

Madison Yards Block 2, LLC
241 N. Broadway, Suite 400, Milwaukee, WI 53202

November 18, 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 2 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 2 project.

Project Location:

The project site is located at 701 Gardener Road, Lot 2 Madison Yards at Hill Farms. The site is 2.897 acres.

Legal Description:

Lot 2, 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 2, LLC
Master Planner/Civil Engineer/Landscape Architect: JSD Professional Services, Inc.
Architects: Kahler Slater & KTG Y Group, Inc.

Project Description

The project is a portion of the larger multi-block development known as Madison Yards at Hill Farms. Block 2 is situated at the southwest corner of Segoe Rd. and University Ave. In Madison, WI. The project consists of a grocer, residential building, small property management shell space and associated loading and parking. The Block 2 project will be split into two separate condominium units (grocer and residential) with shared and limited common elements.

The approximately 56,000 gross square feet of commercial space located on the western side of the block includes 54,300+ gsf for the grocer shell space & receiving area and a 1,700 gsf property management shell space. The grocer's main entrance is on Madison Yards Way. Dedicated grocer parking is accessed on the main level from Madison Yards Way and on University Level from both Gardener Rd. and Segoe Rd. A shared loading dock and refuse area serving the grocer and residential building is accessed by right in right out from University Ave. The primary façade materials for the grocer and adjacent parking is comprised of painted aluminum framed glazing systems with insulated glass, masonry and wood look aluminum panels.

The residential building is located at the eastern portion of Block 2. The residential building is planned for 273 dwelling units (41 efficiencies, 149 one bedroom., 83 two bedroom). The residential portion of the block is 14 stories above the main level with a partially exposed University Avenue Level for a total of 16 floors. The residential amenities include a bike storage and repair room, fitness center, club room, ground level patio and roof top deck. The main entry for the residential building is located on Madison Yards Way. The primary façade materials for the residential building consist of painted aluminum framed glazing systems with insulated glass, masonry, and metal panel.

An open parking deck located in the center portion of Block 2 provides parking for the grocer and residential units. The façade / screening materials for the raised parking deck will be that of the grocer to provide cohesive street facades along University and Madison Yards Way.

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 2 Specific Implementation Plan (SIP) as well as the following modifications to the approved GDP Zoning text:

1. Allow a portion of Block 2 to be one story as seen from Madison Yards Way
2. Increase Block 2 Maximum # Residential Dwelling Units to 280 In Table 1.B - Use Category Maximums
3. Increase Block 4 Maximum # Hotel Rooms to 200 In Table 1.B - Use Category Maximums
4. Change the Block 2 Max Stories to 16 and Max Height to 175ft in Table 3 - Minimum and Maximum Building Stories, Heights, Building Areas by Block

Zoning/ Project Data:

Block 2 is part of the Planned Development District – General Development Plan, Madison Yards at Hill Farms Redevelopment, 4802 Sheboygan Ave.

Block 2	Allowable/ required	Proposed
1) Site Area	2.9 Ac	2.9 Ac
2) Bldg Area	80,000- 375,000 gsf	Building A 56,000 gsf <u>Building B 292,000 gsf</u> Total 348,000 gsf (excluding parking)
3) Building Height (max)	13 stories/ 160 ft	16 stories/ 175 ft
4) Setback		
a) University	Min 80% @ 0' / 20% @15' Max 30'	322'10" (79%) @ 0' / 86'7" (21%) @ 15' Max 21'
b) Gardener	Min 90% 3rd story above @10'	368' 5" (90%) @ 10'
c) Madison Yd Way	Min 8'	Min 8'
d) Segoe Road	Min 8'	Min 8'
	Min 90% 3rd story above @ 18'	100% @18'

Parking:

The required parking ratios for retail is a minimum of 1 space per 400 GSF and a maximum of 1 space per 200 GSF. The required parking ratios for residential is a minimum 0.9 spaces per unit and a maximum of 1.25 spaces per unit. Additional parking above the maximum may be shared with another use.

The proposed Block 2 development provides a total of 552 structured parking spaces and is compliant with the required parking ratios. 239 spaces are dedicated for the grocer tenant located between the University Ave. level and the Madison Yards Way level. 313 parking spaces are provided in the raised open parking deck with a separate entrance from the dedicated grocer parking on Madison Yards Way. The 313 raised parking spaces are for the residential building and can accommodate up to 25 grocer employee parking spaces.

Loading and trash areas will be provided within the building on the University Ave level accessed via right-in, right-out from University Ave.

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.

Traffic Impact Analysis

A traffic impact analysis (TIA) update memo from JSD Professional Services, Inc. and a 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

Construction of Project is scheduled for a spring of 2021 start with completion in 2023.

Sincerely,



Mark Theder

Madison Yards Block 2, LLC