

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** September 27, 2017

TITLE: 4802 Sheboygan Avenue – PD(GDP),  
“Madison Yards at Hill Farms” in UDD  
No. 6. 11<sup>th</sup> Ald. Dist. (48873)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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**ADOPTED:**

**POF:**

DATED: September 27, 2017

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Dawn O’Kroley, John Harrington, Cliff Goodhart, Tom DeChant and Michael Rosenblum.

**SUMMARY:**

At its meeting of September 27, 2017, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new development located at 4802 Sheboygan Avenue in UDD No. 6. Appearing on behalf of the project were Bill Patek and Cassie Goodwin representing SmithGroup JJR; and Sean Roberts, representing Summit Smith Development.

This 21-acre site currently houses the State DOT office building (currently under construction) and parking ramp. Once that construction is complete, the State will maintain ownership of 7 acres; the remaining 14 will be transferred over for a mixed-use development. Roberts gave an overview of the surrounding context and explained the rationale for the site layout through the existing State DOT building and working with Traffic Engineering. They have integrated a system-wide stormwater management plan for the entire site, which includes an underground storage tank with a central green for public space that could integrate a farmer’s market and other such uses. With the current site constraints, they ended up with five different development blocks in the central green. The University Avenue side of the development would contain a retail corridor and mixed-use environment because of the topography, turned inward towards the site. He walked through the building uses and densities. Blocks 1 and 2 (the larger blocks) would be a mix of residential uses with higher density along University Avenue and Segoe Road. They envision about 400 residential units throughout the site with mostly structured parking integrated within the facilities (approximately 2,700 spaces). There would be some street parking, approximately 70 spaces. They are still working through a traffic analysis. Retail components would be placed around the courtyard, but they feel a lot of their services will be entertainment and dining. They are projecting some significant office/medical space, hotel use, and fitness center space as well. 3-D concept views were presented, along with streetscape concept views, which will come back for more detail in the SIP phase.

Comments and questions from the Commission were as follows:

- I like it.

- It's hard to read from the 3-D, it looked like you had some above grade structured parking that might have been at grade level at a couple of these buildings. I'm concerned about activation along the main street.
  - We really envision the whole core around here and the main drag meeting the first floor with clear signage. We intent to wrap these corners, we really see it as a challenge of having anything on University Avenue. We would envision that the large retailer here would have some sort of a sign type presence if not glazing looking out onto University Avenue, so the first story would be the building engaging the street but there wouldn't be a lot of entrances from a retail standpoint, it would be more façade and screening on that parking. The scheme we're looking at right now along University is impact from a landscape perspective. We do have a fairly good setback from the street, both within the City right-of-way as well as on the property that will allow for a really nice landscape zone. We recognize that people are traveling at 40 miles per hour down University Avenue, and could see this really exciting and inviting landscaping that is a statement in itself, as well as the buildings have prominence here.
- Does this integrate in any way, particularly to the interior streets, plan to accommodate bikes through a designated lane or bike path?
  - There are bike lanes on University Avenue, and on Old Middleton Road that collects to the path along Shorewood. Our intent is to make traffic slow down within the development, we're treating this as a residential street where bikes are welcome, but to provide enough traffic calming as well. We plan on ample bike parking throughout.
- Making bike friendliness visible will be important.
- I think your big problem is going to be the intersection of Sheboygan and Segoe Roads. It's bad.
- Driving on University Avenue, the new State office building seems so imposing, and you seem to be taking the idea of two more imposing structures along that same wall, which will block the site in a way from that side. Think about maybe some way to open that more to make it seem more inviting.
  - We're trying to create some articulation so it feels like there's multiple buildings there.
- It still pretty much seems just a wall. If you really want to encourage folks to turn in there, otherwise it seems like a hidden central green. A fortress.
- You talk about the greenspace and the nice interior streets, but it's such a wall to get to it, somehow that has to, at least at Segoe and Sheboygan, this development has to contribute to the neighborhood.
- The massing itself, figure out how to get more views into the space.
- Look at the initial discussions with the State from 2007 re: density.
  - We looked at community comments, traffic, the recently adopted Hill Farms Neighborhood Plan, work within the existing constraints and with the State as the anchor and adjacent newest existing condition to try and tie in.
- A lot of Sheboygan Avenue is going to seem like it's parking.
  - Particularly in Block 5, that would be the last SIP we would come to. It would be a more residential feel along here.
- Are there plans of developing the top of Block 1?
  - Yes, recognizing we don't have a user yet. Block 2 is a better example; it could be an outside pool or outside yoga. Residential towers will have outside amenities. No user will want to look down at parking.
- How did you settle on "Madison Yards?"
  - We actually engaged a branding consultant. The site was a farm, then the DOT, so we explored lots of iterations. We are trying to create a unified identity.

## **ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.