



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4702 Sheboygan Avenue, Block 1 Madison Yards in UDD No. 6
Application Type: Planned Development (PD) – Initial/Final Approval is Requested
Legistar File ID # [63340](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

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

Project Description: The applicant is seeking initial/final approval on a PD for Block 1 of the Madison Yards Development for a multi-tenant office building, parking structure, apartment building and a standalone retail/commercial building.

Project Schedule:

- The original 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.
- The UDC received an informational presentation on January 13, 2021.
- The Plan Commission is scheduled to review this proposal on April 12, 2021.
- The Common council is scheduled to review the rezoning request on April 20, 2021.

Approval Standards: The UDC will be an **approving body** on this request in regards to its location within Urban Design District 6 (“UDD 6”). Under those standards, the Urban Design Commission shall review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(9).

The UDC will also be an **advisory body** on the PD 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 related to the UDD 6 and Planned Development approval standards. For information regarding the previously approved PD standards, please see Legistar file [48873](#).

Below are a summary design related considerations:

- **Street Level Activation.** Planning Division staff emphasizes the importance of the relationship between the building and streetscape and the activation of public street facing areas, particularly on Segoe and Sheboygan where the parking structure faces directly onto the street. **Staff have encouraged the development team to better activate the Segoe and Sheboygan corner and create a better` pedestrian experience. These were also considerations during the earlier PD discussions, dating back to 2018.**
- **Parking Structure Design.** The Zoning Text for this development includes the following regarding the design of parking structures: *Exposed parking structures should be avoided. Future aboveground structured parking shall be located in the center of the development blocks to the greatest extent possible to ensure that the buildings are well designed and fully activated when viewed from the street. Any structured parking proposed*

on the perimeter of those Blocks 1-5 should be fully integrated into the architecture of the buildings, especially on Lots 2 and 5 when viewed from N. Segoe Road and University Avenue. Any structured parking located at the perimeter of the project abutting a public street shall be fully enclosed from an architectural perspective and include materials and windows designed in a fashion so as to appear as little like parking as possible.

While staff believes that on balance, the structure could be found consistent with this language, staff request specific findings be provided regarding the parking structure design.

Staff refers the Commission to their comments from the January 13, 2021 informational presentation:

Office Building:

- Overall I like what you did with the office building as far as subtle accent features with standard office type glass. Good use of land and site with the single loaded corridor residential, I like the design, good articulation, not overly complex.
- I think the residential is more successful than the office building, it is a bland box. It could still do a little bit more, I'm not a fan of the fins. Some of those darker elements are more extruded than others. It could be better than a series of squares.
- I feel like I have some of the same sentiments with regard to the super grid. I would suggest something more timeless, a simple base middle top organization, right now it's not well sorted out at all.
- I'm torn about the office building, there's something about it that's quirky, it has a personality. I can see it both ways, it's a big glass box but it has some interest so I applaud the effort there. Maybe give the occupants more outdoor space, a bit of push and pull, that would be a nice amenity.
- You're doing a lot on that Segoe façade with materials, I want to underscore the concept of that perforated metal could serve a function on the office tower, provide heat relief, give mystery to the building.
- I like the super grid pattern, but I would encourage external structure that could reduce solar impact, maybe something with the fins.

Parking structure:

- Exterior of the parking ramp we'll want to consider.
- I want to call the Commission's attention to the Segoe Road side as mentioned with the parking ramp. If I recall in the GDP there was quite a bit of discussion on the amount of parking ramp that would face the public street, or even the internal streets, I don't know what the parking ratios need to be and what the slope is, but it would be nice if some of that residential could wrap around.
- Strongly echo comments on needing to see that Segoe Road façade, specifically the parking garage, how it addresses the street, what happens along the first floor. That view should also include the bridge structure you mentioned. How all of that is resolved needs to be made much clearer to us.
- I want to see exactly what the elevation of that parking structure looks like, and also where the snow chutes will be, there could be some nice integrated design for that.

Apartment Building:

- The façade of the Gardener Road apartment building is a little flat, could be a little play with the materials not lining up quite as perfectly as that.
- I like what you did on the angled side of the residential.
- The outdoor rooms on the units facing Segoe are awesome, they're huge.

General:

- When you look at the Block 1 and other projects we've seen in the area, it's worth noting there is a complementary but diverse set of design materials in this area, I applaud you for that. It fits really nicely together.