

City of Madison

Proposed Rezoning

Location 4802 Sheboygan Avenue

Applicant State of Wisconsin - DOA/

Brian Munson - Vandewalle & Associates

From: C2

To: PUD(GDP)

Existing Use

State Of Wisconsin Office Building

Proposed Use

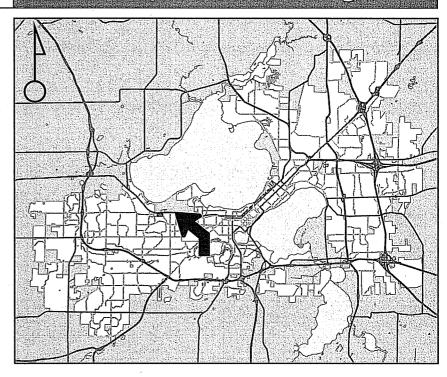
Mixed-Use Development

Discussion Plan Commission 23 July 2007

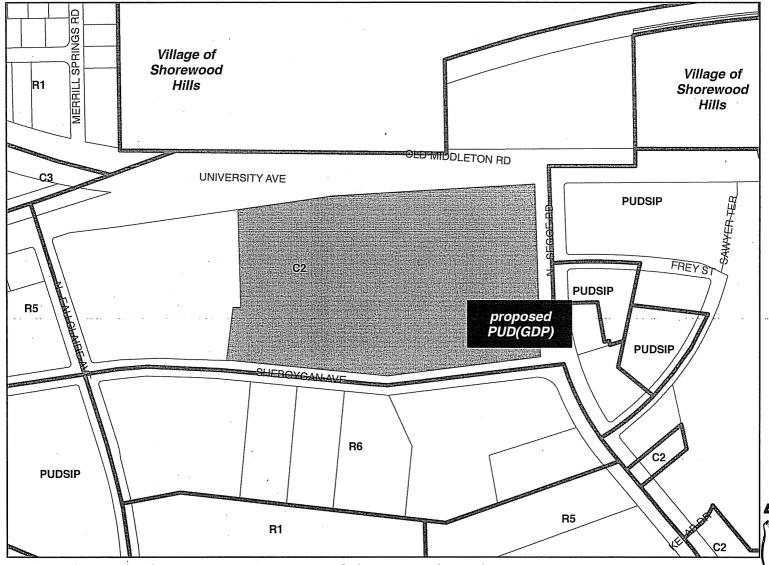
Public Hearing Date Plan Commission

06 August 2007

Common Council 07 August 2007

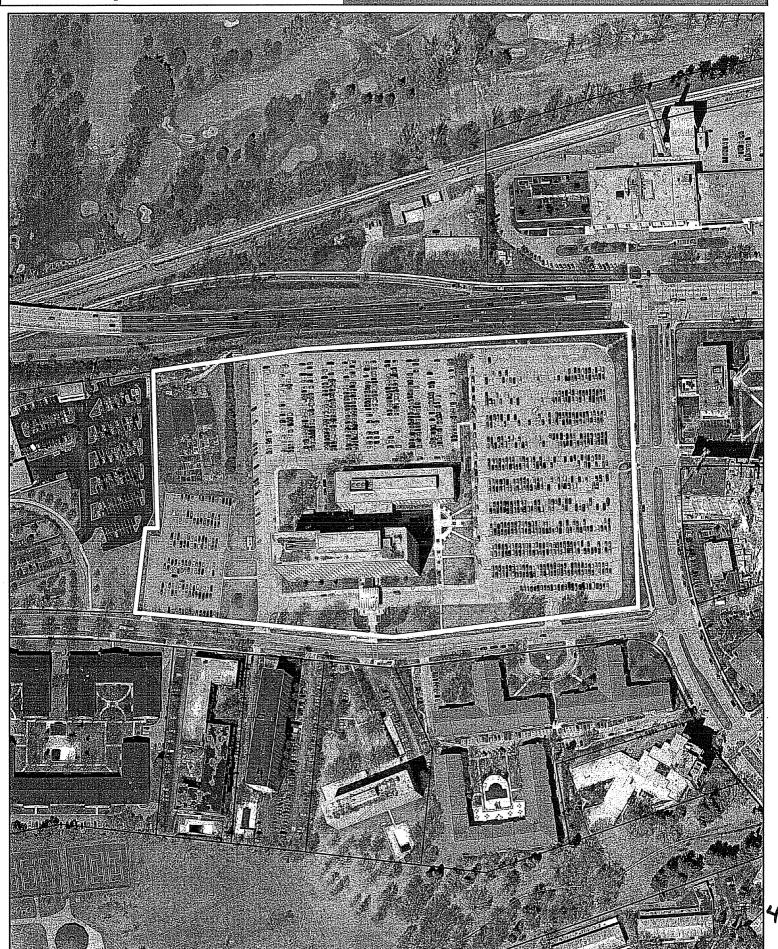


For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale: 1" = 400' Planning Unit, Department of Planning and Development: RPJ: Date: June 26, 2007

4802 Sheboygan Avenue



Date of Aerial Photography: April 2005

LAND USE APPLICATION	FOR OFFICE USE ONLT.
Madison Plan Commission	Amt. Paid <u>\$,050</u> . Receipt No. <u>\$1173</u>
215 Martin Luther King Jr. Blvd; Room LL-100	Date Received 5-9-07
PO Box 2985; Madison, Wisconsin 53701-2985	Received By mwT
Phone: 608.266.4635 Facsimile: 608.267.8739	Parcel No. 0709-202-0301-8
 The following information is <u>required</u> for all applications for Plan Commission review. 	Aldermanic District 11- 6ruber
 Please read all pages of the application completely and fill in all required fields. 	Zoning District
 This application form may also be completed online at <u>www.cityofmadison.com/planning/plan.html</u> 	Application Letter of Intent IDUP Legal Descript.
 All zoning application packages should be filed directly with the Zoning Administrator's desk. 	Plan Sets Zoning Text Alder Notification Waiver
 All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved. 	Ngbrhd. Assn Not. Waiver Date Sign Issued
1. Project Address: 4802 Sheboygan Avenue	Project Area in Acres: 20.95
Project Title (if any): Hill Farms Redevelopment	
-	
2. This is an application for: (check at least one)	
Zoning Map Amendment (check only ONE box below for re	ezoning and fill in the blanks accordingly)
Rezoning from C2 to PUD:GDP	Rezoning from to PUD/ PCD—SIP
Rezoning from to PUD/ PCD—GDP	Rezoning from PUD/PCD—GDP to PUD/PCD—SIP
Conditional Use Demolition Permit	Other Requests (Specify):
3. Applicant, Agent & Property Owner Information:	
	State Department of Administration
	Company:
Street Address: 101 East Wilson, 7th Floo City/Sta	tte: Madison, Wisconsin Zip: 53707-7866
Telephone: (608) 266-10331 Fax: (608) 267-0200	Email: Robert.Cramer@wisconsin.gov
Project Contact Person: Brian Munson	Company:Vandewalle & Associates
Street Address: 120 East Lakeside Street City/Sta	ate: Madison, Wisconsin Zip: 53715
Telephone: (608) 255-3988 Fax: (608) 255-0814	Email: bmunson@vandewalle.com
Property Owner (if not applicant): State of Wisconsin: Department	t of Administration
Street Address: 101 East Wilson City/Sta	ate: Madison, Wisconsin Zip: 53707-7866
4. Project Information:	
Provide a general description of the project and all proposed use into a mixed-use employment district	es of the site: Redevelopment of existing State facilities
	es of the site: Redevelopment of existing State facilities Completion 2032

5. Required Submittals:

- Site Plans submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - Seven (7) copies of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - Seven (7) copies of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - One (1) copy of the plan set reduced to fit onto 8 ½ inch by 11 inch paper
- Letter of Intent: Twelve (12) copies describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property: Lot(s) of record or metes and bounds description prepared by a land surveyor.
- Filing Fee: \$ 5,050 See the fee schedule on the application cover page. Make checks payable to: City Treasurer.

IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:

- For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.
- A project proposing ten (10) or more dwelling units may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate INCLUSIONARY DWELLING UNIT PLAN application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
- A Zoning Text must accompany <u>all</u> Planned Community or Planned Unit Development (PCD/PUD) submittals.

FOR ALL APPLICATIONS: All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as INDIVIDUAL Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

6.	Applicant Declarations:					
X	Conformance with adopted City plan	ns: Applications	shall be in accorda	ance with all adop	ted Cit	y of Madison plans:
	→ The site is located within the limits of	City of Madiso	n Comprehensive		Plar	n, which recommends:
	Employment Uses					_ for this property.
X	Pre-application Notification: Section 2 any nearby neighborhood or business	28.12 of the Zonii associations by	ng Ordinance requir mail no later than 3	res that the applic 30 days prior to fi	ant noti ling this	fy the district alder and request:
	→ List below the Alderperson, Neighborh	ood Association(s), Business Associat	ion(s) AND dates y	ou sent	the notices:
	Alders Gruber, Radomski, and Clear,	Hill Farms Neigh	borhood, and othe	er neighborhoods	(Marc	h 29, 2007)
	If the alder has granted a waiver to this red	quirement, please	attach any such corre	espondence to this	form.	
X	Pre-application Meeting with staff: proposed development and review pro	Prior to prepara cess with Zoning	tion of this applica Counter and Plar	ation, the applica nning Unit staff; n	nt is re ote stat	equired to discuss the ff persons and date.
	Planner Brad Murphy Date	₉ 3.6.2007	Zoning Staff Mat	tt Tucker		Date 3.6.2007
Th	e signer attests that this form has be		•		als hav	
Pri	nted Name Brian Munson			_	Date _	May 9, 2007
Sig	nature		Relation to F	Property Owner _	Agent	-
Auf	horizing Signature of Property Owner	M	tt		Date	5-8-07



Vandewalle & Associates

INCORPORATED

April 4, 2007

Mr. Brad Murphy
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985

Re:

Hill Farms: State DOT Headquarters

PUD:GDP Submittal

Dear Mr. Murphy:

On behalf of the State of Wisconsin Department of Administration we are pleased to submit the attached Planned Unit Development: General Development Plan rezoning request for the redevelopment of the State Hill Farms Property.

The State Department of Administration has begun an exciting reinvestment in its facilities within the City of Madison through the commencement of a project to consider the redevelopment of the Hill Farms (State DOT Headquarters) property, located along University Avenue. Through the development of a PUD:GDP zoning application, this project will facilitate meaningful public input, identify critical components, and set in motion a unique and vibrant redevelopment of this critical site on the near west side

Project Characteristics include:

- 1.6 million square feet of office/employment uses, consistent with the adopted Comprehensive Plan
- Approximately 160,000 square feet of first floor commercial/retail uses
- Approximately 350 residential units
- Extensions of the street and pedestrian network through the site
- Structured/Underground parking requirements
- Environmental and sustainability initiatives within the neighborhood framework, building characteristics, and stormwater management systems
- Retention of the State DOT Headquarters on-site
- Potential for regional stormwater management improvements

Contacts

Applicant:

State of Wisconsin: Department of Administration

Division of State Facilities

101 East Wilson Street, 7th Floor

P.O. Box 7866

Madison, Wisconsin 53707-7866

Robert.Cramer@wisconsin.gov

Design Team:

VANDEWALLE & ASSOCIATES, INC.

120 East Lakeside Street

Madison, WI 53715

Tel: (608) 255.3988

Fax: (608)255.0814

bmunson@vandewalle.com

Brian Munson Mike Slavney

Robert Cramer Peter Maternowski

Bill Peterson

Strand Associates, Inc

910 West Wingra Drive

Madison, WI 53715

Madison, WI

Tel: (608) 251.4843

Fax: (608) 251.8655

mike.bridwell@strand.com

Mike Bridwell Jeff Held

Engberg Anderson Design Partnership, Inc.

1 North Pinckney Street

Madison, WI 53703

Tel: (608)250.0100

Fax: (608)250.0200

paulc@eadp.com

Paul Cuta Mark Ernst

Parcel Location

4802 Sheboygan Avenue

Existing Land Use

Primary Use: Wisconsin Department of Transportation State Headquarters

Ancillary Uses: West Side Community Farmers Market

Sheboygan Avenue Community Gardens

Existing Zoning

C2: General Commercial District

Notifications:

January 9, 2007 Neighborhood Listening Session # 1 March 13, 2007 Neighborhood Listening Session # 2

March 19, 2007 Plan Commission Informational Presentation March 6, 2007: City Department Pre-Application Meeting

March 29, 2007: Alderman Tim Gruber

Alderman Noel Radomski (Mark Clear)

Hill Farms Neighborhood Spring Harbor Neighborhood Sunset Village Neighborhood

April 11, 2007 Urban Design Commission Informational Presentation

April 24, 2007 Shorewood Hills Informational Presentation

April 30, 2007 Neighborhood Listening Session # 3

Please feel free to contact me at 255-3988 if you need any additional materials or have any questions.

Thank you for your time in reviewing this project.

Sincerely,

Brian Munson Principal

PART 1 - DEVELOPMENT INFORMATION:

Project or Plat	Hill Farms Re	Hill Farms Redevelopment PUD:GDP							
Project Addres	s: 4801 Sheboygan	Avenu	е		Project Area (ir	acres): 20.95			
Developer: St	ate of Wisconsin:DOA	`	•	Repres	entative: Robert Crame	r			
	101 East Wilson Stree	et		City/State:	Madison, Wisconsin	Zip: 53707			
Street Address.	1031	Fax:	267-0200		Email: Robert.Crar	mer@wisconsin.gov			
Agent, If Any:	Brian Munson			Compa	ny: Vandewalle & Ass				
	120 East Lakeside St	eet		City/State:	Madison, Wisconsin	Zip: 53715			
	3988	Fax:	255-0814	-	Email: bmunson@	vandewalle.com			

PART 2 - PROJECT CONTENTS:

Complete the following table as it pertains to this project:

	MARKET-R	ATE UNITS	INCLUSION	ARY UNITS		
Residential Use	Owner- Occupied Units	Renter- Occupied Units	Owner- Occupied Units	Renter- Occupied Units	Total Units	Acres
Single-Family						
Duplexes						
Multi-Family	TBD	TBD	TBD	TBD		
TOTAL	TBD	TBD	TBD	TBD	350	TBD

PART 3 – AFFORDABLE HOUSING DATA:

Number of Inclusionary Dwelling Units Proposed by Area Median Income (AMI) Level and Minimum Sale/Rent Price									
Owner-Occupied Units	30%	40%	50%	60%	70%	80%	Total		
Number at Percent of AMI			TBD	TBD	TBD	TBD	TBD		
Anticipated Sale Price			TBD	TBD	TBD	TBD	TBD		
	30%	40%	50%	60%	70%	80%	: Total		
Rental Units Number at Percent of AMI	TBD	TBD	TBD	TBD			TBD		
Maximum Monthly Rent Price		TBD	TBD	TBD			TBD		
Maximum Monthly Kent Price	TBD	עפו	100	1	[9:21:550 2 [2]	TENS NEWS TRANSPORTED TO A SECOND			

PART 4 - DWELLING UNIT COMPARISON:

Complete the following table as it pertains to this project:

		MARK		INCLUSIONARY UNITS							
	Studio 1 2 3 4/More / Effcy Bdrm Bdrms Bdrms Bdrms							1 Bdrm	2 Bdrms	3 Bdrms	4/More Bdrms
Owner-Occupied Units with:	TBD	TBD	TBD	TBD	TBD		TBD	TBD	TBD	TBD	TBD
Minimum Floor Area:	TBD	TBD	TBD	TBD	TBD _.		TBD	TBD	TBD ·	TBD	TBD
Rental Units With:	TBD	TBD	TBD	TBD	TBD		TBD	TBD	TBD	TBD	TBD
Minimum Floor Area:	TBD	TBD	TBD	TBD	TBD		TBD	TBD	TBD	TBD	TBD

PART 5 – INCENTIVES: Section 28.04 (25) of the Zoning Ordinance provides the opportunity for applicants in projects where affordable dwelling units are required or where the developer has agreed to pay money in lieu of inclusionary dwelling units, to receive one or more incentives as compensation for complying with the Inclusionary Zoning requirements. Each of the eleven incentives listed below are affixed a point value. The incentive points available to an applicant is dependent upon the number of affordable dwelling units proposed at the various area median income (AMI) levels. The program rewards projects both for having a higher number of affordable dwelling units provided at lower AMI levels, and for having a higher percentage of affordable dwelling units incorporated into the development. The incentive and the corresponding number of points available are listed below. (MAP=Maximum Available Points) Please mark the box next to the incentives requested.

Incentive	MAP			Incentive	MAP.		
☑ Density Bonus (varies by project)	3			Cash subsidy from Inclusionary Unit Reserve Fund up to \$10,000 per unit for up to 50% of the	2		
Parkland Development Fee Reduction	1			affordable units provided.			
☐ Parkland Dedication Reduction	1			Cash subsidy from Inclusionary Unit Reserve Fund of \$5000 for up to 50% of on-site afford-able units	2		
Off-street Parking Reduction up to 25%	1			in projects with 49 or fewer detached units or projects with four or more stories and 75% of			
☐ Non-City provision of street tree planting	1			parking provided underground.			
☐ One addl. story in Downtown Design Zones	1			Neighborhood Plan preparation assistance	1		
Residential parking permits in a PUD/PCD	1			Assistance obtaining housing funding information	1		
Incentives Not Assigned a Point Value by Ordinance (Explain):							

PART 6 – WAIVER: The Plan Commission may waive the requirement to provide inclusionary dwelling units in the development if the applicant can present clear and convincing financial evidence that providing the required number of inclusionary dwelling units on-site renders providing the required number of inclusionary units financially infeasible. In such a case, a developer may request a waiver to provide the units off-site, assign the obligation to provide the units to another party, or pay cash in lieu of the units, or any combination of the above. If the waiver is granted, the required units may be provided as new construction off-site in another development within **one mile** of the subject development; off-site units shall be provided at least 1.25 times the number of units if provided within the subject development. Off-site units must be constructed within one year of the time that they would have been constructed within the subject development. The applicant may opt to pay money into the Inclusionary Unit Reserve-Fund based on contribution rates established in Section 28.04 (25) of the Zoning Ordinance. If provision of the inclusionary dwelling units through the waiver is still financially infeasible, the developer may seek a reduction in the percent of units to the point where the project becomes financially feasible. If such a waiver is requested, a detailed explanation shall be provided in the required project narrative demonstrating the financial infeasibility of complying with the ordinance requirements and the rationale for the alternative proposed.

 If a waiver is requested, please mark this box ☐ and include all of the necessary information required by the Zoning Ordinance and IZ Program Policy & Protocols to support your request.

PART 7 - APPLICANT'S DECLARATION:

The signer shall attest that this application has been completed accurately and includes all requests for incentives or waivers; that they have attended both required pre-application staff meetings and given the required notice to the district alderperson and neighborhood association(s) prior to filing this application; and that all required information will be submitted on the corresponding application for zoning and/or subdivision approval by the Plan Commission. The applicant shall begin the declaration by stating below whether or not the project complies with the various requirements of the inclusionary zoning ordinance. Check the applicable box and provide any supporting comments.

Standards for Inclusionary Dwelling Units (IDUs)	Will Comply	Will <u>not</u> comply	Additional comments
Exterior Appearance of IDUs are similar to Market rate.			TBD
Proportion of attached and detached IDU units is similar to Market rate.	х		All attached
Mix of IDUs by bedroom size is similar to market rate.			TBD

Standards for Inclusionary Dwelling Units (IDUs) [continued]	Will Comply	Will <u>not</u> comply	Additional comments
IDUs are dispersed throughout the project.	х		Multi-Family areas of the project only
IDUs are to be built in phasing similar to market rate.	Х		Multi-family areas of the project only
Pricing fits within Ordinance standards			TBD
Developer offers security during construction phase in form of deed restriction.			TBD
Developer offers enforcement for forsale IDUs in form of option to purchase or for rental in form of deed restriction.			TBD
Developer describes marketing plan for IDUs.			TBD
Developer acknowledges need to inform buyers/renters of IDU status, responsibilities for notification.	х		
Terms of sale or rent.			TBD
	Yes	. No	Additional comments
Developer has arranged to sell/rent IDUs to non-profit or CDA to meet IDU expectations.		х	
Developer has requested waiver for off-site or cash payment.		x	
Developer has requested waiver for reduction of number of units.		X	
Other:			

•	representatives from the Planning Unit, Zoning Administrator and Community Development Block Grant Office on:	3.6.2007
•	The applicant presented a preliminary development plan for this project to the Interdepartmental Review Staff Team on:	3.6.2007
•	The applicant notified Alderperson Gruber of District 11 of this development proposal in writing on: →	3.29.2007
	The applicant also notified Mike Lawton, Julie Genovese of the Hill Farms neighborhood in writing on: →	3.29.2007

• The Inclusionary Dwelling Unit Plan Application package contains ALL of the materials required as noted on this form. I, as the undersigned, acknowledge that incomplete or incorrect submittals may cause delays in the review of this project. I am also familiar with the ongoing developer responsibilities summarized on page #2 of this application and outlined in the Inclusionary Zoning Ordinance and Program Policy and Protocols.

Applicant Signa	ature	86		Date	5.9.2007
Printed Name	Brian Munson		Phone	 255-3988	3



HILL FARMS REDEVELOPMENT GDP TEXT ADDENDUM

July 11, 2007

The following text will be integrated into the General Development Plan in response to discussions with commissions, neighborhood residents, alders, and staff:

Use Addendum

Retail Uses

On-Site Structural Stormwater Management Systems

Museums

Community Centers

Senior Centers

Night Clubs

Office Uses

On-Site Structural Stormwater Management Systems

Museums

Community Centers

Senior Centers

Encroachments

Residential porches and balconies may encroach into the required setbacks, provided that there are no conflicts with vision triangles, pedestrian access, or utilities.

Sheboygan Avenue Setback (Sites E & F)

Minimum Setback:

15'

No more than 50% of the façades along Sheboygan Avenue may be placed at the minimum setback of 15'. The remaining façade shall utilize an additional setback of 5'. The intent of the setback variation is to create a diverse setback along Sheboygan Avenue and to break down the scale of the facades along the street.

Transportation Demand Management

Detailed Transportation Demand Management plans and Parking Demand Management Plans will be required at time of Specific Implementation Plan submittal. All projects within the site will be required to be members of a project wide Transportation Demand Management Association, to be established prior occupancy of project. The goal of the TDM plan is to reduce weekday AM and PM peak-hour single-occupant vehicle trips by 15% to 20% as compared to the forecasted single-occupant vehicle trip generation without TDM Strategies.

Parking and transportation plans are to be designed with the goal of balancing onsite parking needs with off-site parking impacts and should strive to encourage alternative transportation programs whenever feasible. All uses within this development are encouraged to implement employee transit programs; as well as, accommodate multi-modal transportation uses, such as:

- alternative work schedules
- flex time
- compressed workweeks
- staggered shifts
- telework
- nidesharing
- car sharing
- coordinated transit passes
- community cars
- bicycle facilities (including changing/locker room facilities)
- walking

Phasing Addendum

The project will be developed in several phases spanning the next 2-20 years, depending on market conditions and demand. Future phases will be determined based on market demand and will include the infrastructure needs for the development of each site's use needs.

Phase One

Site C

Extend "B" Street along site (no University Access) Install "B" Street & Sheboygan Avenue Intersection Extend "D" Street to western property line Install necessary water, sewer, and power infrastructure

Site D

No additional infrastructure needed

Future Phases:

The following phases detail the requirements needed to facilitate each site, independent of the non-phase one sites. These sites may be built as dictated by market conditions, but may not exceed the following development threshold (in addition to 600,000 square feet identified in Phase One) prior to the installation of the University Avenue Intersection and Old Middleton Underpass improvements:

400,000 square feet office, or 160,000 square feet of commercial, or A combination of residential units, office, and commercial uses that generates up to 500 additional PM Trips

Site Descriptions:

Site A

Extend "A" Street from "B" Street to Segoe Road
Install "A" Street Segoe Road Intersection Improvements
Grade and partial construction of "C" Street between "A" Street and
University Avenue

Site B

Extend "A" Street from "B" Street to Segoe Road
Install "A" Street Segoe Road Intersection Improvements
Grade and partial construction of "C" Street between "A" Street and
University Avenue

Site F

Extend "A" Street from "B" Street to Segoe Road Install "A" Street Segoe Road Intersection Improvements Extend "C" Street from "A" Street to Sheboygan Avenue

Site F

Extend "A" Street from "B" Street to Segoe Road Install "A" Street Segoe Road Intersection Improvements

Install Segoe Road/Sheboygan Avenue Intersection Improvements Extend "C" Street from "A" Street to Sheboygan Avenue

Potential Development Phasing (for reference only):

- 1.) Phase One: State Facilities
 - a. Extend "B" Street
 - b. Extend "D" Street
 - c. Partial Construction of Sheboygan Avenue Improvements
 - d. Build Site C & D
- 2.) Phase Two: "A" Street
 - a. Extend "A" Street
 - b. Grade "C" Street north of "A" Street
 - c. Segoe Road Improvements Completed
 - d. Build Site A & B
- 3.) Build University Avenue Intersection & Old Middleton Connection
- 4.) Phase Three: "C" Street
 - a. Extend "C" Street
 - b. Sheboygan Avenue Improvements Completed
 - c. Build Site E & F

UDC Addendum

1.) Mid Block Connections

"Mid Block or interior circulation routes that accent the street pattern will be needed based on building layout, use locations, and open space provisions. The need for and placement of these connections shall be determined as part of the SIP and shall be specifically addressed as a component of the application."

2.) Building Height Clarification

The building heights shall be determined as follows:

Average Height per story (floor to floor):

Office:

15'

Retail:

20'

Residential:

12'

Height measured from Primary Street Grade Access as defined in SIP

3.) Retail Frontages

Minimum Contiguous Frontages

Contiguous first floor retail uses, with useable street entrances, shall occupy a minimum percentage of the total street frontage per district as follows:

Site A	40%
Site B	40%
Site C	None
Site D	None
Site E	30%
Cir. 77	E 00/

These commercial uses shall meet the definition of retail uses as included in the General Development Plan and shall be designed with minimal interruptions or breaks. The placement of these commercial facades are encouraged to be placed within the area noted as potential first floor commercial within the GDP Concept Plan, but may be expanded and amended, provided that the minimum contiguous frontage is supplied. Additional non-contiguous commercial locations, within the total overall commercial allocation, may also be supplied once the contiguous frontage is established. Details regarding the commercial uses, placement, and design will be determined at time of SIP application.

4.) Street Trees The development team will work with the City Forestry Department to identify opportunities for diverse street tree species throughout the development.

5.) Street Cross Sections The revised street cross sections will serve as a template for the development of the physical street layouts with a goal of implementing the balanced Pedestrian and Vehicular components.