

SG Hill Farms, LLC
889 E. Johnson Street, Fond du Lac, WI 54936

December 20, 2017

Natalie Erdman
City of Madison
Department of Planning and Development
126 South Hamilton
Madison, WI 53703

RE: Letter of Intent - Madison Yards at Hill Farms, PD/GDP

Dear Ms. Erdman,

This letter, together with plans, application and zoning text, constitutes our General Development Plan (GDP) application for a zoning map amendment for the proposed *Madison Yards at Hill Farms* Planned Development District (PD), pursuant to Madison Zoning Code.

(This Letter of Intent will also be submitted with the concurrent UDC and Subdivision applications.)

- Project Location & Description:

The project site is located at 4802 Sheboygan Ave (PIN 070920203018) and is bounded by University Avenue to the north, Sheboygan Avenue to the south, N. Segoe Road to the east, and the American Red Cross office to the west. The site constitutes approximately 20.95 acres currently owned by the State of Wisconsin Department of Administration for the Hill Farms Department of Transportation (DOT) building and parking. Approximately 7.07 acres of the land will be held by the State (west side of the property) and the remaining 13.88 acres will be subdivided and transferred to SG Hill Farms, LLC for redevelopment into Madison Yards at Hill Farms (the subject project).

- Owner/Developer/Contractor:

SG Hill Farms, LLC
889 E. Johnson Street
Fond du Lac, WI 54936
Attn: Mark Theder
(414) 453-0110

- Master Planner/Civil Engineer/Landscape Architect:

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Attn: Bill Patek
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- Traffic Engineer:
Kimley-Horn Engineers
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Saint Paul, MN 55114
Attn: Brian Smalkoski
(651) 645-4197
- Surveyor:
Birrenkott Surveying, Inc.
1677 N. Bristol Street
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Attn: Dan Birrenkott
(608) 837-7463

Project Description

SG Hill Farms, LLC is currently working with the State of Wisconsin on the construction of a new State Office Building on the 21-acre, state-owned parcel. The new State Office Building is projected to be completed in early 2018. Once the State Office Building is completed and the existing DOT building is demolished, SG Hill Farms will take ownership of approximately 13.88 acres on the eastern portion of the parcel. SG Hill Farms intends to redevelop the site into a mixed-use project called Madison Yards at Hill Farms which may include hotel, retail, restaurant, office, residential, and structured parking among other uses.

Existing Land Use

Primary use: Wisconsin DOT Office Building

Zoning Request

The site is currently zoned Suburban Employment (SE). The development team has worked with City of Madison Planning and Zoning staff and concluded that the most appropriate zoning classification for the proposed Madison Yards project is a Planned Development (PD) District due to its unique nature as a functionally integrated mixed use development with residential, commercial and employment. Subject to the approval of this General Development Plan (GDP) rezoning submittal, the development team will submit Specific Implementation Plans (SIPs) for each development block for approval (five individual blocks plus an anticipated SIP for the central green, infrastructure, streets, and open space).

Anticipated Project Phasing & Schedule

The following major milestones are anticipated for the City rezoning and review process as well as construction dates for this development.

- GDP Milestones:
PD/GDP Zoning Submittal: December 20th, 2017
Urban Design Commission (UDC): February 7th, 2018

Plan Commission: February 19th, 2018
Common Council: February 27th, 2018

- Anticipated Schedule for SIP Submittals:
Site Infrastructure & Central Green: Spring 2018
Block 2: Spring 2018
Block 3: Spring 2018
Block 4: Spring 2018
Block 1: 2019
Block 5: 2019
- Anticipated Construction Schedule:
Construction Start: October 2018 (Blocks 2, 3, and 4 and infrastructure)
Projected Completion: 2022

Facilitation of Other Plans

The Madison Yards at Hill Farms PD District reinforces and facilitates the goals of previous planning efforts in the City. The City is in the process of drafting a revised comprehensive plan but at the time of this zoning request that plan was not yet adopted. The City's current Comprehensive Plan (adopted January 17, 2006 and amended through 2012) prescribes that this subject parcel be used for Employment. The Madison Yards project is anticipated to include significant employment uses, including office, medical office, hotel and retail.

The University Hill Farms Neighborhood Plan (UHFNP), adopted January 2016, excluded this parcel at the request of the State so there are no specific uses identified. However, the neighborhood plan includes a number of goals that are directly supported by the proposed Madison Yards development:

- The Westside Community Market is described as a neighborhood asset in the UHFNP. The Development Team has had several meetings with leadership of the Westside Community Market. The Development Team and the Market are working together to explore the possibility of returning the Market to the project site around the central green. Although firm plans are not yet finalized, both parties are working in good faith towards a mutually acceptable agreement to locate the Market at the Madison Yards Development.
- Providing a range of housing options is listed as a goal of the UHFNP. Madison Yards will provide a variety of housing products, adding more diversity to the already sought-after housing in the vicinity of the project.
- Identifying key infill and redevelopment opportunities that create employment opportunities and provide services to the community is a goal of the UHFNP. Madison Yards will provide both of these opportunities through proposed new office space, retail and restaurant amenities as well as a central green that will be open to the public for daily use and special events.
- Supporting mass transit is a goal of the neighborhood. Madison Yards provides additional population density and destinations that will contribute to the mass transit usage and ensure a strong demand for mass transit in the vicinity.

- Improving the neighborhood identity and environment through the use of sustainable engineering practices is a goal of the UHFNP. Madison Yards will incorporate a variety of green infrastructure practices that will significantly reduce the amount of and improve the quality of stormwater runoff leaving the site.
- The Planning Committee of the University Hill Farms neighborhood has expressed support for the density associated with the proposed development.

In 2007 a previous PUD/GDP application was submitted on behalf of the State of Wisconsin for redevelopment of this parcel. That plan, authored by Vandewalle & Associates, was approved by Council but was never built as its timing coincided with a downturn in the national economy and the viability of the development was never realized. However, it is worth noting that the approved 2007 GDP included a greater level of density than is being proposed by this submittal.

Neighborhood and Stakeholder Outreach

A list of meetings that the development team has previously held with the City, Alders, University Hill Farms neighborhood organization, adjacent landowners, and other stakeholders regarding this development project are included below. A community-wide, public meeting was held in August 2017 with a large audience in attendance. Based on recommendations from the Alder and the UHF Planning Committee, additional public meetings will be held during the SIP process for individual blocks.

- University Hill Farms Neighborhood Association Planning Committee:
Information Meeting 1 – 4/25/17
- University Hill Farms Neighborhood Association Planning Committee:
Information Meeting 2 – 7/13/17
- University Hill Farms Neighborhood Association Planning Committee:
Information Meeting 3 – 10/18/17
- Publicly Advertised Community Meeting – 8/30/17
- Westside Community Market: Informational Meeting 1 – 5/11/17
- Westside Community Market: Informational Meeting 2 – 7/13/17
- Adjacent Property Owners (Normandy Apartments/Venture Apartments/Weston Place):
Informational Meetings – July 2017

Urban Design District

The project site is located within Urban Design District 6 and will follow the guidelines outlined in section 33.24(13) d of the Madison Municipal Code. The project plans will address the following:

1. **Public Rights of Way:** Public rights-of-way and internal private streets will be landscaped with appropriate trees and shrubs in accordance with planting plans prepared by the design team after consultation with the UDC and City staff.
2. **Off-Street Parking and Loading Areas:** Off-street parking and loading areas will be integrated into the overall site plan design, located to the side or rear of buildings and screened from view whenever possible. Off-street loading will be provided through entrances and exits that are recessed from the main street façades.
3. **Exterior Signage:** All signage depicted in this submittal is for illustrative purposes only. The project team will follow the UDC signage review process as the design develops.

Signage will be allowed per Chapter 31 of the Madison General Ordinances and will be provided with each SIP.

4. **Building Design:** The building massing was designed to address all streets bordering the project in a contextually appropriate manner. Taller buildings have been located along University Avenue and are consistent with the new State Office Building and existing private residential towers along Segoe Road. Architecture for each development block and individual building masses will be compatible, but varied from adjacent buildings. Building materials will be high quality and durable. A pedestrian friendly scale has been maintained along the Madison Yards Way retail corridor.
5. **Exterior Lighting:** District wide lighting will be integrated into the overall site plan design. Lighting will be adequate but not excessive. Individual building and signage lighting will be developed and reviewed as design develops. Exterior lighting will be designed in accordance with City of Madison ordinance for public ROW lands and will be provided with each SIP.
6. **Landscaping:** A comprehensive, site-wide landscaping strategy will provide continuity to the site across all development blocks and the proposed central green. Landscaping will be used to complement the building architecture, provide visual screening and as a unifying element across the pedestrian spaces. The landscape design will incorporate planting beds, potential dining seating, benches, bicycle racks, and tree pits sized adequately to support healthy canopy trees.

Streets, Easements and Fire Access

Streets within the development will be privately held and maintained, with easements proposed for public utilities (water main and sanitary sewer). Conversations regarding the size and layouts of the utility easements have been discussed with the Madison Water Utility (MWU) and Engineering Division, however those easements will not be finalized until the streets and associated infrastructure have been developed to the SIP level. Public access easements have been discussed with City Staff and neighborhood stakeholders. The Development Team is committed to providing public access easements for areas of the development such as the streets and central green to insure long term public access to the site.

Two streets within the development have been named: Madison Yards Way (east-west spine) and Gardener Road (north-south). Gardener is the name of the original master planner for the University Hill Farms neighborhood.

Fire access for the site has been discussed at an initial meeting with Bill Sullivan of the Madison Fire Department, including fire lanes, aerial apparatus lanes, and street tree spacing. A detailed fire access plan will be provided with the SIP for the central infrastructure.

Streets will be designed to allow shared vehicle and bike usage, with appropriate signage and sharrow striping to indicate to cyclists and drivers that bikes are welcome to use all lanes. Ample bike parking facilities will be provided at key locations throughout the development.

Streets will also be designed to slow down traffic and minimize cut-through traffic in the development to promote a safe pedestrian environment. The use of bump-outs and table tops at pedestrian crossings as well as specialized pavements within zones around the central green will signify to drivers to slow down

and watch for pedestrians crossing. Streets around the central green will be designed to be flexible streets that will be closed during special events to maximize the pedestrian space.

Parking structures for visitors will be clearly signed and located near entrances to the development for quick and convenient access. This helps minimize the amount of traffic driving through the site.

Pedestrian and Bicycle Access and Circulation

Figure 3 shows the pedestrian connections to the neighborhood surrounding the development and Figure 4 shows the existing bicycle network near the property. The site is accessible from several directions by foot or bicycle. The network of new streets created at Madison Yards were intentionally located to connect to already existing infrastructure and networks. Madison Yards Way lines up with Frey, providing a pedestrian connection to Target and Hilldale as well as residences along N. Segoe Rd and other destinations. The two streets connecting to Sheboygan Ave allow for two points of entry from the UHF neighborhood. The western street (Street C) lines up with a pedestrian easement to Rennebohm Park, so an enhanced pedestrian crossing at that location may be considered across Sheboygan Ave. In addition, there are two streets connecting to University Ave/Old Middleton, allowing cyclists to enter the site from the University Ave bike lane, which connects to the regional bike path running east-west along Shorewood Hills.

Figure 12 shows the interior pedestrian and bicycle circulation within the development. An urban street network is the predominant organizing element at Madison Yards. A pedestrian-first approach is utilized, reinforcing the appropriate urban scale for a diversity of uses, improved pedestrian experience, and increased civic engagement.

Given that the posted speeds within the proposed development are 25 mph or less and all intersections are stop controlled, we feel that the use of bike sharrows is more appropriate than striping bike lanes within the planned development. Bike lanes are more appropriate on primary arterials or on streets with higher volumes with enough roadway width is available to provide a comfortable experience for cyclist. Bike lanes are not as necessary on a low-speed facility such as internal roads of a development, especially in areas without significant hills. Vehicles and bikes sharing the lane will also allow them to avoid turning movement conflicts with cars. By not providing a bike lane, cyclist will more easily have the opportunity to use the whole lane, which will give them more offset from the on-street parking proposed as part of the development. Guiding cyclists to ride near parked cars makes it more likely that they may be hindered or impacted by car doors, cars trying to park, and pedestrians getting into and out of cars. Based upon the 2011 National Association of City Transportation Officials (NACTO) Urban Bikeway Design Guide, the recommended minimum width recommended when placed adjacent to a parking lane is 14.5' to accommodate both the parking and bike lanes. If this minimum width was applied within the proposed development, it would take away from other features critical such as the landscaped frontage areas, sidewalks, off-street parking, landscaped medians and amenity zones which contribute to the walkable and livable feel planned for the development. The Transportation Demand Management Plan (TDMP) for the proposed side will include additional information regarding how the proposed development will connect to the surrounding bicycle network.

The West End development in St. Louis Park, Minnesota, is an example where bike lanes are not provided within a development. West End itself is primarily retail; however, the surrounding includes hotels, multi-family residential units, and over 500,000 SF of office space. Although, the City of St. Louis Park has a long-term bicycle and pedestrian plan that includes incorporate bike facilities on the surrounding arterials, they are not planned to be included within the development. Additionally, the Atlantic Station and Avalon developments in Atlanta and Alpharetta, Georgia, respectively, are similar developments with internal roadways that do not have separated bike facilities.

There are five primary pedestrian access points located at key street intersections on North Segoe Road, Sheboygan Avenue and University Avenue. Each of these access points is connected by a perimeter public sidewalk. The perimeter sidewalk provides circulation and access to support amenities, including bus stops, ride-share drop off, bicycle parking and secondary building entries.

The internal street network emphasizes continuous and well-designed pedestrian access to active ground floor uses. Intentionally placed crosswalks reinforce pedestrians first at intersections, and allow for mid-block crossings in key areas (including parking entries/exits) to reinforce the two-sided nature of the street. These are shown in Figure 12.

A Transportation Demand Management (TDM) plan is being developed for Madison Yards and will be provided to City Traffic Engineering (TE) in January 2018.

Building Massing

The Zoning Text includes specific minimum and maximum building heights, building areas, and floor-to-area ratios for each block of the development. Figure 8 shows the conceptual building massing plan, which represents an anticipated levels of development which is between the low and high numbers provided in Table 2 of the Zoning Text.

Height and massing are an important part of the planning framework and considerations. The SIP-level submittals will include detailed information about the architecture for each block, but at the GDP level, the following massing recommendations have been incorporated:

- Special attention and design consideration will be given to prominent facades and building elements, as well as to the street-level base of each building.
- Maximum visual interest will be achieved through an ordered layering of horizontal/vertical, projecting/recessed, and solid/transparent elements in a contemporary architectural expression.
- Asymmetrical building compositions will be used in order to create an overall dynamic composition of buildings that reinforce the mixed-use, urban character of Madison Yards.
- Massing and orientation of buildings will reinforce design goals and optimize building performance. In general, the master plan includes a variety of uses and floor plan areas but suggests relatively narrow floor plates for most building types. This approach to massing generates sustainable opportunities, including increased access to daylight and natural ventilation. Access to views will be balanced with studies of sun shading and passive solar gain.
- Massing has been designed with the existing neighborhood uses in mind. More intense uses have been located along streets that can support higher density development, while less density and

appropriately-scaled structures are planned where there is lower-scale multi-family housing adjacent to the proposed development (along Sheboygan Avenue).

- The Madison Yards development is intended to have a dense, urban mixed-use aesthetic and character which is organized by an activated and pedestrian-friendly street network. While the most intense active frontages will occur on the interior streets of the development, buildings will be designed to engage the exterior City streets, so buildings will be four sided without clear “front”, “side” and “rear” designations. Similar to the Mixed Use Commercial zoning district, the building frontage zones will be minimal to encourage full build-out of the developable land and support a vibrant, urban atmosphere.

Public Utilities

During design of the State Office Building, the Development Team met with City Engineering and the MWU to determine the best way to serve the development within the context of existing city infrastructure.

For sanitary service, a primary gravity sewer will serve the property, running down the main spine of Madison Yards Way and connecting to the MMSD interceptor along Old Middleton Road and University Ave, west of the property. Plan and profiles of the proposed public sewer extension were approved by City Engineering, the Capital Area Regional Planning Corporation (CARPC), and WDNR. Public sanitary sewer mains were designed according to City specifications. A portion of this gravity main was constructed for the state project, and the City performed inspections during construction.

For domestic water and fire protection service, MWU reviewed and approved the proposed water main loop for the development which connects to the public water main on Sheboygan Avenue in two locations. MWU also recently upgraded the Sheboygan and Segoe City water mains to better serve this project and the entire well zone. Public water mains were designed according to City specifications. A portion of the water main was constructed with the State project to allow the new state office building to be served, and the City performed inspections during construction.

As described above, public utilities will be located within utility easements, primarily located within street areas.

Stormwater Management and Green Infrastructure

The stormwater management and conveyance system for the Madison Yards development will be privately held and maintained, in accordance with conversations with City Engineering staff. The central green will have a 360,000-gallon underground detention chamber which will be constructed with the state portion of the project. The chamber and other proposed facilities on site have been designed to meet the City of Madison detention volume of 0.06 acre-feet per acre of proposed impervious area within the development, pursuant to Madison Ordinance Chapter 37.09(3)(d)b.

In addition, green infrastructure practices will be utilized throughout the development to meet City and State stormwater performance standards for total suspended solids, oil and grease, and infiltration. These practices include the following:

- Silva Cell structured soil chambers which improve the health of street trees while also allowing stormwater runoff to be filtered, evapotranspired and infiltrated.
- Permeable pavements for water quality, groundwater recharge, and volume reduction.
- Biofiltration planters for water quality, ground water recharge, and volume reduction.

Figure 10 shows a diagram of potential green infrastructure opportunities. A more detailed plan will be developed at the SIP level.

Traffic Impact Analysis

A draft traffic impact analysis (TIA) was performed by Kimley-Horn and submitted to TE over the summer of 2017, and a revised version of the TIA will be submitted to TE in December 2017. Recommendations for modifications or improvements to several intersections near the development were recommended, including the new signalized intersection on University Avenue and the new Gardener Road connection west of N. Segoe Road, which was constructed with approval of TE during the summer of 2017.

By planning this type of density within an urban corridor that is already well traveled, trips that would be generated from and to the outskirts of the City are lessened, promoting more internalized and local trips due to the mixed-use nature of the development. This, in itself, helps to lessen the demands on the City's traffic infrastructure compared with a more traditional development that keeps employment, retail, and housing separate. Infill development projects such as Madison Yards help stem the City's sprawl which also keeps populations where existing transit routes are already invested.

The Madison Yards site is already very well served by Madison Metro, with 13 different routes passing by the site on either Sheboygan Ave or University Ave on a typical weekday, accounting for hundreds of daily stops and thousands of riders. In addition, conversations with TE indicate that a future bus rapid transit (BRT) route is planned to be routed along University Ave, and this project would directly benefit from that service (and likewise the BRT viability is reinforced by higher density).

As discussed above, a TDM Plan is being developed to promote various modes of transportation to and from the site including bicyclists, pedestrians, transit riders, and automobiles.

Parking

The majority of public parking is proposed to occur in Block 2, providing easy visitor access and reducing the need for vehicular through-traffic. A minimal number of on-street parallel parking spaces (approximately 70) in key locations serve to further activate the street and provide opportunities for convenient front door parking for retailers and restaurants. Parking for private users (residents, office tenants) may be contained within each respective block in structured parking as needed.

On-street parking throughout the site will be managed through metering and/or timed parking restrictions to prevent office users or residents from leaving vehicles all day. Parking structures will be accessible via electronic passes for private users, and free for public parking areas (with time restrictions).

Parking structures will be sized to provide adequate parking capacity to ensure a successful vibrant destination while utilizing shared parking opportunities that take advantage of varying peak demands throughout the course of the day. TDM strategies to reduce the parking footprint, including bike, transit, shared mobility, car sharing, and carpooling, will be incorporated at the SIP level.

Sustainability Considerations

Many in the University Hill Farms neighborhood and constituents attending the public meeting expressed an interest in the development incorporating green strategies. Green stormwater management and infrastructure practices proposed for the project are described in the section above. Other, building-specific, sustainable strategies will be explored by the development and design teams with potential tenants as each block develops, and will be described with the SIPs for those blocks.

Presentation and Maintenance of Open Space

The Madison Yards development includes a holistic approach to providing functional open space of the highest quality. The new Central Green will provide space for flexible programming and daily enjoyment of the residents, employees, and other visitors as well as UHF neighborhood residents. The network of pedestrian-friendly streets will include seating areas, sidewalks and landscape amenity zones, and bike parking areas to create an attractive network of usable open space. Within blocks, rooftop terraces, balconies, and other amenities will be incorporated, activating the upper levels of the development while adding to the aesthetics and vibrancy of the development. In addition, Madison Yards will incorporate plantings that intercept rain, filter the air, and provide shade and cooling as well as more appropriate habitat and nutrition for wildlife than what currently exists on the site.

Shared Access and Maintenance

The State of Wisconsin will continue to hold the 7-acre parcel to the west of the Madison Yards development, with shared access roads and shared private utility infrastructure (e.g. stormwater management facilities) which will require maintenance. All lots and streets within the project will be privately held. Cross access easements and shared maintenance agreements between the owners of the privately held lots and State parcel are currently under development and will be shared with City Staff once finalized.

Social Economic Impact

The Madison Yards project will provide a positive impact on the University Hill Farms neighborhood and the wider Madison community both socially and economically. The mixed-use district, by developing housing units, employment, and supporting retail uses in a part of the city that is already well served by transportation, transit, and other infrastructure promotes smart growth by placing density where sufficient city services already exist. By creating a range of housing choices within walkable distance from a variety of supporting retail services and workplaces, we are promoting healthy development.

The proposed Madison Yards development will provide a positive impact on the economics of the city without adversely affecting the provisioning of municipal services. The entire project site is currently tax exempt. Madison Yards will generate significant State and local taxes and provide a substantial addition to the City's tax base upon projected build-out and stabilization. Redevelopment of the currently State owned, tax exempt property will also generate substantial employment through creation of both direct and

indirect jobs. Madison Yards will be developed in phases and include a mixture of uses and building sizes. Since exact tenants, building sizes and use mix have not yet been finalized, specific projections on job creation and other economic indicators are not yet available. Additional, block-specific information, will be available during the SIP approval process for each block.

Tax Increment Financing

SG Hill Farms LLC anticipates seeking TIF financing for the Madison Yards project. Initial conversations have been held with City of Madison staff and will continue as more detailed and specific information becomes available.

Based on the analysis above we feel the proposed development meets the spirit and intent of the PD zoning ordinances when reviewed with respect to the criteria for approval set forth in Section 28.097(2) of the zoning code.

Sincerely,



Mark Theder
SG Hill Farms LLC

Attachment 1 – Legal Description

Attachment 2 – Figures

1. Locator Map
 - a. Contextual Site Information
2. Existing Site Map
3. Circulation Context Diagram – Pedestrian
4. Circulation Context Diagram - Bicycle
5. Circulation Context Diagram – Public Transit
6. Circulation Context Diagram - Vehicular
7. Proposed Street Network and Lots
8. Illustrated Site Plan
9. Building Massing
10. Green Infrastructure Diagram
11. Proposed Street Sections
 - a. Interior Streets
 - b. Exterior Streets (University Ave, N. Segoe Rd, Sheboygan Ave)
12. Internal Pedestrian & Bicycle Facilities
13. Character Renderings and 3D Views

Attachment 1 – Legal Description

Attachment 2 – Figures

ZONING TEXT

Planned Development District – General Development Plan Madison Yards at Hill Farms Redevelopment 4802 Sheboygan Ave

Legal Description: The lands subject to this Planned Development (PD) District shall include those described in the Legal Description (Attachment 1).

A. Statement of Purpose:

This PD District is established to allow for the construction of a mixed-use redevelopment project including residential, office, commercial, hotel and accessory uses and associated parking facilities. The existing 20.85-acre parcel will be subdivided into seven lots including the State of Wisconsin parcel (7.07 acres) which will not be part of this rezoning. The other six lots on the remaining 13.88 acres will include five redevelopment parcels and one parcel for the private street network and central green area. This development is anticipated to be constructed in three phases as identified below. Each of the components is described in detail in the attached Letter of Intent and diagrams. Specific Implementation Plans (SIPs) will be submitted for each of the six lots.

Components included in this GDP:

Phase I: Blocks 2, 3, and 4 and Central Infrastructure

Construction of three mixed use blocks and central infrastructure (street network and central green).

Phase II: Block 1

Construction of a mixed use block with associated parking.

Phase III: Block 5

Construction of a mixed use block with associated parking.

B. Permitted Uses:

Table 1 provides a list of the general categories of land use for the development and the anticipated development-wide maximum and minimum areas or number of units per use. Parking areas and stall counts will vary by land use and block and will be provided at the SIP level. A detailed list of allowable uses per block is included in Table 5.

Table 1 – Minimum and Maximum Use Categories

General Use Category	Minimum Area or Number of Units	Maximum Area or Number of Units
Office	25,000 GSF	600,000 GSF
Retail, restaurant, and health/fitness club	25,000 GSF	275,000 GSF
Residential	100 units	450 units
Senior Housing	0 units	150 units
Hotel	0 rooms	400 rooms

C. Lot Area:

Refer to the Legal Description (Attachment 1) for proposed lot areas. Table 2 summarizes the lot areas.

Table 2 – Development lot areas

Block/Lot	Lot Area (AC)
Block 1	3.348
Block 2	2.902
Block 3	1.201
Block 4	1.096
Block 5	1.615
Central green, plaza, sidewalks & streets	3.722
Subtotal (private)	13.88
State-retained parcel	7.07
Total	20.85

D. Floor Area Ratio and Building Heights:

Requirements

- i. Minimum and maximum building heights, floor area ratios, and building areas are as provided in Table 3 below.
- ii. Any non-habitable space from architectural features shall not be included in the height calculation.

Guidelines

- i. The Urban Design Commission may, on a case-by-case basis, reduce the minimum building height requirement provided the buildings incorporate elements such as extended parapet or tower features to convey the appearance of a taller building. Such elements shall be substantially integrated into the design of the building so they do not read as false facades.
- ii. Additions to existing buildings are expected to comply with the applicable minimum height requirements unless the applicant can demonstrate that the site, function, use or layout of the new addition would pose structural or operational hardship due to its relationship with the existing building, in which case the Urban Design Commission may waive said requirements.

Table 3 – Minimum and maximum building stories, heights, buildings areas, off-street parking areas, and FARs by block

Lot	Min/ Max Stories	Min/ Max Height (ft)	Min. Building Area (GSF)	Max. Building Area (GSF)	Min. Off- Street Parking Area (GSF)	Max. Off- Street Parking Area (GSF)	Min/ Max FAR
Block 1	2/15	20/188	80,000	600,000	10,000	600,000	0.6/8.2
Block 2	2/15	20/188	80,000	550,000	10,000	500,000	0.7/8.3
Block 3	2/15	20/188	30,000	350,000	10,000	200,000	0.8/10.5
Block 4	2/8	20/110	30,000	200,000	0	150,000	0.6/7.3
Block 5	2/15	20/188	60,000	400,000	10,000	350,000	1.0/10.7
Central green, plaza, sidewalks & streets	0/2	12/27	0	10,000	0	0	N/A
Total (13.88 ac)	N/A	N/A	280,000	2,010,000	40,000	1,800,000	0.5/6.3
Total (no streets/green)	N/A	N/A	280,000	2,000,000	40,000	1,800,000	0.4/4.2

E. *Building Location and Orientation:*

Requirements

- i. The setback for buildings shall be as shown in Table 4.

Guidelines

- i. The building location should be designed to enhance the visual and pedestrian character of the street.
- ii. Walkways should be provided to connect the building entrance with the public sidewalk on all blocks abutting the City right-of-way.

Table 4. External and internal building setbacks, by block (from the lot line)

Lot	University Ave. Min./Max. Setbacks (ft)	Sheboygan Ave. Min./Max. Setbacks (ft)	N. Segoe Rd Min./Max. Setbacks (ft)	Internal Min./Max. Setbacks (ft)
Block 1	N/A	0/30	0/20	0/15
Block 2	0/30	N/A	0/20	0/15
Block 3	0/30	N/A	N/A	0/15
Block 4	N/A	0/30	N/A	0/15
Block 5	N/A	0/30	N/A	0/15

Figures 11A – 11C show proposed street cross sections for interior and exterior streetscapes.

F. *Building Massing and Articulation:*

Requirements

- i. All visible sides of the building shall be designed to be complementary.
- ii. Architectural details at the ground floor shall be provided to enhance the pedestrian character of the street. Details shall include window and door trim, recessed entries, awnings and/or other features.
- iii. Mechanical elements mounted on the roof or on ground pads shall be screened from view from adjacent properties and roadways in a manner consistent with requirements of public utilities.

Guidelines

- i. Buildings should be designed as products of their own time. Copying historic appearance and details is discouraged.
- ii. Buildings and additions should complement the character of the adjoining buildings in the block face.
- iii. Buildings should be located near the sidewalk and should define the street intersections with distinctive architectural features.
- iv. Building walls or facades with little detail or variety along primary facades shall be avoided. Improvements or additions to buildings shall include details at the street level to create a comfortable pedestrian scale and character.
- v. Building entrances located close to the sidewalk should include recessed entries to allow for pedestrian movement.

G. *Building Materials:*

Requirements

- i. Exterior materials shall be durable, high-quality materials and appropriate for external use.

Guidelines

- i. Color choice should complement the style and materials of the building's façade and provide a pleasing relationship with adjoining buildings.

H. *Street Design:*

Requirements

- i. Streets internal to the development shall be designed and constructed to meet industry standards for durability, traffic circulation, and emergency vehicle and Fire Department access. Streets will be signed for reduced speed limits.
- ii. Streets internal to the development shall include curb bump-outs at pedestrian crosswalks where parallel parking is provided to minimize the crosswalk length.

Guidelines

- i. Streets internal to the development will include traffic calming measure such as table tops, speed bumps, bump-outs and variations in pavement texture. Such measures will comply with Fire Department standards and requirements.
- ii. On-street ADA-accessible parking stalls should be distributed throughout the development.
- iii. Streets internal to the development shall be striped with “sharrow” markings to indicate that bicycles will share the street lanes with vehicles.

I. *Bicycle and Pedestrian Facilities:*

Requirements

- i. Publicly-accessible pedestrian sidewalks on both sides of the street shall be provided throughout the development and shall connect to the public sidewalks on the perimeter of the development.
- ii. ADA-accessible routes and facilities will be provided wherever feasible and where required to connect ADA parking or drop-off areas with main or ADA-designated building entrances.

Guidelines

- i. Bicycle parking should be distributed throughout the development site. Some short-term visitor bicycle parking should be located near building entrances.
- ii. Sidewalks should be a minimum of six (6) feet wide and made of durable materials.
- iii. Benches and other public seating areas for pedestrians should be provided near sidewalks and in public open spaces.
- iv. Wayfinding signage for pedestrians and bicycles should be provided.

J. *Landscaping and Open Space:*

Requirements

- i. Street landscaping shall include canopy trees where feasible in the public right of way and within the streetscapes of new private streets.
- ii. The type, number, and location of trees in the public right of way shall be approved by the City.
- iii. Screening shall be provided for all loading, service and trash areas.

Guidelines

- i. If a public sidewalk is located within six (6) feet of the public street, canopy trees shall be planted on the building side of the sidewalk.

- ii. Unless existing infrastructure interferes or the Fire Department requires different spacing due to aerial apparatus lanes, canopy trees shall be planted at a spacing no greater than forty (40) feet on center.
- iii. Unless existing infrastructure interferes, canopy trees planted along street faces, in parking lots, and parking lot islands shall have a mature height of at least sixty (60) feet.
- iv. Screen fences and/or landscape buffers shall be provided at property edges.
- v. Well-design outdoor spaces for the use and enjoyment of employees and customers shall be provided in commercial/retail areas.
- vi. Landscaping and fencing shall be designed to complement the character of the building to provide a pleasant relationship with adjoining properties and the public sidewalk.
- vii. The use of attractive landscaping is encouraged to establish continuity between buildings and to define the block face where there are no buildings.
- viii. The use of stormwater management features should be used, where practical to provide treatment of stormwater runoff and infiltration.
- ix. Canopy trees should be located in all terraces and medians.
- x. Publicly accessible open space areas shall be designed with durable quality materials and be landscaped appropriately for the intended use.

K. *Off-Street Parking & Loading:*

Requirements

- i. Off-street surface parking facilities shall be located behind or on the sides of the building and the distance from the property line shall be the same as for buildings.
- ii. City of Madison landscape screening zoning ordinance shall be followed for all surface parking facilities.
- iii. All trash areas shall be screened from public view.

Guidelines

- v. All exterior surface parking areas shall include walkways to allow safe pedestrian access to building entrances.
- vi. Shared parking areas are encouraged. Whenever possible, adjoining parking facilities should be linked to provide internal traffic circulation.
- vii. Driveways should be minimized to improve traffic flow and reduce pedestrian conflicts.
- viii. Pedestrian areas and customer parking areas should be separated from loading and service areas.
- ix. If possible, trash collection areas should be located inside buildings.
- x. Any new parking structures should include ground-floor commercial uses on the primary frontage street with attractive façade. The design of parking structures should also complement the quality and design of the buildings they serve.

L. *Site Lighting and Furnishings:*

Requirements

- i. Cut-off light fixtures shall be used to illuminate the site.

Guidelines

- i. Pedestrian use areas should be adequately, but not excessively lit. Low-level building and landscape lighting is encouraged, where appropriate.
- ii. Lighting and site furnishings (benches, trash receptacles, bicycle racks, etc.) should be of consistent style and materials to complement the character of the buildings and provide a pleasing relationship with adjoining properties and the public sidewalk.

M. *Signage:*

Requirements

- i. Signage shall be designed to comply with the requirements of Urban Design District 6 and Madison Zoning Code.

N. *Alterations and Revisions:*

No alteration or revision to this planned development district shall be permitted unless approved by the City Plan Commission, however the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the Alderperson of the district and are compatible with the concept stated in the underlying GDP and SIPs approved by the City Plan Commission.

Table 5 – List of Allowable Uses by Block

Use	Block 1	Block 2	Block 3	Block 4	Block 5	Central Green/
Offices						
Artisan, art and photography studio	x	x	x	x	x	
Call center	x	x	x	x	x	
Co-working or shared working space	x	x	x	x	x	
Data processing center	x	x	x	x	x	
Insurance office, real estate office, sales office	x	x	x	x	x	
General office	x	x	x	x	x	
Medical office	x	x	x	x	x	
Medical Facilities						
Clinic - Health	x	x	x	x	x	
Dental, optical	x	x	x	x	x	
Hospital	x	x	x	x	x	
Medical laboratory	x	x	x	x	x	
Physical, occupational or massage therapy	x	x	x	x	x	
Veterinary clinic	x	x	x	x	x	
Retail Sales and Services						
Animal boarding facility, kennel	x	x	x	x	x	
Animal day care	x	x	x	x	x	
Animal grooming	x	x	x	x	x	
Antique shop	x	x	x	x	x	
Apparel shop	x	x	x	x	x	
Art gallery	x	x	x	x	x	
Art and school supply store	x	x	x	x	x	
Auction room	x	x	x	x	x	
Auto sales showroom and rental	x	x	x	x	x	
Bank and financial institution	x	x	x	x	x	
Barbershop	x	x	x	x	x	
Beauty parlor	x	x	x	x	x	
Beauty supply store	x	x	x	x	x	
Bicycle sales, rental and repair shop	x	x	x	x	x	
Book, magazine and stationery store	x	x	x	x	x	
Business sales and services	x	x	x	x	x	
Camera and photographic supply store	x	x	x	x	x	

General Development Plan Zoning Text
PD District Zoning Map Amendment

Madison Yards at Hill Farms
SG Hill Farms, LLC

Carpet, rug and other flooring store	x	x	x	x	x	
China and glassware store	x	x	x	x	x	
Clothing and costume rental store	x	x	x	x	x	
Computer and electronics sales and service	x	x	x	x	x	
Contractor's business with showroom or workshop	x	x	x	x	x	
Convenience store	x	x	x	x	x	
Department store	x	x	x	x	x	
Drugstore	x	x	x	x	x	
Dry goods store	x	x	x	x	x	
Dry cleaning and laundry establishment	x	x	x	x	x	
Employment agency	x	x	x	x	x	
Educational or training center	x	x	x	x	x	
Film developing and processing establishment	x	x	x	x	x	
Florist shop	x	x	x	x	x	
Furniture and household goods store	x	x	x	x	x	
Garden center	x	x	x	x	x	
General retail	x	x	x	x	x	
Greenhouse, nursery	x	x	x	x	x	
Gift shop	x	x	x	x	x	
Hardware store	x	x	x	x	x	
Hobby shop	x	x	x	x	x	
Home goods or improvement store	x	x	x	x	x	
Interior decorating and design establishment	x	x	x	x	x	
Jewelry and watch store	x	x	x	x	x	
Leather goods and luggage sales	x	x	x	x	x	
Liquor store, packaged goods only	x	x	x	x	x	
Locksmith shop	x	x	x	x	x	
Massage therapy and/or acupuncture parlor	x	x	x	x	x	
Mobile phone store	x	x	x	x	x	
Musical instrument sales and repair	x	x	x	x	x	
Music album, sheet music, and record sales	x	x	x	x	x	
Optical sales	x	x	x	x	x	
Paint, tile and wallpaper stores	x	x	x	x	x	
Package delivery service	x	x	x	x	x	
Photography studios	x	x	x	x	x	
Physical culture and health services and reducing salons	x	x	x	x	x	
Picture framing	x	x	x	x	x	

General Development Plan Zoning Text
PD District Zoning Map Amendment

Madison Yards at Hill Farms
SG Hill Farms, LLC

Printing and publishing establishments (newspaper, letter press, and similar)	x	x	x	x	x	
Post office	x	x	x	x	x	
Radio and television studios and station	x	x	x	x	x	
Recording studio	x	x	x	x	x	
Reproduction processes (blueprinting, photocopying)	x	x	x	x	x	
Secondhand goods sales	x	x	x	x	x	
Service business	x	x	x	x	x	
Shoe and hat sales and repair	x	x	x	x	x	
Sporting goods and bait store	x	x	x	x	x	
Tailor and alteration shop	x	x	x	x	x	
Tattoo parlor	x	x	x	x	x	
Telecommunications center	x	x	x	x	x	
Tobacco shop	x	x	x	x	x	
Toy store	x	x	x	x	x	
Travel bureaus and ticket office	x	x	x	x	x	
Variety store	x	x	x	x	x	
Food and Beverage						
Brewpub and micro-brewery	x	x	x	x	x	x
Candy and ice cream store	x	x	x	x	x	x
Catering establishment	x	x	x	x	x	x
Coffee shops, tea houses, cafes, and sales	x	x	x	x	x	x
Farmers' market	x	x	x	x	x	x
Food store – grocery, meat, fish, bakery, and deli	x	x	x	x	x	
Restaurant, except adult entertainment taverns	x	x	x	x	x	x
Tavern, except adult entertainment taverns	x	x	x	x	x	x
Commercial Recreation, Entertainment and Lodging						
Bed and breakfast establishment	x	x	x	x	x	
Billiards room	x	x	x	x	x	
Bowling alley	x	x	x	x	x	
Entertainment and comedy venue, except adult entertainment	x	x	x	x	x	
Health/fitness club or similar recreational facility	x	x	x	x	x	
Hotel, inn, motel	x	x	x	x	x	
Indoor recreation	x	x	x	x	x	

Lodge, private club, reception hall	x	x	x	x	x	
Movie theater, indoor	x	x	x	x	x	
Outdoor recreation	x	x	x	x	x	x
Recreational building and community center	x	x	x	x	x	
Theater, assembly hall, auditorium, concert hall	x	x	x	x	x	
Parking and Transportation						
Parking facility, private	x	x	x	x	x	x
Parking facility, public	x	x	x	x	x	x
Taxicab, limousine, car-sharing or ride-sharing business	x	x	x	x	x	x
Temporary parking lots for a total period not to exceed three (3) years, provided lot complies with Section 10.08(6)(c) parking facility ordinance	x	x	x	x	x	x
Limited Production, Processing and Storage						
Artisan workshop	x	x	x	x	x	
Bakery, wholesale	x	x	x	x	x	
Brewery	x	x	x	x	x	
Distillery/winery	x	x	x	x	x	
Laboratory, research and development	x	x	x	x	x	
Light manufacturing	x	x			x	
Limited production and processing	x	x	x	x	x	
Mail order house	x	x	x	x	x	
Printing and publishing	x	x	x	x	x	
Warehousing and storage	x	x	x	x	x	
Wholesale establishment	x	x	x	x	x	
Residential – Family Living						
Dwelling units in mixed-use buildings	x	x	x	x	x	
Live-work unit	x	x	x	x	x	
Multi-family dwelling (5-8 dwelling units)	x	x	x	x	x	
Multi-family dwelling (>8 dwelling units)	x	x	x	x	x	
Multi-family building complex	x	x	x	x	x	
Single-family attached dwelling (3-8 dwelling units)	x	x	x	x	x	
Single-family attached dwelling (>8 dwelling units)	x	x	x	x	x	

Residential – Group Living						
Adult family home	x	x	x	x	x	
Assisted living, congregate care, nursing home	x	x	x	x	x	
Cohousing community	x	x	x	x	x	
Civic and Institutional						
Counseling, community services	x	x	x	x	x	
Day care center	x	x	x	x	x	
Library, municipally owned and operated	x	x	x	x	x	
Museum	x	x	x	x	x	
Parks and playgrounds						x
Nursery school	x	x	x	x	x	
Place of worship	x	x	x	x	x	
School (music, art, technical or trade)	x	x	x	x	x	
School (public and private)	x	x	x	x	x	
Public Utility and Public Services Uses						
Electric power production and/or heating and cooling plant	x	x	x	x	x	x
Electric substations	x	x	x	x	x	x
Emergency electric generator	x	x	x	x	x	x
Agriculture						
Market garden	x	x	x	x	x	x
Accessory Uses and Structures						
Accessory structure or building	x	x	x	x	x	x
Composting	x	x	x	x	x	x
Day care center in school or religious inst.	x	x	x	x	x	
Day care home, family	x	x	x	x	x	
Dependency living arrangements	x	x	x	x	x	
Emergency electric generator	x	x	x	x	x	x
Heliport	x	x	x	x	x	
Home occupation	x	x	x	x	x	
Lease of off-street parking facility accessory to nonresidential use to non-users of principal use	x	x	x	x	x	x
Management office, restaurant, limited retail, recreation facilities within multi-family building	x	x	x	x	x	x
Outdoor display areas	x	x	x	x	x	x

Outdoor eating areas of restaurants or cafes	x	x	x	x	x	x
Outdoor performance or movie projection	x	x	x	x	x	x
Outdoor storage	x	x			x	
Parking of trucks and heavy equipment accessory to an allowed use	x	x			x	
Real estate sales office	x	x	x	x	x	x
Showroom accessory to allowed use	x	x	x	x	x	
Solar energy systems	x	x	x	x	x	x
Temporary buildings for construction purposes, for a period not to exceed the duration of such construction	x	x	x	x	x	x
Temporary outdoor events	x	x	x	x	x	x
Vehicle access sales and services windows	x	x	x	x	x	x
Vending machines	x	x	x	x	x	x
Walk-up service windows	x	x	x	x	x	x
Wind energy systems	x	x	x	x	x	x
Yard sales	x	x	x	x	x	x

Building Form

Commercial Block Building	x	x	x	x	x	
Civic or Institutional Building	x	x	x	x	x	
Residential – Commercial Conversion	x	x	x	x	x	
Live-Work Building	x	x	x	x	x	
Single-Family Attached Building	x	x	x	x	x	
Small Multi-Family Building	x	x	x	x	x	
Courtyard Multi-Family Building	x	x	x	x	x	
Large Multi-Family Building	x	x	x	x	x	
Parking/Liner buildings	x	x	x	x	x	
Free-standing Commercial Building	x	x	x	x	x	x
Podium Building	x	x	x	x	x	
Flex Building	x	x	x	x	x	x
Industrial Building	x	x			x	