

**Madison Yards Block 6, LLC**  
**241 N. Broadway, Suite 400, Milwaukee, WI 53202**

March 4, 2020

City of Madison  
Planning Division  
215 Martin Luther King, Jr. Blvd, Suite 017  
Madison, WI 53701

**RE: Letter of Intent - Madison Yards at Hill Farms, Block 6 PD-SIP Land Use – UDC Initial/Final**

This letter, together with plans, application and supplemental materials, constitutes our Land Use Application for Major Amendment to an Approved Planned Development – Specific Implementation Plan (PD-SIP) for the proposed Madison Yards at Hill Farms, Block 6 project.

Project Location:

The project site is located at 4728 Sheboygan Avenue, Lot 6 Madison Yards at Hill Farms. The site is 3.7 acres.

Legal Description:

Lot 6, Madison Yards At Hill Farms, recorded in Volume 61-018B of Plats on Page 99, City of Madison, Dane County, Wisconsin.

Project Team:

Owner/Developer: Madison Yards Block 6, LLC  
Master Planner/Civil Engineer/Landscape Architect: JSD Professional Services, Inc.

Project Description

The Block 6 development at Madison Yards is a 3.707-acre platted lot at the southwest corner of University Avenue and Segoe Road. Block 6 will consist of a private street network including a primary north-south access drive (Gardener Road) and an east-west drive (Madison Yards Way). Internal Streets C and D will frame the west and south sides of the Central Green, a large open space for community gatherings and events. Completion of Block 6 utilities, streets and pedestrian terraces will provide the necessary infrastructure for future buildings to be constructed throughout Madison Yards.

Currently, Block 6 contains existing roadway/utility infrastructure along a portion of Madison Yards Way and Gardener Road, a primary vehicular thoroughfare providing access to the Hill Farms State Office Building. (Refer to Context Map, Existing Site Photos, and Topographic Survey) The proposed streets will create a connection east to Segoe Road via Madison Yards Way and two connections south to Sheboygan Avenue via Gardener Road and Street C. Public easements for access, critical electrical routing, sanitary sewer and watermain improvements have been recorded over a portion of Block 6 (Refer to Final Plat). Future easements will need to be finalized/recorded upon design completion of the proposed public water, sanitary sewer and private roadways (Refer to B6-C5.0 Overall Utility Plan). The proposed roadway sections, bike lanes, amenity zones, bike/pedestrian terraces and building setbacks have been designed consistent with the approved GDP, with the exception of the following: a 4' increase in width to an 80' long hotel drop-off zone south of Block 2 on Madison Yards Way

Each roadway section varies based on proposed use, turning movements, and fire access needs. Loading and on-street parking stalls are provided in areas consistent with the GDP while narrow lane markings, comfortable walking corridors, bike repair services, and three (3) bus shelters will encourage multimodal forms of transportation for residents and visitors alike. The street terraces, or amenity areas, has been designed to provide pedestrian seating, bike parking, street trees, and additional plantings to establish a pedestrian friendly environment.

The Central Green will be constructed simultaneously with the utility and street networks of Madison Yards to serve as a gathering place for residents, neighbors and visitors. It will be capable of hosting various activities such as Farmers Markets, small concerts, outdoor movies, and more. A proposed restaurant building will frame the west boundary of the Central Green while a portion of Gardener Road and Street D will serve as the festival street, an extension of the Central Green when blocked from vehicular traffic for events. These streets will function as normal streets for day to day use, but have the ability to be closed during events. The lawn area will remain fairly open with limited plantings and/or subsurface structures due to the existing underground detention chamber beneath the lawn area. Additional program elements throughout the Central Green shall consist of a stage, passive hammock area, staircase and seat wall resting opportunities, tables and chairs, artistic monuments, corten steel accents, site furnishings and creative vehicular barriers. (Refer to B6-C2.9 Site Plan – Central Green)

The Madison Yards Block 6 stormwater management plan has been designed to meet City of Madison, Dane County, and Wisconsin Department of Natural Resources (WDNR) standards. Proposed stormwater facilities include curb and gutter, inlet/catchment systems, drain tile and subsurface conveyance pipes. In addition, a permeable street section along a portion of Gardener Road and “Street D” will help meet infiltration requirements and recharge the groundwater beneath Madison Yards. The stormwater management system has been designed in a manner to utilize the existing underground rate control/total suspended solids chamber, therefore, expansion to the existing chamber is not anticipated.

Upon approval and permitting of the stormwater management plan the Owner/Developer will work with local electrical service provider, MG&E, to have the large, overhead electric line removed along University Avenue. Power will be redistributed via four (4) switchgears west of Block 3 which will enable storm sewer improvements to be routed to the corner of University Avenue and Segoe Road.

Street terrace and open space plantings have been carefully selected to compliment the southcentral Wisconsin landscape. The proposed plans incorporate a dominance of ornamental grasses and perennials to implement color and interest throughout many months out of the year. A mix of woody deciduous and evergreen shrubs also strengthen the design by anchoring planting beds and providing four-season interest. Street trees have been carefully selected to highlight viewing corridors using like-species in allée formations. Tree root soil cells are also proposed beneath unforgiving hardscape area to promote outward root growth and reduce soil compaction surrounding the trees.

#### Existing Land Use

Former Wisconsin DOT Office Building Parking - Vacant

Zoning Request

The Madison Yards Planned Development General Development Plan (GDP) was approved and recorded in April 2019. The development team is seeking approval of the Madison Yards at Hill Farms Block 6 Specific Implementation Plan (SIP).

Zoning/ Project Data:

Block 6 is part of the Planned Development District – General Development Plan, Madison Yards at Hill Farms Redevelopment, 4802 Sheboygan Ave.

<u>Block 6</u>	<u>Allowable</u>	<u>Proposed</u>
1) Site Area	3,707 Ac	3,707 Ac
2) Bldg Area	7,500 gsf	5,000 gsf (Central Green)
3) Building Height (max)	0/2 stories / 12/27 ft	1 stories / 20 ft

Vehicular Parking:

A total of ten (10) existing parallel parking stalls and forty-seven (47) proposed stalls will make for a total of fifty-seven (57) parallel stalls within Block 6 at Madison Yards. Two stalls adjacent to the Block 2 hotel entrance will be reserved for ride share drop off-pick up, whereas approximately 80’ will be dedicated as a hotel drop-off zone for visitors/guests.

Bicycle Parking:

Twenty-four (24) bicycle parking stalls have been proposed west and north of the Central Green restaurant for use by visitors. Forty-Eight (48) additional bike stalls are located throughout the streetscape near tree locations. Additional private street terrace bike stalls shown have been dedicated to Block specific improvements (Refer to Block 2 and/or 3 SIP).

Streets, Easements, Utilities and Fire Access

Streets within the Madison Yards development are privately held and maintained. Utility easements are in place for existing utility lines and future easements will be finalized and recorded once final plans are approved. Public access easements are in place as required in the final GDP approval.

Fire access for the site was discussed with Bill Sullivan of the Madison Fire Department, including fire lanes, aerial apparatus lanes, and street tree spacing. The approved GDP included a fire access plan for the project. Updated Fire Access Exhibits have been provided showing house lay lengths and proposed hydrant locations throughout Block 6.

Traffic Impact Analysis

A traffic impact analysis (TIA) update from JSD Professional Services and an updated TDM Plan has been submitted with this letter.

Exterior Signage

All signage depicted in this submittal is for illustrative purposes only. The project team will follow the UDC signage review process as the design develops. Signage will be allowed per Chapter 31 of the Madison General Ordinances and will be provided with each SIP.

Tax Increment Financing

The Development Team is seeking TIF financing for the Madison Yards project. Initial conversations have been held with City of Madison staff and a formal TIF application is pending.

Anticipated Schedule

Block 6 is scheduled to be permitted and break ground in summer of 2020 with completion in late 2021 (with the exception of the central green restaurant building which will follow once a tenant is secured).

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Theder".

Mark Theder

Madison Yards Block 6, LLC