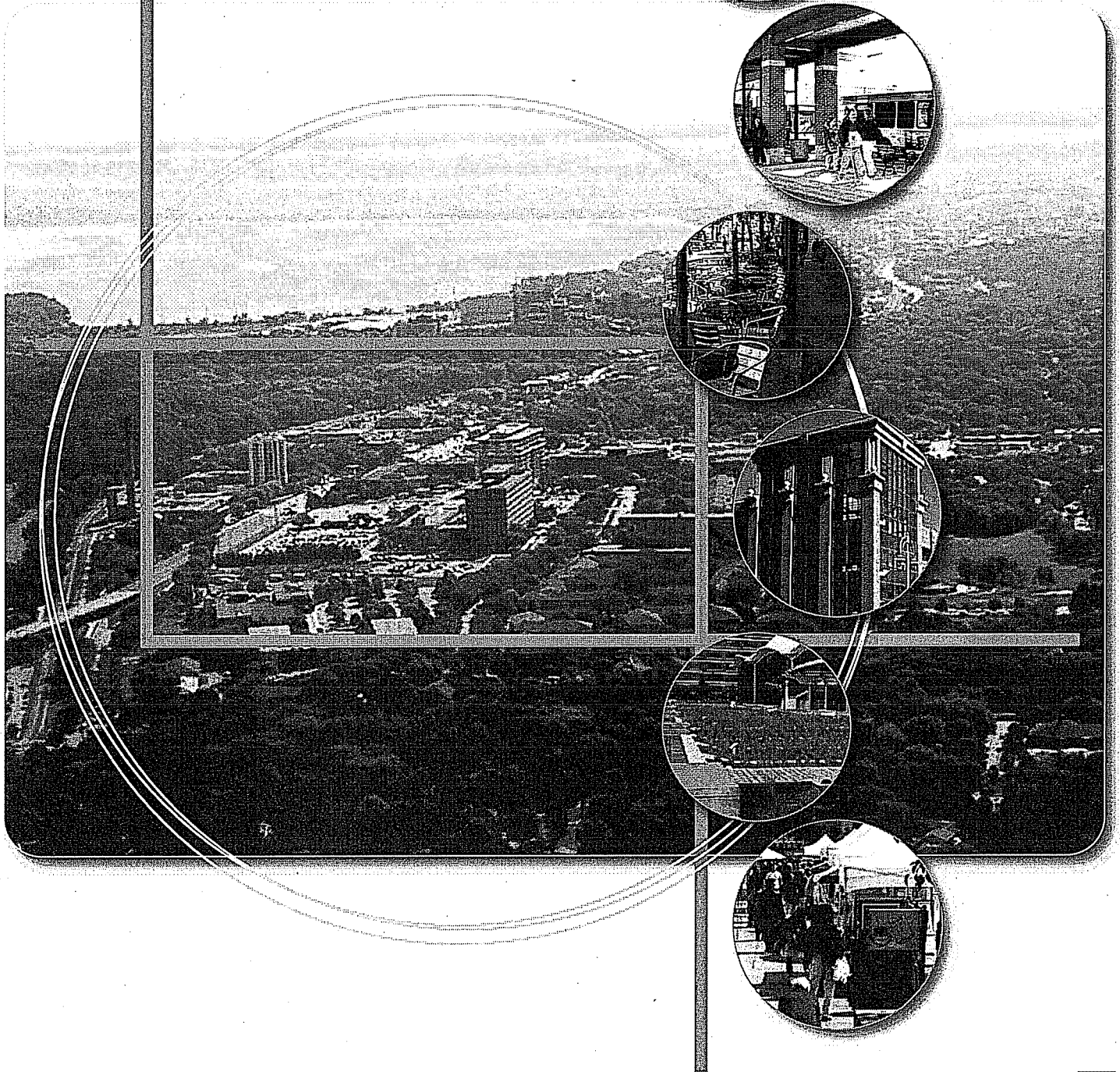




Vandewalle & Associates, Inc.
Madison • Milwaukee

HILL FARMS, MADISON, WISCONSIN



HILL FARMS REDEVELOPMENT GENERAL DEVELOPMENT PLAN

MAY 9, 2007 GENERAL DEVELOPMENT PLAN SUBMITTAL

ACKNOWLEDGEMENTS

State of Wisconsin

Governor Jim Doyle
State Representative Spencer Black
State Representative Teresa Berceau
State Senator Fred Risser

Department of Administration

Michael Morgan, Secretary
Robert Cramer
Peter Maternowski
Bill Peterson
Marilyn Pierce

Department of Transportation

Frank Busalacchi, Secretary
Ruben Anthony, Deputy Secretary
Brenda Brown
James McDonnell
Ron Lazarescu

Development Team

Vandewalle & Associates, Inc.

Brian Munson

Mike Slavney

Strand Associates, Inc.

Mike Bridwell

Jeff Held

Engberg Anderson Design Partnership, Inc.

Paul Cuta

Mark Ernst

PROJECT DESCRIPTION

INTENT OF DOCUMENT:

This document summarizes components of the proposed Hill Farms/State Department of Transportation Redevelopment and requests Planned Unit Development: General Development Plan zoning review and approval pursuant to the City of Madison's Zoning Code.

ZONING REQUEST

Planned Unit Development: General Development Plan

Office Mixed Use District I

Residential Mixed Use District II

Project Name

Hill Farms Redevelopment

Project Owner

State of Wisconsin

Contacts

Applicant:

State of Wisconsin: Department of Administration
Division of State Facilities
101 East Wilson Street, 7th Floor
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Paul Cuta
Mark Ernst

Approximate Development Schedule

2-22 Year Build Out

Total Parcel Size

20.95 Acres

Parcel Location

4802 Sheboygan Avenue

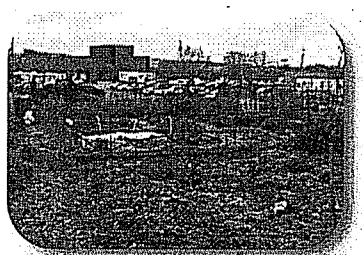
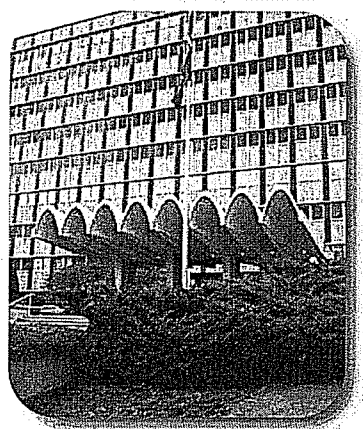
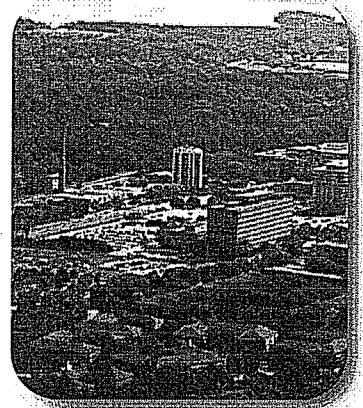
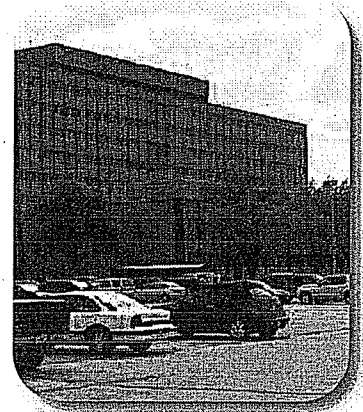
PIN Number

070920203018

Existing Land Use

Primary Use: Wisconsin Department of Transportation State Headquarters

Ancillary Uses: West Side Community Farmers Market, Sheboygan Avenue Community Gardens



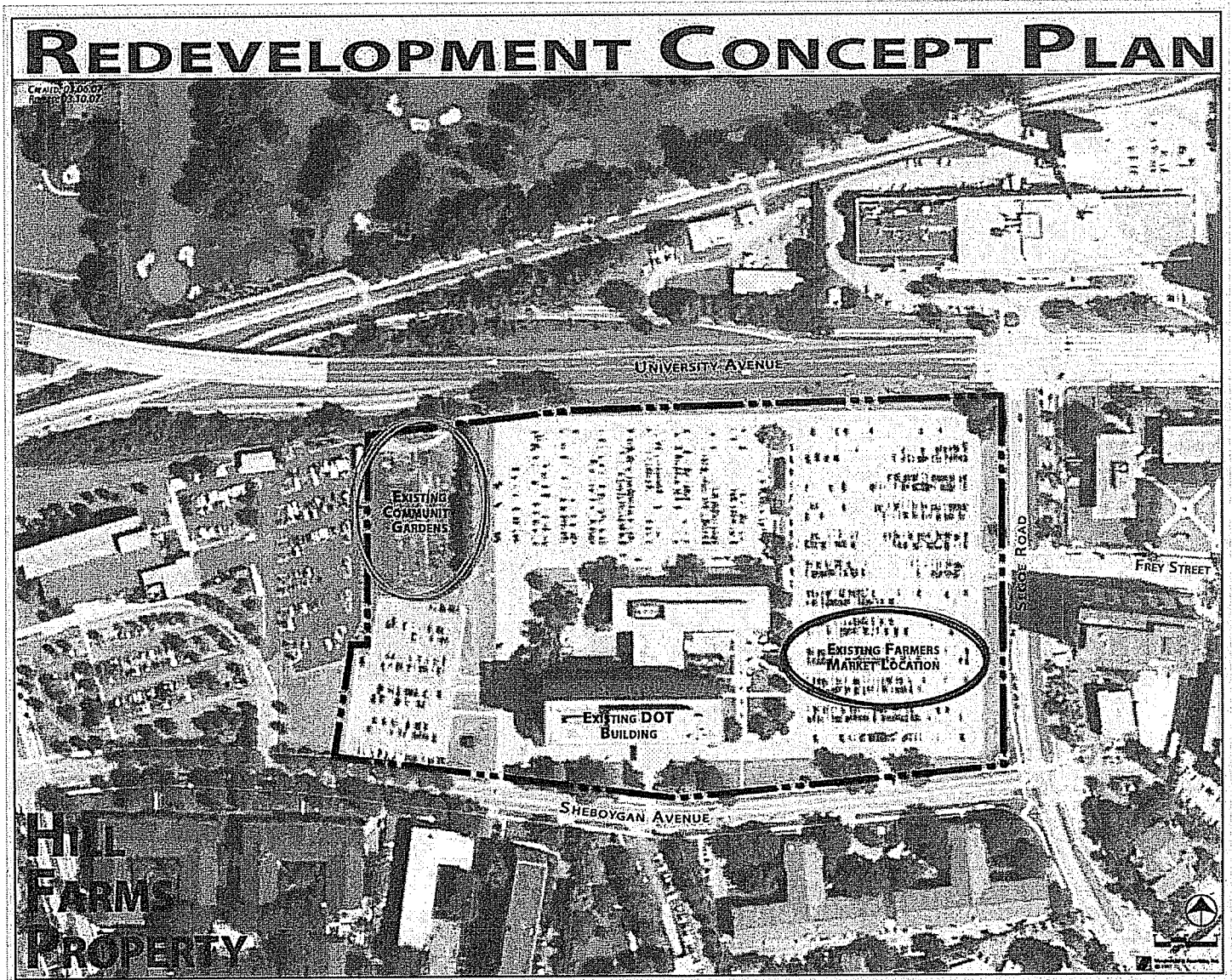
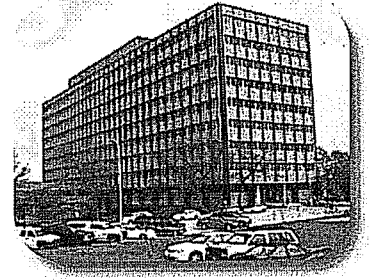
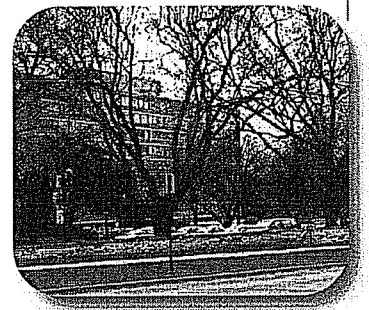
Existing Zoning

C2: General Commercial District

Existing Conditions

The primary uses located onsite include approximately 400,000 square feet of State Office facilities (State DOT Headquarters, Division of Motor Vehicles, Division of State Patrol, Others) and a large surface parking lot. Additional users of the site include The Westside Farmers Market and Sheboygan Avenue Community Garden. The farmers market utilizes the parking lot for a weekend farmers market near the intersection of Sheboygan Avenue and Segoe Road. The Sheboygan Avenue Community Garden is located on approximately .75 acres of land in the north-west corner of the site.

Access to the site includes one driveway cut onto Segoe Road at Frey Street, and three driveways along Sheboygan Avenue. Transit services along Sheboygan Avenue accent the accessibility of the site through the location of multiple bus routes along this corridor. Pedestrian access is supplied through sidewalk connections along Segoe Road and Sheboygan Avenue.



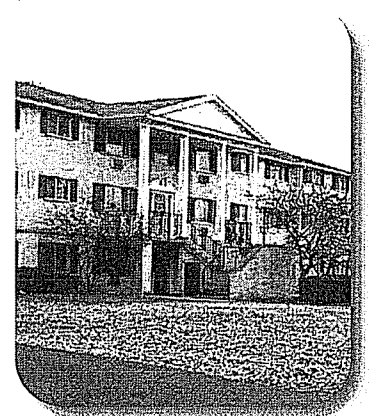
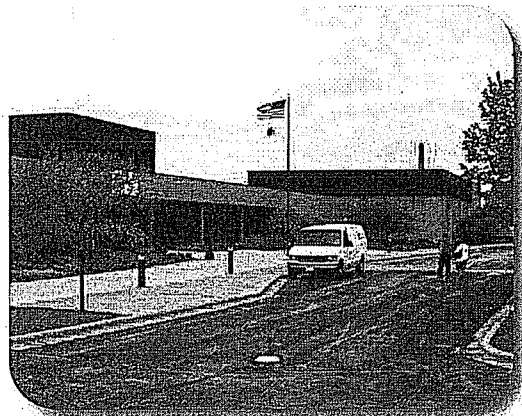
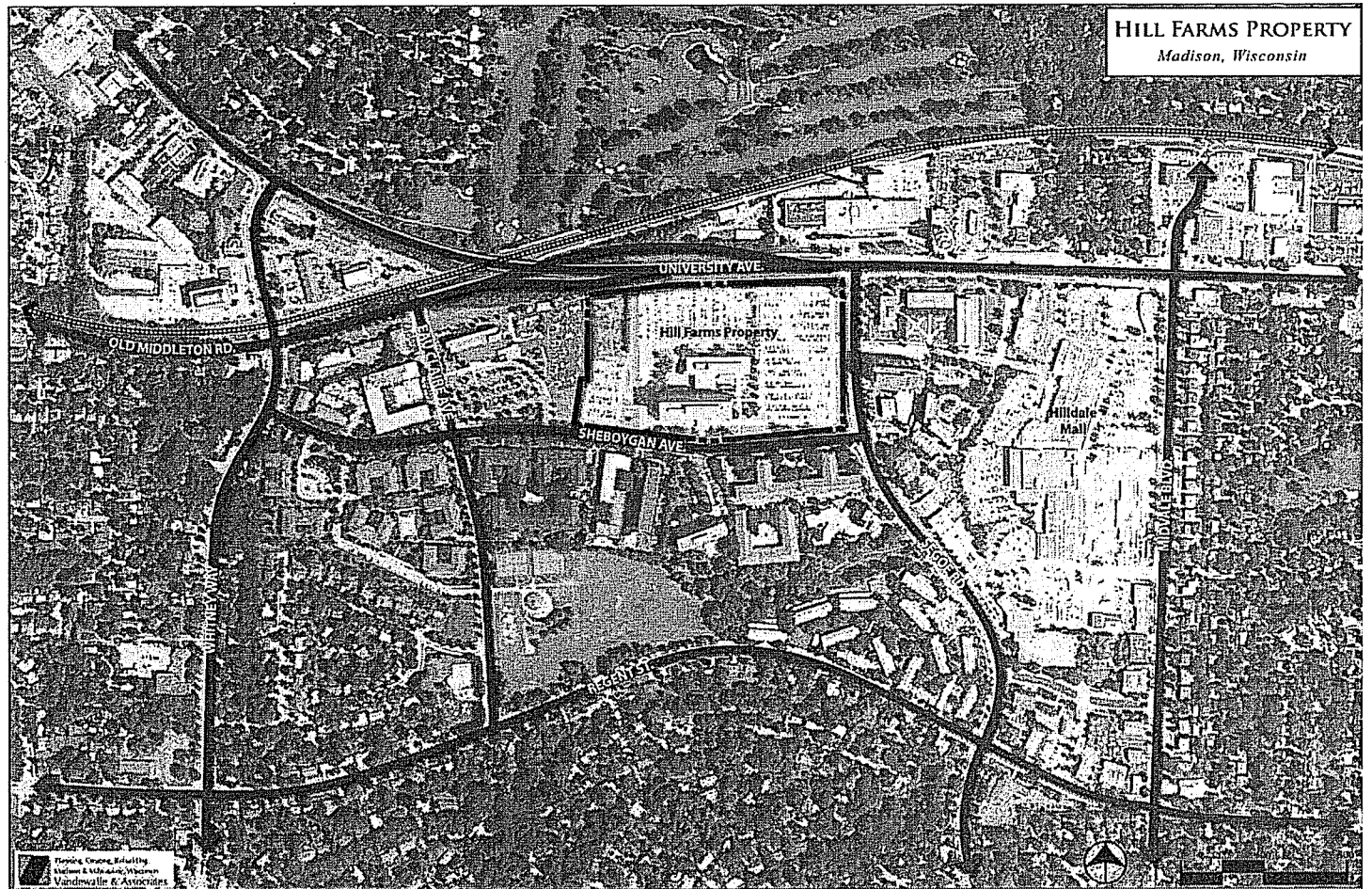
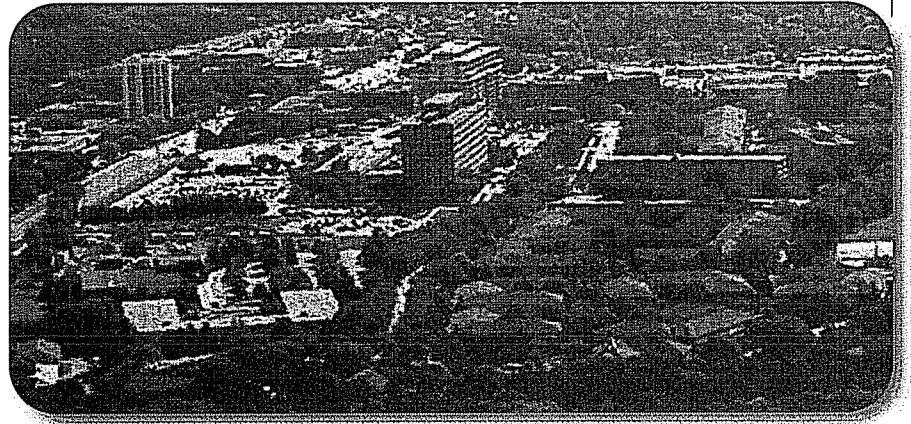
Adjacent Land Uses

North: Village of Shorewood Hills: Golf Course
State of Wisconsin Facilities

East: Hilldale Mall Regional Shopping Center
Westin Place Condominiums
Retail
Senior Housing

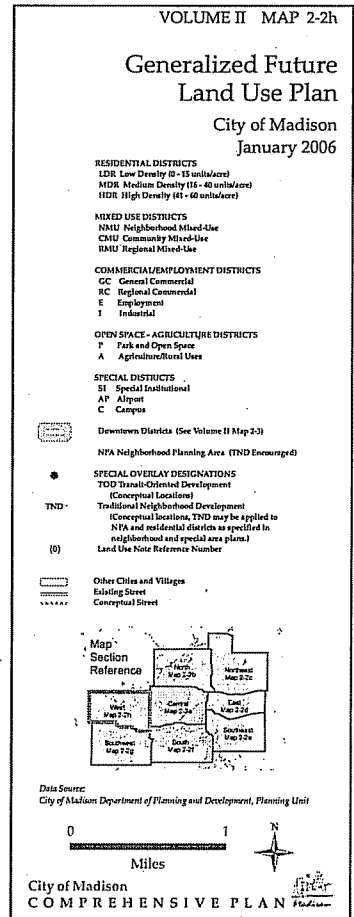
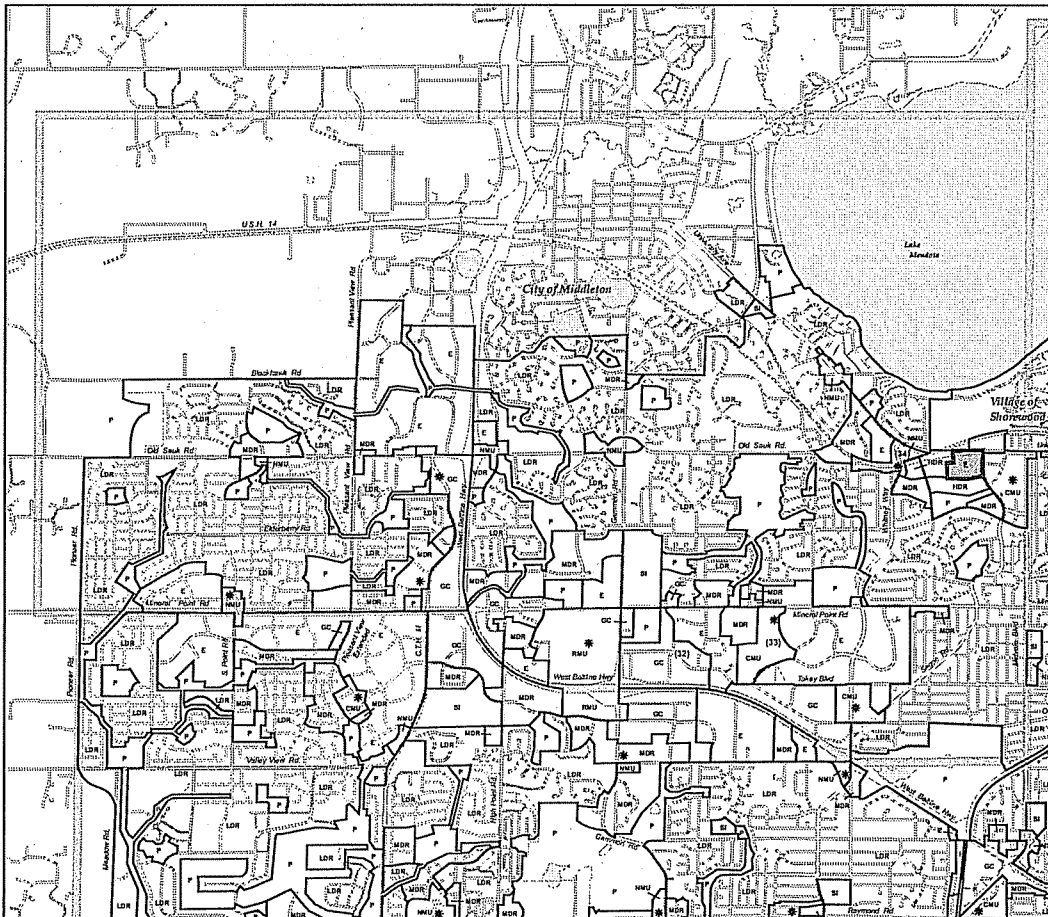
South: Multi-family Housing

West: Red Cross
Multi-family Housing



**CONSISTENCY WITH
COMPREHENSIVE PLAN:**

The City of Madison Comprehensive Plan calls for employment center uses within this property, consistent with the City's stated objective for creating and sustaining viable employment and commercial centers with a focus on redevelopment of underutilized sites. This site is also noted as a redevelopment and infill area within the plan.



LEGAL DESCRIPTION:

The following is a description of a parcel of land in part of Sections 19 and 20, T7N, R9E:

Commencing at the northwest corner of Section 28, T7N, R9E; thence south along said section line 286.8 feet; thence N 87° 12' E, 326.34 feet; thence N 81° 05' E, 165.57 feet to the point of beginning; thence continuing N 81° 05' E, 391.33 feet; thence N 87° 12' E, 846.2'; thence S 1° 50' E, 725.5 feet; thence S 83° 10' W, 641.75 feet; thence N 83° 50' W, 666.3 feet; thence N 6° 24' 28" E, 220.33 feet; thence N 88° 09' 17" W, 32.76 feet; thence N 1° 50' 43" W, 408.47 feet to the point of beginning.

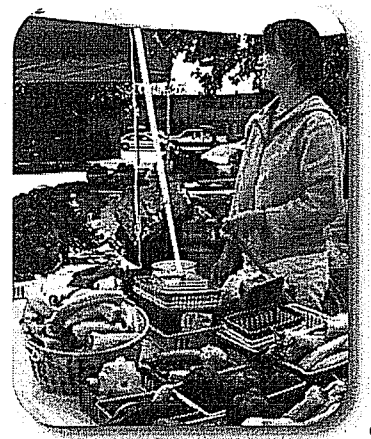
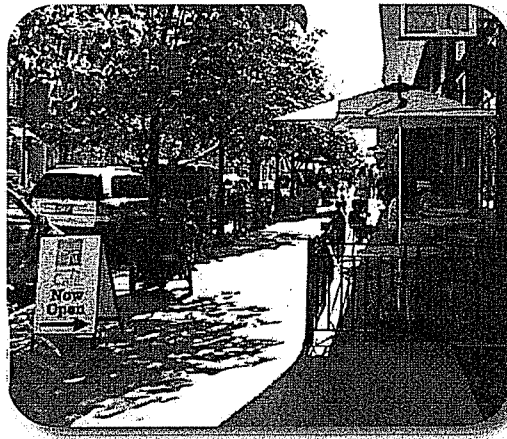
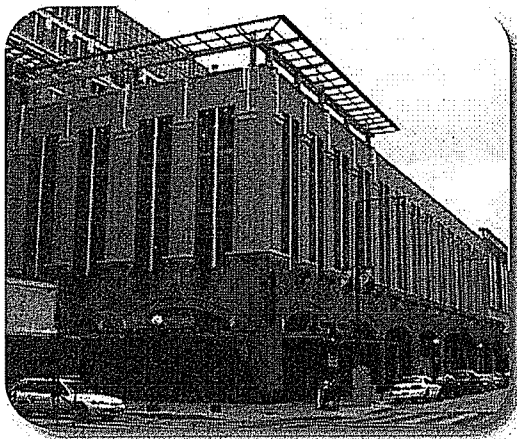
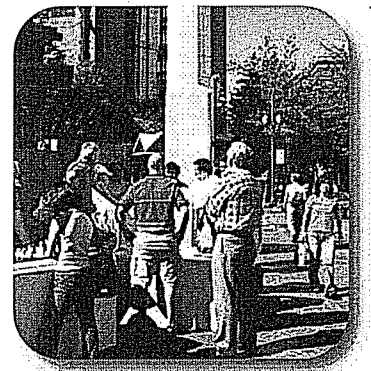
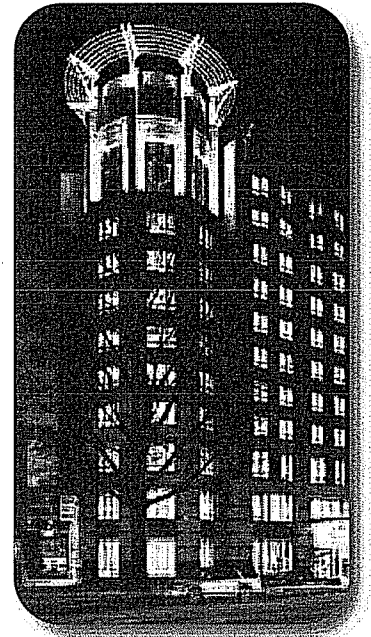
GENERAL PROJECT DESCRIPTION

The Hill Farms Redevelopment property is a multi-phase redevelopment initiative aimed at creating a high density employment center on Madison's near west side. The redevelopment of this underutilized parcel, facilitates a reinvestment in the State's presence on site, offers opportunities to create and retain high paying employment within the neighborhood, foster a vibrant mixed use district, create additional diversity of housing, extend a walkable pedestrian oriented street grid through the site, and address existing infrastructure & transportation needs.

GENERAL PROJECT CHARACTERISTICS:

- Urban development character
- Structured above ground and/or underground parking is required for employee parking. Limited use of surface parking may be allowed for visitor/customer parking
- Commercial/Retail/Service uses supportive of the employment district
- Diversity of use designed to foster activity within the project beyond business hours and weekdays

- Environmental sustainability encouraged throughout the site, including LEED or equivalent certifications, green roofs, clean water re-use, on-site infiltration, energy efficiency, recycled building materials, alternative energy, and coordinated storm-water management techniques
- Transportation demand management plans required for all uses within the site
- Integrated transit use and future transit facility enhancements
- Four-sided architectural design
- Active first floors with usable entrances, articulated façades and commercial, office or service uses at first floor.
- High quality architecture with durable materials and unique design
- Pedestrian oriented streetscapes and building relationships to foster alternative modes of transportation and create active walkable streets
- Facilitate pedestrian access across University Avenue linking site to regional bike path north of site
- Create permanent on-site Farmers Market
- Facilitate permanent off-site Community Gardens



PROPOSED LAND USE

Employment

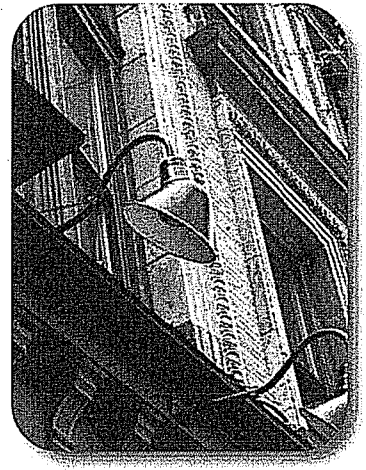
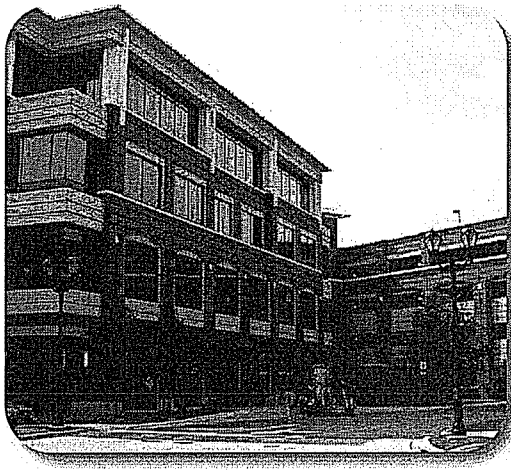
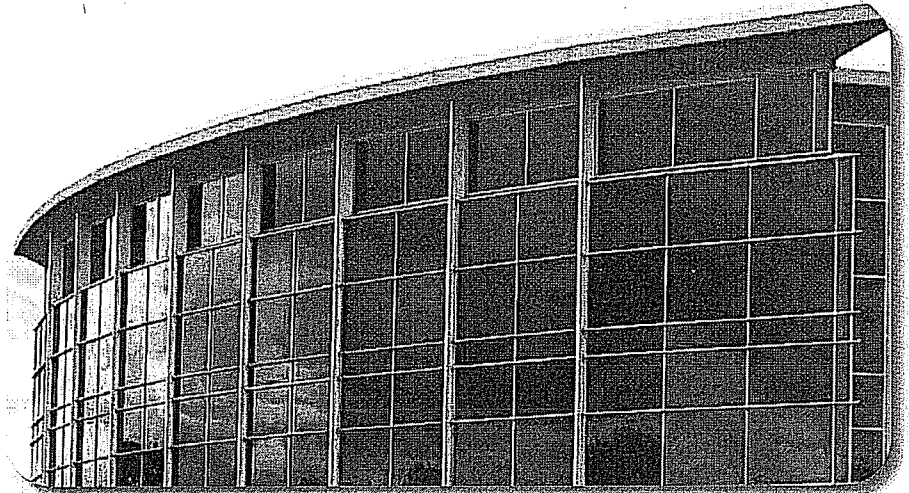
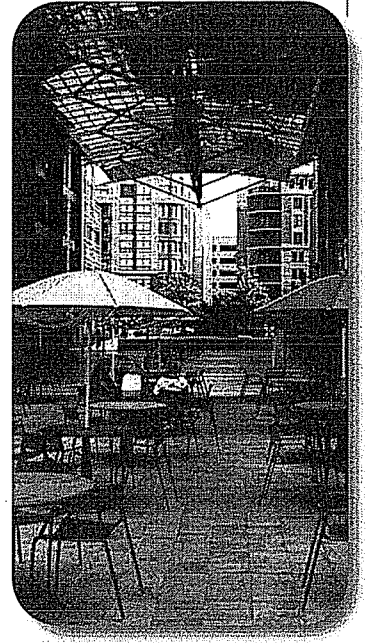
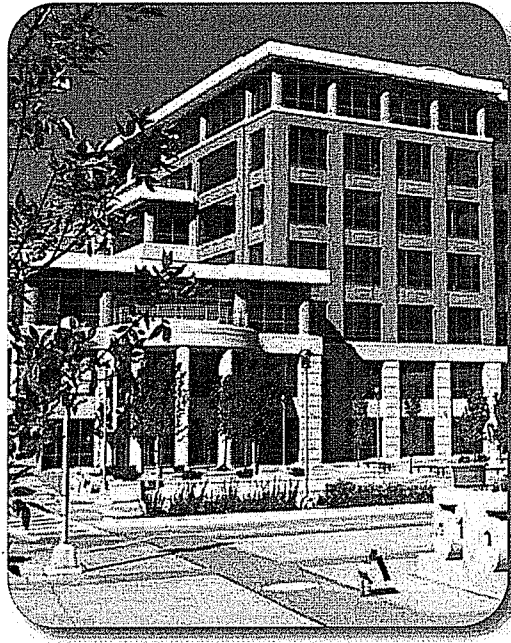
Employment forms the primary role of the redevelopment district, creating a reinvestment in the state's facilities; as well as, offering significant opportunities for the location of additional public and private employment. Through the creation of an urban employment district this project seeks to utilize the proximity to the University, downtown, and diverse housing stock in the neighborhood to attract and retain high paying quality jobs.

Commercial and Service

Commercial and service uses are focused at creating opportunities for first floor locations in support of the neighborhood and office users. The creation of these facilities will be carefully guided to retain the focus on service of the employment components of the project and away from creation of regional commercial, already well represented in the neighborhood within the Hilldale Mall project.

Housing

Housing within the district offers the opportunity to add further diversity to the neighborhood housing stock; as well as, creating additional night time and weekend activity within the project. The incorporation of housing within the project will be determined in response to market conditions. Office uses may be substituted in the event that insufficient market for the housing exists at time of build out.

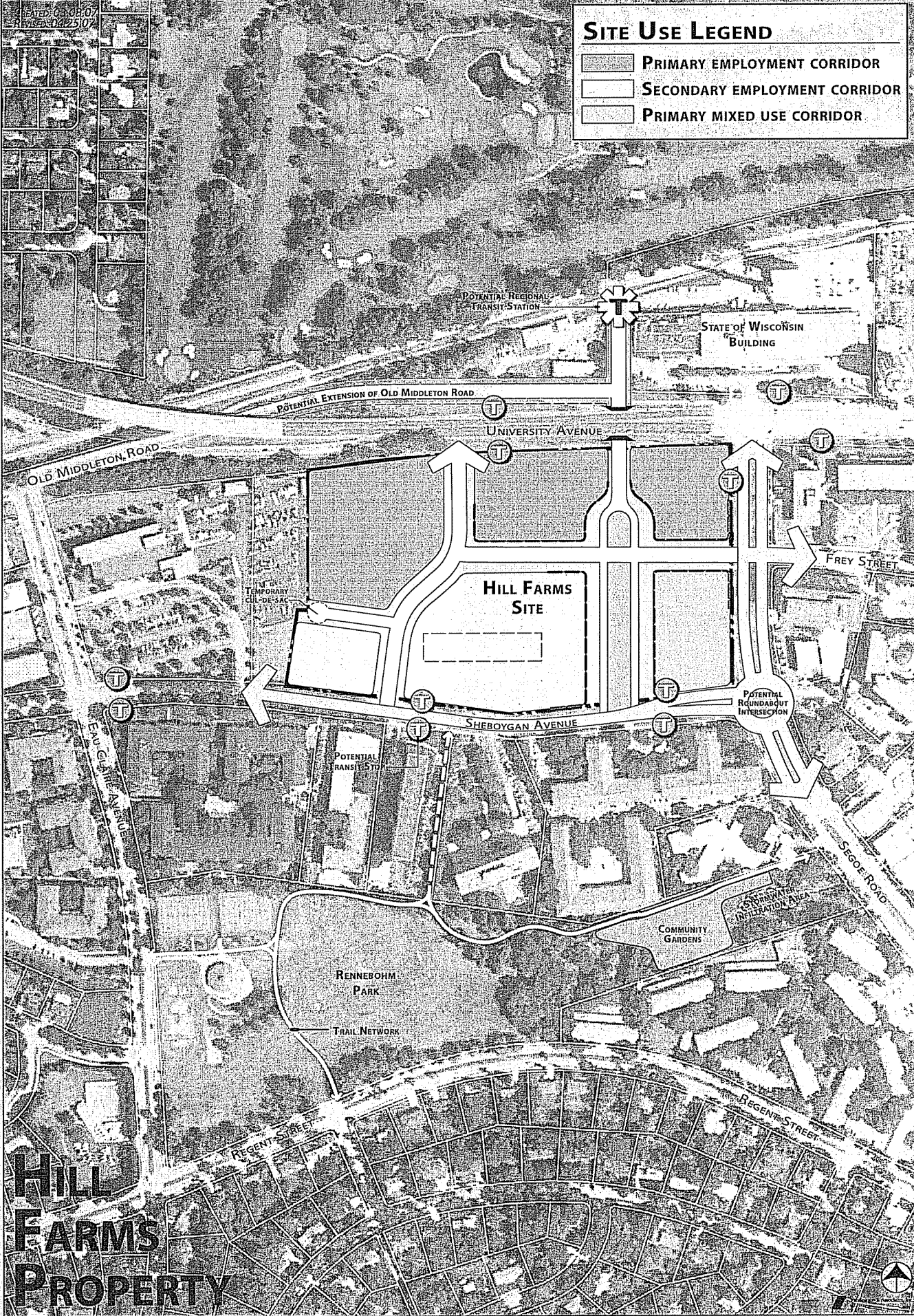


FULL SITE CONCEPT

DATE: 08/01/00
REVISED: 02/23/02

SITE USE LEGEND

- PRIMARY EMPLOYMENT CORRIDOR
- SECONDARY EMPLOYMENT CORRIDOR
- PRIMARY MIXED USE CORRIDOR



HILL FARMS PROPERTY

TRANSPORTATION

Transportation Improvements

Guided by the Traffic Impact Analysis (TIA) study, the transportation improvements are designed to create the structural improvements to accommodate the increased intensity of use on the site. Transportation improvements are detailed as part of this TIA separate study, but will be phased through the construction of the site as projects are built.

Street Network

The grid of streets within the project is designed to offer enhanced accessibility to both vehicular and pedestrian traffic. These street cross section concepts balance the need for vehicular traffic, fire department accessibility, and pedestrian/bicycle transit routes. While the specific designs will be set through the platting and subdivision improvement process, these concepts include extra width terrace/sidewalk combinations, on-street parking, bike lanes, and sufficient travel lane width to accommodate a wide range of vehicle sizes, including buses and fire trucks. The combination of the extra width pedestrian facilities/street cross sections coupled with the first floor commercial

opportunities is designed to create and foster an active walkable environment for the neighborhood and office users.

Vehicular Site Access

Site access enhancements are designed to offer additional travel routes to and from the development with a focus on moving traffic to the regional transportation network and away from the neighborhoods to the south. The intersection improvements evaluated by the TIA study include:

Frey Street/Segoe Road: Right-in-right out intersection

Sheboygan Avenue/Segoe Road: Roundabout or signalized intersection

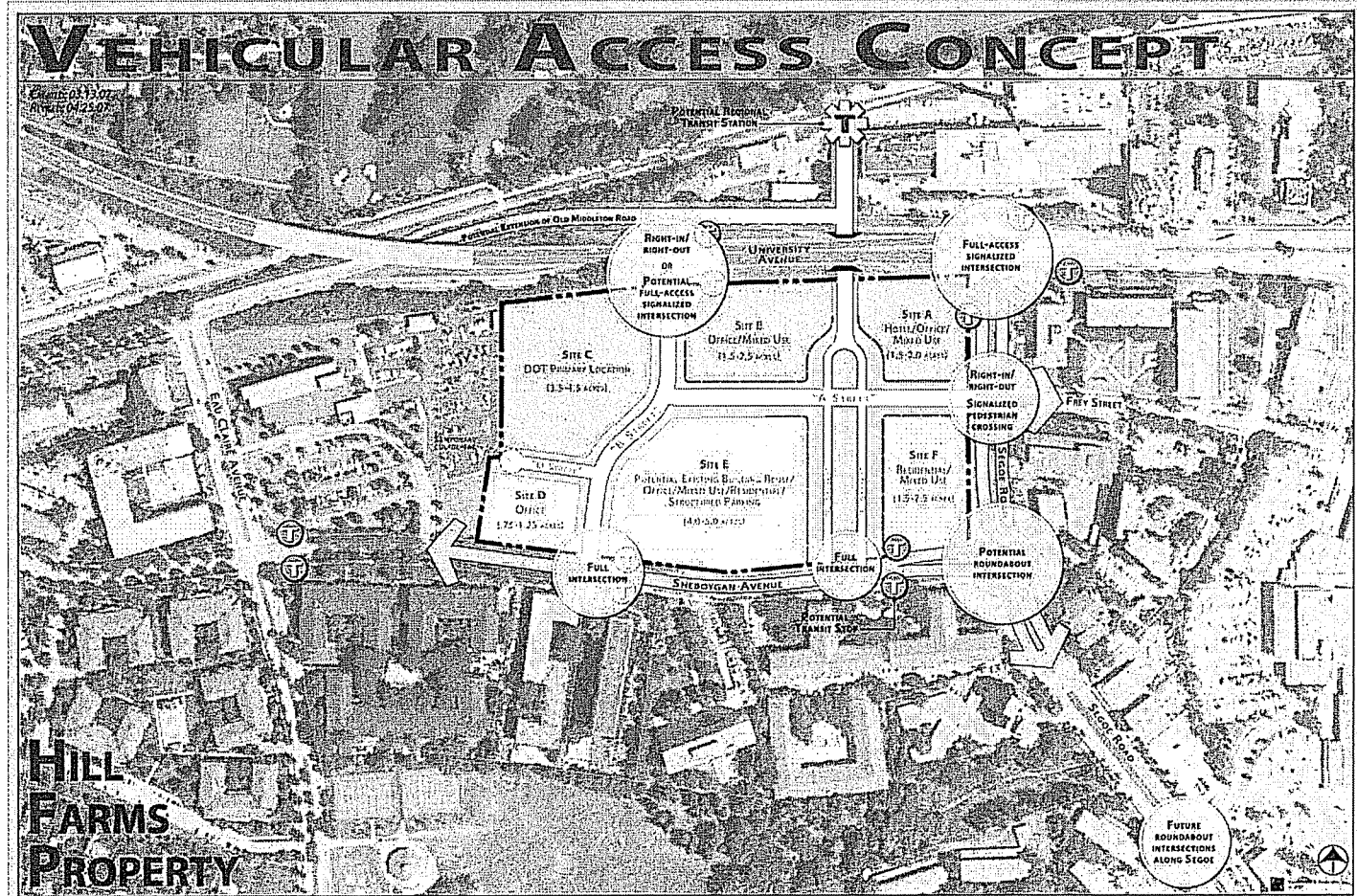
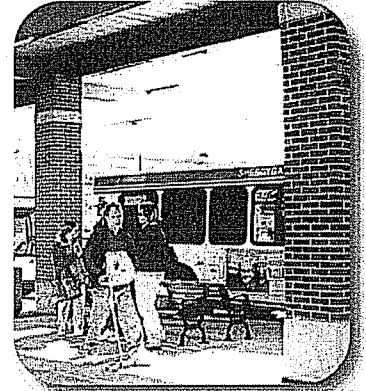
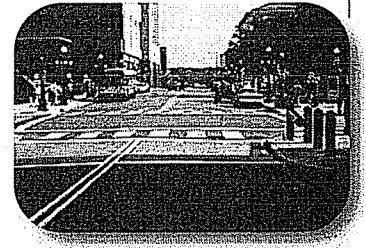
Sheboygan Avenue/"C" Street: Full intersection

Sheboygan Avenue/"B" Street: Full intersection

"D" Street Extension: Future connection to the west

"B" Street/University Avenue: Full intersection or Right-in-right out

University Avenue/Segoe Road: Potential reconfiguration as a T Intersection (removing north access driveway)



Pedestrian Site Access

Pedestrian facilities created as part of the project include:

Sidewalks along both sides of each internal street

Sidewalks along the southern frontage of University Avenue

Pedestrian cross walk enhancements at Frey/Segoe Road (per Hilldale approval)

Bike Lanes along both sides of each internal street

Potential connections to Rennebohm Park and trail connections within the park

University Avenue Pedestrian Crossing/Underpass

The project team is working with Dane County, the City of Madison, and the Village of Shorewood Hills to explore the potential for a pedestrian connection or full street underpass under University Avenue as a transportation enhancement, pedestrian connection, and access improvement to the properties north of University Avenue. The design of this connection will be finalized as part of the Final Plat submittal and will be built as part of a future phase. Additional street connections north of University Avenue will be explored as part of a future redevelopment project.

Transportation Improvement Phasing

The transportation improvements will be phased in relationship to several factors:

1.) Development Phasing

The submittal of Specific Implementation Plans within the project will trigger improvements to accommodate the increased intensity of use and access needs of the project

Phase One: ■ Relocate DOT (~500,000 square feet)

Phase Two: ■ Maximum 400,000 square feet of office OR

■ 160,000 square feet of commercial OR

■ 350 residential units OR

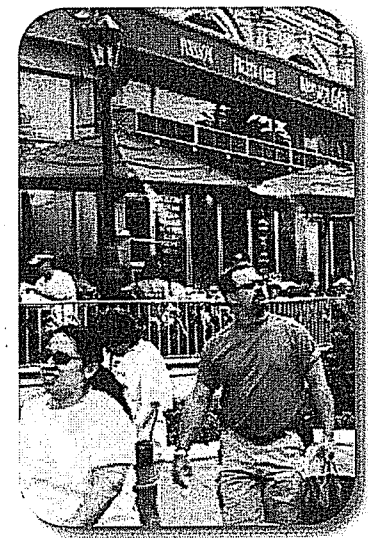
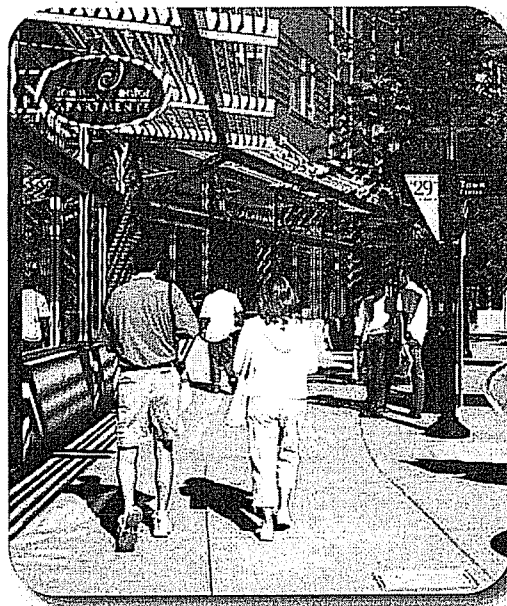
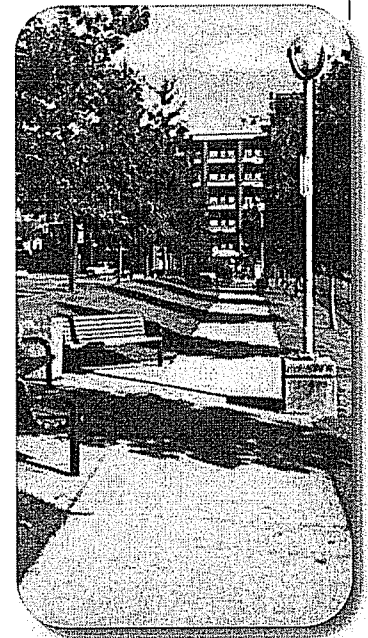
■ Mixed use resulting in 500 additional P.M. peak hour trips

Phase Three: ■ Build University Avenue facilities

■ remaining square feet

2.) Coordination of regional efforts

Several elements of the transportation improvements will impact the regional infrastructure and will need to be timed to minimize disruption to the overall network. Improvements on Segoe Road and University Avenue will be constructed as one unit to avoid multiple disruptions of these facilities.

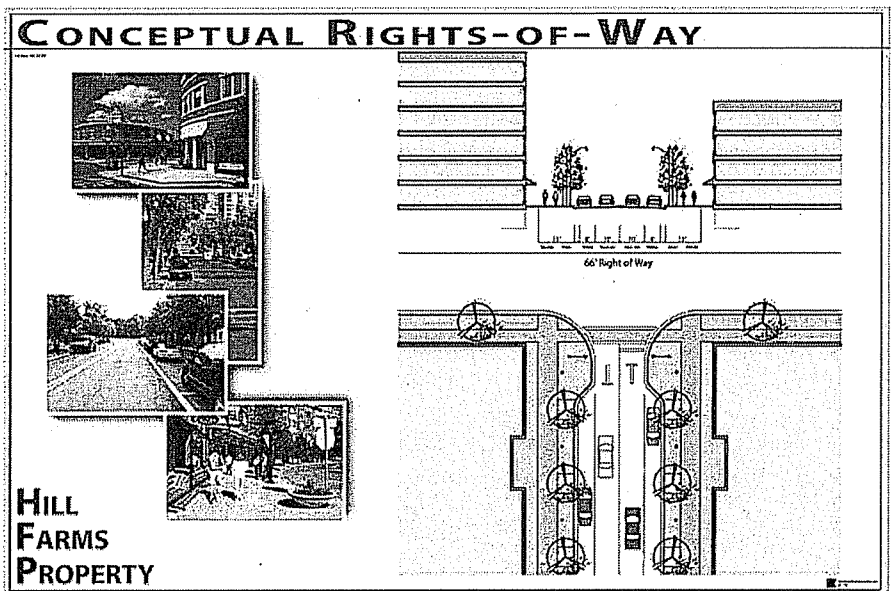
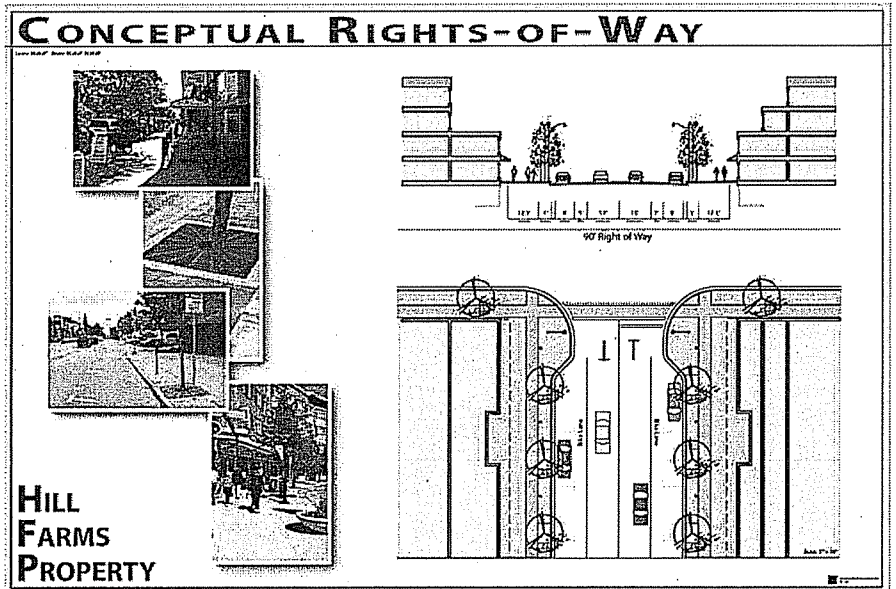
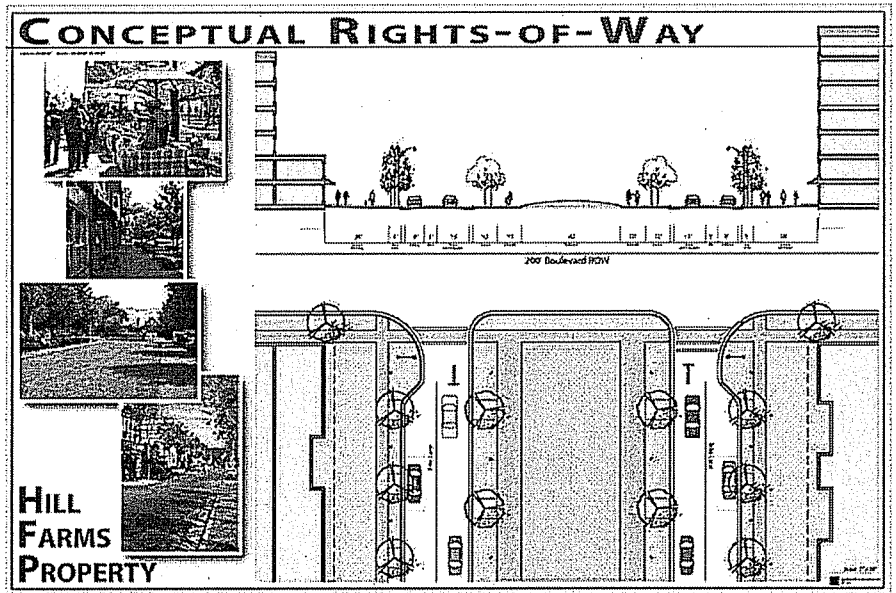


Conceptual Street Configurations

The street network within the project has been developed to offer enhanced pedestrian, bicycle, and vehicular access throughout the site. Through the creation of a modified grid street system with extra width sidewalks/terraces, on-street parking, bike lanes, and travel lanes sized to accommodate vehicles ranging from cars to buses; the project's transportation facilities create and support a varied approach to access. The following conceptual cross sections are included for informational purposes and will be finalized as part of the subdivision/development agreements and plat submittals.

Conceptual Street Cross Sections:

- "C Street": 200' Boulevard
- Frey Street: 90' ROW
- "B Street": 90' ROW
- "D Street": 66' ROW



4

ENVIRONMENTAL SUSTAINABILITY

Environmental sustainability forms a cornerstone of the project's character and potential. Through the integration of green architecture, innovative stormwater management, and high density redevelopment, this project aims to enhance both the on-site conditions as well as the surrounding neighborhood. While specific sustainability initiatives will be determined at the time of Specific Implementation Plan submittal, the overall goal of the project is to exceed the minimum standards whenever feasible.

Green Architecture

Green architecture will be encouraged throughout the project and includes specific recommendations for green roofs, innovative structural stormwater treatments, on-site materials recycling, sustainable products use, and energy efficiency. Specific approaches will be determined at time of Specific Implementation Plan submittal; however, the developer selection process will include incentives for development teams that bring LEED certification or equivalent environmental certification approaches as part of their response to the RFP.

Potential funding sources as cost offsets of the environmental sustainability approaches will be explored

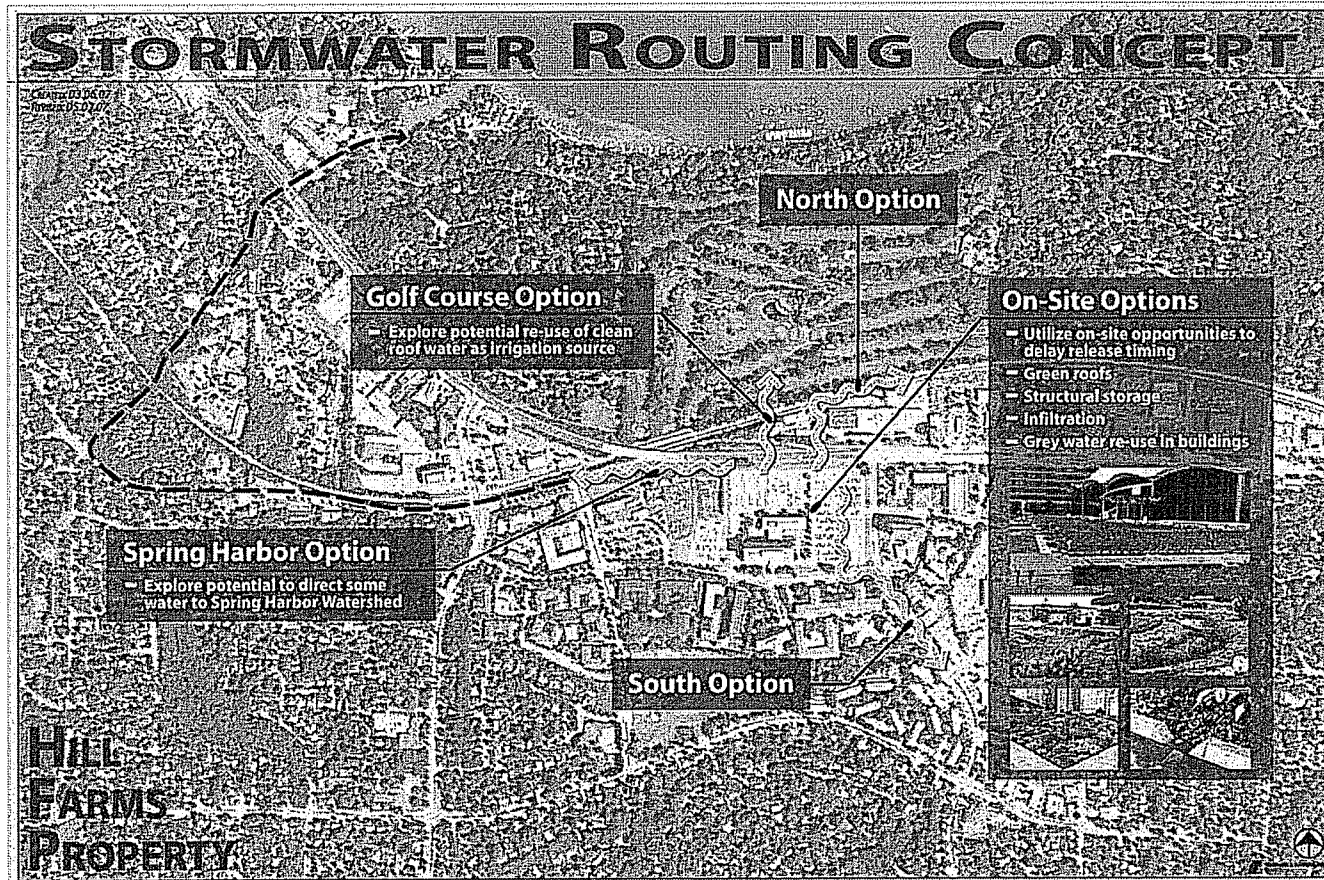
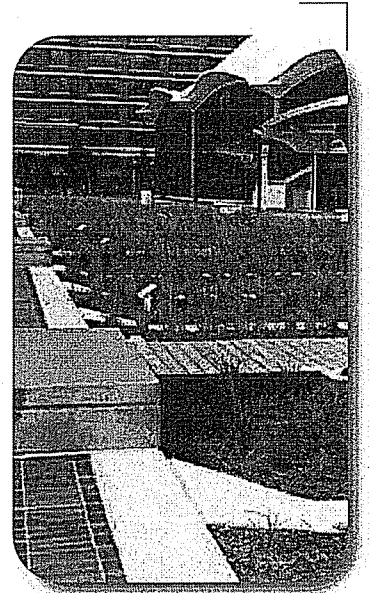
as part of the overall Developer's Agreement and future Specific Implementation Plan submittals.

Stormwater Management

Stormwater Management requirements for the development of the site will address on-site and may include a combination of structural storage, infiltration beds under the boulevard of "C" Street, grey water reuse, green architecture, roof top gardens, and a variety of other structural methods. Stormwater Management is being addressed through the creation of a stormwater management study and will be detailed as part of a separate document. The project will meet the stormwater requirement utilizing the methodology established by the Hilldale Redevelopment as a baseline.

Stormwater Routing

Alternative off-site routing that would shift a portion of the runoff from the Midvale watershed to the Spring Harbor watershed, or for reuse within the golf course is being explored and may be utilized as a way to address some of the regional stormwater issues, beyond what is required to be met through on-site options.

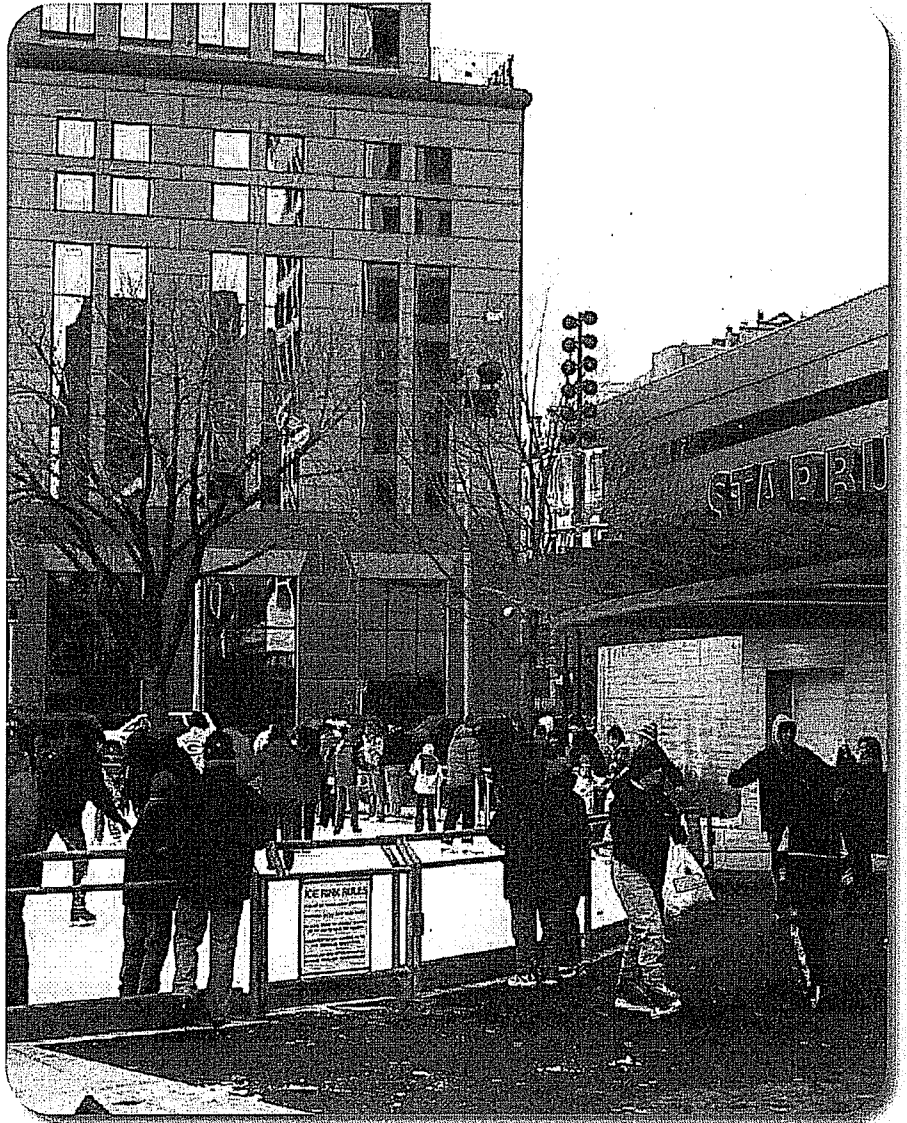
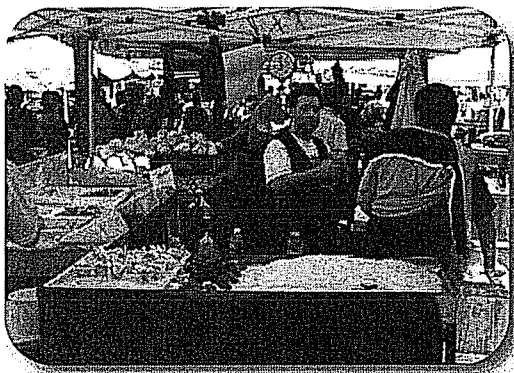
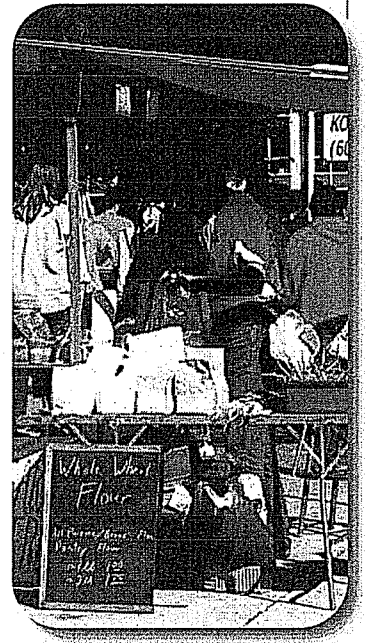
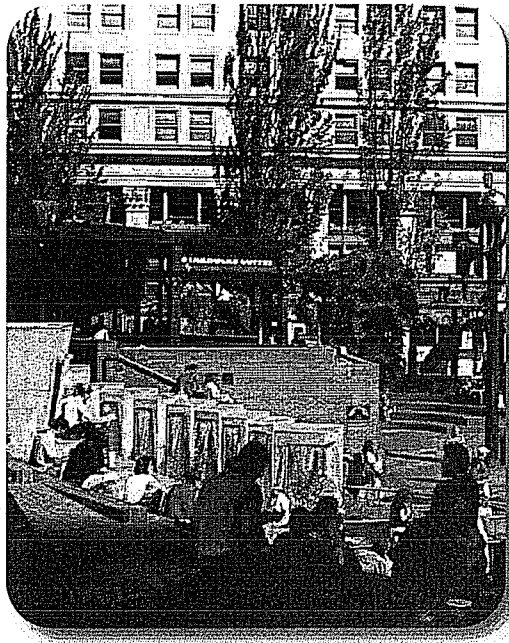


OPEN SPACE USES

The creation of a vibrant mixed use development requires careful thought and consideration to the development of open space uses within the project. The integration of open space, while preserving the urban character of the project is a careful balance that needs to recognize the adjoining activity and intensity while offering ample space for urban open space opportunities and outdoor gathering areas. The primary open space component of the site is delivered through the farmers market/boulevard area; however, this area will be accented through the development of site specific open space, as illustrated through the massing studies.

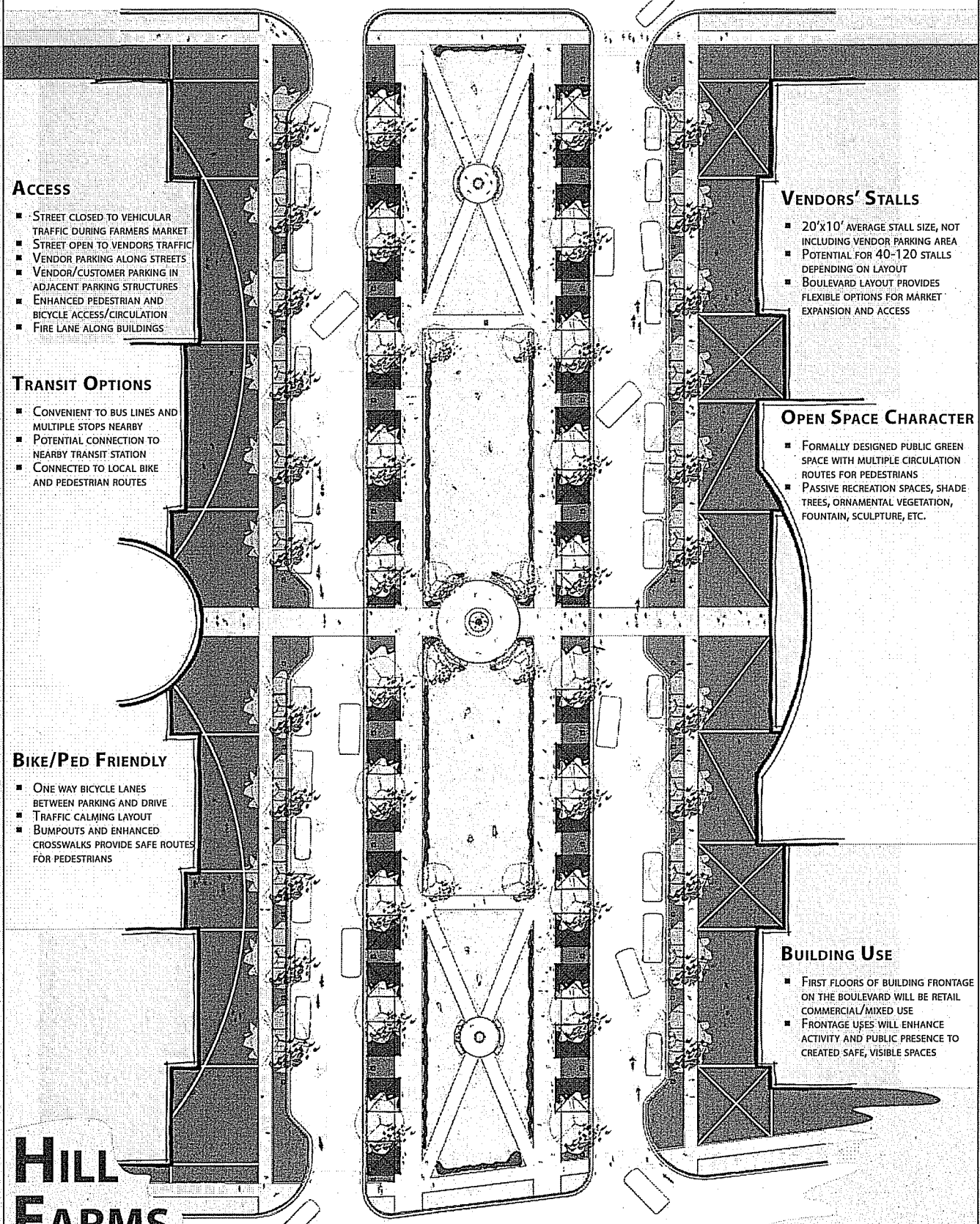
Farmers Market

The creation of a permanent open space gathering and farmers market forms a cornerstone of the outdoor activity programming within the site. The creation of the "C" street boulevard is intended to offer a location for the farmers market to operate as an amenity for the employment center and surrounding neighborhood. Final detailed plans for the creation of this space will be included as components of the Final Plat, Specific Implementation Plan, and Subdivision Improvement Plans.



FARMER'S MARKET CONCEPT

CREATED: 03.10.07



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

**HILL
FARMS
PROPERTY**



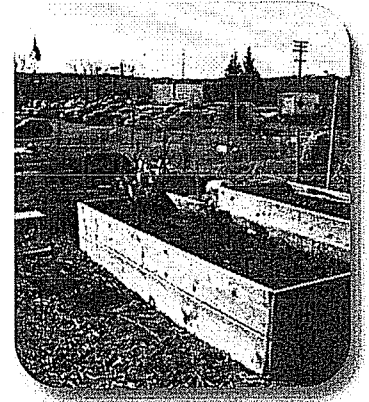
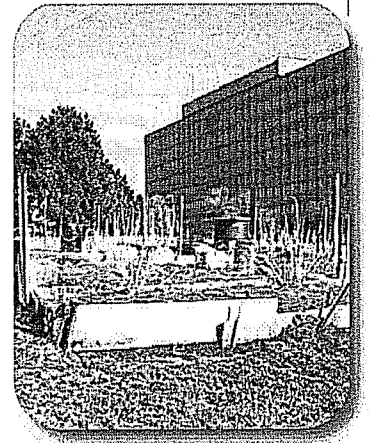
Community Gardens

The relocation of the community gardens from the Hill Farms site, to the proposed Rennebohm park location was selected after careful consideration of the impacts and opportunities of the site development. The conflict between high density employment buildings, enhanced on-site activity, and construction impacts for the next 15–20 years; coupled with the economic implications of keeping the gardens on-site, led the design team to explore options for the creation of the off-site proposal.

The close proximity and the ability to create a garden space out of stormwater management space without impacting the stormwater management or the feasibility of the garden; identified the eastern portion of Rennebohm Park as the preferred location. This site met the Garden's goal of remaining in an accessible location within a half mile of the current site, created an area for the garden without impacting the active use area of the park, and also followed the City of Madison Comprehensive Plan's recommendations to preserve existing community gardens and creating permanent community gardens on city-owned land or in City parks where possible.

The conceptual layout of the garden space offers the opportunity for the development to create a platform gardening area with a trail access, off-street parking, solar access, raised handicapped garden opportunities, dedicated water service, storage, and gathering areas.

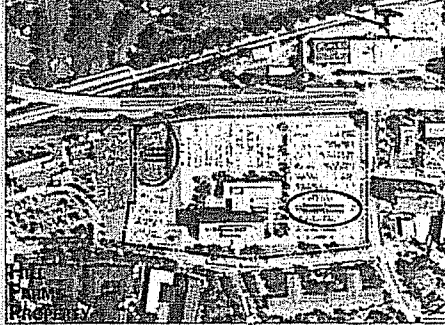
While this concept plan appears to meet the goals of the project, garden, and city; additional discussions with affected groups, development of detailed construction plans and cost sharing agreements will be necessary well in advance of any disruption of the garden. Any Specific Implementation Plan submittal that impacts the community garden's current location will be required to have a finalized location, implementation plan and funding agreements prior to approval of the Specific Implementation Plan. Timing of construction should be coordinated to minimize disruption of the garden operations and to maintain continuity of the garden operations.



GARDEN LOCATION ANALYSIS

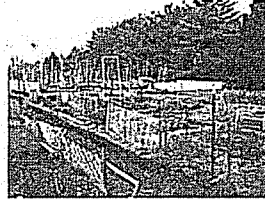
CREATED: 03.26.07
REVISED: 04.05.07

REDEVELOPMENT CONCEPT PLAN

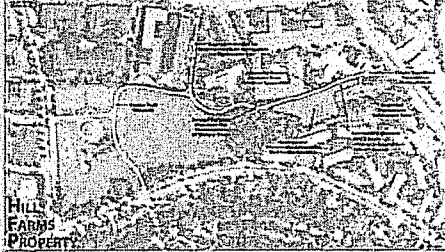


EXISTING LOCATION

- ~0.75 ACRES
- 60 FULL PLOTS
- OWNED BY STATE
- ANNUAL RENEWAL REQUIRED

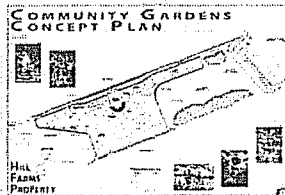


RENNEBOHM PARK ENHANCEMENT CONCEPT

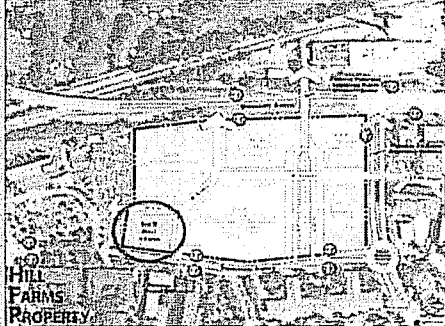


RENNEBOHM PARK LOCATION

- 1.3 ACRES
- STORMWATER/GARDEN
- ~\$1,000,000 COST (BY DEVELOPMENT)
- OWNED BY CITY

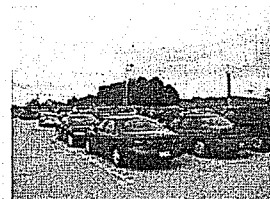
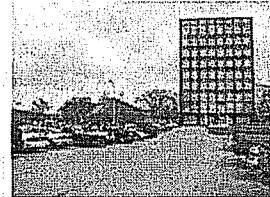


REDEVELOPMENT CONCEPT PLAN



ON-SITE LOCATION

- 1.0 ACRES
- STORMWATER/GARDEN
- ~\$600,000 LAND VALUATION
- ~\$150,000 COST
- ~\$45,000,000 OPPORTUNITY COST
- ~400 JOBS RELOCATED
- DEDICATED TO CITY

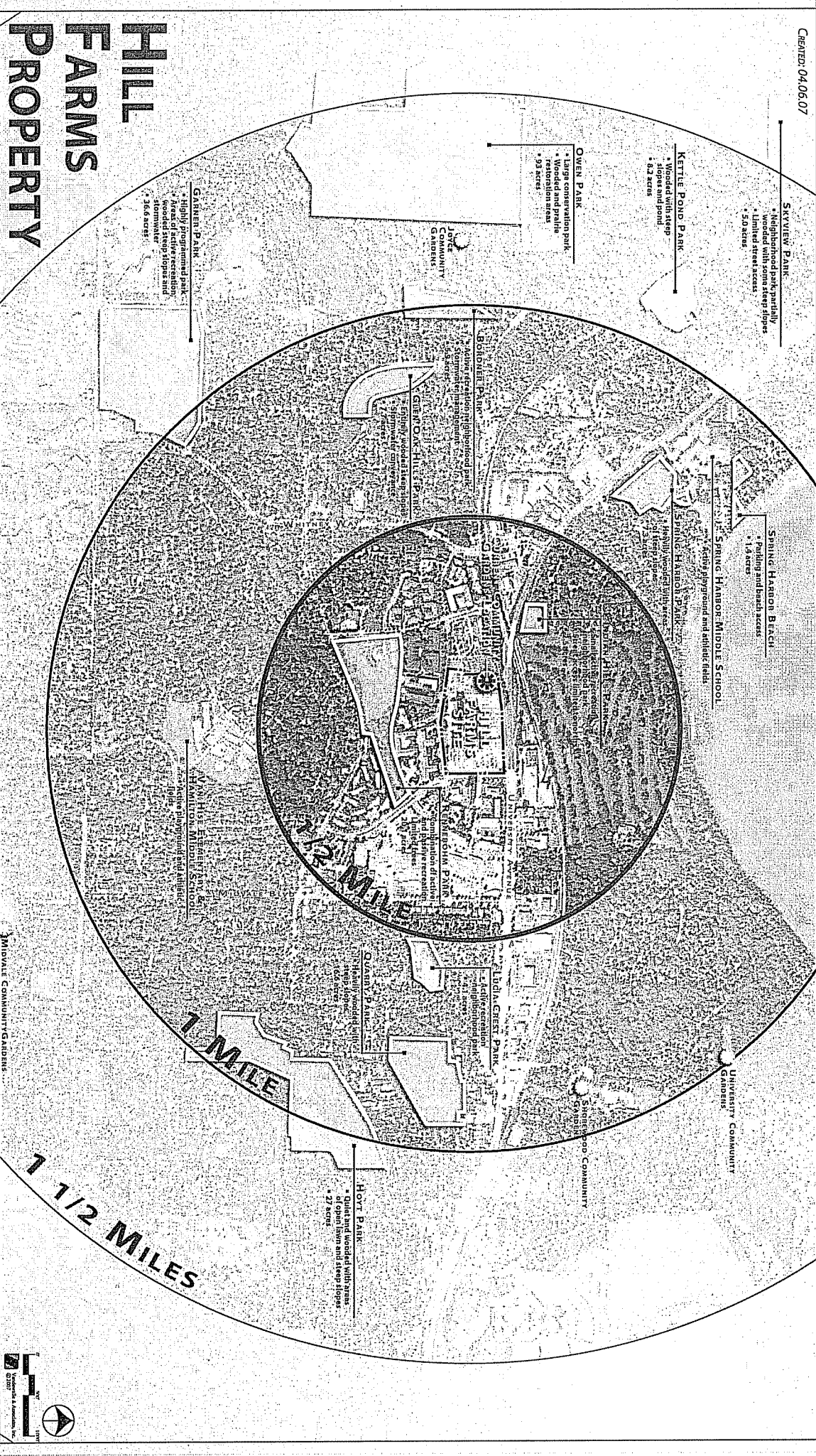


HILL FARMS PROPERTY



ALTERNATIVE COMMUNITY GARDENS LOCATIONS

CREATED: 04.06.07

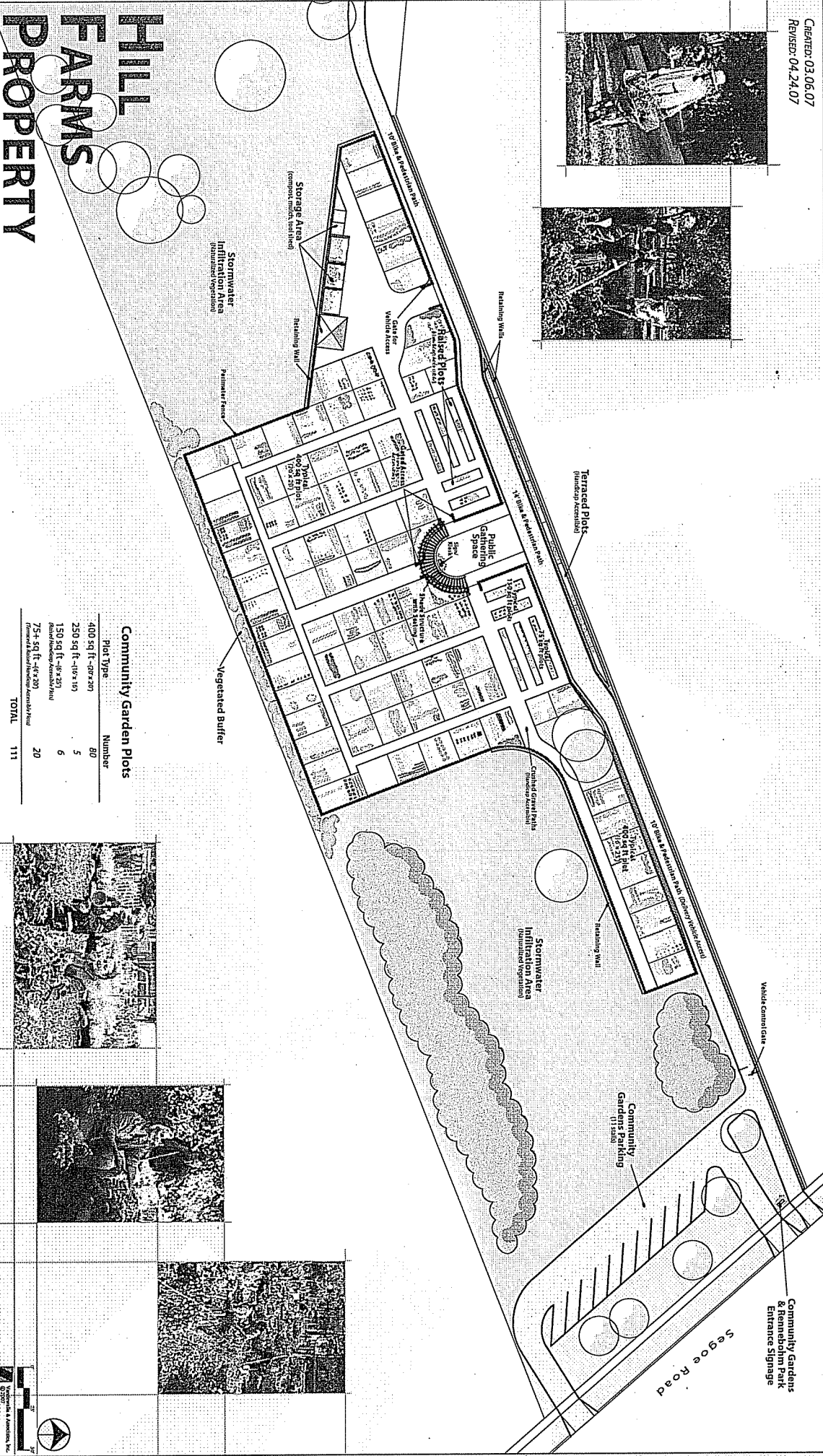
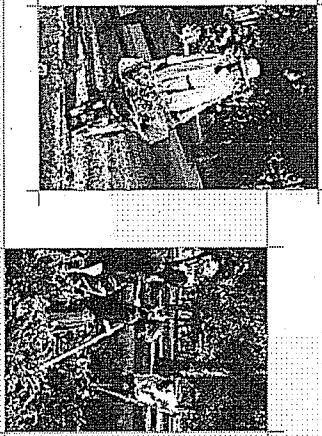


HILL FARMS PROPERTY



COMMUNITY GARDENS CONCEPT PLAN

Created: 03.06.07
Revised: 04.24.07



HILL FARMS PROPERTY

Community Garden Plots

Plot Type	Number
400 sq ft - (20' x 20')	80
250 sq ft - (10' x 15')	5
150 sq ft - (6' x 25')	6
75+ sq ft - (6' x 20')	20
TOTAL	111

