

Document Number	General Development Plan
	Document Title

Date: April 22, 2019

Project Name: Madison Yards at Hill Farms

The attached set of plans and documents represent the PD(GDP) project drawings and related zoning documents for Madison Yards at Hill Farms, a mixed-use project, located in Madison, Wisconsin, at 4802 Sheboygan Avenue, more particularly described as:

Site Legal Description

Outlot 1 of Certified Survey Map No. 15062 as recorded in Volume 106 Certified Survey Maps of Dane County on pages 238-242 as document number 5472962 in the City of Madison, Dane County, Wisconsin.

Recording Area

Name and Return Address

Madison Yards Block 6, LLC
 c/o Michael Krolczyk
 889 East Johnson Street
 Fond du Lac, WI 54935

251/0709-202-0305-0
 Parcel Identification Number (PIN)

Sincerely,

Michael Krolczyk

Owner or Agent

Michael Krolczyk

Subscribed and sworn before me this
22 day of

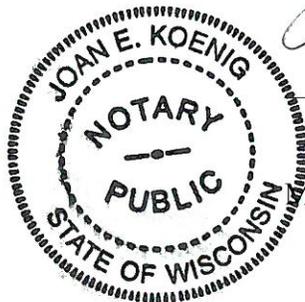
April, 2019.

This instrument was drafted by:

Sean Roberts

Joan E. Koenig
 Notary Public

Joan E. Koenig
 Notary Public (print name)



My commission expires: 1-11-23



City of Madison Site Plan Verification

PROJECT: LNDUSE-2017-00130

Address: 4802 Sheboygan AVE

Current Revision #: 0

Submitted by: SG Hill Farms LLC

Contact: Mark Theder
(414) 453-0110
mtheder@summitsmith.com

Project Type: Land Use

Description: Approve General Development Plan for redevelopment of portion of the Hill Farms State Office Property and preliminary plat to create seven lots for State office building and parking structure and proposed mixed-use development.

Status: Approved

Revision History: [0](#)

Review	Status	Reviewer	Reviewed
Engineering Mapping	Approved	Jeffrey Quamme	Aug 29 2018
Engineering Review Main Office	Approved	Timothy Troester	Feb 7 2019
Fire Review	Approved	William Sullivan	Aug 21 2018
Metro Review	Approved	Timothy Sobota	Aug 3 2018
Parks/Forestry Review	Approved	Sarah Lerner	Oct 11 2018
Planning Review	Approved	Timothy Parks	Feb 8 2019
Traffic Engineering Review	Approved	Timothy Stella	Dec 5 2018
Urban Design Commission Review	Approved	Janine Glaeser	Sep 10 2018
Zoning Review	Approved	Jenny Kirchgatter	Jan 2 2019

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mtheder@summitsmith.com**Project Type:** Land Use**Description:** Approve General Development Plan for redevelopment of portion of the Hill Farms State Office Property and preliminary plat to create seven lots for State office building and parking structure and proposed mixed-use development.**Status:** Approved**Revision History:** [0](#)**ENG MAPPING VERIFICATION****Note** **Comment Date:** 08/06/2018

Continue to work with Lori Zenchenko on the submission and approval of street names for street C and street D. Email proposed names to LZenchenko@cityofmadison.com
The site plan shall reflect a proper street address of the property as reflected by official City of Madison Assessor's and Engineering Division records.

Note **Comment Date:** 08/29/2018

Applicant shall provide the separate documents for review including private reciprocal easements, restrictive covenants and agreements addressing, but not limited to, pedestrian/vehicular access, parking, private utilities, common areas (including the Central Green), storm drainage and storm water management (including silva cells) that are necessary to accomplish the development as proposed. The document(s) shall then be executed and recorded and copies provided prior to the approval of the SIP for Phase 1.

Note **Comment Date:** 08/29/2018

There are Public Sanitary Sewer and Watermain facilities that exist and many to be constructed as part of the development. Public Easements shall be granted generally within the Outlots designated for private roads. Applicant will be required to coordinate the documents to be drafted and recorded by the City of Madison Office of Real Estate Services with Jeff Quamme.

Required Easements shall be recorded prior to or simultaneously with SIP approval.

Note **Comment Date:** 08/29/2018

The internal road system is planned to be private. The applicant shall provide public easements for public pedestrian, bicycle and vehicular access and use. A separate document will be required to be drafted, reviewed by City staff and recorded after the subdivision plat setting forth specific restrictions, rights and responsibilities of the parties subject to or benefitting from the easement.

The required Easements shall be recorded prior to or simultaneously with SIP approval.

ENGINEERING VERIFICATION**Supplement Accepted** **Comment Date:** 08/16/2018

The Future Phase Developer Agreement must be completed prior to final plan approval.

Supplement Accepted **Comment Date:** 08/16/2018

Submit the Stormwater Management Plan for review to Megan Eberhardt (meberhardt@cityofmadison.com). Additional comments may be pending review of the stormwater plan. The stormwater plan will be required to be approved for the pending plat as well.

FIRE VERIFICATION**Note** **Comment Date:** 08/21/2018

MFD is not opposed to the general development plan. MFD supports the general layout of the proposed fire lanes but may require modifications based on the actual building designs and street scape details.

PARKS FORESTRY VERIFICATION

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mtheder@summitsmith.com**Project Type:** Land Use**Description:** Approve General Development Plan for redevelopment of portion of the Hill Farms State Office Property and preliminary plat to create seven lots for State office building and parking structure and proposed mixed-use development.**Status:** Approved**Revision History:** [0](#)**Supplement Accepted****Comment Date:** 08/21/2018

Park Impact Fees (comprised of the Park Infrastructure Impact Fee, per MGO Sec. 20.08(2)), and Park-Land Impact Fees, per MGO Sec. 16.23(8)(f) and 20.08(2) will be required for all new residential development associated with this project. This development is within the West District Park -Infrastructure Impact Fee district. Please reference ID# 18101 when contacting Parks about this project.

Note**Comment Date:** 08/21/2018

Pursuant to MGO 20.08 (2)(c)2.d. the park impact fee may be reduced for multi-family dwelling units that are limited to occupancy by persons fifty-five (55) years of age or older by appropriated recorded restriction for a period of not less than thirty (30) years.

Note**Comment Date:** 08/21/2018

An existing inventory of trees (location, species, & DBH) and any tree removal plans (in PDF format) shall be submitted to the plans and Brad Hofmann – bhofmann@cityofmadison.com or 266-4816. All proposed street tree removals within the right of way shall be reviewed by City Forestry. Approval and permitting of street tree removals shall be obtained from the City Forester and/or the Board of Public Works prior to the approval of the site plan.

2. Existing street trees shall be protected. Please include the following note on the site plan: Contractor shall install tree protection fencing in the area between the curb and sidewalk and extend it at least 5 feet from both sides of the tree along the length of the terrace. No excavation is permitted within 5 feet of the outside edge of a tree trunk. If excavation within 5 feet of any tree is necessary, contractor shall contact City Forestry (266-4816) prior to excavation to assess the impact to the tree and root system. Tree pruning shall be coordinated with City Forestry prior to the start of construction. Tree protection specifications can be found in section 107.13 of City of Madison Standard Specifications for Public Works Construction -<http://www.cityofmadison.com/business/pw/documents/StdSpecs/2013/Part1.pdf>. Any tree removals that are required for construction after the development plan is approved will require at least a 72 hour wait period before a tree removal permit can be issued by Forestry, to notify the Alder of the change in the tree plan.

3. Additional street trees are needed for this project. All street tree planting locations and trees species within the right of way shall be determined by City Forestry. Please submit a site plan (in PDF format) to Brad Hofmann – bhofmann@cityofmadison.com or 266-4816. Tree planting specifications can be found in section 209 of City of Madison Standard Specifications for Public Works Construction - 2018 Edition

Note**Comment Date:** 08/21/2018

Existing street trees shall be protected. Please include the following note on the site plan: Contractor shall install tree protection fencing in the area between the curb and sidewalk and extend it at least 5 feet from both sides of the tree along the length of the terrace. No excavation is permitted within 5 feet of the outside edge of a tree trunk. If excavation within 5 feet of any tree is necessary, contractor shall contact City Forestry (266-4816) prior to excavation to assess the impact to the tree and root system. Tree pruning shall be coordinated with City Forestry prior to the start of construction. Tree protection specifications can be found in section 107.13 of City of Madison Standard Specifications for Public Works Construction -<http://www.cityofmadison.com/business/pw/documents/StdSpecs/2013/Part1.pdf>. Any tree removals that are required for construction after the development plan is approved will require at least a 72 hour wait period before a tree removal permit can be issued by Forestry, to notify the Alder of the change in the tree plan.

Note**Comment Date:** 08/21/2018

Additional street trees are needed for this project. All street tree planting locations and trees species within the right of way shall be determined by City Forestry. Please submit a site plan (in PDF format) to Brad Hofmann – bhofmann@cityofmadison.com or 266-4816. Tree planting specifications can be found in section 209 of City of Madison Standard Specifications for Public Works Construction.

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Contractor shall contact City Forestry Brad Hofmann bhoffman@cityofmadison.com or 266-4816 at least one week prior to planting to schedule inspecting nursery stock and review planting specifications with the landscaper.

PLANNING VERIFICATION**Note** **Comment Date:** 09/17/2018

The final general development plan is consistent with the GDP approved by the Plan Commission and Common Council.

Supplement Accepted **Comment Date:** 11/08/2018

Remove references about the final plat and CSM from the final letter of intent (page 1).

NOTE: The revised materials provided on 1 Nov 2018

Supplement Accepted **Comment Date:** 11/08/2018

The zoning text Statement of Purpose should strike references to the proposed State-owned lot, which is zoned SE and not subject to this PD zoning district. Table 2 shall also be revised accordingly prior to final approval and recording.

NOTE: The revised materials provided on 1 Nov 2018

Supplement Accepted **Comment Date:** 11/08/2018

in Section B of the zoning text, Permitted Uses, please revise "conditioned" to "conditional" and include the word "uses" after "conditional."

NOTE: The revised materials provided on 1 Nov 2018

TE VERIFICATION**Supplement Accepted** **Comment Date:** 08/14/2018

Provide a revised electronic copy of the site plan, .pdf preferred, e-mail plan to Tim Stella - tstella@cityofmadison.com

Note **Comment Date:** 08/14/2018

(To be required during the SIP submittals)The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawings shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; pavement markings; signing; building placement; items in the terrace such as signs, street light poles, hydrants; surface types such as asphalt, concrete, grass, sidewalk; driveway approaches, including those adjacent to and across street from the project lot location; parking stall dimensions, including two (2) feet of vehicle overhang; ADA/striped stall dimensions; secured parking facility; sidewalk dimensions; drive aisle dimensions; bike stall dimensions and detail; underground parking dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.

Supplement Accepted **Comment Date:** 08/14/2018

(To be required during the SIP submittals)A deposit of \$(TBD) payable to City Treasurer will be required for the installation of traffic signage and markings deemed necessary with the completion of the development. Make check payable to the City of Madison Treasurer to be delivered or mailed to Attention Tim Stella, Traffic Engineering Department, 215 Martin Luther King Jr. Blvd; Suite 109, P.O. Box 2986, Madison, Wisconsin 53703-2986.

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(To be required during the SIP submittals)A deposit of \$(TBD) payable to City Treasurer will be required for the electrical installations or modifications deemed necessary with the completion of the development. Make check payable to the City of Madison Treasurer to be delivered or mailed to Attention Tim Stella, Traffic Engineering Department, 215 Martin Luther King Jr. Blvd; Suite 109, P.O. Box 2986, Madison, Wisconsin 53703-2986.

Supplement Accepted**Comment Date:** 08/14/2018

(To be required during the SIP submittals)Items in the Right-of-Way are not approvable through the site plan approval process. Make a note on all pages that states: The Right-of-Way is the sole jurisdiction of the City of Madison and is subject to change at any time per the recommendation/plan of Traffic Engineering and City Engineering Departments.

Supplement Accepted**Comment Date:** 08/14/2018

(To be required during the SIP submittals)The applicant shall adhere to all vision triangle requirements as set in MGO 27.05 (No visual obstructions between the heights of 30 inches and 10 feet – 25 feet behind the property line at streets and 10 feet at driveways.). If applicant believes public safety can be maintained, they shall apply for a waiver of MGO 27.05(2)(bb) - Vision Clearance Triangles at Intersections Corners. Approval or denial of the waiver shall be the determination of the City Traffic Engineer. Place and dimension all vision triangles in the proposed plan.

Note**Comment Date:** 08/14/2018

(To be required during the SIP submittals) Per Section MGO 12.138 (14), this project is not eligible for residential parking permits. It is recommended that this prohibition be noted in the leases for the residential units.

Note**Comment Date:** 08/14/2018

(To be required during the SIP submittals) Stop signs shall be installed at a height of seven (7) feet at all class III driveway approaches, including existing driveways, behind the property line and noted on the plan. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan.

Supplement Accepted**Comment Date:** 08/14/2018

(To be required during the SIP submittals)Dimensions of the driveways/private streets shall be noted on the plan including the width of driveway and width of driveway flares or curb cut.

Note**Comment Date:** 08/14/2018

(To be required during the SIP submittals) Dimension bike racks. Typical bike stalls are 2' x 6'. To allow for proper pedestrian movement and prevent encroachment from irregularly parked bicycles or bicycle with trailers, it is recommended for all bicycle racks to have at least a 2 foot buffer from parking or pedestrian walkways.

Note**Comment Date:** 08/14/2018

(To be required during the SIP submittals) City of Madison radio systems are microwave directional line of sight to remote towers citywide. The building elevation will need to be reviewed by Traffic Engineering to accommodate the microwave sight and building. The applicant shall submit grade and elevations plans if the building exceeds four stories prior to sign-off to be reviewed and approved by Austin Scheib, (266-4766) Traffic Engineering Shop, 1120 Sayle Street. The applicant shall return one signed approved building elevation copy to the City of Madison Traffic Engineering office with final plans for sign off.

Supplement Accepted**Comment Date:** 08/14/2018

The applicant shall finalize a TDMP (Traffic Demand Management Plan) to be reviewed and approved by the City Traffic Engineer. MGO (28.183(6)(a)(6)

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Status: Approved

Revision History: [0](#)

Supplement Accepted

Comment Date: 08/14/2018

(To be required in the CSM)Applicant shall provide a copy of all cross access agreements. Email to tstella@cityofmadison.com

URBAN DESIGN VERIFICATION

Note

Comment Date: 09/10/2018

Proposed application is in keeping with the 7/11/2018 UDC approved design intent.

ZONING VERIFICATION

Supplement Accepted

Comment Date: 01/02/2019

Submit a final PDF of the plans and documents and 2 hard copies (8 1/2 x 14 size) for the final recording plan sets.



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, AICP, Director

126 S. Hamilton Street
P.O. Box 2985
Madison, Wisconsin 53701-2985
Phone: (608) 266-4635
www.cityofmadison.com

May 8, 2018

Sean Roberts
Summit Smith Development
241 N. Broadway, Suite 400
Milwaukee, Wisconsin 53202

RE: Approval of a request to rezone approximately 14 acres of land located at 4802 Sheboygan Avenue from SE (Suburban Employment District) to PD (Planned Development District) and approval of a General Development Plan for the future redevelopment of portions of the Hill Farms State Office Building property with up to 500,000 square feet of office space, 250,000 square feet of retail/ restaurant/ service space, 400 hotel rooms, and 600 residential units in a multi-building project. [LNDUSE-2017-00130; ID 50130]

Dear Mr. Roberts;

At its May 1, 2018 meeting, the Common Council **conditionally approved** your request to rezone 14 acres of land located at 4802 Sheboygan Avenue from SE to PD and approved a General Development Plan for the "Madison Yards at Hill Farms" development subject to the conditions in the following sections, which shall be satisfied prior to final approval and recording of the Planned Development–General Development Plan.

Note: No building permits shall be issued for the site until a Specific Implementation Plan(s) has been approved by the Common Council and recorded.

Please contact Tim Troester of the City Engineering Division at (608) 267-1995 if you have any questions regarding the following fifteen (15) items:

1. The developer shall establish public access easements over private streets within the plat.
2. The construction of this project will require that the applicant shall enter into a City/ Developer agreement for the required infrastructure improvements. The applicant shall contact City Engineering to schedule the development of the plans and the agreement. The City Engineer will not sign off on this project without the agreement executed by the developer. Note: Obtaining a developers agreement generally takes approximately 4-6 weeks, minimum.
3. All outstanding Madison Metropolitan Sewerage District (MMSD) charges are due and payable prior to City Engineering Division sign-off, unless otherwise collected with a Developer's/ Subdivision Contract. Contact Mark Moder (608-261-9250) to obtain the final MMSD billing a minimum of two (2) working days prior to requesting City Engineering signoff.

4. The site plan shall be revised to show all existing public sanitary sewer facilities in the project area as well as the size, invert elevation, and alignment of the proposed service.
5. The applicant shall be required to submit projected sanitary sewer flow calculations for the proposed development to Mark Moder, mmoder@cityofmadison.com, prior to plan signoff. Calculations have been submitted and approved previously, but an update set of calculations will be required if the projected land use has changed (change in dwelling units, commercial).
6. This stormwater review is for the GDP rezoning only. Stormwater management comments will be provided during the SIP review for each lot.
7. The storm sewer installed within this development is proposed to be private. Maintenance shall be the responsibility of the developer and assigned via an inter-lot drainage agreement.
8. The applicant shall execute a waiver of notice and hearing on the assessments for future improvements as required by the City Traffic Engineer as defined in this conditional approval in accordance with Section 66.0703(7)(b) Wisconsin Statutes and MGO Section 4.09.
9. This zoning approval does not include the approval of the changes to roadways, sidewalks or utilities. The applicant shall obtain separate approval by the Board of Public Works and the Common Council for the restoration of the public right of way including any changes requested by developer. The City Engineer shall complete the final plans for the restoration with input from the developer.
10. The applicant shall provide the City Engineer with a survey indicating the grade of the existing sidewalk and street. The applicant shall hire a Professional Engineer to set the grade of the building entrances adjacent to the public right of way. The applicant shall provide the City Engineer the proposed grade of the building entrances. The City Engineer shall approve the grade of the entrances prior to signing off on this development.
11. The applicant shall replace all sidewalk and curb and gutter that abuts the property that is damaged by the construction, or any sidewalk and curb and gutter, which the City Engineer determines needs to be replaced because it is not at a desirable grade, regardless of whether the condition existed prior to beginning construction.
12. The applicant shall provide the City Engineer with the proposed earth retention system to accommodate the restoration. The earth retention system must be stamped by a Professional Engineer. The City Engineer may reject or require modifications to the retention system
13. All work in the public right of way shall be performed by a City-licensed contractor.
14. All damage to the pavement on all public streets adjacent to this development shall be restored in accordance with the City's Pavement Patching Criteria.
15. The developer shall build all private streets and sidewalks within the plat to City of Madison standard specifications.

Please contact Jeff Quamme of the City Engineering Division—Mapping Section at (608) 266-4097 if you have any questions regarding the following four (4) items:

16. The applicant shall provide the separate documents for review including private reciprocal easements, restrictive covenants and agreements addressing, but not limited to, pedestrian/vehicular access, parking, private utilities, common areas (including the Central Green), storm drainage and storm water management (including silva cells) that are necessary to accomplish the development as proposed. The document(s) shall then be executed and recorded and copies provided prior to the approval of the SIP for Phase 1.
17. The internal road system is planned to be private. The applicant shall provide public easements for public pedestrian, bicycle and vehicular access and use on the face of the proposed plat. A separate document may be required to be drafted, reviewed by City staff and recorded immediately after the subdivision plat setting forth specific restrictions, rights and responsibilities of the parties subject to or benefitting from the easement. Required Easements shall be in recorded prior to or simultaneously with SIP approval.
18. There are Public Sanitary Sewer and Water Main facilities that exist and many to be constructed as part of the development. Public Easements shall be granted on the face of the proposed plat over the entirety of the Outlots designated for private roads. For any additional public facilities required subsequent to plat recording, the applicant will be required to coordinate the documents to be drafted and recorded by the City of Madison Office of Real Estate Services with Jeff Quamme. Required Easements shall be recorded prior to or simultaneously with SIP approval.
19. Continue to work with Lori Zenchenko on the submission and approval of street names for Street C and Street D. Email proposed names to LZenchenko@cityofmadison.com.

Please contact Eric Halvorson of the Traffic Engineering Division at (608) 266-6527 if you have any questions regarding the following twelve (12) items, including the conditions modified or added by the Plan Commission on April 23, 2018 and as approved by the Common Council on May 1, 2018 (conditions #20b, 20e, and 32 of this letter):

20. Due to the proposed development's scale and density and significant negative impacts to the surrounding transportation network, potentially limiting the redevelopment of future site(s) adjacent the same transportation network, stronger consideration for multi-modal transportation must be addressed. Additionally, the community values multi-modal transportation, as demonstrated in the community's *Complete Streets Policy* and the Madison In Motion transportation plan. Madison is regarded as one of the most walkable communities and enjoys the status as a Platinum Bicycle City. The Traffic Engineering Division requires several additional improvements to the surrounding transportation network to help facilitate the movement of all modes of transportation to/from this site including:
 - a.) The developer shall install traffic calming devices, such as tabletops, raised crossings and bumpouts at strategic locations across the site, to improve the walkability and the biking environment throughout the site.

- b.) **The developer shall install sidewalks with a minimum width of 10 feet on the both sides of Madison Yards Way and Gardener Road where practical. Final design details of the internal streets will be finalized during the SIP submittal.** [Other internal streets may still require 12-foot wide sidewalks as originally recommended by the City Traffic Engineer, to be determined at the SIP stage.]
- c.) The developer shall dedicate right of way to be determined by the City Traffic Engineer for future potential roundabout or traffic signal at the intersection of Segoe Road and Sheboygan Avenue.
- d.) The developer shall install the following transportation improvements through a developer's agreement:
- Move the north curb on Sheboygan Avenue adjacent to the property to accommodate new bike lanes on Sheboygan Avenue.
 - Widen sidewalk adjacent to the GDP area along Sheboygan Avenue to 8 feet and dedicate the appropriate amount of right of way.
 - Improve pedestrian crossing improvements as agreed by the City Traffic Engineer on Sheboygan Avenue.
 - Extend the westbound left-turn bay at the intersection of University Avenue and N. Segoe Road to a length to be determined by the City Traffic Engineer to accommodate the increased traffic and to mitigate the worsened queueing issue.
 - Widen sidewalk adjacent to the GDP area along Segoe Road to 8 feet and dedicate the appropriate amount of right of way.
- e.) The developer shall **submit a promissory note from a bank** (estimated to be \$525,000; the final amount to be determined by the City Traffic Engineer and City Engineer) **prior to sign-off of the first Specific Implementation Plan (SIP)** sign off for various transportation improvements. These include but are not limited to:
- Install a half-signal (as recommended by the Traffic Impact Study) and related geometric modifications at the intersection of Sheboygan Avenue and Whitney Way.
 - Install buffered or regular bike lanes on following streets to improve bicycle transportation connection to the development: Eau Claire Avenue from Sheboygan Avenue to Old Middleton Road; Segoe Road from Sheboygan Avenue to Regent Street; Regent Street from Segoe Road to Midvale Boulevard, and; Sheboygan Avenue from Segoe Road to Whitney Way
- f.) The developer shall sign a waiver for assessment prior to GDP sign off for the following future potential improvements:
- Future roundabout or traffic signal at the intersection of Segoe Road and Sheboygan Avenue
 - Extension of Blackhawk Bike Path from N. Eau Claire Avenue to Whitney Way
 - Pedestrian/bicycle connection from the development to Rennebohm Park
21. For a development with this proposed level of density and potential negative impacts to a heavily used surrounding transportation network, it is imperative the required Transportation Demand Management Plan (TDMP) not only be robust but also be sustainable. As such, the provided TDMP

(submitted on March 23, 2018 by Kimley Horn) has been rejected due to its inherent unenforceability and unsustainable nature. To address this inadequacy, the applicant shall work with Traffic Engineering to form of a Transportation Management Association (TMA) or equivalent governance structure to enforce and sustain traffic demand techniques prescribed in a robust TDMP. (The applicant has been working with Traffic Engineering to meet the below conditions and has submitted a revised TDMP on April 11, 2018. Traffic Engineering has found this version to be a significant improvement; however, there has not been adequate time to fully review document and it has not been discussed with the appropriate City agencies. The applicant shall work with Traffic Engineering and other City agencies to finalize the TDMP prior to GDP sign off). To approve a TDMP, the plan needs to include concrete and actionable items that will reasonably reduce single vehicle trips to and from the development as well as promote multimodal trips. An approvable TDMP shall include, but not be limited to, the following:

- a.) Formation of a Transportation Management Association (TMA) or equivalent governance structure (possibly a Business Improvement District (BID) as there are additional shared maintenance responsibilities for the subdivision) to enforce and sustain traffic demand management techniques prescribed in an approvable TDMP. The TMA will be responsible for the following:
 - Governance structure to have the ability to secure the appropriate funding required to achieve the strategies prescribed in a City approved TDMP.
 - Governance structure to secure sufficient powers to enforce adherence to all TDMP strategies to all members of the association.
 - All properties included in the Madison Yards at Hill Farms subdivision shall be members of the Association and shall be bound in perpetuity by covenants, conditions, and restrictions (CCR) that sets forth the implementation of the TDMP.
 - Performance Monitoring: Targets (based on each potential use type); Mode split; Reduced vehicle miles traveled; Emissions, and Evaluation Measures
 - Approval of the TDMP or any changes, modifications, or releases of the TDMP are subject to the future Transportation Policy and Planning Board or equivalent body. Similarly, any modifications to the TMA (or equivalent governance structure) boundaries or governing body are subject to the future Transportation Policy and Planning Board or equivalent body.
 - b.) The City shall also retain the ability to review the TDMP and TMA charter at any time. If there are any issues or concerns, the TMA's leadership shall schedule and staff a meeting with the City including all relevant parties.
22. The applicant shall remove all access points from the public Right-of-Way that are not the direct access points joining the internal street network to the public Right-of-Way. All additional access to the public Right-of-Way shall be granted or denied during the SIP or site approval process at which time Traffic Engineering will be provided a more detailed plan set thus providing the required context to properly evaluate if appropriate access is being granted or denied. (The applicant has had discussions with Traffic Engineering that related conditions under which approval may be granted: limited public

access (for example off-street loading zones), appropriately spaced from intersections and/or hardships for which reasonable site sustainability cannot be accommodated.)

23. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawings shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; pavement markings; signing; building placement; items in the terrace such as signs, street light poles, hydrants; surface types such as asphalt, concrete, grass, sidewalk; driveway approaches, including those adjacent to and across street from the project lot location; parking stall dimensions, including two (2) feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.
24. The City Traffic Engineer may require public signing and marking related to the development; the developer shall be financially responsible for such signing and marking.
25. All parking facility design shall conform to the standards in MGO Section 10.08(6).
26. Per MGO Section 12.138 (14), this project is not eligible for residential parking permits. It is recommended that this prohibition be noted in the leases for the residential units.
27. The applicant shall adhere to all vision triangle requirements as set in MGO 27.05 (No visual obstructions between the heights of 30 inches and 10 feet at a distance of 25 feet behind the property line at streets and 10 feet at driveways.). Alterations necessary to achieve compliance may include but are not limited to; substitution to transparent materials, removing sections of the structure and modifying or removing landscaping elements. If the applicant believes public safety can be maintained they shall apply for a reduction of MGO 27.05(2)(bb) - Vision Clearance Triangles at Intersections Corners. Approval or denial of the reduction shall be the determination of the City Traffic Engineer.
28. City of Madison radio systems are microwave directional line of sight to remote towers citywide. The building elevation will need to be reviewed by Traffic Engineering to accommodate the microwave sight and building. The applicant shall submit grade and elevations plans if the building exceeds four stories prior to sign-off to be reviewed and approved by Austin Scheib, (266-4766) Traffic Engineering Shop, 1120 Sayle Street. The applicant shall return one signed approved building elevation copy to the City of Madison Traffic Engineering office with final plans for sign off.
29. The applicant shall note on the face of the GDP that no improvements shown in the public right of way are approved with this plan.
30. The applicant shall finalize a Traffic Demand Management Plan to be reviewed and approved by the City Traffic Engineer.
31. The developer shall provide a recorded copy of any joint driveway ingress/egress and crossing easements and shall be noted on face of plan.
32. That the applicant shall work with Traffic Engineering staff to ensure that adequate right-of-way is dedicated along Segoe Road to incorporate bicycle lanes.

Please contact Jenny Kirchgatter, Assistant Zoning Administrator, at (608) 266-4429 if you have questions about the following two (2) items:

33. Submit a schedule or phasing plan indicating the approximate dates when construction of the Planned Development can be expected to begin and be completed, including Phase II (Block 1) and Phase III (Block 5).
34. Work with Zoning and Planning staff to finalize the zoning text.

Please contact Adam Wiederhoeft of the Madison Water Utility at (608) 266-9121 if you have any questions regarding the following item:

35. All public water mains and water service laterals shall be installed by a standard City subdivision contract/ City-Developer agreement. The applicant shall contact the City Engineering Division to schedule the development of plans and the agreement. See Engineering Division comments for additional information.

Please contact Sarah Lerner of the Parks Division at (608) 261-4281 if you have any questions regarding the following five (5) items:

36. Park Impact Fees (comprised of the Park Infrastructure Impact Fee, per MGO Sec. 20.08(2)), and Park-Land Impact Fees, per MGO Sec. 16.23(8)(f) and 20.08(2) will be required for all new residential development associated with this project. This development is within the West Park-Infrastructure Impact Fee district. Please reference ID# 18101 when contacting Parks Division staff about this project.
37. Pursuant to MGO 20.08 (2)(c)2.d. the park impact fee may be reduced for multi-family dwelling units that are limited to occupancy by persons fifty-five (55) years of age or older by appropriated recorded restriction for a period of not less than thirty (30) years.
38. An existing inventory of trees (location, species, & DBH) and any tree removal plans (in PDF format) shall be submitted to the plans and Brad Hofmann – bhofmann@cityofmadison.com or 266-4816. All proposed street tree removals within the right of way shall be reviewed by City Forestry. Approval and permitting of street tree removals shall be obtained from the City Forester and/or the Board of Public Works prior to the approval of the site plan.
39. Existing street trees shall be protected. Please include the following note on the site plan: “Contractor shall install tree protection fencing in the area between the curb and sidewalk and extend it at least five (5) feet from both sides of the tree along the length of the terrace. No excavation is permitted within five (5) feet of the outside edge of a tree trunk. If excavation within five (5) feet of any tree is necessary, contractor shall contact City Forestry (266- 4816) prior to excavation to assess the impact to the tree and root system. Tree pruning shall be coordinated with City Forestry prior to the start of construction. Tree protection specifications can be found in Section 107.13 of *City of Madison Standard Specifications for Public Works Construction*. Any tree removals that are required for

construction after the development plan is approved will require at least a 72-hour wait period before a tree removal permit can be issued by Forestry, to notify the Alder of the change in the tree plan.

40. Additional street trees are needed for this project. All street tree planting locations and trees species within the right of way shall be determined by City Forestry. Please submit a site plan (in PDF format) to Brad Hofmann – bhofmann@cityofmadison.com or 266-4816. Tree planting specifications can be found in Section 209 of *City of Madison Standard Specifications for Public Works Construction*.

Please contact Tim Sobota at Metro Transit at (608) 261-4289 if you have questions about the following item:

41. The applicant has not solicited any approval for proposed relocation of the existing transit stops adjacent this site (as shown in plans). Metro Transit does not approve of any of the proposed changes to existing transit stops as suggested on the plans submitted. The applicant shall identify and maintain the operating characteristics of all the existing transit stops adjacent the development site, unless otherwise authorized by the City. This includes maintaining dedicated bus stops zones of at least 100 feet in length, where multiple buses may park curbside for passenger access without encroaching on driveway approaches or vehicle travel lanes (including marked bicycle facilities). This also includes maintaining existing wheelchair boarding surfaces and pedestrian access.
42. The applicant shows no changes to the geography or markings of existing streets or intersections adjacent the development site that would impact the operating characteristics of the existing bus stop zones. The applicant shall be responsible for any land dedication, as well as costs to reconstruct or relocate existing bus stops zones, should the City of Madison require any modification to the existing streets or intersections adjacent the project site that would impair the operating characteristics of the existing bus stop zone areas. This may include provision of additional right of way for pullout bays (to maintain dedicated bus stop zones of at least 100 feet that do not obstruct marked travel lanes). Any changes to the existing marking or design of the intersection of Sheboygan Avenue and N. Segoe Road may further require relocation and construction of new bus stop zones on Segoe Road (across from project site), if buses were no longer permitted to turn left from the existing curbside bus stop zone on the south side of Sheboygan immediately west of the Segoe intersection.
43. The applicant shall install and maintain a passenger waiting shelter with seating at each of the three existing bus stop locations adjacent the project site (Stop #2846 on Segoe south of University intersection, Stop #2184 on Sheboygan west of Segoe intersection, and Stop #2100 opposite 4018 Sheboygan Avenue generally west of "Street C"). Installation of these amenities shall maintain current wheelchair boarding surfaces and pedestrian access.
44. The applicant shall include final marking and intersection designs for the Segoe Road and Sheboygan Avenue rights-of-way adjacent the project, as approved by the City, on the final documents filed with their permit application. These documents shall include any modifications to the existing bus stop zones - adjacent or opposite the site - as approved by the City, such that bus stop zones will be able to maintain their current operating characteristics (100-foot length where parked buses would not obstruct travel lanes or driveway approaches). The documents shall also include the required transit amenities, so that Metro Transit may review and approve all aspects of these items listed above.

45. The Transportation Demand Management Plan memorandum, submitted on January 30, 2018 to the City of Madison by Kimley-Horn contained various mischaracterizations of the existing transit route services scheduled through the corridors near the project site (University Avenue, Old Middleton Road, and Sheboygan Avenue). Notwithstanding these descriptive errors, Metro Transit does generally provide a high level of scheduled transit service in the vicinity of this project. Of more significant note, the technical analysis in the TDM document highlighting the available transit service failed to include actual capacity of these existing trips - and whether proposed aspects of the TDM plan intended to encourage transit usage may fail to achieve the stated goals, to the extent the existing scheduled transit trips (especially during peak commute hours) are currently near or already exceeding vehicle capacity with existing passenger loads and may not be able to absorb new work trips associated with the proposed development.

Please contact my office at (608) 261-9632 if you have any questions regarding the following four (4) items:

46. The revised General Development Plan shall not be recorded and building permits shall not be issued until the Urban Design Commission grants final approval of the General Development Plan and determines that the standards of Urban Design Dist. 6 (Section 33.24 (13)) and the design objectives listed in Sections 28.098(1) and (2) and other requirements of the Sections 28.098(1) and (2) have been met. The applicant may appeal the Urban Design Commission's decision to the Plan Commission, which may affirm, reverse, or modify the Urban Design Commission's decision.

47. The following language be added to the final zoning text in a lettered section preceding the 'Alterations and Revisions' section: "The final building heights and development intensities included in the Madison Yards at Hill Farms Planned Development—General Development Plan are set as maximums and may or may not be ultimately achieved upon full build-out of the site depending on the submittal and approval of each Specific Implementation Plan. The Specific Implementation Plans for each phase of development shall be reviewed against the standards included in the Planned Development section of the Zoning Code to determine if the development can be accommodated on the site, particularly the transportation impacts of the proposed development."

48. The following language be added to the final zoning text in the appropriate section: "Exposed parking structures should be avoided. Future aboveground structured parking shall be located in the center of the development blocks to the greatest extent possible to ensure that the buildings are well designed and fully activated when viewed from the street. Any structured parking proposed on the perimeter of those Blocks 1-5 should be fully integrated into the architecture of the buildings, especially on Lots 2 and 5 when viewed from N. Segoe Road and University Avenue. Any structured parking located at the perimeter of the project abutting a public street shall be fully enclosed from an architectural perspective and include materials and windows designed in a fashion so as to appear as little like parking as possible."

49. The zoning text shall be revised prior to final approval and recording as follows:

- a.) Clarify that uses in this Planned Development district shall be *permitted or conditional* as identified in Table 28D-2 of Section 28.061 of the Zoning Code except as noted in the March 23 zoning text;

- b.) Tables 1.A. and 1.B. in Section B shall be moved to a separate lettered section entitled “Project Data” or similar; the “Retail” category in these tables should be explained (retail, services, restaurant, etc.) in a footnote;
- c.) The “*” text following Table 1.B. shall be revised to clearly state that the net development of the overall PD District shall not exceed the maximums of 500,000 square feet of office, 250,000 square feet of retail, 600 dwelling units (450/150 combined into one ‘Residential’ category), and 400 hotel rooms; development in excess of the district maximums initially established shall require approval of a major alteration to the General Development Plan;
- d.) Clarify the intent of Section E, iv.;
- e.) Revise Section E, v. to eliminate 20% exemption for articulation;
- f.) Include a building materials palette or refer specifically to the materials palette for Mixed-Use and Commercial Districts in Section 28.060(g) of the Zoning Code;
- g.) Revise the ‘Alterations and Revisions’ section as follows: “No alteration or revision of this Planned Development shall be permitted unless approved by the Plan Commission; however, the Zoning administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development Department and the alderperson of the district and are compatible with the concept approved by the Plan Commission.”

The applicant is also required to obtain *final approval* of the General Development Plan from the Urban Design Commission and satisfy any conditions of that approval prior to the final staff approval and recording of the General Development Plan. Please contact Janine Glaeser, Urban Design Commission Secretary, at (608) 267-8740 if you have any questions about those conditions.

Specific questions regarding the comments or conditions contained in this letter should be directed to the commenting agency.

****A separate letter of conditional approval for the preliminary plat of Madison Yards at Hill Farms has been sent to the surveyor who prepared the plat, as designated on the Subdivision Application for same.**

After the planned development has been revised per the above conditions, please file **ten (10) sets** of complete, fully dimensioned, and to-scale plans, the appropriate site plan review application and fee pursuant to Section 28.206 of the Zoning Code, and any other documentation requested herein with the Zoning Administrator, Room LL-100, Madison Municipal Building, 215 Martin Luther King, Jr. Boulevard. **This submittal shall all also include one (1) complete digital plan set in PDF format.** The sets of final revised plans or documents will be circulated by the Zoning staff to the City department staff listed above for their final approval.

Upon receipt of the aforementioned plans, documents and fees, and upon determining that they are complete, the Zoning Administrator shall record them with the Dane County Register of Deeds Office. The recorded originals will be returned to the applicant, with the recording information noted, when the Register of Deeds has completed the recording process.

If this plan is not recorded within one year of the date of approval by the Common Council, the approval shall be null and void. No construction or alteration of the property included in this application shall be permitted until a Specific Implementation Plan (SIP) has been approved and recorded.

Within thirty-six (36) months of Common Council approval of the general development plan, the basic right of use for the areas, when in conformity with the approved specific implementation plan, shall lapse and be null and void unless 1) the project, as approved, is commenced by the issuance of a building permit, or 2) if an application for an extension is filed at least thirty (30) days prior to the expiration of the thirty-six (36) month period and the Plan Commission, after a public hearing pursuant to Sec. 28.181(5), determines that no changes in the surrounding area or neighborhood since approval of the general development plan render the project incompatible with current conditions and grants an extension of up to twenty-four (24) months in which to obtain a building permit. In no case shall an extension allow a building permit to be issued more than sixty (60) months after approval of the general development plan by the Common Council. If a new building permit is required pursuant to Sec. 29.06(4), Madison General Ordinances, a new petition and approval process shall be required to obtain general development plan approval and specific implementation plan approval.

If you have any questions regarding recording this plan or obtaining permits, please call Matt Tucker, Zoning Administrator, at (608) 266-4551. If I may be of any further assistance, please do not hesitate to contact me at (608) 261-9632.

Sincerely,

Timothy M. Parks
 Planner

- cc: Tim Troester, City Engineering Division
 Jeff Quamme, City Engineering Division—Mapping Section
 Eric Halvorson, Traffic Engineering Division
 Adam Wiederhoeft, Madison Water Utility
 Jenny Kirchgatter, Assistant Zoning Administrator
 Sarah Lerner, Parks Division
 Janine Glaeser, Urban Design Commission
 Bill Sullivan, Madison Fire Department

Accela ID: LNDUSE-2017-00130			
For Official Use Only, Re: Final GDP Routing			
<input checked="" type="checkbox"/>	Planning Div. (T. Parks)	<input checked="" type="checkbox"/>	Engineering Mapping Sec.
<input checked="" type="checkbox"/>	Zoning Administrator	<input checked="" type="checkbox"/>	Parks Division
<input checked="" type="checkbox"/>	City Engineering	<input checked="" type="checkbox"/>	Urban Design Commission
<input checked="" type="checkbox"/>	Traffic Engineering (EP)	<input type="checkbox"/>	Recycling Coord. (R&R)
<input checked="" type="checkbox"/>	Fire Department	<input checked="" type="checkbox"/>	Other: Metro Transit
<input type="checkbox"/>	Water Utility (EP)	<input type="checkbox"/>	Other:

SG Hill Farms, LLC
889 E. Johnson Street, Fond du Lac, WI 54936

December 13, 2018

Natalie Erdman
City of Madison
Department of Planning and Development
126 South Hamilton
Madison, WI 53703

RE: Letter of Intent - Madison Yards at Hill Farms, PD/GDP

Dear Ms. Erdman,

This letter, together with plans, application and zoning text, constitutes our updated General Development Plan (GDP) application for a zoning map amendment for the proposed *Madison Yards at Hill Farms* Planned Development District (PD), pursuant to Madison Zoning Code.

- Project Location & Description:

The project site is located at 4802 Sheboygan Ave (PIN 070920203018) and is bounded by University Avenue to the north, Sheboygan Avenue to the south, N. Segoe Road to the east, and the American Red Cross office to the west. The site constitutes approximately 20.95 acres currently owned by the State of Wisconsin Department of Administration for the Hill Farms Department of Transportation (DOT) building and parking. Approximately 7.07 acres of the land will be held by the State (west side of the property) and the remaining 13.88 acres will be subdivided and transferred to SG Hill Farms, LLC for redevelopment into Madison Yards at Hill Farms (the subject project).

- Owner/Developer/Contractor:

SG Hill Farms, LLC
889 E. Johnson Street
Fond du Lac, WI 54936
Attn: Mark Theder
(414) 453-0110

- Master Planner/Civil Engineer/Landscape Architect:

SmithgroupJJR
44 E. Mifflin Street
Suite 500
Madison, WI 53703
Attn: Bill Patek
(608) 251-1177

	SITE PLAN APPROVAL (MGO 28.186)	
	Address	<u>4802 Sheboygan Ave</u>
Permit #	<u>LNDUSE-2017-00130</u>	
Date Submitted	<u>7/27/18</u>	
Original	<input checked="" type="checkbox"/>	
Final Approval Date	<u>4/23/19</u>	
Revision #	<u>final</u>	
Signature	<u>[Handwritten Signature]</u>	
Zoning Department, City of Madison		

- Traffic Engineer:
Kimley-Horn Engineers
2550 University Avenue West
Suite 238N
Saint Paul, MN 55114
Attn: Brian Smalkoski
(651) 645-4197
- Surveyor:
Birrenkott Surveying, Inc.
1677 N. Bristol Street
Sun Prairie, WI 53590
Attn: Dan Birrenkott
(608) 837-7463

Project Description

SG Hill Farms, LLC is currently working with the State of Wisconsin on the construction of a new State Office Building on the 21-acre, state-owned parcel. The new State Office Building was completed in early 2018. Once the existing DOT building is demolished, SG Hill Farms will take ownership of approximately 13.88 acres on the eastern portion of the parcel. SG Hill Farms intends to redevelop the site into a mixed-use project called Madison Yards at Hill Farms which may include hotel, retail, restaurant, office, residential, and structured parking among other uses.

Existing Land Use

Primary use: Wisconsin DOT Office Building

Zoning Request

The site is currently zoned Suburban Employment (SE). The development team has worked with City of Madison Planning and Zoning staff and concluded that the most appropriate zoning classification for the proposed Madison Yards project is a Planned Development (PD) District due to its unique nature as a functionally integrated mixed use development with residential, commercial and employment. Subject to the approval of this General Development Plan (GDP) rezoning submittal, the development team will submit Specific Implementation Plans (SIPs) for each development block for approval (five individual blocks plus an anticipated SIP for the central green, infrastructure, streets, and open space).

Anticipated Project Phasing & Schedule

The following major milestones are anticipated for the City rezoning and review process as well as construction dates for this development.

- GDP Milestones:
PD/GDP Zoning Updated Submittal: March 23, 2018
Urban Design Commission (UDC): April 11, 2018
Plan Commission: April 23, 2018
Common Council: May 1, 2018

- Anticipated Schedule for SIP Submittals:
Site Infrastructure & Central Green: Fall 2018
Block 2: Fall 2018
Block 3: Fall 2018
Block 4: Fall 2018
Block 1: 2019 (Block 1 may be submitted in two Phases)
Block 5: 2019
- Anticipated Construction Schedule:
Construction Start: Phase 1 - Early 2019 (Blocks 2, 3, and 4 and infrastructure)
Projected Completion: 2022

Facilitation of Other Plans

The Madison Yards at Hill Farms PD District reinforces and facilitates the goals of previous planning efforts in the City. The City is in the process of drafting a revised comprehensive plan but at the time of this zoning request that plan was not yet adopted. The City's current Comprehensive Plan (adopted January 17, 2006 and amended through 2012) prescribes that this subject parcel be used for Employment. The Madison Yards project is anticipated to include significant employment uses, including office, medical office, hotel and retail.

The University Hill Farms Neighborhood Plan (UHFNP), adopted January 2016, excluded this parcel at the request of the State so there are no specific uses identified. However, the neighborhood plan includes a number of goals that are directly supported by the proposed Madison Yards development:

- The Westside Community Market is described as a neighborhood asset in the UHFNP. The Development Team has had several meetings with leadership of the Westside Community Market. The Development Team and the Market are working together to explore the possibility of returning the Market to the project site around the central green. Although firm plans are not yet finalized, both parties are working in good faith towards a mutually acceptable agreement to locate the Market at the Madison Yards Development.
- Providing a range of housing options is listed as a goal of the UHFNP. Madison Yards will provide a variety of housing products, adding more diversity to the already sought-after housing in the vicinity of the project.
- Identifying key infill and redevelopment opportunities that create employment opportunities and provide services to the community is a goal of the UHFNP. Madison Yards will provide both of these opportunities through proposed new office space, retail and restaurant amenities as well as a central green that will be open to the public for daily use and special events.
- Supporting mass transit is a goal of the neighborhood. Madison Yards provides additional population density and destinations that will contribute to the mass transit usage and ensure a strong demand for mass transit in the vicinity.
- Improving the neighborhood identity and environment through the use of sustainable engineering practices is a goal of the UHFNP. Madison Yards will incorporate a variety of green

infrastructure practices that will significantly reduce the amount of and improve the quality of stormwater runoff leaving the site.

- The Planning Committee of the University Hill Farms neighborhood has expressed support for the density associated with the proposed development.

In 2007 a previous PUD/GDP application was submitted on behalf of the State of Wisconsin for redevelopment of this parcel. That plan, authored by Vandewalle & Associates, was approved by Council but was never built as its timing coincided with a downturn in the national economy and the viability of the development was never realized. However, it is worth noting that the approved 2007 GDP included a greater level of density than is being proposed by this submittal.

Neighborhood and Stakeholder Outreach

A list of meetings that the development team has previously held with the City, Alders, University Hill Farms neighborhood organization, adjacent landowners, and other stakeholders regarding this development project are included below. A community-wide, public meeting was held in August 2017 with a large audience in attendance. Based on recommendations from the Alder and the UHF Planning Committee, additional public meetings will be held during the SIP process for individual blocks.

- University Hill Farms Neighborhood Association Planning Committee: Information Meeting 1 – 4/25/17
- University Hill Farms Neighborhood Association Planning Committee: Information Meeting 2 – 7/13/17
- University Hill Farms Neighborhood Association Planning Committee: Information Meeting 3 – 10/18/17
- University Hill Farms Neighborhood Association Planning Committee: Information Meeting 4 – 1/22/18
- University Hill Farms Neighborhood Association Planning Committee: Information Meeting 5 – 2/23/18
- Spring Harbor Neighborhood Association Information Meeting 1 – 3/13/18
- Publicly Advertised Community Meeting – 8/30/17
- Westside Community Market: Informational Meeting 1 – 5/11/17
- Westside Community Market: Informational Meeting 2 – 7/13/17
- Westside Community Market: Informational Meeting 3 – 3/14/18
- Adjacent Property Owners (Normandy Apartments/Venture Apartments/Weston Place): Informational Meetings – July 2017

Urban Design District

The project site is located within Urban Design District 6 and will follow the guidelines outlined in section 33.24(13) d of the Madison Municipal Code. The project plans will address the following:

1. **Public Rights of Way:** Public rights-of-way and internal private streets will be landscaped with appropriate trees and shrubs in accordance with planting plans prepared by the design team after consultation with the UDC and City staff.
2. **Off-Street Parking and Loading Areas:** Off-street parking and loading areas will be integrated into the overall site plan design, located to the side or rear of buildings and

screened from view whenever possible. Off-street loading will be provided through entrances and exits that are recessed from the main street façades.

3. **Exterior Signage:** All signage depicted in this submittal is for illustrative purposes only. The project team will follow the UDC signage review process as the design develops. Signage will be allowed per Chapter 31 of the Madison General Ordinances and will be provided with each SIP.
4. **Building Design:** The building massing was designed to address all streets bordering the project in a contextually appropriate manner. Taller buildings have been located along University Avenue and are consistent with the new State Office Building and existing private residential towers along Segoe Road. Architecture for each development block and individual building masses will be compatible, but varied from adjacent buildings. Building materials will be high quality and durable. A pedestrian friendly scale has been maintained along the Madison Yards Way retail corridor.
5. **Exterior Lighting:** District wide lighting will be integrated into the overall site plan design. Lighting will be adequate but not excessive. Individual building and signage lighting will be developed and reviewed as design develops. Exterior lighting will be designed in accordance with City of Madison ordinance for public ROW lands and will be provided with each SIP.
6. **Landscaping:** A comprehensive, site-wide landscaping strategy will provide continuity to the site across all development blocks and the proposed central green. Landscaping will be used to complement the building architecture, provide visual screening and as a unifying element across the pedestrian spaces. The landscape design will incorporate planting beds, potential dining seating, benches, bicycle racks, and tree pits sized adequately to support healthy canopy trees.

Streets, Easements and Fire Access

Streets within the development will be privately held and maintained, with easements proposed for public utilities (water main and sanitary sewer). Conversations regarding the size and layouts of the utility easements have been discussed with the Madison Water Utility (MWU) and Engineering Division, however those easements will not be finalized until the streets and associated infrastructure have been developed to the SIP level. Public access easements have been discussed with City Staff and neighborhood stakeholders. The Development Team is committed to providing public access easements for areas of the development such as the streets and central green to insure long term public access to the site.

Two streets within the development have been named: Madison Yards Way (east-west spine) and Gardener Road (north-south). Gardener is the name of the original master planner for the University Hill Farms neighborhood.

Fire access for the site has been discussed at with Bill Sullivan of the Madison Fire Department, including fire lanes, aerial apparatus lanes, and street tree spacing. A fire access plan is included with this submission and more detail will be provided with the SIP for the central infrastructure.

Streets will be designed to allow shared vehicle and bike usage, with appropriate signage and sharrow striping to indicate to cyclists and drivers that bikes are welcome to use all lanes. Ample bike parking facilities will be provided at key locations throughout the development.

Streets will also be designed to slow down traffic and minimize cut-through traffic in the development to promote a safe pedestrian environment. The use of bump-outs and table tops at pedestrian crossings as well as specialized pavements within zones around the central green will signify to drivers to slow down and watch for pedestrians crossing. Streets around the central green will be designed to be flexible streets that will be closed during special events to maximize the pedestrian space.

Parking structures for visitors will be clearly signed and located near entrances to the development for quick and convenient access. This helps minimize the amount of traffic driving through the site.

Pedestrian and Bicycle Access and Circulation

Figure 3 shows the pedestrian connections to the neighborhood surrounding the development and Figure 4 shows the existing bicycle network near the property. The site is accessible from several directions by foot or bicycle. The network of new streets created at Madison Yards were intentionally located to connect to already existing infrastructure and networks. Madison Yards Way lines up with Frey, providing a pedestrian connection to Target and Hilldale as well as residences along N. Segoe Rd and other destinations. The two streets connecting to Sheboygan Ave allow for two points of entry from the UHF neighborhood. The western street (Street C) lines up with a pedestrian easement to Rennebohm Park, so an enhanced pedestrian crossing at that location may be considered across Sheboygan Ave. In addition, there are two streets connecting to University Ave/Old Middleton, allowing cyclists to enter the site from the University Ave bike lane, which connects to the regional bike path running east-west along Shorewood Hills.

Figure 11 shows the interior pedestrian and bicycle circulation within the development. An urban street network is the predominant organizing element at Madison Yards. A pedestrian-first approach is utilized, reinforcing the appropriate urban scale for a diversity of uses, improved pedestrian experience, and increased civic engagement.

Given that the posted speeds within the proposed development are 25 mph or less and all intersections are stop controlled, we feel that the use of bike sharrows is more appropriate than striping bike lanes within the planned development. Bike lanes are more appropriate on primary arterials or on streets with higher volumes with enough roadway width is available to provide a comfortable experience for cyclist. Bike lanes are not as necessary on a low-speed facility such as internal roads of a development, especially in areas without significant hills. Vehicles and bikes sharing the lane will also allow them to avoid turning movement conflicts with cars. By not providing a bike lane, cyclist will more easily have the opportunity to use the whole lane, which will give them more offset from the on-street parking proposed as part of the development. Guiding cyclists to ride near parked cars makes it more likely that they may be hindered or impacted by car doors, cars trying to park, and pedestrians getting into and out of cars. Based upon the 2011 National Association of City Transportation Officials (NACTO) Urban Bikeway Design Guide, the recommended minimum width recommended when placed adjacent to a parking lane is 14.5' to accommodate both the parking and bike lanes. If this minimum width was applied within the proposed development, it would take away from other features critical such as the landscaped frontage areas, sidewalks, off-street parking, landscaped medians and amenity zones which contribute to the walkable and livable feel planned for the development. The Transportation Demand Management Plan (TDMP) for

the site includes additional information regarding how the proposed development will connect to the surrounding bicycle network.

The West End development in St. Louis Park, Minnesota, is an example where bike lanes are not provided within a development. West End itself is primarily retail; however, the surrounding includes hotels, multi-family residential units, and over 500,000 SF of office space. Although, the City of St. Louis Park has a long-term bicycle and pedestrian plan that includes incorporate bike facilities on the surrounding arterials, they are not planned to be included within the development. Additionally, the Atlantic Station and Avalon developments in Atlanta and Alpharetta, Georgia, respectively, are similar developments with internal roadways that do not have separated bike facilities.

There are five primary pedestrian access points located at key street intersections on North Segoe Road, Sheboygan Avenue and University Avenue. Each of these access points is connected by a perimeter public sidewalk. The perimeter sidewalk provides circulation and access to support amenities, including bus stops, ride-share drop off, bicycle parking and secondary building entries.

The internal street network emphasizes continuous and well-designed pedestrian access to active ground floor uses. Intentionally placed crosswalks reinforce pedestrians first at intersections, and allow for mid-block crossings in key areas (including parking entries/exits) to reinforce the two-sided nature of the street. These are shown in Figure 11.

An updated Transportation Demand Management (TDM) plan has been developed and submitted concurrently with this letter of intent.

Building Massing

The Zoning Text includes specific minimum and maximum building heights and building areas for each block of the development. Figures 8.A and 8.B show the conceptual building massing plan. Table 1.B of the Zoning Text includes maximum limits on building uses by block.

Height and massing are an important part of the planning framework and considerations. The zoning text reflects feedback from stakeholders and recommendations from City Staff. The SIP-level submittals will include detailed information about the architecture for each block, but at the GDP level, the following massing recommendations have been incorporated:

- Special attention and design consideration will be given to prominent facades and building elements, as well as to the street-level base of each building.
- Maximum visual interest will be achieved through an ordered layering of horizontal/vertical, projecting/recessed, and solid/transparent elements in a contemporary architectural expression.
- Asymmetrical building compositions will be used in order to create an overall dynamic composition of buildings that reinforce the mixed-use, urban character of Madison Yards.
- Massing and orientation of buildings will reinforce design goals and optimize building performance. In general, the master plan includes a variety of uses and floor plan areas but suggests relatively narrow floor plates for most building types. This approach to massing generates sustainable opportunities, including increased access to daylight and natural ventilation. Access to views will be balanced with studies of sun shading and passive solar gain.

- Massing has been designed with the existing neighborhood uses in mind. More intense uses have been located along streets that can support higher density development, while less density and appropriately-scaled structures are planned where there is lower-scale multi-family housing adjacent to the proposed development (along Sheboygan Avenue).
- The Madison Yards development is intended to have a dense, urban mixed-use aesthetic and character which is organized by an activated and pedestrian-friendly street network. While the most intense active frontages will occur on the interior streets of the development, buildings will be designed to engage the exterior City streets, so buildings will be four sided without clear “front”, “side” and “rear” designations. Similar to the Mixed Use Commercial zoning district, the building frontage zones will be minimal to encourage full build-out of the developable land and support a vibrant, urban atmosphere.

Public Utilities

During design of the State Office Building, the Development Team met with City Engineering and the MWU to determine the best way to serve the development within the context of existing city infrastructure.

For sanitary service, a primary gravity sewer will serve the property, running down the main spine of Madison Yards Way and connecting to the MMSD interceptor along Old Middleton Road and University Ave, west of the property. Plan and profiles of the proposed public sewer extension were approved by City Engineering, the Capital Area Regional Planning Corporation (CARPC), and WDNR. Public sanitary sewer mains were designed according to City specifications. A portion of this gravity main was constructed for the state project, and the City performed inspections during construction.

For domestic water and fire protection service, MWU reviewed and approved the proposed water main loop for the development which connects to the public water main on Sheboygan Avenue in two locations. MWU also recently upgraded the Sheboygan and Segoe City water mains to better serve this project and the entire well zone. Public water mains were designed according to City specifications. A portion of the water main was constructed with the State project to allow the new state office building to be served, and the City performed inspections during construction.

As described above, public utilities will be located within utility easements, primarily located within street areas.

Stormwater Management and Green Infrastructure

The stormwater management and conveyance system for the Madison Yards development will be privately held and maintained, in accordance with conversations with City Engineering staff. The central green will have a 360,000-gallon underground detention chamber which will be constructed with the state portion of the project. The chamber and other proposed facilities on site have been designed to meet the City of Madison detention volume of 0.06 acre-feet per acre of proposed impervious area within the development, pursuant to Madison Ordinance Chapter 37.09(3)(d)b.

In addition, green infrastructure practices will be utilized throughout the development to meet City and State stormwater performance standards for total suspended solids, oil and grease, and infiltration. These practices include the following:

- Silva Cell structured soil chambers (or similar product) which improve the health of street trees while also allowing stormwater runoff to be filtered, evapotranspired and infiltrated.
- Permeable pavements for water quality, groundwater recharge, and volume reduction.
- Biofiltration planters for water quality, ground water recharge, and volume reduction.

Figure 10 shows a diagram of potential green infrastructure opportunities. A more detailed plan will be developed at the SIP level.

Traffic Impact Analysis

A draft traffic impact analysis (TIA) was performed by Kimley-Horn and submitted to TE over the summer of 2017, and a revised version of the TIA was submitted to TE in December 2017.

Recommendations for modifications or improvements to several intersections near the development were recommended, including the new signalized intersection on University Avenue and the new Gardener Road connection west of N. Segoe Road, which was constructed with approval of TE during the summer of 2017.

By planning this type of density within an urban corridor that is already well traveled, trips that would be generated from and to the outskirts of the City are lessened, promoting more internalized and local trips due to the mixed-use nature of the development. This, in itself, helps to lessen the demands on the City's traffic infrastructure compared with a more traditional development that keeps employment, retail, and housing separate. Infill development projects such as Madison Yards help stem the City's sprawl which also keeps populations where existing transit routes are already invested.

The Madison Yards site is already very well served by Madison Metro, with 13 different routes passing by the site on either Sheboygan Ave or University Ave on a typical weekday, accounting for hundreds of daily stops and thousands of riders. In addition, conversations with TE indicate that a future bus rapid transit (BRT) route is planned to be routed along University Ave, and this project would directly benefit from that service (and likewise the BRT viability is reinforced by higher density).

As discussed above, an updated TDM Plan has been submitted to promote various modes of transportation to and from the site including bicyclists, pedestrians, transit riders, and automobiles.

Parking

Parking will be planned to accommodate all user's needs throughout the district providing easy visitor access and reducing the need for vehicular through-traffic. A minimal number of on-street parallel parking spaces (approximately 70) in key locations serve to further activate the street and provide opportunities for convenient front door parking for retailers and restaurants. Parking for private users (residents, office tenants) may be contained within each respective block in structured parking as needed.

On-street parking throughout the site will be managed through metering and/or timed parking restrictions to prevent office users or residents from leaving vehicles all day. Parking structures will be accessible via electronic passes for private users, and free for public parking areas (with time restrictions).

Parking structures will be sized to provide adequate parking capacity to ensure a successful vibrant destination while utilizing shared parking opportunities that take advantage of varying peak demands throughout the course of the day. Table 4 of the Zoning Text lists minimum and maximum parking ratios by use. TDM strategies to reduce the parking footprint, including bike, transit, shared mobility, car sharing, and carpooling, will be incorporated at the SIP level.

Sustainability Considerations

Many in the University Hill Farms neighborhood and constituents attending the public meeting expressed an interest in the development incorporating green strategies. Green stormwater management and infrastructure practices proposed for the project are described in the section above. Other, building-specific, sustainable strategies will be explored by the development and design teams with potential tenants as each block develops, and will be described with the SIPs for those blocks.

Presentation and Maintenance of Open Space

The Madison Yards development includes a holistic approach to providing functional open space of the highest quality. The new Central Green will provide space for flexible programming and daily enjoyment of the residents, employees, and other visitors as well as neighborhood residents. The network of pedestrian-friendly streets will include seating areas, sidewalks and landscape amenity zones, and bike parking areas to create an attractive network of usable open space. Within blocks, rooftop terraces, balconies, and other amenities will be incorporated, activating the upper levels of the development while adding to the aesthetics and vibrancy of the development. In addition, Madison Yards will incorporate plantings that intercept rain, filter the air, and provide shade and cooling as well as more appropriate habitat and nutrition for wildlife than what currently exists on the site.

Shared Access and Maintenance

The State of Wisconsin will continue to hold the 7-acre parcel to the west of the Madison Yards development, with shared access roads and shared private utility infrastructure (e.g. stormwater management facilities) which will require maintenance. All lots and streets within the project will be privately held. Cross access easements and shared maintenance agreements between the owners of the privately held lots and State parcel are currently under development and will be shared with City Staff once finalized.

Social Economic Impact

The Madison Yards project will provide a positive impact on the University Hill Farms neighborhood and the wider Madison community both socially and economically. The mixed-use district, by developing housing units, employment, and supporting retail uses in a part of the city that is already well served by transportation, transit, and other infrastructure promotes smart growth by placing density where sufficient city services already exist. By creating a range of housing choices within walkable distance from a variety of supporting retail services and workplaces, we are promoting healthy development.

The proposed Madison Yards development will provide a positive impact on the economics of the city without adversely affecting the provisioning of municipal services. The entire project site is currently tax exempt. Madison Yards will generate significant State and local taxes and provide a substantial addition to the City's tax base upon projected build-out and stabilization. Redevelopment of the currently State owned, tax exempt property will also generate substantial employment through creation of both direct and indirect jobs. Madison Yards will be developed in phases and include a mixture of uses and building sizes. Since exact tenants, building sizes and use mix have not yet been finalized, specific projections on job creation and other economic indicators are not yet available. Additional, block-specific information, will be available during the SIP approval process for each block.

Tax Increment Financing

SG Hill Farms LLC is seeking TIF financing for the Madison Yards project. Initial conversations have been held with City of Madison staff and will continue as more detailed and specific information becomes available.

Based on the analysis above we feel the proposed development meets the spirit and intent of the PD zoning ordinances when reviewed with respect to the criteria for approval set forth in Section 28.097(2) of the zoning code.

Sincerely,



Mark Theder
SG Hill Farms LLC

Attachment 1 – Legal Description

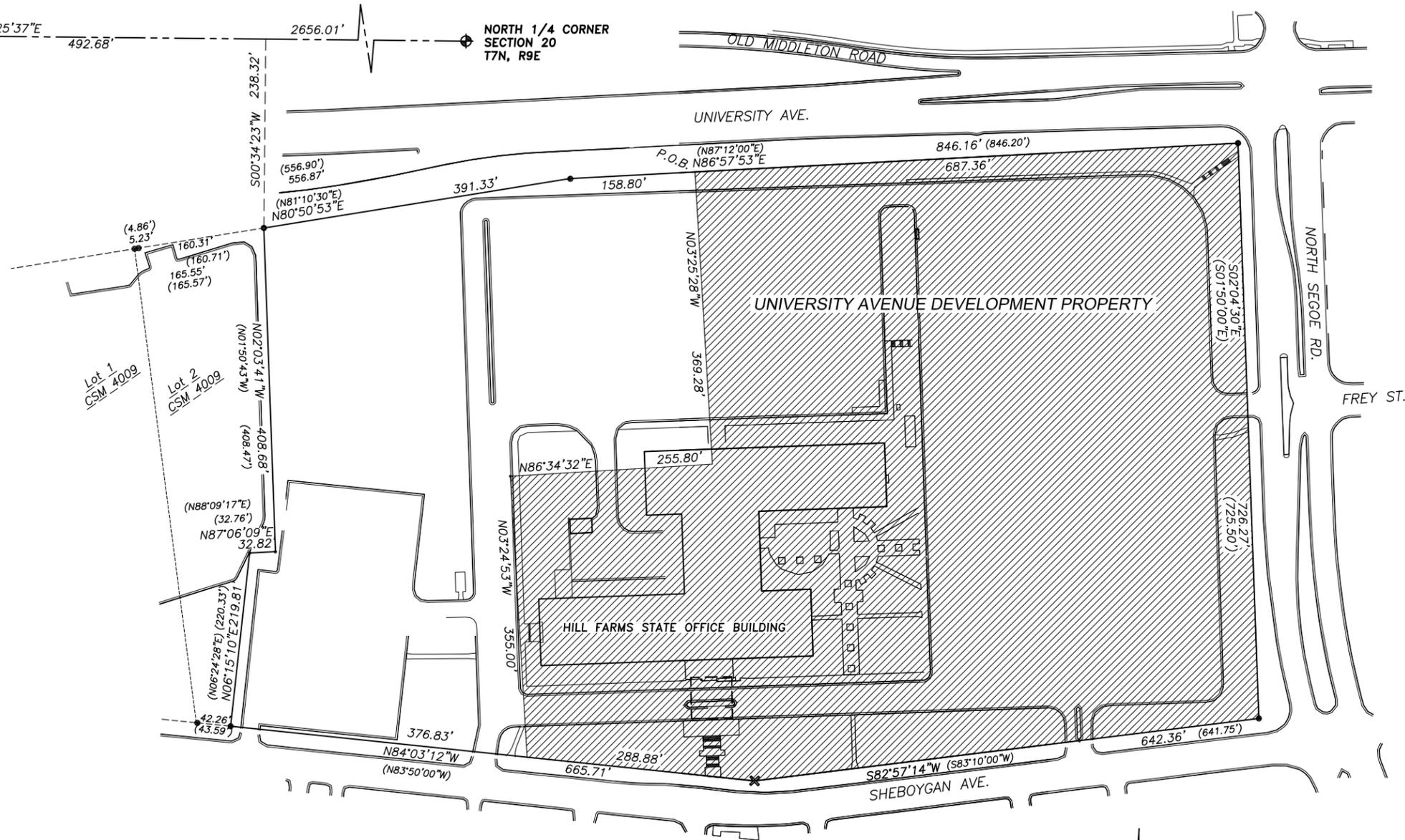
Attachment 2 – Figures

1. Locator Map
 - a. Contextual Site Information
 - b. Contextual Site Information
 2. Existing Site Map
 3. Circulation Context Diagram – Pedestrian
 4. Circulation Context Diagram - Bicycle
 5. Circulation Context Diagram – Public Transit
 6. Circulation Context Diagram - Vehicular
 7. Proposed Street Network and Lots
 - 8A. Building Massing
 - 8B. Building Massing
 9. Shade Studies
 10. Green Infrastructure Diagram
 11. Internal Pedestrian & Bicycle Facilities
 12. Fire Access Diagram
 - 13A. Precedent Street Sections
 - 13B. Proposed Street Sections
 - 13C. Proposed Street Sections – Festival Street
 - 13D. Proposed Street Sections
 - 13E. Proposed Street Sections
 - 13F. Proposed Street Sections – Exterior
- Conceptual Renderings

Attachment 1 – Legal Description

NORTHWEST CORNER
SECTION 20
T7N, R9E

NORTH 1/4 CORNER
SECTION 20
T7N, R9E



**DESCRIPTION:
UNIVERSITY AVENUE DEVELOPMENT PROPERTY**

Part of the North 1/2 of the Northwest 1/4 of Section 20, Town 7 North, Range 9 East (Township of Madison), now City of Madison, Dane County, Wisconsin, which is more fully described as follows: Commencing at the Northwest corner of Section 20; thence S89°25'37"E, 492.68 feet along the North line of said Section 20; thence S00°34'23"W, 238.32 feet to the Northeast corner of Lot 2 of Certified Survey Map No. 4009 recorded in Volume 16 of Certified Survey Maps, page 329 as Document No. 1759433 also being a point on the South right of way line of University Avenue; thence N80°50'53"E (recorded as N81°10'30"E), 391.33 feet along said South right of way line of University Avenue; thence N86°57'53"E (recorded as N87°12'00"E), 158.80 feet along said South right of way line to the point of beginning thence continuing N86°57'53"E (recorded as N87°12'00"E), 687.36 feet along said South right of way line to the corner of University Avenue and Segoe Road; thence S02°04'30"E, 726.27 feet (recorded as S01°50'00"E, 725.50 feet) along said West right of way line of Segoe Road to the corner of Segoe Road and Sheboygan Avenue; thence S82°57'14"W, 642.36 feet (recorded as S83°10'00"W, 641.75 feet) along North right of way line of Sheboygan Avenue; thence N84°03'12"W (recorded as N83°50'00"W), 288.88 feet along said North right of way line; thence N03°24'53"W, 355.00 feet; thence S86°34'32"W, 255.80 feet; thence N03°25'28"W, 369.28 feet to the point of beginning, containing 604,793 Sq. Feet or 13.88 Acres.

- Legend:**
- = Found 3/4" Iron Bar
 - ✕ = Found Chiseled 'X' in concrete

BEARINGS REFERENCED TO THE
WISCONSIN COUNTY COORDINATE
SYSTEM, DANE COUNTY

Attachment 2 – Figures

ZONING TEXT

Planned Development District – General Development Plan Madison Yards at Hill Farms Redevelopment 4802 Sheboygan Ave

Legal Description: The lands subject to this Planned Development (PD) District shall include those described in the Legal Description (Attachment 1).

A. *Statement of Purpose:*

This PD District is established to allow for the construction of a mixed-use redevelopment project including residential, office, commercial, hotel and accessory uses and associated parking facilities. The PD district is 13.66 acres that will be subdivided into six lots. This development is anticipated to be constructed in three phases as identified below. Each of the components is described in detail in the attached Letter of Intent and diagrams. Specific Implementation Plans (SIPs) will be submitted for each of the six lots.

Proposed Phasing of Components included in this GDP:

Phase I: Blocks 2, 3, and 4 and Central Infrastructure

Construction of three mixed-use blocks and central infrastructure (street network and central green).

Phase II: Block 1

Construction of a mixed-use block with associated parking.

Block 1 may be submitted in 2 phases (Phase II.A and II.B) depending on tenant leasing.

Phase III: Block 5

Construction of a mixed-use block with associated parking.

B. *Permitted Uses:*

Allowable uses in this Planned Development District shall be permitted uses or conditional uses per CC-T (Commercial Corridor – Transitional District) as identified in Table 28D-2 of section 28.061 with the following exceptions:

1. Medical laboratory shall be classified as a P - Permitted Use
2. Parking facility, private shall be classified as a P - Permitted Use
3. Dwelling units in mixed-use buildings shall be classified as a P - Permitted Use
4. Multi-family dwelling (>8 dwelling units) shall be classified as a P - Permitted Use
5. Assisted living, congregate care, skilled nursing facility shall be classified as a P - Permitted Use
6. Outdoor eating area associated with food & beverage establishment shall be classified as a P - Permitted Use

The family definition of this PD shall coincide with the definition given in Chapter 28.211 of the Madison General Ordinances for the SR-V1 zoning district.

Table 1 provides general categories of land use for the development and the anticipated individual block and development-wide maximum areas or number of units per use.

C. Project Data:

Table 1.A – Use Category Minimums

Lot	Minimum Office Area (GSF)	Minimum Retail*Area (GSF)	Minimum # Residential Dwelling Units	Minimum # Hotel Rooms
Total PD District	100,000	50,000	150	0

Minimums are identified District wide. Minimums are not identified for individual blocks to allow for flexibility in design.

Table 1.B – Use Category Maximums

Lot	Maximum Office Area (GSF)	Maximum Retail* Area (GSF)	Maximum # Residential Dwelling Units	Maximum # Hotel Rooms
Block 1	250,000	100,000	300	200
Block 2	100,000	100,000	0	225
Block 3	0	15,000	250	0
Block 4	0	15,000	150	0
Block 5	250,000	30,000	300	0
Central Green	0	7,500	0	0
Total PD District*	500,000**	250,000**	600**	400**

* Retail includes restaurant categories, service business categories and general retail categories as defined in Section 28.211. All allowable uses within the Planned Development District as defined in Section B. *Permitted Uses*.

** Individual Block maximums in Table 1, when tallied, intentionally exceed the allowed maximums for the entire PD Area. This accounts for flexibility as each Block is designed and advanced to the SIP level. Individual Block approvals will be reviewed against block maximums and in aggregate with all previously approved blocks against the total allowable uses. The net development of the overall Planned Development District shall not exceed the maximums of 500,000 square feet of office, 250,000 square feet of retail, 600 dwelling units and 400 hotel

rooms. Development in excess of the district maximums initially established shall require approval of a major alteration to the General Development Plan.

D. Lot Area:

Refer to the Legal Description (Attachment 1) for proposed lot areas. Table 2 summarizes the lot areas.

Table 2 – Development lot areas

Block/Lot	Approx. Lot Area (AC)
Block 1	3.17
Block 2	2.90
Block 3	1.20
Block 4	1.08
Block 5	1.60
Central green, plaza, sidewalks & streets	3.71
Total	13.66

Final lot areas will be adjusted prior to approval of the Final Plat to account for minor miscellaneous adjustments and proposed right of way dedications to the City of Madison as requested by City Traffic Engineering.

E. Floor Area Ratio and Building Heights:

Requirements

- i. Minimum and maximum building heights and building areas are as provided in Table 3 below.
- ii. Any non-habitable space from architectural features shall not be included in the height calculation.

Guidelines

- i. The Urban Design Commission may, on a case-by-case basis, reduce the minimum building height requirement provided the buildings incorporate elements such as extended parapet or tower features to convey the appearance of a taller building. Such elements shall be substantially integrated into the design of the building so they do not read as false facades.

Additions to existing buildings are expected to comply with the applicable minimum height requirements unless the applicant can demonstrate that the site, function, use or layout of the new addition would pose structural or operational hardship due to its relationship with the existing building, in which case the Urban Design Commission may waive said requirements.

Table 3 – Minimum and maximum building stories, heights, buildings areas by block

Lot	Min/ Max Stories	Min/ Max Height (ft)	Min. Building Area (GSF)	Max. Building Area (GSF) (Excludes Structured Parking)
Block 1	2/12	20/165	80,000	400,000
Block 2	2/13	20/160	80,000	375,000
Block 3	2/14	20/175	50,000	275,000
Block 4	2/8	20/95	30,000	160,000
Block 5	2/12	20/165	60,000	275,000
Central Green	0/2	12/27	0	7,500
Total (13.88 ac)			300,000	1,497,500

Floor Area Ratios will be defined and approved during the Specific Implementation Plan approval process.

The final building heights and development intensities included in the Madison Yards at Hill Farms Planned Development–General Development Plan are set as maximums and may or may not be ultimately achieved upon full build-out of the site depending on the submittal and approval of each Specific Implementation Plan. The Specific Implementation Plans for each phase of development shall be reviewed against the standards included in the Planned Development section of the Zoning Code to determine if the development can be accommodated on the site, particularly the transportation impacts of the proposed development.

F. *Building Location, Orientation, Massing and Articulation:*

Requirements

- i. All visible sides of the building shall be designed to be complementary.
- ii. Architectural details at the ground floor shall be provided to enhance the pedestrian character of the street. Details shall include window and door trim, recessed entries, awnings and/or other features.
- iii. Mechanical elements mounted on the roof or on ground pads shall be screened from view from adjacent properties and roadways in a manner consistent with requirements of public utilities.
- iv. Exposed parking structures should be avoided. Future aboveground structured parking shall be located in the center of the development blocks to the greatest extent possible to ensure that the buildings are well designed and fully activated when viewed from the street. Any structured parking proposed on the perimeter of those Blocks 1-5 should be fully integrated into the architecture of the buildings, especially on Lots 2 and 5 when viewed from N. Segoe Road and University Avenue. Any structured parking located at the perimeter of the project abutting a public street shall be fully enclosed from an architectural perspective and include materials and windows designed in a fashion so as to appear as little like parking as possible.

Block 1

- Min/Max Setback (ft) Sheboygan Avenue: 8/30

- Min/Max Setback (ft) Segoe Road: 8/20
- Min/Max Setback (ft) Madison Yards Way: 8/15
- Min/Max Setback (ft) Gardener Road: 8/15
- On Segoe Road, a minimum of 90% of the building façade, above the parking podium, will be stepped back a minimum of 18 ft from the property line.

Block 2

- Minimum Setback (ft) University Avenue:
 - 0' for 80% of building facade
 - 15' for 20% of building façade
- Maximum Setback (ft) from University Ave: 30
- Minimum distance from base of building to existing back of curb on University Avenue: 20'
- Min/Max Setback (ft) Segoe Road: 8/20
- Min/Max Setback (ft) Madison Yards Way: 8/15
- Min/Max Setback (ft) Gardener Road: 8/15
- On University Avenue, a minimum of 90% of the building façade, above 3 stories, will be stepped back a minimum of 10 ft from the property line.
- On Segoe Road, a minimum of 90% of the building façade, above 3 stories, will be stepped back a minimum of 18 ft from the property line.

Block 3

- Minimum Setback (ft) University Avenue:
 - 0' for 80% of building facade
 - 15' for 20% of building façade
- Maximum Setback (ft) from University Ave: 30
- Minimum distance (ft) from base of building to existing back of curb on University Avenue: 30'
- Min/Max Setback (ft) Madison Yards Way: 6/15
- Min/Max Setback (ft) Gardener Road: 0/15
- Min/Max Setback (ft) Side Yard: 0/15
- On University Avenue, a minimum of 75% of the building façade, above 2 stories, will be stepped back a minimum of 10 ft from the property line.

Block 4

- Min/Max Setback (ft) Sheboygan Avenue: 13/30
- Min/Max Setback (ft) Gardener Road: 5/15
- Min/Max Setback (ft) Street C: 0/15
- Min/Max Setback (ft) Street D: 5/15
- On Sheboygan Avenue, a minimum of 90% of the building façade, above 2 stories, will be stepped back a minimum of 10 ft from the base building facade.

Block 5

- Min/Max Setback (ft) Sheboygan Avenue: 13/50
- Min/Max Setback (ft) Madison Yards Way: 0/15

- Min/Max Setback (ft) Street C: 8/15
- Min/Max Setback (ft) Side Yard:0/30
- On Sheboygan Avenue, a minimum of 90% of the building façade, above the parking podium, will be stepped back a minimum of 25 ft from the base building facade.

All setbacks along Sheboygan Avenue and Segoe Road are based upon the proposed right of way after land dedication.

Guidelines

- i. The building location should be designed to enhance the visual and pedestrian character of the street.
- ii. Walkways should be provided to connect the building entrance with the public sidewalk on all blocks abutting the City right-of-way.
- iii. Buildings should be designed as products of their own time. Copying historic appearance and details is discouraged.
- iv. Buildings and additions should complement the character of the adjoining buildings in the block face.
- v. Buildings should be located near the sidewalk and should define the street intersections with distinctive architectural features.
- vi. Building walls or facades with little detail or variety along primary facades shall be avoided. Improvements or additions to buildings shall include details at the street level to create a comfortable pedestrian scale and character.\
- vii. Building entrances located close to the sidewalk should include recessed entries to allow for pedestrian movement.

Figures 13A – 13F show proposed street cross sections for interior and exterior streetscapes.

G. *Building Materials:*

Requirements

- i. Allowable materials will be per the Mixed-Use and Commercial District as identified in Table 28D-1 of section 28.060 (g) with the following additions:
 - a. Terra Cotta panels will be allowed per the requirements of Fiber Cement Siding/Panels
 - b. High Pressure Laminate panels will be allowed per the requirements of Fiber Cement Siding/Panels

Guidelines

- i. Color choice should complement the style and materials of the building's façade and provide a pleasing relationship with adjoining proposed buildings.

H. *Street Design:*

Requirements

- i. Streets internal to the development shall be designed and constructed to meet industry standards for durability, traffic circulation, and emergency

- vehicle and Fire Department access. Streets will be signed for reduced speed limits.
- ii. Streets internal to the development shall include curb bump-outs at pedestrian crosswalks where parallel parking is provided to minimize the crosswalk length.

Guidelines

- i. Design of the street pavement system, curb and gutters, curb cuts, crosswalks, traffic signage, and pavement striping within the development will be consistent with City of Madison Standard Specifications for Public Works Construction and the Wisconsin Department of Transportation's Facilities Development Manual. The only exceptions to these standards will be where permeable pavement is used in the street as a flex pedestrian zone for events. This will be located on one block of Gardener Road (east of the Central Green) and one block of unnamed road south of the Central Green (referred to as Street D), see Figure 13C. These flex street segments will be designed with the following properties:
 - a. In lieu of asphalt, the driving surface will be a commercial-grade interlocking concrete paver pavement system designed for commercial traffic, fire truck and semi-truck loading conditions.
 - b. The pavement system will meet American with Disabilities Act specifications for permeable pavements.
 - c. Ribbon curbs will be used in place of traditional curb and gutter to delineate the driving areas from pedestrian zones to improve universal accessibility for when the street is used as a flex plaza space. Bollards, planters and other physical indicators will enforce that edge between pedestrians and vehicles.
 - d. Temporary barricades will be used while street is closed to traffic; emergency responders will have continuous access to all fire lanes, fire hydrants, and to all building entrance and egress points during lane closures. Vehicles entering and exiting the development will have full access to parking structure entrances.
- ii. Streets internal to the development will include traffic calming measure such as table tops, speed bumps, bump-outs and variations in pavement texture. Such measures will comply with Fire Department standards and requirements.
- iii. On-street ADA-accessible parking stalls should be distributed throughout the development.
- iv. Streets internal to the development shall be striped with "sharrow" markings to indicate that bicycles will share the street lanes with vehicles.

I. *Bicycle and Pedestrian Facilities:*

Requirements

- i. Publicly-accessible pedestrian sidewalks on both sides of the street shall be provided throughout the development and shall connect to the public sidewalks on the perimeter of the development.

- ii. ADA-accessible routes and facilities will be provided wherever feasible and where required to connect ADA parking or drop-off areas with main or ADA-designated building entrances.

Guidelines

- i. Bicycle parking should be distributed throughout the development site. Some short-term visitor bicycle parking should be located near building entrances.
- ii. Sidewalks should be a minimum of eight (8) feet wide and made of durable materials.
- iii. Benches and other public seating areas for pedestrians should be provided near sidewalks and in public open spaces.
- iv. Wayfinding signage for pedestrians and bicycles should be provided.

J. *Landscaping and Open Space:*

Requirements

- i. Street landscaping shall include canopy trees where feasible in the public right of way and within the streetscapes of new private streets.
- ii. The type, number, and location of trees in the public right of way shall be approved by the City.
- iii. Screening shall be provided for all service and trash areas.

Guidelines

- i. If a public sidewalk is located within five (5) feet of the public street, canopy trees shall be planted on the building side of the sidewalk.
- ii. Unless existing infrastructure interferes or the Fire Department requires different spacing due to aerial apparatus lanes, canopy trees shall be planted at a spacing no greater than fifty (50) feet on center.
- iii. Unless existing infrastructure interferes, canopy trees planted along street faces, in parking lots, and parking lot islands shall have a mature height of at least forty (40) feet.
- iv. Well-design outdoor spaces for the use and enjoyment of employees and customers shall be provided in commercial/retail areas.
- v. Landscaping and fencing shall be designed to complement the character of the building to provide a pleasant relationship with adjoining properties and the public sidewalk.
- vi. The use of attractive landscaping is encouraged to establish continuity between buildings and to define the block face where there are no buildings.
- vii. The use of stormwater management features should be used, where practical to provide treatment of stormwater runoff and infiltration.
- viii. Canopy trees should be located in all terraces and medians.
- ix. Publicly accessible open space areas shall be designed with durable quality materials and be landscaped appropriately for the intended use.

K. *Off-Street Parking & Loading:*

Parking areas and stall count needs will vary by final land use within each Block. Shared parking will be evaluated in order to reduce overall parking needs across the PD district. Final parking area design and required parking space counts will be provided with Specific Implementation Plan submittals as reviewed and recommended by Planning Division and Traffic Engineering Staff.

Table 4 – Minimum & Maximum Parking Ratios by Use

Block/Lot	Minimum Parking Spaces *	Maximum Parking Spaces
Office	1 space per 400 GSF	1 space per 250 GSF
Medical Office	1 space per 400 GSF	1 space per 200 GSF
Retail	1 space per 400 GSF	1 space per 200 GSF
Service Business	1 space per 400 GSF	1 space per 200 GSF
Restaurant	15% of capacity of persons	40% of capacity of persons
Residential	0.9 spaces per dwelling unit	1.25 spaces per dwelling unit
Hotel	0.75 spaces per unit	1.5 spaces per unit

*Subject to potential shared parking.

Additional uses not listed in Table 4 will comply with individual maximums as listed in General Ordinance Section 28.141 Parking and Loading Standards

Requirements

- i. Off-street surface parking facilities shall be located behind or on the sides of the building and the distance from the property line shall be the same as for buildings.
- ii. City of Madison landscape screening zoning ordinance shall be followed for all surface parking facilities.
- iii. All trash areas shall be screened from public view.

Guidelines

- v. All exterior surface parking areas shall include walkways to allow safe pedestrian access to building entrances.
- vi. Shared parking areas are encouraged. Whenever possible, adjoining parking facilities should be linked to provide internal traffic circulation.
- vii. Driveways should be minimized to improve traffic flow and reduce pedestrian conflicts.
- viii. Pedestrian areas and customer parking areas should be separated from loading and service areas.
- ix. If possible, trash collection areas should be located inside buildings.
- x. Any new parking structures should include ground-floor commercial uses on the primary frontage street with attractive façade. The design of parking structures should also complement the quality and design of the buildings they serve.

L. *Site Lighting and Furnishings:*

Requirements

- i. Cut-off light fixtures shall be used to illuminate the site.

Guidelines

- i. Pedestrian use areas should be adequately, but not excessively lit. Low-level building and landscape lighting is encouraged, where appropriate.

- ii. Lighting and site furnishings (benches, trash receptacles, bicycle racks, etc.) should be of consistent style and materials to complement the character of the buildings and provide a pleasing relationship with adjoining properties and the public sidewalk.

M. *Signage:*

Requirements

- i. Signage shall be designed to comply with the requirements of Urban Design District 6 and CC-T district requirements as allowed as per Chapter 31 of the Madison General Ordinances.

N. *Usable Open Space*

In addition to the central green and plaza, useable open space will be provided for each block containing residential units as follows:

Requirements

- i. Minimum Useable Open Space requirement is 40 sf/residential unit
- ii. Roof decks shall have a minimum dimension of fifteen (15) feet improved and available for safe and convenient access to all residents and guests of the building.
- iii. Porches shall have a minimum width of fifteen (15) feet and minimum depth of six (6) feet, improved, and be available to all occupants as a source of ingress and egress to the building.
- iv. Balconies shall have a minimum dimension of six (6) feet, improved, and available for safe and convenient access to all residents and guests of the building.
- v. Private balconies and private porches shall have a minimum dimension of four and one-half (4½) feet.
- vi. roof decks and balconies may be used to meet up to one hundred percent (100%) of the minimum open space requirements.

O. *Deviations from Madison General Ordinances Subchapter 28I General Regulations & Subchapter J: Supplemental Regulation*

- i. Section 28.132 – *Encroachments Into Setback Areas* modified to allow:
Canopies, awnings, signage and non-occupiable architectural features shall be permitted to encroach into setbacks between privately held lots.
- ii. Section 28.151 Dwelling Units in Mixed-Use Buildings restrictions do not apply to this PD district
- iii. Section 28.141 *Parking and Loading Standard* modified to allow:
No dedicated retail loading space will be required for any block which has less than 12,000 sf of retail space.
- vii. Residential Loading for Blocks 3 and 4 will be allowed on the private street parcel

P. *Alterations and Revisions:*

No alteration or revision to this Planned Development District shall be permitted unless approved by the 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 Plan Commission.



**SITE PLAN APPROVAL
(MGO 28.186)**

BLACKHAWK
COUNTRY CLUB

Address 4802 Sheboygan Ave
Permit # LNU USE - 2017500130
Date Submitted 7/27/18
Original University Ave Revision # Final
Final Approval Date 4/23/19
Signature [Handwritten Signature]

Zoning Department, City of Madison

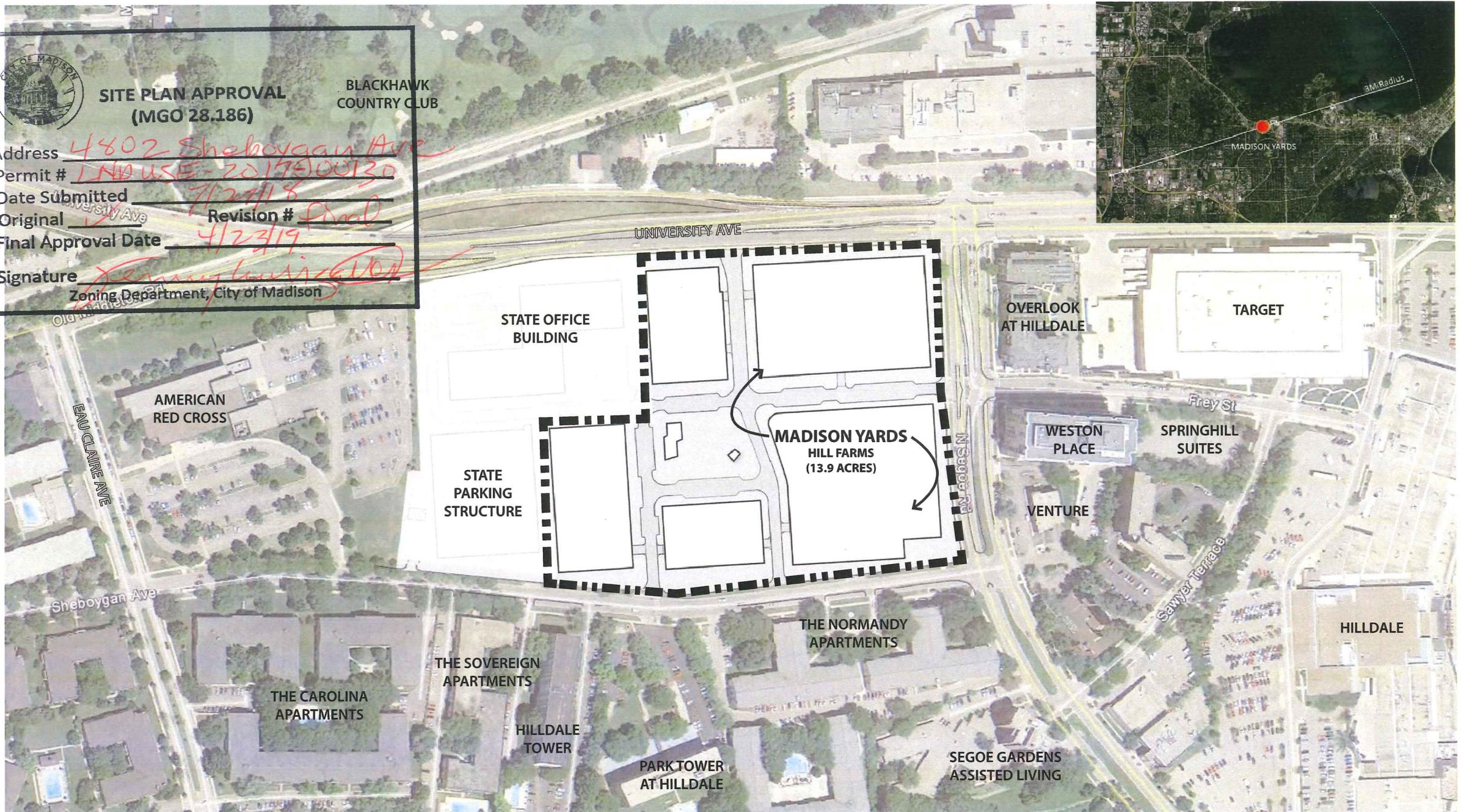
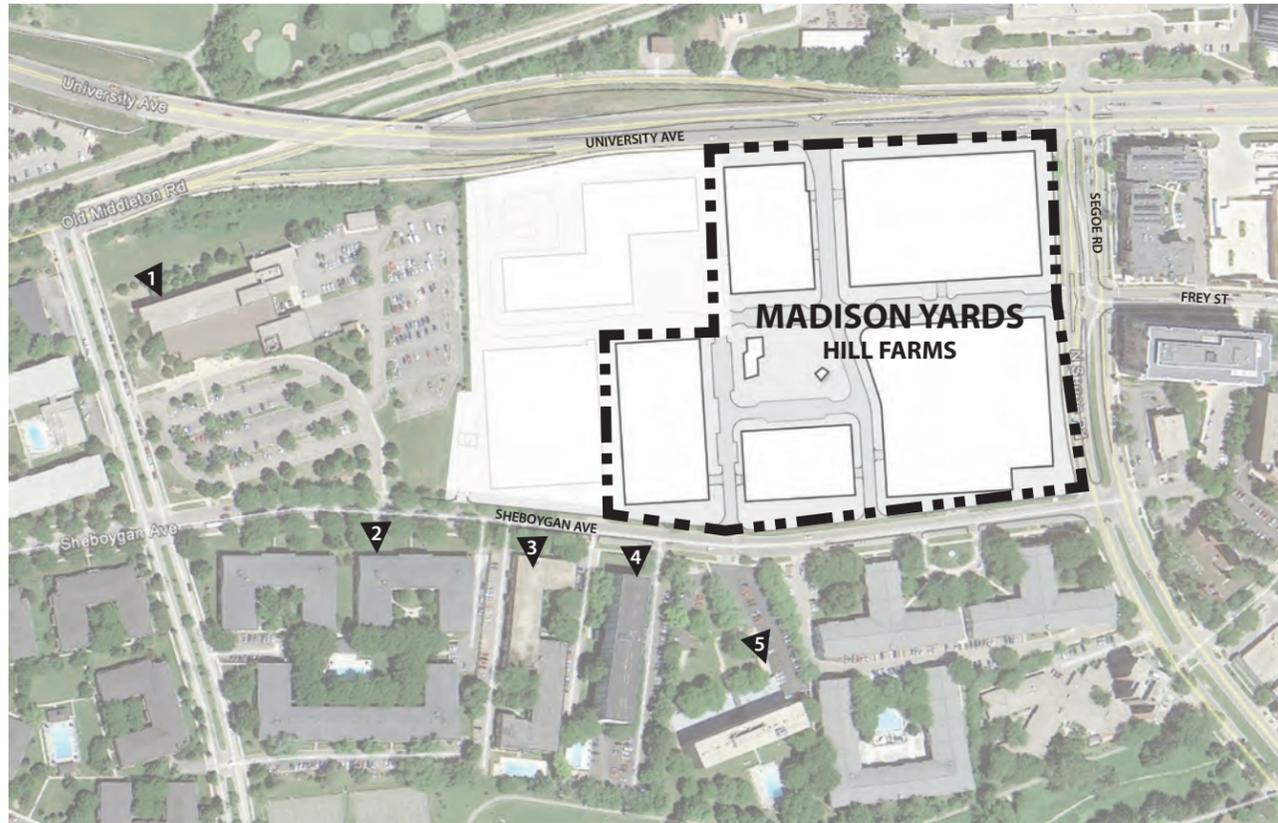


FIGURE 1 - LOCATOR MAP





1. AMERICAN RED CROSS



2. THE CAROLINA APARTMENTS



3. THE SOVEREIGN APARTMENTS

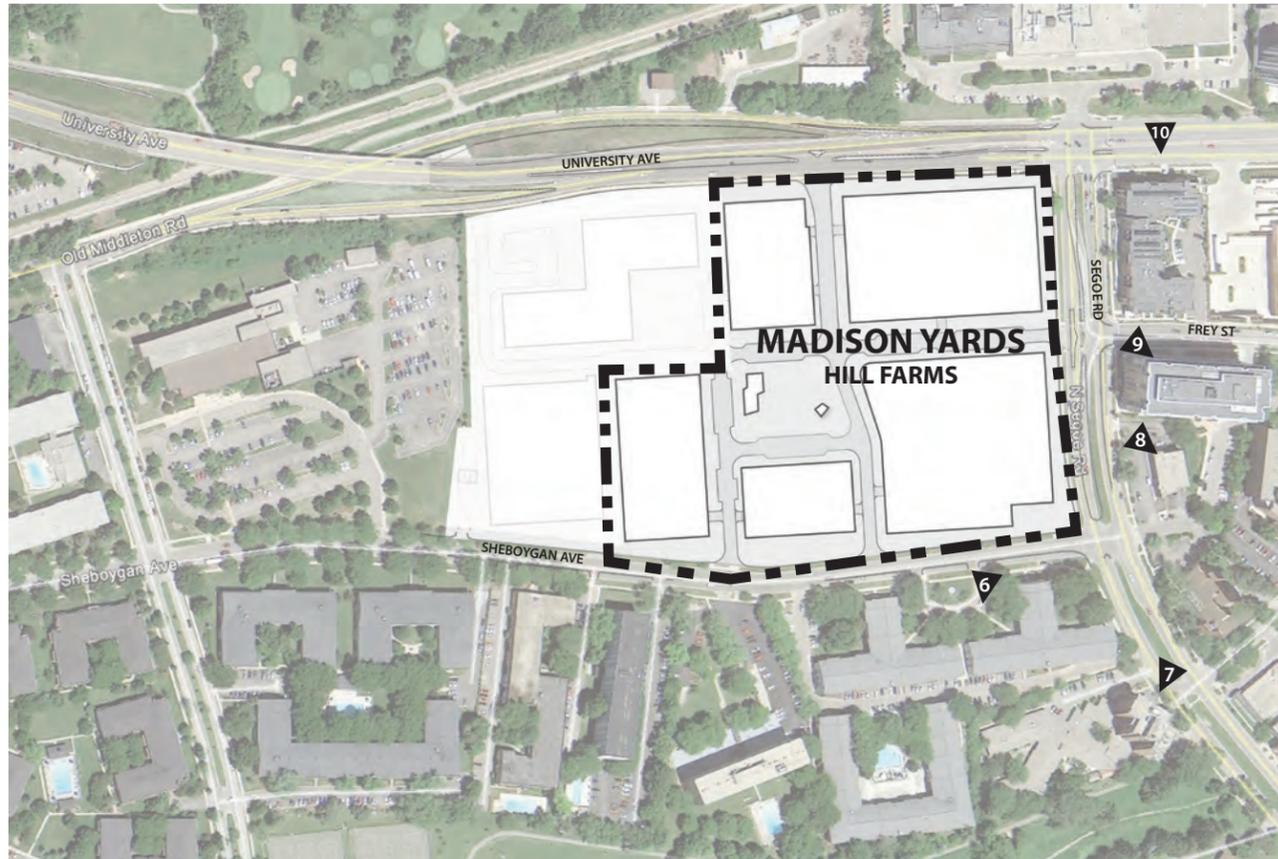


4. HILLDALE TOWER



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

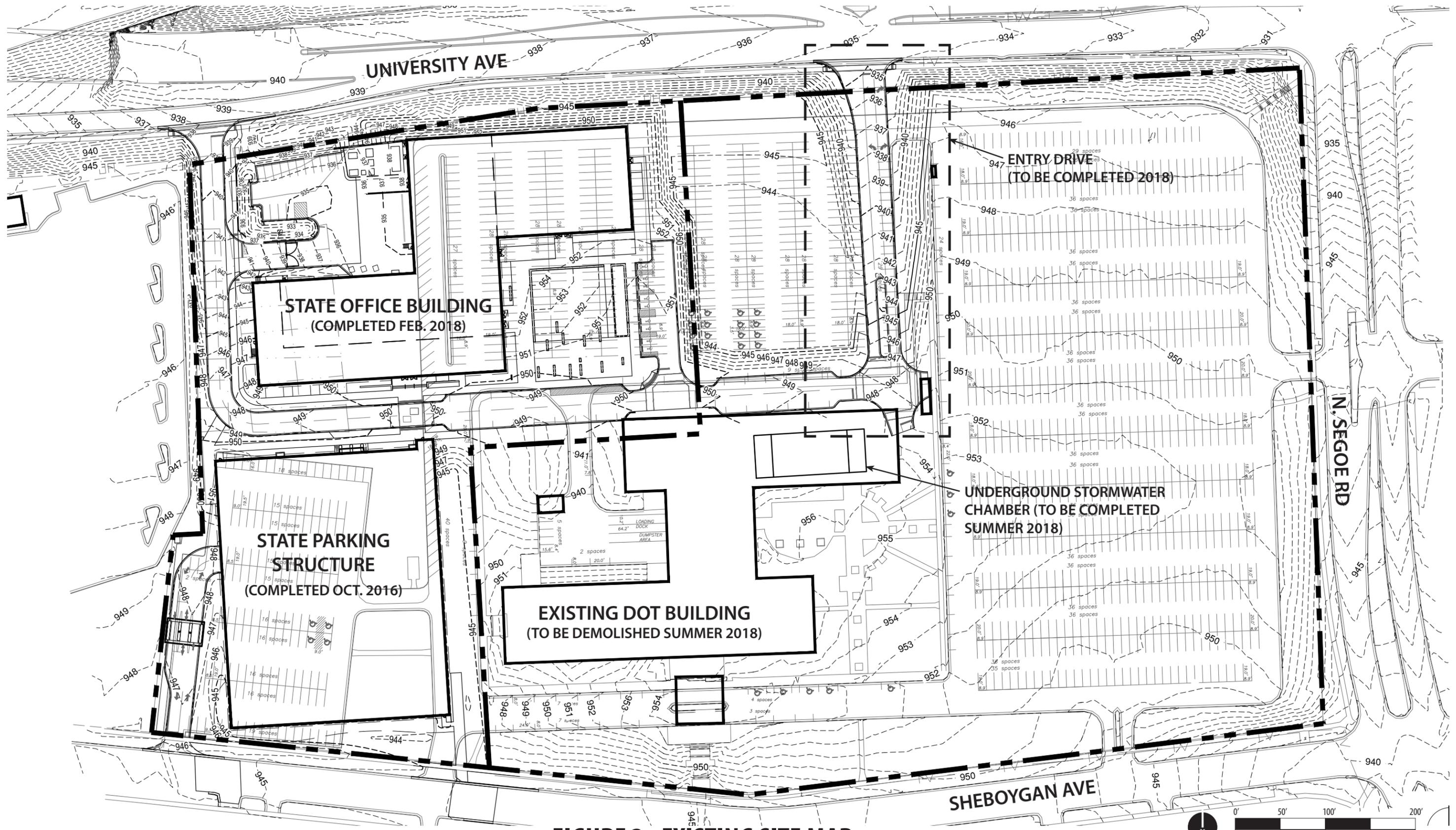


FIGURE 2 - EXISTING SITE MAP

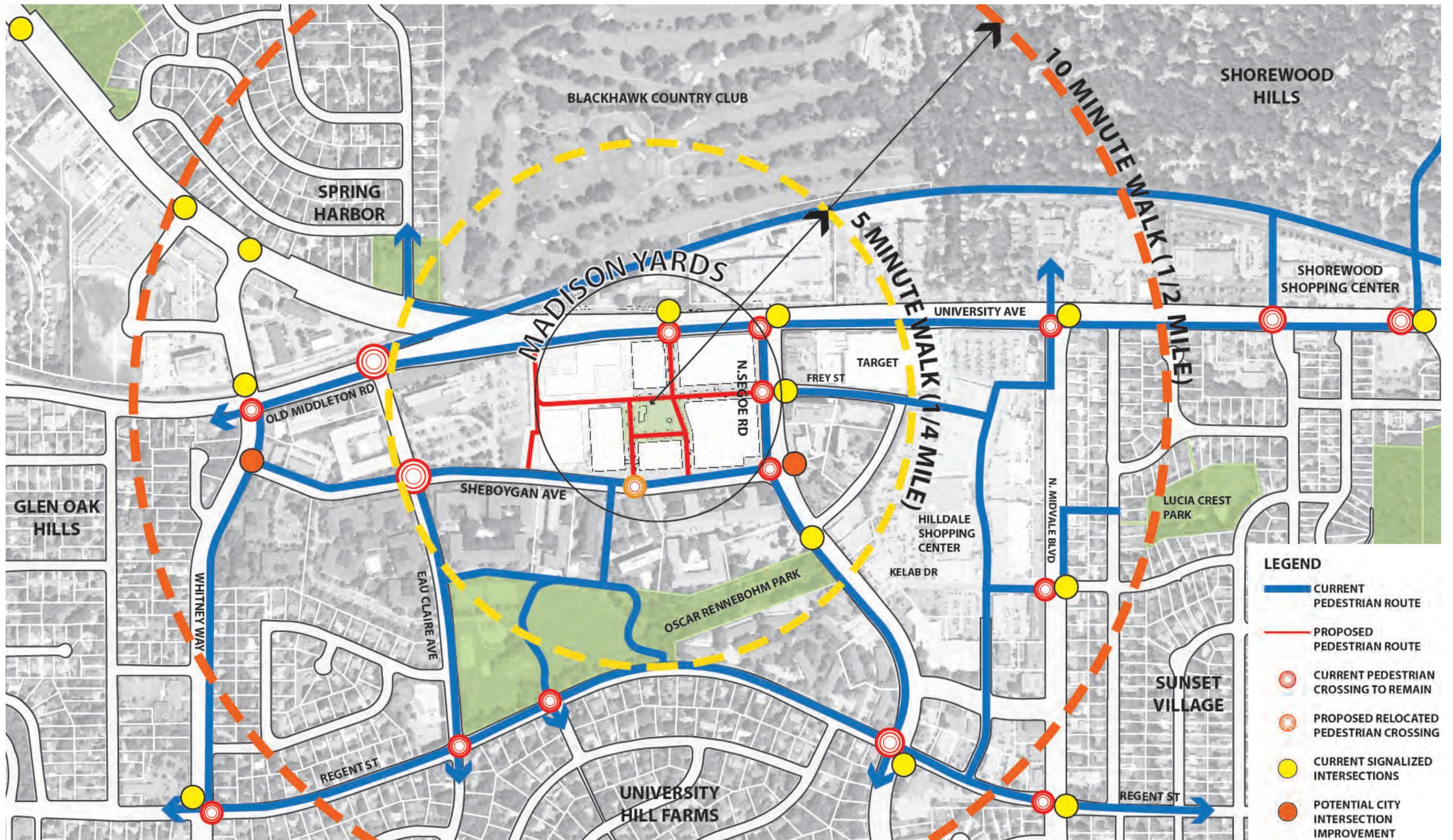


FIGURE 3 - CIRCULATION DIAGRAM - PEDESTRIAN



FIGURE 4 - CIRCULATION DIAGRAM - BICYCLE

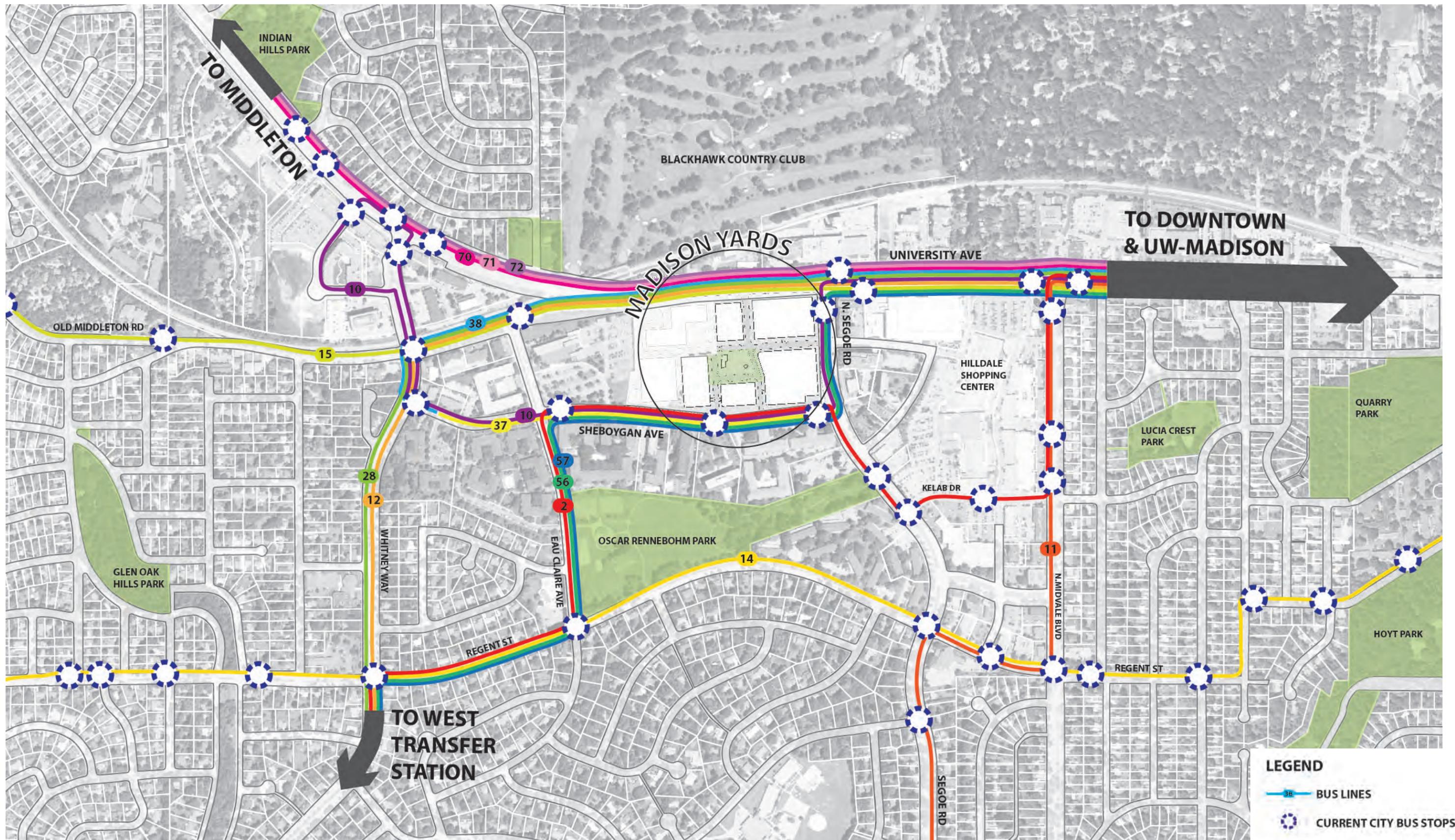


FIGURE 5 - CIRCULATION DIAGRAM - PUBLIC TRANSIT

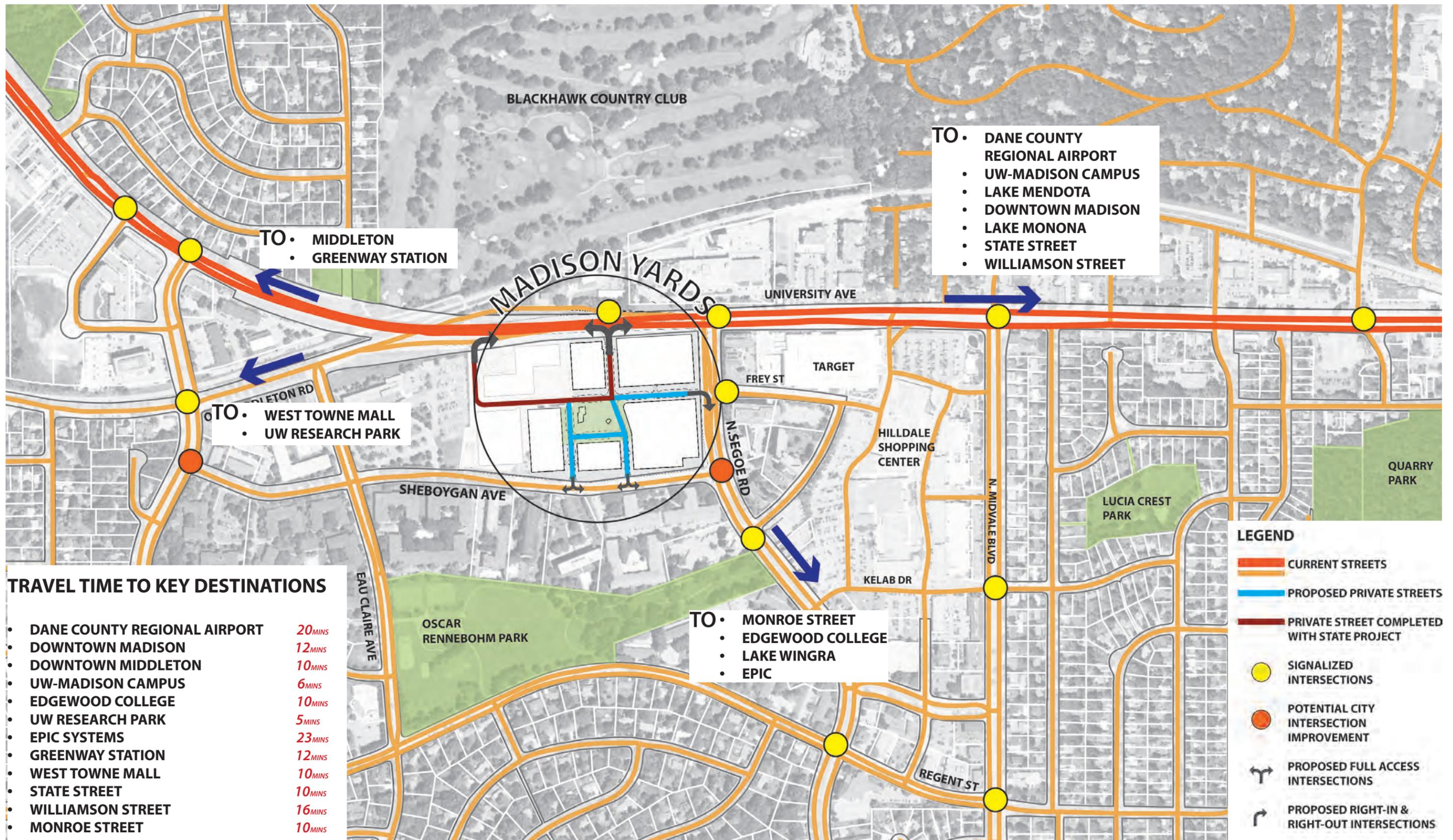


FIGURE 6 - CIRCULATION DIAGRAM - VEHICULAR

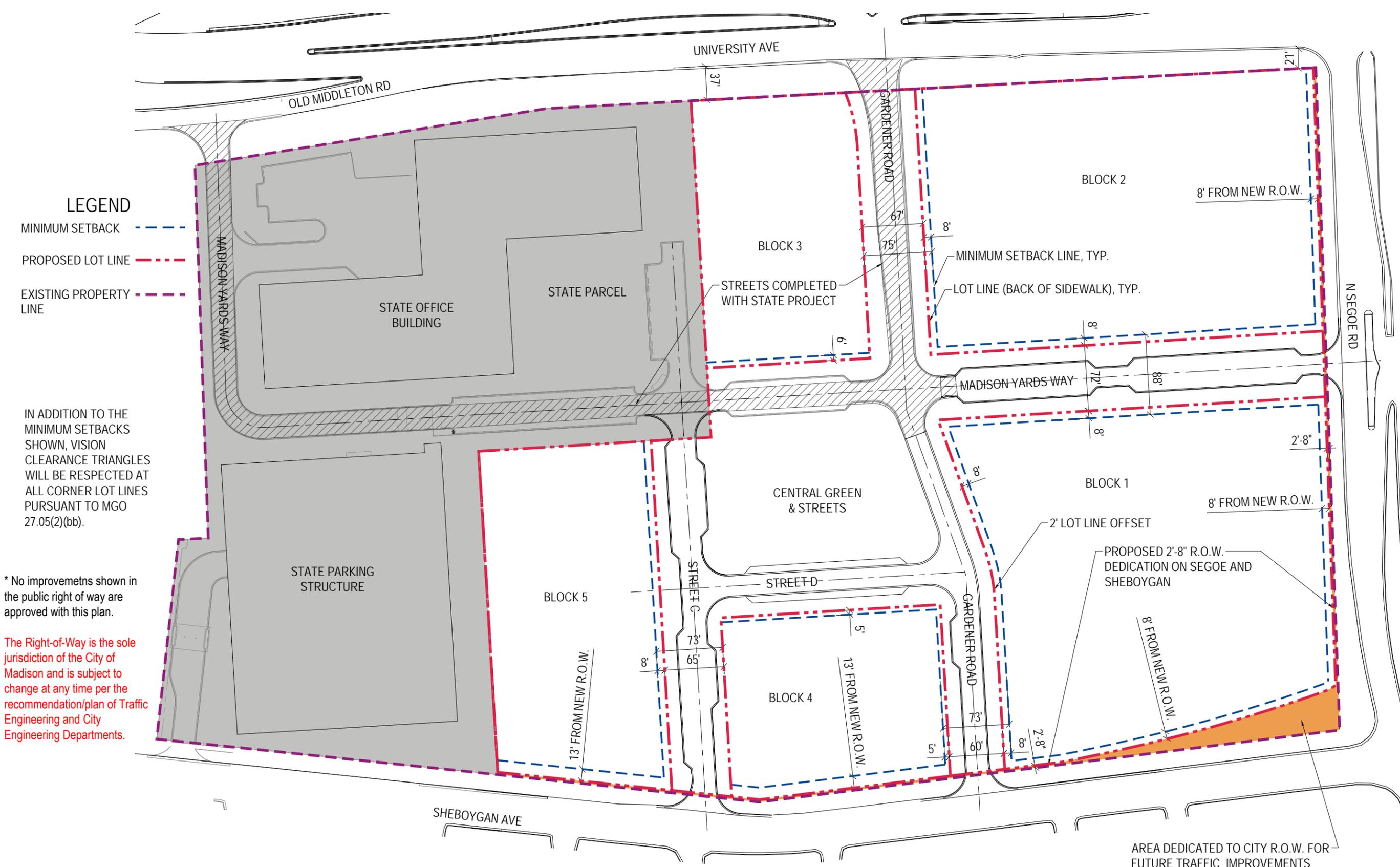
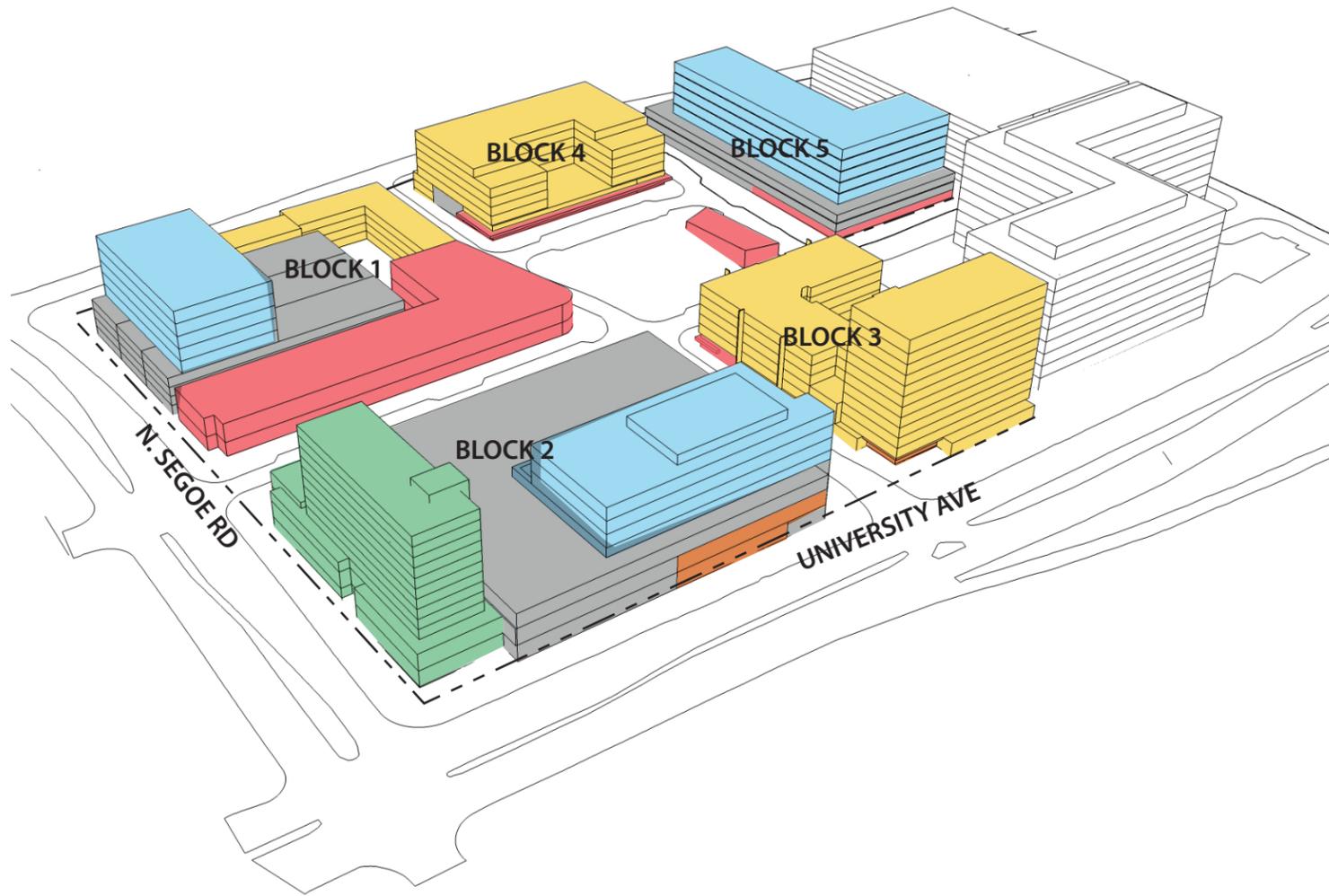
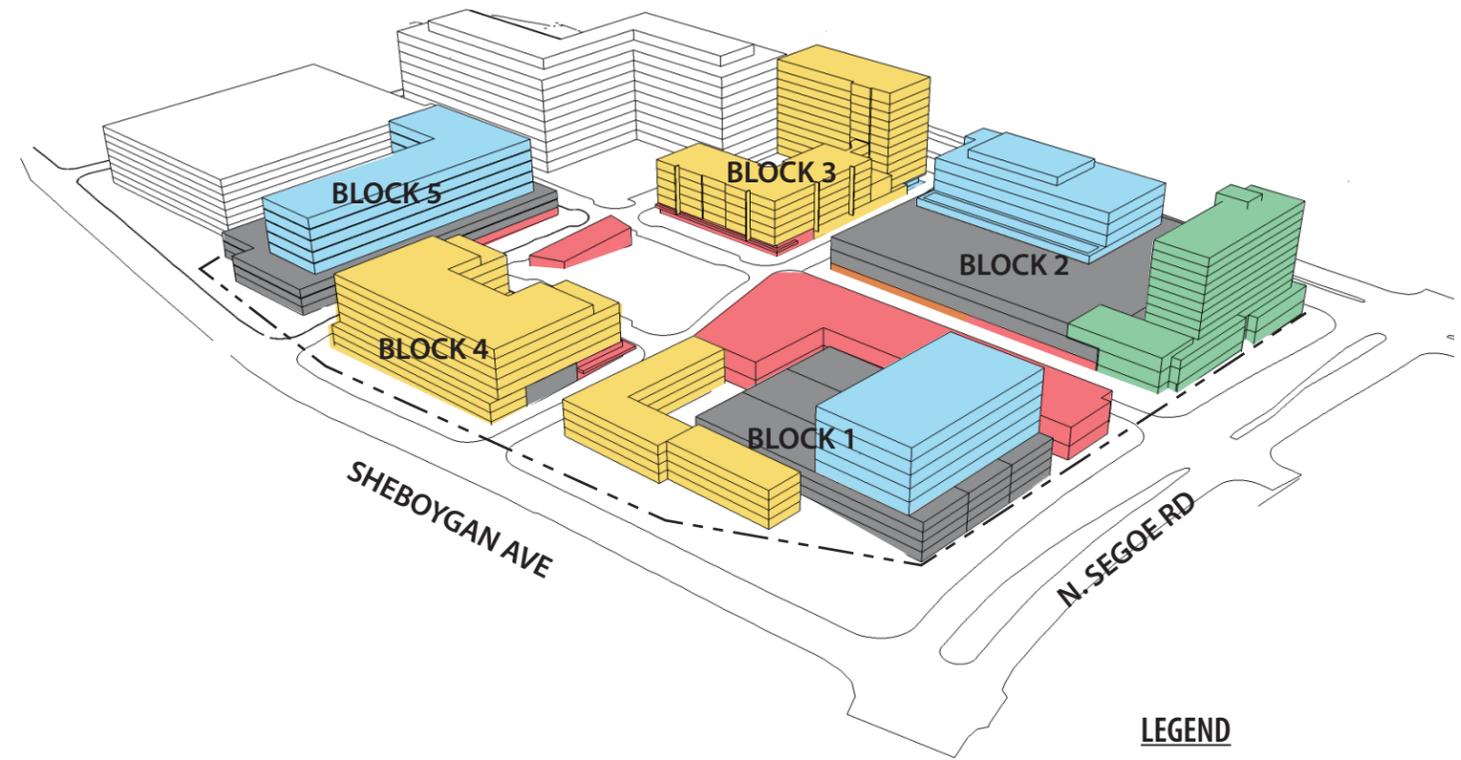


FIGURE 7 - PROPOSED STREET NETWORK AND LOTS



VIEW LOOKING SOUTHWEST

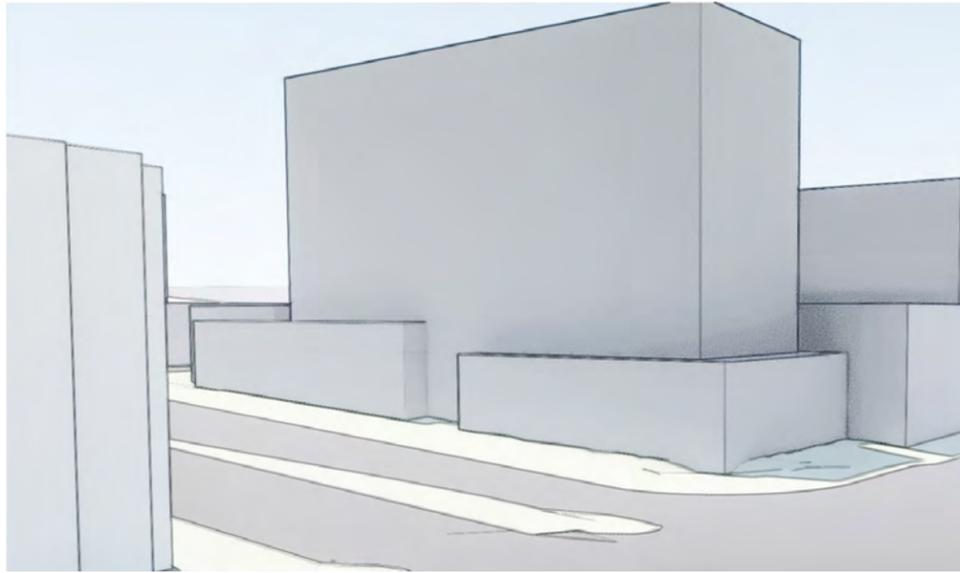


VIEW LOOKING NORTHWEST

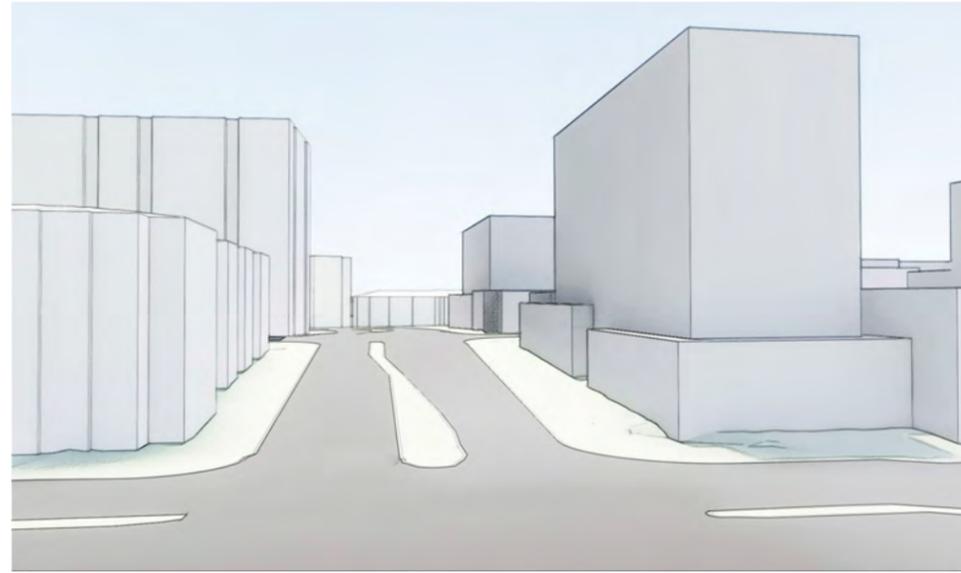
- LEGEND**
- RETAIL
 - RESIDENTIAL
 - PARKING
 - HOTEL
 - GROCERY
 - OFFICE
 - PROPOSED PROPERTY LINE

NOTE: POTENTIAL MASSING ONLY. DOES NOT REPRESENT FINAL ARCHITECTURE OR CONFIGURATION (WILL BE ADDRESSED IN FUTURE SIP SUBMITTALS).

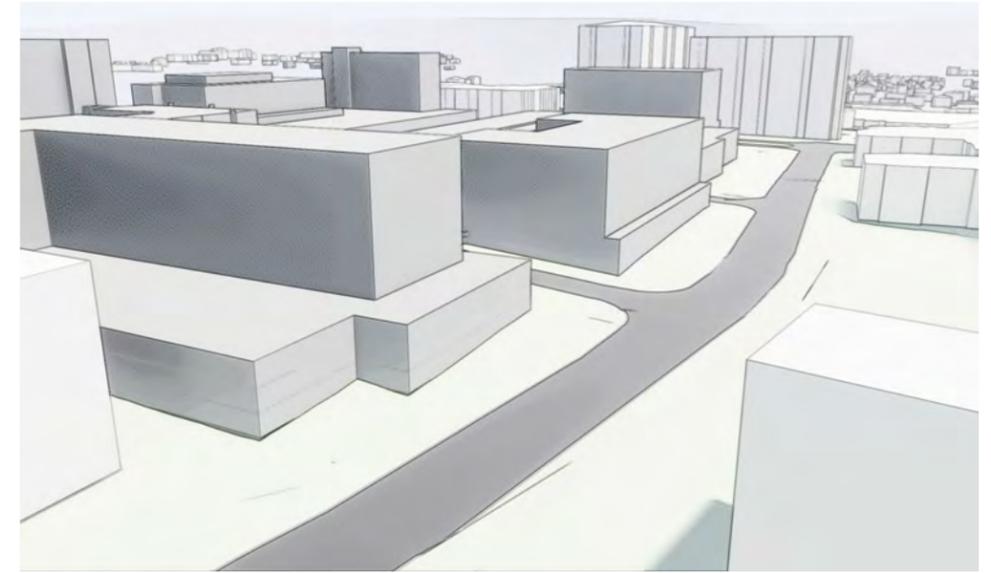
FIGURE 8A - BUILDING MASSING



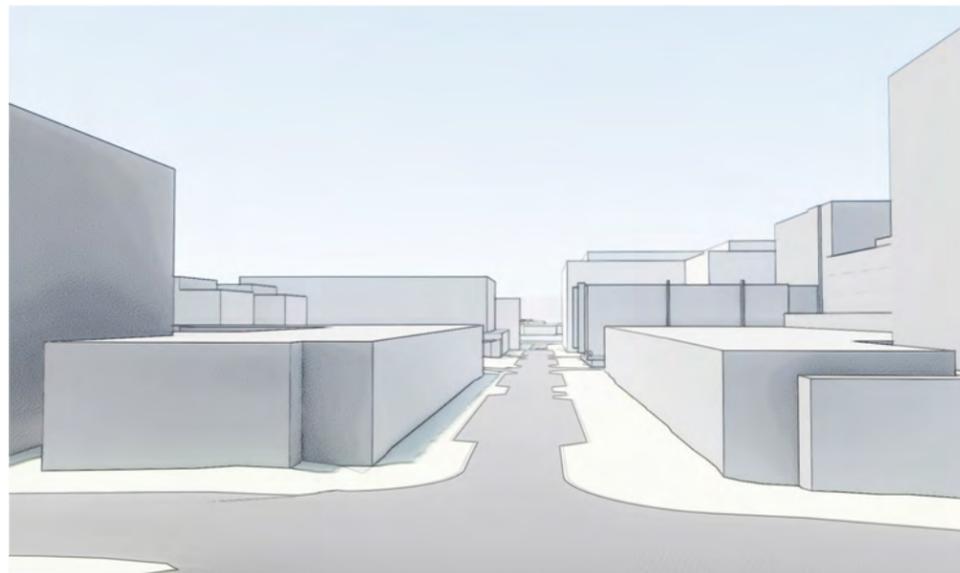
LOOKING EAST ON UNIVERSITY AT SEGOE



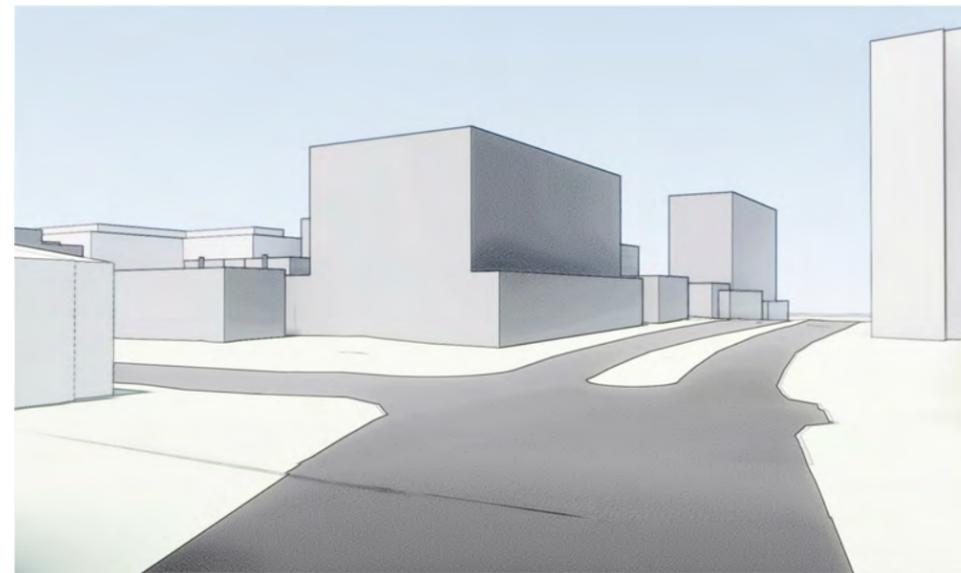
LOOKING SOUTH AT SEGOE AT UNIVERSITY



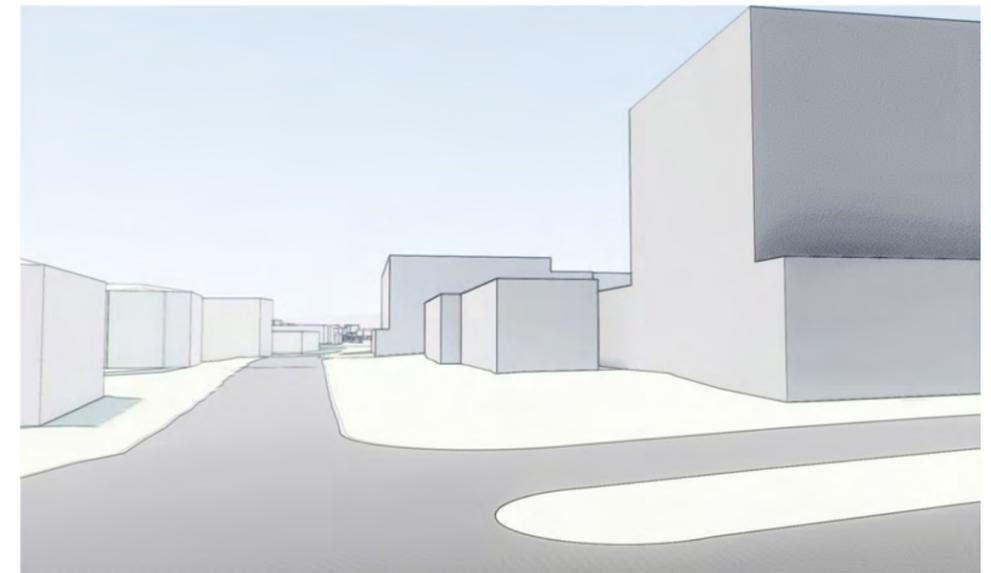
LOOKING NE FROM SHEBOYGAN



LOOKING WEST ON MADISON YARDS WAY AT SEGOE

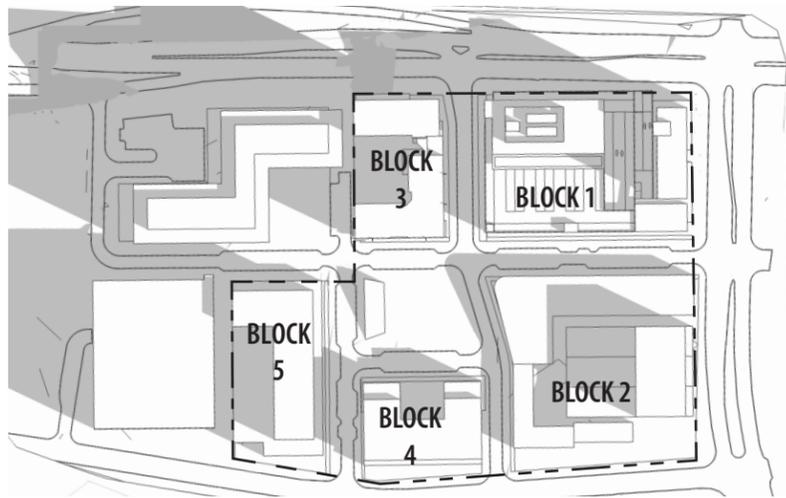


LOOKING NW AT SEGOE AND SHEBOYGAN

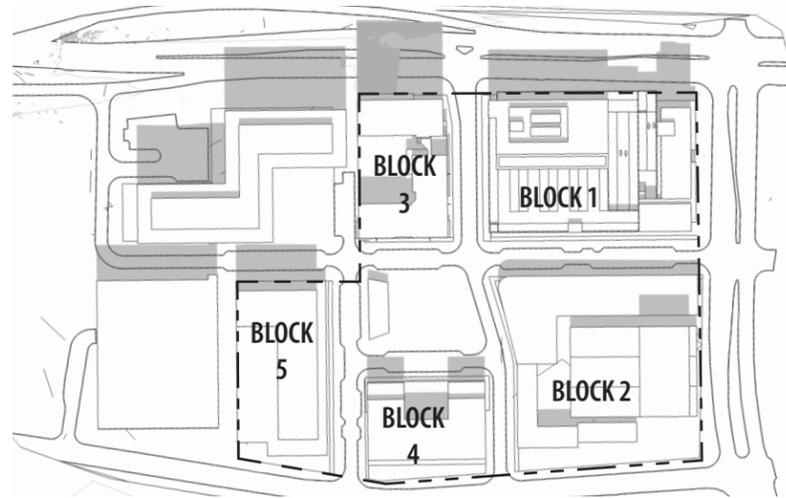


LOOKING WEST ON SHEBOYGAN AT SEGOE

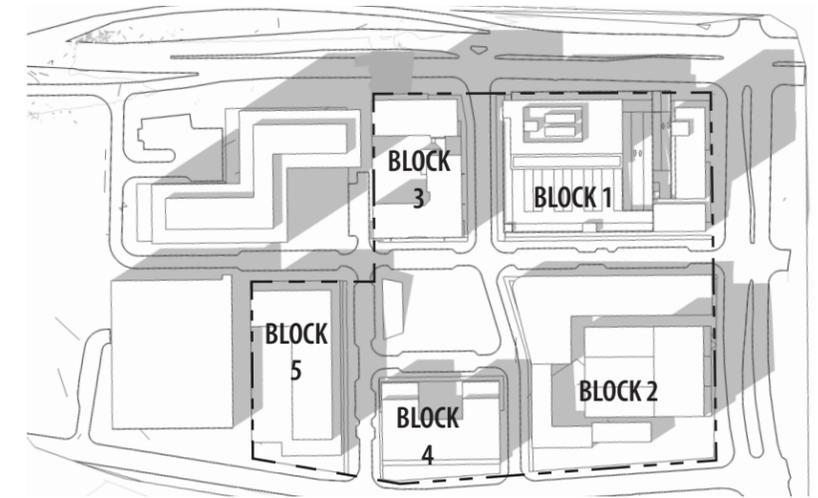
FIGURE 8B - BUILDING MASSING



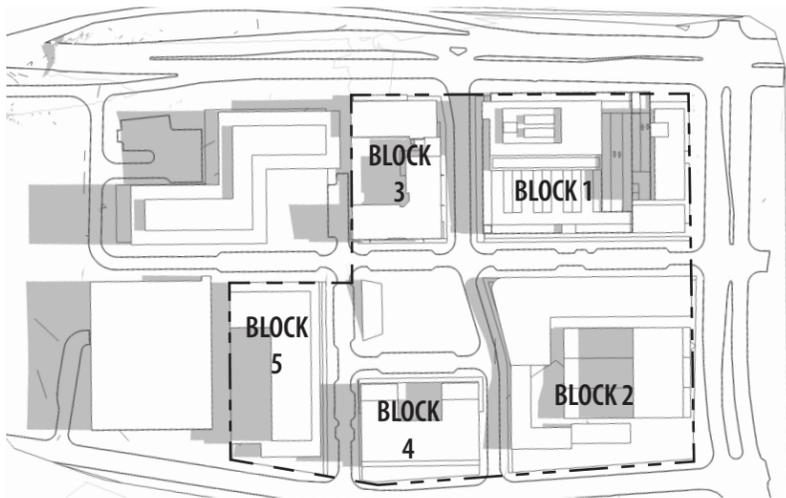
MARCH & SEPTEMBER - 8AM



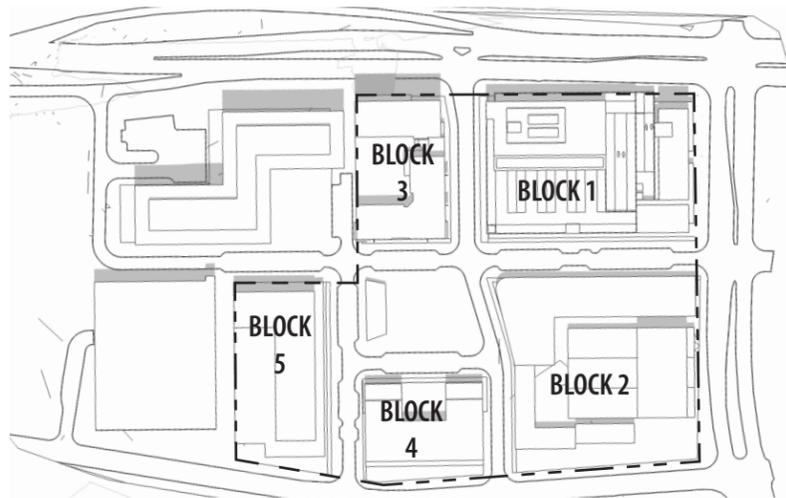
MARCH & SEPTEMBER - NOON



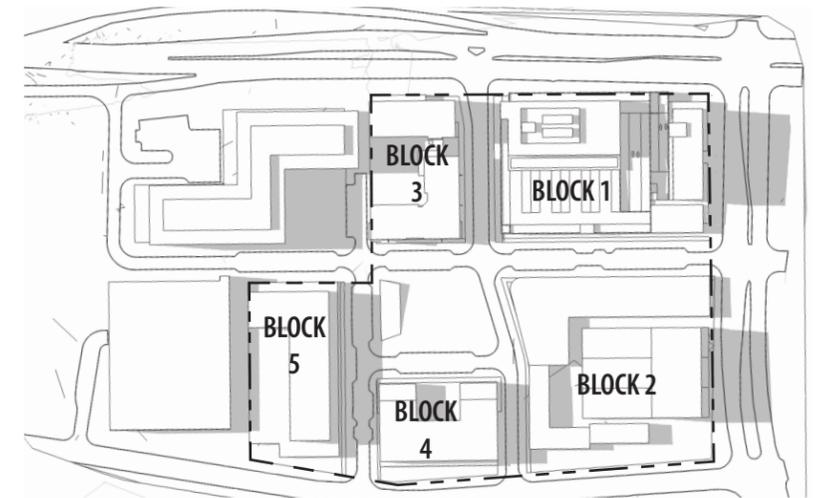
MARCH & SEPTEMBER - 5PM



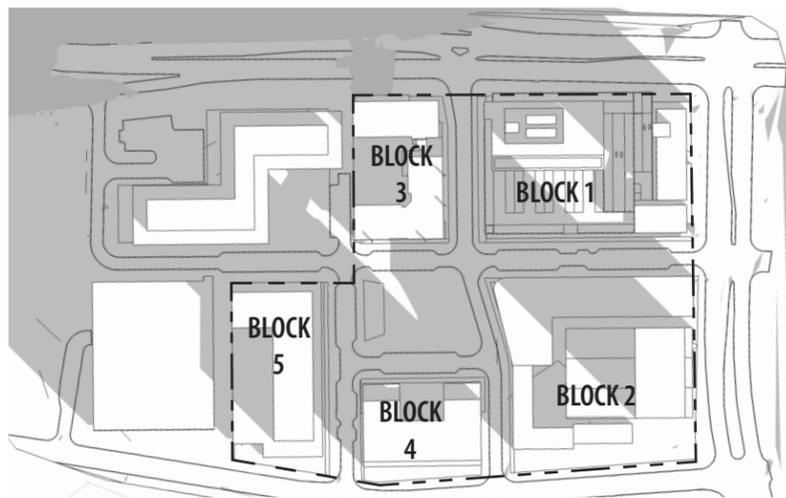
JUNE - 8AM



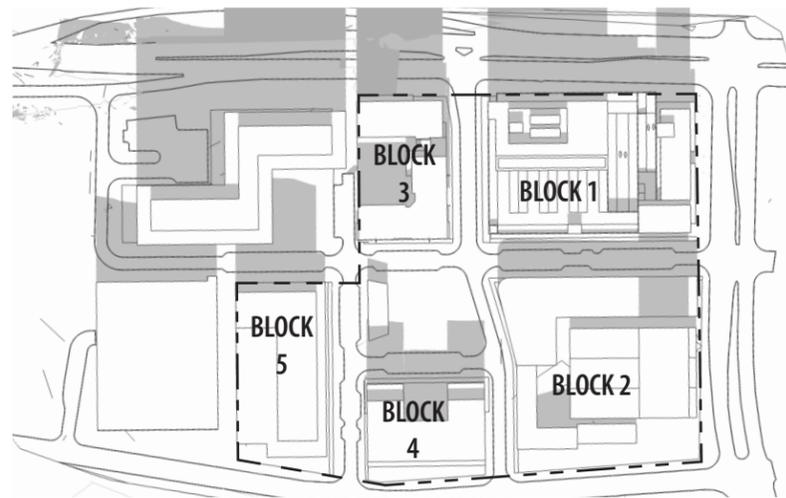
JUNE - NOON



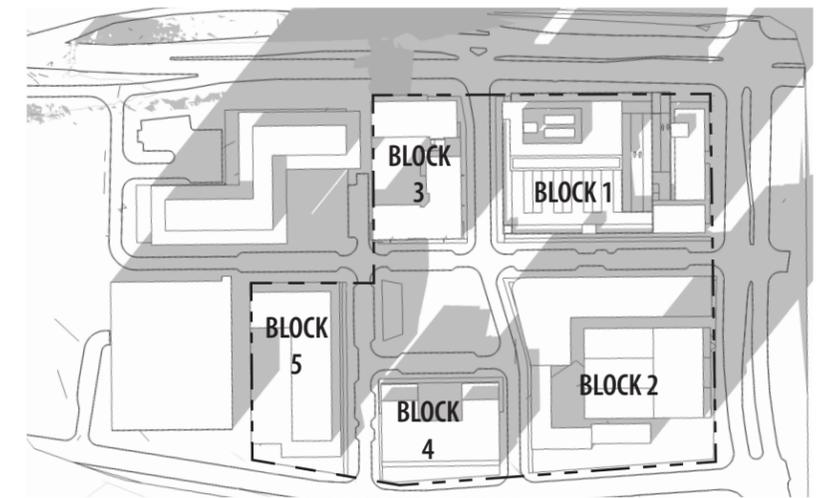
JUNE - 5PM



DECEMBER - 8AM



DECEMBER - NOON



DECEMBER - 5PM

FIGURE 9 - SHADE STUDIES

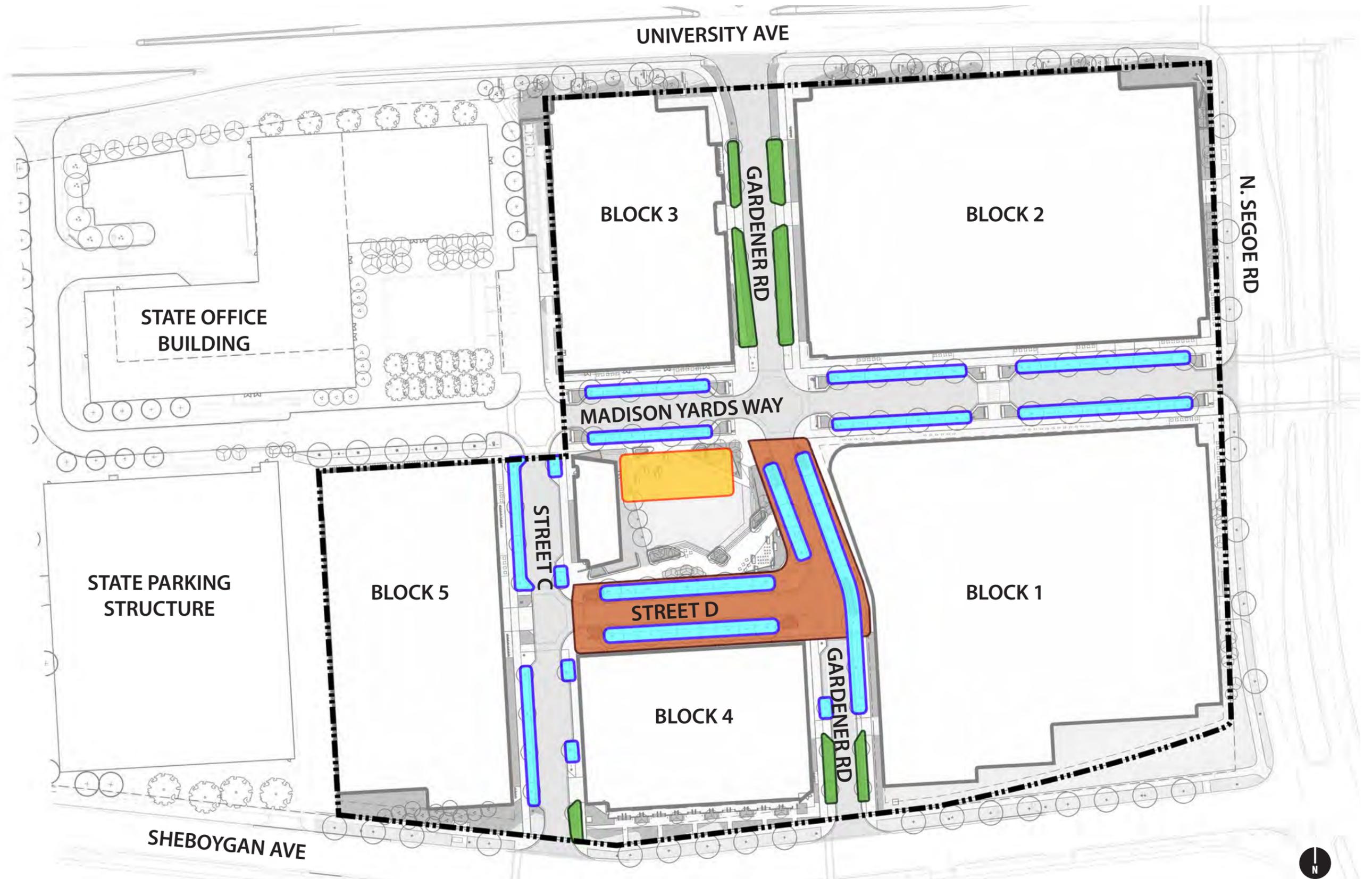


FIGURE 10 - GREEN INFRASTRUCTURE DIAGRAM

LEGEND

-  DEDICATED BIKE LANE (ONE WAY)
-  10' OFFSTREET SHARED PATH FOR BIKES AND PEDESTRIANS
-  SIDEWALK
-  EXISTING EXTERNAL CROSSWALK
-  RELOCATED EXTERNAL CROSSWALK*
-  INTERNAL CROSSWALK
-  EXISTING BIKE LANE
-  POTENTIAL CITY BIKE LANE*
-  FLEXIBLE STREET
-  PROPOSED SHARROW
-  EXISTING BUS STOP WITH NEW BUS SHELTER AMENITY & SEATING
-  PROPOSED RELOCATED BUS STOP WITH NEW BUS SHELTER AMENITY & SEATING *
-  PROPOSED BIKE PARKING
-  PROPOSED B-CYCLE STATION
-  PROPOSED BIKE REPAIR STATION

* PENDING CITY APPROVAL

NOTE: ALL BLOCKS TO INCLUDE INTERNAL BIKE PARKING IN ADDITION TO THOSE SHOWN ON SITE.

* No improvements shown in the public right of way are approved with this plan.

The Right-of-Way is the sole jurisdiction of the City of Madison and is subject to change at any time per the recommendation/plan of Traffic Engineering and City Engineering Departments.

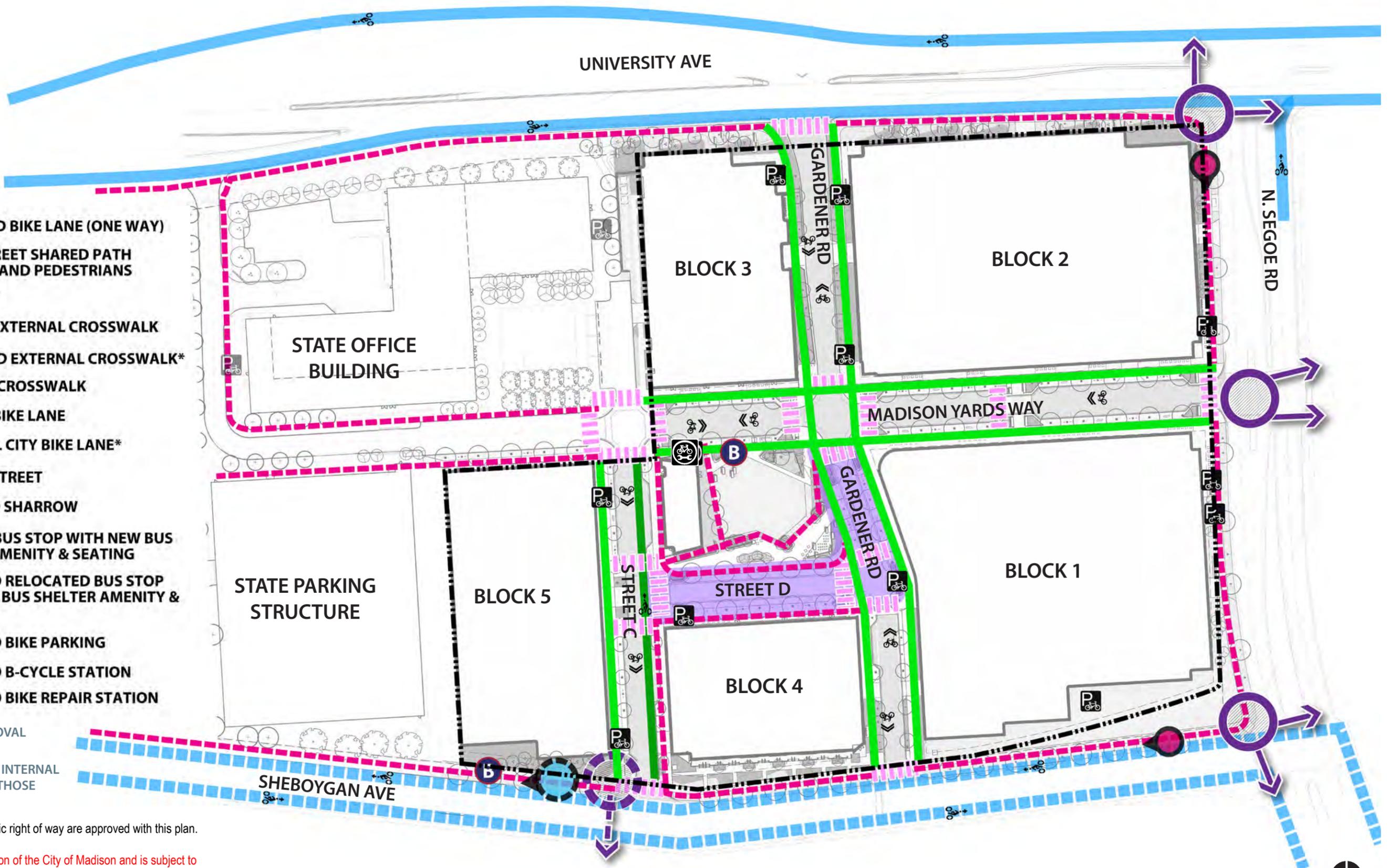


FIGURE 11 - INTERNAL PEDESTRIAN & BICYCLE CIRCULATION

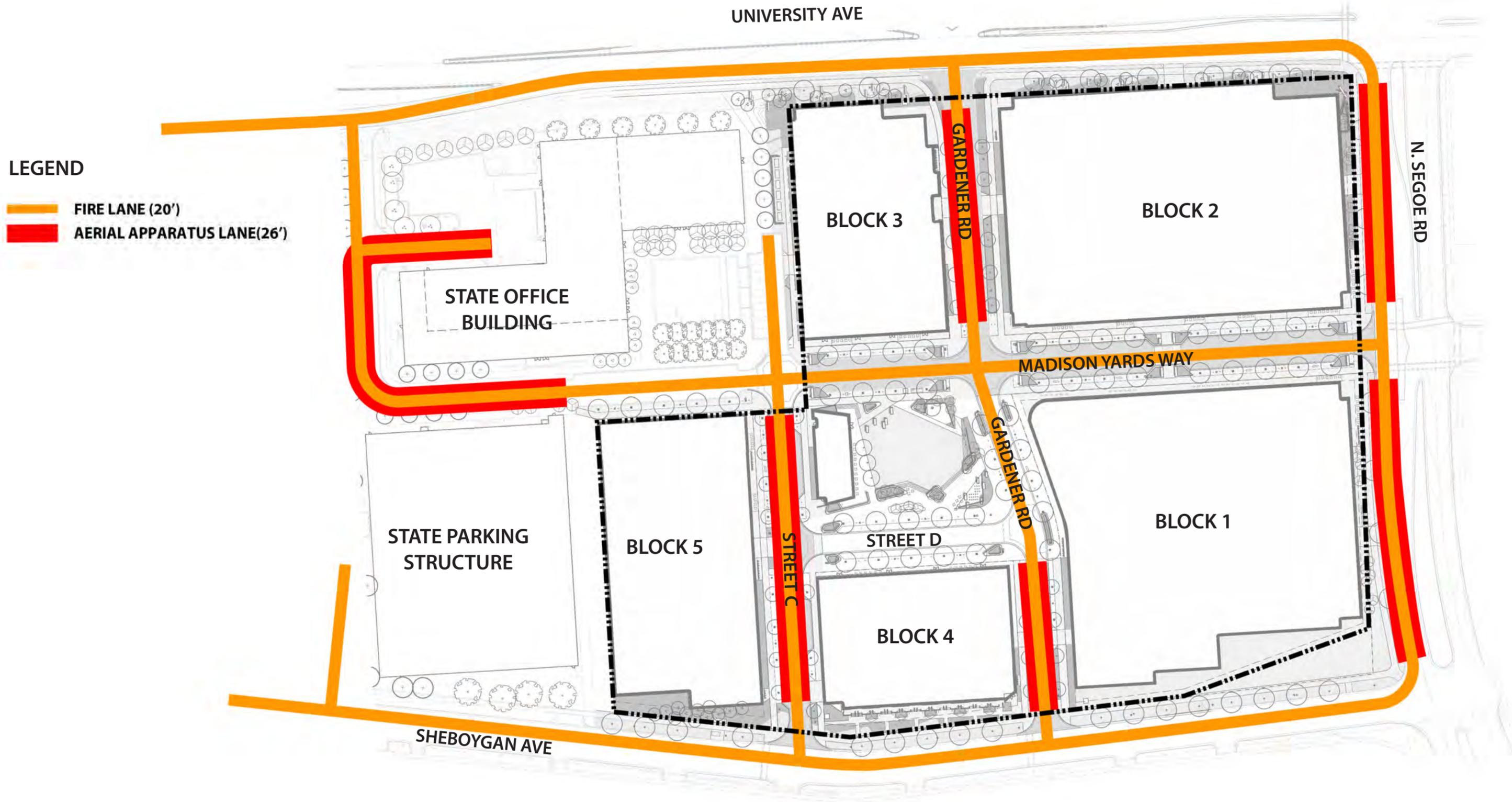
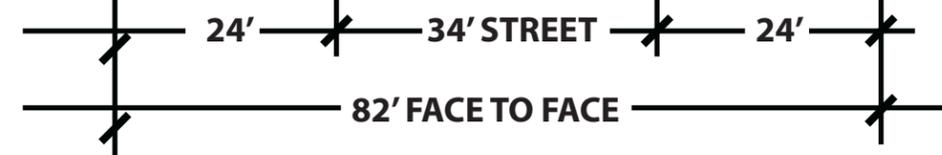


FIGURE 12 - FIRE ACCESS DIAGRAM

MAIN STREET - ANN ARBOR, MI



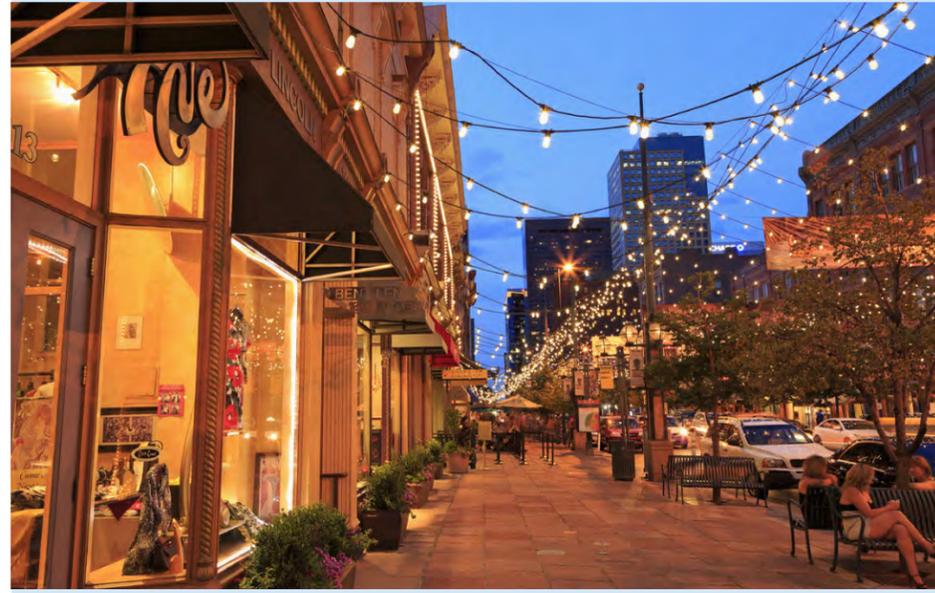
PLAN VIEW



PEDESTRIAN CENTRIC

The streets at Madison Yards are dimensioned based on examples of existing, high quality pedestrian environments. The three examples provided are well known as attractive, pedestrian-oriented, retail corridors that provide sufficient space for quality seating vegetation and circulation.

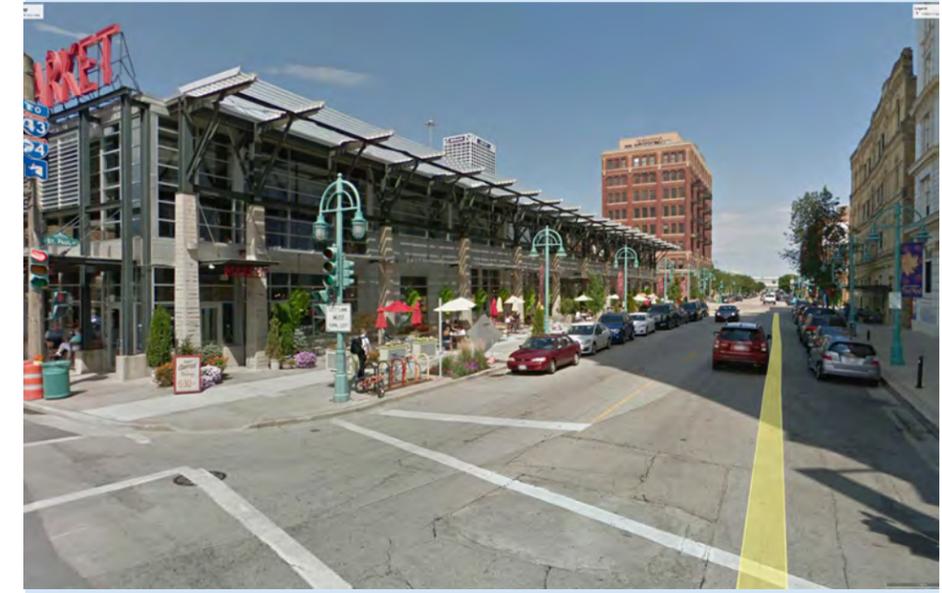
LARIMER STREET - DENVER, CO



PLAN VIEW



ST. PAUL AVENUE - MILWAUKEE, WI



PLAN VIEW



FIGURE 13A - PRECEDENT STREET SECTIONS

Note: All dimensions approximate, based on Google Earth

STATE STREET - MADISON WI



PLAN VIEW



MADISON YARDS WAY - MADISON WI

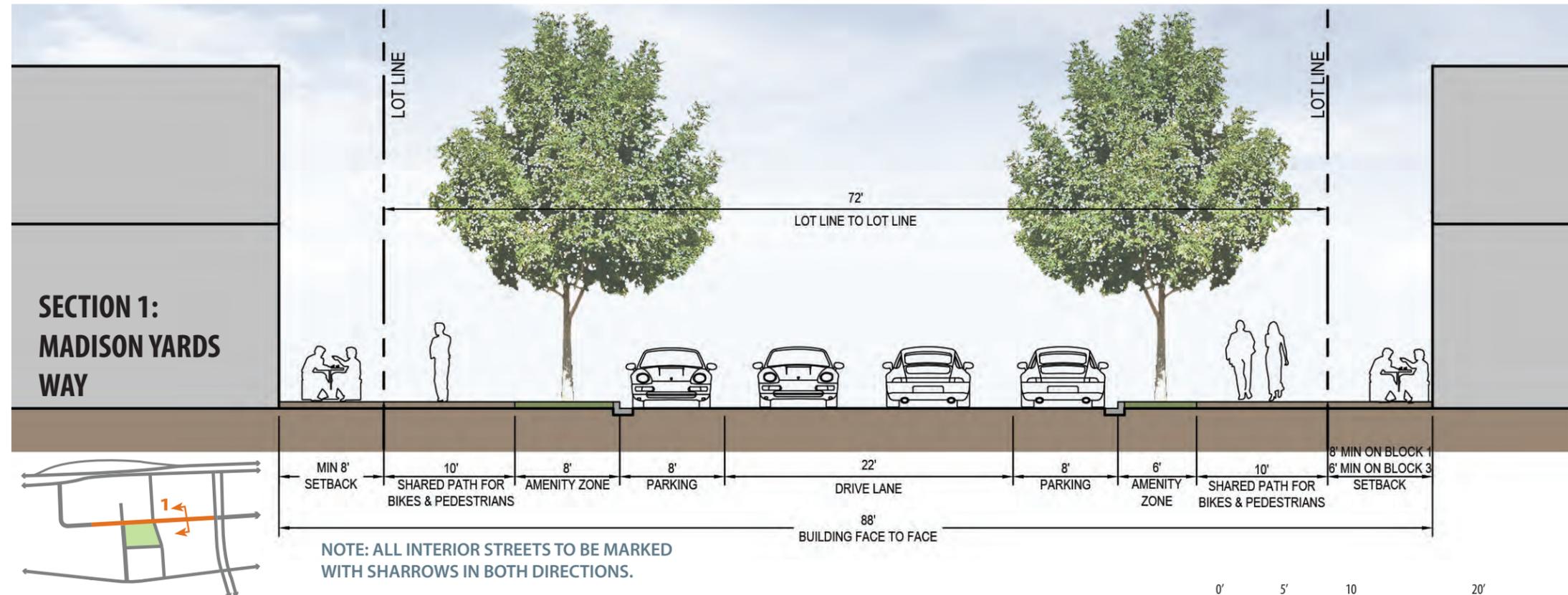
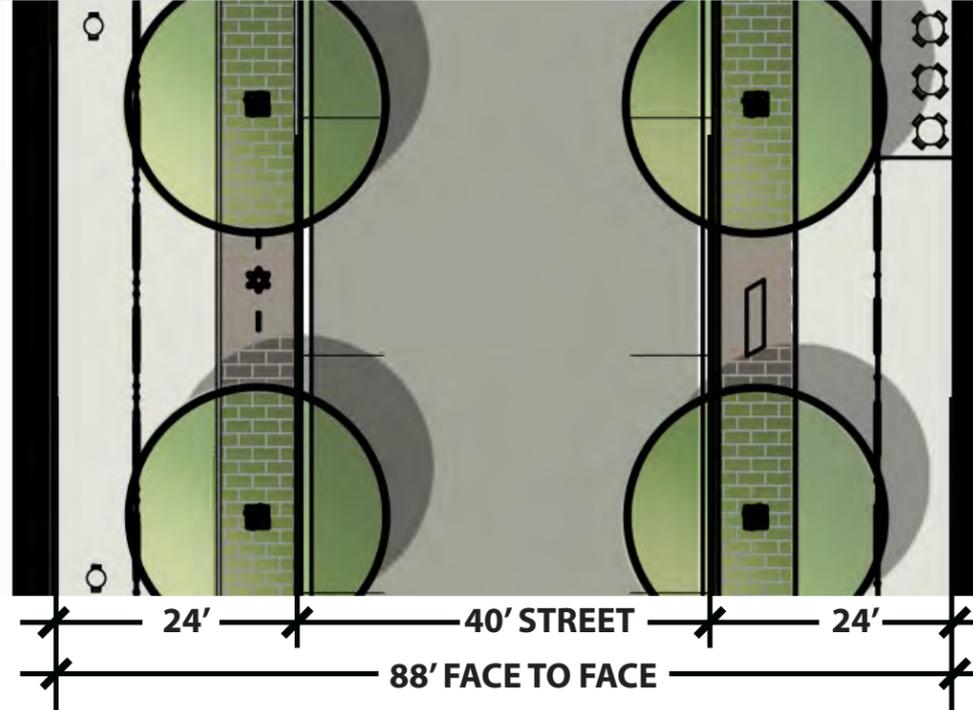
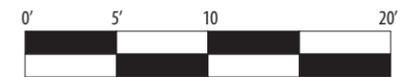


FIGURE 13B - PROPOSED STREET SECTIONS



FESTIVAL STREET

Based on the concept of a *woonerf*, or shared street, the streets to the east and south of the central green are designed for use by pedestrians and vehicles. These street segments will function as normal streets for day to day use, but they are designed to be closed down for special events to extend

the pedestrian plaza in the central green for larger functions such as the farmers' market or a concert. A ribbon curb and a row of objects such as bollards, planters, trees, light fixtures and stone markers delineate the travel areas while keep the space flexible for pedestrians during events.

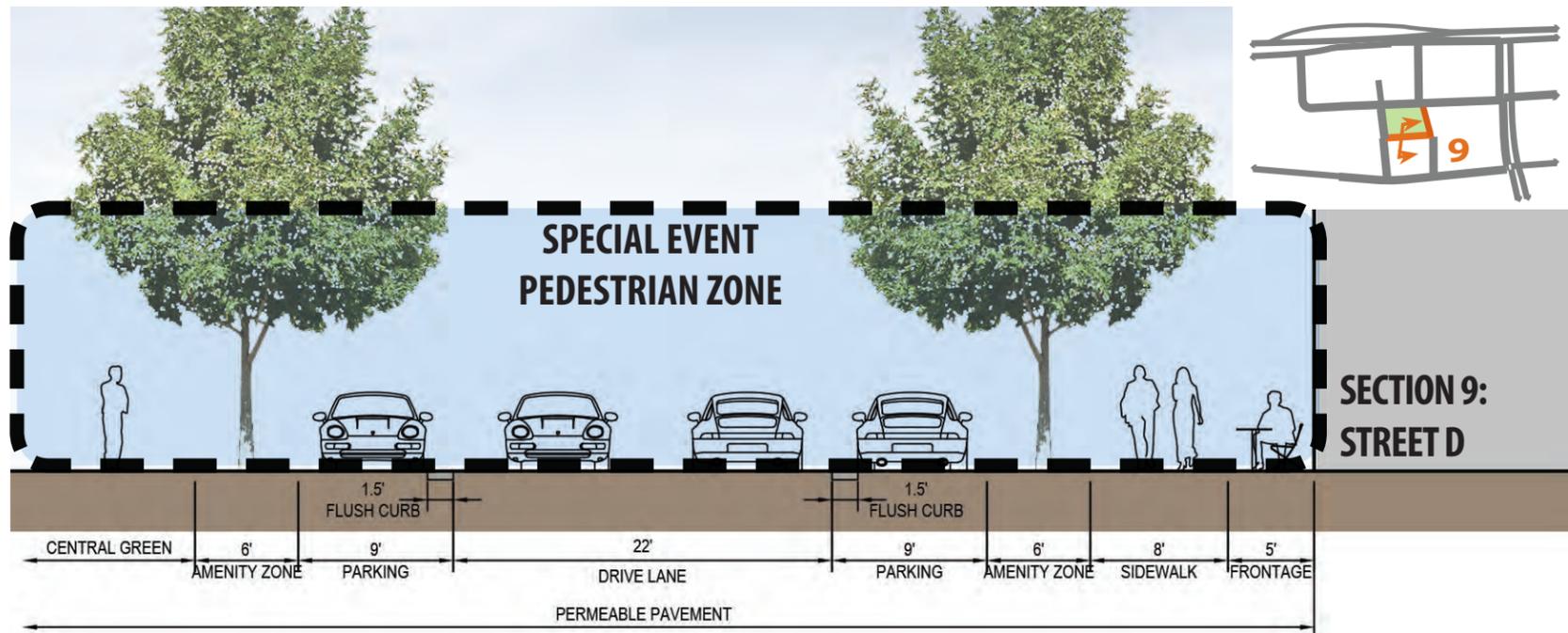
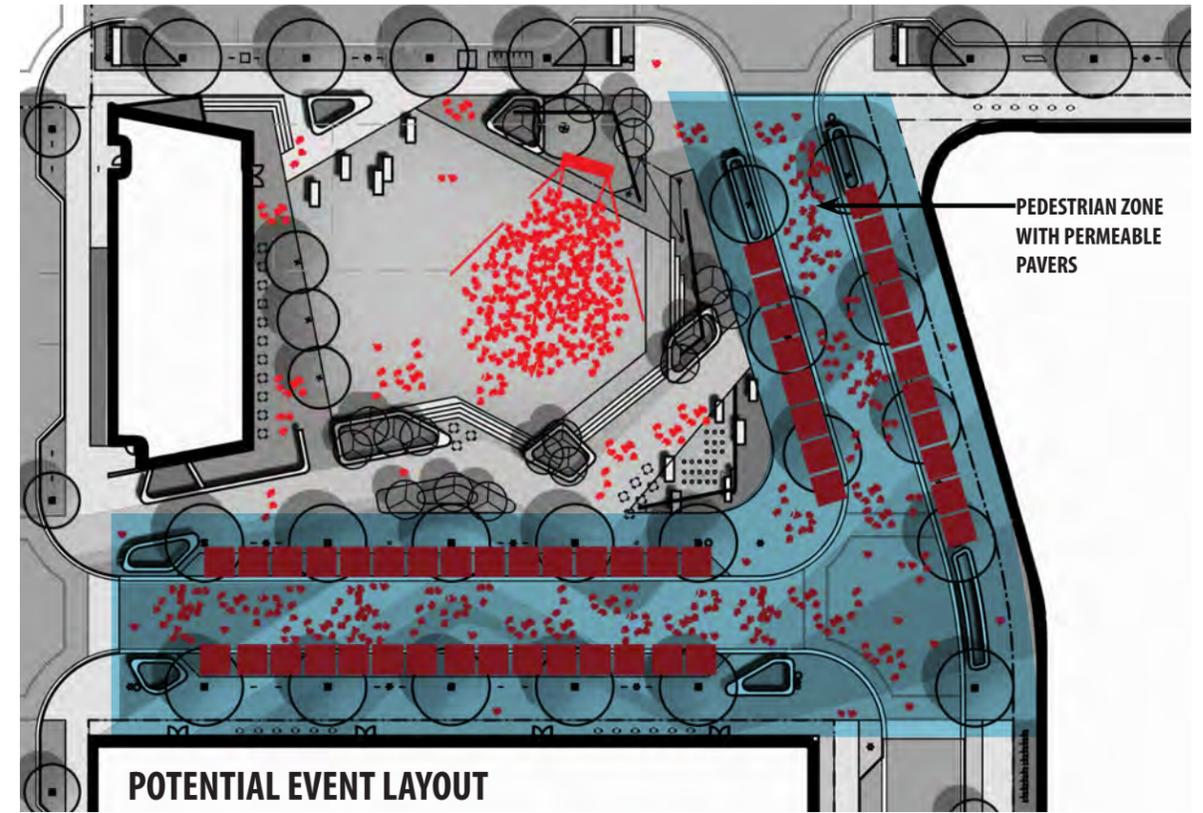
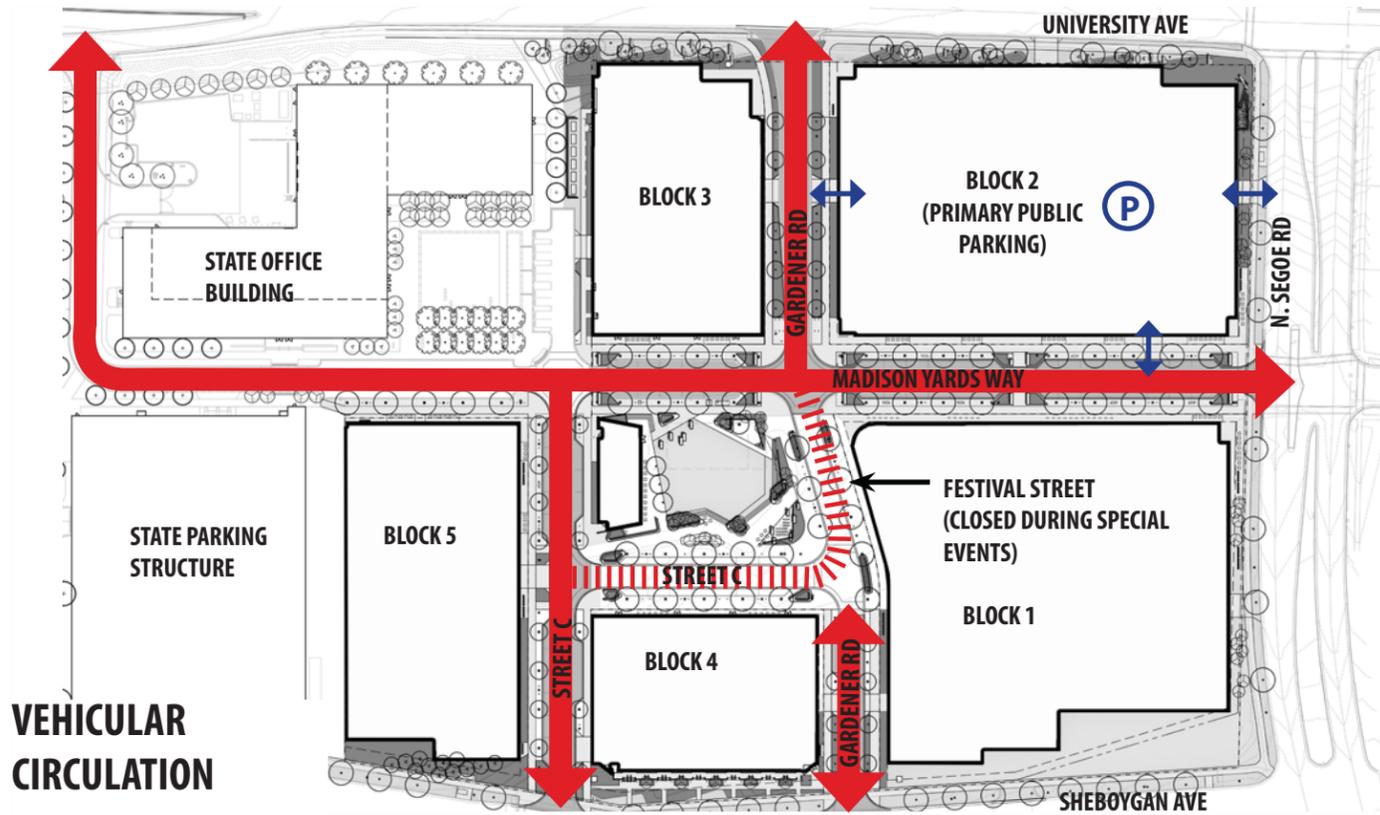
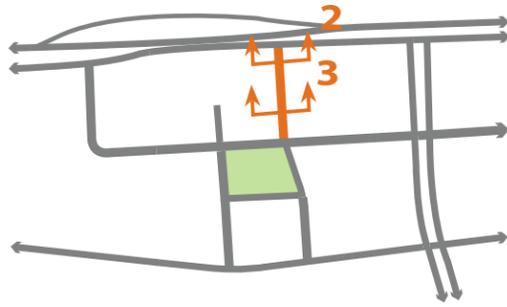


FIGURE 13C- PROPOSED STREET SECTIONS - FESTIVAL STREET



NOTE: ALL INTERIOR STREETS TO BE MARKED WITH SHARROWS IN BOTH DIRECTIONS.

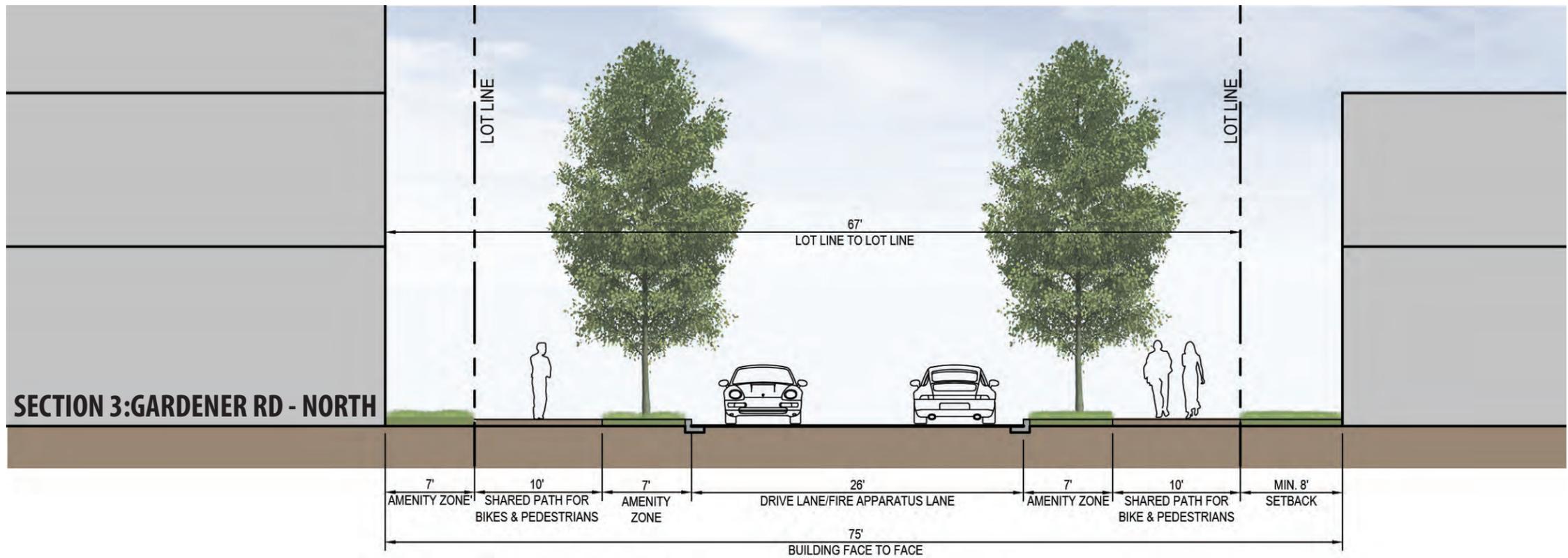
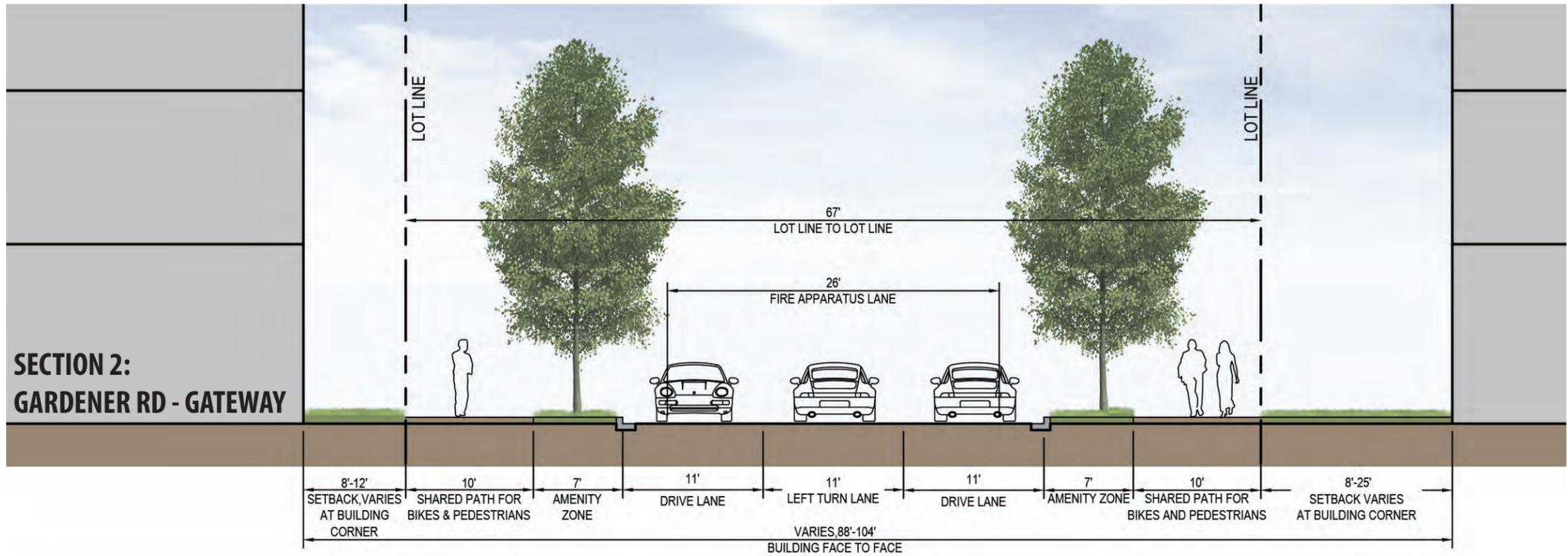
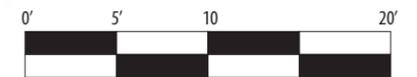
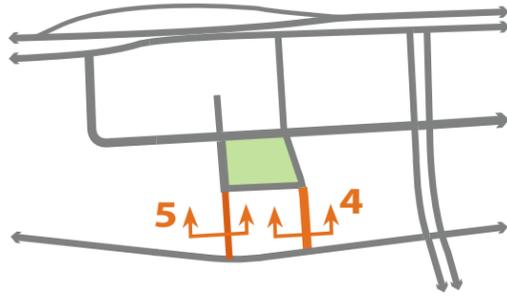


FIGURE 13D - PROPOSED STREET SECTIONS





NOTE: ALL INTERIOR STREETS TO BE MARKED WITH SHARROWS IN BOTH DIRECTIONS.

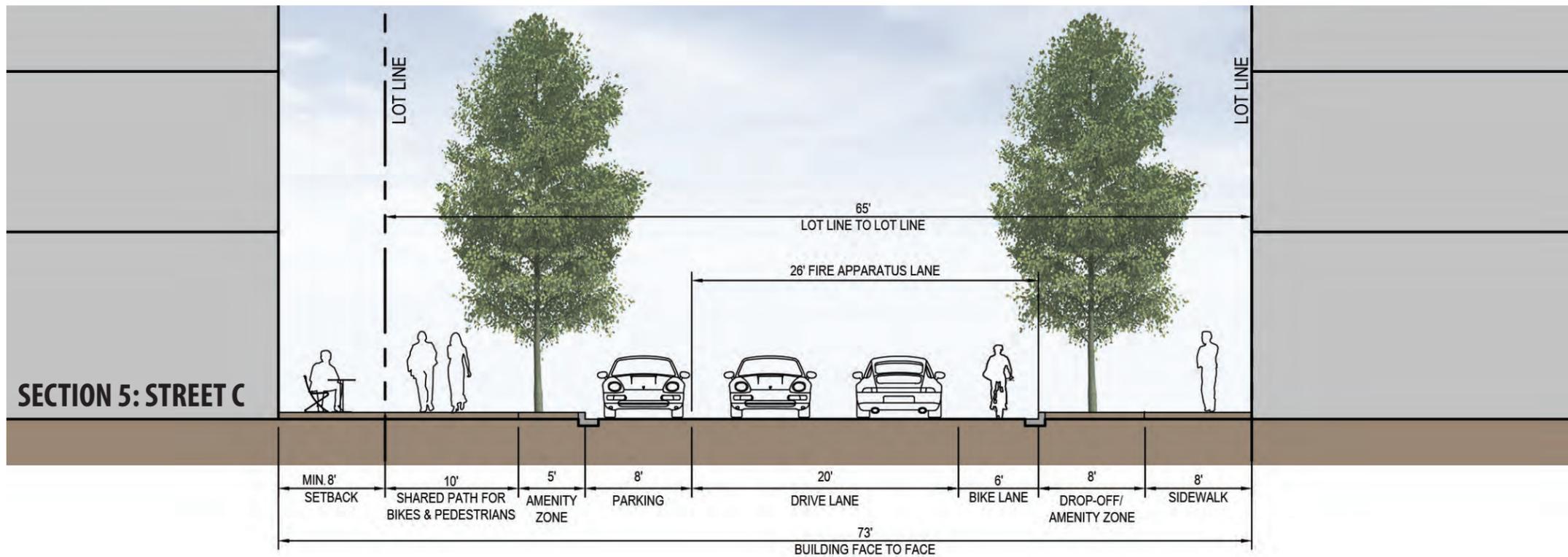
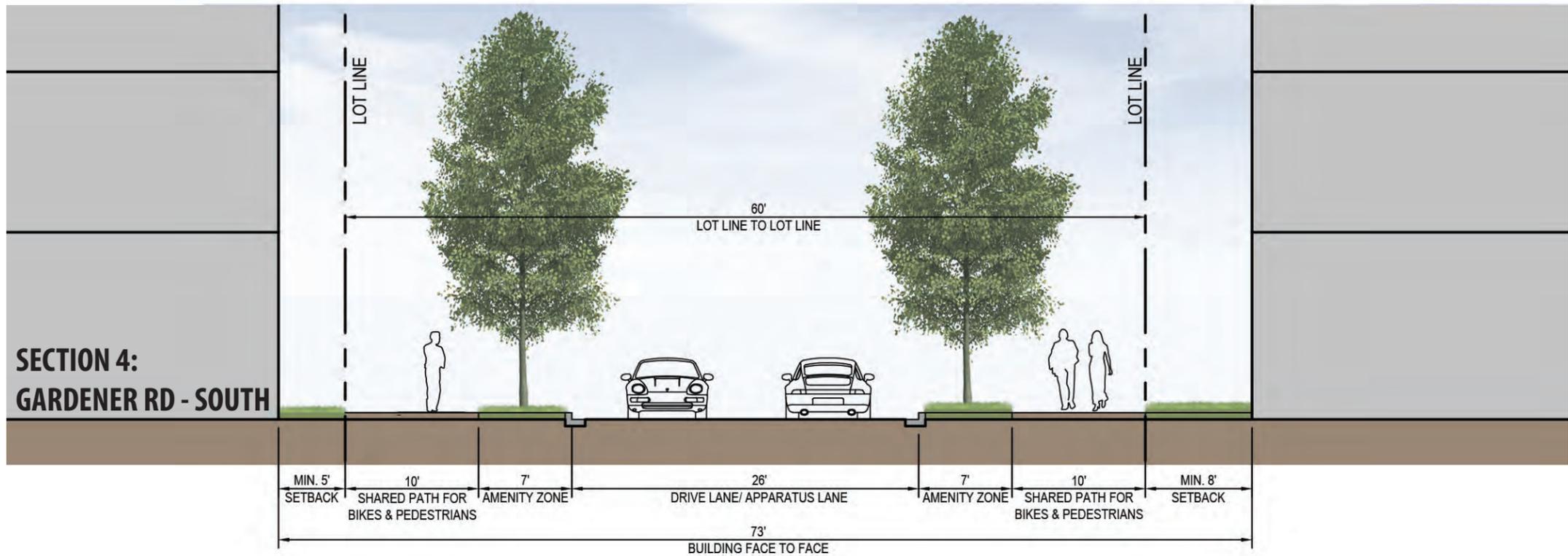
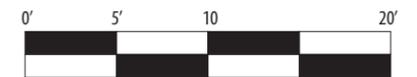
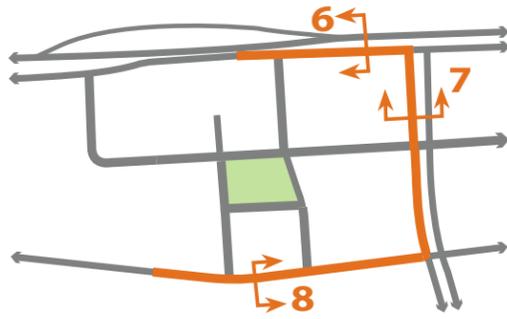


FIGURE 13E - PROPOSED STREET SECTIONS





NOTE: ALL INTERIOR STREETS TO BE MARKED WITH SHARROWS IN BOTH DIRECTIONS.

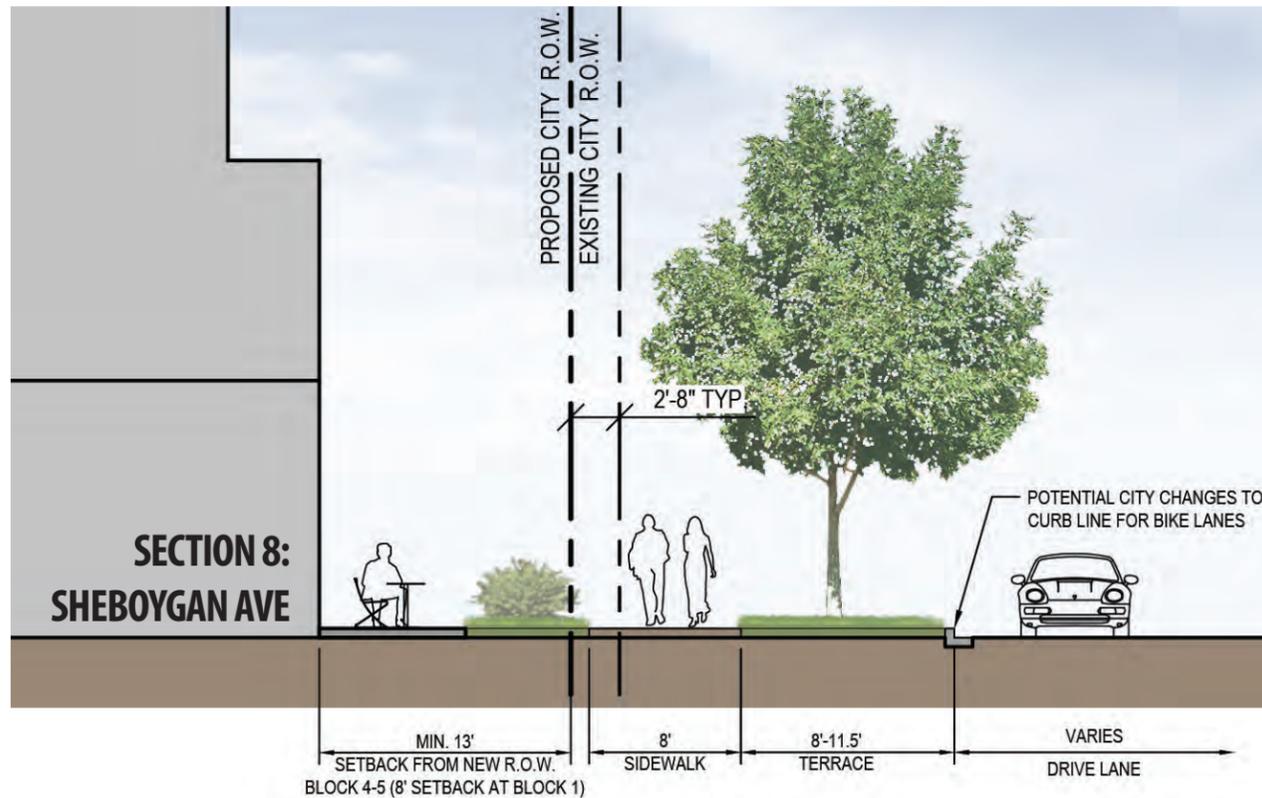
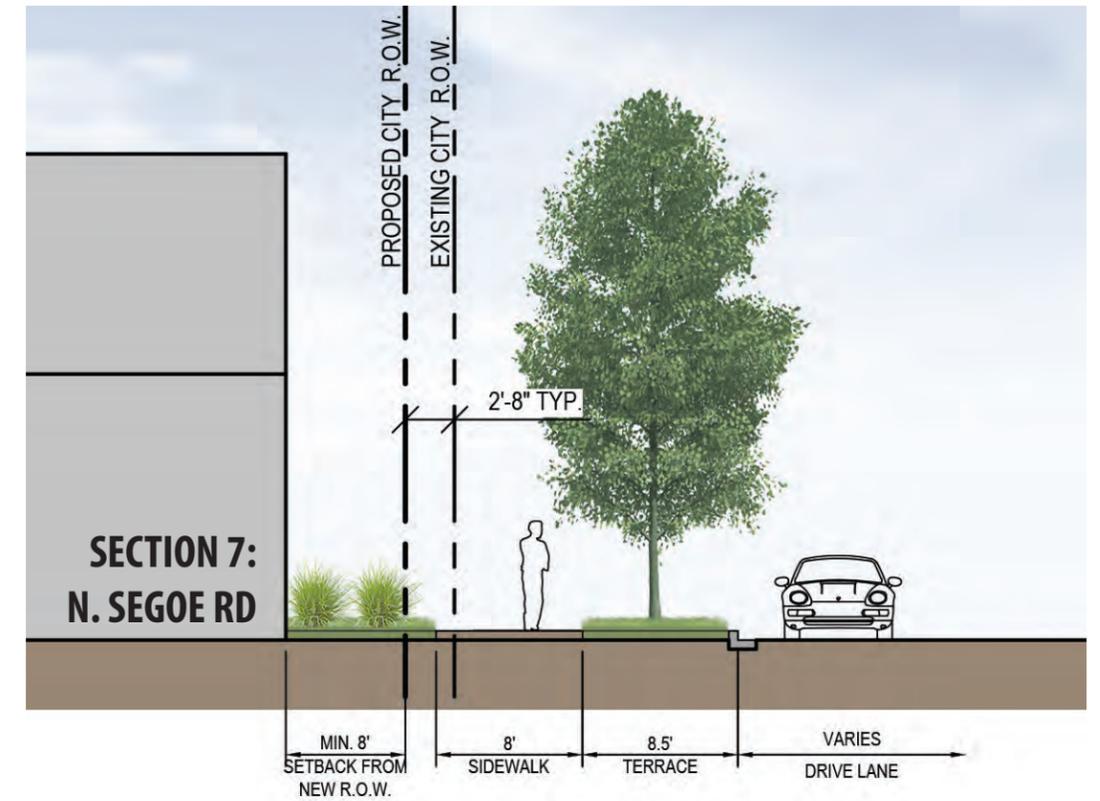
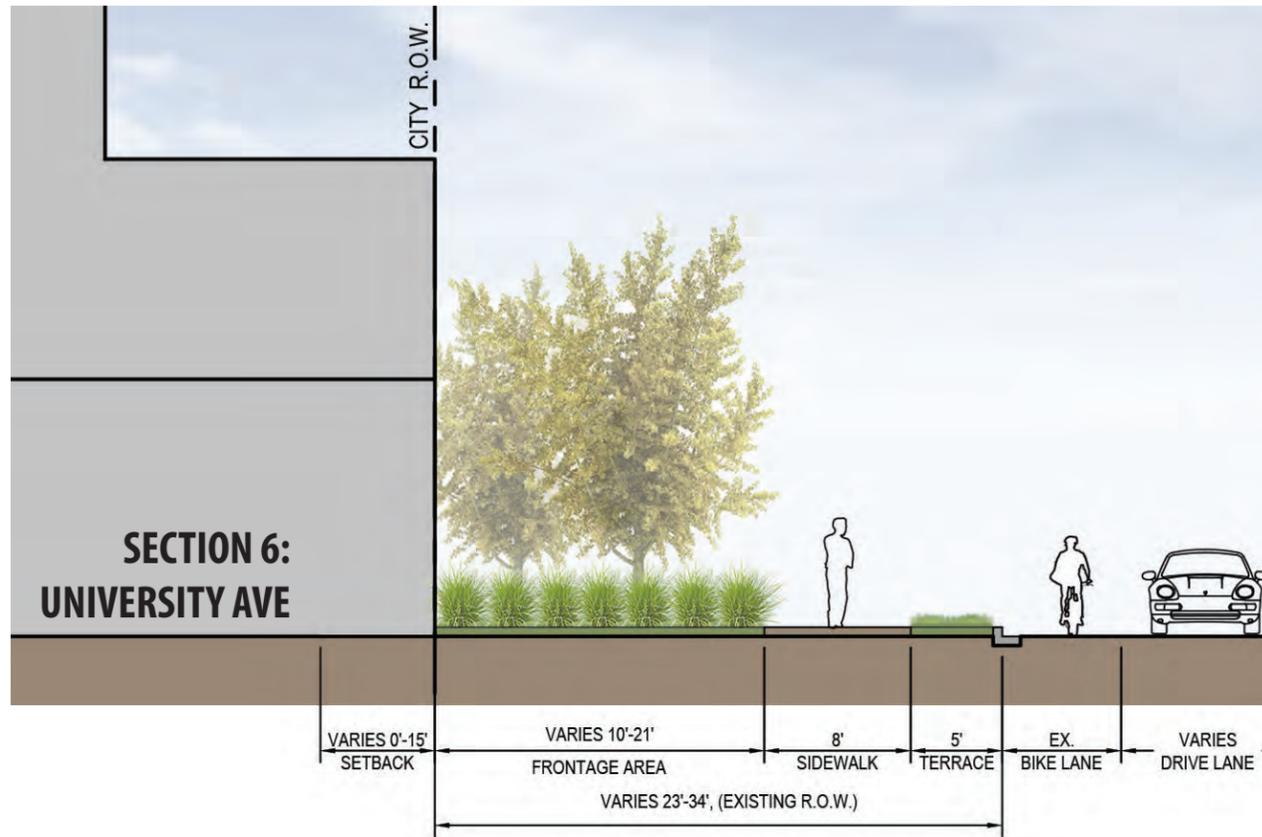


FIGURE 13F - PROPOSED STREET SECTIONS - EXTERIOR





VIEW FROM UNIVERSITY AVE AND N. SEGOE RD



VIEW FROM MADISON YARDS WAY AND N. SEGOE RD



VIEW FROM UNIVERSITY AVE AND GARDENER RD



VIEW FROM SHEBOYGAN AVE AND GARDENER RD

NOTE: POTENTIAL MASSING ONLY. DOES NOT REPRESENT FINAL ARCHITECTURE OR CONFIGURATION (WILL BE ADDRESSED IN FUTURE SIP SUBMITTALS).



VIEW OF MADISON YARDS WAY AND GARDENER RD, TOWARDS CENTRAL GREEN



VIEW OF CENTRAL GREEN, LOOKING SOUTHWEST



VIEW OF CENTRAL GREEN FLEXIBLE STREET (STREET D), LOOKING EAST

NOTE: POTENTIAL MASSING ONLY. DOES NOT REPRESENT FINAL ARCHITECTURE OR CONFIGURATION (WILL BE ADDRESSED IN FUTURE SIP SUBMITTALS).