

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

RECEIVED

9/16/2020
8:41 a.m.

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 701 Gardener Road

Title: Madison Yards at Hill Farms Block 2

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested 10/7/20

- New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

- Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage

- Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Mark Theder
Street address 241 N. Broadway, Suite 400
Telephone (414) 453-0110

Company Madison Yards Block 2, LLC
City/State/Zip Milwaukee, WI 53202
Email mtheder@summitsmith.com

Project contact person Sean Roberts
Street address 241 N. Broadway, Suite 400
Telephone (414) 453-0110

Company Summit Smith Development
City/State/Zip Milwaukee, WI 53202
Email sroberts@summitsmith.com

Property owner (if not applicant) Madison Yards Block 6, LLC
Street address 241 N. Broadway, Suite 400
Telephone (414) 453-0110

City/State/Zip Milwaukee, WI 53202
Email mtheder@summitsmith.com

5. Required Submittal Materials

- Application Form**
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.


For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on 08/20/20.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Madison Yards Block 6 LLC Relationship to property Owner

Authorizing signature of property owner  Date 9/15/20

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*** All plans must be legible, including the full-sized landscape and lighting plans (if required)*

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

MADISON YARDS BLOCK 2, LLC

September 16, 2020

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

**RE: Letter of Intent/Project Narrative
Madison Yards Block 2
Corner of Segoe Rd. and University Ave.**

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

Architect:	Kahler Slater	KTGY Group, Inc.
	722 Williamson Street	217 N. Jefferson St., Ste 400
	Madison, WI 53703	Chicago, IL 60661
	Contact: Ethan J. Skeels	Contact: Craig Pryde
	414-290-3778	312-549-4905
	eskeels@kahlerslater.com	cpryde@ktgy.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, residential building 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 residential building 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 residential building is located on the eastern portion of Block 2. The residential building will contain 270 units on 15 stories above average grade and partially exposed lower level at the intersection of Segoe and University. The main entrance to the residential building will be located on Madison Yards Way and will have a vehicle drop off area in front of the building entrance. The amenities shall include Lobby, Leasing, Business Center, Lounge spaces and exterior amenity deck on level 15 looking to the east, north and west along University Ave. The primary building materials of the residential building will be masonry veneer, alum/ glass storefront and window wall, metal wall panel and trim, synthetic stucco.

An open 4.5 tray parking deck located in the center portion of Block 2 accessed from Madison Yards Way provides parking for the residential building. 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	Bldg A = 55,000 GSF <u>Bldg B = 291,150 GSF</u> 286,150 GSF
3) Building Height (max)	14 stories/ 175 ft	15 stories (above avg grade)/ 175 ft
4) Setback		
a) University	Min 80% @ 0' / 20% @ 15' Max 30' Min 90% of façade above the 3 rd story setback 10 ft	365'6" (87%) @ 0' / 56'3" (13%) @ 15' Max 18' 74' 8" (100%) @ 10' setback
b) Gardener	Min 8'	Min 8' 5"
c) Madison Yd Way	Min 8'	Min 8' 1"
d) Segoe Road	Min 8' Min 90% 3 rd story above @ 18'	Min 8' 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 residential building is required to be a min. of .9 spaces per unit and a max. 1.25 spaces per unit.

The proposed Block 2 development provides a total of 545 spaces of which 238 spaces are dedicated for the grocer tenant located between the University Ave. level and the Madison Yards Way level; and 307 parking spaces dedicated for the residential building, provided entirely in the raised open parking deck located between the hotel and grocer uses accessed from the Madison Yards Way.

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 spring of 2021 start with completion in 2023.

Plans

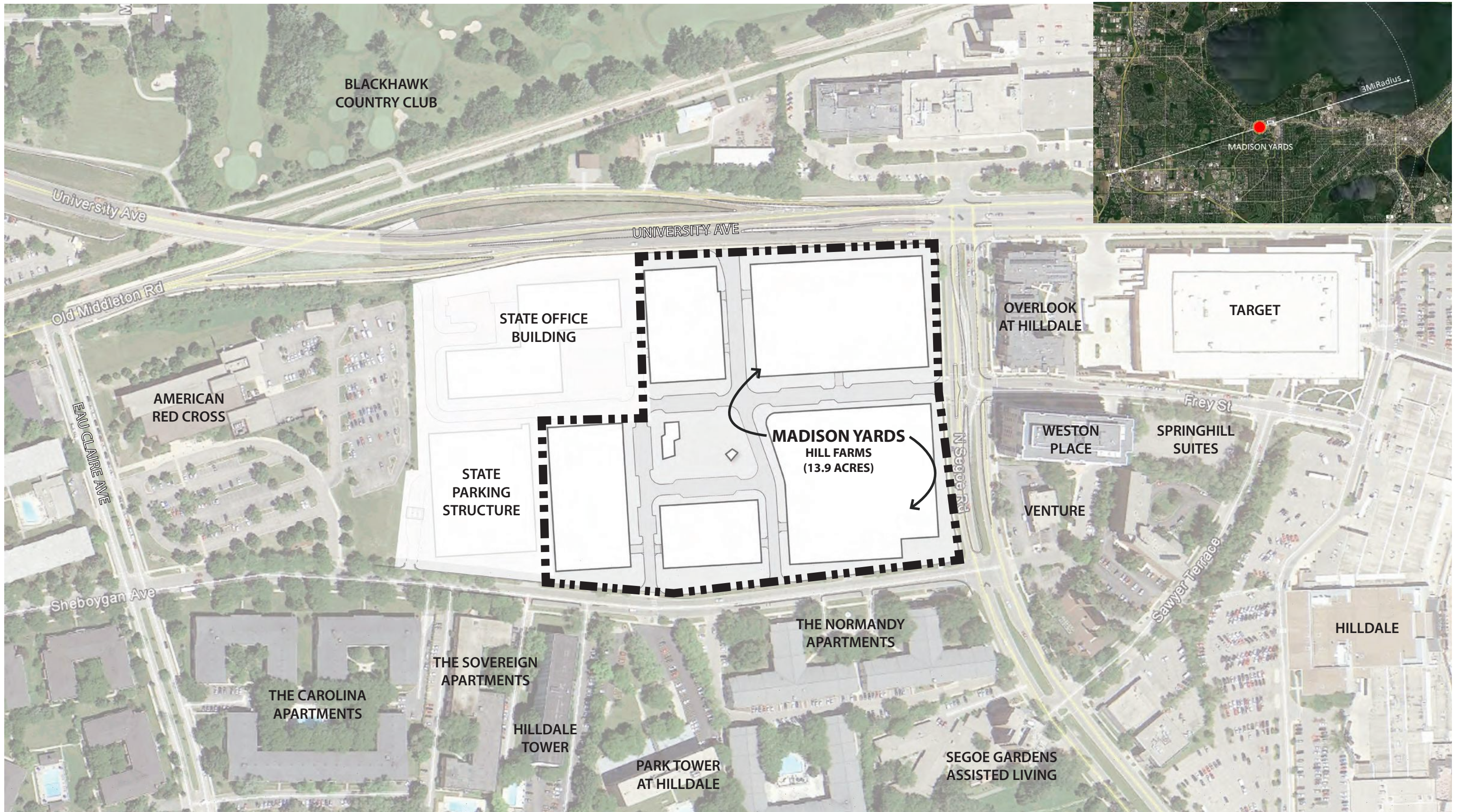
The following plans are submitted in support of this application;

- 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

Sincerely,



Mark Theder
Madison Yards Block 2, LLC



LOCATION MAP



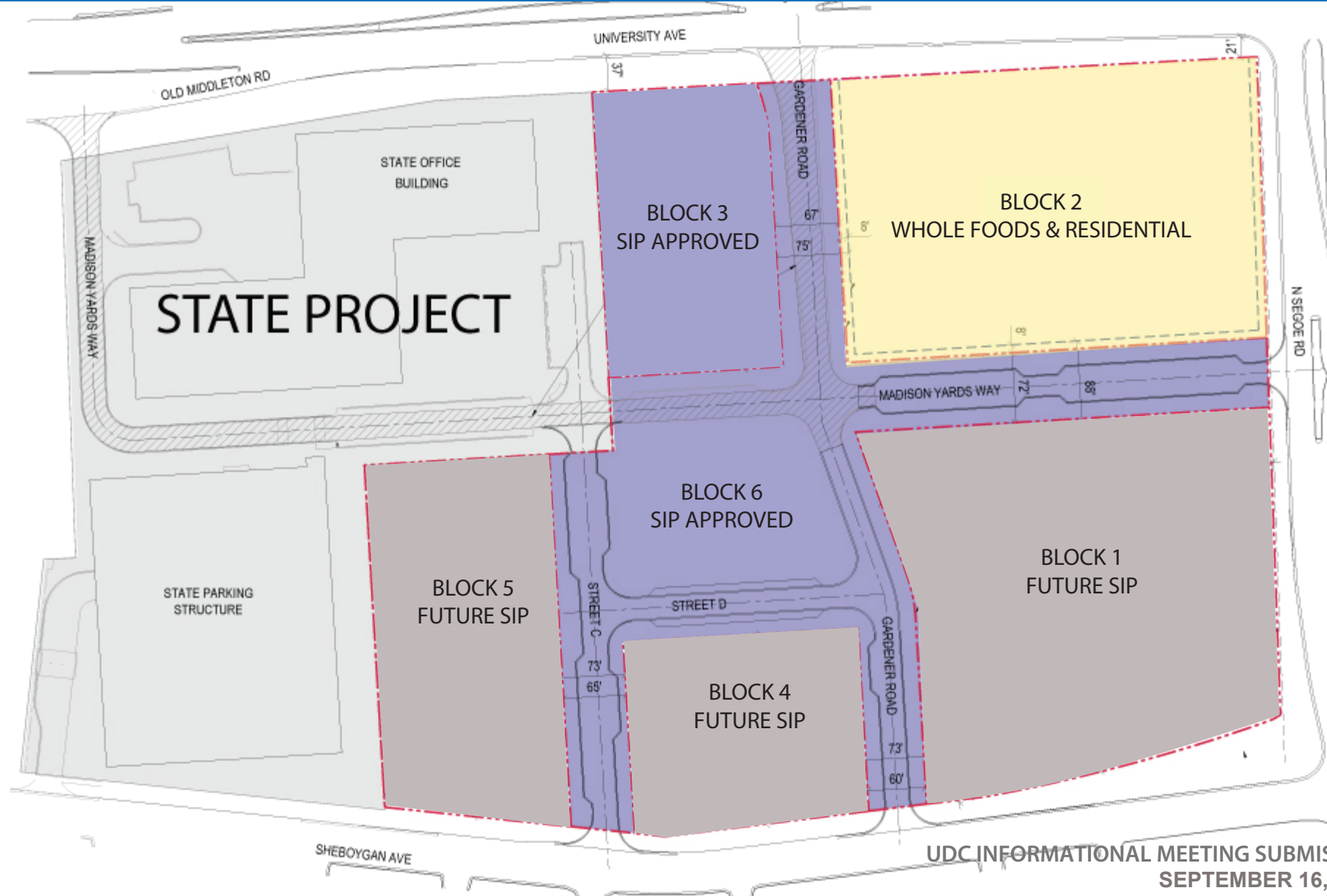
MADISON YARDS

MADISON, WI

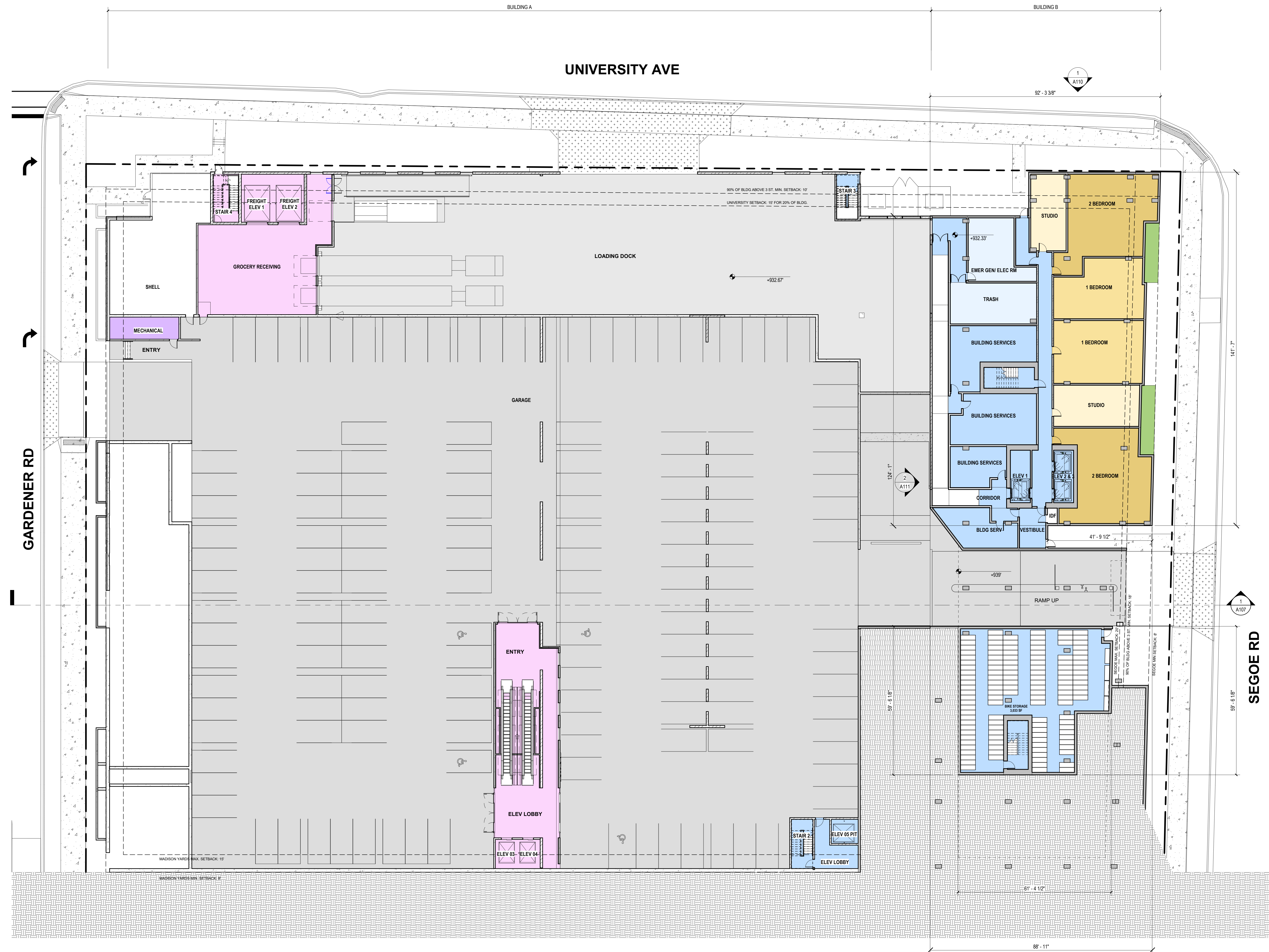
EXISTING SITE PHOTOS

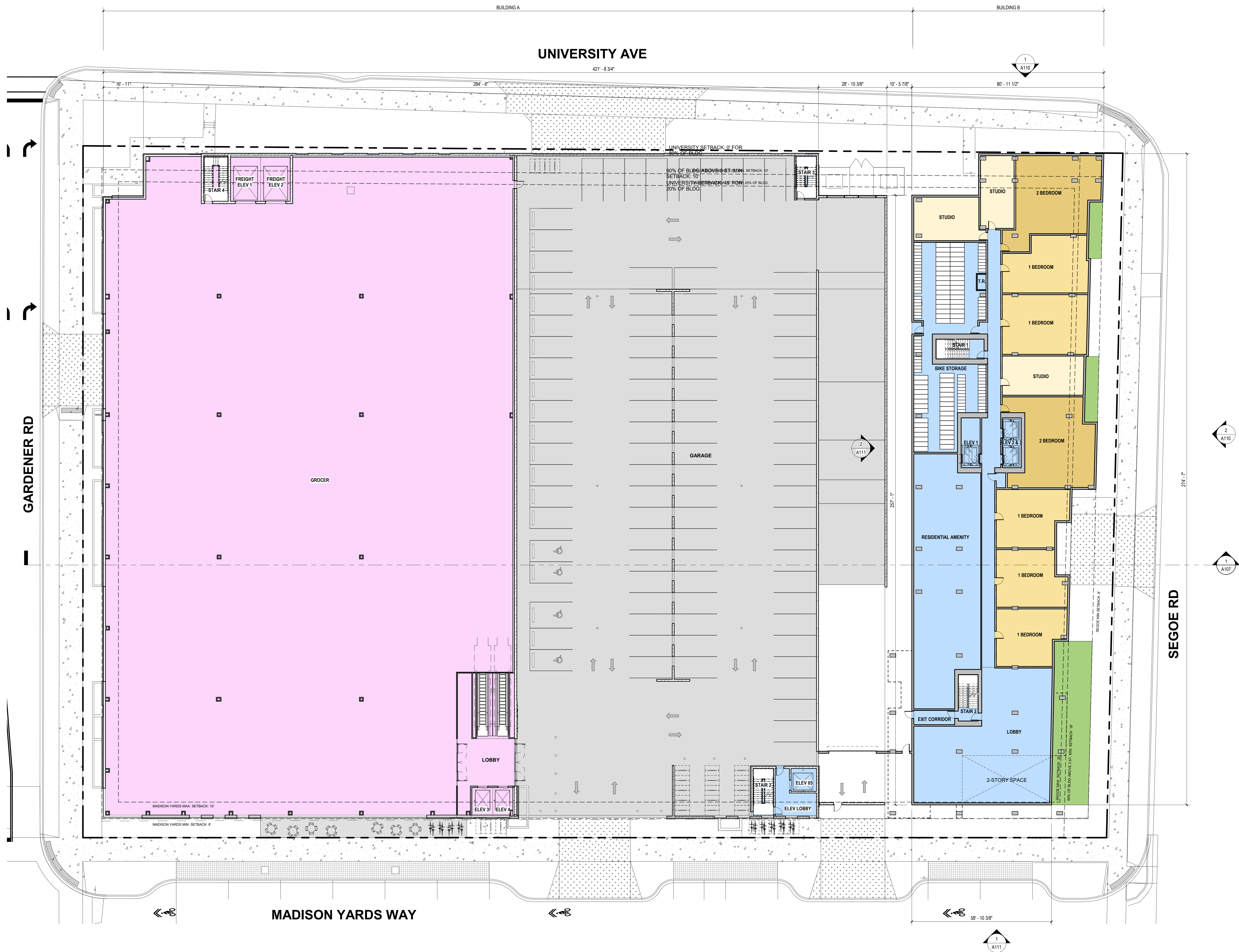


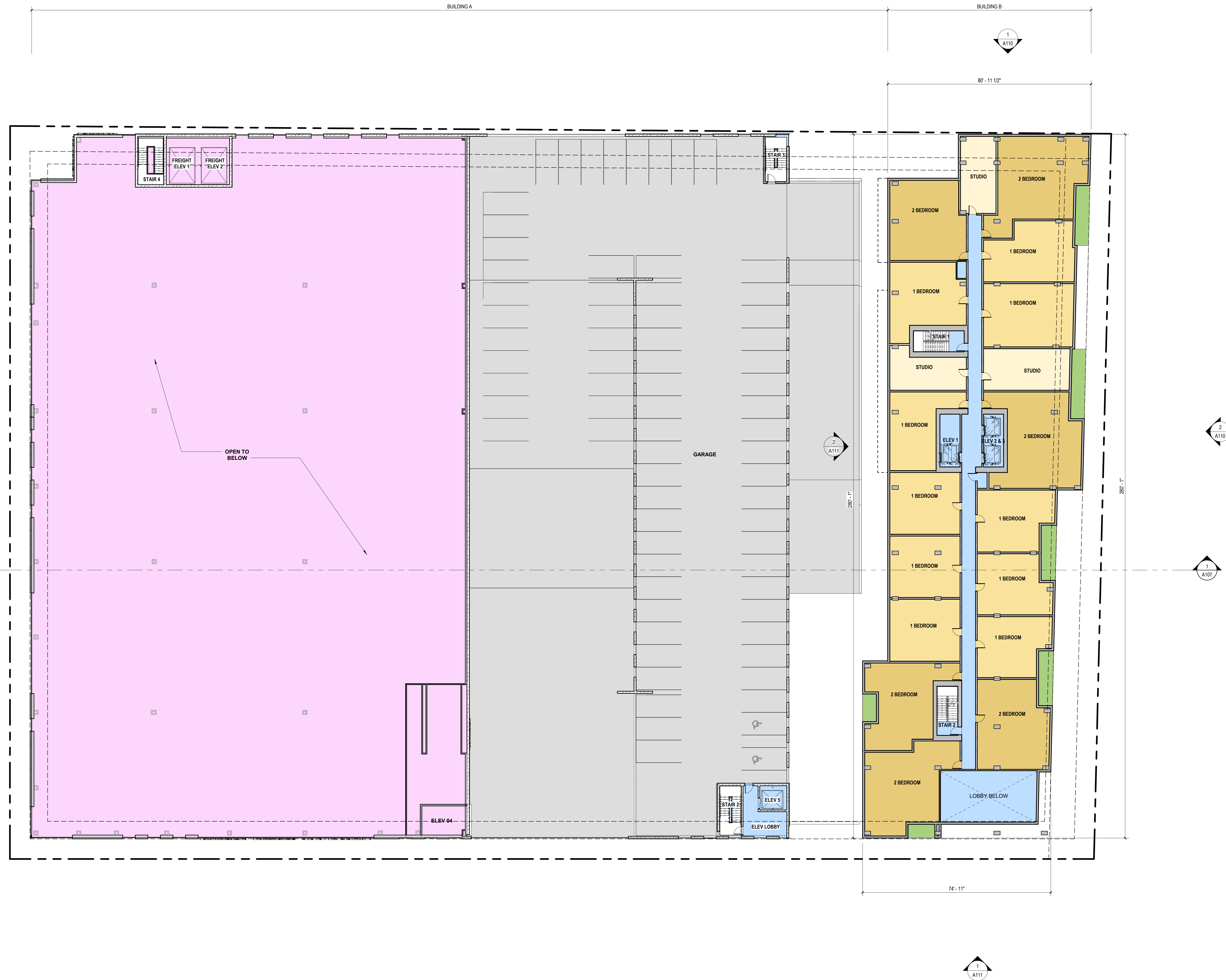
Block 2: Whole Foods and Residential

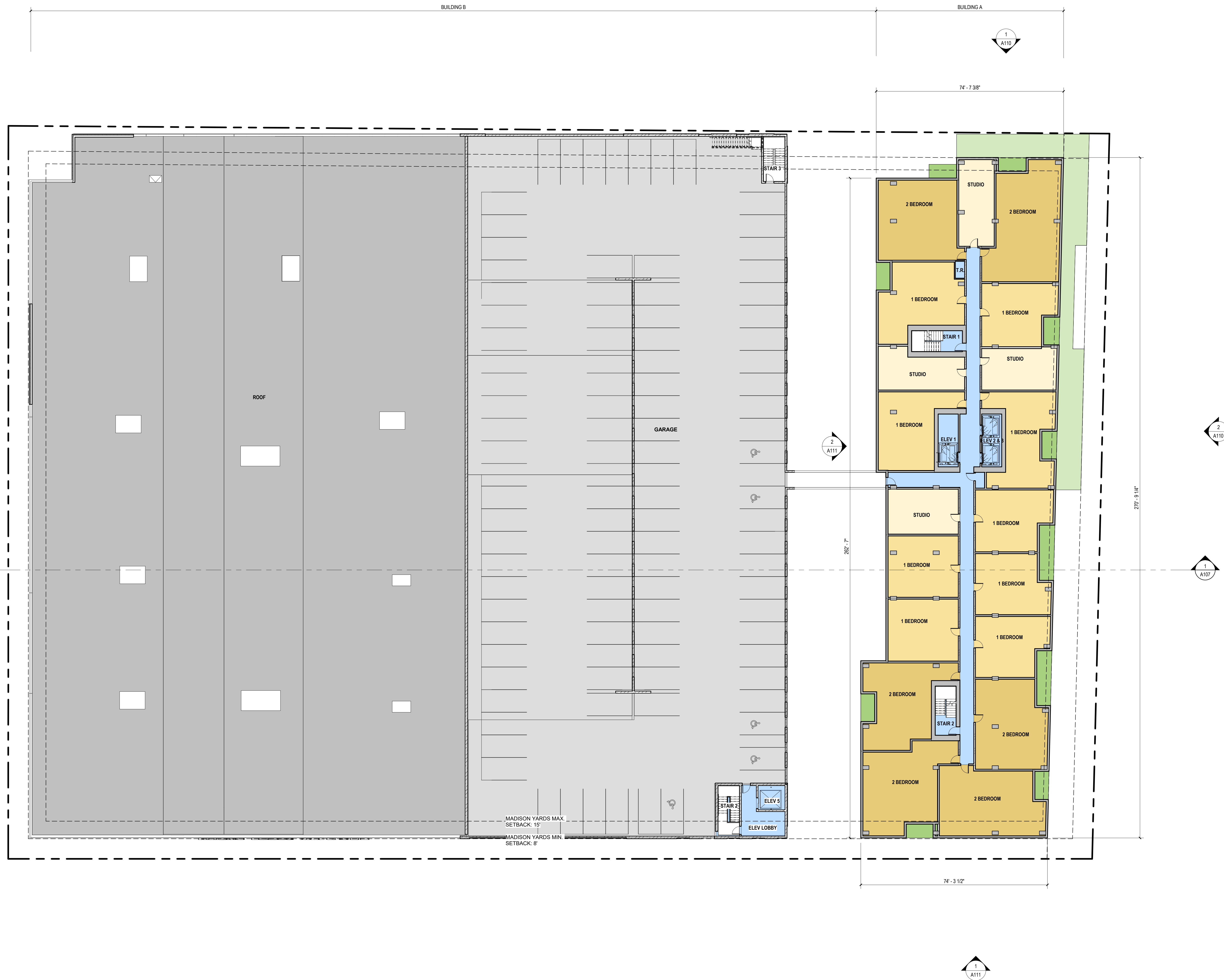


UDC INFORMATIONAL MEETING SUBMISSION
SEPTEMBER 16, 2020

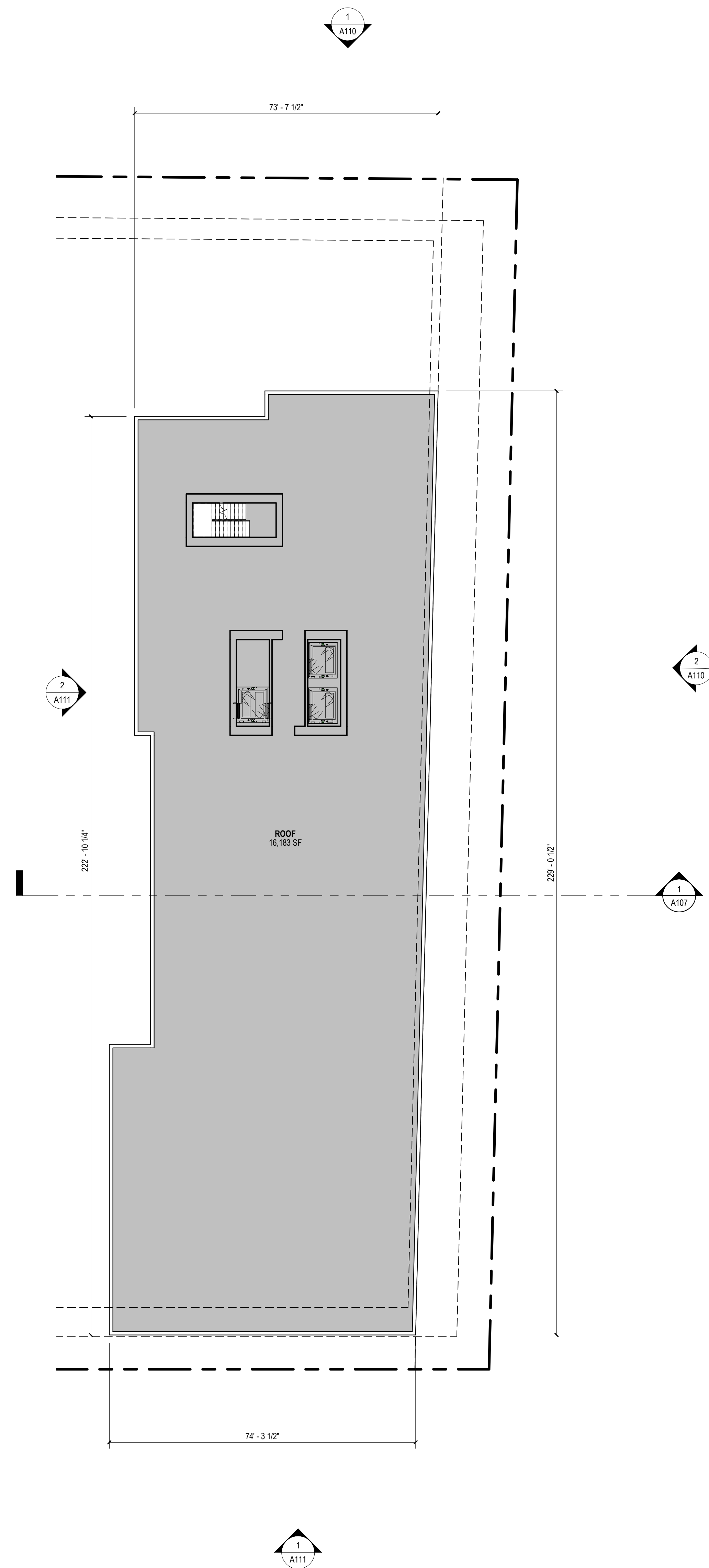








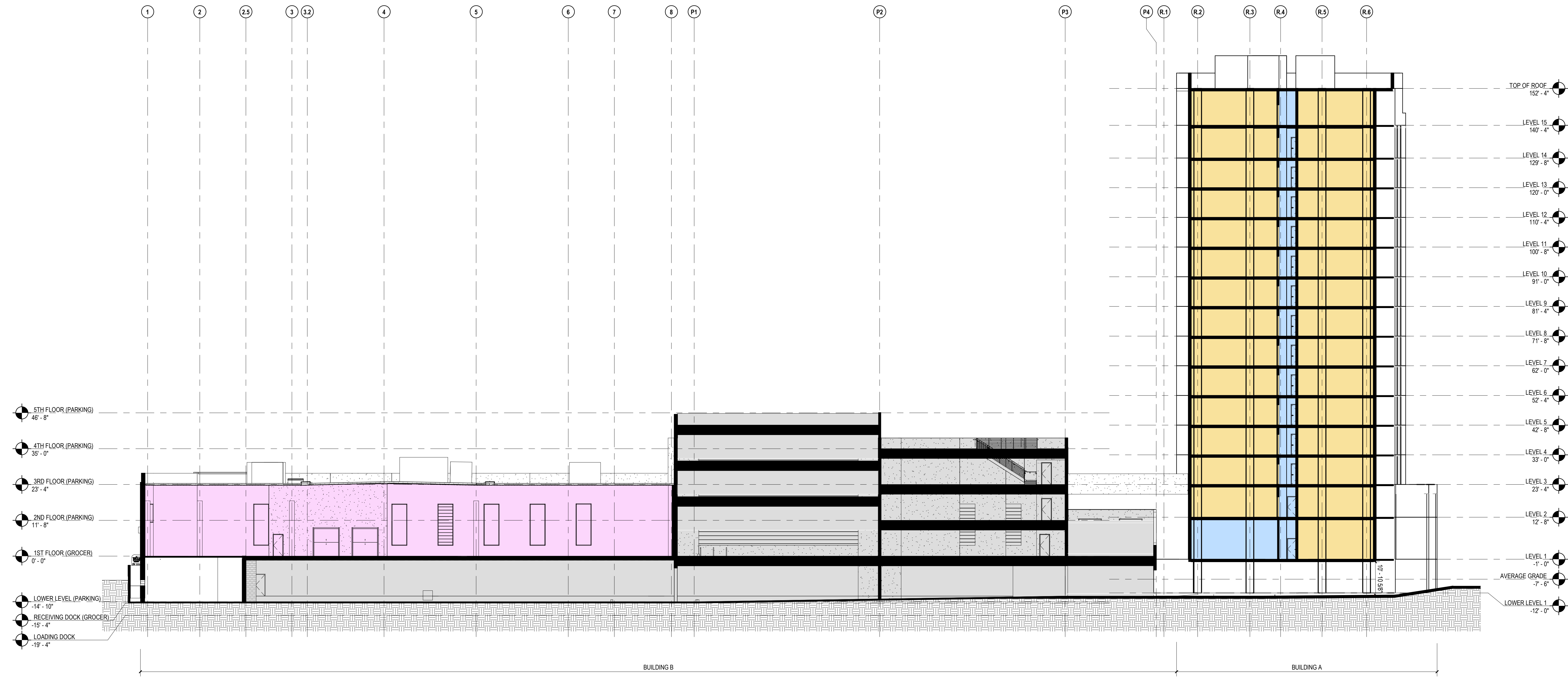




ROOF PLAN 1/16" = 1'-0" 2



FIFTEENTH FLOOR PLAN 1/16" = 1'-0" 1



EAST WEST SECTION 1/16" = 1'-0" 1



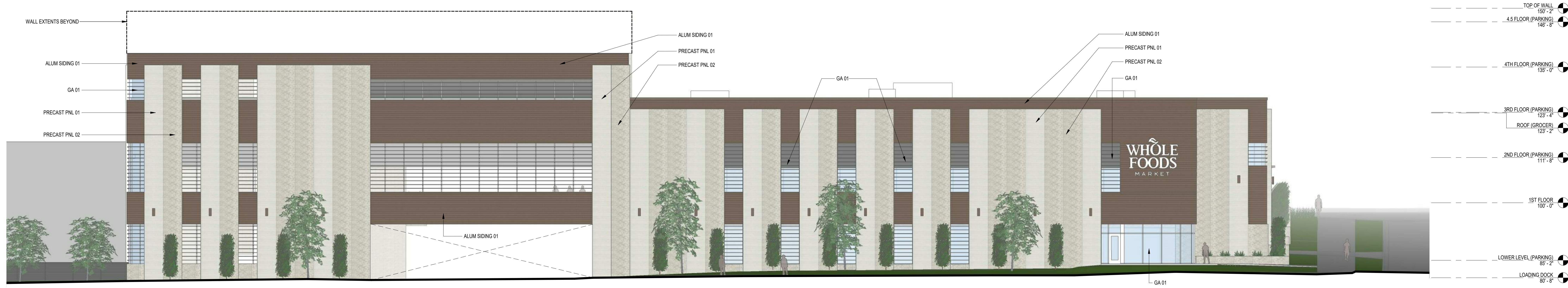
NORTH ELEVATION 1/16" = 1'-0" 2



SOUTH ELEVATION 1/16" = 1'-0" 1



WEST ELEVATION 1/16" = 1'-0" 1



UNIVERSITY AVENUE

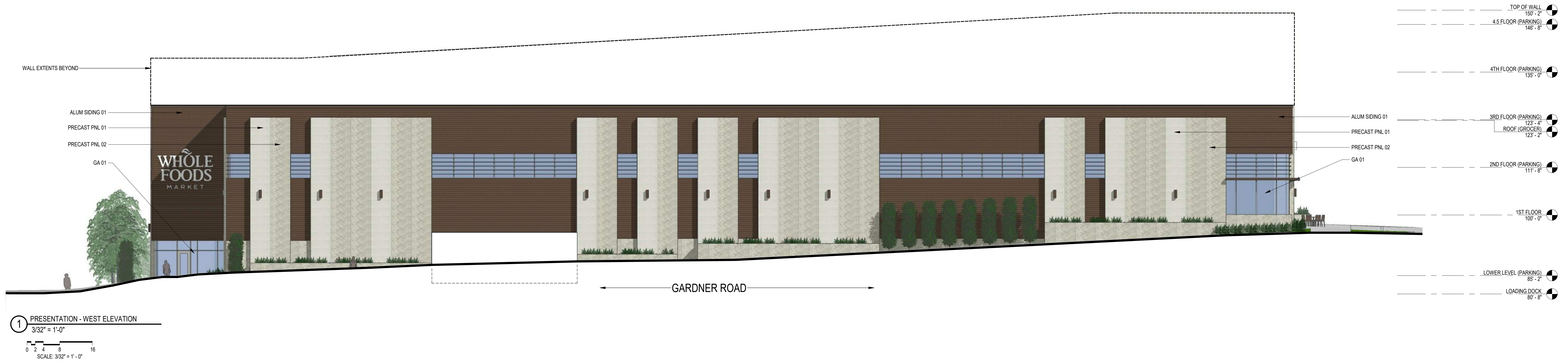
1 PRESENTATION - NORTH ELEVATION
 3/32" = 1'-0"
 0 2 4 8 16
 SCALE: 3/32" = 1'-0"



MADISON YARDS WAY

2 PRESENTATION - SOUTH ELEVATION
 3/32" = 1'-0"
 0 2 4 8 16
 SCALE: 3/32" = 1'-0"

EXTERIOR ELEVATIONS



EXTERIOR ELEVATIONS



EAST ELEVATION 1/16" = 1'-0" 2



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

MATERIAL NOTES	
Key	Material
1	FULL DEPTH MASONRY VENEER (UTILITY)
2	STEEL BALCONY FRAMING (PAINTED)
3A	PRE-FINISHED METAL PANEL (COLOR 1)
3B	PRE-FINISHED METAL PANEL (COLOR 2)
3C	PRE-FINISHED METAL PANEL (COLOR 3)
4	PRE-FINISHED METAL SLAB EDGE COVER (COLOR 1)
5	PRE-FINISHED METAL SIDING
6	PRE-FINISHED METAL COPING
7	PRE-FINISHED METAL COLUMN COVERS
8	METAL LOUVERS (PAINTED)
9A	ALUMINUM WINDOW WALL/ INSULATED VISION GLASS (COLOR 1)
9B	ALUMINUM WINDOW WALL/ INSULATED VISION GLASS (COLOR 2)
9C	ALUMINUM WINDOW WALL/ SPANDREL GLASS (COLOR 1)
9D	ALUMINUM WINDOW WALL/ SPANDREL GLASS (COLOR 2)
9E	ALUMINUM STOREFRONT/ INSULATED VISION GLASS
10A	PRE-FINISHED PERFORATED METAL RAILING
10B	GLASS RAILING (COLOR 1)
11	ARCHITECTURAL CONCRETE (PAINTED)
12	CANOPY



WEST ELEVATION 1/16" = 1'-0" 2



SOUTH ELEVATION 1/16" = 1'-0" 1

MATERIAL NOTES	
Key	Material
1	FULL DEPTH MASONRY VENEER (UTILITY)
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3A	PRE-FINISHED METAL PANEL (COLOR 1)
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