



Vandewalle & Associates, Inc.
Madison · Milwaukee

HILL FARMS, MADISON, WISCONSIN



HILL FARMS REDEVELOPMENT GENERAL DEVELOPMENT PLAN

MAY 9, 2007 GENERAL DEVELOPMENT PLAN SUBMITTAL

ACKNOWLEDGEMENTS

State of Wisconsin

Governor Jim Doyle
State Representative Spencer Black
State Representative Teresa Berceau
State Senator Fred Risser

Department of Administration

Michael Morgan, Secretary
Robert Cramer
Peter Maternowski
Bill Peterson
Marilyn Pierce

Department of Transportation

Frank Busalacchi, Secretary
Ruben Anthony, Deputy Secretary
Brenda Brown
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Development Team

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Brian Munson

Mike Slavney

Strand Associates, Inc.

Mike Bridwell

Jeff Held

Engberg Anderson Design Partnership, Inc.

Paul Cuta

Mark Ernst

PROJECT DESCRIPTION

INTENT OF DOCUMENT:

This document summarizes components of the proposed Hill Farms/State Department of Transportation Redevelopment and requests Planned Unit Development: General Development Plan zoning review and approval pursuant to the City of Madison's Zoning Code.

ZONING REQUEST

Planned Unit Development: General Development Plan

Office Mixed Use District I

Residential Mixed Use District II

Project Name

Hill Farms Redevelopment

Project Owner

State of Wisconsin

Contacts

Applicant:

State of Wisconsin: Department of Administration
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Paul Cuta
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Approximate Development Schedule

2-22 Year Build Out

Total Parcel Size

20.95 Acres

Parcel Location

4802 Sheboygan Avenue

PIN Number

070920203018

Existing Land Use

Primary Use: Wisconsin Department of Transportation State Headquarters

Ancillary Uses: West Side Community Farmers Market, Sheboygan Avenue Community Gardens



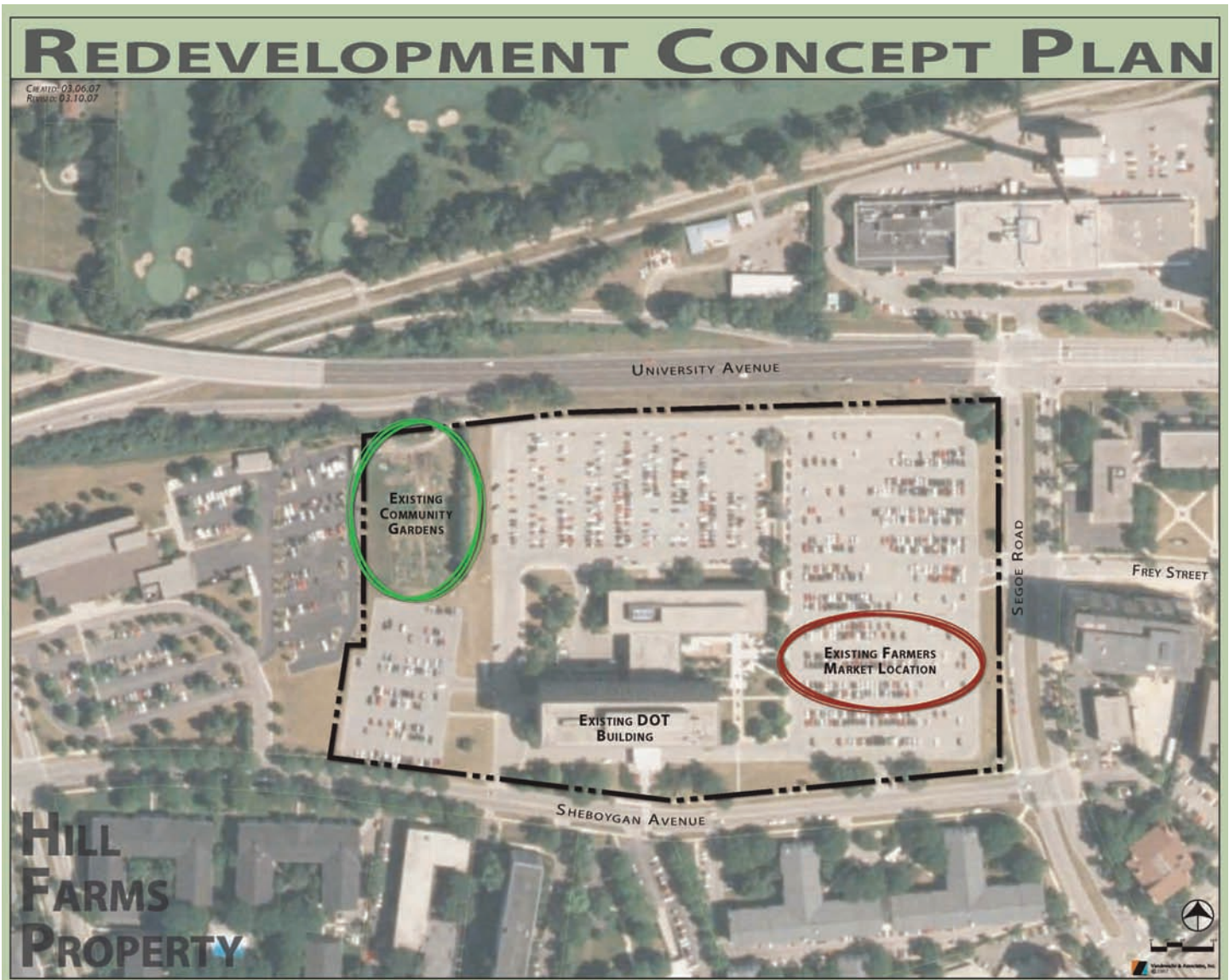
Existing Zoning

C2: General Commercial District

Existing Conditions

The primary uses located onsite include approximately 400,000 square feet of State Office facilities (State DOT Headquarters, Division of Motor Vehicles, Division of State Patrol, Others) and a large surface parking lot. Additional users of the site include The Westside Farmers Market and Sheboygan Avenue Community Garden. The farmers market utilizes the parking lot for a weekend farmers market near the intersection of Sheboygan Avenue and Segoe Road. The Sheboygan Avenue Community Garden is located on approximately .75 acres of land in the north-west corner of the site.

Access to the site includes one driveway cut onto Segoe Road at Frey Street, and three driveways along Sheboygan Avenue. Transit services along Sheboygan Avenue accent the accessibility of the site through the location of multiple bus routes along this corridor. Pedestrian access is supplied through sidewalk connections along Segoe Road and Sheboygan Avenue.



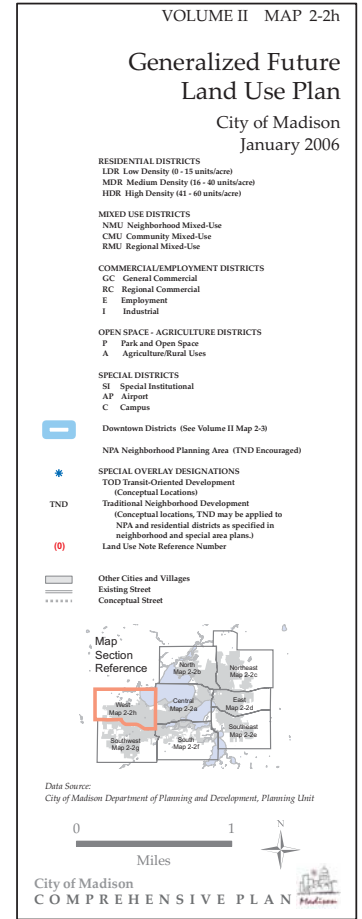
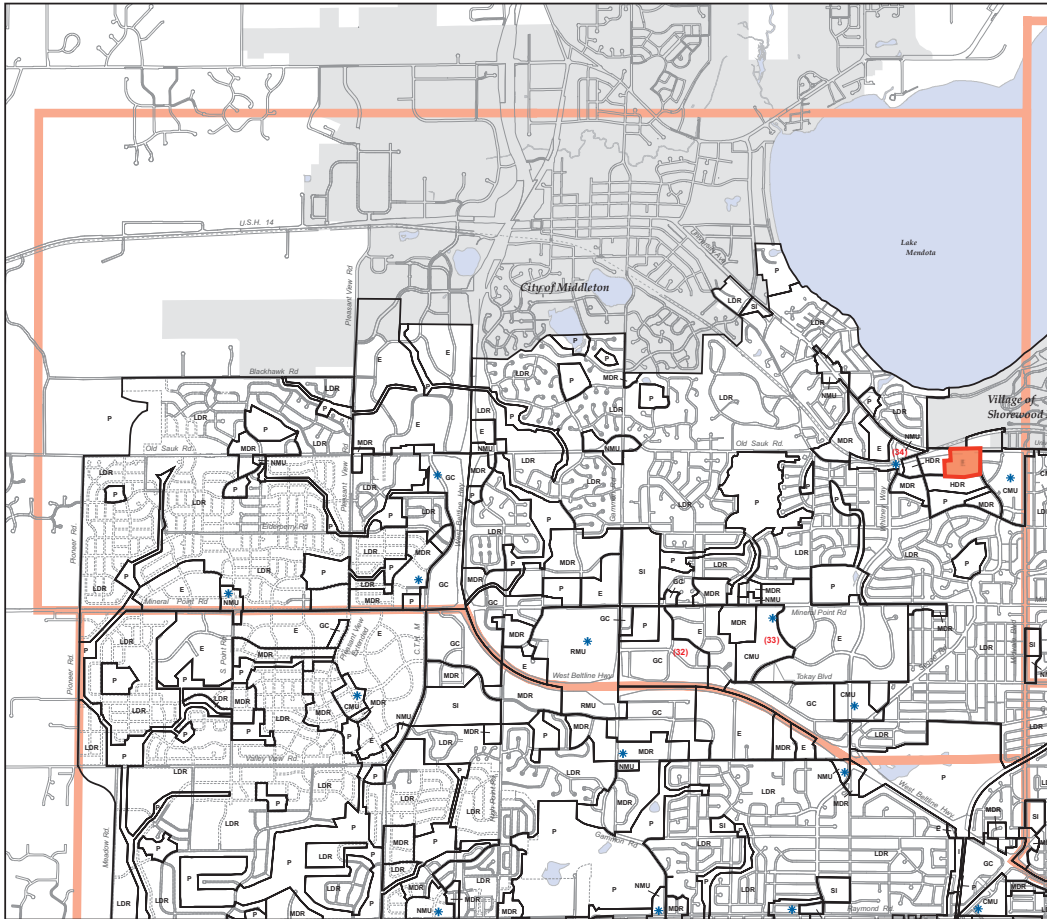
Adjacent Land Uses

- North:* Village of Shorewood Hills: Golf Course
State of Wisconsin Facilities
- East:* Hilldale Mall Regional Shopping Center
Westin Place Condominiums
Retail
Senior Housing
- South:* Multi-family Housing
- West:* Red Cross
Multi-family Housing



CONSISTENCY WITH COMPREHENSIVE PLAN:

The City of Madison Comprehensive Plan calls for employment center uses within this property, consistent with the City’s stated objective for creating and sustaining viable employment and commercial centers with a focus on redevelopment of underutilized sites. This site is also noted as a redevelopment and infill area within the plan.



LEGAL DESCRIPTION:

The following is a description of a parcel of land in part of Sections 19 and 20, T7N, R9E:

Commencing at the northwest corner of Section 28, T7N, R9E; thence south along said section line 286.8 feet; thence N 87° 12' E, 326.34 feet; thence N 81° 05' E, 165.57 feet to the point of beginning; thence continuing N 81° 05' E, 391.33 feet; thence N87° 12' E, 846.2'; thence S 1° 50' E, 725.5 feet; thence S 83° 10' W, 641.75 feet; thence N 83° 50' W, 666.3 feet; thence N 6° 24' 28" E, 220.33 feet; thence N 88° 09' 17" W, 32.76 feet; thence N 1° 50' 43" W, 408.47 feet to the point of beginning.

GENERAL PROJECT DESCRIPTION

The Hill Farms Redevelopment property is a multi-phase redevelopment initiative aimed at creating a high density employment center on Madison's near west side. The redevelopment of this underutilized parcel, facilitates a reinvestment in the State's presence on site, offers opportunities to create and retain high paying employment within the neighborhood, foster a vibrant mixed use district, create additional diversity of housing, extend a walkable pedestrian oriented street grid through the site, and address existing infrastructure & transportation needs.

GENERAL PROJECT CHARACTERISTICS:

- Urban development character
- Structured above ground and/or underground parking is required for employee parking. Limited use of surface parking may be allowed for visitor/customer parking
- Commercial/Retail/Service uses supportive of the employment district
- Diversity of use designed to foster activity within the project beyond business hours and weekdays
- Environmental sustainability encouraged throughout the site, including LEED or equivalent certifications, green roofs, clean water re-use, on-site infiltration, energy efficiency, recycled building materials, alternative energy, and coordinated storm-water management techniques
- Transportation demand management plans required for all uses within the site
- Integrated transit use and future transit facility enhancements
- Four-sided architectural design
- Active first floors with usable entrances, articulated façades and commercial, office or service uses at first floor.
- High quality architecture with durable materials and unique design
- Pedestrian oriented streetscapes and building relationships to foster alternative modes of transportation and create active walkable streets
- Facilitate pedestrian access across University Avenue linking site to regional bike path north of site
- Create permanent on-site Farmers Market
- Facilitate permanent off-site Community Gardens



PROPOSED LAND USE

Employment

Employment forms the primary role of the redevelopment district, creating a reinvestment in the state's facilities; as well as, offering significant opportunities for the location of additional public and private employment. Through the creation of an urban employment district this project seeks to utilize the proximity to the University, downtown, and diverse housing stock in the neighborhood to attract and retain high paying quality jobs.

Commercial and Service

Commercial and service uses are focused at creating opportunities for first floor locations in support of the neighborhood and office users. The creation of these facilities will be carefully guided to retain the focus on service of the employment components of the project and away from creation of regional commercial, already well represented in the neighborhood within the Hilldale Mall project.

Housing

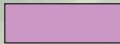


Housing within the district offers the opportunity to add further diversity to the neighborhood housing stock; as well as, creating additional night time and weekend activity within the project. The incorporation of housing within the project will be determined in response to market conditions. Office uses may be substituted in the event that insufficient market for the housing exists at time of build out.

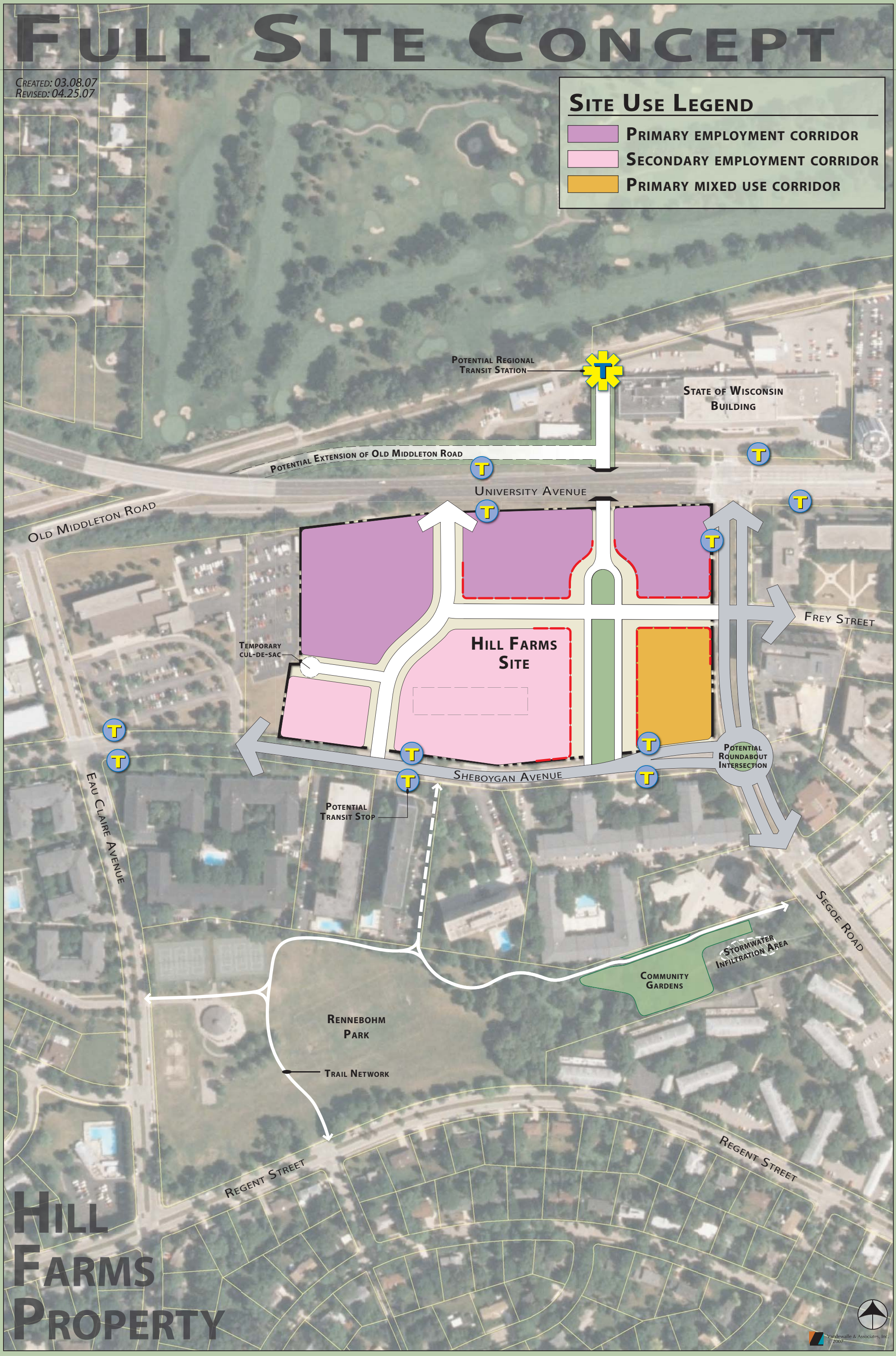


FULL SITE CONCEPT

CREATED: 03.08.07
REVISED: 04.25.07

SITE USE LEGEND

-  PRIMARY EMPLOYMENT CORRIDOR
-  SECONDARY EMPLOYMENT CORRIDOR
-  PRIMARY MIXED USE CORRIDOR



HILL FARMS PROPERTY

TRANSPORTATION

Transportation Improvements

Guided by the Traffic Impact Analysis (TIA) study, the transportation improvements are designed to create the structural improvements to accommodate the increased intensity of use on the site. Transportation improvements are detailed as part of this TIA separate study, but will be phased through the construction of the site as projects are built.

Street Network

The grid of streets within the project is designed to offer enhanced accessibility to both vehicular and pedestrian traffic. These street cross section concepts balance the need for vehicular traffic, fire department accessibility, and pedestrian/bicycle transit routes. While the specific designs will be set through the platting and subdivision improvement process, these concepts include extra width terrace/sidewalk combinations, on-street parking, bike lanes, and sufficient travel lane width to accommodate a wide range of vehicle sizes, including buses and fire trucks. The combination of the extra width pedestrian facilities/street cross sections coupled with the first floor commercial

opportunities is designed to create and foster an active walkable environment for the neighborhood and office users.

Vehicular Site Access

Site access enhancements are designed to offer additional travel routes to and from the development with a focus on moving traffic to the regional transportation network and away from the neighborhoods to the south. The intersection improvements evaluated by the TIA study include:

Frey Street/Segoe Road: Right-in-right out intersection

Sheboygan Avenue/Segoe Road: Roundabout or signalized intersection

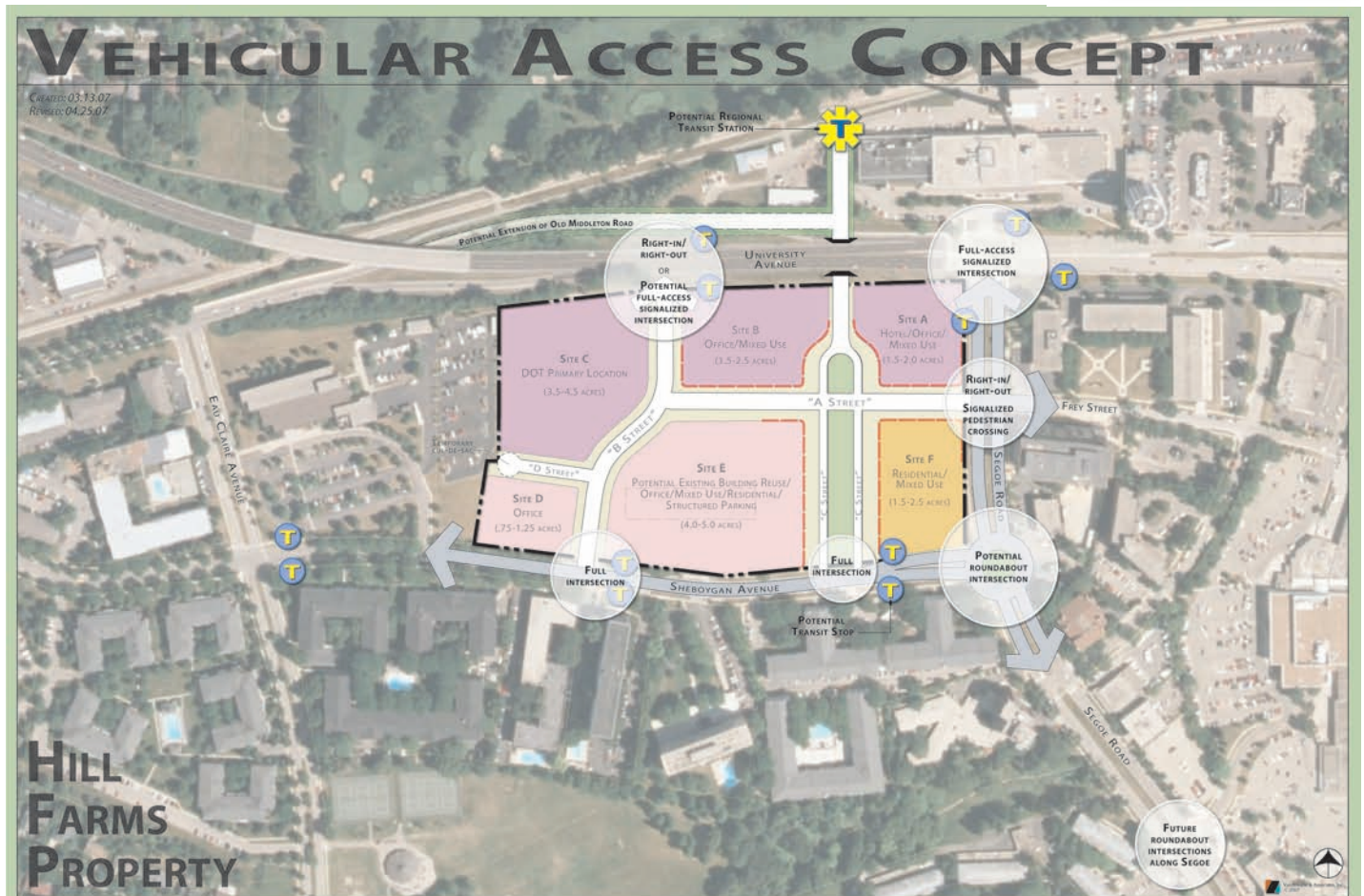
Sheboygan Avenue/"C" Street: Full intersection

Sheboygan Avenue/"B" Street: Full intersection

"D" Street Extension: Future connection to the west

"B" Street/University Avenue: Full intersection or Right-in-right out

University Avenue/Segoe Road: Potential reconfiguration as a T Intersection (removing north access driveway)



Pedestrian Site Access

Pedestrian facilities created as part of the project include:

Sidewalks along both sides of each internal street

Sidewalks along the southern frontage of University Avenue

Pedestrian cross walk enhancements at Frey/Segoe Road (per Hilldale approval)

Bike Lanes along both sides of each internal street

Potential connections to Rennebohm Park and trail connections within the park

University Avenue Pedestrian Crossing/Underpass

The project team is working with Dane County, the City of Madison, and the Village of Shorewood Hills to explore the potential for a pedestrian connection or full street underpass under University Avenue as a transportation enhancement, pedestrian connection, and access improvement to the properties north of University Avenue. The design of this connection will be finalized as part of the Final Plat submittal and will be built as part of a future phase. Additional street connections north of University Avenue will be explored as part of a future redevelopment project.

Transportation Improvement Phasing

The transportation improvements will be phased in relationship to several factors:

1.) Development Phasing

The submittal of Specific Implementation Plans within the project will trigger improvements to accommodate the increased intensity of use and access needs of the project

Phase One: ■ Relocate DOT (~500,000 square feet)

Phase Two: ■ Maximum 400,000 square feet of office OR
■ 160,000 square feet of commercial OR
■ 350 residential units OR
■ Mixed use resulting in 500 additional P.M. peak hour trips

Phase Three: ■ Build University Avenue facilities

■ remaining square feet

2.) Coordination of regional efforts

Several elements of the transportation improvements will impact the regional infrastructure and will need to be timed to minimize disruption to the overall network. Improvements on Segoe Road and University Avenue will be constructed as one unit to avoid multiple disruptions of these facilities.



Conceptual Street Configurations

The street network within the project has been developed to offer enhanced pedestrian, bicycle, and vehicular access throughout the site. Through the creation of a modified grid street system with extra width sidewalks/terraces, on-street parking, bike lanes, and travel lanes sized to accommodate vehicles ranging from cars to buses; the project's transportation facilities create and support a varied approach to access. The following conceptual cross sections are included for informational purposes and will be finalized as part of the subdivision/development agreements and plat submittals.

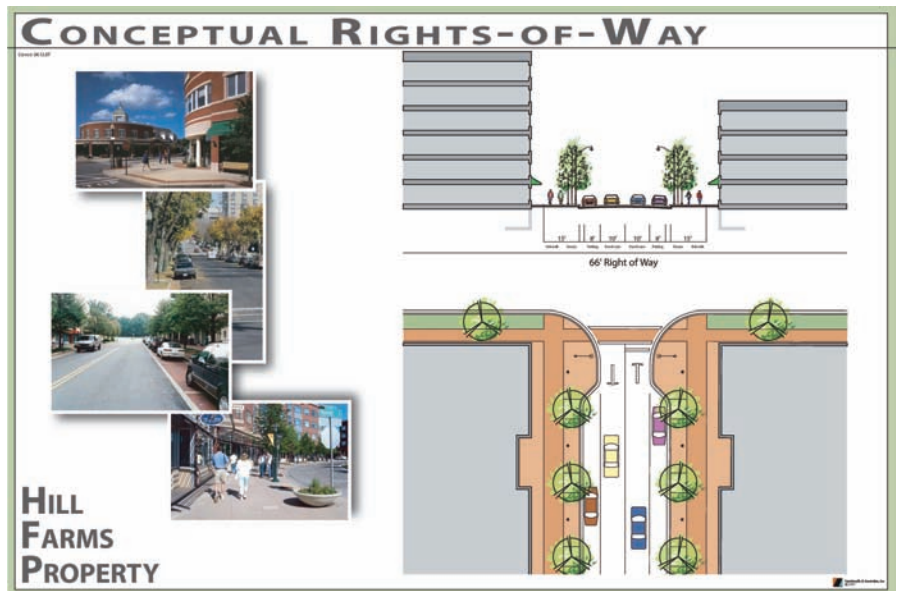
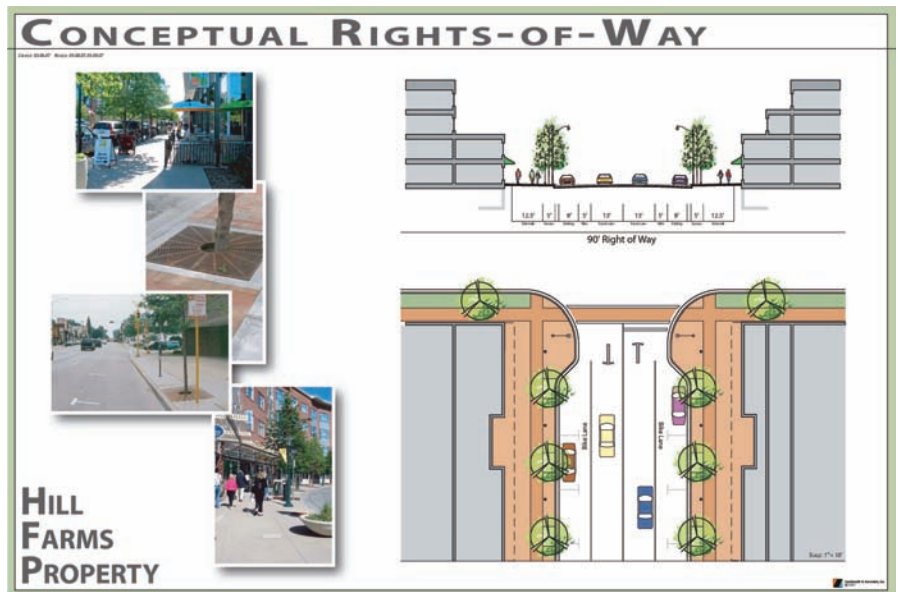
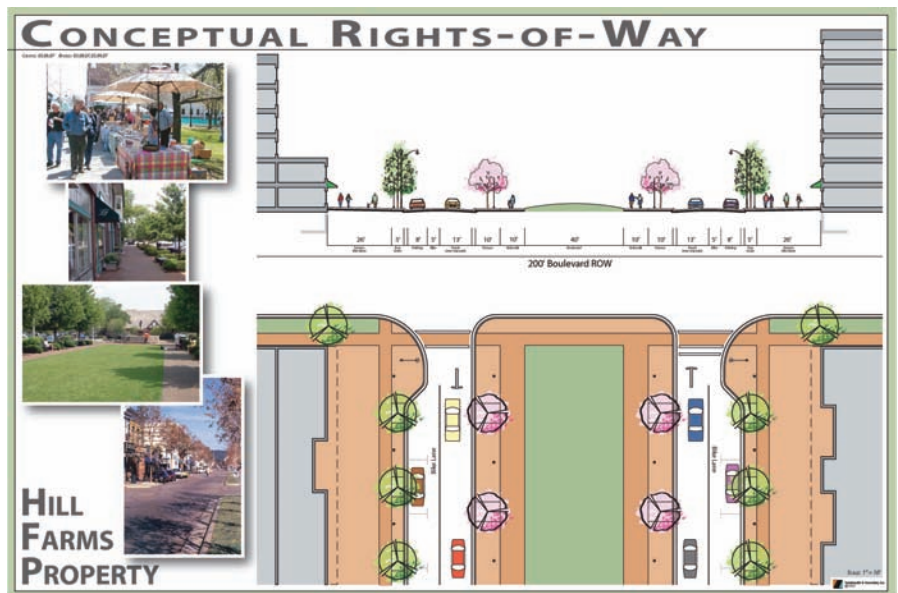
Conceptual Street Cross Sections:

“C Street”: 200' Boulevard

Frey Street: 90' ROW

“B Street”: 90' ROW

“D Street”: 66' ROW



ENVIRONMENTAL SUSTAINABILITY

Environmental sustainability forms a cornerstone of the project's character and potential. Through the integration of green architecture, innovative stormwater management, and high density redevelopment, this project aims to enhance both the on-site conditions as well as the surrounding neighborhood. While specific sustainability initiatives will be determined at the time of Specific Implementation Plan submittal, the overall goal of the project is to exceed the minimum standards whenever feasible.

Green Architecture

Green architecture will be encouraged throughout the project and includes specific recommendations for green roofs, innovative structural stormwater treatments, on-site materials recycling, sustainable products use, and energy efficiency. Specific approaches will be determined at time of Specific Implementation Plan submittal; however, the developer selection process will include incentives for development teams that bring LEED certification or equivalent environmental certification approaches as part of their response to the RFP.

Potential funding sources as cost offsets of the environmental sustainability approaches will be explored

as part of the overall Developer's Agreement and future Specific Implementation Plan submittals.

Stormwater Management

Stormwater Management requirements for the development of the site will be address on-site and may include a combination of structural storage, infiltration beds under the boulevard of "C" Street, grey water reuse, green architecture, roof top gardens, and a variety of other structural methods. Stormwater Management is being addressed through the creation of a stormwater management study and will be detailed as part of a separate document. The project will meet the stormwater requirement utilizing the methodology established by the Hilldale Redevelopment as a baseline.

Stormwater Routing

Alternative off-site routing that would shift a portion of the runoff from the Midvale watershed to the Spring Harbor watershed, or for reuse within the golf course is being explored and may be utilized as a way to address some of the regional stormwater issues, beyond what is required to be met through on-site options.



OPEN SPACE USES

The creation of a vibrant mixed use development requires careful thought and consideration to the development of open space uses within the project. The integration of open space, while preserving the urban character of the project is a careful balance that needs to recognize the adjoining activity and intensity while offering ample space for urban open space opportunities and outdoor gathering areas. The primary open space component of the site is delivered through the farmers market/boulevard area; however, this area will be accented through the development of site specific open space, as illustrated through the massing studies.

Farmers Market

The creation of a permanent open space gathering and farmers market forms a cornerstone of the outdoor activity programming within the site. The creation of the “C” street boulevard is intended to offer a location for the farmers market to operate as an amenity for the employment center and surrounding neighborhood. Final detailed plans for the creation of this space will be included as components of the Final Plat, Specific Implementation Plan, and Subdivision Improvement Plans.



FARMER'S MARKET CONCEPT

CREATED: 03.10.07

ACCESS

- STREET CLOSED TO VEHICULAR TRAFFIC DURING FARMERS MARKET
- STREET OPEN TO VENDORS TRAFFIC
- VENDOR PARKING ALONG STREETS
- VENDOR/CUSTOMER PARKING IN ADJACENT PARKING STRUCTURES
- ENHANCED PEDESTRIAN AND BICYCLE ACCESS/CIRCULATION
- FIRE LANE ALONG BUILDINGS

TRANSIT OPTIONS

- CONVENIENT TO BUS LINES AND MULTIPLE STOPS NEARBY
- POTENTIAL CONNECTION TO NEARBY TRANSIT STATION
- CONNECTED TO LOCAL BIKE AND PEDESTRIAN ROUTES

BIKE/PED FRIENDLY

- ONE WAY BICYCLE LANES BETWEEN PARKING AND DRIVE
- TRAFFIC CALMING LAYOUT
- BUMPOUTS AND ENHANCED CROSSWALKS PROVIDE SAFE ROUTES FOR PEDESTRIANS

VENDORS' STALLS

- 20'x10' AVERAGE STALL SIZE, NOT INCLUDING VENDOR PARKING AREA
- POTENTIAL FOR 40-120 STALLS DEPENDING ON LAYOUT
- BOULEVARD LAYOUT PROVIDES FLEXIBLE OPTIONS FOR MARKET EXPANSION AND ACCESS

OPEN SPACE CHARACTER

- FORMALLY DESIGNED PUBLIC GREEN SPACE WITH MULTIPLE CIRCULATION ROUTES FOR PEDESTRIANS
- PASSIVE RECREATION SPACES, SHADE TREES, ORNAMENTAL VEGETATION, FOUNTAIN, SCULPTURE, ETC.

BUILDING USE

- FIRST FLOORS OF BUILDING FRONTAGE ON THE BOULEVARD WILL BE RETAIL COMMERCIAL/MIXED USE
- FRONTAGE USES WILL ENHANCE ACTIVITY AND PUBLIC PRESENCE TO CREATED SAFE, VISIBLE SPACES

HILL FARMS PROPERTY

Community Gardens

The relocation of the community gardens from the Hill Farms site, to the proposed Rennebohm park location was selected after careful consideration of the impacts and opportunities of the site development. The conflict between high density employment buildings, enhanced on-site activity, and construction impacts for the next 15–20 years; coupled with the economic implications of keeping the gardens on-site, led the design team to explore options for the creation of the off-site proposal.

The close proximity and the ability to create a garden space out of stormwater management space without impacting the stormwater management or the feasibility of the garden; identified the eastern portion of Rennebohm Park as the preferred location. This site met the Garden's goal of remaining in an accessible location within a half mile of the current site, created an area for the garden without impacting the active use area of the park, and also followed the City of Madison Comprehensive Plan's recommendations to preserve existing community gardens and creating permanent community gardens on city-owned land or in City parks where possible.

The conceptual layout of the garden space offers the opportunity for the development to create a platform gardening area with a trail access, off-street parking, solar access, raised handicapped garden opportunities, dedicated water service, storage, and gathering areas.

While this concept plan appears to meet the goals of the project, garden, and city; additional discussions with affected groups, development of detailed construction plans and cost sharing agreements will be necessary well in advance of any disruption of the garden. Any Specific Implementation Plan submittal that impacts the community garden's current location will be required to have a finalized location, implementation plan and funding agreements prior to approval of the Specific Implementation Plan. Timing of construction should be coordinated to minimize disruption of the garden operations and to maintain continuity of the garden operations.



GARDEN LOCATION ANALYSIS

CREATED: 03.26.07
REVISED: 04.05.07

REDEVELOPMENT CONCEPT PLAN



EXISTING LOCATION

- ~0.75 ACRES
- 60 FULL PLOTS
- OWNED BY STATE
- ANNUAL RENEWAL REQUIRED



RENNEBOHM PARK ENHANCEMENT CONCEPT

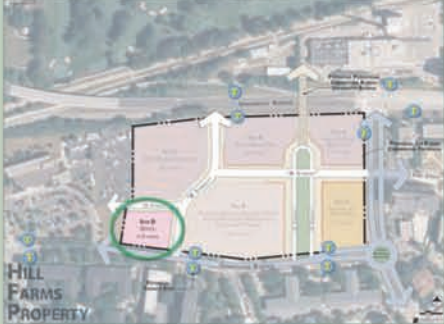


RENNEBOHM PARK LOCATION

- 1.3 ACRES
- STORMWATER/GARDEN
- ~\$1,000,000 COST (BY DEVELOPMENT)
- OWNED BY CITY



REDEVELOPMENT CONCEPT PLAN



ON-SITE LOCATION

- 1.0 ACRES
- STORMWATER/GARDEN
- ~\$600,000 LAND VALUATION
- ~\$150,000 COST
- ~\$45,000,000 OPPORTUNITY COST
- ~400 JOBS RELOCATED
- DEDICATED TO CITY



HILL FARMS PROPERTY



ALTERNATIVE COMMUNITY GARDENS LOCATIONS

CREATED: 04.06.07

SKYVIEW PARK

- Neighborhood park, partially wooded with some steep slopes
- Limited street access
- 5.0 acres

SPRING HARBOR BEACH

- Parking and beach access
- 1.4 acres

SPRING HARBOR MIDDLE SCHOOL

- Active playground and athletic fields

SPRING HARBOR PARK

- Heavily wooded with areas of steep slopes
- 7.3 acres

INDIAN HILLS PARK

- Small active recreation neighborhood park
- Street access limited to north
- 2.5 acres

KETTLE POND PARK

- Wooded with steep slopes and pond
- 8.2 acres

OWEN PARK

- Large conservation park
- Wooded and prairie restoration areas
- 93 acres

BORDNER PARK

- Active recreation neighborhood park
- Stormwater management
- 5.9 acres

GLEN OAK HILLS PARK

- Entirely wooded steep slopes
- Stormwater conveyance
- 7.7 acres

CURRENT COMMUNITY GARDENS LOCATION

HILL FARMS SITE

RENNEBOHM PARK

- Combination of active and passive recreation
- Limited trees
- 20.1 acres

LUCIA CREST PARK

- Active recreation neighborhood park
- 4.1 acres

QUARRY PARK

- Heavily wooded with steep slopes
- 16.6 acres

HOYT PARK

- Quiet and wooded with areas of open lawn and steep slopes
- 27 acres

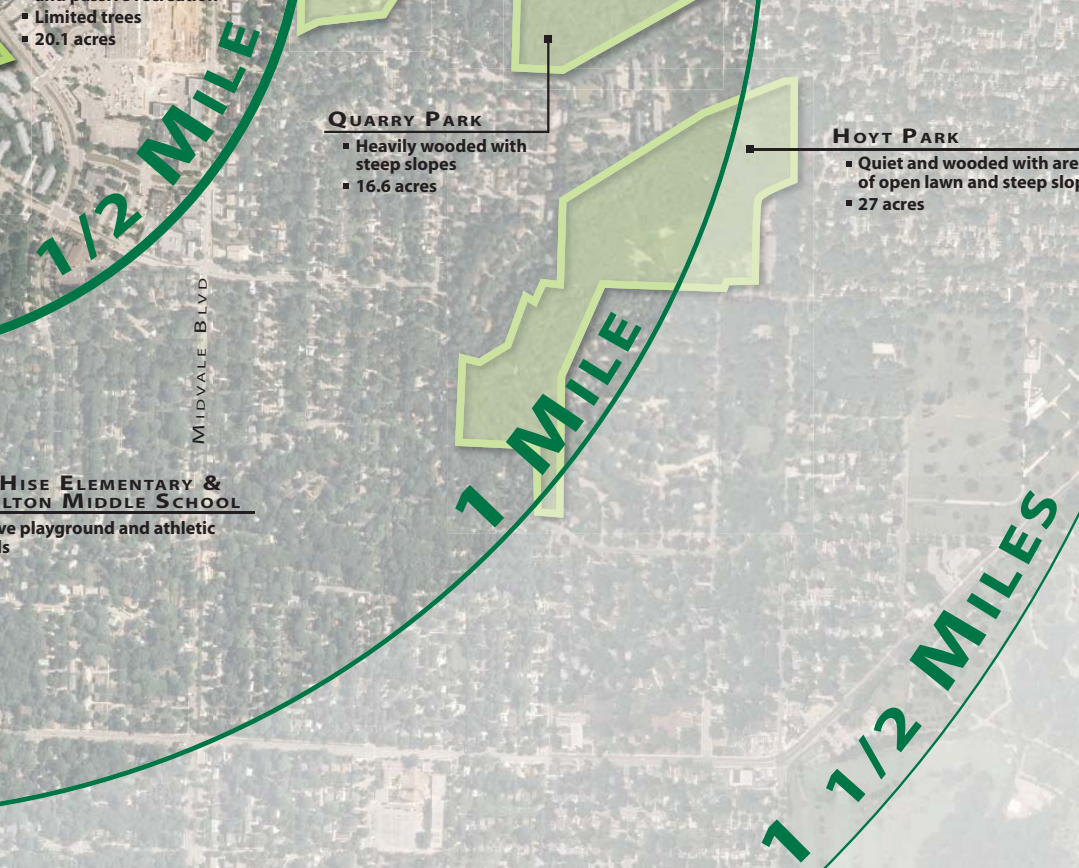
GARNER PARK

- Highly programmed park
- Areas of active recreation, wooded steep slopes and stormwater
- 36.6 acres

VAN HISE ELEMENTARY & HAMILTON MIDDLE SCHOOL

- Active playground and athletic fields

HILL FARMS PROPERTY



UNIVERSITY COMMUNITY GARDENS

SHOREWOOD COMMUNITY GARDENS

JOYCE COMMUNITY GARDENS

MIDVALE COMMUNITY GARDENS

COMMUNITY GARDENS CONCEPT PLAN

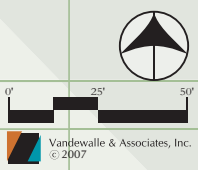
CREATED: 03.06.07
REVISED: 04.24.07



HILL FARMS PROPERTY

Community Garden Plots

Plot Type	Number
400 sq ft ~ (20' x 20')	80
250 sq ft ~ (16' x 16')	5
150 sq ft ~ (6' x 25') (Raised Handicap Accessible Plots)	6
75+ sq ft ~ (4' x 20') (Terraced & Raised Handicap Accessible Plots)	20
TOTAL	111



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CONCEPTUAL SITE DEVELOPMENT PLAN

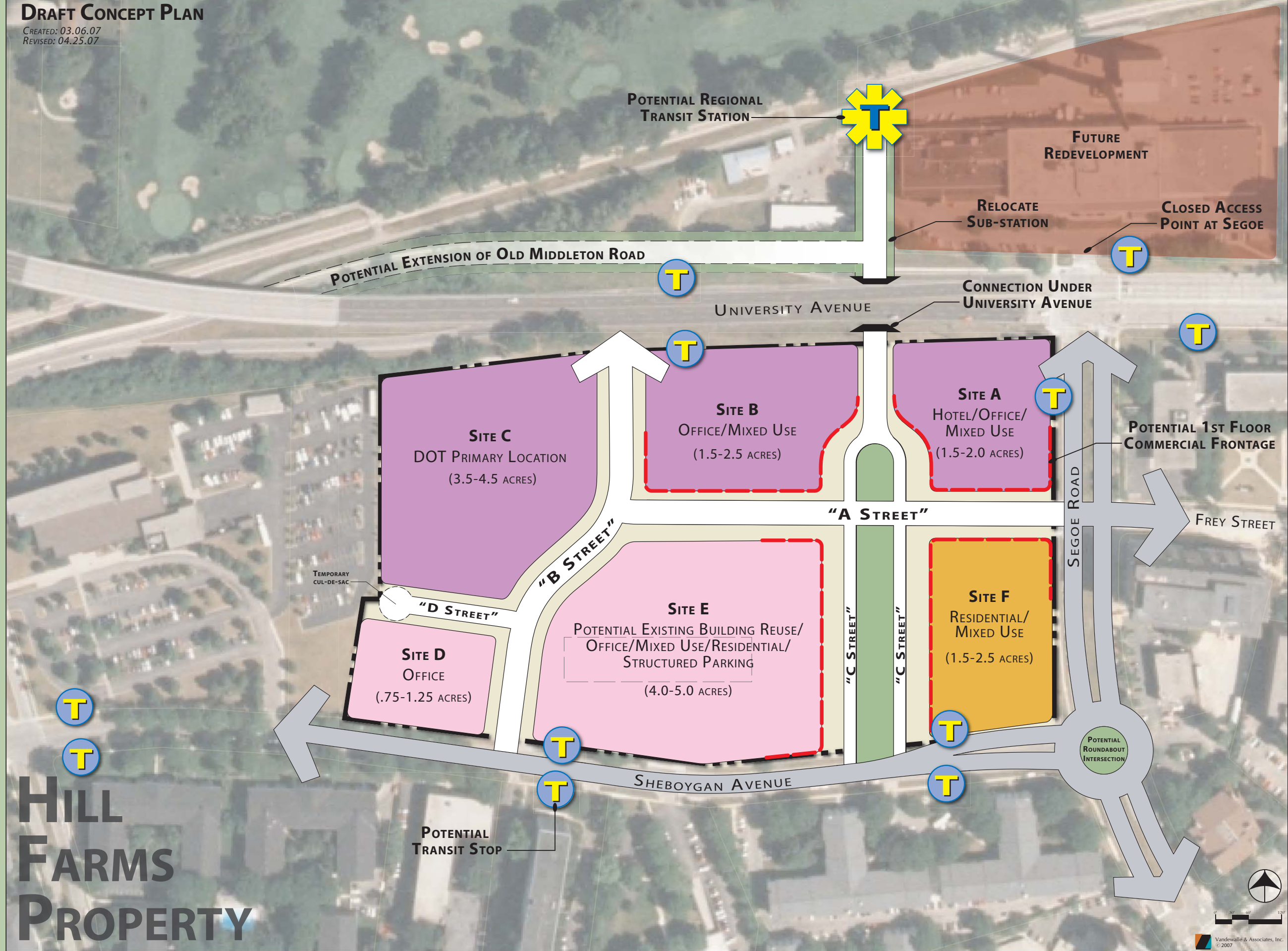
The following Conceptual Site Development Plan is intended to show a potential arrangement of buildings and parking uses within the districts, so as to illustrate the intent of the Zoning Text. The final configuration of buildings, lots, roads, and parking will be subject to change and will be set as a component of each site's Specific Implementation Plan. The final lot configurations will be set as a component of the Preliminary Plan and Final Plat submittals.



REDEVELOPMENT CONCEPT PLAN

DRAFT CONCEPT PLAN

CREATED: 03.06.07
REVISED: 04.25.07



HILL FARMS PROPERTY

REDEVELOPMENT DISTRICT PLAN

CREATED: 03.10.07
REVISED: 05.08.07

UNIVERSITY AVENUE EMPLOYMENT DISTRICT

SITE A: HOTEL/MIXED USE

- HOTEL/CONFERENCE CENTER/OFFICE USES
- 1ST FLOOR COMMERCIAL OPTIONAL
- STRUCTURED/UNDERGROUND PARKING REQUIRED
- HEIGHT: 8-10 STORIES
- OFFICE SQUARE FOOTAGE: 225,000 SF
- RETAIL SQUARE FOOTAGE: 30,000 SF
- RESIDENTIAL UNITS: ---

SITE B: OFFICE/MIXED USE

- OFFICE/RESEARCH/MEDICAL USES
- 1ST FLOOR COMMERCIAL OPTIONAL
- STRUCTURED/UNDERGROUND PARKING REQUIRED
- HEIGHT: 8-20 STORIES
- OFFICE SQUARE FOOTAGE: 325,000 SF
- RETAIL SQUARE FOOTAGE: 30,000 SF
- RESIDENTIAL UNITS: ---

SITE C: OFFICE/STATE DOT HEADQUARTERS

- OFFICE USES
- STRUCTURED/UNDERGROUND PARKING REQUIRED
- POTENTIAL CONNECTION TO WESTERN PROPERTY LINE
- COORDINATED ACCESS WITH SITE D
- HEIGHT: 10-20 STORIES
- OFFICE SQUARE FOOTAGE: 600,000 SF
- RETAIL SQUARE FOOTAGE: 10,000 SF
- RESIDENTIAL UNITS: ---

SITE D: OFFICE

- OFFICE USES
- STRUCTURED/UNDERGROUND PARKING REQUIRED
- POTENTIAL CONNECTION TO WESTERN PROPERTY LINE
- COORDINATED ACCESS WITH SITE C
- HEIGHT: 4-8 STORIES
- OFFICE SQUARE FOOTAGE: 100,000 SF
- RETAIL SQUARE FOOTAGE: ---
- RESIDENTIAL UNITS: ---

SITE E: EXISTING BUILDING RE-USE

- OFFICE/RESIDENTIAL/MIXED USES
- EXPLORE POTENTIAL RE-USE OF EXISTING BUILDING
- MIXED RESIDENTIAL/1ST FLOOR COMMERCIAL ALONG "C STREET"
- POTENTIAL FOR RESIDENTIAL ALONG SHEBOYGAN IF EXISTING BUILDING IS REMOVED
- STRUCTURED/UNDERGROUND PARKING REQUIRED
- PUBLIC PARKING FOR FARMERS MARKET
- COORDINATE TRANSIT OPPORTUNITIES
- HEIGHT: 4-10 STORIES
- OFFICE SQUARE FOOTAGE: 450,000 SF
- RETAIL SQUARE FOOTAGE: 30,000 SF
- RESIDENTIAL UNITS: 0-50 UNITS



HILL
FARMS
PROPERTY

REDEVELOPMENT DISTRICT PLAN

SEGOE/SHEBOYGAN AVENUE MIXED-USE DISTRICT

CREATED: 03.10.07
REVISED: 04.25.07

SITE F: RESIDENTIAL/MIXED USE/OFFICE

- RESIDENTIAL/OFFICE/MIXED USES
- 1ST FLOOR COMMERCIAL REQUIRED
- UPPER FLOORS RESIDENTIAL OR OFFICE
- STRUCTURED/UNDERGROUND PARKING REQUIRED

- HEIGHT: 6-8 STORIES
- OFFICE SQUARE FOOTAGE: ---
- RETAIL SQUARE FOOTAGE: 40,000 SF
- RESIDENTIAL UNITS: 0-300 UNITS



HILL FARMS PROPERTY

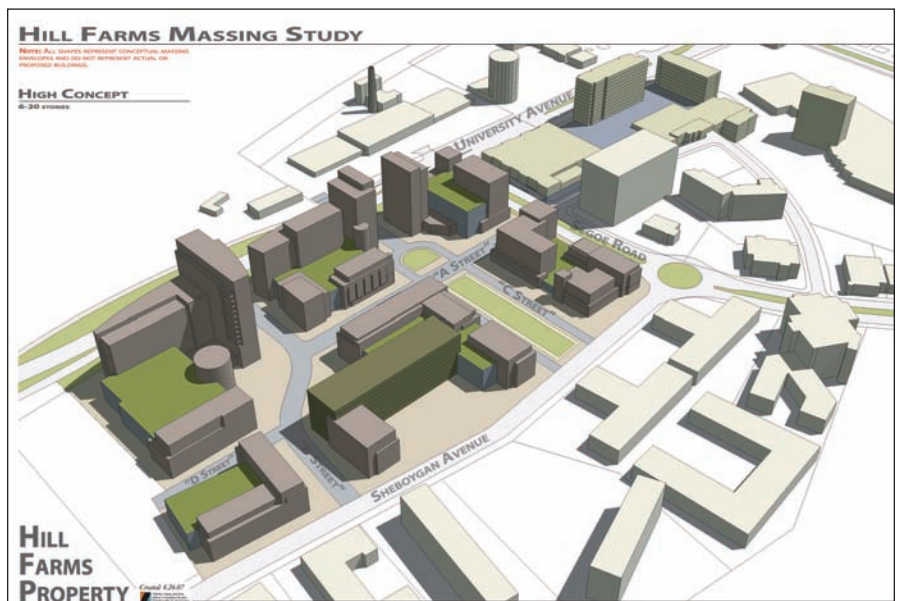
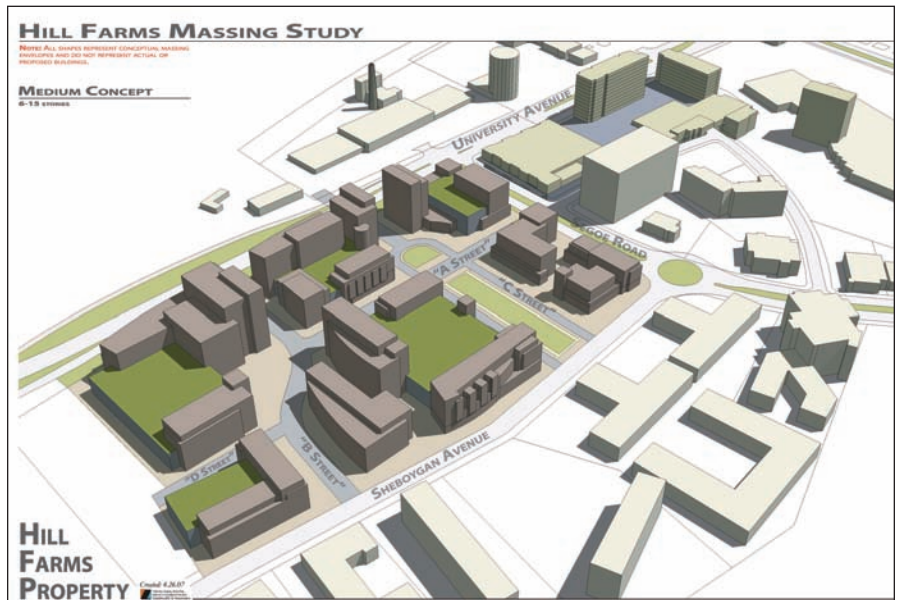
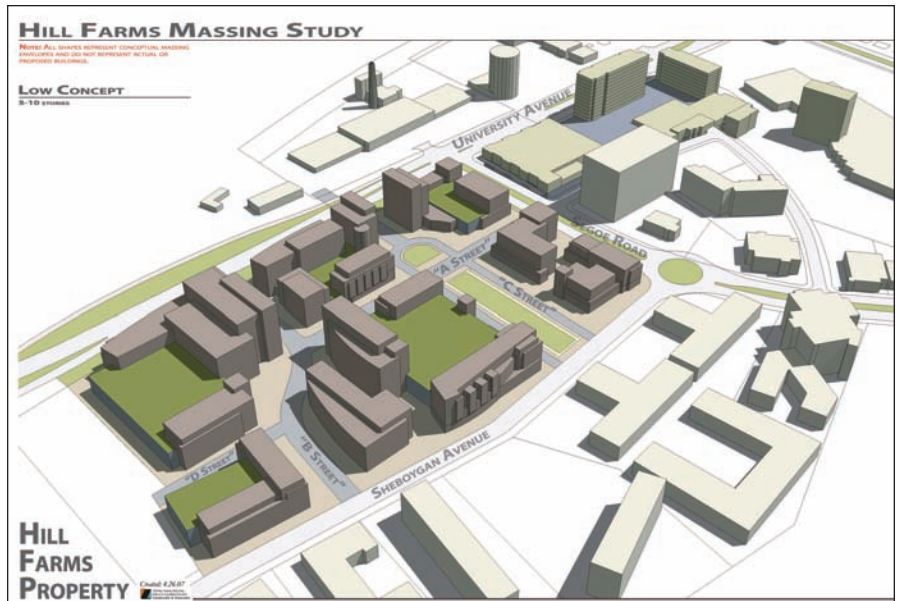
MASSING

The development of the height and massing of the site will be finalized as part of the Specific Implementation Plan submittals; however, the following massing studies highlight the underlying goal of stepping the project heights in response to the surrounding context. The development plan is designed to place the largest buildings along University Avenue with lower height structures along Sheboygan Avenue. This approach offers the ability to incorporate higher density uses along the regional infrastructure while transitioning within the site to reflect the scale and massing of the adjoining uses.

These massing studies are conceptual in nature and illustrate the potential building placements, masses, heights, and configurations; and as such are subject to change as part the development of the Specific Implementation Plans.

CONCEPTUAL PHASING

The project will be developed over the course of several phases spanning the next 2-20 years, depending on market conditions and demand. Future phases will be determined based on market demand and will include the infrastructure needs for the development of each site's use needs.



REDEVELOPMENT PHASING PLAN

CREATED: 05.07.07

PROJECT PHASING PLAN

PHASE 1:

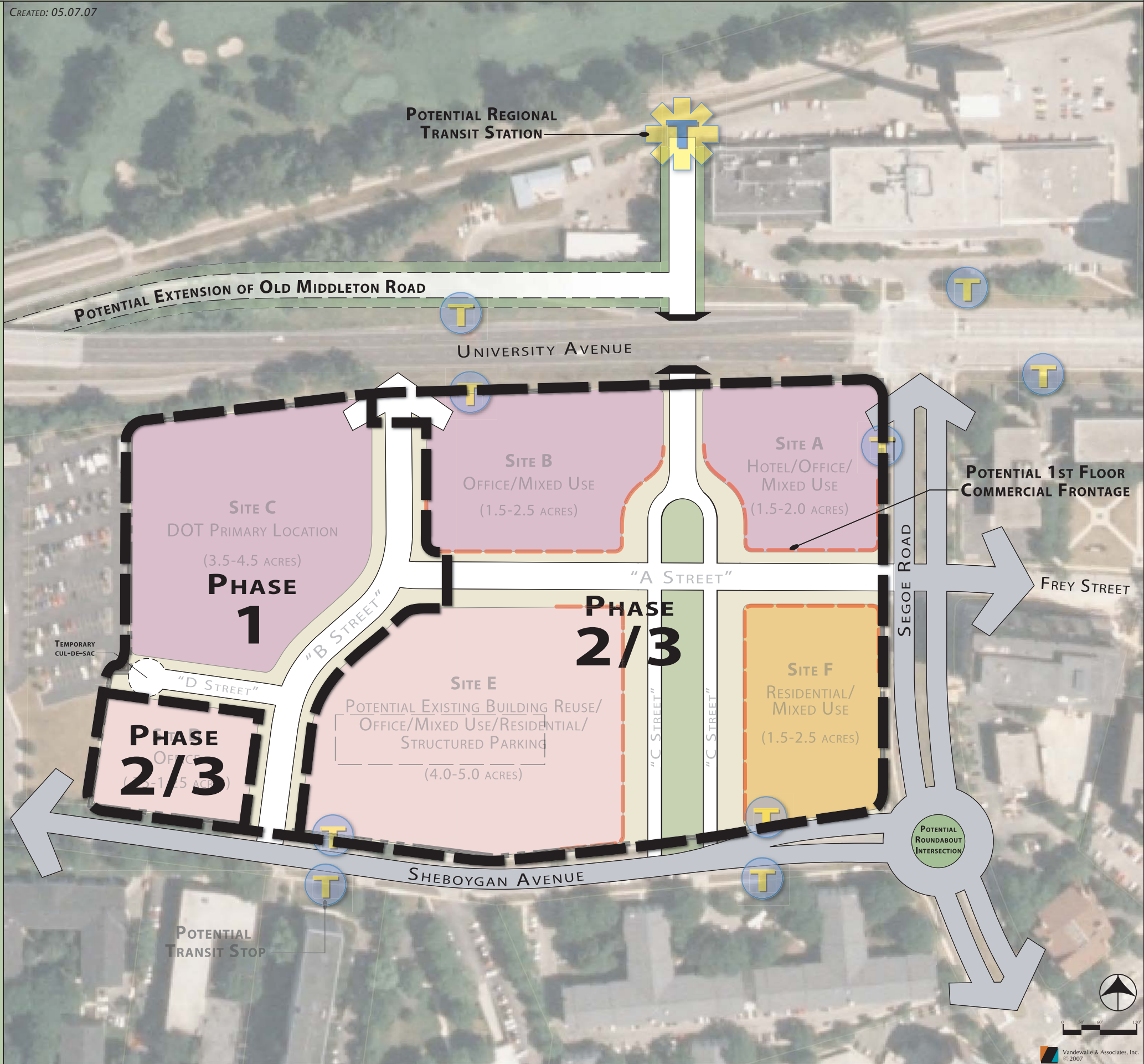
- RELOCATE DOT FACILITY (~500,000 SF)
- CONSTRUCT INFRASTRUCTURE NEEDED TO SUPPORT DOT SITE

PHASE 2:

- LOCATION/USE TO BE DETERMINED
- MAXIMUM 400,000 SF OFFICE OR, 160,000 SF COMMERCIAL OR, COMBINATION OF OFFICE/COMMERCIAL/RESIDENTIAL

PHASE 3:

- REMAINING SITES AND POST-CONSTRUCTION OF UNIVERSITY AVENUE FACILITIES



HILL FARMS PROPERTY

LAND USE PROJECTIONS

Hillfarms Development Summary					
Redevelopment Concept Plan					
	Net Site Acreage	Floors	Office Square Footage	Maximum Retail Square Footage	Residential Units
Office Mixed Use	13.5	4-20	1,600,000	100,000	50
A Site: Hotel/Office/ Mixed Use					
First Floor Commercial		1		30,000 sf	
Upper Floor Office/Hotel		7-9	225,000 sf		
A Total	1.5-2.0	4-10	225,000 sf	30,000 sf	0 units
B Site: Office/ Mixed Use					
First Floor Commercial		1		30,000 sf	
Upper Floor Office		10-20	325,000 sf		
B Total	1.5-2.5	4-20	325,000 sf	30,000 sf	0 units
C Site: DOT Primary Location/Office					
First Floor Commercial		1		10,000 sf	
Office		10-20	600,000 sf		
C Total	3.5-4.5	4-20	600,000 sf	10,000 sf	0 units
D Site: Office					
Upper Floor Office		6-10	100,000 sf		
D Total	.75-1.25	4-10	100,000 sf	00 sf	0 units
E Site: Existing Building Reuse/Office/Residential/Mixed Use/Structured Parking					
Office/Residential Mixed Use		10	350,000 sf		
Structured Parking		6-8			
First Floor Commercial		1		30,000 sf	
Liner Residential Units		5-6			50
E Total	4.0-5.0	4-10	350,000 sf	30,000 sf	50 units
Residential Mixed Use	2.0	4-10	00 sf	40,000 sf	300 units
F Site: Residential Mixed Use					
First Floor Commercial		1		40,000 sf	
Upper Floor Residential		7-9			300
F Total	1.5-2.5	4-10	00 sf	40,000 sf	300 units
Rights of Way	6.4				
Option One Total	Square Footage				
Office	1,600,000 sf				
Retail	140,000 sf				
Residential	350 units				

Vandewalle & Associates

5/8/07



PLANNED UNIT DEVELOPMENT: GENERAL DEVELOPMENT PLAN



ZONING TEXT

The following districts detail the uses and yard requirements for the zoning districts within the neighborhood.

Note: Graphics contained herein are for reference purposes only and do not supercede the text information.



DISTRICT 1: EMPLOYMENT MIXED USE

Description

The Employment Mixed Use district forms the primary land use district within the development. Designed to accommodate a range of high density employment/office uses this district delivers the jobs creation base for the project and includes the potential for a wide range of uses including: office/employment, state facilities, State Department of Transportation Headquarters, research facilities, first floor support retail, and hotel opportunities.

General Site Characteristics

- Urban building context
- First floor retail opportunities
- Structured and underground parking required
- Green architecture and site design encouraged
- Pedestrian oriented building placement and design

Primary Use

Office/Employment

Secondary Use

First floor retail

Residential (Site E only)

Optional hotel use (Site A only)

Lot Area

Total Lot Area13.5 acres

Minimum Lot Areavaries
(will be set in Specific Implementation Plan)

Floor Area Ratio

Minimum Floor Area Ratiovaries
(will be set in Specific Implementation Plan)

Maximum Floor Area Ratiovaries
(will be set in Specific Implementation Plan)

Building Setbacks/ Yard Requirements

Minimum Setback Sheboygan Ave.15 feet

Minimum Setback University Ave.10 feet

Minimum Setback Segoe Road10 feet

Minimum Setback from Western Property Line
(Red Cross)15 feet

Minimum Front Yard Setback0 feet

Maximum Front Yard Setbackvaries
(will be set in Specific Implementation Plan)

Minimum Side Yard Setback0 feet

Minimum Corner Lot

Side Yard Setback0 feet

Minimum Rear Yard Setback0 feet

Minimum Building Separation0 feet
(with all applicable building code requirements)

Minimum Paved Setback0 feet

Maximum ISR1.0

Usable Open Spacevaries
(will be set in Specific Implementation Plan)

District Requirements

Minimum Building Height4 floors
(will be set in Specific Implementation Plan)

Maximum Building Heightvaries
(see subdistrict descriptions)

Maximum Square Footage:
Office1.6 million square feet

Maximum Square Footage:
Retail100,000 square feet

Maximum Retail User . . .10,000 square feet/user

Individual retail establishments shall not occupy a floor area greater than 10,000 square feet of the commercial allocation for each site. Retail uses associated with a hotel or hotel support services are excluded.

Minimum Dwelling Unit Count0

Maximum Dwelling Unit Count50
(District E only)

Note: Square footage projections are for leasable areas and do not include square footage for areas devoted to structured parking.

Parking: Structured above ground and/or underground parking is required for employee parking. Limited use of surface parking may be allowed for visitor/customer parking.



DISTRICT 1: SUB-DISTRICT DESCRIPTIONS

Note: The following sub-districts will be finalized as a component of the Specific Implementation Plans and details may be subject to change, provided the amendments reflect the goals of the project. Square footage and acreage allocations are allowed to be shifted between sites to accommodate slight variations to the minimum/maximum square footages. Height maximums shall not be exceeded.

Site A

Description

Site A forms the Segoe Road gateway to the project creating a signature location for the establishment of the mixed use, urban character of the site. The combination of visual access coupled with prominent views to the north and east makes this a location suitable for high profile office uses, first floor commercial uses along Frey Street; as well as, a potential location for hotel/conference center uses. This site will be required to front onto the combined “C Street”, Frey Street and Segoe frontages, with an optional entry relationship with University Avenue. Building placement will reinforce the street edges with pedestrian scaled architecture and usable entryways.

Permitted Uses

Office (see Office Description)

First Floor Retail (see Retail Description)

Hotel & Conference Center Facility

Approximate Lot Area

1.5–2.0 acres

Sub-District Characteristics

Minimum Building Height 4 Stories

Maximum Building Height 10 Stories

Maximum Square Footage:

Office 225,000 square feet

Maximum Commercial

Square Footage 30,000 square feet

Note: Hotel and hotel service uses are considered part of the overall square footage and may exceed the commercial square footage allocation.

Maximum Retail User 10,000 square feet of Site A’s commercial allocation

Individual retail establishments shall not occupy a floor area greater than 10,000 square feet of the commercial allocation for each site. Retail uses associated with a hotel or hotel support services are excluded.

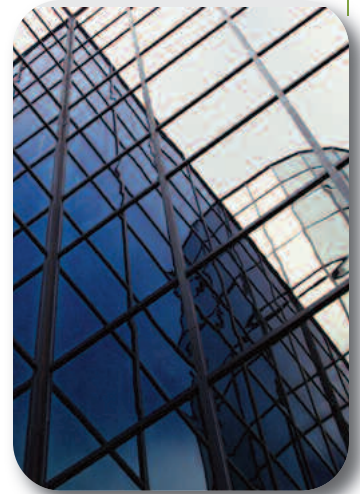
Parking: varies (will be set in Specific Implementation Plan)

Commercial Frontages

- Segoe Road/Frey Street Intersection
- Frey Street
- “C Street” Frey Street Frontage
- Segoe Road Optional
- University Avenue Optional

Vehicular Access:

- Frey Street
- “C Street”



Site B

Description

Site B forms the first of two higher density employment sites along University Avenue. Designed to offer access from all four sides, grade transitioning from University Avenue to Frey Street, and massing/height configurations; this site offers an urban setting for the location of a significant jobs base within the project. Retail uses and public parking facilities may be incorporated into the site as ancillary support uses for the employment base.

Permitted Uses

Office (see Office Description)

First Floor Retail (see Retail Description)

Public Parking Facilities

Approximate Lot Area

1.5–2.5 acres

Site Requirements

Minimum Building Height 4 Stories

Maximum Building Height 20 Stories

Maximum Square Footage:

Office 325,000 square feet

Maximum Commercial

Square Footage 30,000 square feet

Maximum Retail User 10,000 square feet of Site B commercial allocation

Individual retail establishments shall not occupy a floor area greater than 10,000 square feet of the commercial allocation for Site B.

Parking: varies (will be set in Specific Implementation Plan)

Commercial Frontages

- “C Street”/Frey Street Intersection
- Frey Street
- “B Street”/Frey Street Intersection
- “B Street” Frontage Optional
- University Avenue Optional

Vehicular Access:

- “C Street”
- Frey Street
- “B Street” (Right in/Right out only)



Site C

Description

Site C completes the second high density urban employment site along University Avenue. Identified as the preferred site for the relocation of the Department of Transportation State Headquarters, this site is designed to offer a wide range of layout, height, access, and open space configurations.

Permitted Uses

Office (see Office Description)

Public Parking Facilities

Approximate Lot Area

3.5–4.5 acres

Site Requirements

Minimum Building Height 4 Stories

Maximum Building Height 20 Stories

Maximum Square Footage . . . 600,000 square feet

Maximum Commercial
Square Footage 10,000 square feet

Parking: varies (will be set in Specific Implementation Plan)

Commercial Frontages

■ none

Vehicular Access:

■ “B Street”

■ “D Street”



Site D

Description

Site D is a secondary office/employment site that transitions in intensity and scale from the University Avenue Corridor to the Sheboygan Avenue residential uses.

Permitted Uses

Office (see Office Description)

Approximate Lot Area

.75–1.25 acres

Site Requirements

Minimum Building Height 4 Stories

Maximum Building Height 8 Stories

Maximum Square Footage:

Office 100,000 square feet

Parking varies (will be set in Specific Implementation Plan)

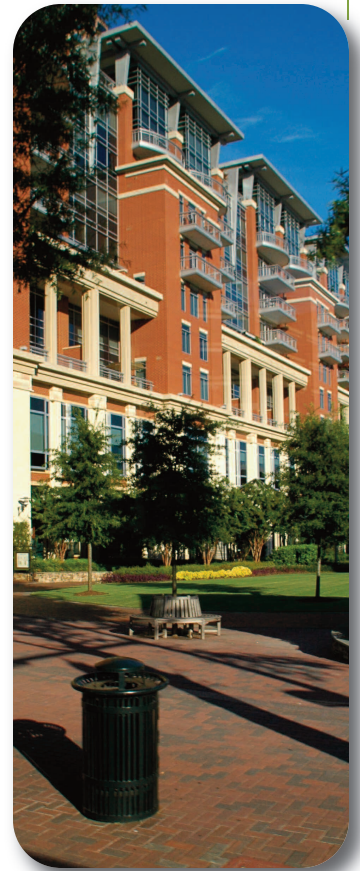
Commercial Frontages

■ none

Vehicular Access:

■ “B Street”

■ “D Street”



Site E

Description

Site E offers the most diversity of use of any of the sites within the project. Intended to offer several development scenarios this sites future use will be determined based on one of two options:

Option One: Rehab and retain existing DOT Tower A

This option allows for the exploration of market feasibility of renovation of the existing tower, which while structurally sound will require complete reconstruction of all mechanical systems and exterior finishes. The DOA has completed a study of keeping the DOT in place during renovation which projected significant cost (greater than \$45 million) to rehab the building with DOT in residence. This study led to the exploration of relocating the DOT on-site and marketing the balance of the project. The relocation of the DOT eliminates some of the cost constraints of renovating around an existing tenant and may make the reuse of the structure viable.

Additional on-site uses will include a parking facility with first floor commercial along “C Street” and the potential for residential wrapping the façade. Additions to the existing building which facilitate more efficient use and additional office square footage would be allowed.

Option Two: Demolish exiting DOT Tower A

In the event that market conditions do not support the renovation of the DOT Tower A building, the site will be cleared and redeveloped with additional office uses, structured parking and mixed use. First floor commercial along “C Street” will still be required.

Note: DOT Building B (northern most building) will be removed in both development scenarios.

Permitted Uses

Office (see Office Description)

First Floor Retail (see Retail Description)

Multi-family Residential

Public Parking Facilities

Approximate Lot Area

4.0–5.0 acres

Site Requirements

Minimum Building Height 4 Stories

Maximum Building Height 10 Stories

Maximum Square Footage:

Office 350,000 square feet

Maximum Commercial

Square Footage 30,000 square feet

Maximum Retail User 10,000 square feet of site commercial allocation

Individual retail establishments shall not occupy a floor area greater than 10,000 square feet of the commercial allocation for Site E.

Minimum Unit Count 0

Maximum Unit Count 50

Parking: varies (will be set in Specific Implementation Plan)

Commercial Frontages

- Frey Street
- “C Street”
- “C Street”/Sheboygan Avenue Intersection

Vehicular Access:

- “B Street”
- Frey Street
- “C Street”
- Sheboygan Avenue



**DISTRICT 2:
EMPLOYMENT/RESIDENTIAL
MIXED USE (SITE F)**

Description

The employment/residential mixed used district offers the opportunity to incorporate residential uses within the district. This crucial component creates weeknight and weekend activity, offers opportunities for additional diversity of housing located within the employment center; as well as additional “eyes on the street” presence and customer support base for the commercial uses. The eventual build out of this district will be based on market demand and conditions at the time of submittal of the Specific Implementation Plan, and may be adjusted to reflect a blend of residential or office uses above first floor commercial.

General Site Characteristics

- Urban building context
- First floor retail opportunities
- Structured and underground parking required
- Green architecture and site design encouraged
- Pedestrian oriented building placement and design

Permitted Uses

- Office (see Office Description)
- First Floor Retail (see Retail Description)
- Multi-family Residential

Approximate Lot Area

1.5–2.5 acres

Floor Area Ratio

Minimum Floor Area Ratiovaries (will be set in Specific Implementation Plan)

Maximum Floor Area Ratiovaries (will be set in Specific Implementation Plan)

**Building Setbacks/
Yard Requirements**

- Minimum Setback Segoe Road10 feet
- Minimum Setback Sheboygan Avenue . . .15 feet
- Minimum Front Yard Setback0 feet
- Maximum Front Yard Setbackvaries (will be set in Specific Implementation Plan)
- Minimum Side Yard Setback0 feet

- Minimum Corner Lot
- Side Yard Setback0 feet
- Minimum Rear Yard Setback0 feet
- Minimum Building Separation0 feet (with all applicable building code requirements)

Site Requirements

- Minimum Building Height4 Stories
- Maximum Building Height8 Stories
- Maximum Square Footage200,000 square feet
- Minimum Residential Units0 units
- Maximum Residential Units300 units
- Maximum Commercial Square Footage40,000 square feet
- Maximum Retail User10,000 square feet of Site F commercial allocation

Individual retail establishments shall not occupy a floor area greater than 10,000 square feet of the commercial allocation for Site F.

Parkingvaries (will be set in Specific Implementation Plan)
Structured above ground and/or underground parking is required for employee parking. Limited use of surface parking may be allowed for visitor/customer parking.

Commercial Frontages

- Frey Street
- Frey Street/Segoe Road Intersection
- Sheboygan Avenue
- “C Street”

Vehicular Access:

- Frey Street
- “C Street”



DISTRICT WIDE TERMS AND DEFINITIONS:

Yard Requirements

Yard areas requirements will be provided as part of the Specific Implementation Plans.

Landscaping

Site landscaping will be provided as part of Specific Implementation Plans.

Accessory Off-Street Parking and Loading

Final Accessory off-street parking and loading details will be provided as a component of Specific Implementation Plans.

Lighting

Site Lighting will be provided as a component of Specific Implementation Plans.

Signage

Signage will be allowed as per Chapter 31 of the Madison General Ordinances, as compared to the C2 district, or as detailed as a component of the Specific Implementation Plans.

Definition of Family

The definition of family shall coincide with the definition in Section 28.03(2) Madison General Ordinances as it applies to the R6 District.

Alterations and Revisions

No alteration or revision of the approved Planned Unit Development 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 district Alderperson and are compatible with the concept stated in the underlying General Development Plan approved by the Plan Commission.

Transportation Demand Management

All uses within this development within this development are encouraged to implement employee transit programs as well as accommodate multi-modal transportation uses including alternative work schedules, flex time, compressed workweeks, staggered shifts, telework, ridesharing, car sharing, transit, cycling, and walking.

Detailed transportation demand management plans will be required at time of Specific Implementation Plan submittal.

Inclusionary Zoning

Inclusionary Zoning, currently required of any residential development with ten or more for sale units, will be finalized at the time of specific implementation plan submittal. This project will comply with the requirements for inclusionary zoning at the time of application. Due to the unknown nature of the residential components at the time of the General Development Plan submittal the separate Inclusionary Zoning document assumes a density bonus as the only incentive applicable at this time. Future Specific Implementation Plan submittals will be evaluated as part of separate IZ documents and may include additional incentives. Detailed information on the ownership/rental mix, number of bedrooms, target Area Median Income ranges, unit distributions, and price points will be set as a component of the Specific Implementation Plan submittals.

Parking

Structured above ground and/or underground parking is required for employee parking. Limited use of surface parking may be allowed for visitor/customer parking. Specific parking ratios will be determined at time of Specific Implementation Plan submittal in response to the proposed uses.

Office Use

Allowable Uses within the Office districts include:

- Banks and financial institutions
- Community gardens
- Data processing centers
- Educational or training centers
- Emergency electric generator per the O3 Office District conditional use standards
- Health clubs
- Hospitals
- Hotels
- Medical, dental and optical clinics
- Nursery schools or day care centers
- Offices, business and professional
- Parking facilities, open and accessory, for the storage of private passenger automobiles only, when located elsewhere than on the same zoning lot as the principal use served
- Parking facilities, accessory and located outside of the central area
 - a. Accessory off-street parking facilities
- Parking lots, garages and structures, non accessory and publicly owned and operated, for the storage of private passenger automobiles only
- Physical fitness and other similar type recreational facilities for employees
- Public utility and public service uses as follows:
 - Electric substations
 - Radio and television towers
 - Sewerage system lift stations
 - Telephone exchanges, microwave relay towers and television transmission equipment buildings
 - Water pumping stations and water reservoirs
- Emergency electric generator per the O3 Office District conditional use standards
- Radio and television studios and stations
- Reproduction processes, including printing, blueprinting, photostating, lithographing, engraving, stereotyping, publishing, and bookbinding
- Research and development activities, and testing laboratories

Restaurants, drugstores, and valet shops for employees and their guests, per the O3 Office District conditional use standards

Telecommunications centers and facilities

Temporary parking lots for a total period not to exceed three (3) years, provided such lot complies with the provisions of Section 10.08(6)(c), driveway and parking facility ordinance

Retail Use

Allowable Uses within the Retail districts include the following:

Accessory uses, including but not limited to the following:

- a. Signs as regulated in this section
- b. Temporary buildings for construction purposes, for a period not to exceed the duration of such construction

Antique shops

Art galleries and museums

Art and school supply stores

Artisan studio

Auction rooms

Banks and financial institutions

Barbershops

Beauty parlors.

Bicycle sales, rental and repair establishments.

Blueprinting and photostating establishments

Book, magazine and stationery stores

Brewpubs

Business machine sales and service establishments

Camera and photographic supply stores

Candy and ice cream stores

Carpet and rug stores

Catering establishments

China and glassware stores

Clothing and costume rental stores

Coin and philatelic stores

Community gardens

Department stores

Drugstores

Dry goods stores

Dry cleaning and laundry establishments

Employment agencies

Film developing and processing

Florist shops and conservatories

Food stores—grocery stores, meat stores, fish markets, bakeries, and delicatessens

Furniture sales

Gift shops

Hardware stores

Health clubs

Hobby shops

Hotels

Interior decorating shops

Jewelry stores, including watch

Leather goods and luggage stores

Libraries, municipally owned and operated

Liquor stores, packaged goods only

Locksmith shops

Massage therapy

Meat markets

Medical, dental and optical clinics

Musical instrument sales and repair

Nursery schools or daycare centers

Offices, business and professional

Optical sales

Outdoor eating areas of restaurants

Paint and wallpaper stores

Parking facilities, open and accessory, for the storage of private passenger automobiles only, when located elsewhere than on the same zoning lot as the principal use served

Parking facilities, accessory and located outside of the central area

 a. Accessory off-street parking facilities

Parking lots, garages and structures, non accessory and publicly owned and operated, for the storage of private passenger automobiles only

Personal computers and home electronics, sales and service

Phonograph, record, and sheet music stores

Photography studios, including the development of films and pictures when conducted as part of the retail business on the premises

Physical culture and health services and reducing salons

Picture framing

Printing and publishing establishments, including newspaper, letter press, business cards, mimeographing and other similar job printing service, provided that there shall be not more than five (5) employees, and further provided that the hours of operation shall be limited to the hours between 7:00 a.m. and 9:00 p.m

Post offices

Public service signs

Public utility and public service uses as follows:

 Electric substations

 Radio and television towers

 Sewerage system lift stations

 Telephone exchanges, microwave relay towers and television transmission equipment buildings

 Water pumping stations and water reservoirs

 Emergency electric generator per the O3 Office District conditional use standards

Radio and television studios and stations

Recording studios

Recreational buildings and community centers, not operated for profit

Restaurants, except adult entertainment taverns

Schools—music, dance, business or trade

Shoe and hat repair stores

Sporting goods stores

Tailor shops

Taverns, except adult entertainment taverns

Temporary parking lots for a total period not to exceed three (3) years, provided such lot complies with the provisions of Section 10.08(6)(c), driveway and parking facility ordinance

Theaters, indoor

Tobacco shops

Toy shops



Travel Bureaus and transportation ticket offices

Variety stores

Video rental establishments not including
adult entertainment establishments

Wearing apparel shops



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