

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: June 13, 2007	Action Requested
UDC MEETING DATE: June 20, 2007	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" 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:)

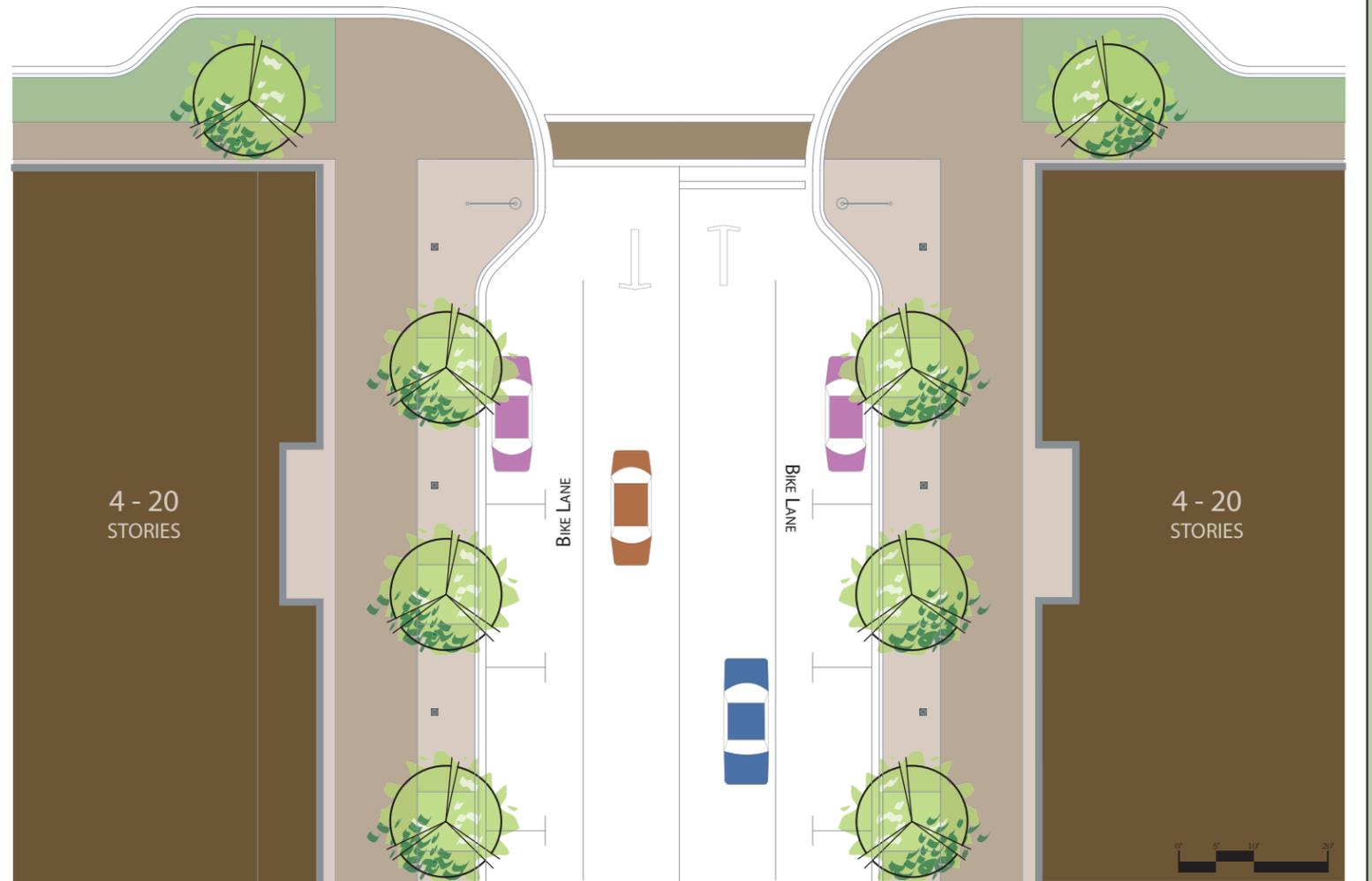
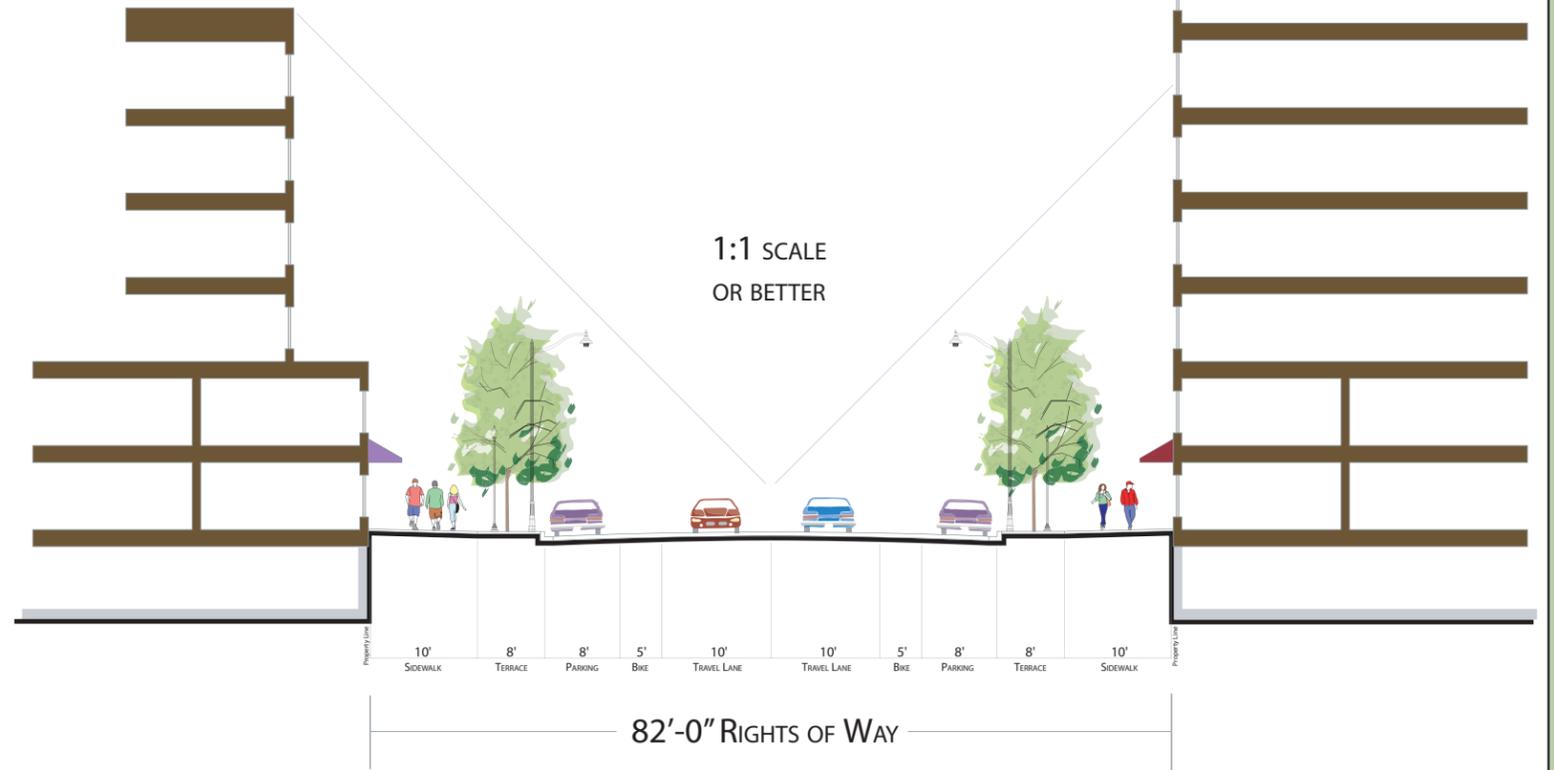
- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*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.

CONCEPTUAL RIGHTS-OF-WAY

CREATED: 03.06.07
REVISED: 03.31.07

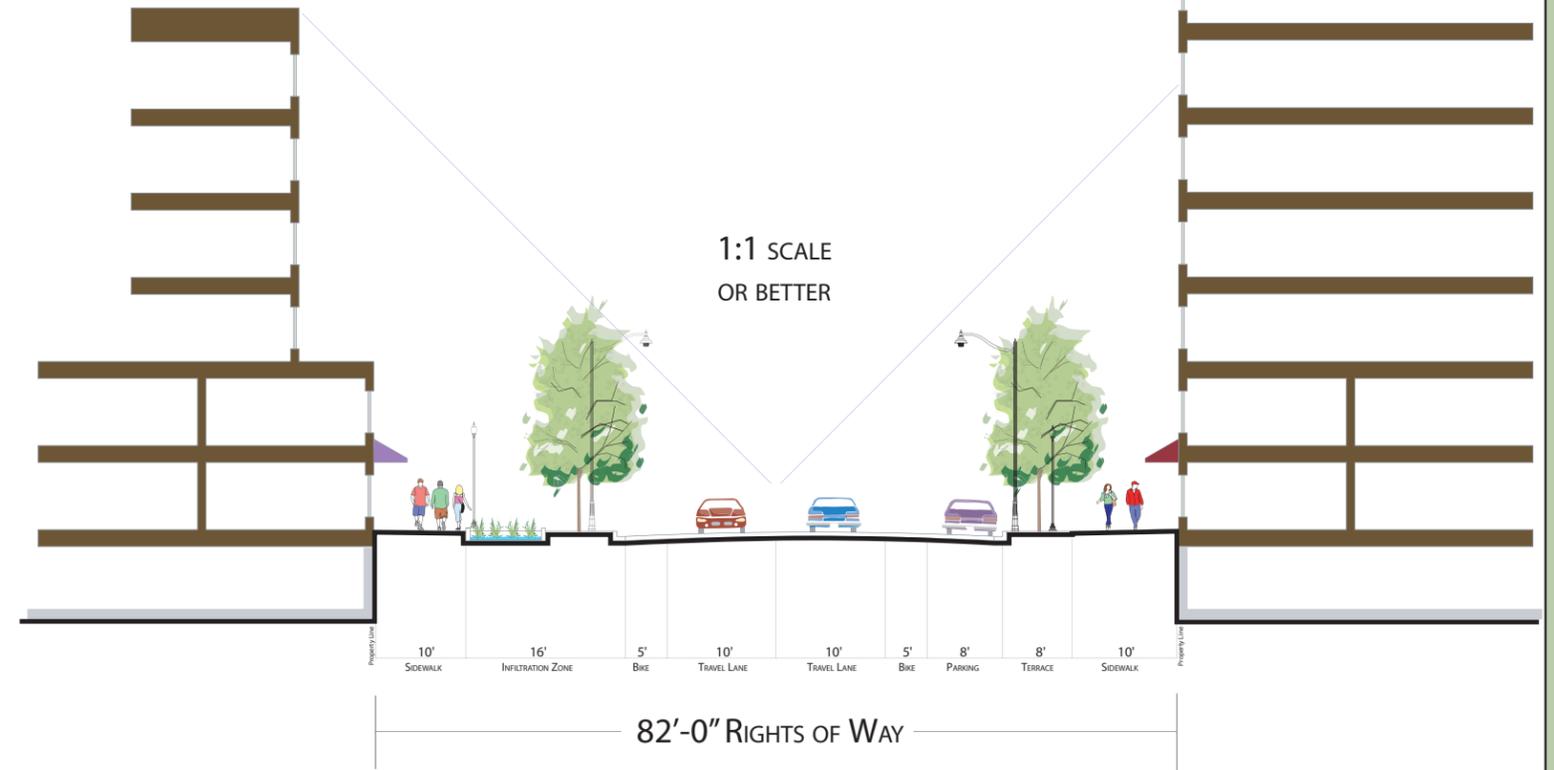
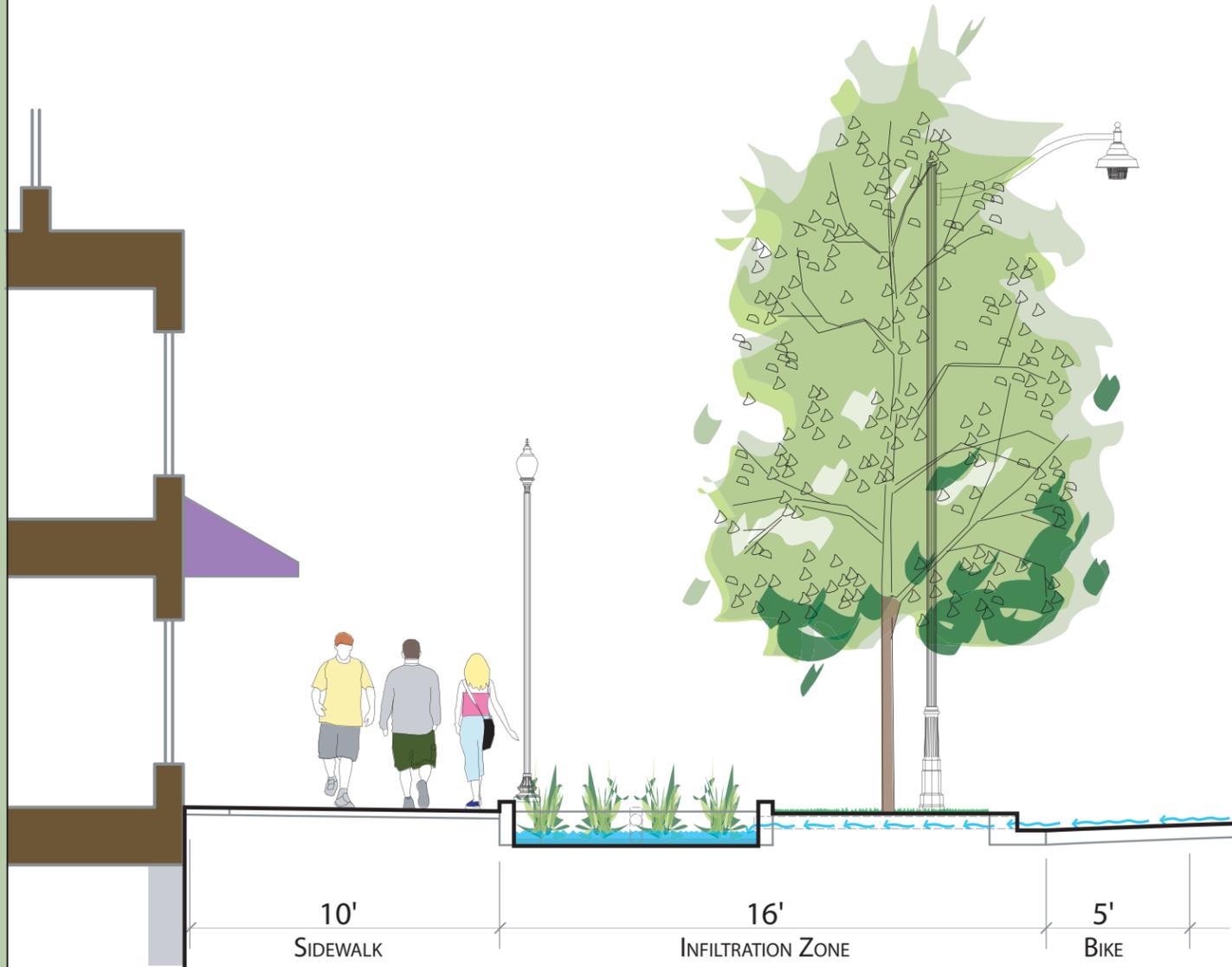


HILL FARMS PROPERTY



GREEN STREET CROSS SECTION

CREATED: 03.30.07



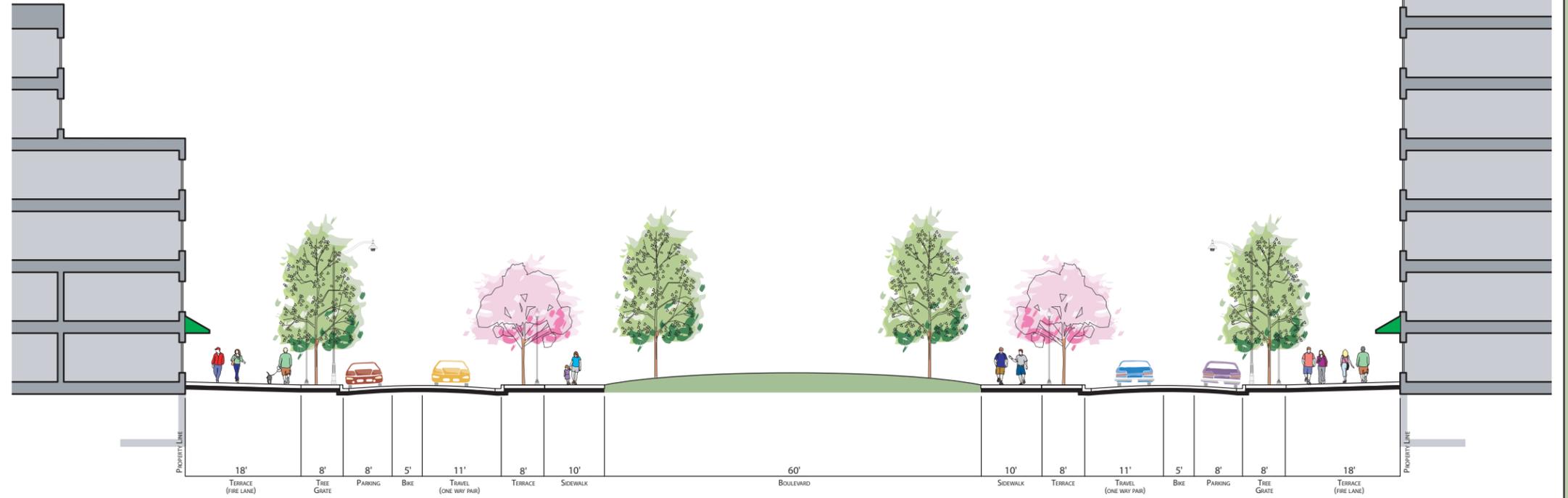
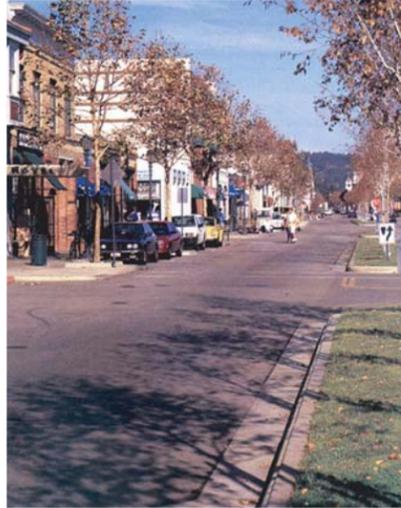
HILL FARMS PROPERTY

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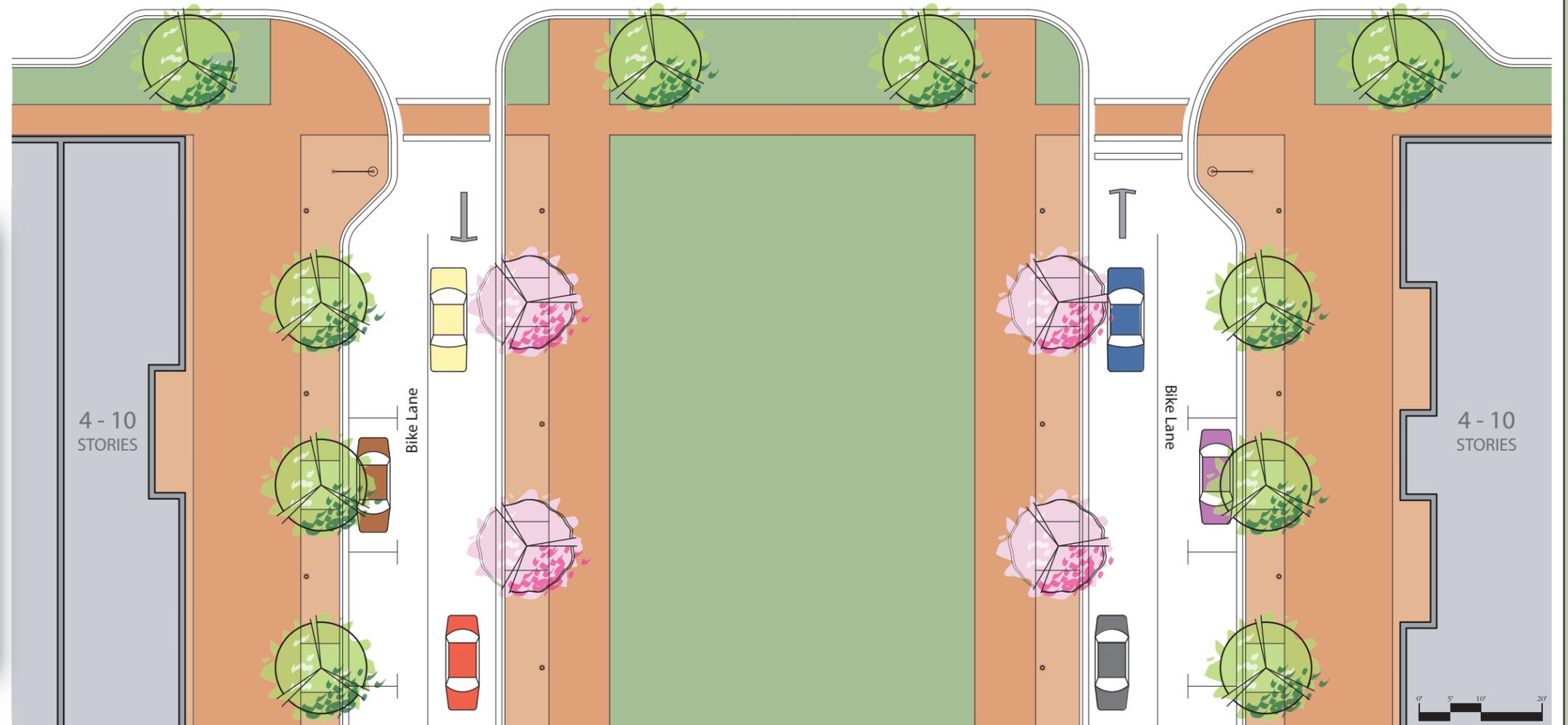


CONCEPTUAL RIGHTS-OF-WAY

CREATED: 03.06.07
REVISED: 03.31.07



200' BOULEVARD ROW



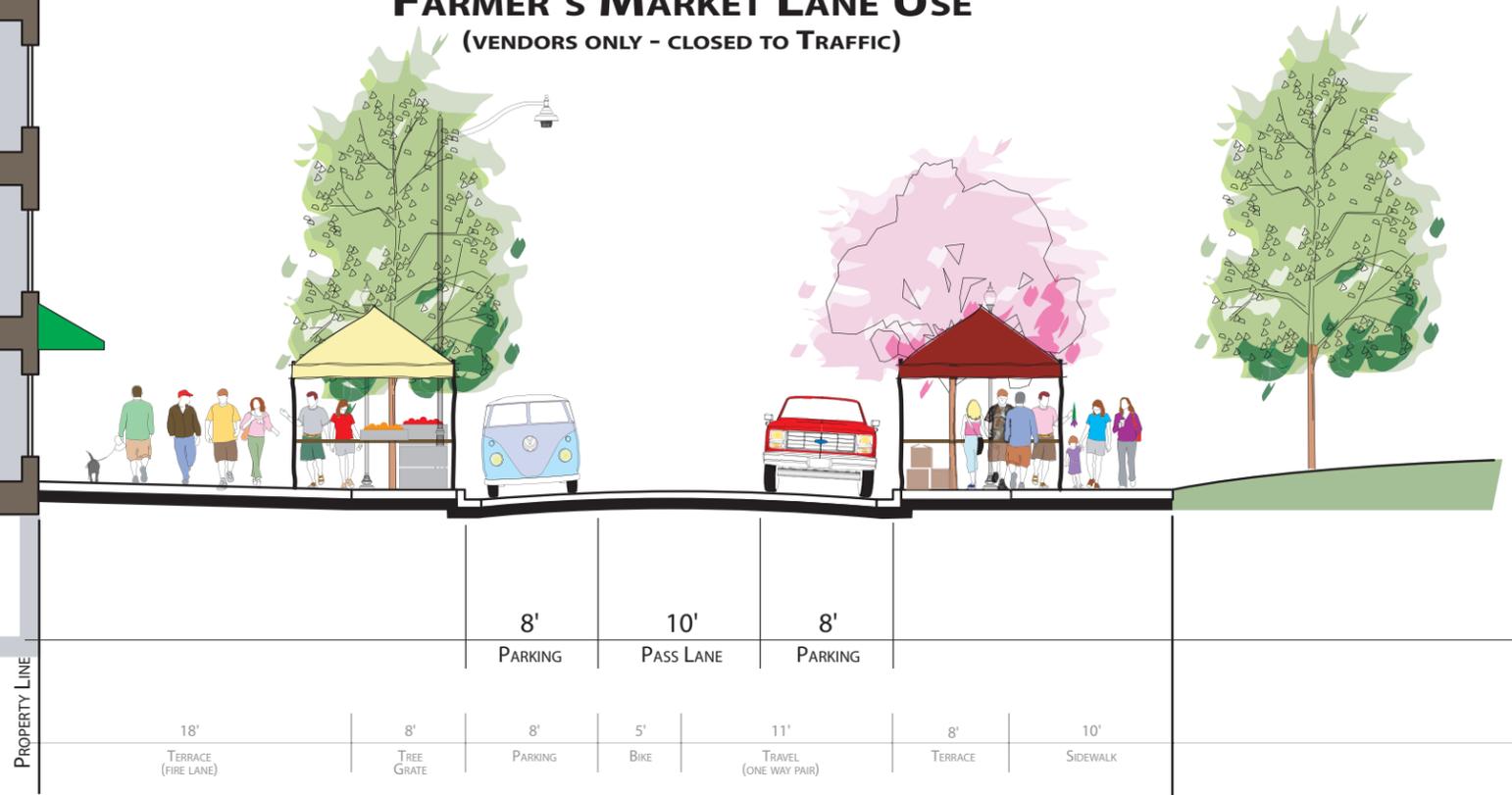
**HILL
FARMS
PROPERTY**

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FARMER'S MARKET CONCEPT

CREATED: 06.06.07

FARMER'S MARKET LANE USE (VENDORS ONLY - CLOSED TO TRAFFIC)



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

60'
BOULEVARD



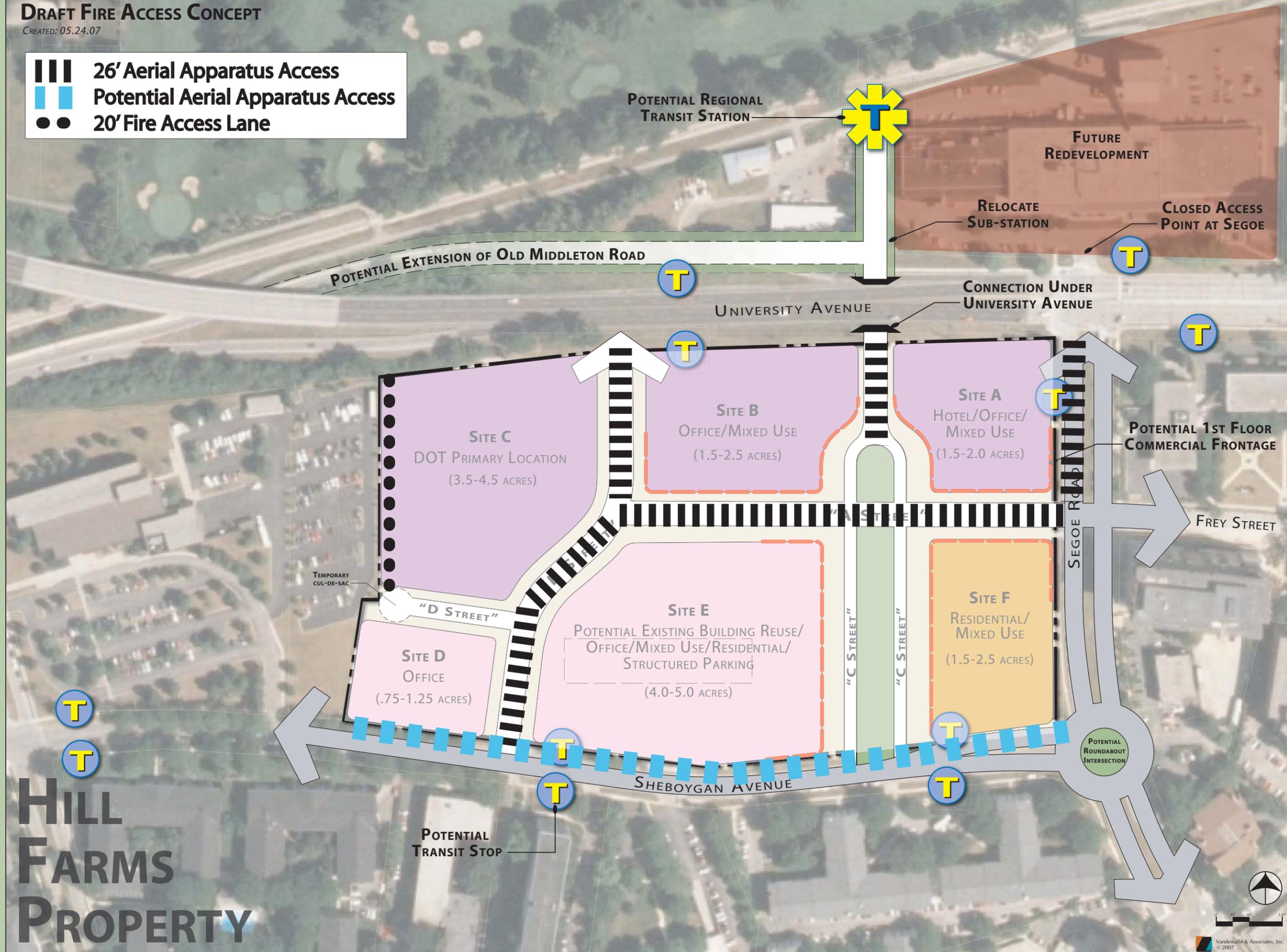
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REDEVELOPMENT CONCEPT PLAN

DRAFT FIRE ACCESS CONCEPT

CREATED: 05.24.07

- ||| 26' Aerial Apparatus Access
- ▬ Potential Aerial Apparatus Access
- 20' Fire Access Lane



HILL FARMS PROPERTY



To: Urban Design Commission
From: Brian Munson
CC: Al Martin
Tim Parks
Date: Thursday, June 14, 2007
Re: Hill Farms Redevelopment: UDC Comments

The Urban Design Commission, at the May 23rd meeting, requested additional information regarding the design development process for the Hill Farms Redevelopment Project. The design team has undertaken additional discussion with City Staff and would like to forward the following addendum to the General Development Plan submittal packet. The following items highlight the concerns raised and design response:

1.) Street Cross Section/Design

Concern: UDC expressed concern over the width and makeup of the street system within the project, with specific reservation over the width of the streets, incorporation of bike lanes, turning radii, overall travel speeds, and pedestrian orientation.

Response: The design team has met with Traffic Engineering, Engineering, and the Fire Department to discuss the development of the street cross sections. The revised cross sections included in this packet balance the desire for pedestrian oriented streets without compromising the vehicular access for buses, semis, or fire trucks. The street system was designed to accommodate the following items:

1.) Fire Access

Embedded within the design of the streets is a goal of maintaining the fire access lanes within the street cross section, in an attempt to minimize the need for duplicate fire lanes on the sites themselves. This approach couples the 10' travel lanes and 5' bike lanes as the aerial apparatus fire lane, placed within the 30' setback requirement of the potential building setback (maximum of 4' allowed). Removal of the bike lanes, or narrowing of the travel lanes further than what is shown on these drawings would result in insufficient width for the fire access lane (26' required); thereby requiring the sites to include a 26' fire lane along the entire length of the building on site. In essence, while the goal of reducing the street width is admirable, it would result in a significant increase in pavement on-site.

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Shaping Places, Shaping Change

2.) Vehicular Access

The 10' travel lanes and future curve radii for corners have to be designed to accommodate a wide range of vehicular needs ranging from cars to buses and fire trucks. The resulting geometrics, while presenting larger cross sections, are necessary to serve the high intensity development pattern proposed. In response to the concern on pedestrian safety and travel speeds, the revised cross sections include the potential for bump-out intersections and other traffic calming options to deliver the appropriate design speeds. The design team is pursuing additional traffic calming options; provided they do not restrict access to the fire access or prohibit the potential for extension of transit into the site.

The revised cross sections include the following changes:

82' Standard Cross Section (previously 90')

Travel lanes reduced from 13' to 10'

Sidewalks/Terrace combination set to 10'/8'

Bike lanes retained (see above)

82' Green Cross Section (new)

The DOT's request for no on-street parking along their frontage, due to security requirements, opens the possibility to incorporate an urban stormwater management system into the terrace, as shown on this concept cross section.

200' Boulevard Cross Section

Discussions with the Fire Department have allowed this street to be excluded from the fire access strategy (equivalency for alternative fire access solutions will be required); thereby reducing the need to accommodate the aerial apparatus aspects of this cross section. This has allowed a general rebalancing of the space to increase the boulevard/market/infiltration space in the middle, while still providing for ample sidewalk/terrace combinations.

2.) Pedestrian Connections

Concern: UDC expressed concern that there would be a need for additional mid-block connections through some of the sites.

Response: The design of the project includes block sizes ranging from 300 x 300 (for reference the same size as the block the MMB is on) to 400 x 600 so as to offer pedestrian and vehicular access throughout the site on a new grid of streets. The street system is also the framework for the commercial uses as the placement of building access points, mid-block connections, and pedestrian travel routes will influence the placement and viability of first floor commercial.

While this grid does offer ample access for a majority of the blocks, the block spacing on sites E & F will require additional access mid-block, either to parking structures or buildings; however, the location of these

access points is contingent on the precise land uses and building design that will be submitted at the time of SIP; and use and as such should not be set at the time of GDP submittal. The design team proposes that the following language be added by addendum to these sites:

“Mid-block or interior circulation routes that accent the street pattern may be needed based on building layout, use locations, and open space provisions. The need for and placement of these connections will be determined as part of the SIP and shall be specifically addressed as a component of the application.”

3.) Commercial Frontages

Concern: The current proposal notes potential commercial frontages, UDC raised concern that commercial not be limited to these locations in favor of first floor commercial opportunities throughout the project.

Response: The commercial frontages noted were potential guidelines. The design team agrees that commercial uses would be appropriate on all of the street frontages, excepting for the WISDOT building, but wishes to guide and focus commercial uses to the indicated areas, rather than risk a dispersed pattern of commercial use. This design is in response to a concern that the commercial uses needed to be designed to market off of one-another and that large breaks between uses would be counter-productive to people visiting multiple stores. With these concerns in mind, the design team agrees that the commercial uses should be allowed throughout the project frontages and that the SIPs should be the determining stage for the placement of commercial uses as the market conditions at time of submittal or building design may allow additional locations.

4.) Parking

Concern: UDC expressed concern with the potential incorporation of parking within the project at levels that do not reflect available transit service.

Response: The design team has amended the GDP approach to allow each SIP to set the parking ratio as part of future submittals, rather than pre-determined parking ratios. This will allow flexibility on parking ratios and require each submittal to respond to the market trends and availability of transit alternatives at the time of SIP submittal. The goal is to require each site to justify its parking in the framework of the conditions in place at time of SIP submittal; with a goal of matching the parking stall counts to the conditions thereby eliminating unnecessary parking stalls in the event that additional transit options are available, or other factors are present to reduce parking demand.

This approach also does not preclude the ability to incorporate transit service needs in the form of structured park & ride facilities or shared parking arrangements.