

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 existing 20.85-acre parcel will be subdivided into seven lots including the State of Wisconsin parcel (7.07 acres) which will not be part of this rezoning. The other six lots on the remaining 13.88 acres will include five redevelopment parcels and one parcel for the private street network and central green area. 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 will be 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.

Table 1.A – Use Category Minimums

Lot	Minimum Office Area (GSF)	Minimum Retail Area (GSF)	Minimum # Residential Units	Minimum # Senior Housing Units	Minimum # Hotel Rooms
Total PD District	100,000	50,000	150	0	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 Units	Maximum # Senior Housing Units	Maximum # Hotel Rooms
Block 1	250,000	100,000	150	150	200
Block 2	100,000	100,000	0	0	225
Block 3	0	15,000	250	0	0
Block 4	0	15,000	150	0	0
Block 5	250,000	30,000	150	150	0
Central Green	0	7,500	0	0	0
Total PD District*	500,000*	250,000*	450*	150*	400*

* 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.

C. 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	3.348
Block 2	2.902
Block 3	1.201
Block 4	1.096
Block 5	1.615
Central green, plaza, sidewalks & streets	3.722
Subtotal (private)	13.88
State-retained parcel	7.07
Total	20.85

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.

D. 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.
- ii. 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 this PD are set as maximums and may or may not be ultimately achieved upon full build-out.

E. *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. Individual Block required setbacks (from the lot line) and massing step back guidelines
- v. Up to 20% of each building façade will be exempt from the maximum setbacks identified below to allow for building articulation.

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 facade
- 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 facade, 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 facade, 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 facade
- 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 facade, 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 facade, 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 facade, 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.

F. *Building Materials:*

Requirements

- i. Exterior materials shall be durable, high-quality materials and appropriate for external use.

Guidelines

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

G. *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.

H. *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.

I. 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.

J. 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
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*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.

K. *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.

L. *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.

M. 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.

N. *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

O. *Alterations and Revisions:*

No alteration or revision to this planned development district shall be permitted unless approved by the City Plan Commission, however the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the Alderperson of the district and are compatible with the concept stated in the underlying GDP and SIPs approved by the City Plan Commission.