

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: April 4, 2007	Action Requested
UDC MEETING DATE: April 11, 2007	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 4802 Sheboygan Avenue

ALDERMANIC DISTRICT: District 11

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
State_of_Wisconsin_DOA Vandewalle_&_Associates
101_East_Wilson_Street,_7th_Floor 120_East_Lakeside_Street
Madison,Wisconsin_53707-7866 Madison,Wisconsin_53715

CONTACT PERSON: Brian Munson
Address: 120_East_Lakeside_Street
 Madison_Wisconsin_53715
Phone: 608.255.3988
Fax: 608.255.0814
E-mail address: bmunson@vandewalle.com

TYPE OF PROJECT:
(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



April 4, 2007

Mr. Al Martin
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985

Re: Hill Farms: State DOT Headquarters
UDC Submittal – Information Presentation

Dear Mr. Martin:

On behalf of the State of Wisconsin Department of Administration we are pleased to submit the concept plan presentation for the redevelopment of the State Hill Farms Property.

The State Department of Administration has begun an exciting reinvestment in its facilities within the City of Madison through the commencement of a project to consider the redevelopment of the Hill Farms (State DOT Headquarters) property, located along University Avenue. Through the development of a PUD:GDP zoning application, this project will facilitate meaningful public input, identify critical components, and set in motion a unique and vibrant redevelopment of this critical site on the near west side

In preparation for the April 11th Urban Design Commission Informational Presentation, we are happy to submit the attached copies of the Power Point Presentation overview of the current redevelopment concept for the Hill Farms State DOT property. This exciting 22 acre redevelopment features a unique blend of employment center uses, support commercial facilities, urban open space, and an enhanced street and pedestrian network.

Project Characteristics include:

- 1.5 million square feet of office/employment uses, consistent with the adopted Comprehensive Plan
- Approximately 150,000 square feet of first floor commercial/retail uses
- Approximately 300 residential units
- Extensions of the street and pedestrian network through the site
- Structured/Underground parking requirements
- Environmental and sustainability initiatives within the neighborhood framework, building characteristics, and stormwater management systems
- Retention of the State DOT Headquarters on-site

Vandewalle & Associates

120 East Lakeside Street • Madison, Wisconsin 53715
608 255-3988 • 608 255-0814 Fax • va@vandewalle.com

Shaping Places, Shaping Change

- Potential for regional stormwater management improvements

Contacts

Applicant:

State of Wisconsin: Department of Administration
Division of State Facilities
101 East Wilson Street, 7th Floor
P.O. Box 7866
Madison, Wisconsin 53707-7866
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Robert Cramer
Peter Maternowski
Bill Peterson

Design Team:

VANDEWALLE & ASSOCIATES, INC.
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Mike Bridwell
Jeff Held

Engberg Anderson Design Partnership, Inc.
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paulc@eadp.com

Paul Cuta
Mark Ernst

Approximate Development Schedule

2-22 Year Build Out

Total Parcel Size

20.7 Acres

Parcel Location

4802 Sheboygan Avenue

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

While this project is at the front end of concept development, we look forward to gathering the Urban Design Commission and Staff input to create and facilitate this unique redevelopment opportunity.

Please feel free to contact me at 255-3988 if you need any additional materials or have any questions.

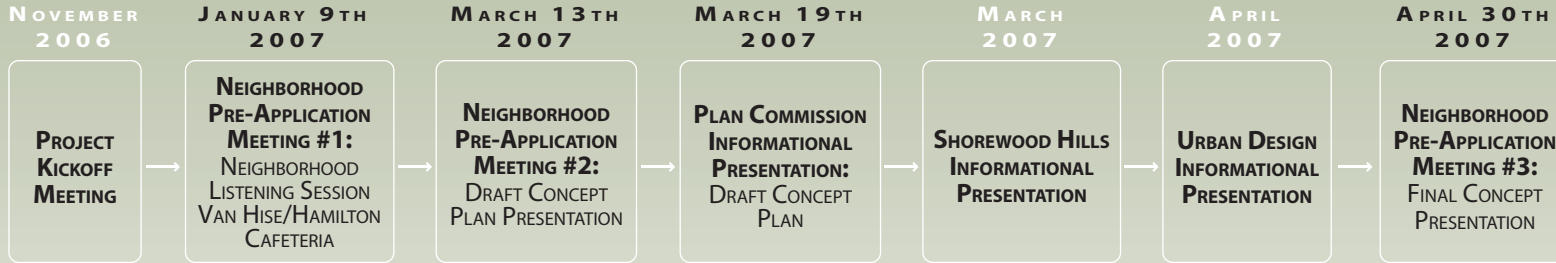
Thank you for your time in reviewing this project.

Sincerely,

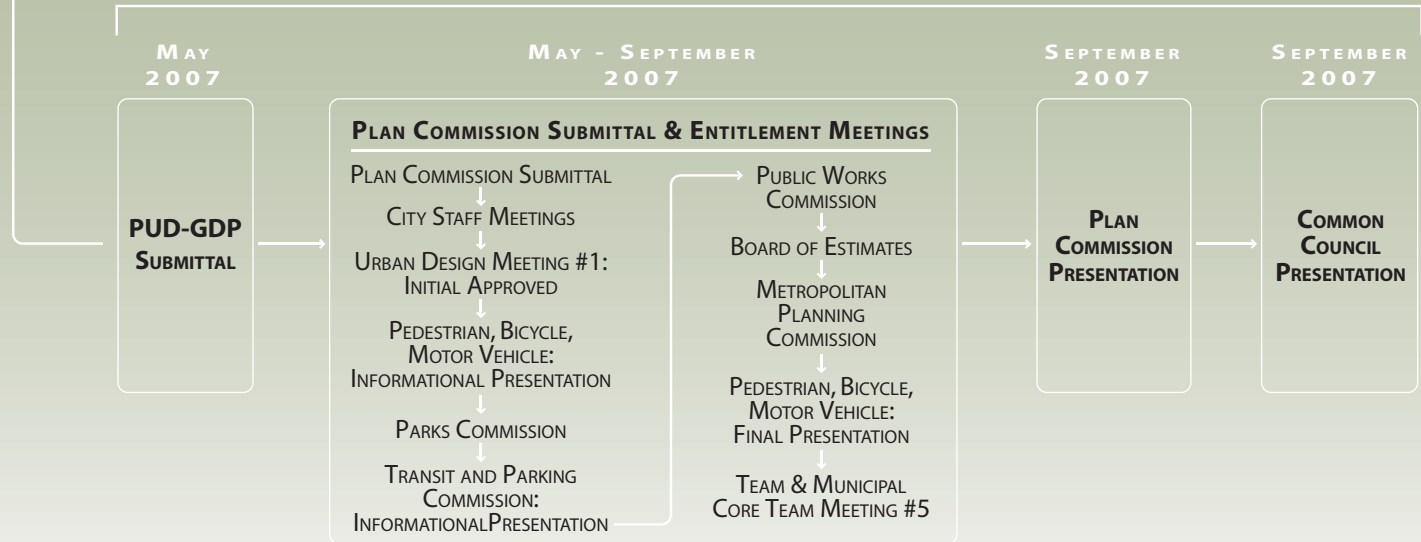


Brian Munson
Principal

PUBLIC FACILITATION



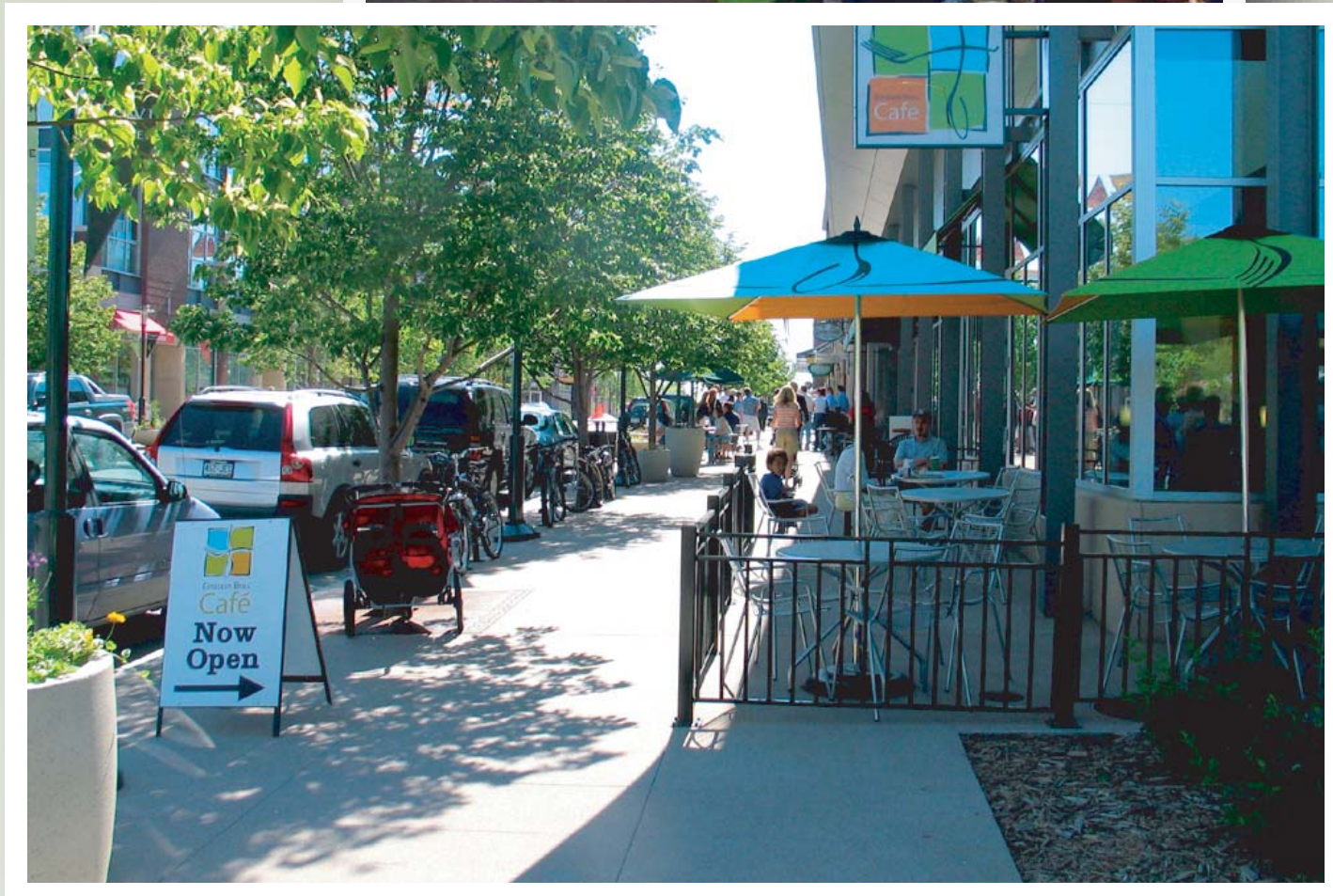
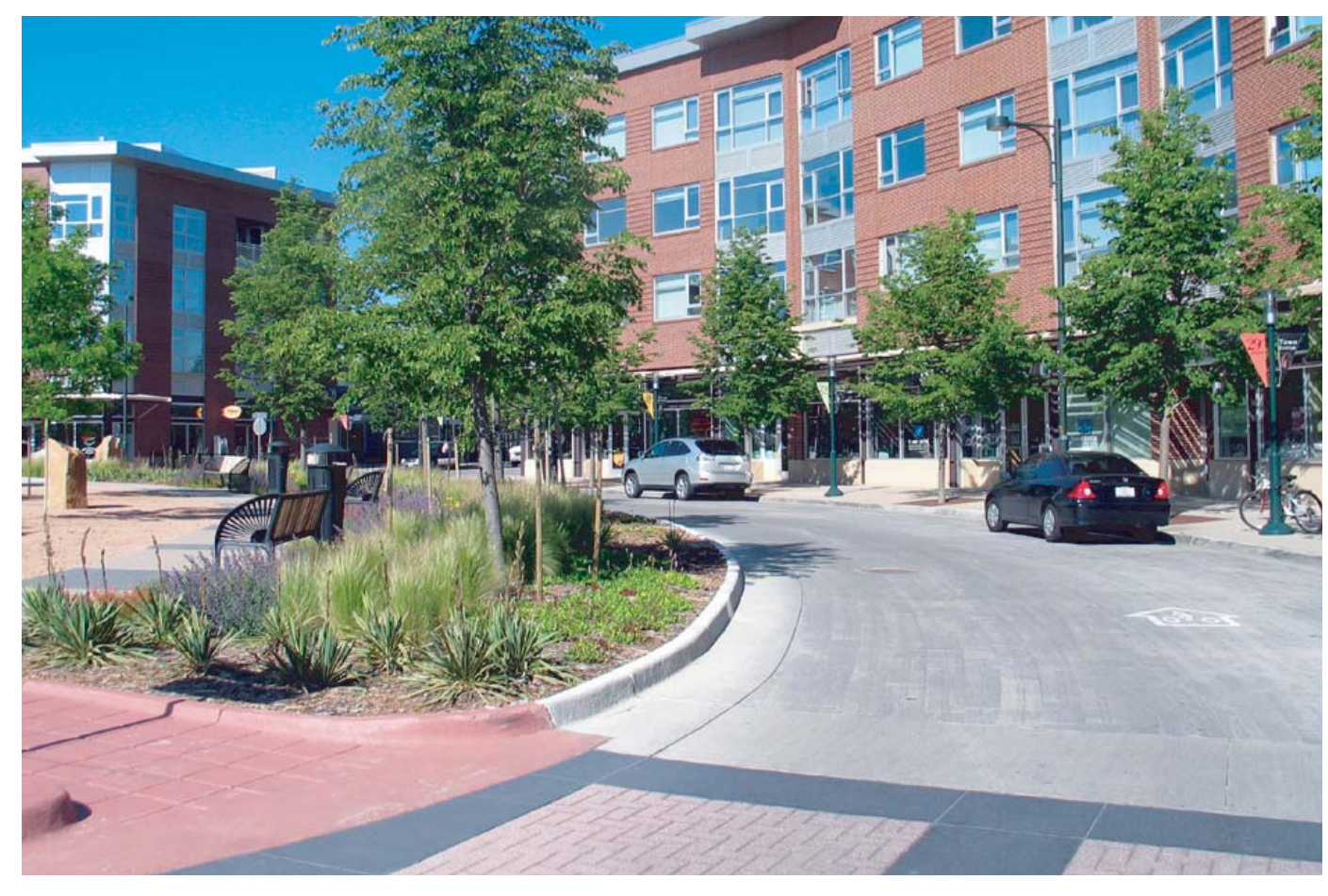
ENTITLEMENT



HILL
FARMS
PROPERTY

PROJECT CHARACTERISTICS

CREATED: 03.06.07
REVISED: 03.08.07



- Underground/structured parking required with limited use of surface parking
- Mixed-use supportive of employment district, not regional destination driven
- Encourage diverse uses to create & sustain "24 hour" city
- Encourage LEED or equivalent environmental certification through proposal process
- 4-sided high quality pedestrian oriented building design
- Green roof & clean water re-use strategies site wide
- Transportation demand management
- Transit enhancements
- Pedestrian oriented streetscape with bike lanes
- Facilitate pedestrian connection north of University Ave
- Create permanent farmers market facility
- Create off-site community garden facility

**HILL
FARMS
PROPERTY**

Generalized Future Land Use Plan

City of Madison
January 2006



RESIDENTIAL DISTRICTS
 LDR Low Density (0 - 15 units/acre)
 MDR Medium Density (16 - 40 units/acre)
 HDR High Density (41 - 60 units/acre)



MIXED USE DISTRICTS
 NMU Neighborhood Mixed-Use
 CMU Community Mixed-Use
 RMU Regional Mixed-Use




COMMERCIAL/EMPLOYMENT DISTRICTS
 GC General Commercial
 RC Regional Commercial
 E Employment
 I Industrial

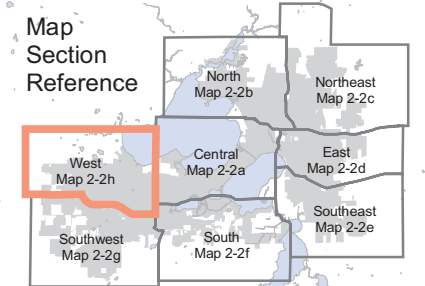
OPEN SPACE - AGRICULTURE DISTRICTS
 P Park and Open Space
 A Agriculture/Rural Uses

SPECIAL DISTRICTS
 SI Special Institutional
 AP Airport
 C Campus

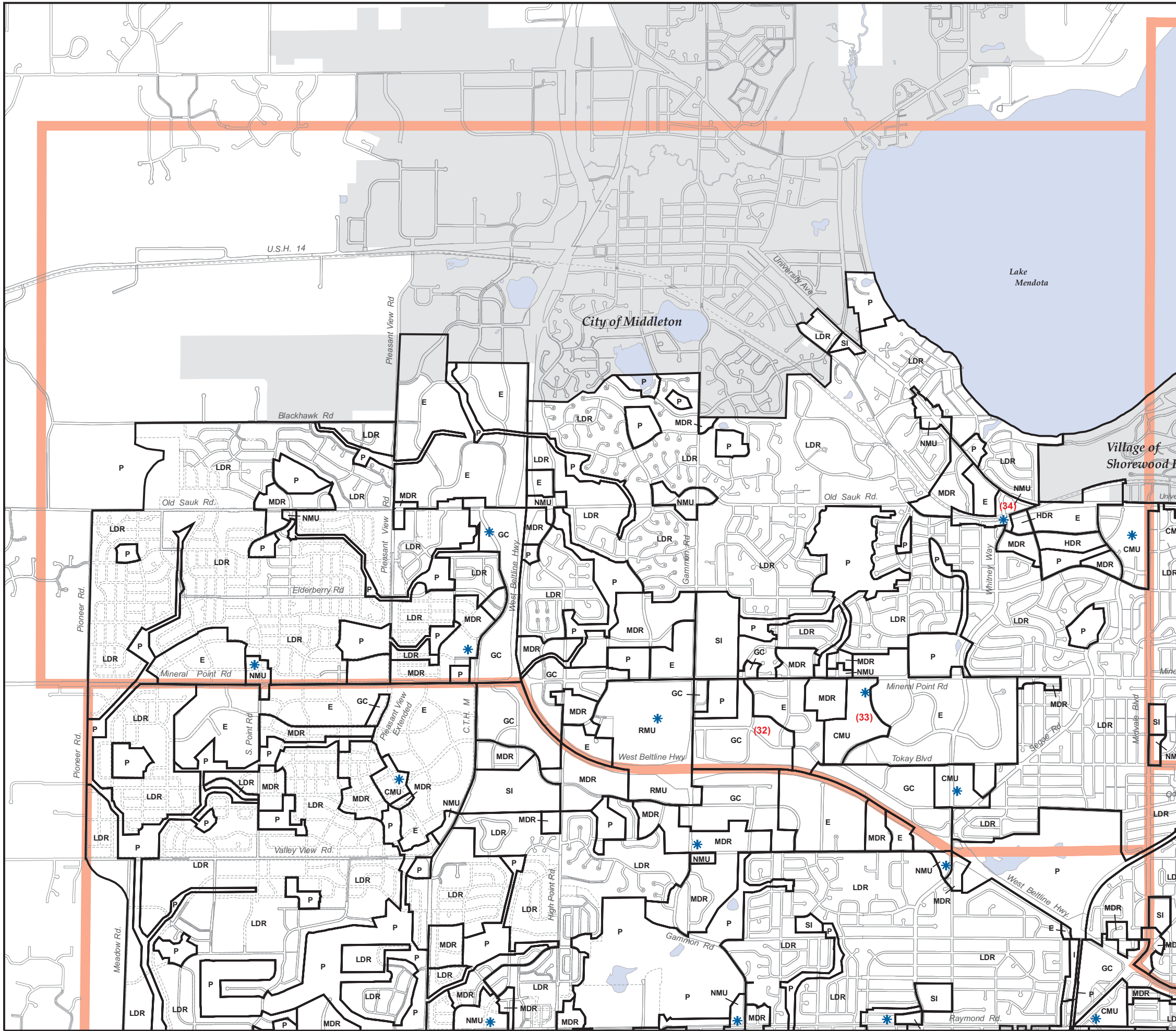
 Downtown Districts (See Volume II Map 2-3)
 NPA Neighborhood Planning Area (TND Encouraged)

SPECIAL OVERLAY DESIGNATIONS
 TOD Transit-Oriented Development (Conceptual Locations)
 TND Traditional Neighborhood Development (Conceptual locations, TND may be applied to NPA and residential districts as specified in neighborhood and special area plans.)
 Land Use Note Reference Number

 Other Cities and Villages
 Existing Street
 Conceptual Street



Data Source:
City of Madison Department of Planning and Development, Planning Unit



April 21, 2006 3:30 pm

HILL FARMS PROPERTY

Madison, Wisconsin



UNIVERSITY AVE.

Hill Farms Property

SHEBOYGAN AVE.

Hilldale Mall

OLD MIDDLETON RD.

EAU CLAIRE AVE.

WHITNEY WAY

REGENT ST.

SEGOERD.

MIDVALE BLVD.

Created: 12.12.06

Planning, Creating, Rebuilding
Madison & Milwaukee, Wisconsin
Vandewalle & Associates

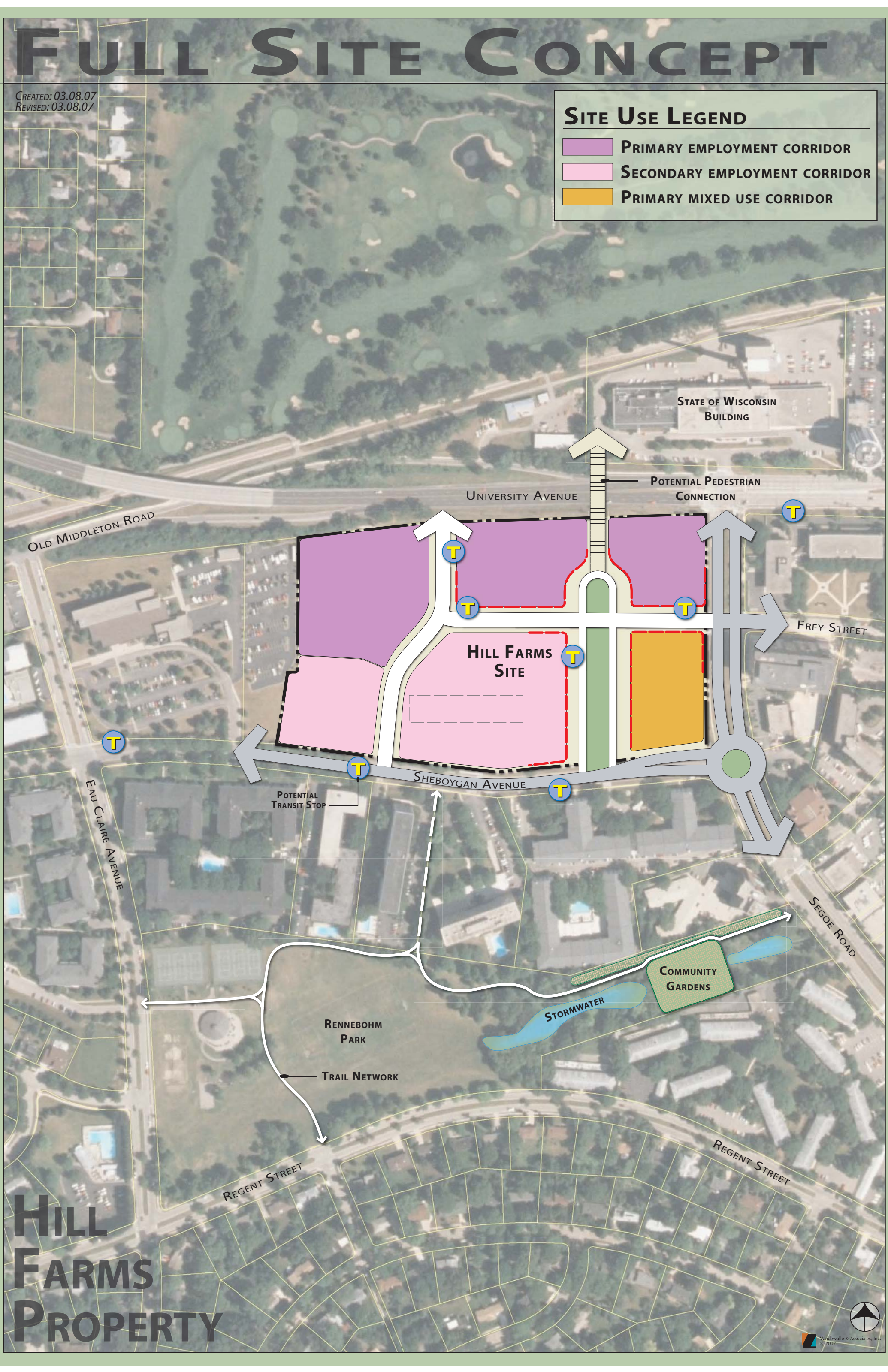


FULL SITE CONCEPT

CREATED: 03.08.07
REVISED: 03.08.07

SITE USE LEGEND

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



STATE OF WISCONSIN BUILDING

UNIVERSITY AVENUE

POTENTIAL PEDESTRIAN CONNECTION

OLD MIDDLETON ROAD

FREY STREET

HILL FARMS SITE

SHEBOYGAN AVENUE

POTENTIAL TRANSIT STOP

EAU CLAIRE AVENUE

SEGOE ROAD

COMMUNITY GARDENS

STORMWATER

RENNEBOHM PARK

TRAIL NETWORK

REGENT STREET

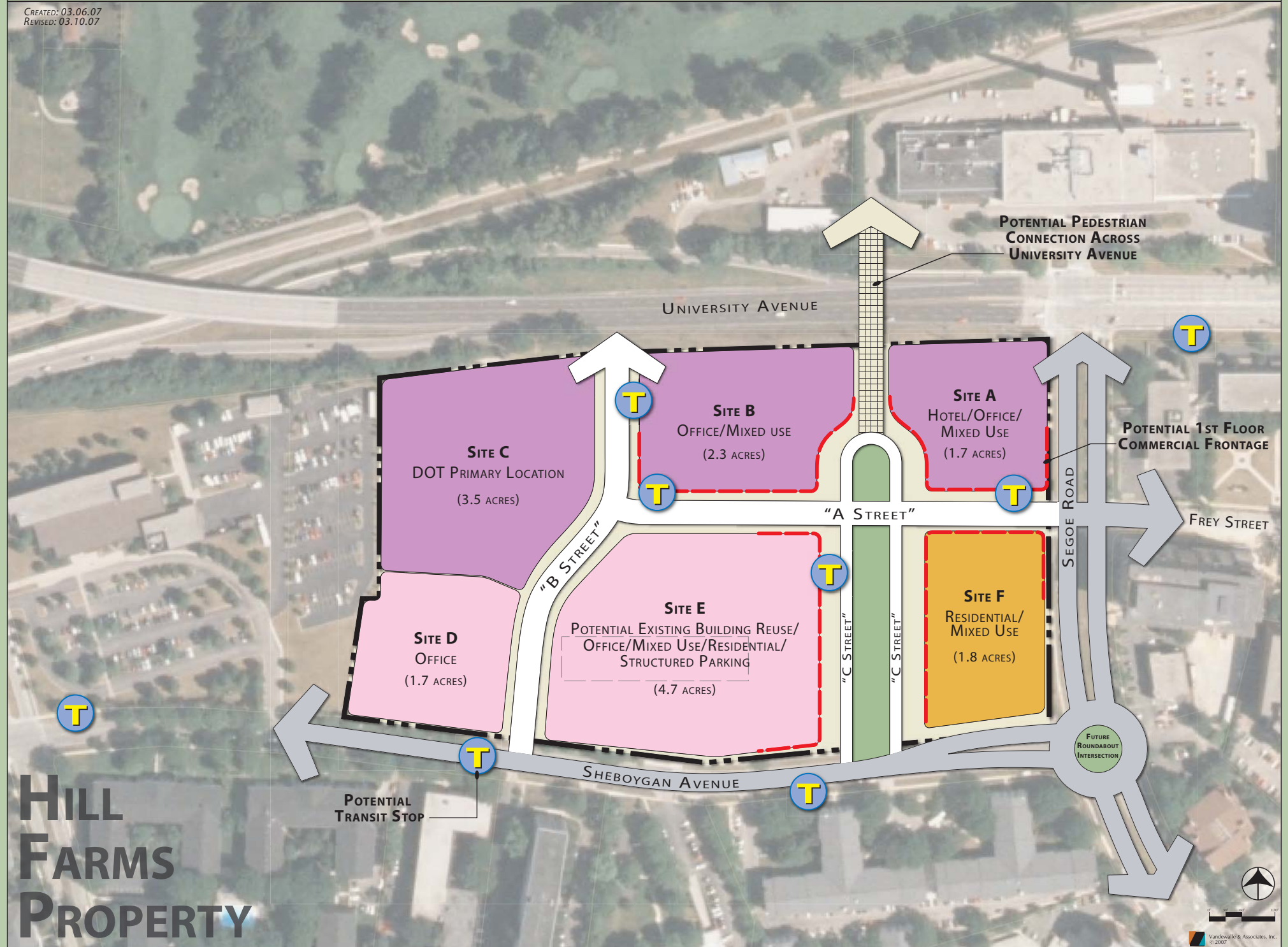
REGENT STREET

HILL FARMS PROPERTY



REDEVELOPMENT CONCEPT PLAN

CREATED: 03.06.07
REVISED: 03.10.07



HILL FARMS PROPERTY

REDEVELOPMENT DISTRICT PLAN

CREATED: 03.10.07

SEGOE/SHEBOYGAN PRIMARY MIXED-USE DISTRICT

SITE F: RESIDENTIAL/MIXED USE/OFFICE

- RESIDENTIAL/OFFICE/MIXED USES
 - 1ST FLOOR COMMERCIAL REQUIRED
 - UPPER FLOORS RESIDENTIAL OR OFFICE
 - STRUCTURED/UNDERGROUND PARKING REQUIRED
- | | |
|--------------------------|--------------|
| ▪ HEIGHT: | 8-10 STORIES |
| ▪ OFFICE SQUARE FOOTAGE: | --- |
| ▪ RETAIL SQUARE FOOTAGE: | 40,000 SF |
| ▪ RESIDENTIAL UNITS: | 350 |
| ▪ PARKING REQUIRED: | ~693 STALLS |



HILL FARMS PROPERTY

REDEVELOPMENT DISTRICT PLAN

CREATED: 03.10.07

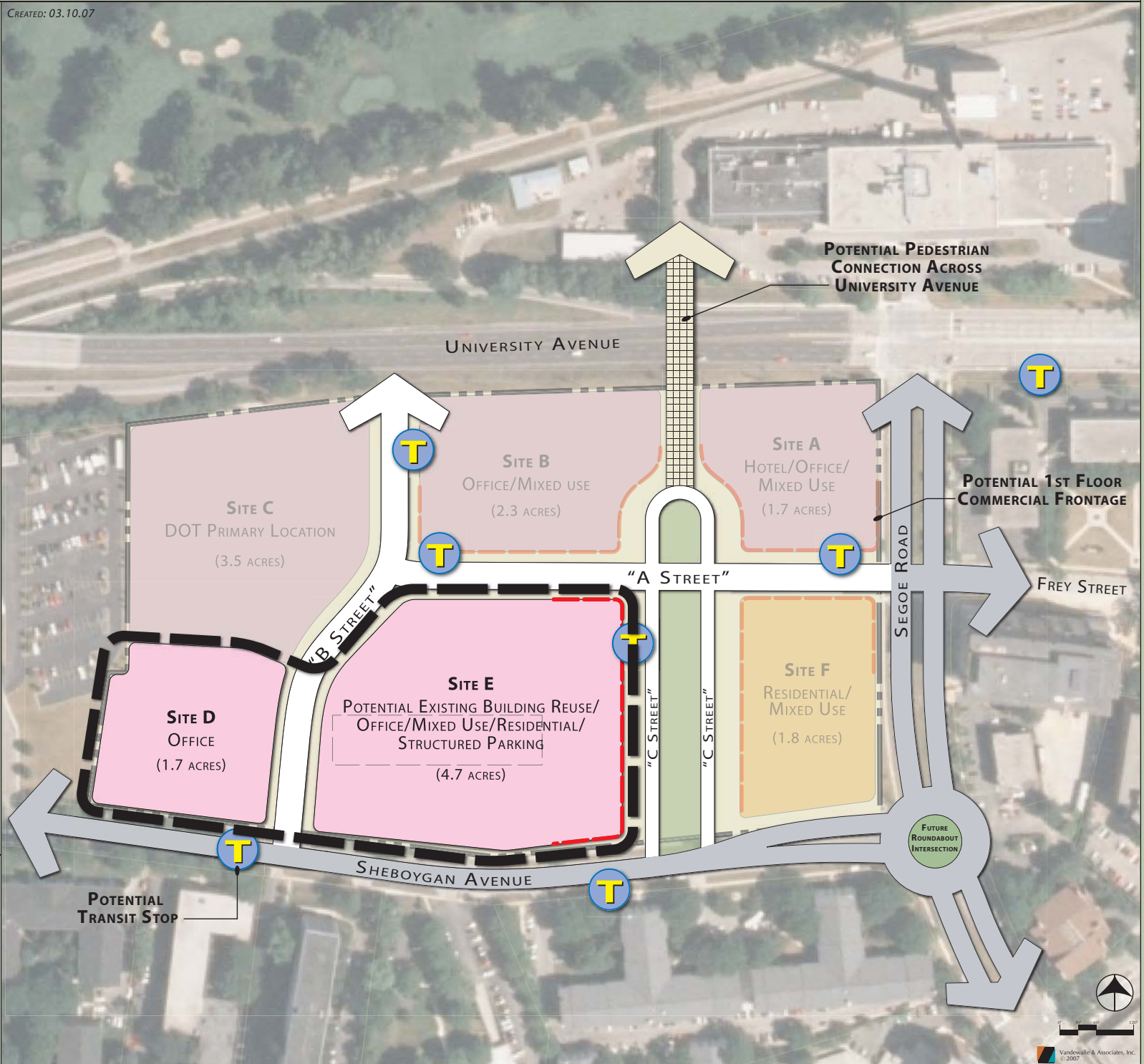
SHEBOYGAN AVE. SECONDARY EMPLOYMENT DISTRICT

SITE D: OFFICE

- OFFICE USES
- STRUCTURED/UNDERGROUND PARKING REQUIRED
- POTENTIAL CONNECTION TO WESTERN PROPERTY LINE
- COORDINATED ACCESS WITH SITE C
- HEIGHT: 6-10 STORIES
- OFFICE SQUARE FOOTAGE: 200,000 SF
- RETAIL SQUARE FOOTAGE: ---
- RESIDENTIAL UNITS: ---
- PARKING REQUIRED: ~511 STALLS

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: 10 STORIES
- OFFICE SQUARE FOOTAGE: 350,000 SF
- RETAIL SQUARE FOOTAGE: 30,000 SF
- RESIDENTIAL UNITS: 25 UNITS
- PARKING REQUIRED: ~877 STALLS



HILL FARMS PROPERTY

REDEVELOPMENT DISTRICT PLAN

CREATED: 03.10.07

UNIVERSITY AVE. PRIMARY EMPLOYMENT DISTRICT

SITE A: HOTEL/MIXED USE

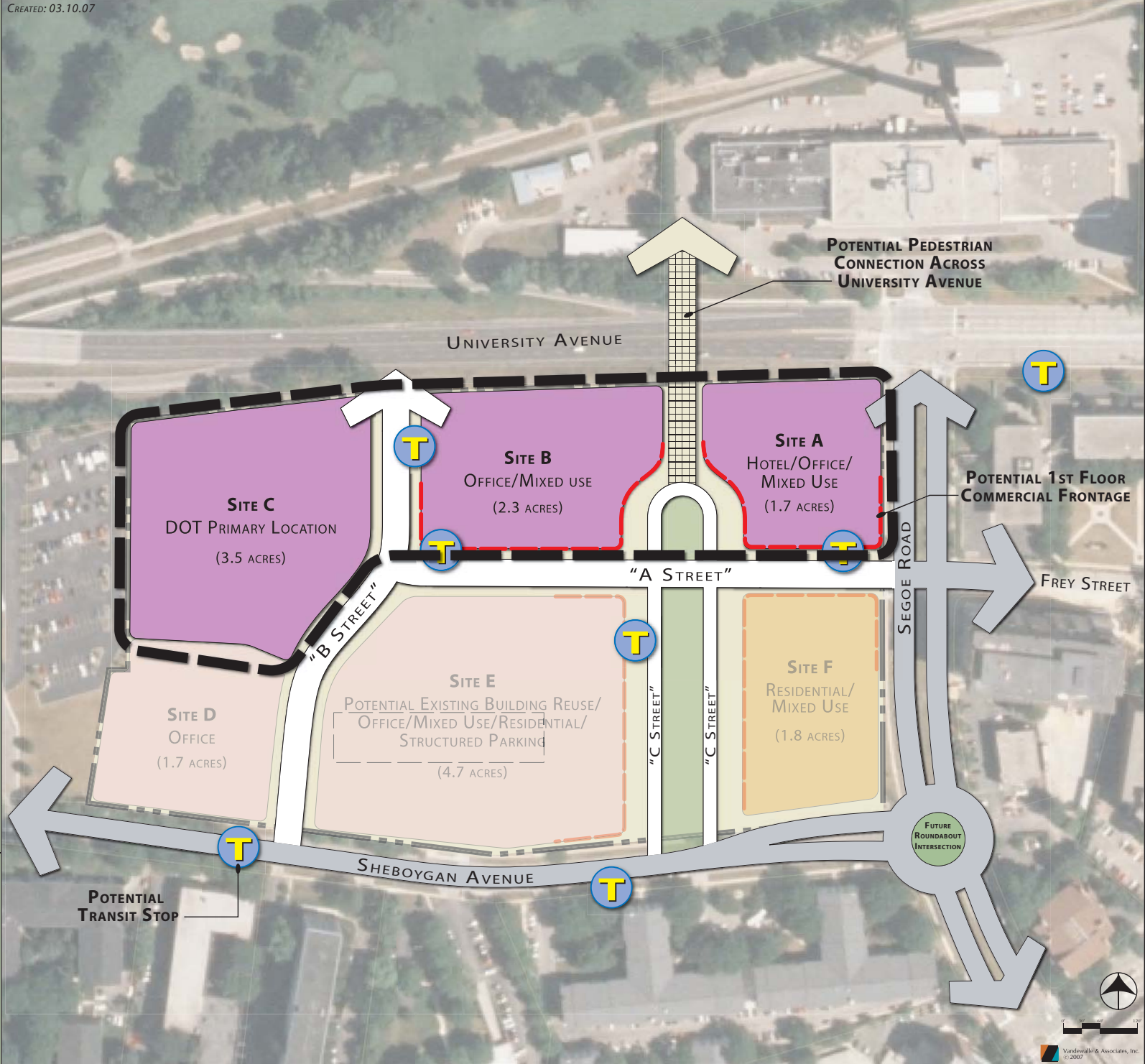
- HOTEL/CONFERENCE CENTER/OFFICE USES
- 1ST FLOOR COMMERCIAL OPTIONAL
- STRUCTURED/UNDERGROUND PARKING REQUIRED
- HEIGHT: 8-10 STORIES
- OFFICE SQUARE FOOTAGE: 250,000 SF
- RETAIL SQUARE FOOTAGE: 30,000 SF
- RESIDENTIAL UNITS: ---
- PARKING REQUIRED: ~715 STALLS

SITE B: OFFICE/MIXED USE

- OFFICE/RESEARCH/MEDICAL USES
- 1ST FLOOR COMMERCIAL OPTIONAL
- STRUCTURED/UNDERGROUND PARKING REQUIRED
- HEIGHT: 10-20 STORIES
- OFFICE SQUARE FOOTAGE: 300,000 SF
- RETAIL SQUARE FOOTAGE: 30,000 SF
- RESIDENTIAL UNITS: ---
- PARKING REQUIRED: ~856 STALLS

SITE C: OFFICE/STATE DOT HEADQUARTERS

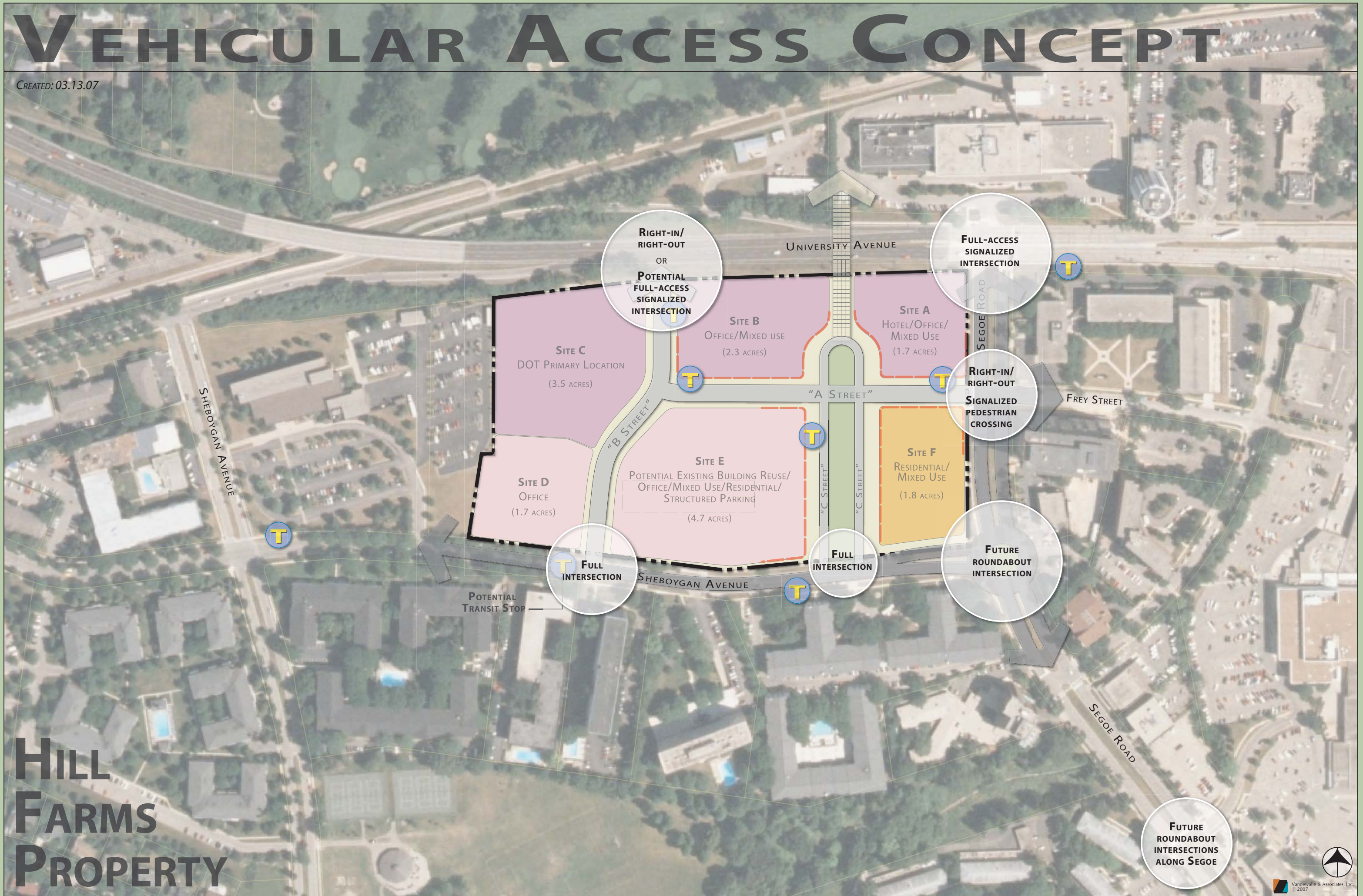
- OFFICE USES
- STRUCTURED/UNDERGROUND PARKING REQUIRED
- POTENTIAL CONNECTION TO WESTERN PROPERTY LINE
- COORDINATED ACCESS WITH SITE D
- HEIGHT: 10-20 STORIES
- OFFICE SQUARE FOOTAGE: 500,000 SF
- RETAIL SQUARE FOOTAGE: ---
- RESIDENTIAL UNITS: ---
- PARKING REQUIRED: ~1277 STALLS



HILL FARMS PROPERTY

VEHICULAR ACCESS CONCEPT

CREATED: 03.13.07

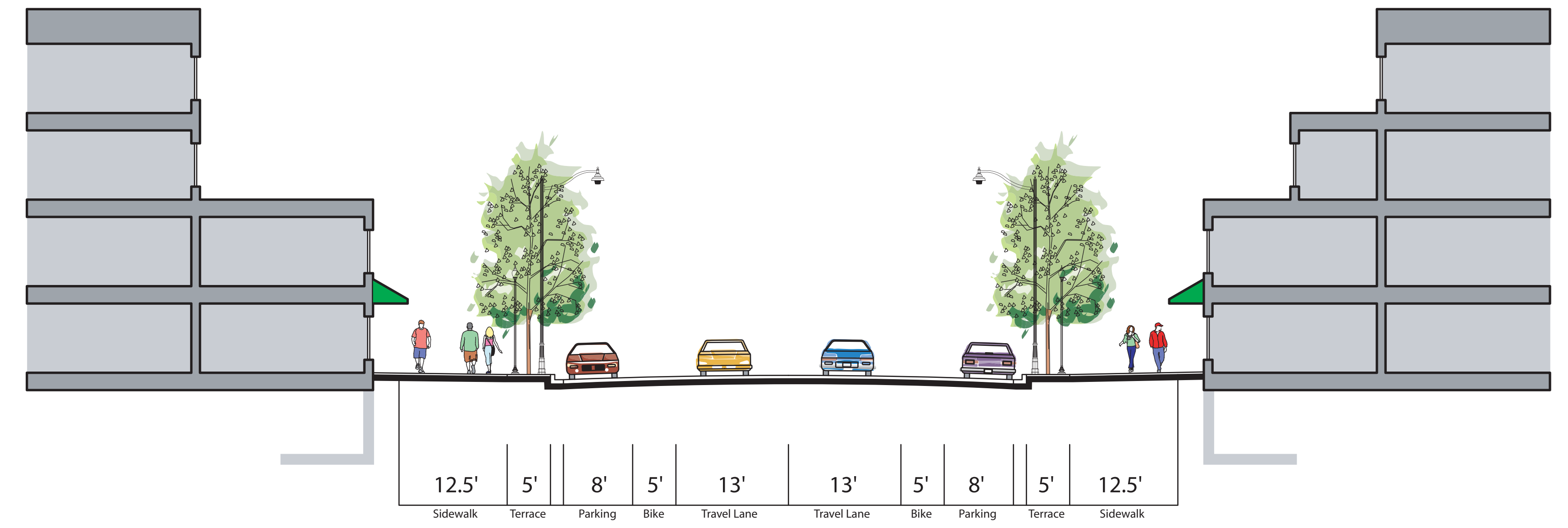
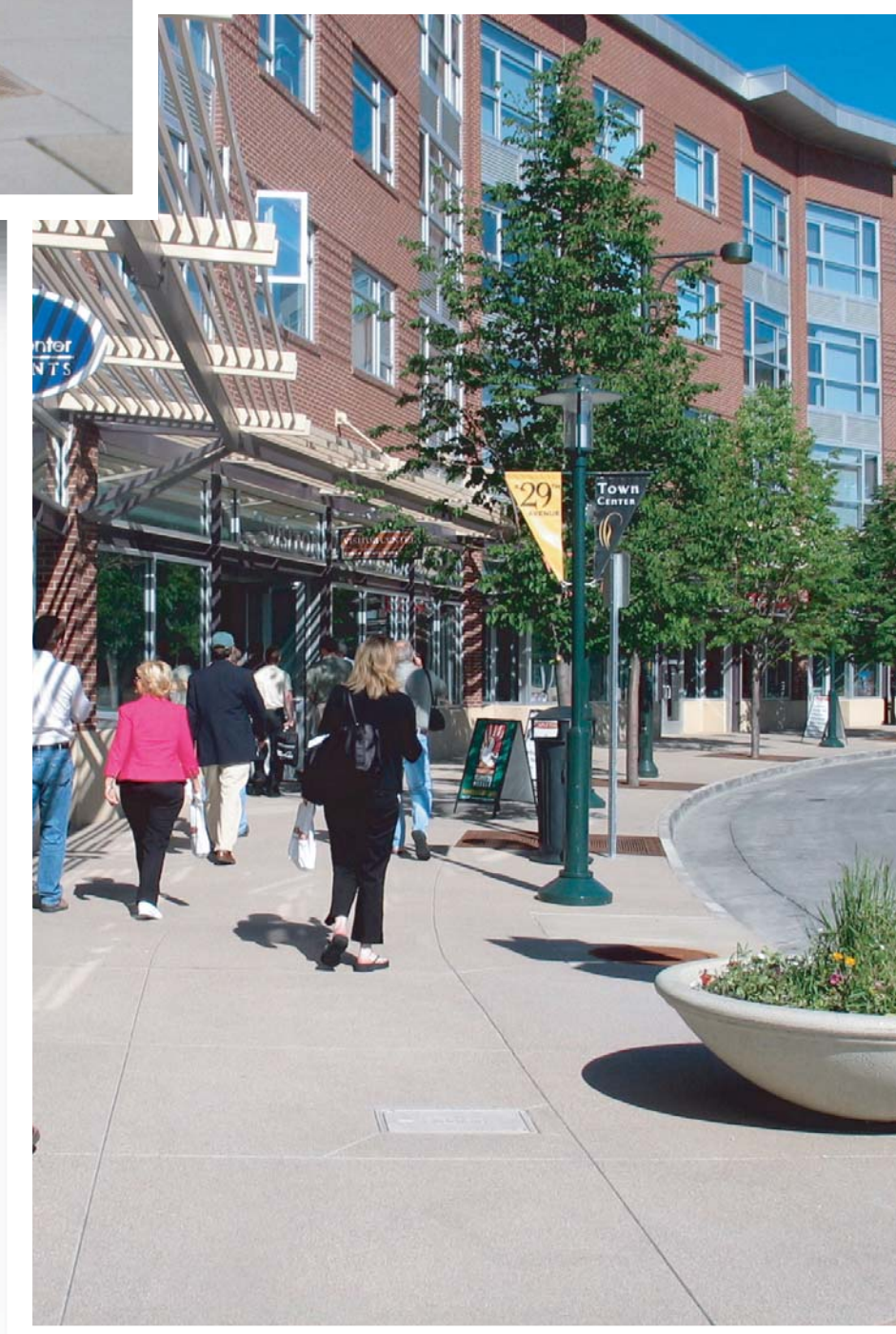


HILL FARMS PROPERTY

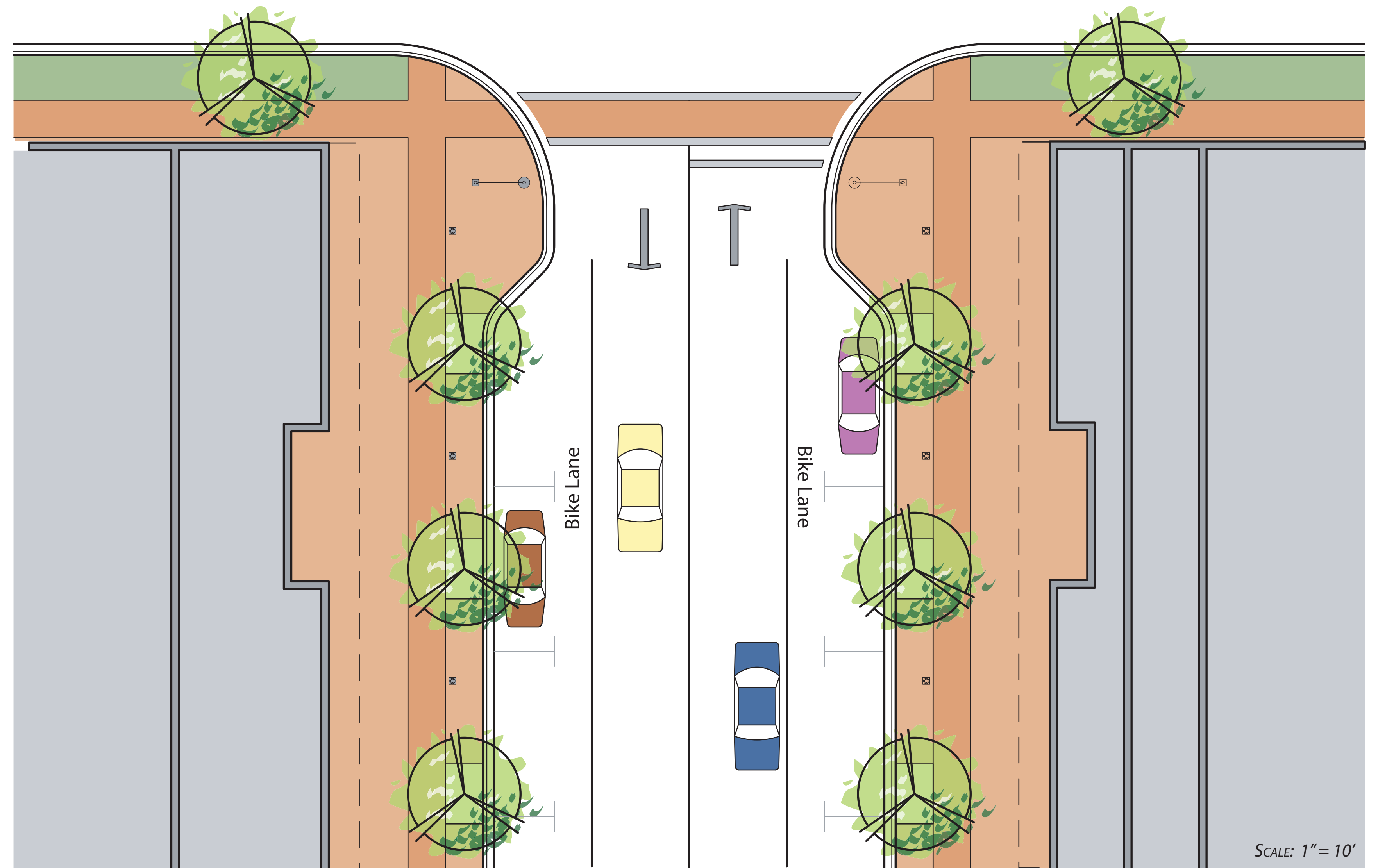
FUTURE ROUNDABOUT INTERSECTIONS ALONG SEGOE

CONCEPTUAL RIGHTS-OF-WAY

CREATED: 03.06.07 REVISED: 03.08.07, 03.09.07



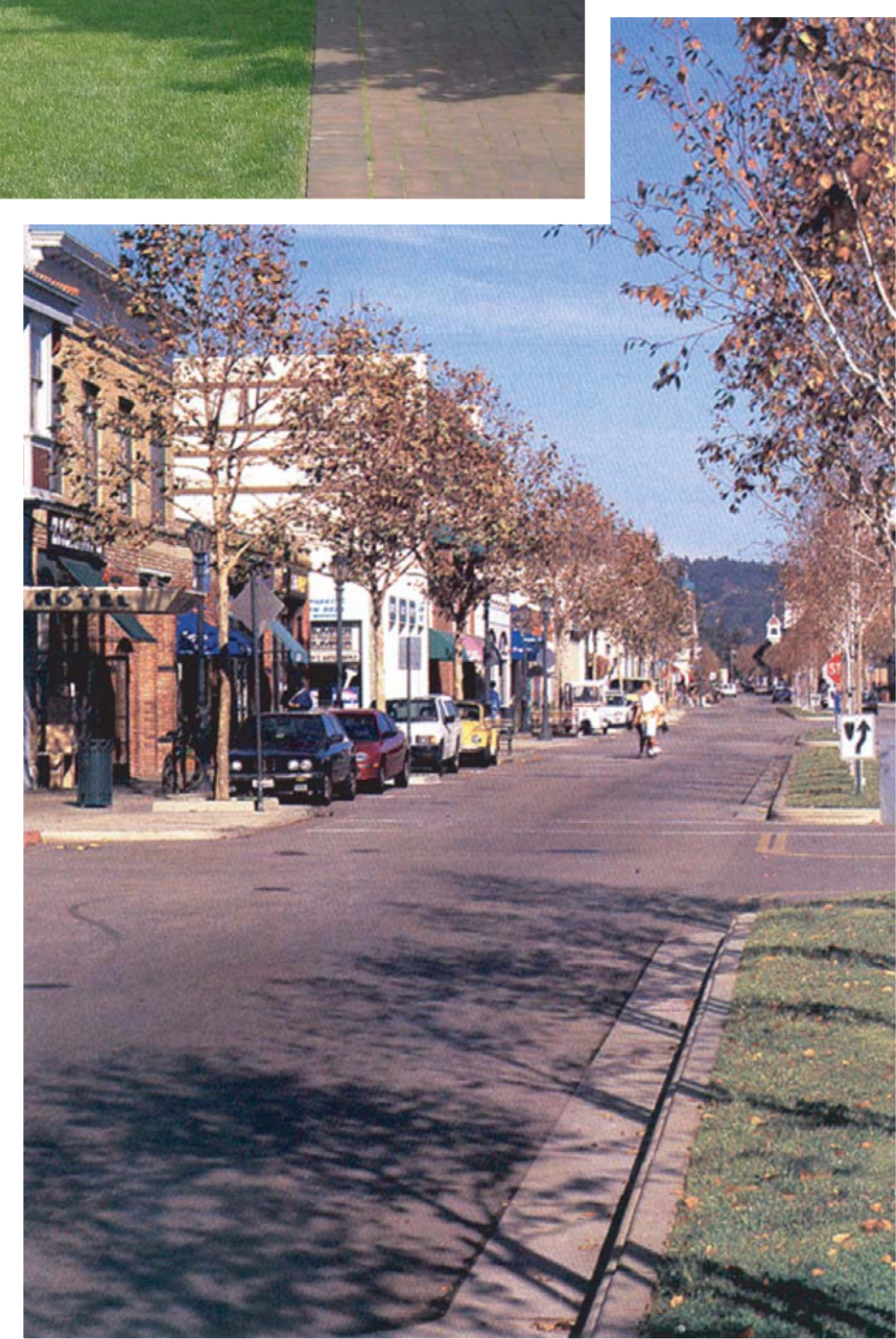
90' Right of Way



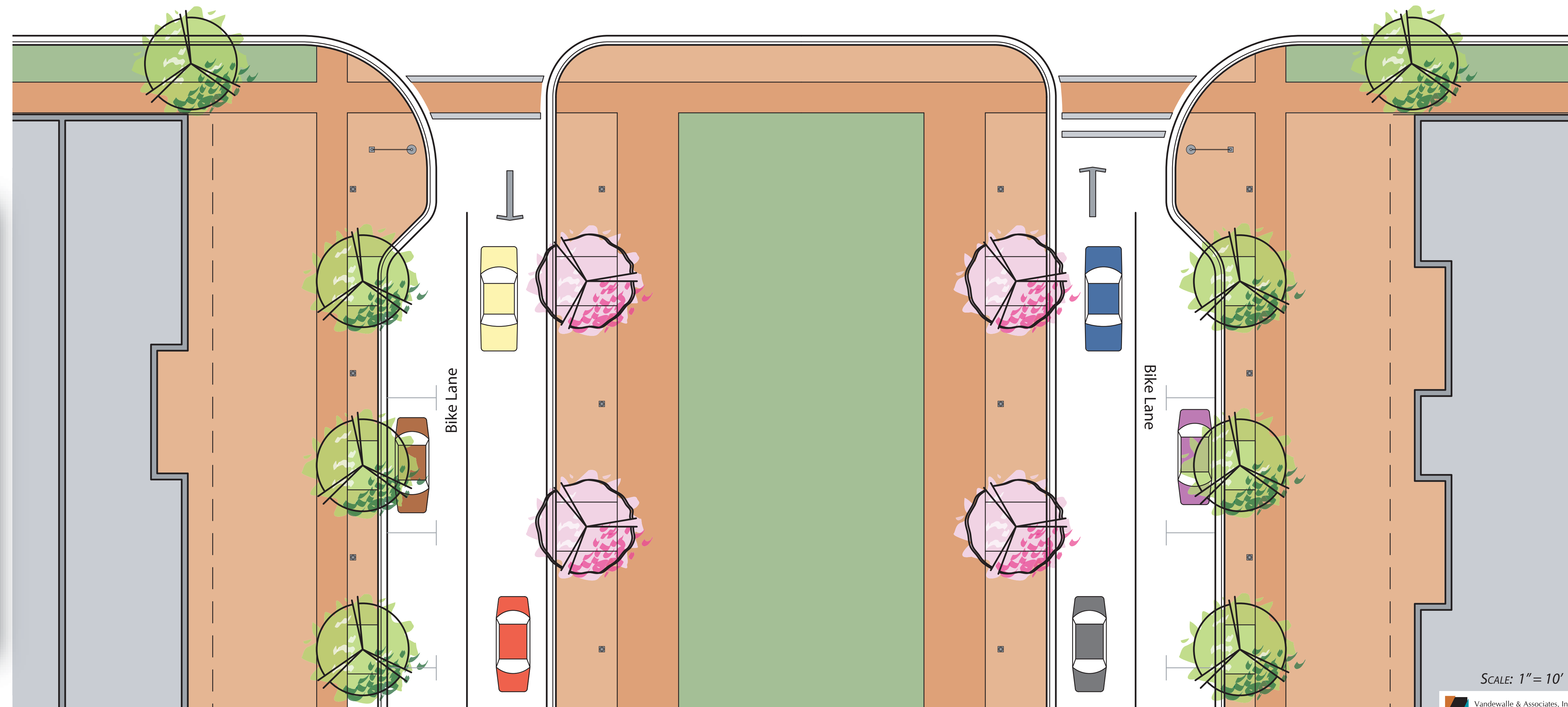
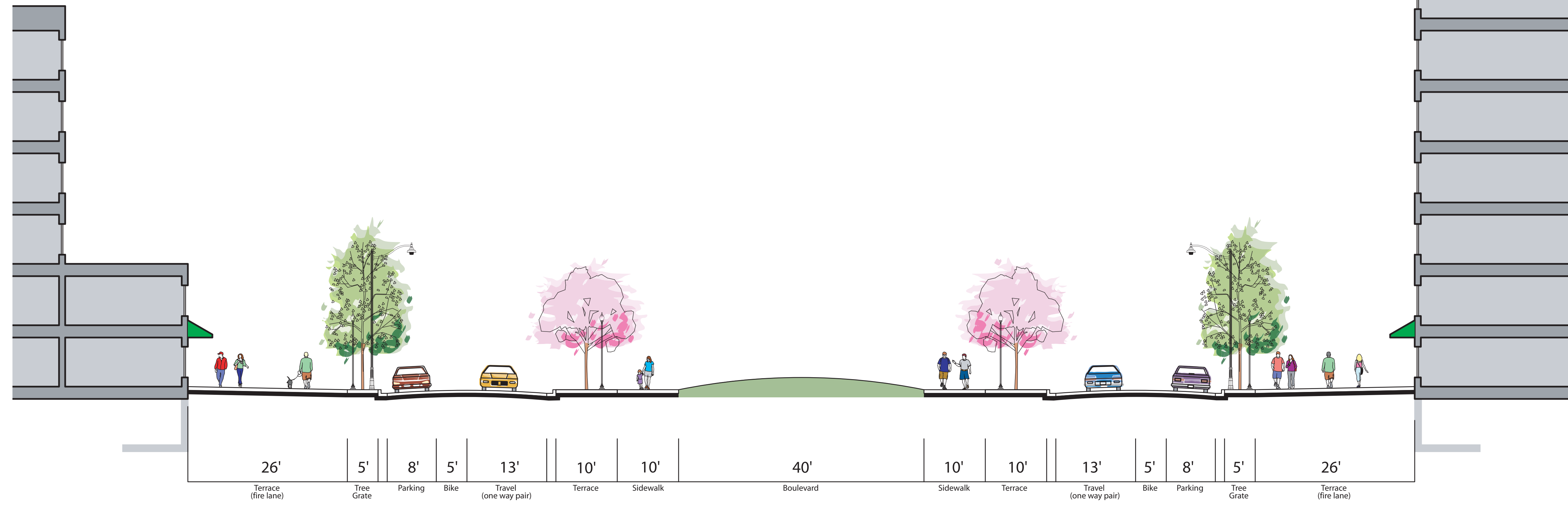
HILL FARMS PROPERTY

CONCEPTUAL RIGHTS-OF-WAY

CREATED: 03.06.07 REVISED: 03.08.07, 03.09.07



HILL FARMS PROPERTY



SCALE: 1" = 10'

TRANSIT MAP

CREATED: 03.06.07

HILL FARMS PROPERTY



LEGEND

- Madison Metro Routes
- Identified Madison Metro 'Transfer Opportunity'
- Potential Streetcar Routes
- Existing Rail Line

STORMWATER ROUTING CONCEPT

CREATED: 03.06.07
REVISED: 03.10.07



Golf Course Option

- Explore potential re-use of clean roof water as irrigation source

Spring Harbor Option

- Explore potential to direct some water to Spring Harbor Watershed

Rennebohm Park Option

- Improve stormwater infiltration bed/storage/ filtration system in eastern edge of park



On-Site Options

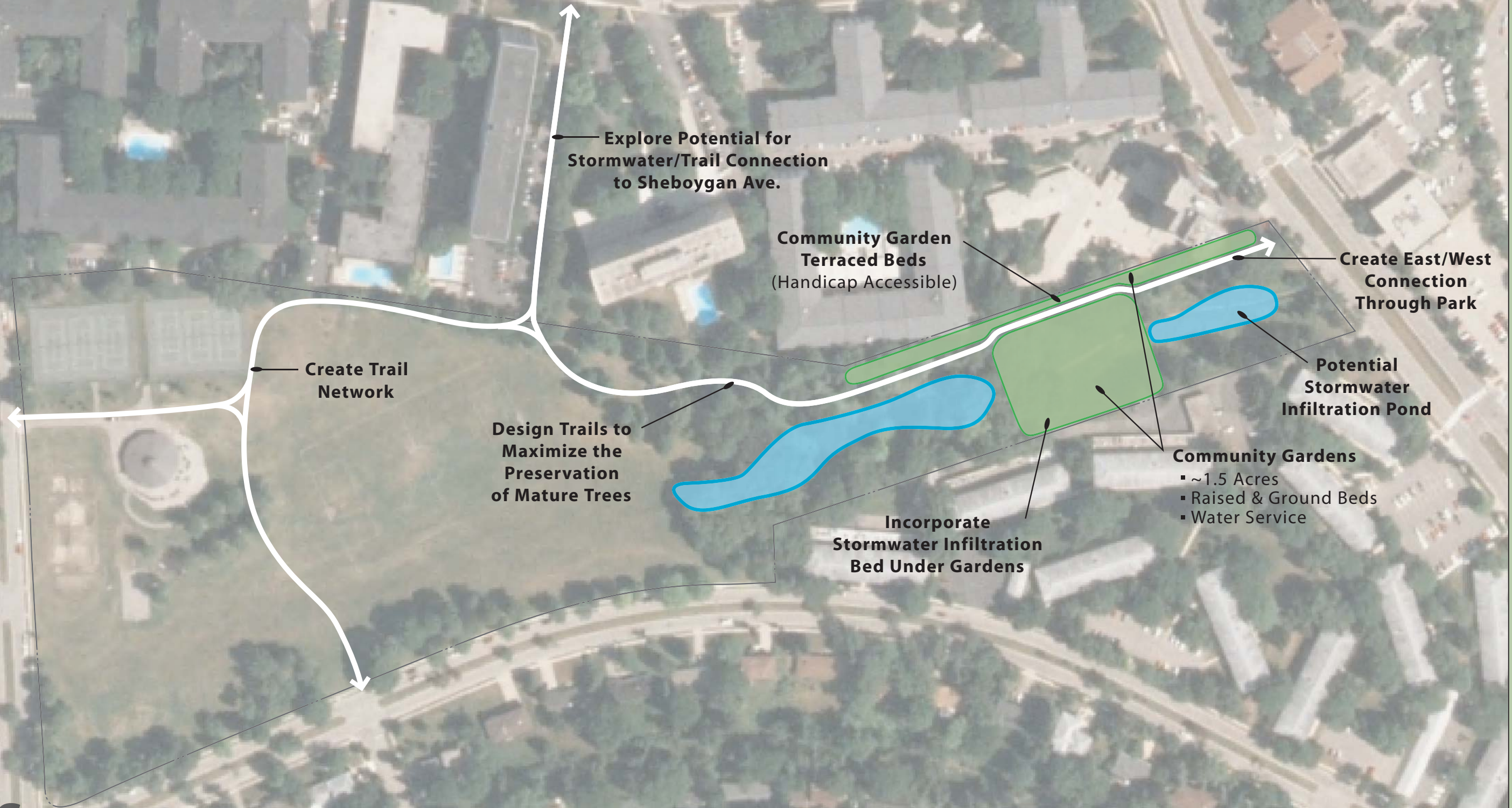
- Utilize on-site opportunities to delay release timing
- Green roofs
- Structural storage
- Infiltration
- Grey water re-use in buildings



HILL
FARMS
PROPERTY

RENNEBOHM PARK ENHANCEMENT CONCEPT

CREATED: 03.06.07



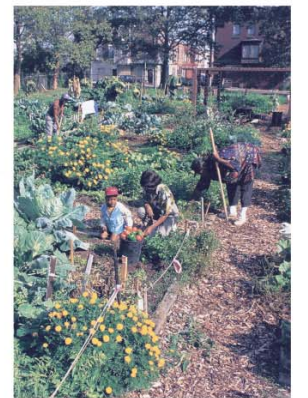
HILL
FARMS
PROPERTY

COMMUNITY GARDENS CONCEPT PLAN

CREATED: 03.06.07
REVISED: 03.06.07



HILL FARMS PROPERTY



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

