

MEMORANDUM

To: City of Madison Plan Commission and Staff

From: Michael J. Lawton, Chair, Hill Farms Association Planning Committee

Subject: General Development Plan and Preliminary Plat for Madison Yards – 4802 Sheboygan Avenue, Legistar Nos. 50130 and 49928

Date: April 23, 2018

The General Development Plan and Preliminary Plat for the Madison Yards project at 4802 Sheboygan Avenue is before the City of Madison Plan Commission on April 23, 2018, and I have received the Planning Division Staff Report and the reports of the Traffic Engineer, and have the following comments after reviewing them:

First, I want to complement the development team for their interactions with our neighborhood and our Planning Committee. Their communications have been very good and we look forward to working with them on the Specific Implementation Plans (SIP's) in the future for Madison Yards.

Second, the City staff has done an excellent job with a complex staff report, and overall they have drafted conditions which deal with the significant issues of concern to our neighborhood.

Third, our Committee members are generally in support of the GDP, as a redevelopment of the old Hill Farms State Office Building site (now being demolished) and the adjoining surface parking lot is in the interest of the City and the neighborhood. However, I am requesting that three additional conditions be added to the approval resolution to protect our neighborhood on issues that have been raised by our Committee members and our neighbors:

1. Traffic and Parking. Sec. 28.098(2)(d), MGO, states that a “PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands.” As you may know, our neighborhood has already felt some significant changes in parking patterns due to the changes in parking arrangements at the new State Office Building, and we anticipate that there will be more impacts on our neighborhood as the new state agencies move into the building from other parts of the City over the next couple of months. Many people do not want to park in the state-owned ramp and spill into

the local neighborhood streets, and in addition we will have a significant increase in total employees and visitors in the area with the additional agencies in the new building. Now, with Madison Yards we will be adding a very large and intense development to our neighborhood with the potential for significant traffic and parking demand increases.

While we appreciate the efforts of City staff regarding traffic issues in the report, we are requesting that it be made clear in the GDP that each SIP approval is conditioned on continuing compliance on the part of Madison Yards as a whole with section 28.098(2)(d) above.

2. Design. We have emphasized with the development team our goal to see them build buildings that have exceptional design quality, and they have stated that this is their goal as well. Sec. 28.098(1)(f), MGO, states that a PDD objective is “Facilitation of high-quality development...” Sec. 28.098(2)(e), MGO, states that the “PD District plan shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.”

We request that language from the ordinance on design be included in the conditions with respect to each SIP in the future as a baseline requirement for the evaluation of each SIP.

3. Sustainability. Madison has a Sustainability Plan and a Sustainability Policy, and sustainable elements have become part of other projects in Madison. Sec. 28.098(1)(a) states that an objective of PDD zoning is “Promotion of green building technologies, low-impact development techniques for storm water management, and other innovative measures that encourage sustainable development.” The GDP here should require that sustainable elements be included in the SIP’s for each phase and that the adequacy of the elements will be evaluated as part of the approval of each SIP.
4. Conclusion. We request that the following language be added to the conditions of approval of the Planned Development District Plan for the Madison Yards project:

- a. The approval of each SIP is conditioned on compliance at the time of each SIP approval with (i) each SIP, and (ii) the overall Madison Yards project on a continuing basis, satisfying the requirements of section 28.098(2)(d), MGO.
- b. The approval of each SIP is conditioned on compliance with the goals of sec. 28.098(1)(f) and the requirements of sec. 28.098(2)(e), MGO.
- c. The approval of each SIP is conditioned upon demonstration by the applicant that the SIP will satisfy the objectives of sec. 28.098(1)(a), MGO.