

Kahler Slater

Milwaukee
Madison
Richmond
Chicago
Singapore

August 21, 2023

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

790 N Water Street, Suite 1700
Milwaukee, WI 53202
P 414.272.2000

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, as Document No. 5524360, located in the Northeast Quarter of the Northwest Quarter of Section 20, Township 07 North, Range 09 East, City of Madison, Dane County, Wisconsin, more particularly described as follows:

Beginning at the Southeast Corner of Lot 4, aforesaid; thence South 82 degrees 57 minutes 14 seconds West along the South line of Lot 4, aforesaid, a distance of 211.50 feet; thence North 84 degrees 03 minutes 12 seconds West along the South line of Lot 4, aforesaid, 30.71 feet to the West line of Lot 4, aforesaid; thence North 03 degrees 25 minutes 28 seconds West along said line, 196.36 feet to the North line of Lot 4, aforesaid; thence North 86 degrees 34 minutes 32 seconds East along said line, 241.38 feet to the East line of Lot 4, aforesaid; thence South 03 degrees 25 minutes 28 seconds East along said line, 188.00 feet to the Point of Beginning.

Said lot contains 47,117 square feet or 1.082 acres.

Project Team:

Owner/Developer: HKS Holdings, LLC

Master Planner/Civil Engineer/Landscape Architect: JSD Professional Services, Inc.

Architect: Kahler Slater, Inc.

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 +/- 104,000 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	104,000
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
Setbacks		
Sheboygan	Min 8' Max 30'	Min 9'6" Max 18'6"
Gardener	Min 5' Max 15'	Min 5'4" Max 12'0"
Hill Farms Place	Min 5' Max 15'	Min 5'4" 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 96 stalls in the parking structure located on the adjacent block 1 parking structure through a shared parking agreement. 12 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 Iron Street. A single 10x50' loading bay will be provided.

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. An encroachment easement will be provided to accommodate the Hotel marquee canopy overhang at Hill Farms place entry. The Marquee support columns will be allowed within the building setback zone. The decorative screening elements located along the building entry plaza at hill farms place will be allowed to be located within the building set back zone.

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.

TOD Overlay.

The building is designed with a dual entry configuration with public entries on both Sheboygan Avenue and Hill Farms Place. These entries are connected continuously with guest amenity and lobby space including the guest courtyard amenity. The building façade and corner accent wall along Sheboygan Ave are located completely within the TOD required 20' maximum setback and comprise 65% of the Sheboygan street frontage compared to the TOD minimum of 30%. Surface parking is located to the side of the Sheboygan façade activated by the public entry and behind the corner accent wall.

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 14'-18' feet from the property line and located behind a solid masonry accent wall detailed with the same wood look accents creating visual continuity with the building façade situated to the east. Between the accent wall and sidewalk significant landscape screening is used to create an attractive corner and pedestrian experience.

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 within 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 building's 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 solid masonry accent walls. 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.

UDC Informational Comments

The project was discussed at the July 26 Urban Design Commission as an informational presentation. While the feedback was generally positive, items for further exploration and explanation were discussed. First, the number of exterior materials and their apparent lack of contrast. While the design team believes

the contrast concern was a result of the digital images special care has been taken to achieve the Hotel flag brand standard exterior color palette utilizing the high quality materials required by the City of Madison urban design standards and goals of the overall Madison Yards development. Soldier courses have been add to window heads at areas of brick facade to provide more texture and detail while maintaining the simplicity of the massing. The physical samples will also better demonstrate the contrast between the brick and fiber cement color. Similarly the dark burnished block is used as a durable base course material on the building and around high traffic areas of the dock and back of house but is intended to be of similar color value to the profiled metal panel to reduce the visual contrast between them so they create a single reading on the exterior as they are utilized to accent the same massing elements of the buildings composition. Secondly, The design team has added a accent wall at the corner of Sheboygan and Iron Streets to extend the reading of the Sheboygan façade along the street edge creating a building façade like element between the street and the surface parking area to further satisfy the TOD and UDD 6 requirements. A substantial line of planting has been added to the east side of the parking area to create separation to the green space, while a seat wall was suggested the site grading created a condition not conducive to a level hardscape element. Seat wall with accent lighting were added to the north of the green and near the south entry. The Landscape design takes special care to provide a variety of plant materials to create interest on all sides of the building. Lastly, the loading area has been reduced to a single bay allowing for better site circulation and screening of the back of house site areas.

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 construction start with completion in 2025.

Sincerely,

Kyle Strigenz
HKS Holdings, LLC