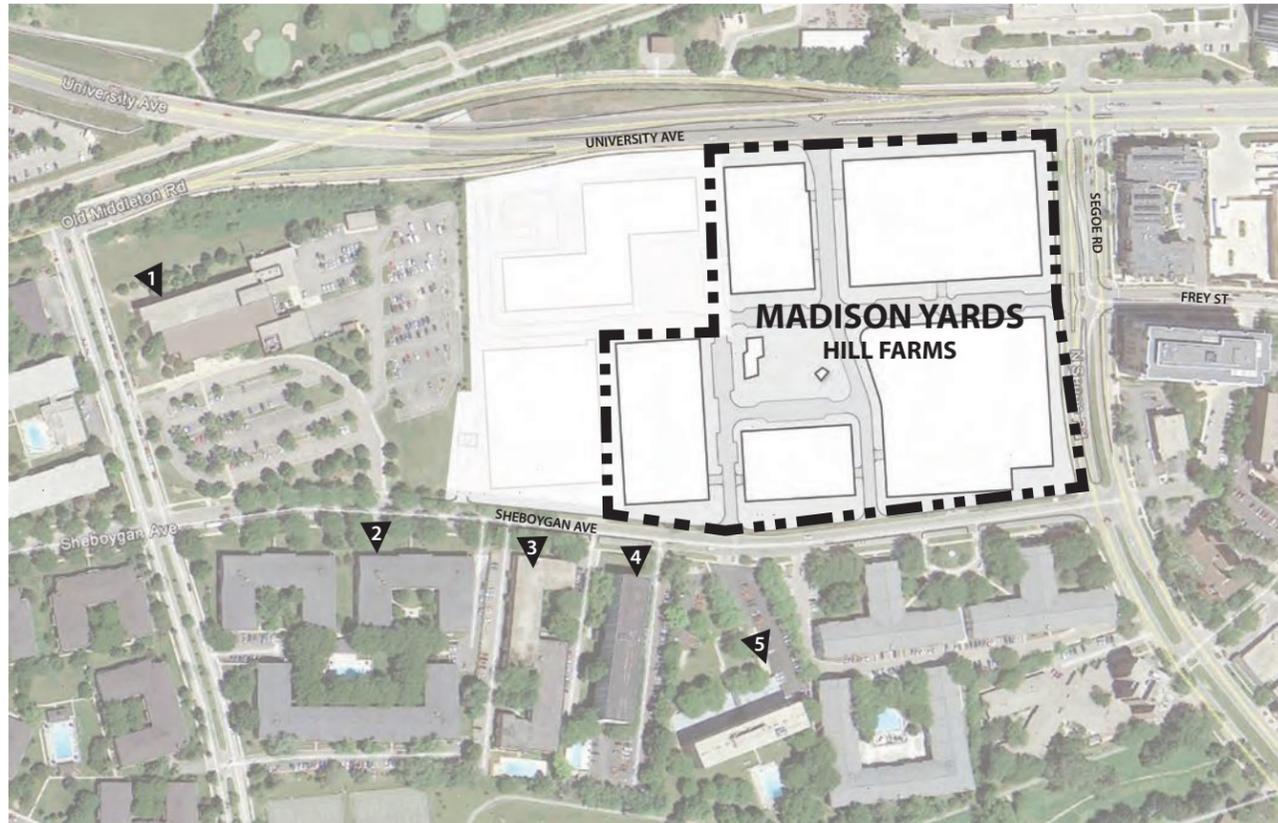


MADISON YARDS

MADISON, WI

EXISTING SITE PHOTOS





1. AMERICAN RED CROSS



2. THE CAROLINA APARTMENTS



3. THE SOVEREIGN APARTMENTS

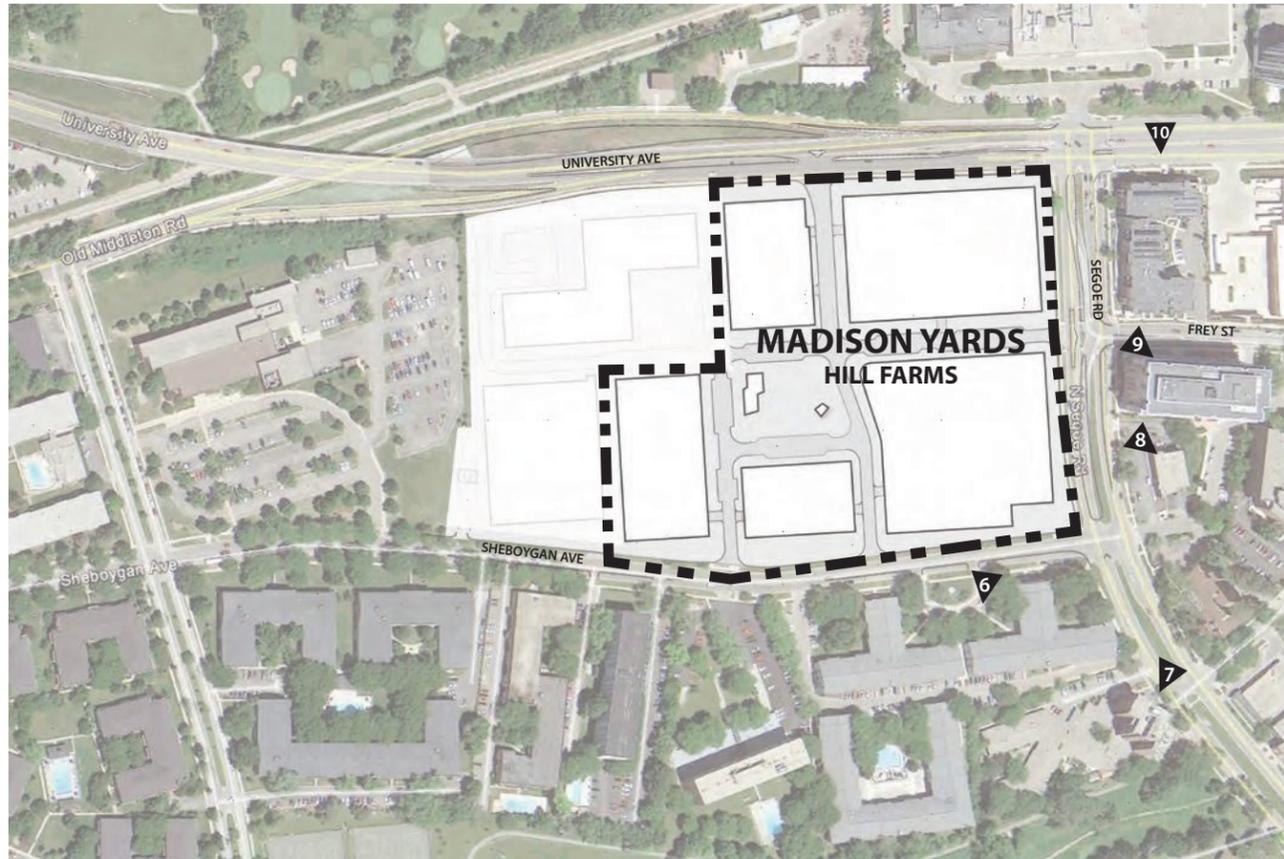


4. HILLDALE TOWER



5. PARK TOWER AT HILLDALE

CONTEXTUAL SITE INFORMATION



6. THE NORMANDY APARTMENTS



7. SEGOE GARDENS ASSISTED LIVING



8. VENTURE

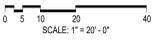
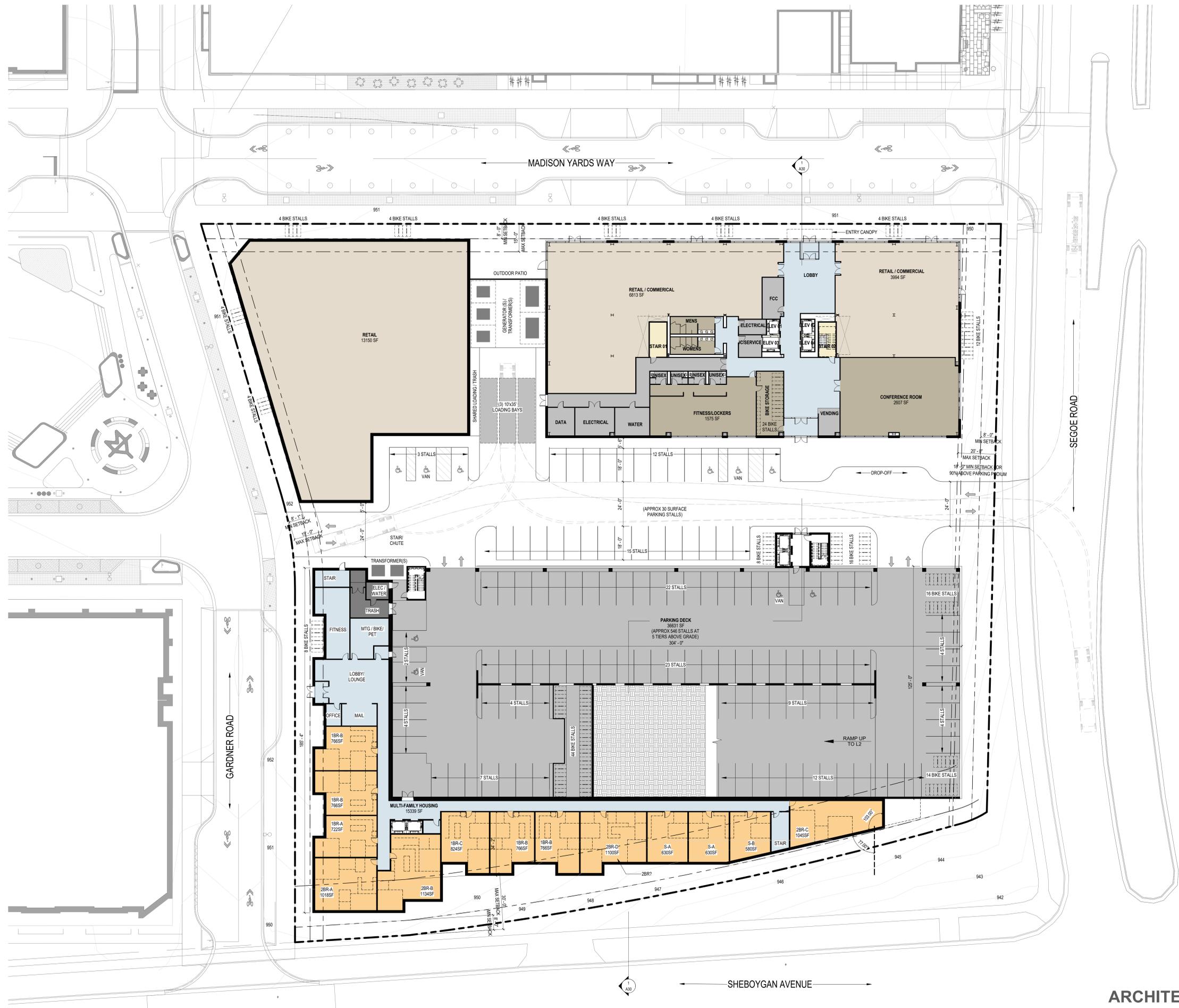


9. WESTON PLACE



10. OVERLOOK AT HILLDALE

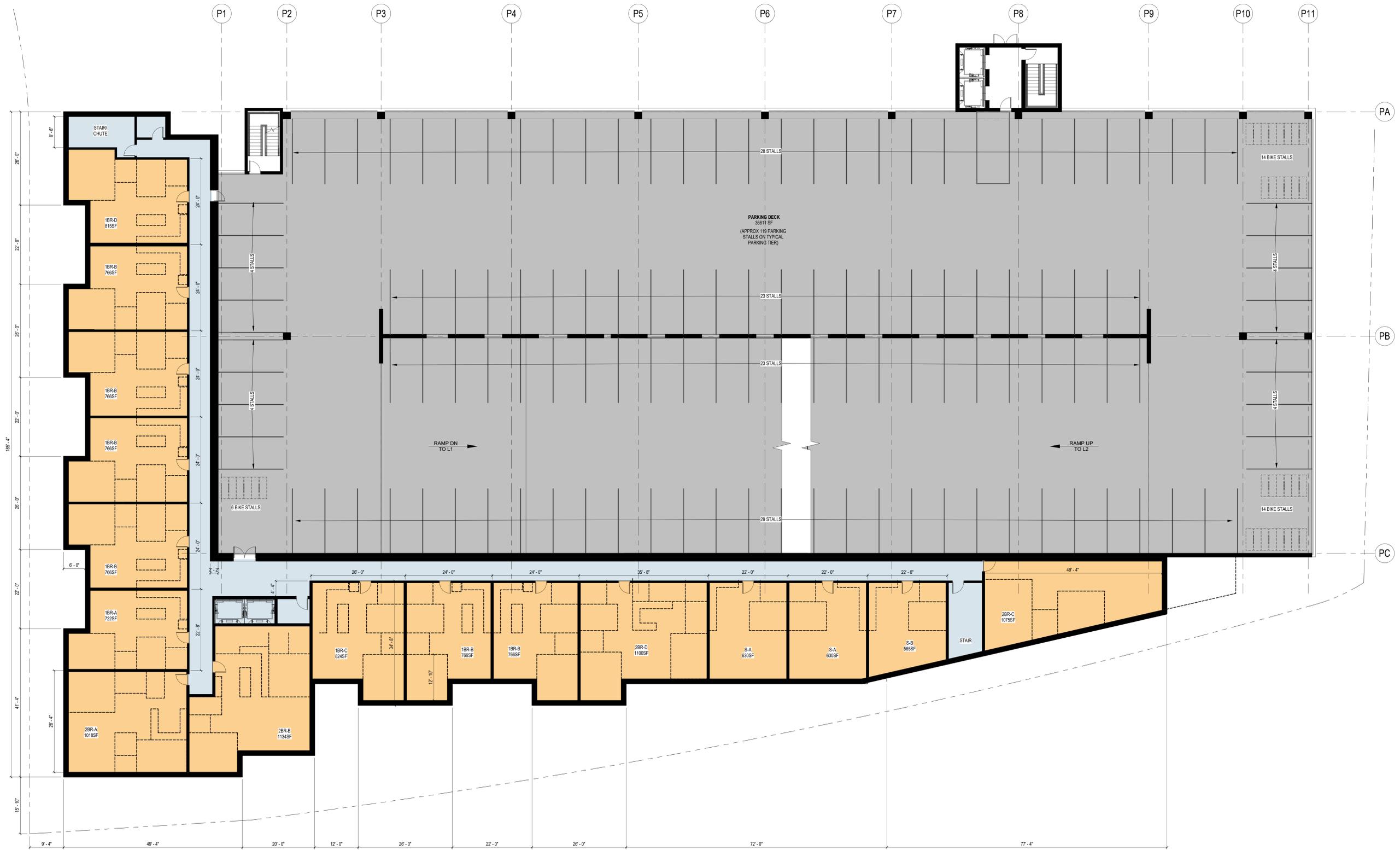
CONTEXTUAL SITE INFORMATION



ARCHITECTURAL SITE PLAN

A11 | 12/16/2020

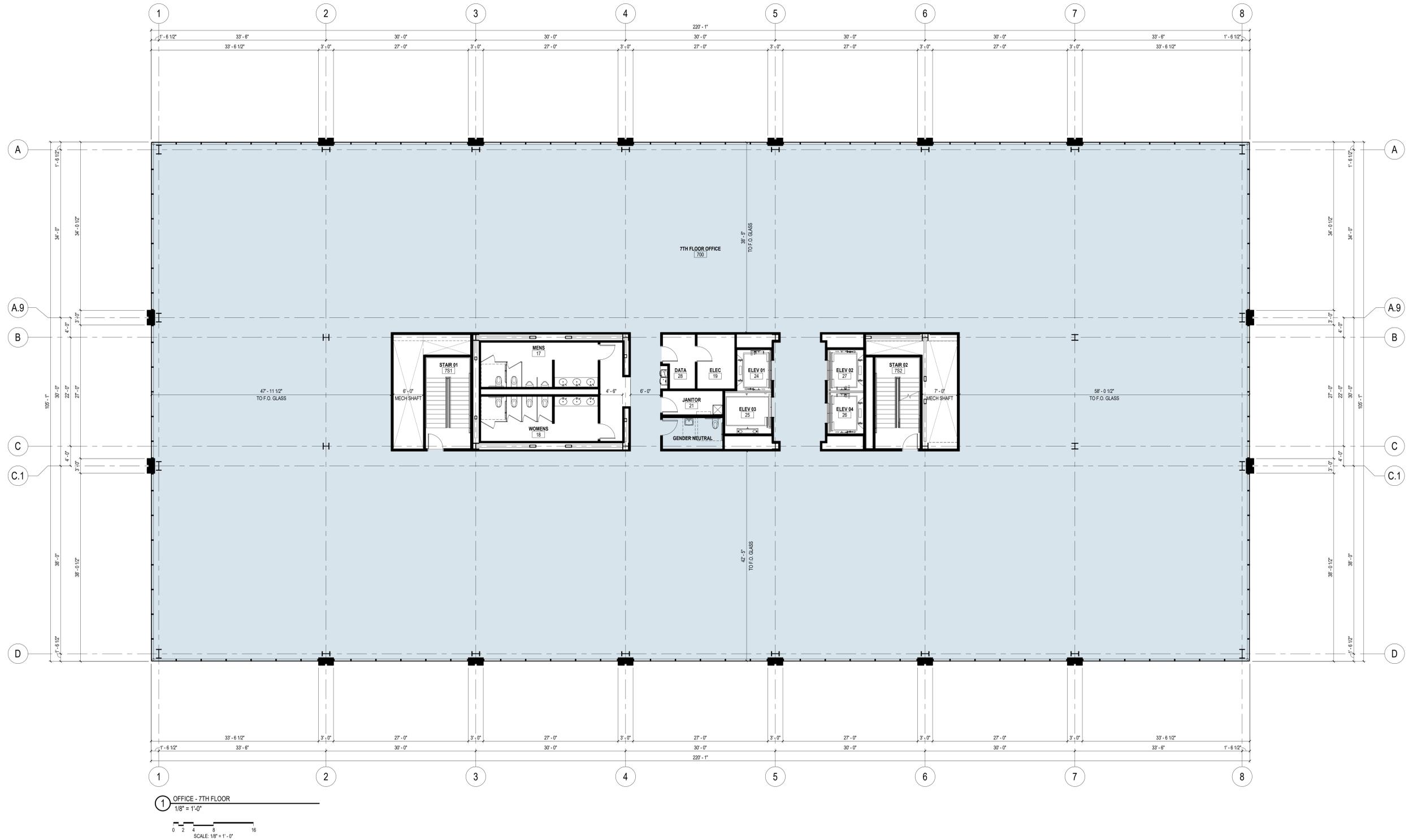
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1 RESIDENTIAL - 2ND FLOOR (TYPICAL)
 3/32" = 1'-0"
 0 2 4 8 16
 SCALE: 3/32" = 1'-0"

TYPICAL RESIDENTIAL PLAN

A12 | 12/16/2020



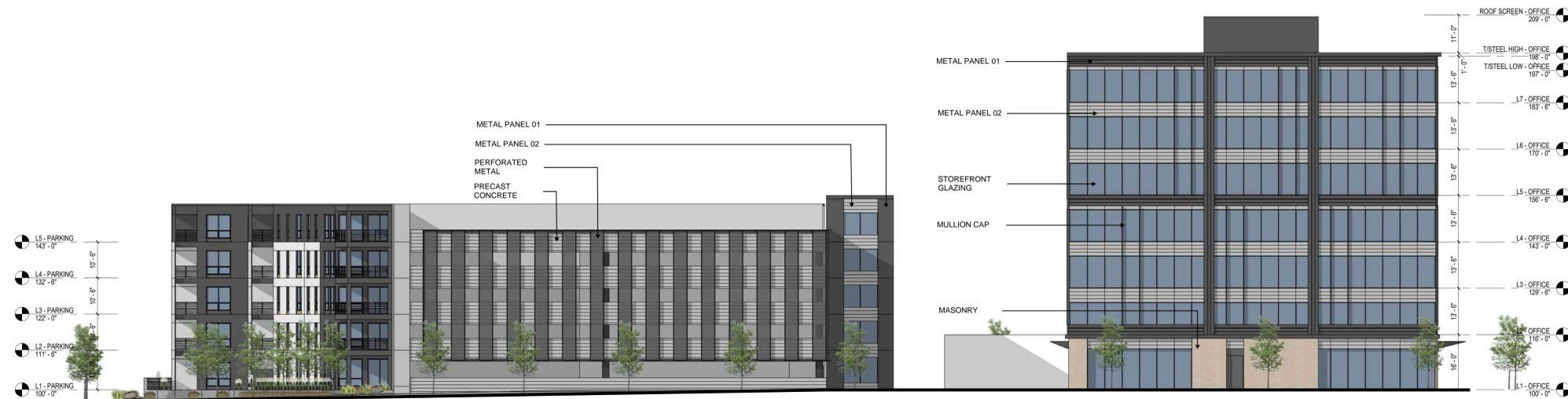
1 OFFICE - 7TH FLOOR
 1/8" = 1'-0"
 SCALE: 1/8" = 1'-0"



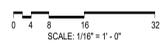
1 NORTH ELEVATION - OVERALL
 1/16" = 1'-0"
 0 4 8 16 32
 SCALE: 1/16" = 1'-0"



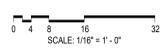
2 SOUTH ELEVATION - OVERALL
 1/16" = 1'-0"
 0 4 8 16 32
 SCALE: 1/16" = 1'-0"



1 EAST ELEVATION - OVERALL
1/16" = 1'-0"

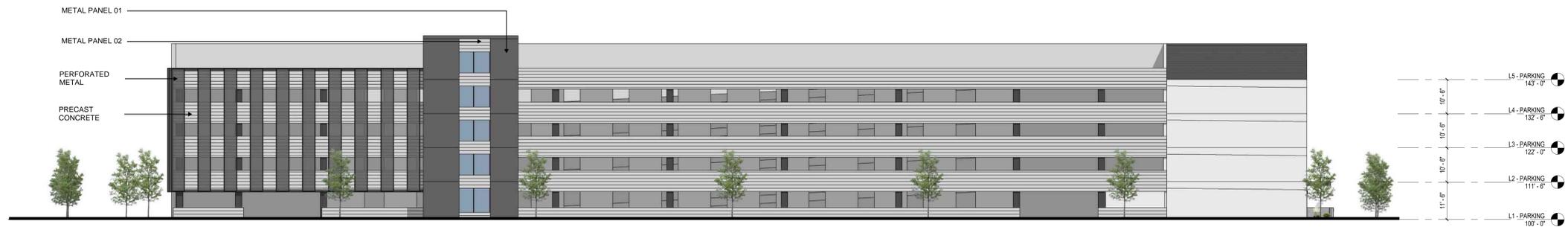


2 WEST ELEVATION - OVERALL
1/16" = 1'-0"



EXTERIOR ELEVATIONS

A21 | 12/16/2020



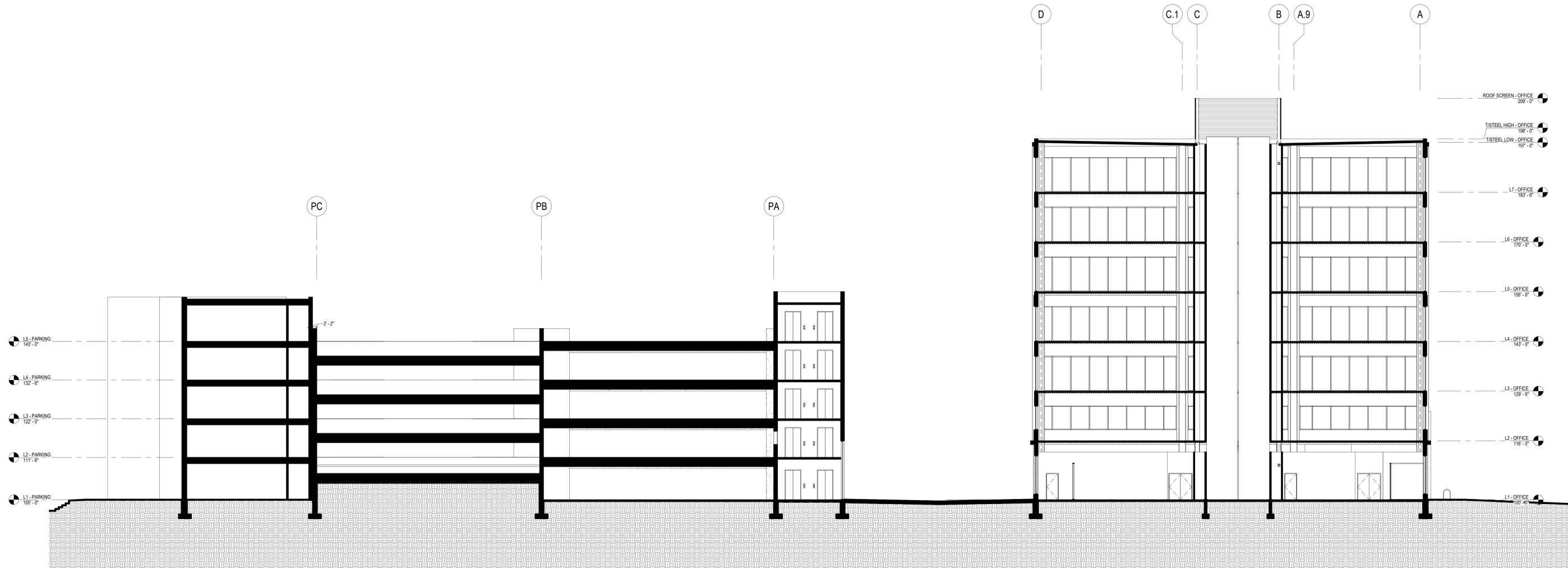
1 NORTH ELEVATION - OVERALL (ALLEYWAY)
 1/16" = 1'-0"
 0 4 8 16 32
 SCALE: 1/16" = 1'-0"



2 SOUTH ELEVATION - OVERALL (ALLEYWAY)
 1/16" = 1'-0"
 0 4 8 16 32
 SCALE: 1/16" = 1'-0"

EXTERIOR ELEVATIONS

A22 | 12/16/2020



1 SECTION - OVERALL SITE
 3/32" = 1'-0"
 SCALE: 1/16" = 1'-0"



EXTERIOR PERSPECTIVES

A41 | 12/16/2020

SMITH Gilbane



SMITH GILBANE
MADISON YARDS: BLOCK 1

Kahler Slater



EXTERIOR PERSPECTIVES

A42 | 12/15/20

Madison Yards Block 6, LLC

December 14, 2020

Arvina Martin
Alder, 11th District
4901 Waukesha Street
Madison, WI 53705

Catherine Auger
213 Marinette Trail
Madison, WI 53705

Mike Lawton
6 S. Eau Claire Ave
Madison, WI 53705

RE: Madison Yards Block 1 SIP Application

Alder Martin, Ms. Auger & Mr. Lawton,

Please let this letter serve as notice that the owners of Madison Yards at Hill Farms intend to submit a Land Use Application to the City of Madison for a Major Amendment to an Approved Planned Development-Specific Implementation Plan (PD-SIP) for Block 1 of the Madison Yards at Hill Farms General Development Plan (GDP). The current Block 1 project site address is 4702 Sheboygan Avenue.

If you have any questions, please do not hesitate to call.

Sincerely,



Sean Roberts
Vice President
Summit Smith Development
412-999-9643

Cc: Matthew Wachter, Heather Stouder, Kevin Firchow, Tim Parks, Matt Tucker – City of Madison