

# 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:

Date Received \_\_\_\_\_ ☐ Initial Submittal  
Paid \_\_\_\_\_ ☐ Revised Submittal

**Complete all sections of this application, including the desired meeting date and the action requested.** If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.*

*Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.*

*Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.*

## 1. Project Information

Address (list all addresses on the project site): 4716 Sheboygan Ave

Title: Madison Yards Block 4 Hotel

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

UDC meeting date requested July 26 2023

- ☐ 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)  
☐ Modifications of Height, Area, and Setback  
☐ Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

### Other

- ☐ Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** Kyle Strigenz  
**Street address** 172 N. Broadway Suite 200  
**Telephone** \_\_\_\_\_

**Company** HKS Holdings, LLC  
**City/State/Zip** Milwaukee WI 53202  
**Email** kastrigenz@gmail.com

**Project contact person** Ethan Skeels  
**Street address** 790 N. Water Street Suite 1700  
**Telephone** 414-290-3778

**Company** Kahler Slater  
**City/State/Zip** Milwaukee WI 53202  
**Email** eskeels@kahlerslater.com

**Property owner (if not applicant)** Mark Theder - Madison Yards Block 6 LLC

**Street address** \_\_\_\_\_  
**Telephone** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_  
**Email** mtheder@summitsmith.com

# URBAN DESIGN COMMISSION APPROVAL PROCESS



## 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. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification 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

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum 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, including material and color 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
- ☐ 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)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

## 4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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

## 5. Required Submittal Materials

### ☐ Application Form

- 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.

### ☐ 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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

### ☐ Development Plans (Refer to checklist on Page 4 for plan details)

### ☐ Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

### ☐ Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to [UDCapplications@cityofmadison.com](mailto:UDCapplications@cityofmadison.com). The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

### ☐ Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

## 6. Applicant Declarations

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn on 03.16.2023 & 04.04.2023.
- 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 Kyle Strigenz Relationship to property Hotel Developer

Authorizing signature of property owner Kas Date 06-26-2023

## 7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

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

- ☐ Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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



**Madison Yards Block 4**  
**172 N. Broadway, Suite 200, Milwaukee, WI 53202**

June 26, 2023

City of Madison  
Planning Division  
215 Martin Luther King, Jr. Blvd, Suite 017  
Madison, WI 53701

**RE: Letter of Intent - Madison Yards at Hill Farms, Block 4 PD-SIP Land Use – UDC Initial/Final**

This letter, together with plans, application and supplemental materials, constitutes our Land Use Application for Major Amendment to an Approved Planned Development – Specific Implementation Plan (PD-SIP) for the proposed Madison Yards at Hill Farms, Block 4 project.

Project Location:

The project site is located at 4716 Sheboygan Ave., Lot 4 Madison Yards at Hill Farms. The site is 1.08 acres.

Legal Description:

Lot 4, Madison Yards at Hill Farms, recorded in Volume 61-018B of Plats on Page 99, City of Madison, Dane County, Wisconsin.

Project Team:

Owner/Developer: HKS Holdings, LLC  
Master Planner/Civil Engineer/Landscape Architect: JSD Professional Services, Inc.  
Architect: Kahler Slater.

Project Description

The project is a portion of the larger multi-block development known as Madison Yards at Hill Farms. Block 4 is situated along the north side Sheboygan Ave. west of Segoe Rd. In Madison, WI. The project consists of a 144 guestroom Hotel and associate guest amenities.

The hotel building of +/- 85,000 GSF The building occupies the northeast portion of the block with its primary entrance on Hill Farms Pl. A second public entry is located to the south on Sheboygan Ave. the majority of parking is provided on the adjacent Block 1 in the parking structure to the east and is accessed by an internal access drive from Segoe or Gardener. Employee parking is located on a surface parking lot located on the southwest portion of the block and is screened from the right of way. The loading and refuse areas are located to the south and west of the building access from the internal access drive. The primary façade materials for the Hotel are comprised of painted aluminum framed glazing systems with insulated glass, masonry, profiled painted single skin metal panels and painted fiber cement panels.

Existing Land Use

Former Wisconsin DOT Office Building Parking - Vacant

Zoning Request

The Madison Yards Planned Development General Development Plan (GDP) was approved and recorded in April 2019. The development team is seeking approval of the Madison Yards at Hill Farms Block 4 Specific Implementation Plan (SIP)

Zoning/ Project Data:

Block 4 is part of the Planned Development District – General Development Plan, Madison Yards at Hill Farms Redevelopment, 4802 Sheboygan Ave.

Block 4	Allowable/ required	Proposed
Site Area	1.08 Ac	1.08 Ac
Min/Max Bldg Area	30,000/160,000 GSF	85,000
Office	Max 0 GSF	0 GSF
Retail	Max 15,000 GSF	0 GSF
Hotel	225 Rooms	144 Rooms
Building Stories (min/max)	2 / 8 Stories	5 Stories
Building Height (min/max)	20 / 95 ft	64 ft
Setback		
Sheboygan	Min 8'	Min 9'6"
	Max 30'	Max 18'6"
Gardener	Min 5'	Min 5'4"
	Max 15'	Max 12'0"
Hill Farms Place	Min 5'	Min 5'4"
	Max 15'	Max 8'0"
Iron Street	Max 15'	1'4" – 9'6"

Parking for hotel spaces is a minimum of .75 space per unit and a maximum of 1.5 spaces per unit. Additional parking above the maximum may be shared with another use.

The proposed Block 4 development will be provided with a minimum of 95 stalls in the parking structure located on the adjacent block 1 parking structure through a shared parking agreement. 13 surface stalls will be provided for employee parking only.

Loading and trash areas will be provided central to the block screened from Sheboygan Ave and accessed from the internal access drive.

Streets, Easements, Utilities and Fire Access

Streets within the Madison Yards development are privately held and maintained. Utility easements are in place for existing utility lines and future easements will be finalized and recorded once final plans are approved. Public access easements are in place as required in the final GDP approval.

Fire access for the site was discussed with Bill Sullivan of the Madison Fire Department, including fire lanes, aerial apparatus lanes, and street tree spacing. The approved GDP included a fire access plan for the project.

Urban District Design Standards.

The majority of parking serving the hotel is located in the adjacent Block 1 parking structure within the Madison Yards development. This parking is supplemented by a small employee only surface lot located along Iron Street to the west. The surface lot is setback 10 feet from the property line and screened significantly from the street.

A primary building entry is located prominently along Sheboygan Ave with another located along Hill Farms Place. The Sheboygan Ave Entry features a canopy, wood toned accent material and glazing clearly identifying it as a public entry to the Hotel.

The building massing creates significant setback depth and modulation between materials through the strategic planning of the differing guestroom types with in the body of the building. Special attention is paid to the corners of the building to create a strong street presence and layering of materials as the building turns the corners. Material changes also are set off by varying parapet heights further delineating the articulation visually.

The building features a 16' first floor height measured from Hill Farms Place to the finished floor of the second level. Guestrooms front Gardner feature significant vegetation between the guestroom windows and the sidewalk set in raised planters created with low landscape walls

The buildings exterior material palette consists of modular brick, filled and polished burnished masonry, textured metal panel, fiber cement panel and wood toned accents. All materials are of high quality and locations are consistent with table 28E-1 of the Madison Zoning code.

Urban Design District 6 Standards.

The public Right-of-way along Sheboygan Ave will feature a public entry to the building and be landscaped appropriately for the use and layout of the site. Off street surface parking is located as far to the west of the public entry as possible and will be landscaped and screened by a mix of plant material and landscape beams. The building design is comprised of high-quality low maintenance materials that have been selected to complement the recently completed adjacent buildings and neighborhood character. Roof top mechanical equipment will feature integrated screening where not shielded from view by parapets. The Facades of the building are broken in their height materiality and articulation. Lighting is used to highlight areas of activity at the public entries and guest courtyards. Adequate and appropriate lighting will be provided at the parking, loading and public circulation areas and will complement the remainder of the Madison Yards development and neighborhood. The landscape design will be designed as a comprehensive whole with the adjacent Madison Yards block 6 areas and recently completed projects. All utilities serving the building will be located below grade. Ground mounted utility equipment will be fully screened from view from all public and private streets adjacent to the Hotel parcel.

Traffic Impact Analysis

A traffic impact analysis (TIA) from Kimley Horn and a TDM Plan has been previously submitted for the Madison Yards project and will be updated to include the specific Block 4 program.

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.

Anticipated Schedule

Construction of Project is scheduled for a spring of 2024 start with completion in 2025.

Sincerely,

Kyle Strigenz  
HKS Holdings, LLC

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# BLOCK 4 HOTEL

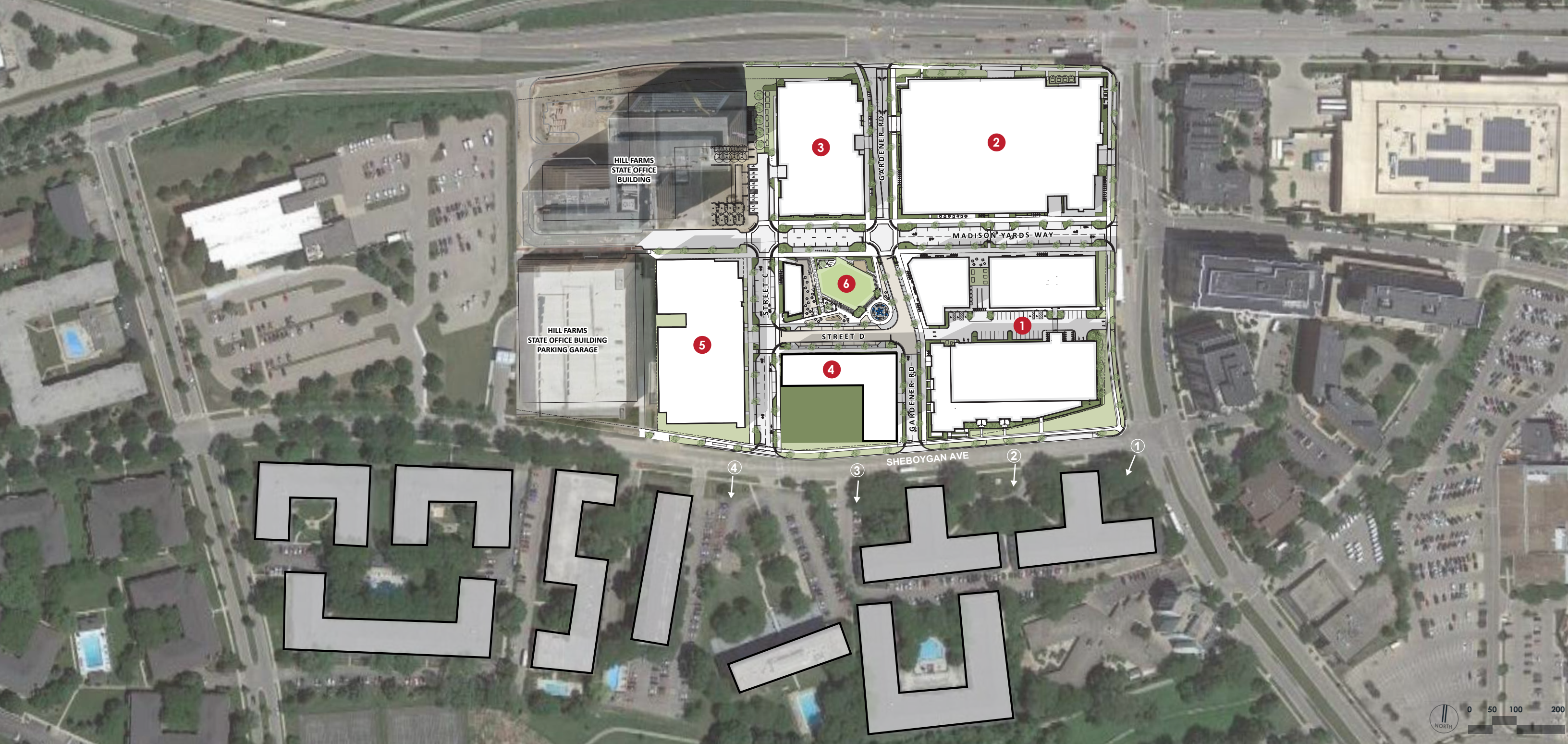
MADISON . WISCONSIN

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HOTEL DESIGN CONCEPT  
JUNE 21.2023

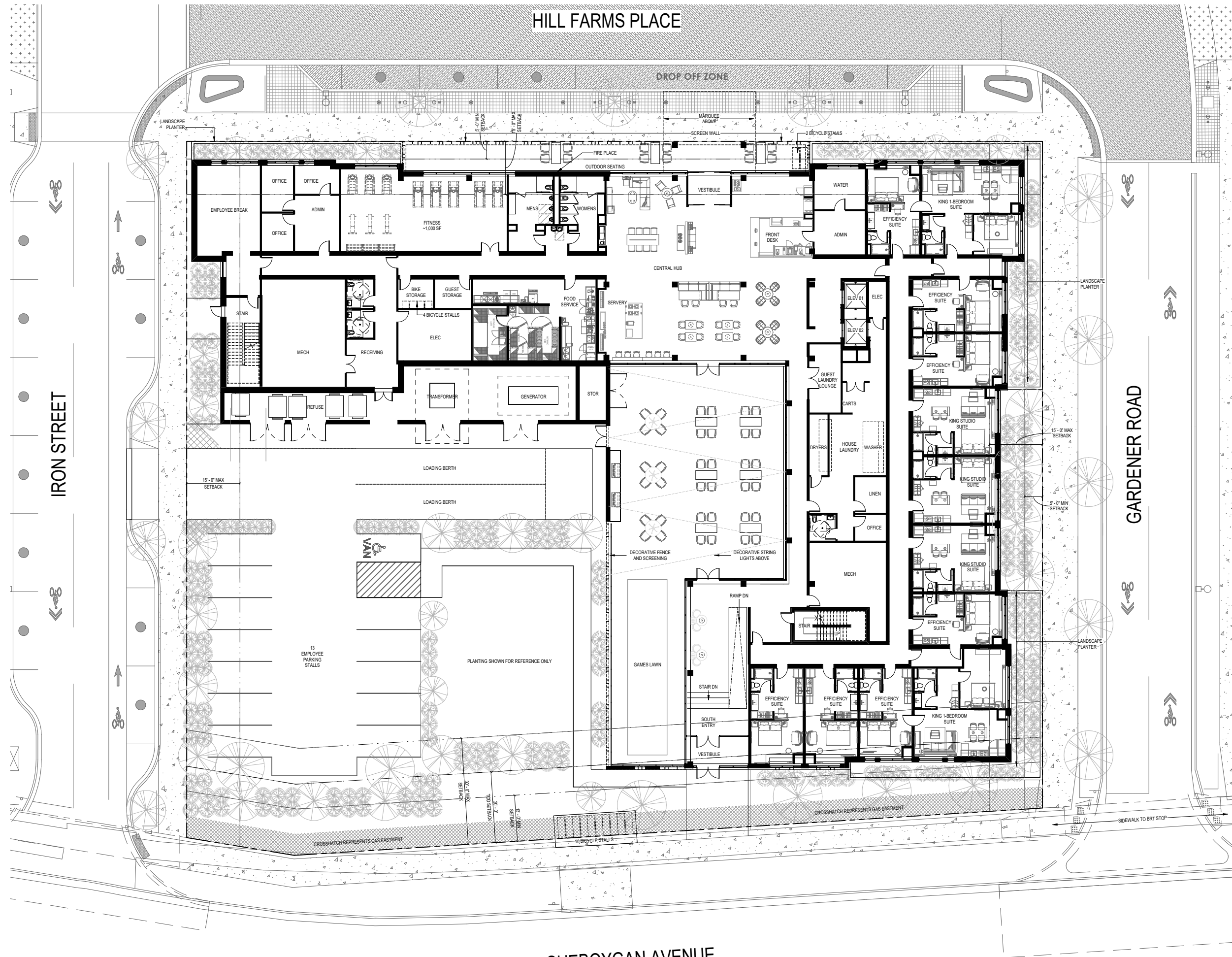
**Kahler Slater**





# MADISON YARDS





SITE PLAN





# SITE PLAN





ROOM MIX BY FLOOR		
1ST FLOOR MIX		
EFFICIENCY SUITES	7	
KING STUDIO SUITES	3	
DLB QUEEN STUDIO SUITES	0	
KING 1-BEDROOM SUITES	2	
TOTAL	12	
2ND FLOOR MIX		
EFFICIENCY SUITES	8	
KING STUDIO SUITES	18	
DLB QUEEN STUDIO SUITES	5	
KING 1-BEDROOM SUITES	2	
TOTAL	33	
3RD FLOOR MIX		
EFFICIENCY SUITES	8	
KING STUDIO SUITES	18	
DLB QUEEN STUDIO SUITES	5	
KING 1-BEDROOM SUITES	2	
TOTAL	33	
4TH FLOOR MIX		
EFFICIENCY SUITES	8	
KING STUDIO SUITES	18	
DLB QUEEN STUDIO SUITES	5	
KING 1-BEDROOM SUITES	2	
TOTAL	33	
5TH FLOOR MIX		
EFFICIENCY SUITES	8	
KING STUDIO SUITES	18	
DLB QUEEN STUDIO SUITES	5	
KING 1-BEDROOM SUITES	2	
TOTAL	33	
TOTAL KEY COUNT		
EFFICIENCY SUITES	39 KEYS	27%
KING STUDIO SUITES	75 KEYS	52%
DLB QUEEN STUDIO SUITES	20 KEYS	14%
KING 1-BEDROOM SUITES	10 KEYS	7%
TOTAL	144 KEYS	100%





MODULAR BRICK - LIGHT GRAY



TEXTURED METAL PANEL



FIBER CEMENT BOARD - TAN



WOOD ACCENT



MATERIALS









# PERSPECTIVES





PERSPECTIVES





## PERSPECTIVES









## PERSPECTIVES









## PERSPECTIVES





② SOUTH ELEVATION  
1/8" = 1'-0"



① NORTH ELEVATION  
1/8" = 1'-0"

# ELEVATIONS



② WEST ELEVATION  
1/8" = 1'-0"



① EAST ELEVATION  
1/8" = 1'-0"

# ELEVATIONS



**Kahler Slater**

[www.kahlerslater.com](http://www.kahlerslater.com)