



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4728 Sheboygan Avenue, Block 6
701 Gardener, Blocks 2 & 3

Application Type: Previously approved Madison Yards PD (GDP) presenting an SIP for Block 6, 2, & 3
Informational Presentation

Legistar File ID # [58984](#), [58985](#), [58900](#)

Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Sean Roberts, Summit Smith Development, Milwaukee, WI

Project Description: The applicant is providing an informational presentation on a Specific Implementation Plan for Block 6 of the previously approved Madison Yards General Development Plan (GDP). New internal streets will be maintained as private streets.

The proposed SIP for Block 6 includes a central green park concept along with some interconnecting private roadways. The current central green concept shows gathering spaces, flex spaces, and a possible future structure for a restaurant.

The proposed SIP for Block 2 includes a new structure that houses a 50,000 s.f. one story grocer space and an eight story hotel with 150 guest rooms and amenities.

The proposed SIP for Block 3 includes a mixed-use six story building with 10,000 s.f. first level retail, lower level parking, and 185 residential units above with amenities.

Project History:

The PD-GDP for the Madison Yards development was approved by the UDC on July of 2018 (ID [48873](#)) and approved by the Common Council on August 2018.

Project Schedule:

- The Development team is planning to submit a land use application in early 2020

Approval Standards:

The UDC is an **advisory body** on this request. As with any Planned Development, the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in Zoning Code sections 28.098(1), Statement of Purpose, and (2), Standards for Approval. (**PD Standards for Approval.**)

Summary of Design Considerations and Recommendations

Staff recommends that the UDC provide feedback as to how the detailed SIP proposal meets PD Standard for Approval and works with the rest of the adjacent developable sites as well as the surrounding existing context. Planning staff emphasized the importance of the developed building and streetscape relationships to public street facing areas on University, Segoe and Sheboygan Avenues.