

Kahler Slater

Milwaukee
Madison
Richmond
Singapore

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Madison, WI 53703
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January 8, 2020
Updated January 23, 2020

Urban Design Commission
215 Martin Luther King Jr. Blvd.
PO Box 2985
Madison, WI 53701

Re: Project Narrative
Madison Yards – Block 2
Corner of Segoe Rd and University Blvd

The following is submitted together with the plans, and application for staff review/ approval.

Architect: Kahler Slater
722 Williamson Street
Madison, WI 53703
Contact: Ethan J. Skeels
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Email: eskeels@kahlerslater.com

Introduction:

The Block 2 development 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, hotel and associated loading and parking.

The grocer space is +/- 50,000 GSF which occupies the western most portion of the block with its main entrance on Madison Yards Way. Ground floor parking is accessed from Madison Yards Way combined with University Level parking accessed from both Gardener Rd. and Segoe Rd provide dedicated parking for the Grocer. A shared loading dock and refuse area serving the grocer and hotel 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 hotel is located at the eastern most portion of Block 2. The hotel is planned for 150 guestrooms on 6 stories set on top the main level and a partially exposed University Avenue Level for a total of 8 stories. The guest amenities include a proposed pool and fitness center as well as several small meeting rooms and a lobby bar. The main entry / drop off for the hotel is located on Madison Yards Way. The primary façade materials for the hotel consist of painted aluminum framed glazing systems with insulated glass, masonry, metal panel and EFIS accents.

An open 1.5 tray parking deck located in the center portion of Block 2 accessed from Madison Yards Way provides parking for the hotel. 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.

Zoning/ Project Data:

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

<u>Block 2</u>	<u>Allowable/ required</u>	<u>Proposed</u>
1) Site Area	2.90 Ac	2.90 Ac
2) Max Bldg Area	80,000- 375,000 gsf	
3) Building Height (max)	14 stories/ 175 ft	8 stories/ 90 ft
4) Setback		
a) University	Min 80% @ 0' / 20% @15' Max 30'	322'10" (79%) @ 0' / 86'7" (21%) @ 15' Max 21'
	Min 90% 3 rd story above @10'	368' 5" (90%) @ 10'
b) Gardener	Min 8'	Min 8' 5"
c) Madison Yd Way	Min 8'	Min 8' 1"
d) Segoe Road	Min 8'	Min 8'
	Min 90% 3 rd story above @ 18'	100% @18'

Parking for retail is a minimum of 1 space per 400 GSF and a maximum of 1 space per 200 GSF. Parking for the hotel is a minimum .75 spaces per unit and a maximum of 1.5 spaces per unit. Additional parking above the maximum may be shared with another use.

The proposed Block 2 development provides a total of 235 spaces dedicated for the grocer tenant located between the University Ave. level and the Madison Yards Way level. 153 parking spaces dedicated for use of the hotel are provided entirely in the raised open parking deck located between the hotel and grocer uses accessed from the Madison Yards way parking entry.

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

Schedule:

Project is scheduled for a summer of 2020 start with completion in 2022.

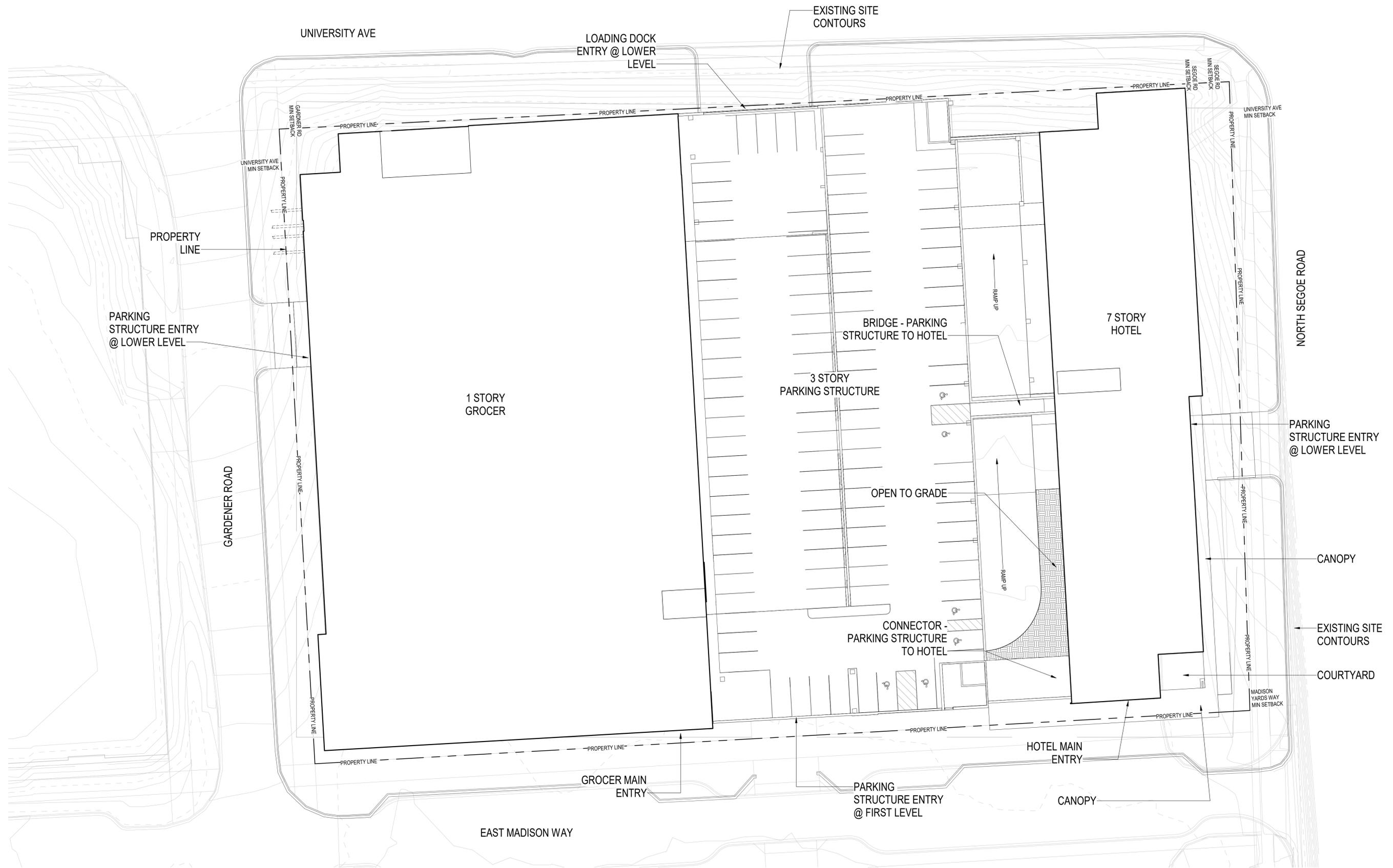
Plans

The following plans are submitted in support of this application;

- AS11 ARCHITECTURAL SITE PLAN
- A10 LOWER LEVEL PLAN
- A11 1ST FLOOR PLAN
- A12 2ND FLOOR PLAN
- A13 3RD FLOOR PLAN
- A14 ROOF PLAN
- A20 EXTERIOR ELEVATIONS
- A21 EXTERIOR ELEVATIONS
- A22 EXTERIOR PERSPECTIVES
- A23 EXTERIOR PERSPECTIVES

Sincerely,

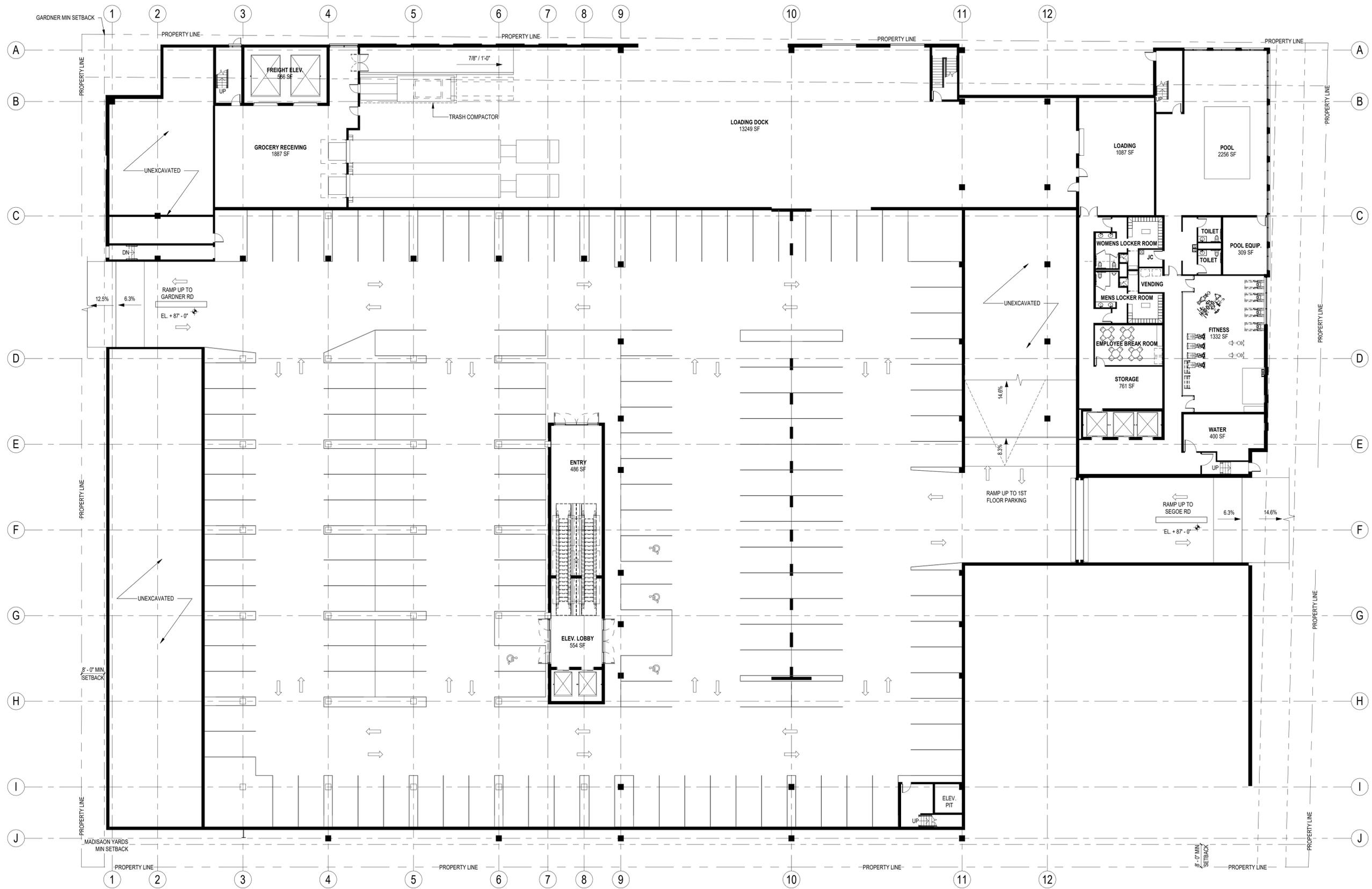
Ethan J. Skeels, AIA
KAHLER SLATER, INC.



ARCHITECTURAL SITE PLAN

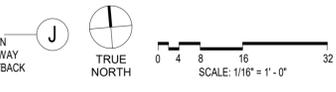
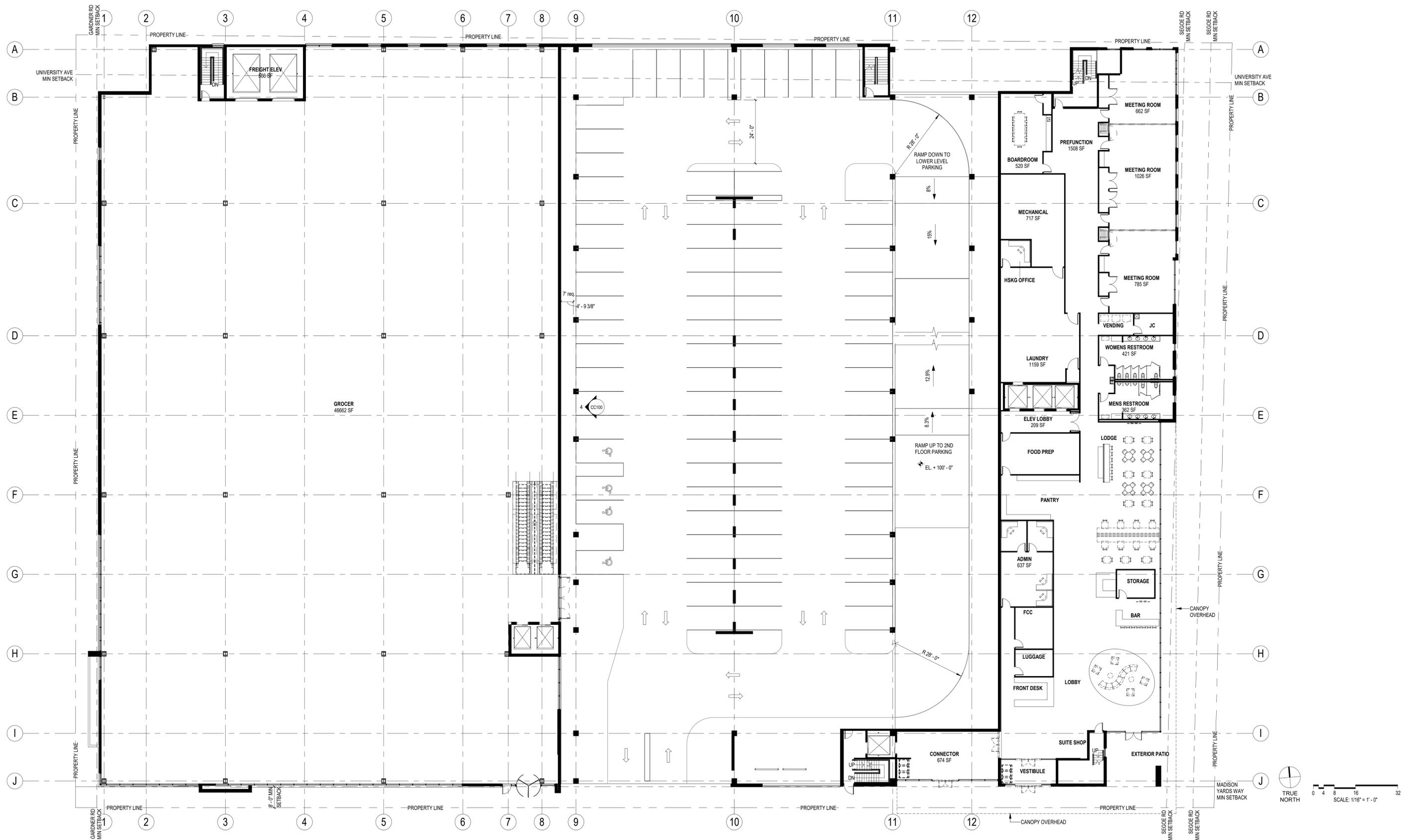
AS11 | 01/22/20

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LOWER LEVEL PLAN

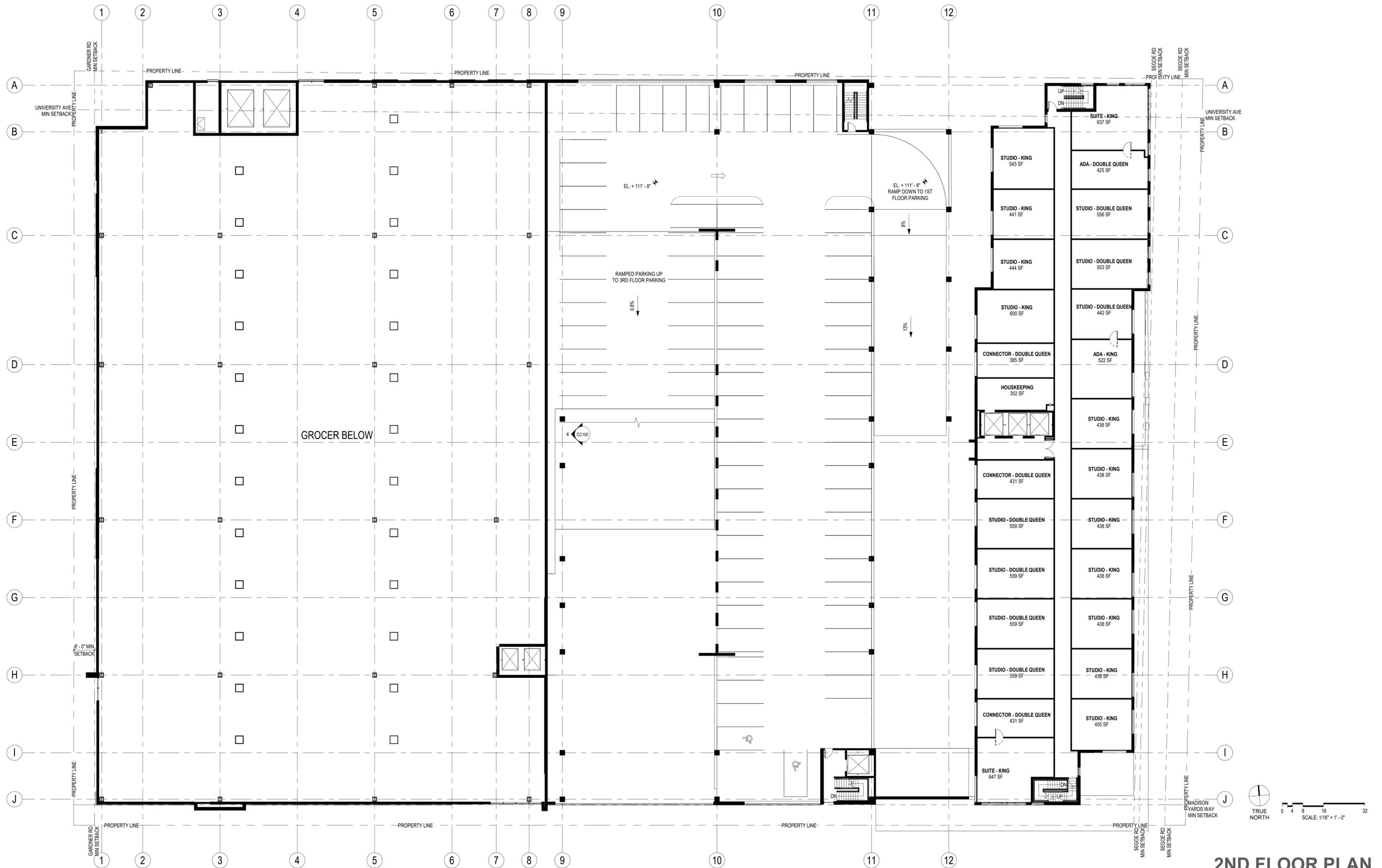
A10 | 01/08/2020



1ST FLOOR PLAN

A11 | 01/08/2020

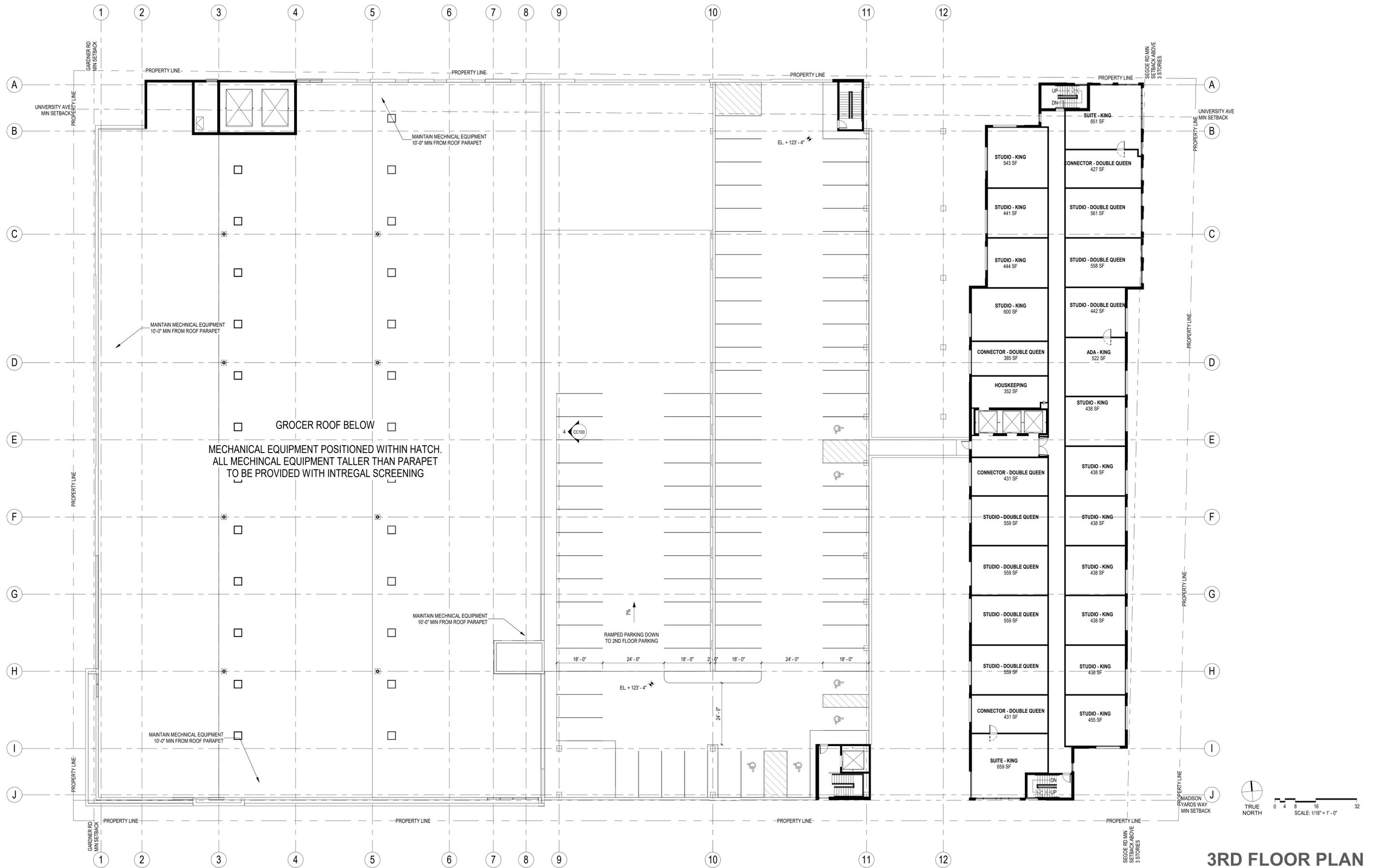
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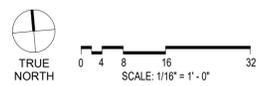
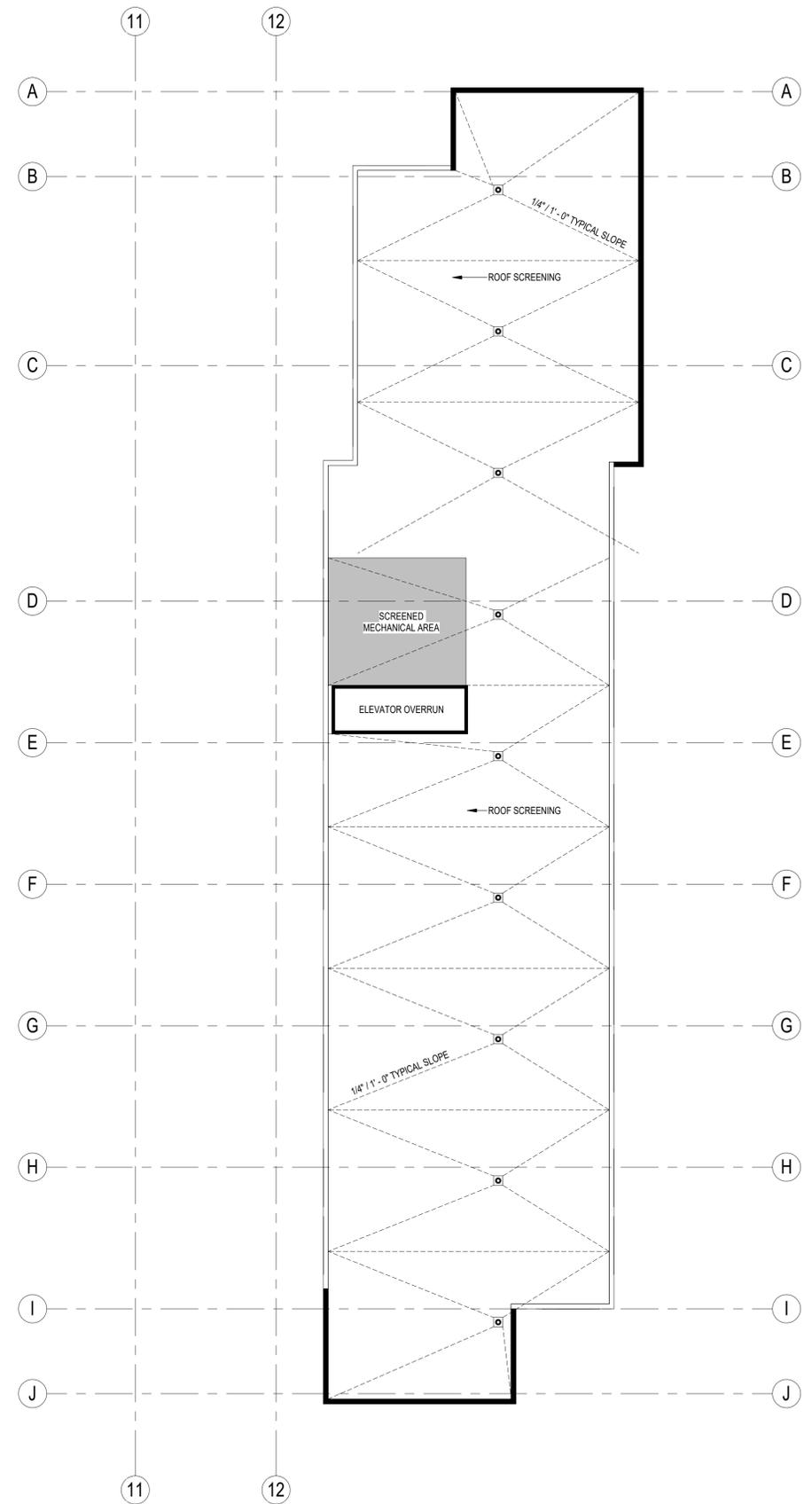
2ND FLOOR PLAN

A12 | 01/08/2020

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3RD FLOOR PLAN



ROOF PLAN

A14 | 01/08/2020

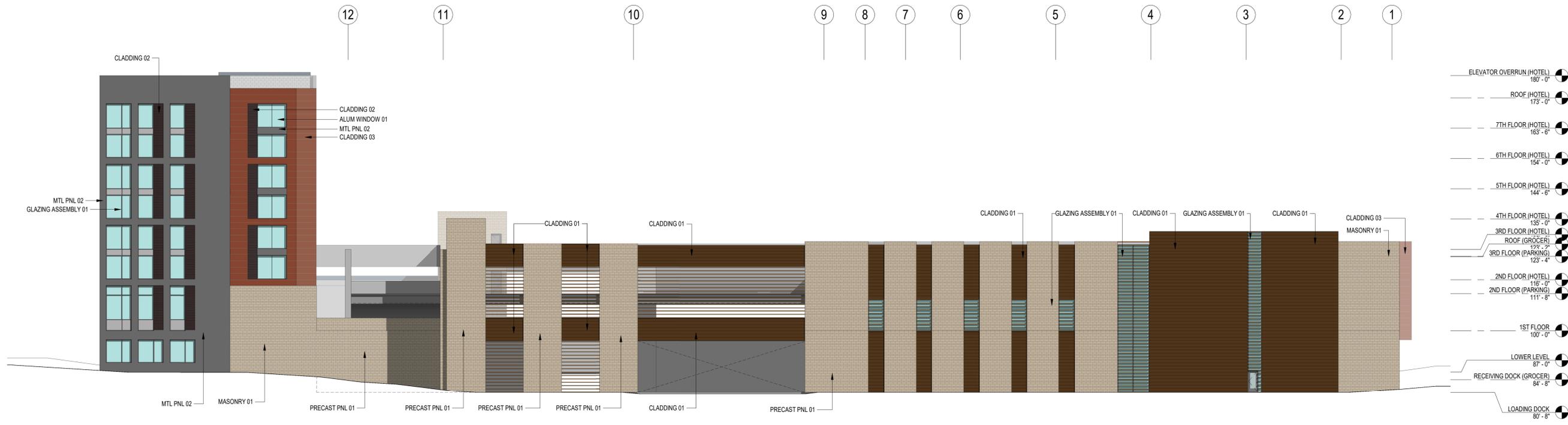
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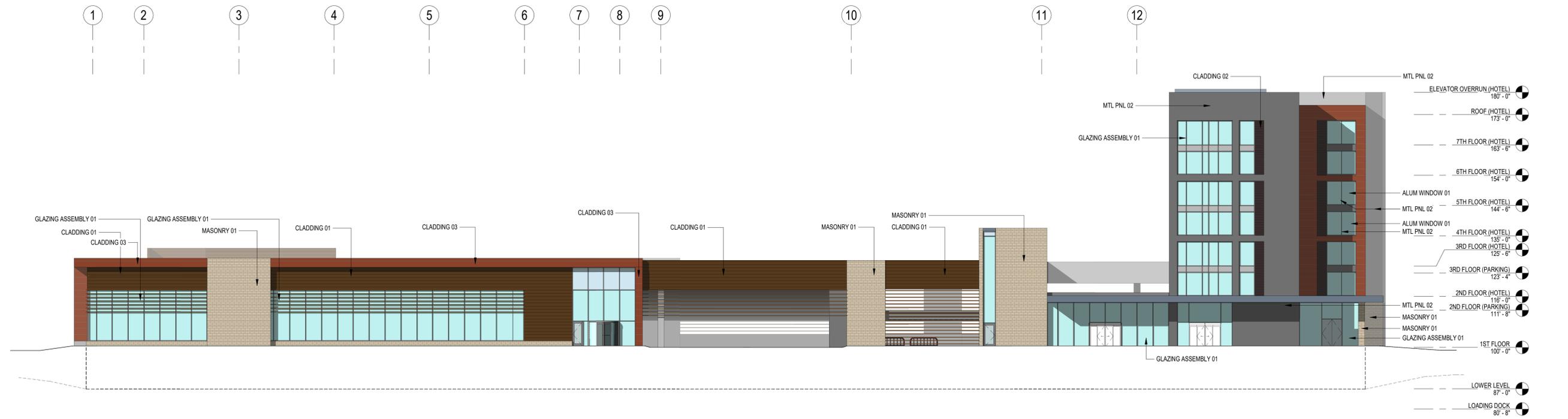


SUMMIT SMITH / GILBANE
MADISON YARDS - BLOCK 2 - BASE, CORE & SHELL

KEYNOTES - ASSEMBLIES & COMPONENTS	
ALUM WINDOW 01	ALUMINUM FRAMED UNIT WINDOW
CLADDING 01	PANELIZED SIDING
CLADDING 02	PANELIZED SIDING
CLADDING 03	PANELIZED CLADDING SYSTEM
GLAZING ASSEMBLY 01	ALUMINUM FRAMED ENTRANCES AND STOREFRONTS. KAWNEER 601T GLAZING SYSTEM BASIS OF DESIGN.
MASONRY 01	UNIT MASONRY
MTL PNL 02	ALUMINUM COMPOSITE METAL PANEL
PRECAST PNL 01	PRECAST PANEL 01 - PRECAST WALL PANEL W/ MASONRY LOOK FORMLINER COLOR AND TEXTURE TO MATCH MASONRY 01



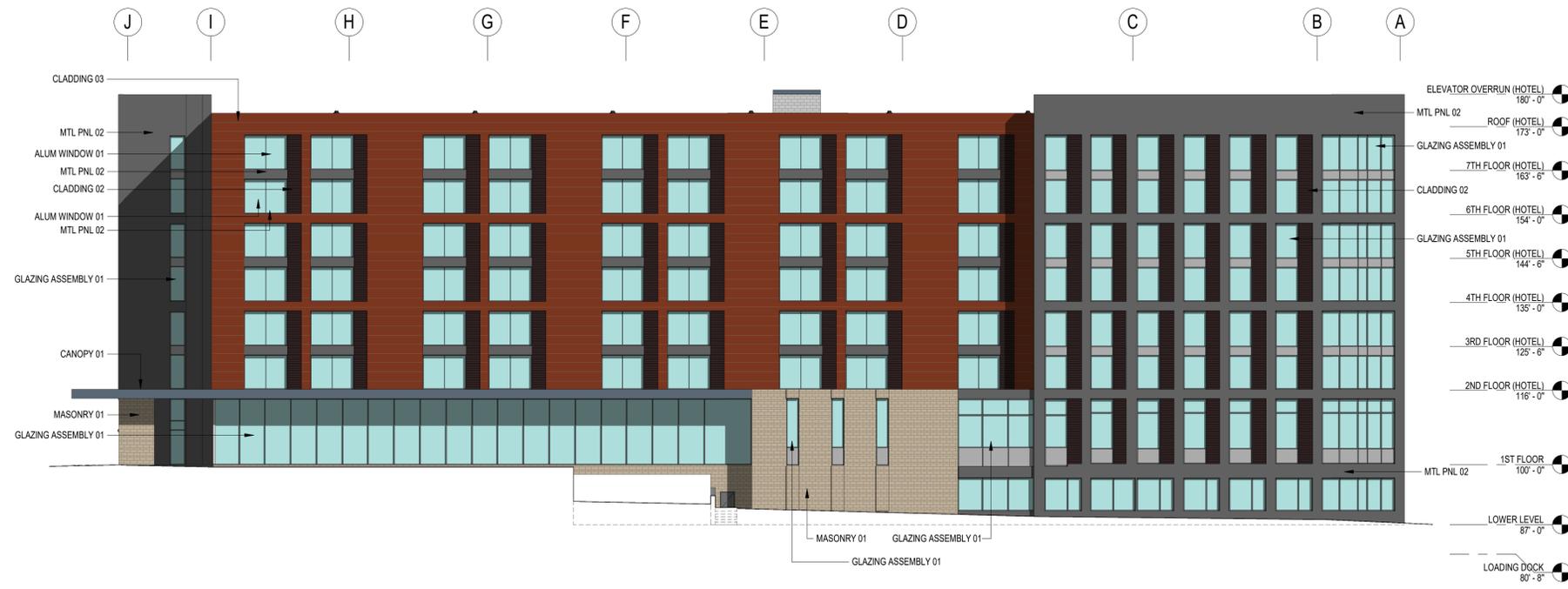
1 NORTH ELEVATION
1/16" = 1'-0"
SCALE: 1/16" = 1'-0"



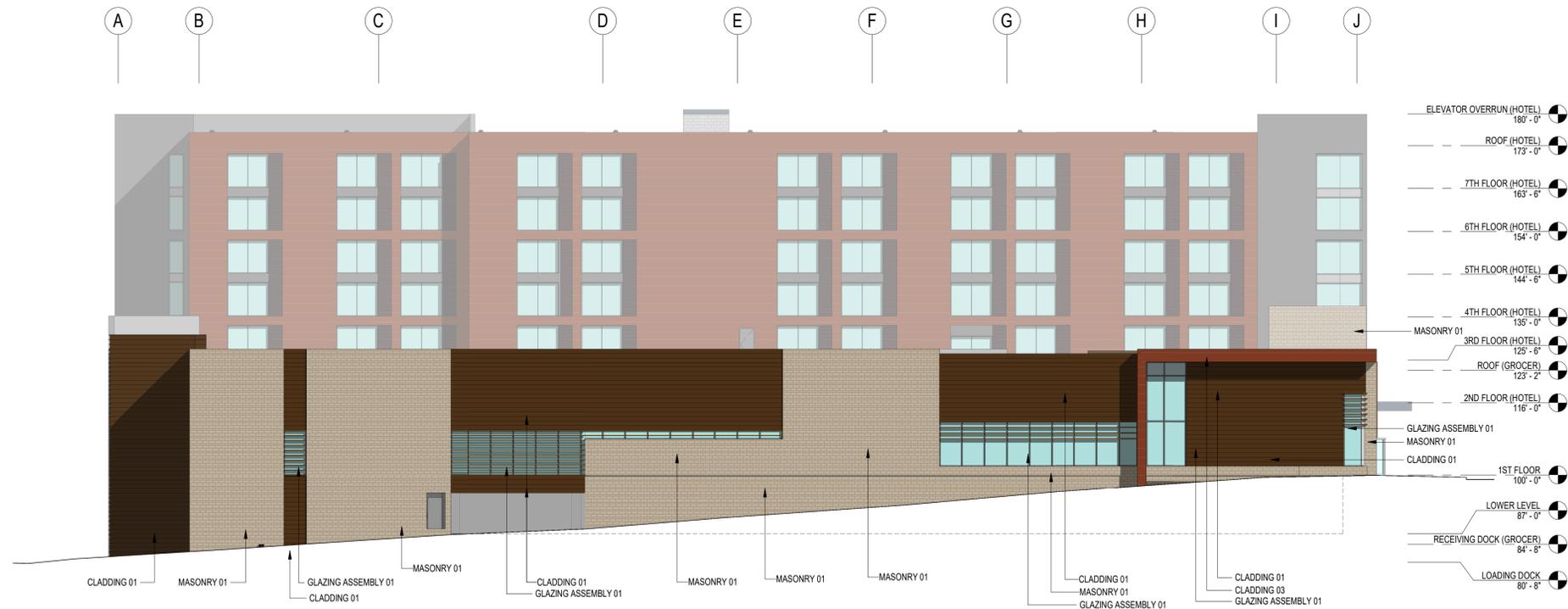
2 SOUTH ELEVATION
1/16" = 1'-0"
SCALE: 1/16" = 1'-0"

EXTERIOR ELEVATIONS

KEYNOTES - ASSEMBLIES & COMPONENTS	
ALUM WINDOW 01	ALUMINUM FRAMED UNIT WINDOW
CANOPY 01	DEFS CANOPY
CLADDING 01	PANELIZED SIDING
CLADDING 02	PANELIZED SIDING
CLADDING 03	PANELIZED CLADDING SYSTEM
GLAZING ASSEMBLY 01	ALUMINUM FRAMED ENTRANCES AND STOREFRONTS. KAWNEER 601T GLAZING SYSTEM BASIS OF DESIGN.
MASONRY 01	UNIT MASONRY
MTL PNL 02	ALUMINUM COMPOSITE METAL PANEL



1 EAST ELEVATION (HOTEL)
 1/16" = 1'-0"
 0 4 8 16 32
 SCALE: 1/16" = 1'-0"



2 WEST ELEVATION (WHOLE FOODS)
 1/16" = 1'-0"
 0 4 8 16 32
 SCALE: 1/16" = 1'-0"

EXTERIOR ELEVATIONS

A21 | 01/08/2020

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EXTERIOR PERSPECTIVES

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MADISON YARDS - BLOCK 2 - BASE, CORE & SHELL

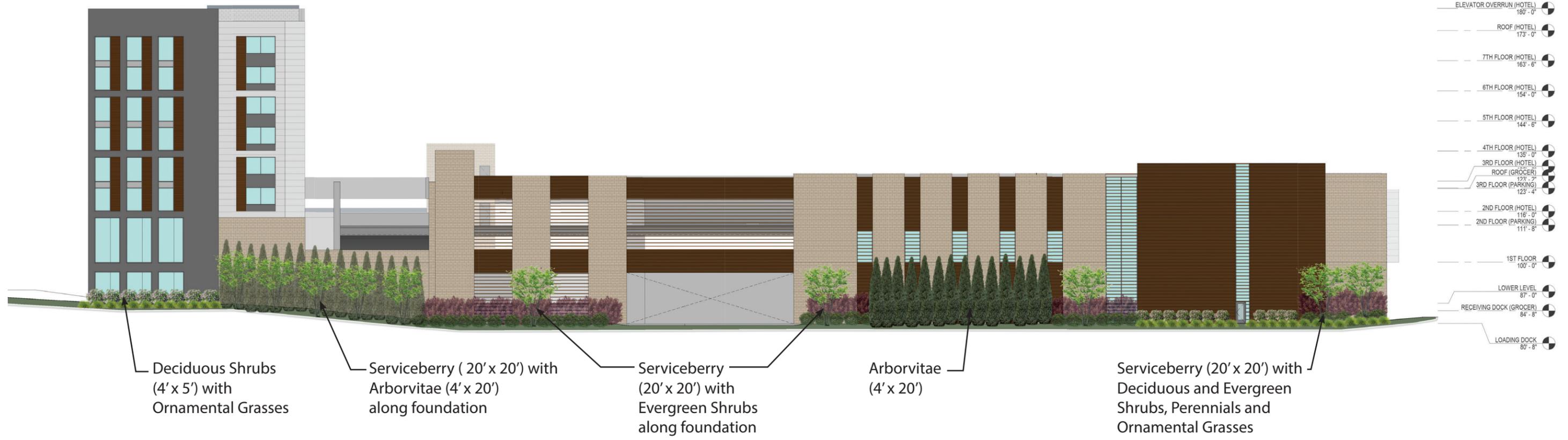
A22 | 01/22/20

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EXTERIOR PERSPECTIVES

A23 | 01/22/20



MADISON YARDS - BLOCK 2

NORTH ELEVATION LANDSCAPING

MADISON, WI

DATE: 01.23.2020

CANOPY TREES

Fall Fiesta Sugar Maple
Marmo Freeman Maple
Swamp White OAK
Exclamation London Planetree
Chicagoland Hackberry
Dura Heat River Birch
Princeton Sentry Ginko
Espresso Kentucky Coffeetree

ORNAMENTAL TREES

Apollo Sugar Maple
Spring Flurry Serviceberry
Shadblow Serviceberry
Musclewood
Regal Prince Columnar Oak
Royal Raindrops Crabapple
Adams Crabapple

CONIFEROUS TREES

Chalet Swiss Stone Pine
Pyramidal Arborvitae

SHRUBS - DECIDUOUS

Standing Ovation Serviceberry
Low Scape "Hedger" Chokeberry
Low Scape "Mound" Chokeberry
Iroquois Black Beauty Chokeberry
Arctic Fire Dogwood
Cool Splash Honeysuckle
Little Quickfire Hydrangea
Jim Dandy Winterberry
Red Sprite Winterberry
Donna May Ninebark
Center Glow Ninebark

SHRUBS - CONIFEROUS

Everlow Yew
Buffalo Juniper
Sea of Gold Juniper
Kallsys Compact Juniper
Pumilio Mugo Pine

Acer saccharum 'Bailsta'
Acer freemanii 'Marmo'
Quercus bicolor
Platanus x acerifolia 'Morton Circle'
Celtis occidentalis 'Chicagoland'
Betula nigra 'BNMTF'
Ginkgo biloba 'Princeton Sentry'
Gymnocladus dioicus 'Espresso'

Acer saccharum 'Barrett Cole'
Amelanchier laevis 'JFS-Arb'
Amelanchier canadensis
Carpinus caroliniana
Quercus robur x bicolor
Malus 'JFS-KW5'
Malus x Adams

Pinus cembra 'Chalet'
Thuja occidentalis 'Pyramidalis'

Amelanchier alnifolia 'Obelisk'
Aronia melanocarpa UCONNAM 166
Aronia melanocarpa 'UCONNAM165'
Aronia melanocarpa 'Morton'
Cornus stolonifera 'Farrow'
Diervilla sessilifolia
Hydrangea paniculata SMHPLQF
Ilex verticillata
Ilex verticillata
Physocarpus
Physocarpus

Taxus x media 'everlow'
Juniperus savbina 'Buffalo'
Juniperus chinensis Sea of Gold
Juniperus chinensis 'Pfitzeriana Kallay'
Pinus mugo var. pumilio

PERENNIALS & GRASSES

Summer Beauty Allium
Montrose White Calamintha
Stiff Coreopsis
Coneflower - Tiki Torch
Coneflower - PowWow White
Coneflower - Firebird
Joe Pye Weed - Baby Joe
Prairie Smoke
Tiny Monster Geranium
Wild Geranium
Lesser Catmint
Variegated Iris
Blazing Star Kobold
Showy Black Eyed Susan
Phlox Prairie
Obedient Plant Miss Manners
Salvia Caradonna

GRASSES

Prairie Dropseed 'Tara'
Shenandoah Switch Grass
Heavy Metal Switch Grass
Northwind Switch Grass
Little Bluestem 'Blue Heaven'
Overdam Feather Reed Grass

Allium 'tanguticum'
Calamintha nepeta 'Montrose White'
Coreopsis palmata
Echinacea 'Tiki Torch'
Echinacea purpurea 'PowWow White'
Echinacea x firebird
Eupatorium dubium 'Baby Joe' PP20,320
Geum triflorum
Geranium x 'Tiny Monster'
Geranium maculatum
Calamintha nepeta ssp. nepeta
Iris pallida 'Variegata'
Liatris spicata
Rudbeckia fulgida va. Speciosa
Phlox pilosa
Physotegia irginiana
Salvia nermerosa 'Caradonna'

Sporobolus heterolepis 'Tara'
Panicum virgatum 'Shenandoah'
Panicum virgatum 'Heavy Metal'
Panicum virgatum 'Northwind'
Schizachyrium scoparium 'Blue Heaven'
Calamagrostis acutiflora 'Overdam'