



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 615 Gardener Road

Application Type: Informational Presentation for a Major Amendment to a Previously Approved Planned Development for Madison Yards Block 1, Multi-Family Residential Building in Urban Design District (UDD) 6
UDC will be an Approving and Advisory Body

Legistar File ID #: [93016](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Mark Theder, Madison Yards Block 1, LLC | Sean Roberts, Summit Smith Development

Project Description: The applicant is proposing a major amendment to a previously approved Planned Development for the construction of a five-story residential building with 102 units located at the northwest corner of the intersection of Segoe Road and Sheboygan Avenue.

Project Background: The project site is a part of the larger Madison Yards at Hill Farms Planned Development, which was originally approved in 2018 (Legistar File ID [48873](#), Madison Yards Planned Development-General Development Plan (PD-GDP)).

Following the PD-GDP approval, a Planned Development-Specific Implementation Plan (PD-SIP) for Madison Yards, Block 1 was approved in 2021. At that time the development was comprised of an office building, structured parking, standalone retail/commercial building, and a five-story multi-family residential building (Legistar File ID [63440](#), Madison Yards, Block 1 PD-SIP). The office building and structured parking have been completed while the standalone retail/commercial building and multi-family residential building have yet to be constructed.

The subject of the proposed major amendment is limited to the multi-family residential building. The PD amendment is necessary to document the return of land that was originally dedicated as part of the PD-GDP/SIP approvals to the project site, increasing the size of the multi-family residential building and site, and to document the associated exterior building changes.

Approval Standards: The UDC will be both an **approving body** and **advisory body** on this request when a formal application is submitted. The project site is located in Urban Design District (UDD) 6, which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in [MGO Section 33.24\(13\)](#).

In addition, for Planned Developments the UDC is required to provide an **advisory recommendation to the Planning Commission** with specific findings on the design objectives listed in the PD Standards for Approval (attached for reference), but including, more specifically:

PD Standard (e), which generally speaks to coordinating “...*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.*”

Summary of Design Considerations

Staff recommend that the UDC provide feedback on the development proposal regarding the aforementioned standards as it relates to the design considerations noted below.

- **Street Level Activation.** The project site occupies multiple corners, one internal to the Madison Yards Development at Gardener Road and Sheboygan Avenue, and one external to the development at Segoe Road and Sheboygan Avenue. Consideration should be given to using building design techniques and detailing that not only maintain a positive building orientation toward the street, but that also accentuates or frames the street corners. Such considerations include locating more prominent architectural features like a tower element or taller parapet at street corners or building ends, clearly identifiable common building entries, active individual unit entries that are connected to the street frontages (Gardener Road and Sheboygan Avenue).

Staff request the Commission's feedback on the overall street level activation.

- **Building Design and Materials.** Generally, UDD 6 Building Design guidelines and requirements speak to the use of high-quality, low maintenance materials that are complementary to and compatible with the existing and surrounding building(s), utilizing four-sided architecture, and minimizing blank wall expanses, especially along the street.

While many design details are not known at the Informational Presentation stage, staff request the Commission's feedback on the overall building design and material palette. Consideration should be given to using a palette of materials that is both durable and contextually appropriate, as well as how the materials are applied to the building and creating one cohesive architectural expression, including as it relates to clearly defining building components (top, middle base), integrating changes in plane where materials transition, the finish treatment at the top of the building creating positive termination, clearly defining street corners and common building entrances, etc.

As reflected on the elevations, the exterior material palette is primarily comprised of fiber cement panels in a variety of colors and sizes, with masonry and metal accents.

- **Architectural/HVAC Louvers.** While architectural or HVAC louvers are not shown on the elevation drawings, they are commonly associated with residential development. It has been the current practice to locate wall packs and their associated louvers so that they are not located on street-facing or on highly visible facades, although they have been approved in some situations when found to be well-integrated into the façade's design. Staff request the UDC's feedback on the design and finish detailing of any architectural or HVAC louvers.
- **Landscape Considerations.** While a conceptual landscape plan was not included in the submittal materials, staff request the Commission's feedback on potential landscape considerations, especially as it relates to incorporating plantings that will help to break down mass and scale, screen blank walls, and help to create an enhanced pedestrian environment with year-round color and texture.