

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
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 _____

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: 4802 Sheboygan Avenue Madison, WI 53705 (Current Address of Project Site)

Title: Madison Yards at Hill Farms

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

UDC meeting date requested February 7, 2018

- ☒ 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 Company SG Hill Farms, LLC
Street address 889 E. Johnson Street City/State/Zip Fond du Lac, WI 54935
Telephone 414-453-0110 Email mtheder@summitsmith.com

Project contact person Sean Roberts Company Summit Smith Development
Street address 241 N Broadway Suite 400 City/State/Zip Milwaukee, WI 53202
Telephone 412-999-9643 Email sroberts@summitsmith.com

Property owner (if not applicant) State of Wisconsin
Street address 101 E. Wilson Street City/State/Zip Madison, WI 53703
Telephone 608-266-1031 Email John.Klenke@wisconsin.gov

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 provided below for plan details)
- ☐ Filing fee NOT REQUIRED
- ☒ Electronic Submittal*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. 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 8/30/17.
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.

Applicant name SG Hill Farms LLC

Relationship to property Executed Purchase & Sale Agreement

Authorized signature of Property Owner

Date 12/13/17

John Klenke, Department of Administration, Division of Facilities Management - Division Administrator

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

SG Hill Farms, LLC
889 E. Johnson Street, Fond du Lac, WI 54936

December 20, 2017

Natalie Erdman
City of Madison
Department of Planning and Development
126 South Hamilton
Madison, WI 53703

RE: Letter of Intent - Madison Yards at Hill Farms, PD/GDP

Dear Ms. Erdman,

This letter, together with plans, application and zoning text, constitutes our General Development Plan (GDP) application for a zoning map amendment for the proposed *Madison Yards at Hill Farms* Planned Development District (PD), pursuant to Madison Zoning Code.

(This Letter of Intent will also be submitted with the concurrent UDC and Subdivision applications.)

- Project Location & Description:

The project site is located at 4802 Sheboygan Ave (PIN 070920203018) and is bounded by University Avenue to the north, Sheboygan Avenue to the south, N. Segoe Road to the east, and the American Red Cross office to the west. The site constitutes approximately 20.95 acres currently owned by the State of Wisconsin Department of Administration for the Hill Farms Department of Transportation (DOT) building and parking. Approximately 7.07 acres of the land will be held by the State (west side of the property) and the remaining 13.88 acres will be subdivided and transferred to SG Hill Farms, LLC for redevelopment into Madison Yards at Hill Farms (the subject project).

- Owner/Developer/Contractor:

SG Hill Farms, LLC
889 E. Johnson Street
Fond du Lac, WI 54936
Attn: Mark Theder
(414) 453-0110

- Master Planner/Civil Engineer/Landscape Architect:

SmithgroupJJR
44 E. Mifflin Street
Suite 500
Madison, WI 53703
Attn: Bill Patek
(608) 251-1177

- Traffic Engineer:
Kimley-Horn Engineers
2550 University Avenue West
Suite 238N
Saint Paul, MN 55114
Attn: Brian Smalkoski
(651) 645-4197

- Surveyor:
Birrenkott Surveying, Inc.
1677 N. Bristol Street
Sun Prairie, WI 53590
Attn: Dan Birrenkott
(608) 837-7463

Project Description

SG Hill Farms, LLC is currently working with the State of Wisconsin on the construction of a new State Office Building on the 21-acre, state-owned parcel. The new State Office Building is projected to be completed in early 2018. Once the State Office Building is completed and the existing DOT building is demolished, SG Hill Farms will take ownership of approximately 13.88 acres on the eastern portion of the parcel. SG Hill Farms intends to redevelop the site into a mixed-use project called Madison Yards at Hill Farms which may include hotel, retail, restaurant, office, residential, and structured parking among other uses.

Existing Land Use

Primary use: Wisconsin DOT Office Building

Zoning Request

The site is currently zoned Suburban Employment (SE). The development team has worked with City of Madison Planning and Zoning staff and concluded that the most appropriate zoning classification for the proposed Madison Yards project is a Planned Development (PD) District due to its unique nature as a functionally integrated mixed use development with residential, commercial and employment. Subject to the approval of this General Development Plan (GDP) rezoning submittal, the development team will submit Specific Implementation Plans (SIPs) for each development block for approval (five individual blocks plus an anticipated SIP for the central green, infrastructure, streets, and open space).

Anticipated Project Phasing & Schedule

The following major milestones are anticipated for the City rezoning and review process as well as construction dates for this development.

- GDP Milestones:
PD/GDP Zoning Submittal: December 20th, 2017
Urban Design Commission (UDC): February 7th, 2018

Plan Commission: February 19th, 2018
Common Council: February 27th, 2018

- Anticipated Schedule for SIP Submittals:
Site Infrastructure & Central Green: Spring 2018
Block 2: Spring 2018
Block 3: Spring 2018
Block 4: Spring 2018
Block 1: 2019
Block 5: 2019
- Anticipated Construction Schedule:
Construction Start: October 2018 (Blocks 2, 3, and 4 and infrastructure)
Projected Completion: 2022

Facilitation of Other Plans

The Madison Yards at Hill Farms PD District reinforces and facilitates the goals of previous planning efforts in the City. The City is in the process of drafting a revised comprehensive plan but at the time of this zoning request that plan was not yet adopted. The City's current Comprehensive Plan (adopted January 17, 2006 and amended through 2012) prescribes that this subject parcel be used for Employment. The Madison Yards project is anticipated to include significant employment uses, including office, medical office, hotel and retail.

The University Hill Farms Neighborhood Plan (UHFNP), adopted January 2016, excluded this parcel at the request of the State so there are no specific uses identified. However, the neighborhood plan includes a number of goals that are directly supported by the proposed Madison Yards development:

- The Westside Community Market is described as a neighborhood asset in the UHFNP. The Development Team has had several meetings with leadership of the Westside Community Market. The Development Team and the Market are working together to explore the possibility of returning the Market to the project site around the central green. Although firm plans are not yet finalized, both parties are working in good faith towards a mutually acceptable agreement to locate the Market at the Madison Yards Development.
- Providing a range of housing options is listed as a goal of the UHFNP. Madison Yards will provide a variety of housing products, adding more diversity to the already sought-after housing in the vicinity of the project.
- Identifying key infill and redevelopment opportunities that create employment opportunities and provide services to the community is a goal of the UHFNP. Madison Yards will provide both of these opportunities through proposed new office space, retail and restaurant amenities as well as a central green that will be open to the public for daily use and special events.
- Supporting mass transit is a goal of the neighborhood. Madison Yards provides additional population density and destinations that will contribute to the mass transit usage and ensure a strong demand for mass transit in the vicinity.

- Improving the neighborhood identity and environment through the use of sustainable engineering practices is a goal of the UHFNP. Madison Yards will incorporate a variety of green infrastructure practices that will significantly reduce the amount of and improve the quality of stormwater runoff leaving the site.
- The Planning Committee of the University Hill Farms neighborhood has expressed support for the density associated with the proposed development.

In 2007 a previous PUD/GDP application was submitted on behalf of the State of Wisconsin for redevelopment of this parcel. That plan, authored by Vandewalle & Associates, was approved by Council but was never built as its timing coincided with a downturn in the national economy and the viability of the development was never realized. However, it is worth noting that the approved 2007 GDP included a greater level of density than is being proposed by this submittal.

Neighborhood and Stakeholder Outreach

A list of meetings that the development team has previously held with the City, Alders, University Hill Farms neighborhood organization, adjacent landowners, and other stakeholders regarding this development project are included below. A community-wide, public meeting was held in August 2017 with a large audience in attendance. Based on recommendations from the Alder and the UHF Planning Committee, additional public meetings will be held during the SIP process for individual blocks.

- University Hill Farms Neighborhood Association Planning Committee:
Information Meeting 1 – 4/25/17
- University Hill Farms Neighborhood Association Planning Committee:
Information Meeting 2 – 7/13/17
- University Hill Farms Neighborhood Association Planning Committee:
Information Meeting 3 – 10/18/17
- Publicly Advertised Community Meeting – 8/30/17
- Westside Community Market: Informational Meeting 1 – 5/11/17
- Westside Community Market: Informational Meeting 2 – 7/13/17
- Adjacent Property Owners (Normandy Apartments/Venture Apartments/Weston Place):
Informational Meetings – July 2017

Urban Design District

The project site is located within Urban Design District 6 and will follow the guidelines outlined in section 33.24(13) d of the Madison Municipal Code. The project plans will address the following:

1. **Public Rights of Way:** Public rights-of-way and internal private streets will be landscaped with appropriate trees and shrubs in accordance with planting plans prepared by the design team after consultation with the UDC and City staff.
2. **Off-Street Parking and Loading Areas:** Off-street parking and loading areas will be integrated into the overall site plan design, located to the side or rear of buildings and screened from view whenever possible. Off-street loading will be provided through entrances and exits that are recessed from the main street façades.
3. **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.

4. **Building Design:** The building massing was designed to address all streets bordering the project in a contextually appropriate manner. Taller buildings have been located along University Avenue and are consistent with the new State Office Building and existing private residential towers along Segoe Road. Architecture for each development block and individual building masses will be compatible, but varied from adjacent buildings. Building materials will be high quality and durable. A pedestrian friendly scale has been maintained along the Madison Yards Way retail corridor.
5. **Exterior Lighting:** District wide lighting will be integrated into the overall site plan design. Lighting will be adequate but not excessive. Individual building and signage lighting will be developed and reviewed as design develops. Exterior lighting will be designed in accordance with City of Madison ordinance for public ROW lands and will be provided with each SIP.
6. **Landscaping:** A comprehensive, site-wide landscaping strategy will provide continuity to the site across all development blocks and the proposed central green. Landscaping will be used to complement the building architecture, provide visual screening and as a unifying element across the pedestrian spaces. The landscape design will incorporate planting beds, potential dining seating, benches, bicycle racks, and tree pits sized adequately to support healthy canopy trees.

Streets, Easements and Fire Access

Streets within the development will be privately held and maintained, with easements proposed for public utilities (water main and sanitary sewer). Conversations regarding the size and layouts of the utility easements have been discussed with the Madison Water Utility (MWU) and Engineering Division, however those easements will not be finalized until the streets and associated infrastructure have been developed to the SIP level. Public access easements have been discussed with City Staff and neighborhood stakeholders. The Development Team is committed to providing public access easements for areas of the development such as the streets and central green to insure long term public access to the site.

Two streets within the development have been named: Madison Yards Way (east-west spine) and Gardener Road (north-south). Gardener is the name of the original master planner for the University Hill Farms neighborhood.

Fire access for the site has been discussed at an initial meeting with Bill Sullivan of the Madison Fire Department, including fire lanes, aerial apparatus lanes, and street tree spacing. A detailed fire access plan will be provided with the SIP for the central infrastructure.

Streets will be designed to allow shared vehicle and bike usage, with appropriate signage and sharrow striping to indicate to cyclists and drivers that bikes are welcome to use all lanes. Ample bike parking facilities will be provided at key locations throughout the development.

Streets will also be designed to slow down traffic and minimize cut-through traffic in the development to promote a safe pedestrian environment. The use of bump-outs and table tops at pedestrian crossings as well as specialized pavements within zones around the central green will signify to drivers to slow down

and watch for pedestrians crossing. Streets around the central green will be designed to be flexible streets that will be closed during special events to maximize the pedestrian space.

Parking structures for visitors will be clearly signed and located near entrances to the development for quick and convenient access. This helps minimize the amount of traffic driving through the site.

Pedestrian and Bicycle Access and Circulation

Figure 3 shows the pedestrian connections to the neighborhood surrounding the development and Figure 4 shows the existing bicycle network near the property. The site is accessible from several directions by foot or bicycle. The network of new streets created at Madison Yards were intentionally located to connect to already existing infrastructure and networks. Madison Yards Way lines up with Frey, providing a pedestrian connection to Target and Hilldale as well as residences along N. Segoe Rd and other destinations. The two streets connecting to Sheboygan Ave allow for two points of entry from the UHF neighborhood. The western street (Street C) lines up with a pedestrian easement to Rennebohm Park, so an enhanced pedestrian crossing at that location may be considered across Sheboygan Ave. In addition, there are two streets connecting to University Ave/Old Middleton, allowing cyclists to enter the site from the University Ave bike lane, which connects to the regional bike path running east-west along Shorewood Hills.

Figure 12 shows the interior pedestrian and bicycle circulation within the development. An urban street network is the predominant organizing element at Madison Yards. A pedestrian-first approach is utilized, reinforcing the appropriate urban scale for a diversity of uses, improved pedestrian experience, and increased civic engagement.

Given that the posted speeds within the proposed development are 25 mph or less and all intersections are stop controlled, we feel that the use of bike sharrows is more appropriate than striping bike lanes within the planned development. Bike lanes are more appropriate on primary arterials or on streets with higher volumes with enough roadway width is available to provide a comfortable experience for cyclist. Bike lanes are not as necessary on a low-speed facility such as internal roads of a development, especially in areas without significant hills. Vehicles and bikes sharing the lane will also allow them to avoid turning movement conflicts with cars. By not providing a bike lane, cyclist will more easily have the opportunity to use the whole lane, which will give them more offset from the on-street parking proposed as part of the development. Guiding cyclists to ride near parked cars makes it more likely that they may be hindered or impacted by car doors, cars trying to park, and pedestrians getting into and out of cars. Based upon the 2011 National Association of City Transportation Officials (NACTO) Urban Bikeway Design Guide, the recommended minimum width recommended when placed adjacent to a parking lane is 14.5' to accommodate both the parking and bike lanes. If this minimum width was applied within the proposed development, it would take away from other features critical such as the landscaped frontage areas, sidewalks, off-street parking, landscaped medians and amenity zones which contribute to the walkable and livable feel planned for the development. The Transportation Demand Management Plan (TDMP) for the proposed side will include additional information regarding how the proposed development will connect to the surrounding bicycle network.

The West End development in St. Louis Park, Minnesota, is an example where bike lanes are not provided within a development. West End itself is primarily retail; however, the surrounding includes hotels, multi-family residential units, and over 500,000 SF of office space. Although, the City of St. Louis Park has a long-term bicycle and pedestrian plan that includes incorporate bike facilities on the surrounding arterials, they are not planned to be included within the development. Additionally, the Atlantic Station and Avalon developments in Atlanta and Alpharetta, Georgia, respectively, are similar developments with internal roadways that do not have separated bike facilities.

There are five primary pedestrian access points located at key street intersections on North Segoe Road, Sheboygan Avenue and University Avenue. Each of these access points is connected by a perimeter public sidewalk. The perimeter sidewalk provides circulation and access to support amenities, including bus stops, ride-share drop off, bicycle parking and secondary building entries.

The internal street network emphasizes continuous and well-designed pedestrian access to active ground floor uses. Intentionally placed crosswalks reinforce pedestrians first at intersections, and allow for mid-block crossings in key areas (including parking entries/exits) to reinforce the two-sided nature of the street. These are shown in Figure 12.

A Transportation Demand Management (TDM) plan is being developed for Madison Yards and will be provided to City Traffic Engineering (TE) in January 2018.

Building Massing

The Zoning Text includes specific minimum and maximum building heights, building areas, and floor-to-area ratios for each block of the development. Figure 8 shows the conceptual building massing plan, which represents an anticipated levels of development which is between the low and high numbers provided in Table 2 of the Zoning Text.

Height and massing are an important part of the planning framework and considerations. The SIP-level submittals will include detailed information about the architecture for each block, but at the GDP level, the following massing recommendations have been incorporated:

- Special attention and design consideration will be given to prominent facades and building elements, as well as to the street-level base of each building.
- Maximum visual interest will be achieved through an ordered layering of horizontal/vertical, projecting/recessed, and solid/transparent elements in a contemporary architectural expression.
- Asymmetrical building compositions will be used in order to create an overall dynamic composition of buildings that reinforce the mixed-use, urban character of Madison Yards.
- Massing and orientation of buildings will reinforce design goals and optimize building performance. In general, the master plan includes a variety of uses and floor plan areas but suggests relatively narrow floor plates for most building types. This approach to massing generates sustainable opportunities, including increased access to daylight and natural ventilation. Access to views will be balanced with studies of sun shading and passive solar gain.
- Massing has been designed with the existing neighborhood uses in mind. More intense uses have been located along streets that can support higher density development, while less density and

appropriately-scaled structures are planned where there is lower-scale multi-family housing adjacent to the proposed development (along Sheboygan Avenue).

- The Madison Yards development is intended to have a dense, urban mixed-use aesthetic and character which is organized by an activated and pedestrian-friendly street network. While the most intense active frontages will occur on the interior streets of the development, buildings will be designed to engage the exterior City streets, so buildings will be four sided without clear “front”, “side” and “rear” designations. Similar to the Mixed Use Commercial zoning district, the building frontage zones will be minimal to encourage full build-out of the developable land and support a vibrant, urban atmosphere.

Public Utilities

During design of the State Office Building, the Development Team met with City Engineering and the MWU to determine the best way to serve the development within the context of existing city infrastructure.

For sanitary service, a primary gravity sewer will serve the property, running down the main spine of Madison Yards Way and connecting to the MMSD interceptor along Old Middleton Road and University Ave, west of the property. Plan and profiles of the proposed public sewer extension were approved by City Engineering, the Capital Area Regional Planning Corporation (CARPC), and WDNR. Public sanitary sewer mains were designed according to City specifications. A portion of this gravity main was constructed for the state project, and the City performed inspections during construction.

For domestic water and fire protection service, MWU reviewed and approved the proposed water main loop for the development which connects to the public water main on Sheboygan Avenue in two locations. MWU also recently upgraded the Sheboygan and Segoe City water mains to better serve this project and the entire well zone. Public water mains were designed according to City specifications. A portion of the water main was constructed with the State project to allow the new state office building to be served, and the City performed inspections during construction.

As described above, public utilities will be located within utility easements, primarily located within street areas.

Stormwater Management and Green Infrastructure

The stormwater management and conveyance system for the Madison Yards development will be privately held and maintained, in accordance with conversations with City Engineering staff. The central green will have a 360,000-gallon underground detention chamber which will be constructed with the state portion of the project. The chamber and other proposed facilities on site have been designed to meet the City of Madison detention volume of 0.06 acre-feet per acre of proposed impervious area within the development, pursuant to Madison Ordinance Chapter 37.09(3)(d)b.

In addition, green infrastructure practices will be utilized throughout the development to meet City and State stormwater performance standards for total suspended solids, oil and grease, and infiltration. These practices include the following:

- Silva Cell structured soil chambers which improve the health of street trees while also allowing stormwater runoff to be filtered, evapotranspired and infiltrated.
- Permeable pavements for water quality, groundwater recharge, and volume reduction.
- Biofiltration planters for water quality, ground water recharge, and volume reduction.

Figure 10 shows a diagram of potential green infrastructure opportunities. A more detailed plan will be developed at the SIP level.

Traffic Impact Analysis

A draft traffic impact analysis (TIA) was performed by Kimley-Horn and submitted to TE over the summer of 2017, and a revised version of the TIA will be submitted to TE in December 2017.

Recommendations for modifications or improvements to several intersections near the development were recommended, including the new signalized intersection on University Avenue and the new Gardener Road connection west of N. Segoe Road, which was constructed with approval of TE during the summer of 2017.

By planning this type of density within an urban corridor that is already well traveled, trips that would be generated from and to the outskirts of the City are lessened, promoting more internalized and local trips due to the mixed-use nature of the development. This, in itself, helps to lessen the demands on the City's traffic infrastructure compared with a more traditional development that keeps employment, retail, and housing separate. Infill development projects such as Madison Yards help stem the City's sprawl which also keeps populations where existing transit routes are already invested.

The Madison Yards site is already very well served by Madison Metro, with 13 different routes passing by the site on either Sheboygan Ave or University Ave on a typical weekday, accounting for hundreds of daily stops and thousands of riders. In addition, conversations with TE indicate that a future bus rapid transit (BRT) route is planned to be routed along University Ave, and this project would directly benefit from that service (and likewise the BRT viability is reinforced by higher density).

As discussed above, a TDM Plan is being developed to promote various modes of transportation to and from the site including bicyclists, pedestrians, transit riders, and automobiles.

Parking

The majority of public parking is proposed to occur in Block 2, providing easy visitor access and reducing the need for vehicular through-traffic. A minimal number of on-street parallel parking spaces (approximately 70) in key locations serve to further activate the street and provide opportunities for convenient front door parking for retailers and restaurants. Parking for private users (residents, office tenants) may be contained within each respective block in structured parking as needed.

On-street parking throughout the site will be managed through metering and/or timed parking restrictions to prevent office users or residents from leaving vehicles all day. Parking structures will be accessible via electronic passes for private users, and free for public parking areas (with time restrictions).

Parking structures will be sized to provide adequate parking capacity to ensure a successful vibrant destination while utilizing shared parking opportunities that take advantage of varying peak demands throughout the course of the day. TDM strategies to reduce the parking footprint, including bike, transit, shared mobility, car sharing, and carpooling, will be incorporated at the SIP level.

Sustainability Considerations

Many in the University Hill Farms neighborhood and constituents attending the public meeting expressed an interest in the development incorporating green strategies. Green stormwater management and infrastructure practices proposed for the project are described in the section above. Other, building-specific, sustainable strategies will be explored by the development and design teams with potential tenants as each block develops, and will be described with the SIPs for those blocks.

Presentation and Maintenance of Open Space

The Madison Yards development includes a holistic approach to providing functional open space of the highest quality. The new Central Green will provide space for flexible programming and daily enjoyment of the residents, employees, and other visitors as well as UHF neighborhood residents. The network of pedestrian-friendly streets will include seating areas, sidewalks and landscape amenity zones, and bike parking areas to create an attractive network of usable open space. Within blocks, rooftop terraces, balconies, and other amenities will be incorporated, activating the upper levels of the development while adding to the aesthetics and vibrancy of the development. In addition, Madison Yards will incorporate plantings that intercept rain, filter the air, and provide shade and cooling as well as more appropriate habitat and nutrition for wildlife than what currently exists on the site.

Shared Access and Maintenance

The State of Wisconsin will continue to hold the 7-acre parcel to the west of the Madison Yards development, with shared access roads and shared private utility infrastructure (e.g. stormwater management facilities) which will require maintenance. All lots and streets within the project will be privately held. Cross access easements and shared maintenance agreements between the owners of the privately held lots and State parcel are currently under development and will be shared with City Staff once finalized.

Social Economic Impact

The Madison Yards project will provide a positive impact on the University Hill Farms neighborhood and the wider Madison community both socially and economically. The mixed-use district, by developing housing units, employment, and supporting retail uses in a part of the city that is already well served by transportation, transit, and other infrastructure promotes smart growth by placing density where sufficient city services already exist. By creating a range of housing choices within walkable distance from a variety of supporting retail services and workplaces, we are promoting healthy development.

The proposed Madison Yards development will provide a positive impact on the economics of the city without adversely affecting the provisioning of municipal services. The entire project site is currently tax exempt. Madison Yards will generate significant State and local taxes and provide a substantial addition to the City's tax base upon projected build-out and stabilization. Redevelopment of the currently State owned, tax exempt property will also generate substantial employment through creation of both direct and

indirect jobs. Madison Yards will be developed in phases and include a mixture of uses and building sizes. Since exact tenants, building sizes and use mix have not yet been finalized, specific projections on job creation and other economic indicators are not yet available. Additional, block-specific information, will be available during the SIP approval process for each block.

Tax Increment Financing

SG Hill Farms LLC anticipates seeking TIF financing for the Madison Yards project. Initial conversations have been held with City of Madison staff and will continue as more detailed and specific information becomes available.

Based on the analysis above we feel the proposed development meets the spirit and intent of the PD zoning ordinances when reviewed with respect to the criteria for approval set forth in Section 28.097(2) of the zoning code.

Sincerely,



Mark Theder
SG Hill Farms LLC

Attachment 1 – Legal Description

Attachment 2 – Figures

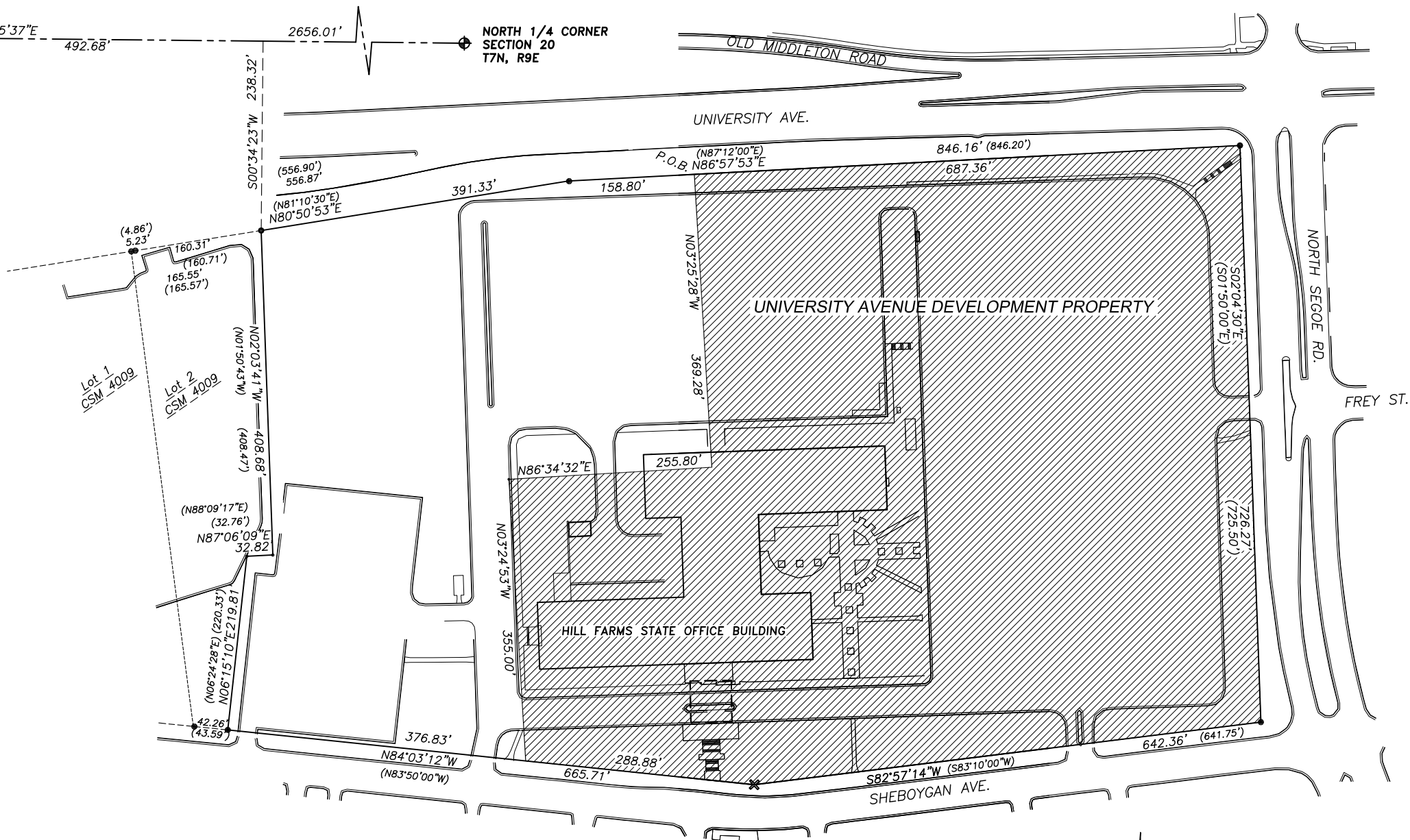
1. Locator Map
 - a. Contextual Site Information
2. Existing Site Map
3. Circulation Context Diagram – Pedestrian
4. Circulation Context Diagram - Bicycle
5. Circulation Context Diagram – Public Transit
6. Circulation Context Diagram - Vehicular
7. Proposed Street Network and Lots
8. Illustrated Site Plan
9. Building Massing
10. Green Infrastructure Diagram
11. Proposed Street Sections
 - a. Interior Streets
 - b. Exterior Streets (University Ave, N. Segoe Rd, Sheboygan Ave)
12. Internal Pedestrian & Bicycle Facilities
13. Character Renderings and 3D Views

Attachment 1 – Legal Description

Attachment 2 – Figures

NORTHWEST CORNER
SECTION 20
T7N, R9E

NORTH 1/4 CORNER
SECTION 20
T7N, R9E




**DESCRIPTION:
UNIVERSITY AVENUE DEVELOPMENT PROPERTY**

Part of the North 1/2 of the Northwest 1/4 of Section 20, Town 7 North, Range 9 East (Township of Madison), now City of Madison, Dane County, Wisconsin, which is more fully described as follows: Commencing at the Northwest corner of Section 20; thence S89°25'37"E, 492.68 feet along the North line of said Section 20; thence S00°34'23"W, 238.32 feet to the Northeast corner of Lot 2 of Certified Survey Map No. 4009 recorded in Volume 16 of Certified Survey Maps, page 329 as Document No. 1759433 also being a point on the South right of way line of University Avenue; thence N80°50'53"E (recorded as N81°10'30"E), 391.33 feet along said South right of way line of University Avenue; thence N86°57'53"E (recorded as N87°12'00"E), 158.80 feet along said South right of way line to the point of beginning thence continuing N86°57'53"E (recorded as N87°12'00"E), 687.36 feet along said South right of way line to the corner of University Avenue and Segoe Road; thence S02°04'30"E, 726.27 feet (recorded as S01°50'00"E, 725.50 feet) along said West right of way line of Segoe Road to the corner of Segoe Road and Sheboygan Avenue; thence S82°57'14"W, 642.36 feet (recorded as S83°10'00"W, 641.75 feet) along North right of way line of Sheboygan Avenue; thence N84°03'12"W (recorded as N83°50'00"W), 288.88 feet along said North right of way line; thence N03°24'53"W, 355.00 feet; thence S86°34'32"W, 255.80 feet; thence N03°25'28"W, 369.28 feet to the point of beginning, containing 604,793 Sq. Feet or 13.88 Acres.

- Legend:**
- = Found 3/4" Iron Bar
 - ✕ = Found Chiseled 'X' in concrete

BEARINGS REFERENCED TO THE
WISCONSIN COUNTY COORDINATE
SYSTEM, DANE COUNTY



BIRRENKOTT SURVEYING INC.
LAND SURVEYING & PERC TESTING
P.O. BOX 237
1677 N. BRISTOL ST.
SUN PRAIRIE, WIS. 53590
FAX (608) 837-1081

EASEMENT MAP

SEPTEMBER 18, 2015

SURVEYED BY	C.C.
DRAWN BY	T.K.
CHECKED BY	D.V.B.
APPRV'D BY	D.V.B.

PREPARED FOR:
SG Hill Farms LLC
889 E. Johnson St.
Fond Du Lac, WI 54935

150216EASEMENTS.DWG	
JOB NO. 150216 D2	
SITE ADDRESS: 4802 Sheboygan Ave. Madison, WI	SHEET 1 OF 1
	349/53-57 FB 351/64-65

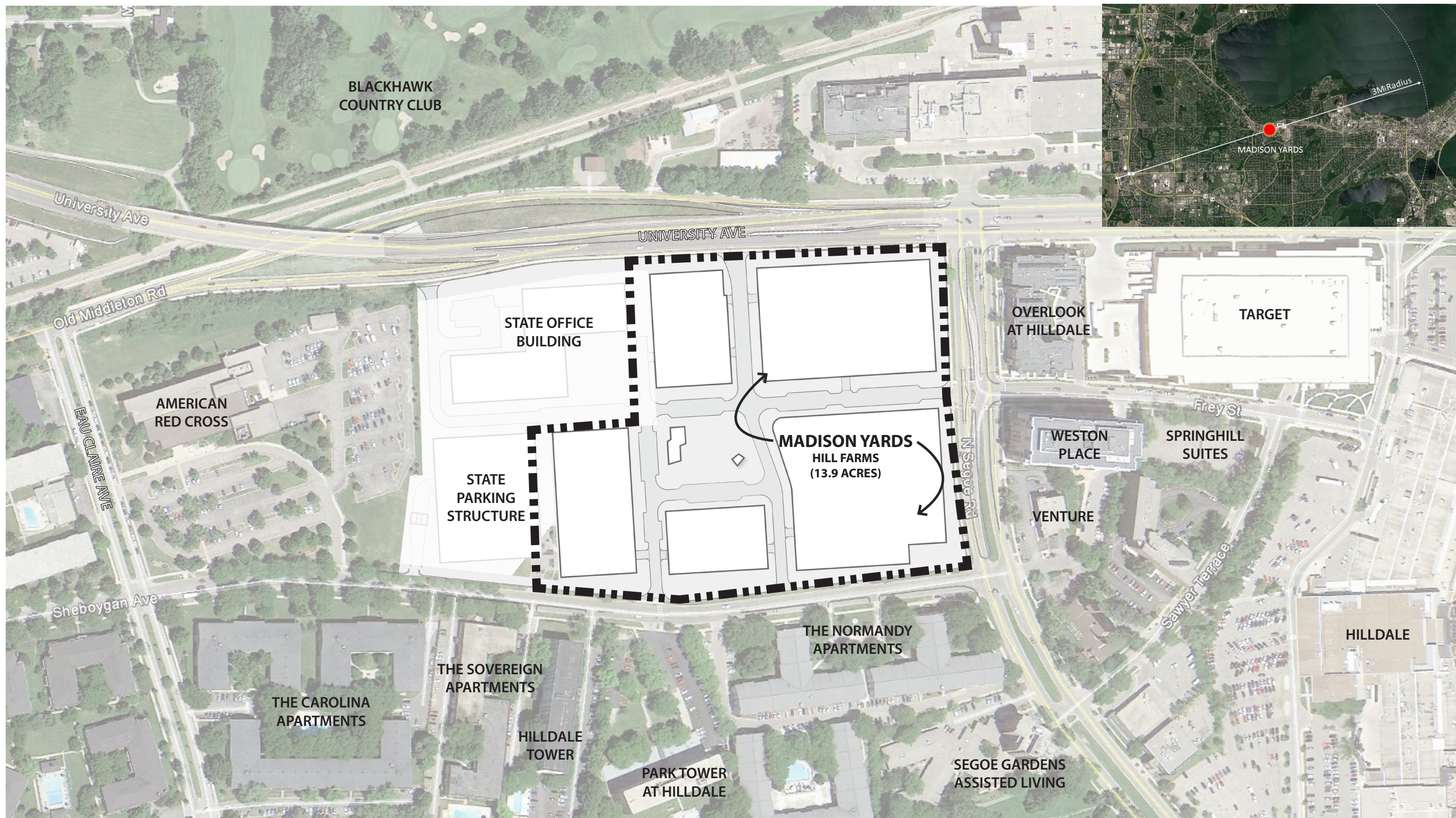
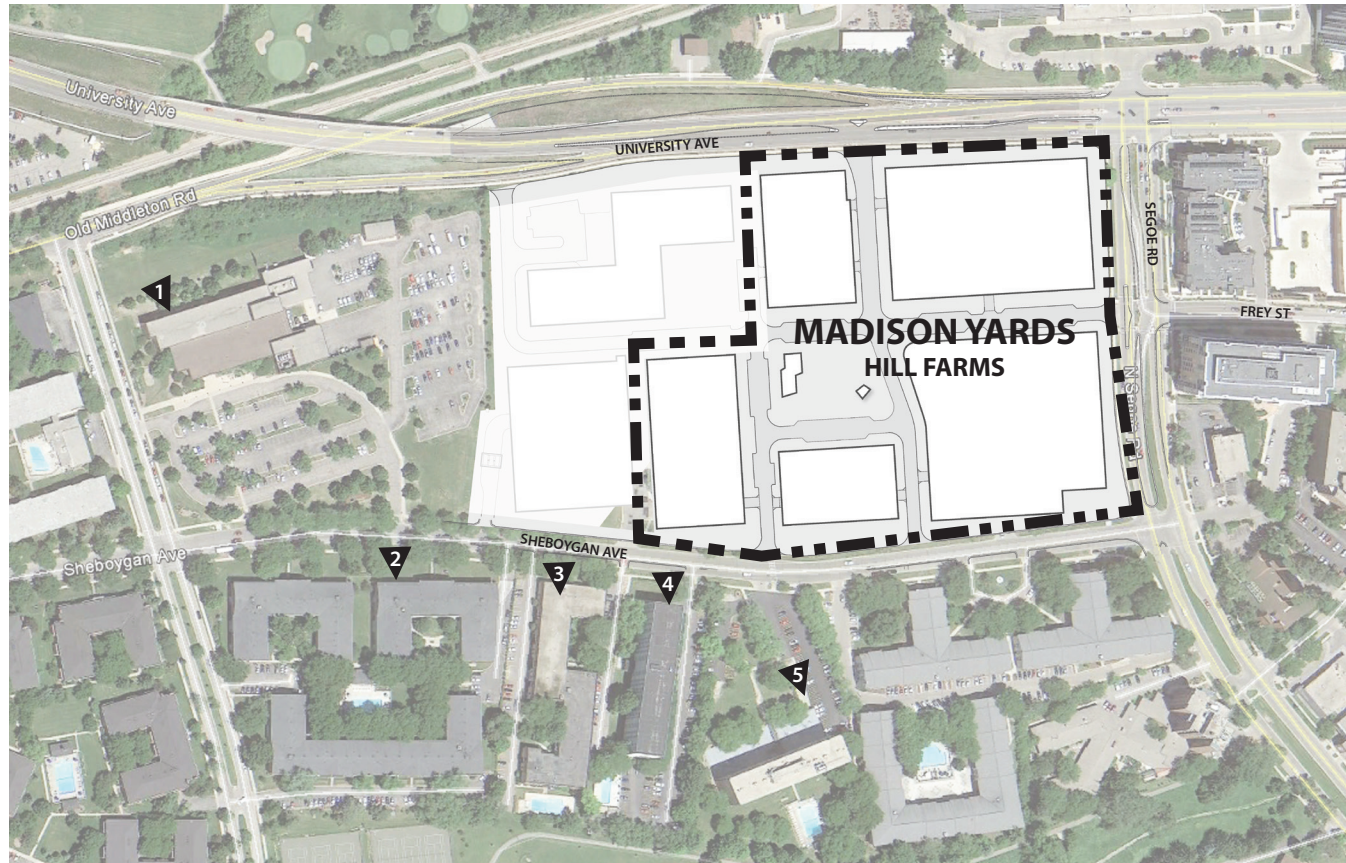


FIGURE 1 - LOCATOR MAP



1. AMERICAN RED CROSS



2. THE CAROLINA APARTMENTS



3. THE SOVEREIGN APARTMENTS

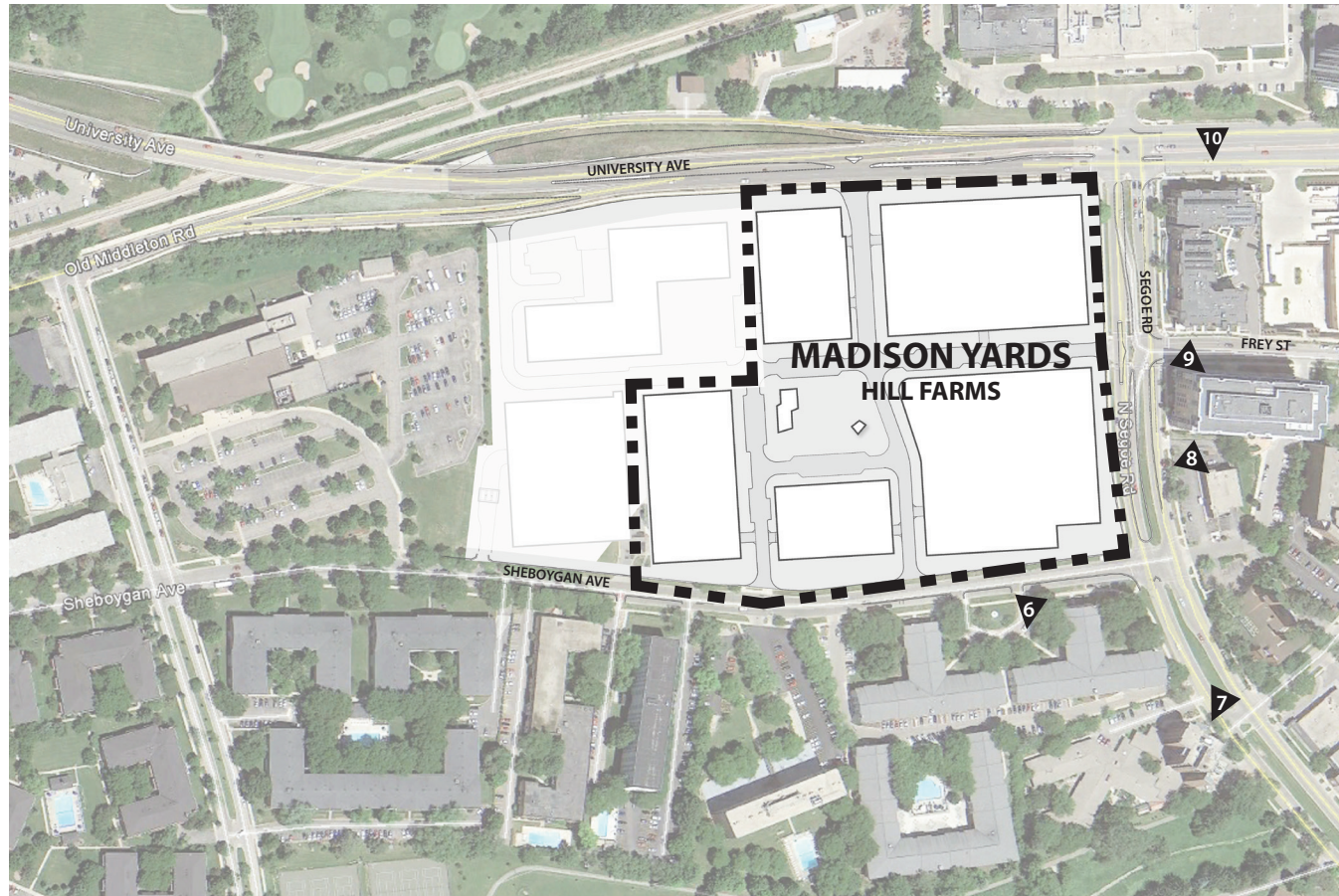


4. HILLDALE TOWER



5. PARK TOWER AT HILLDALE

CONTEXTUAL SITE INFORMATION



6. THE NORMANDY APARTMENTS



7. SEGOE GARDENS ASSISTED LIVING



8. VENTURE

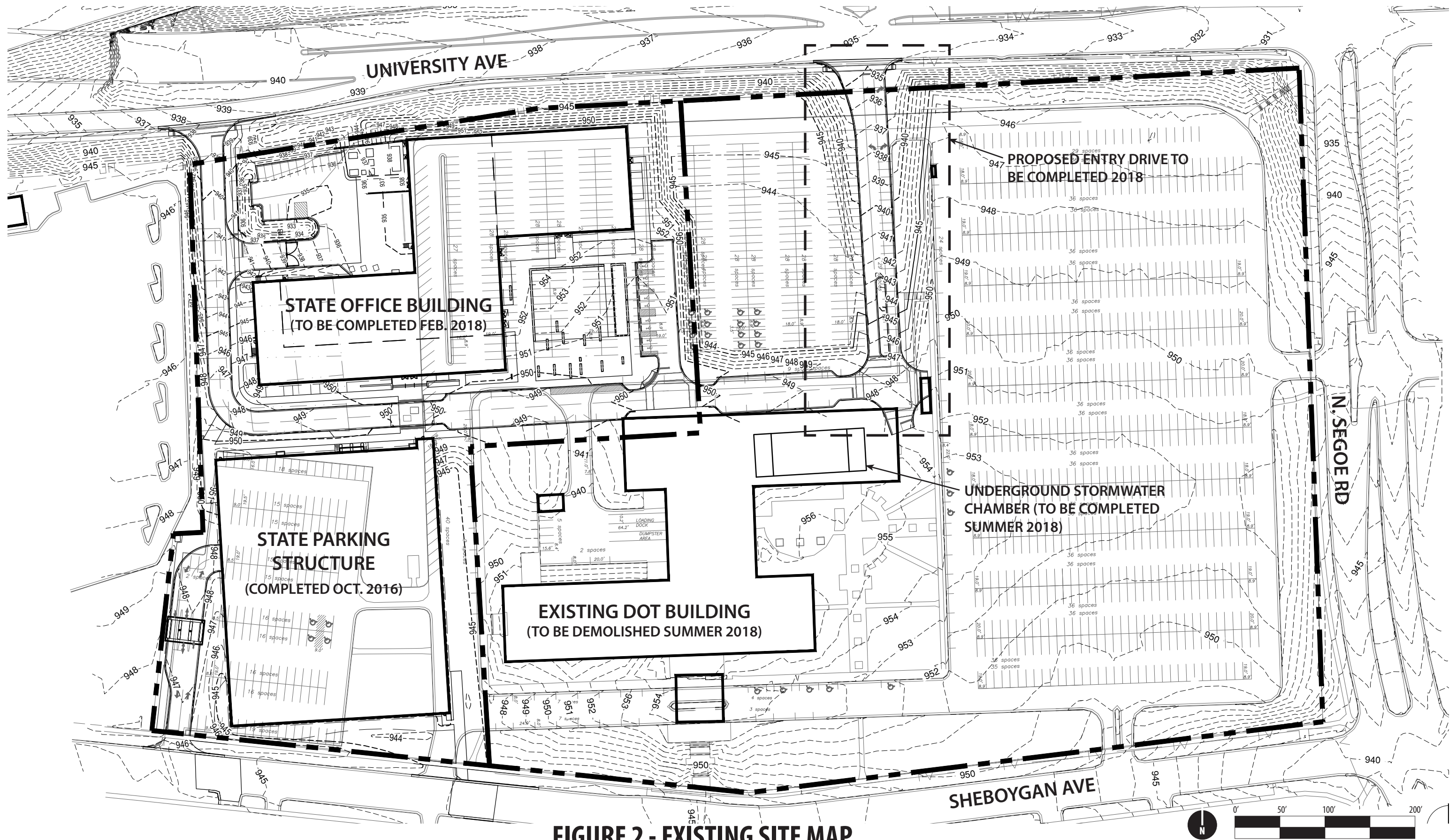


9. WESTON PLACE



10. OVERLOOK AT HILLDALE

CONTEXTUAL SITE INFORMATION



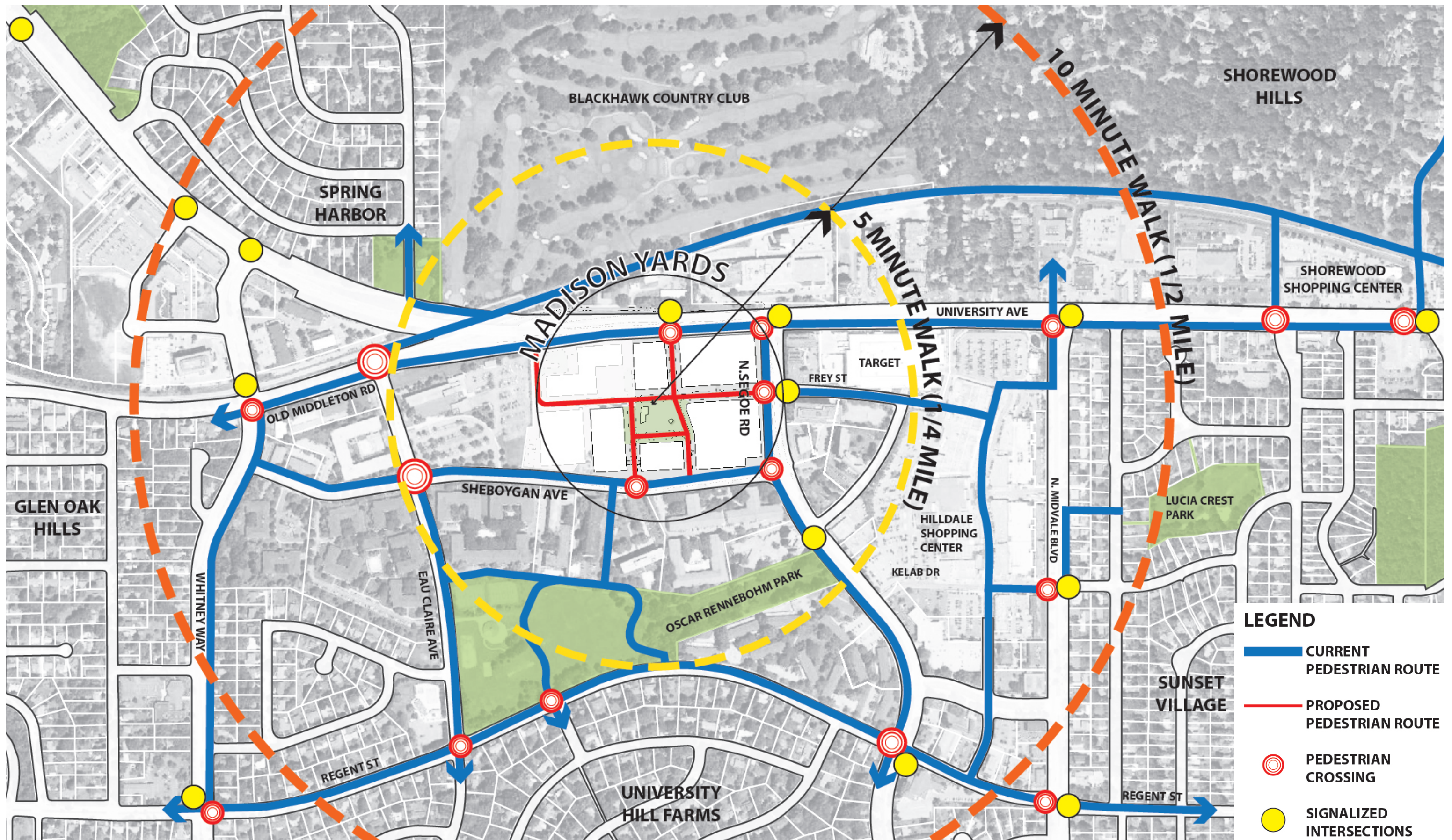


FIGURE 3 - CIRCULATION DIAGRAM - PEDESTRIAN



FIGURE 4 - CIRCULATION DIAGRAM - BICYCLE

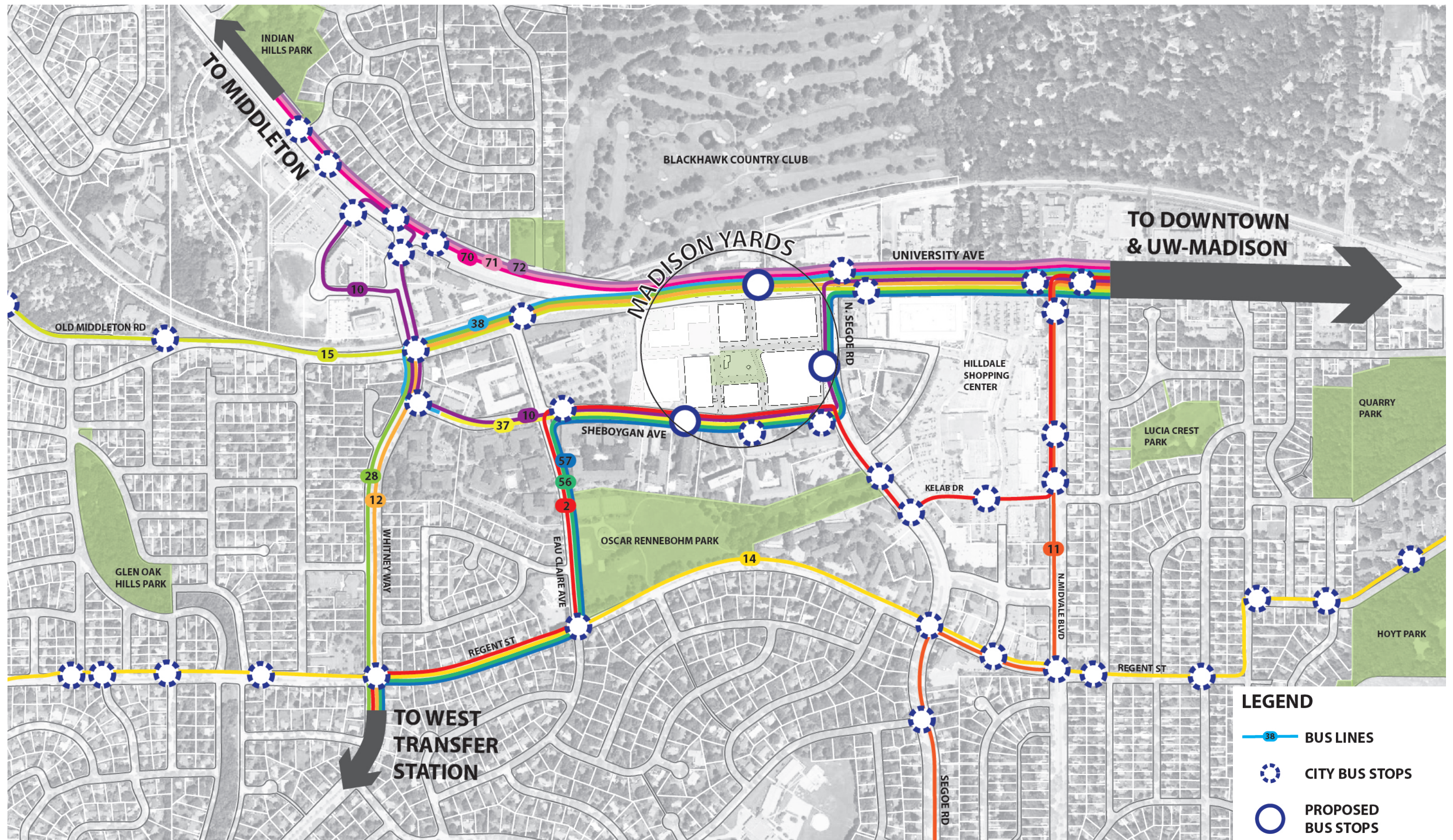


FIGURE 5 - CIRCULATION DIAGRAM - PUBLIC TRANSIT

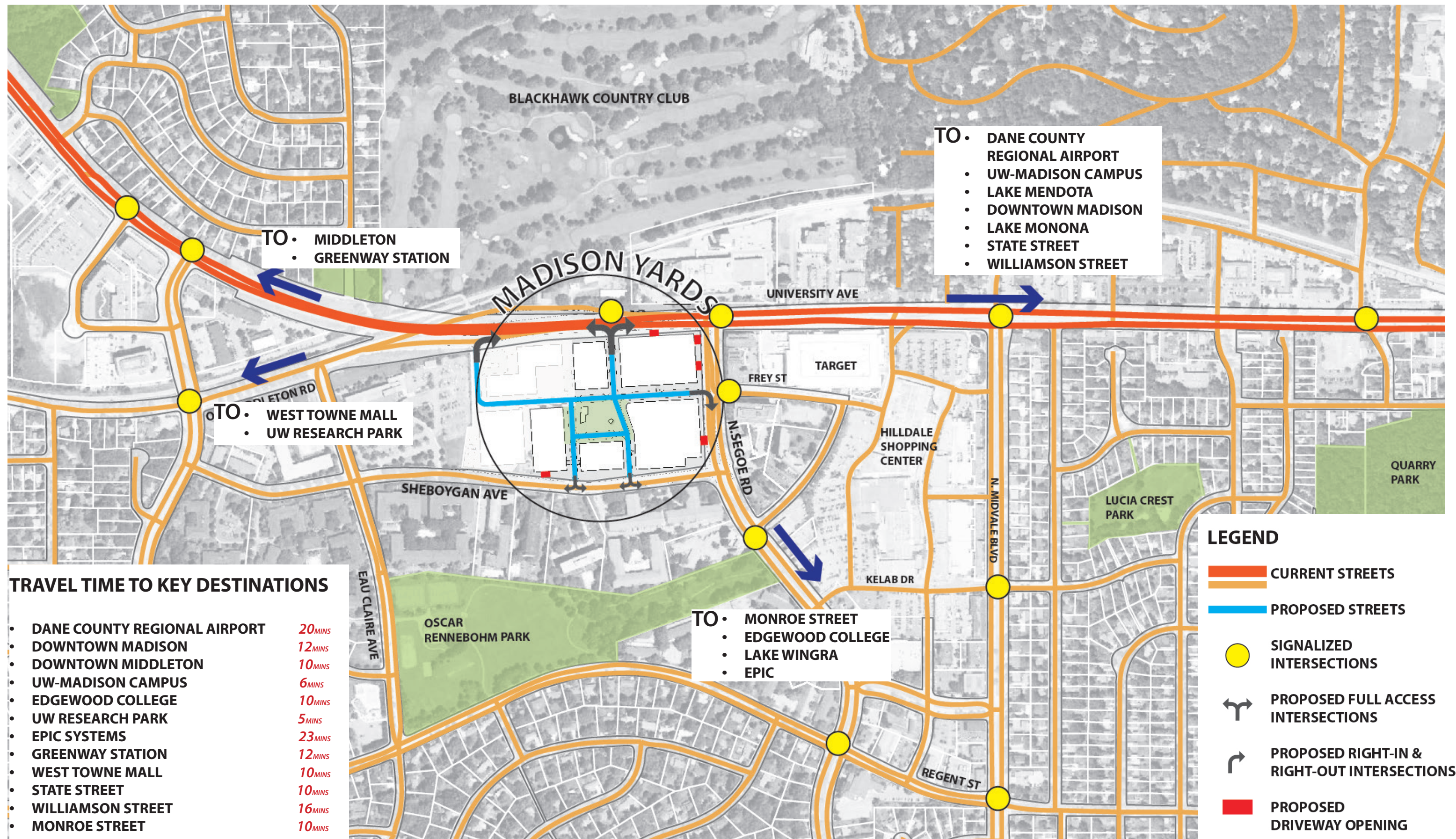


FIGURE 6 - CIRCULATION DIAGRAM - VEHICULAR

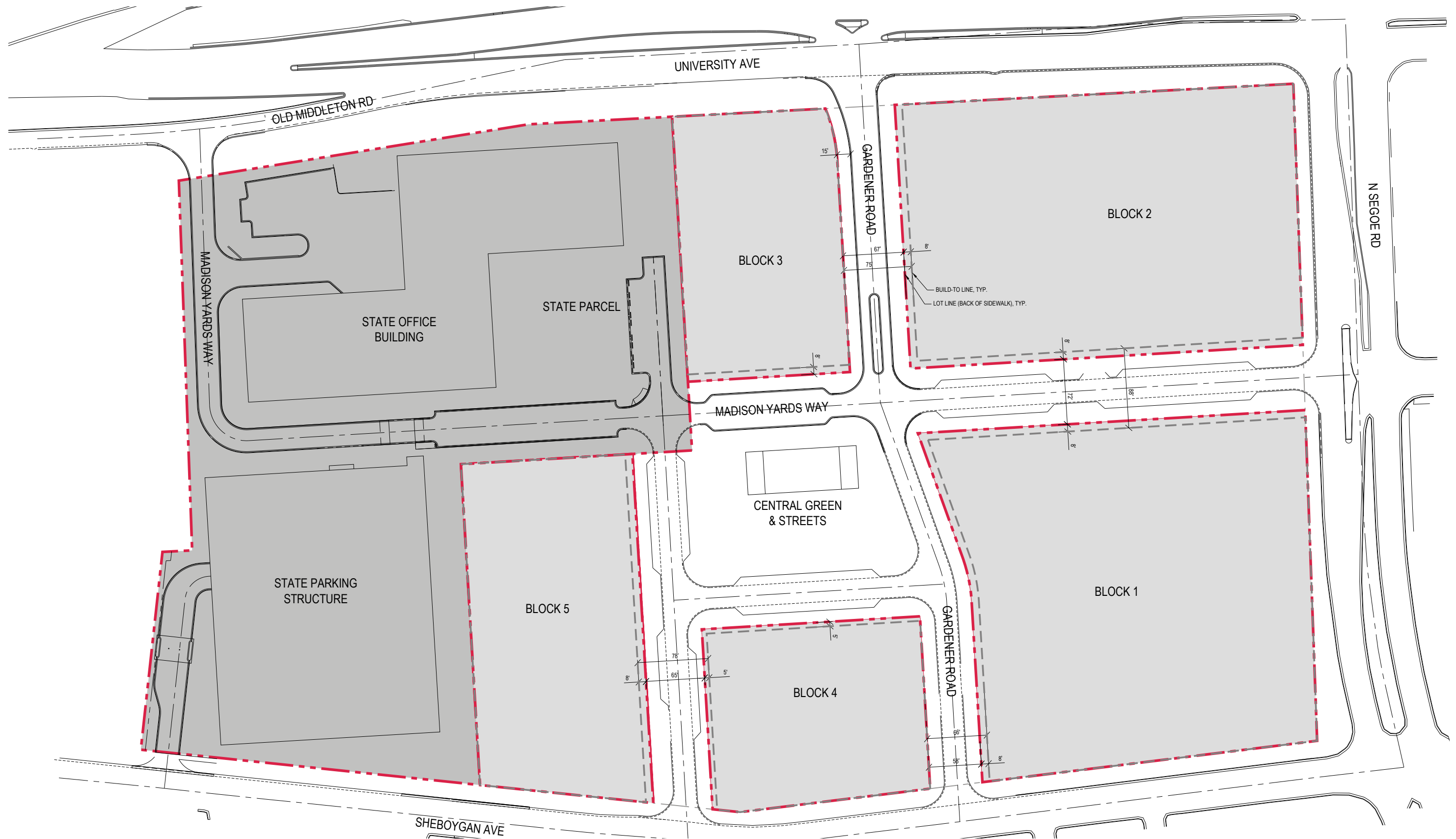


FIGURE 7 - PROPOSED STREET NETWORK AND LOTS

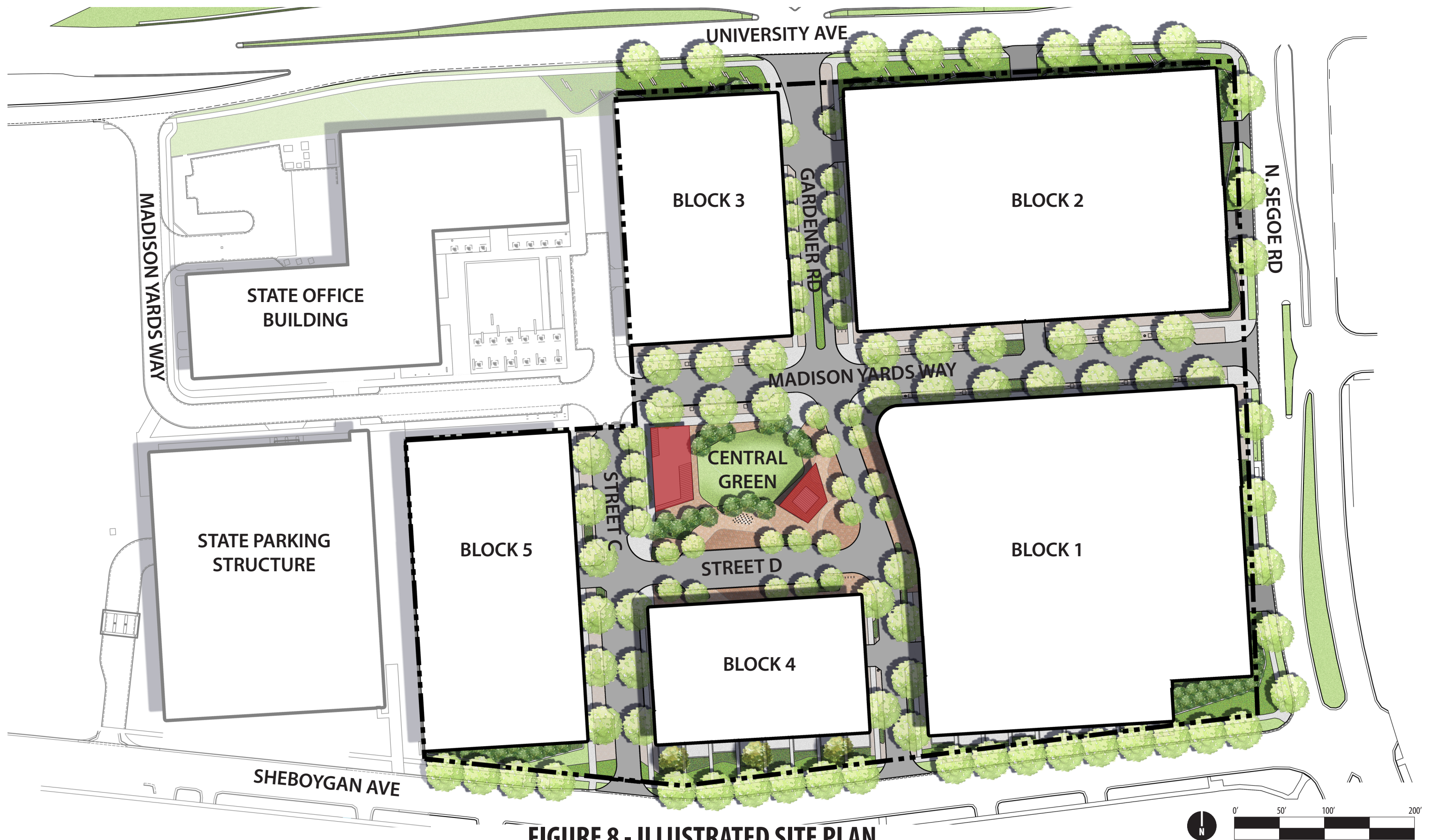


FIGURE 8 - ILLUSTRATED SITE PLAN

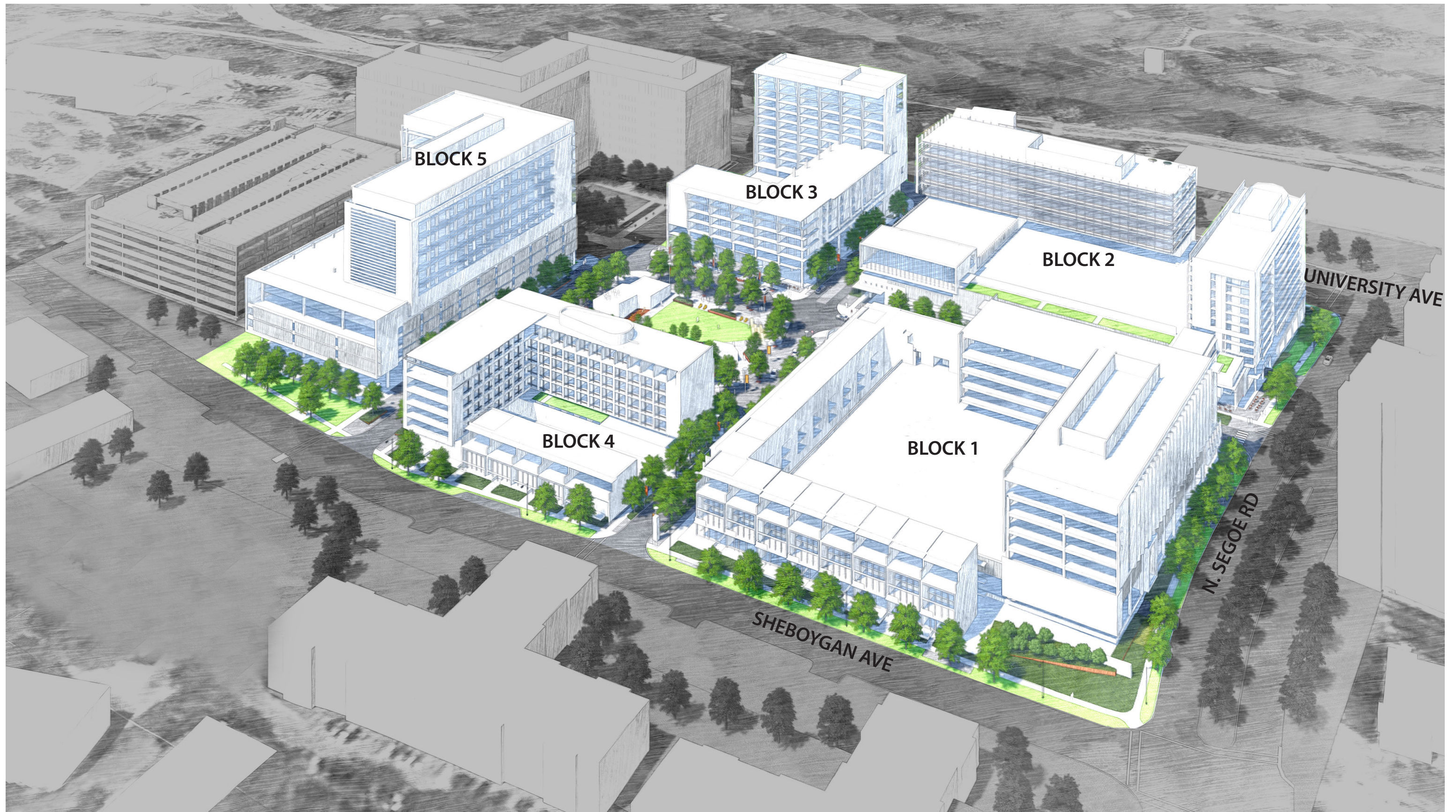
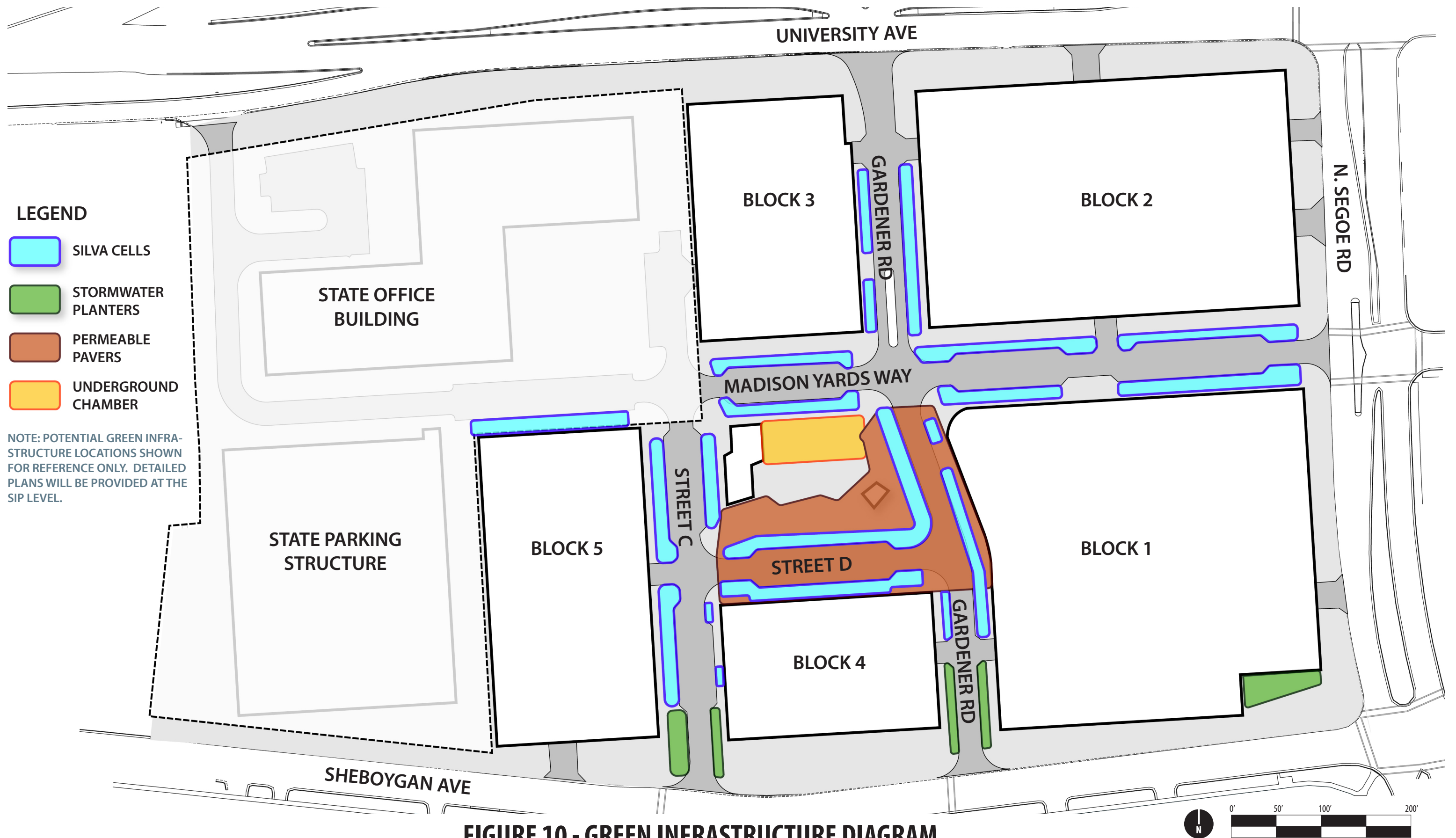


FIGURE 9 - BUILDING MASSING

NOTE: POTENTIAL MASSING ONLY. DOES NOT REPRESENT FINAL ARCHITECTURE OR CONFIGURATION (WILL BE ADDRESSED IN FUTURE SIP SUBMITTALS).



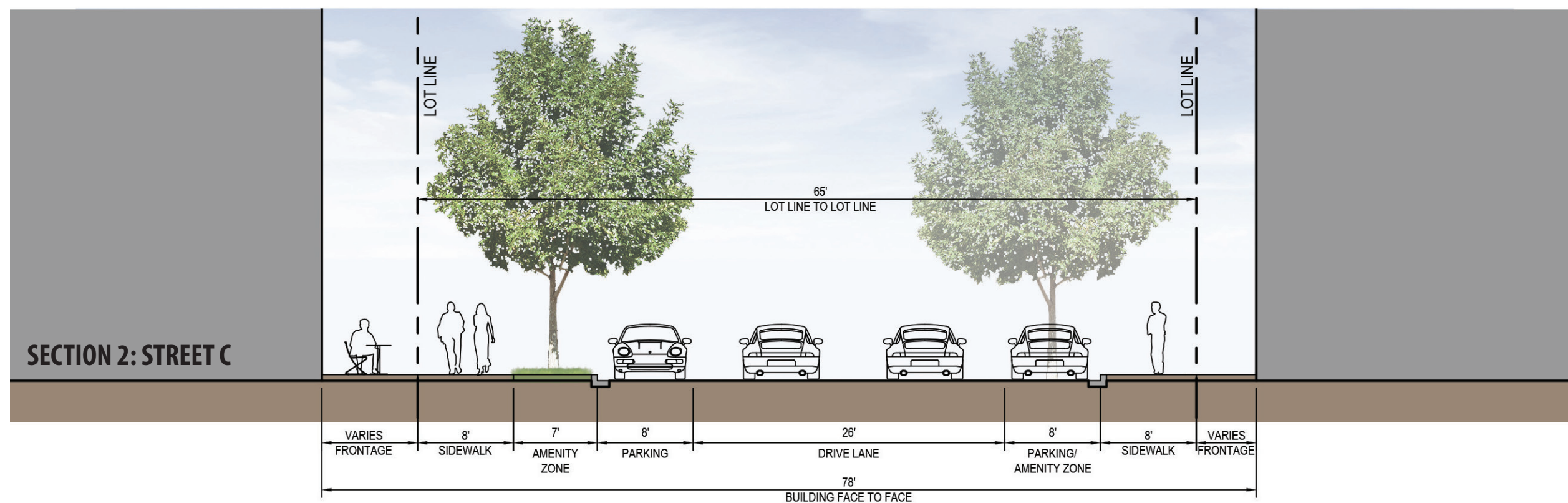
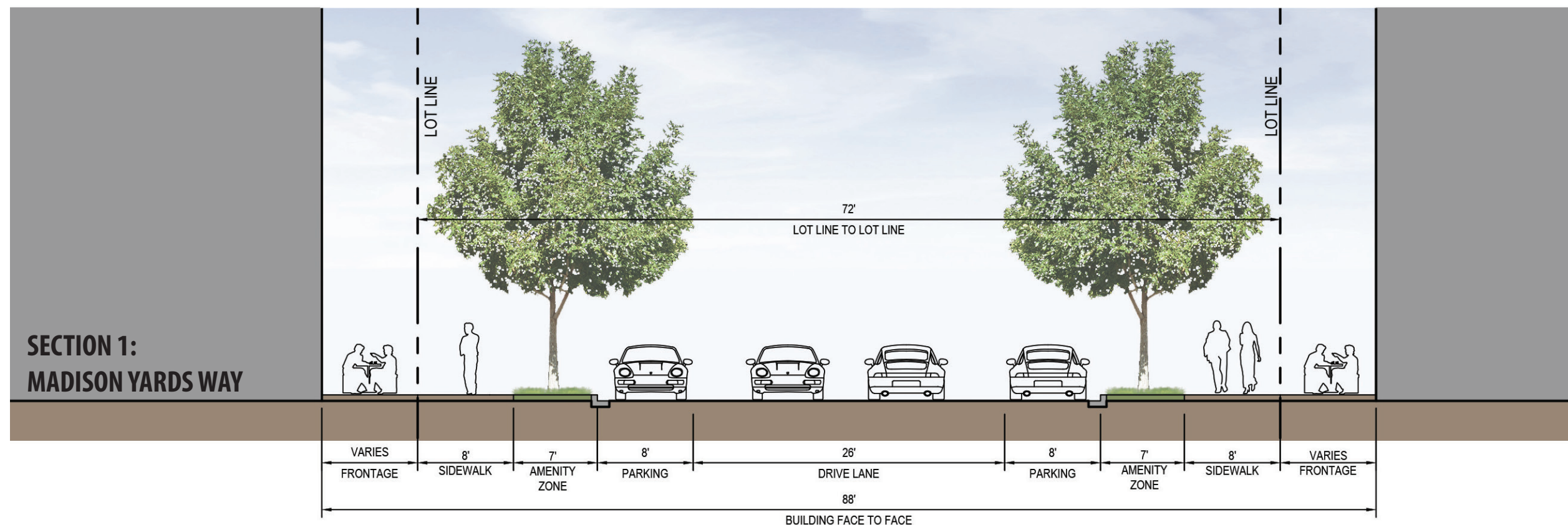
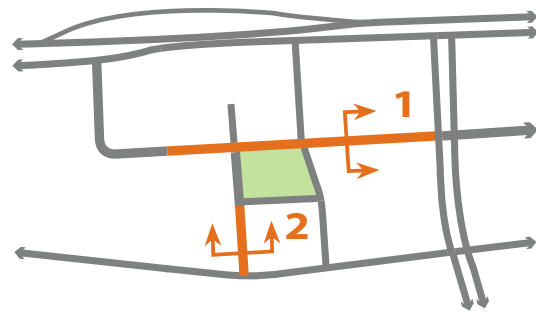
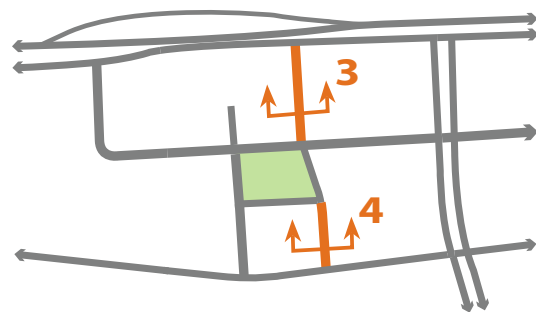
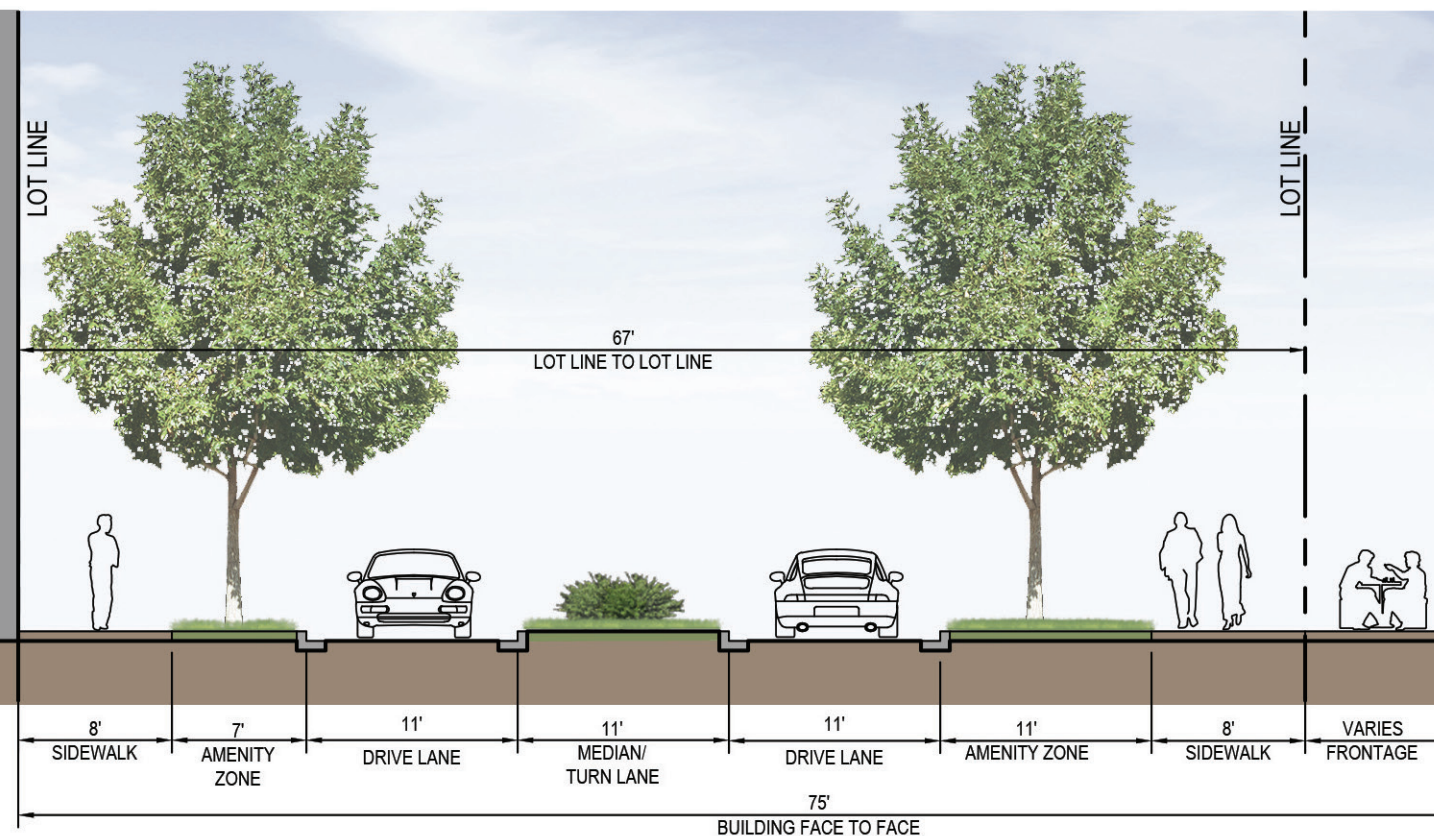


FIGURE 11A - PROPOSED STREET SECTIONS - INTERIOR



**SECTION 3:
GARDENER RD - NORTH**



**SECTION 4:
GARDENER RD - SOUTH**

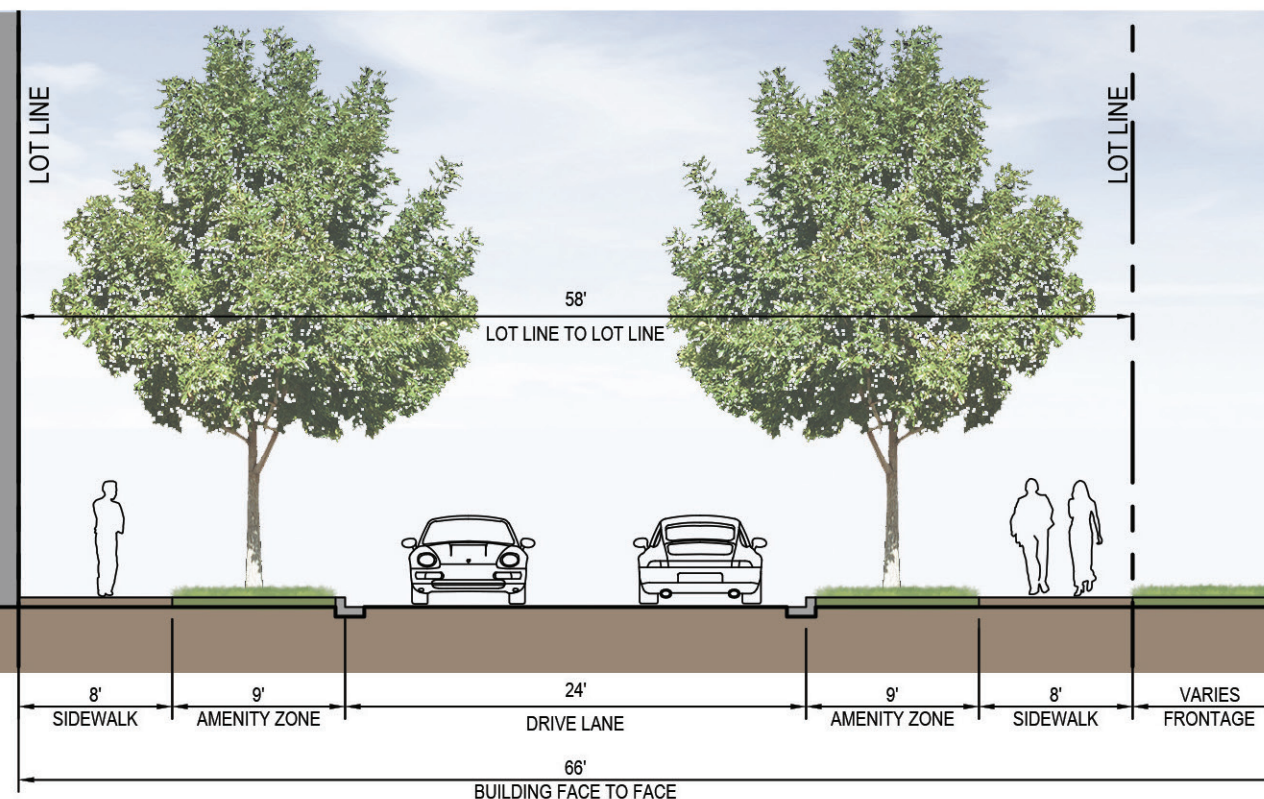


FIGURE 11B - PROPOSED STREET SECTIONS - INTERIOR

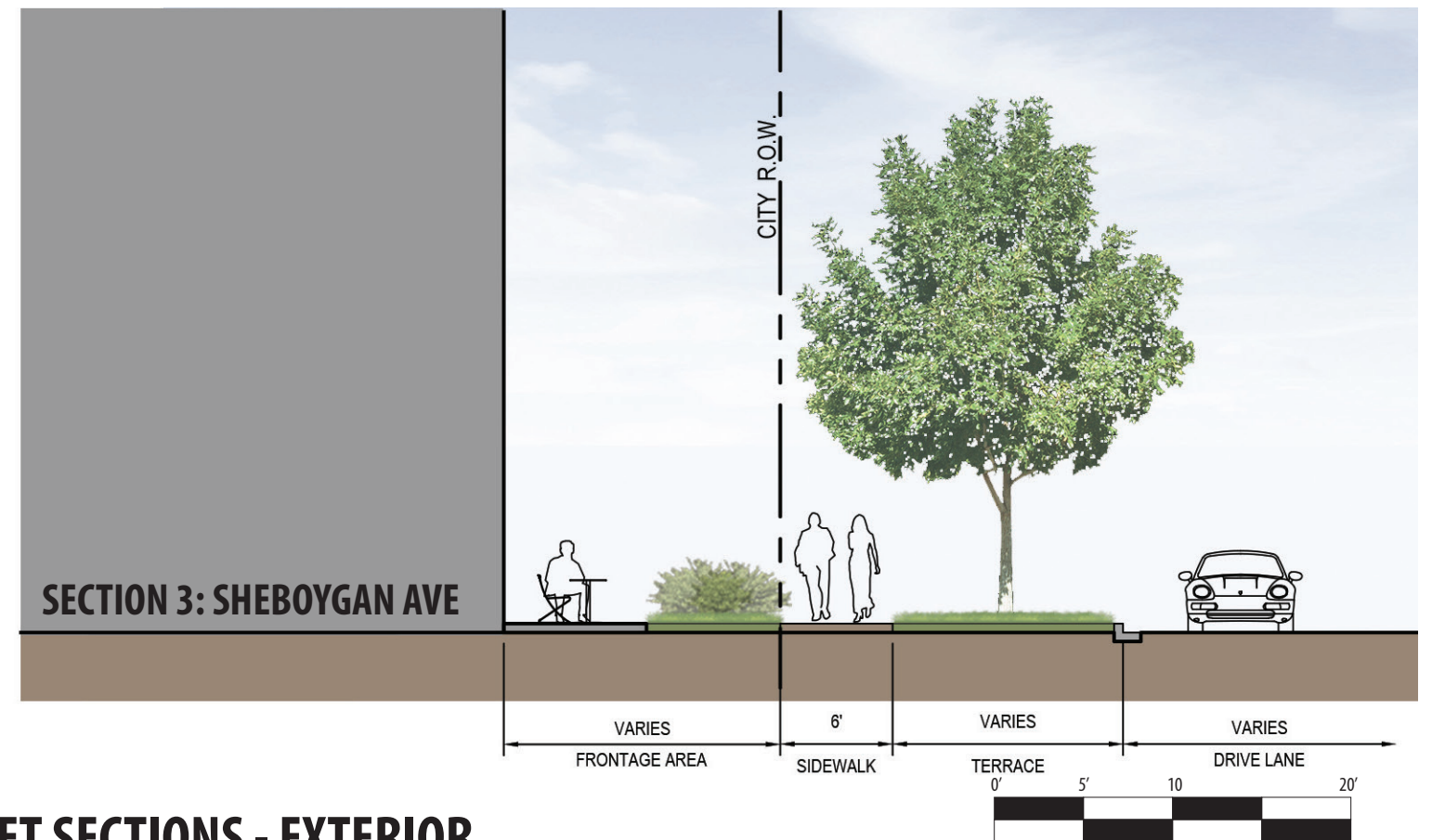
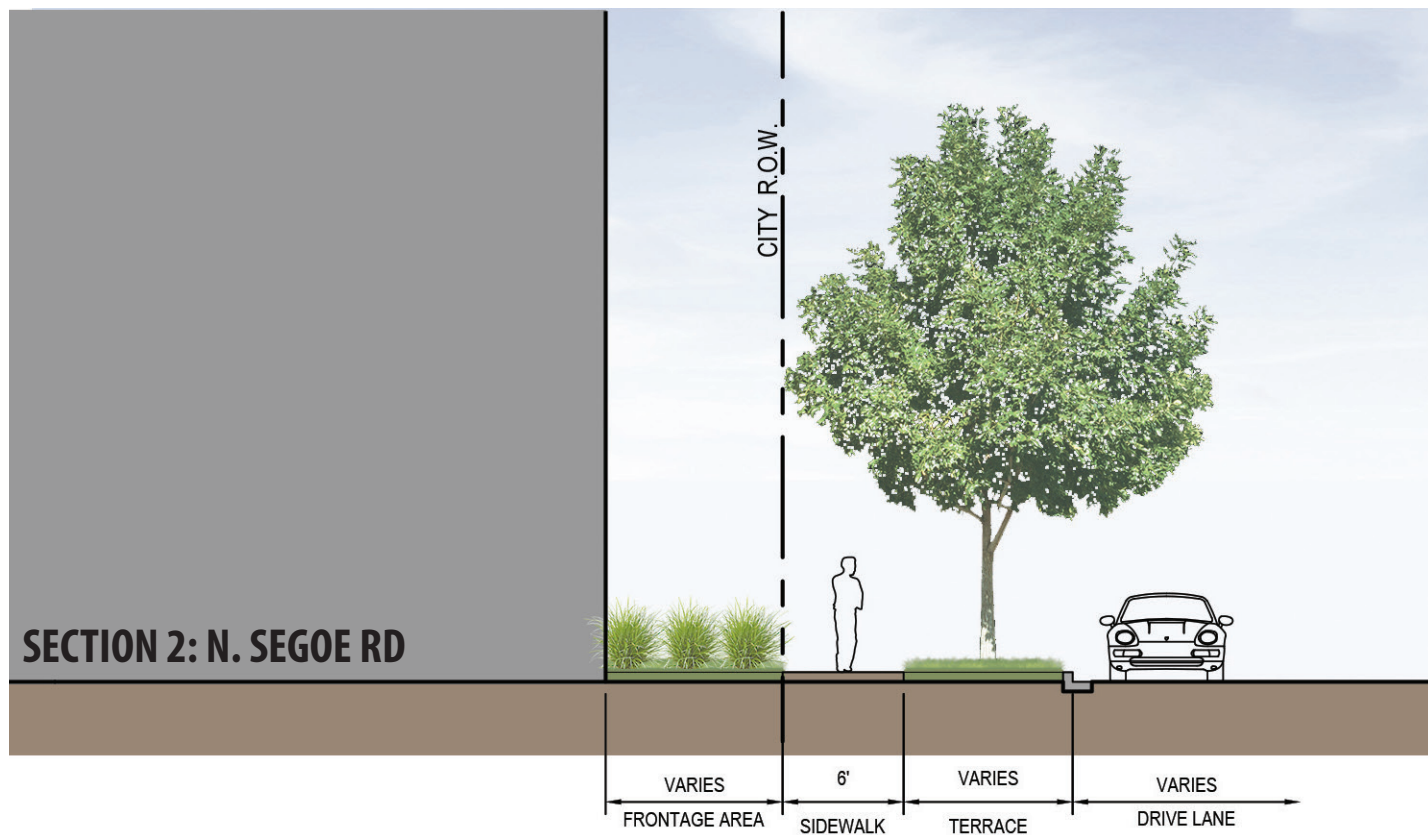
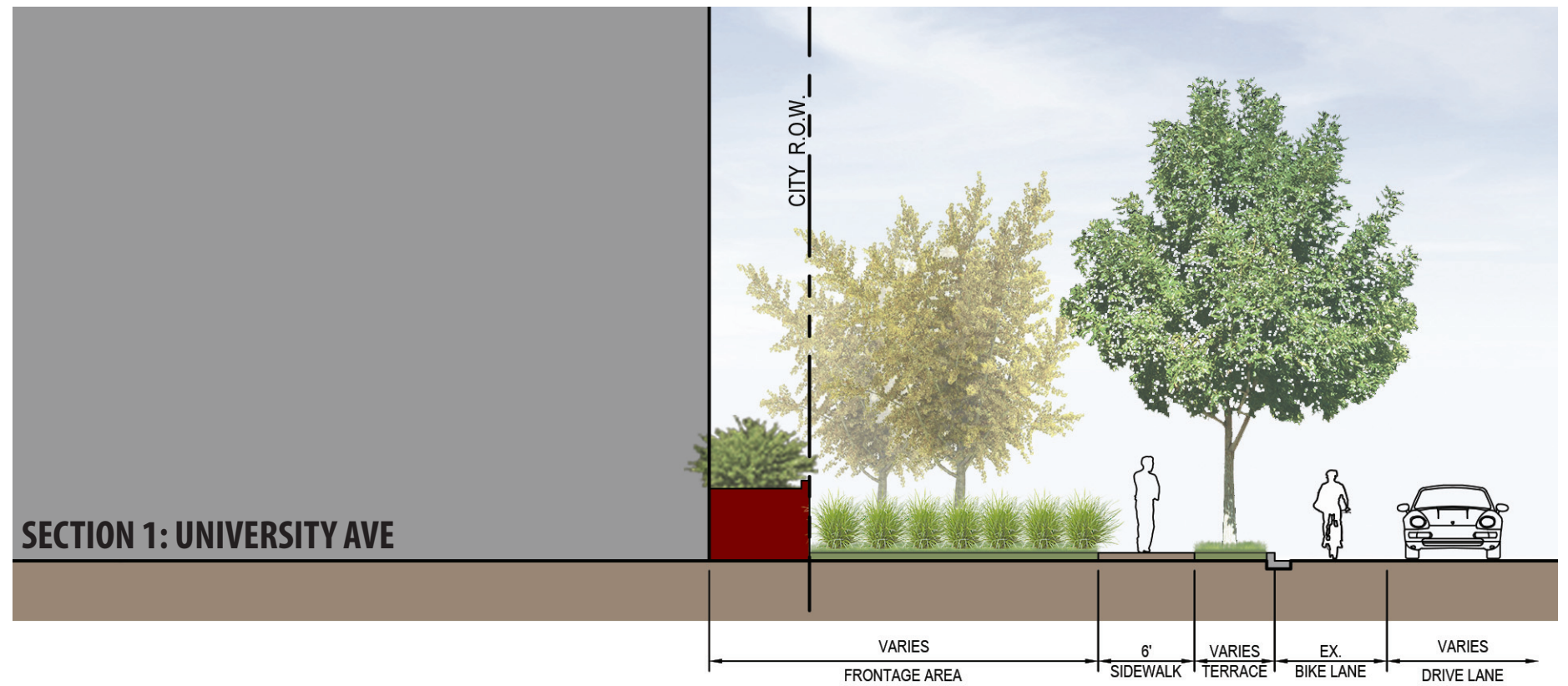
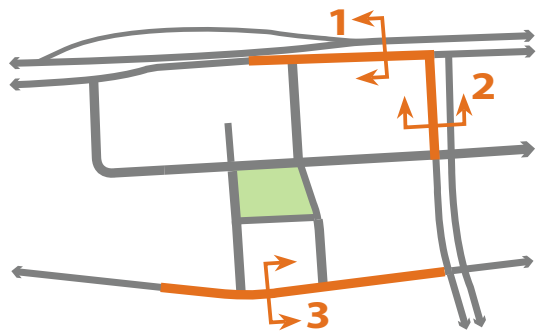


FIGURE 11C - PROPOSED STREET SECTIONS - EXTERIOR

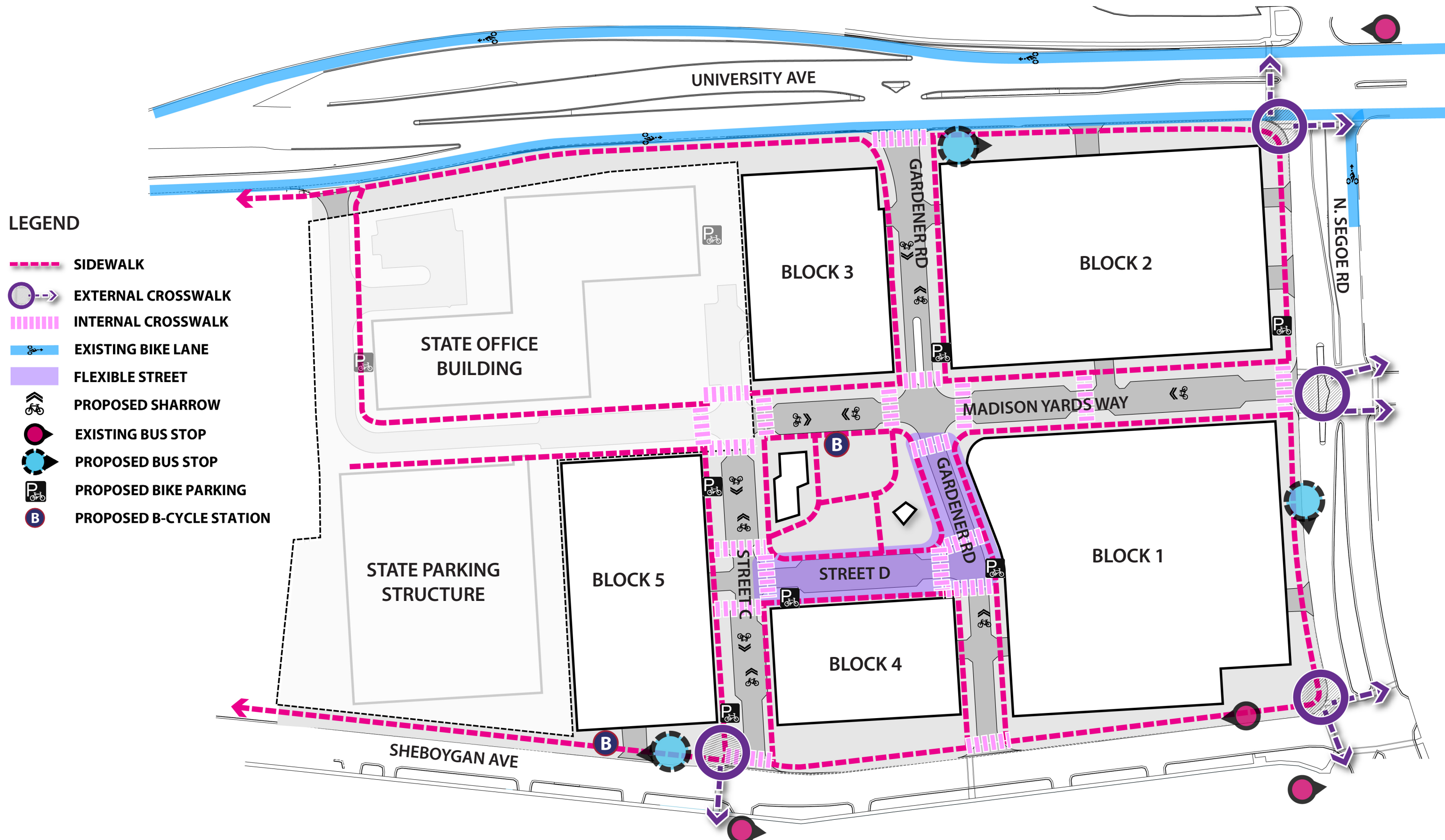


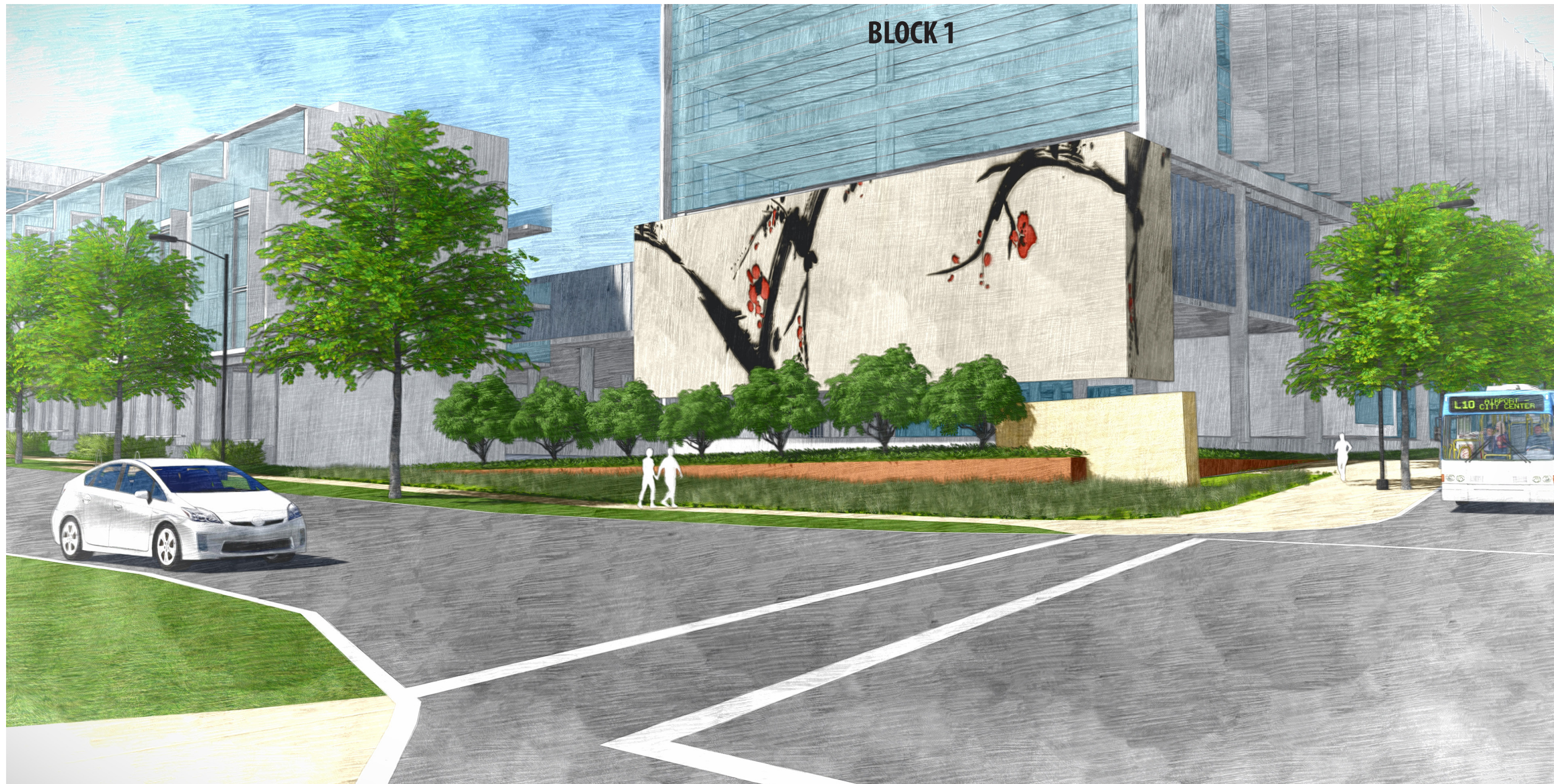
FIGURE 12 - INTERNAL PEDESTRIAN & BICYCLE CIRCULATION



BLOCK 2

VIEW FROM UNIVERSITY AVE AND N. SEGOE RD

NOTE: POTENTIAL MASSING ONLY. DOES NOT REPRESENT FINAL ARCHITECTURE OR CONFIGURATION (WILL BE ADDRESSED IN FUTURE SIP SUBMITTALS).



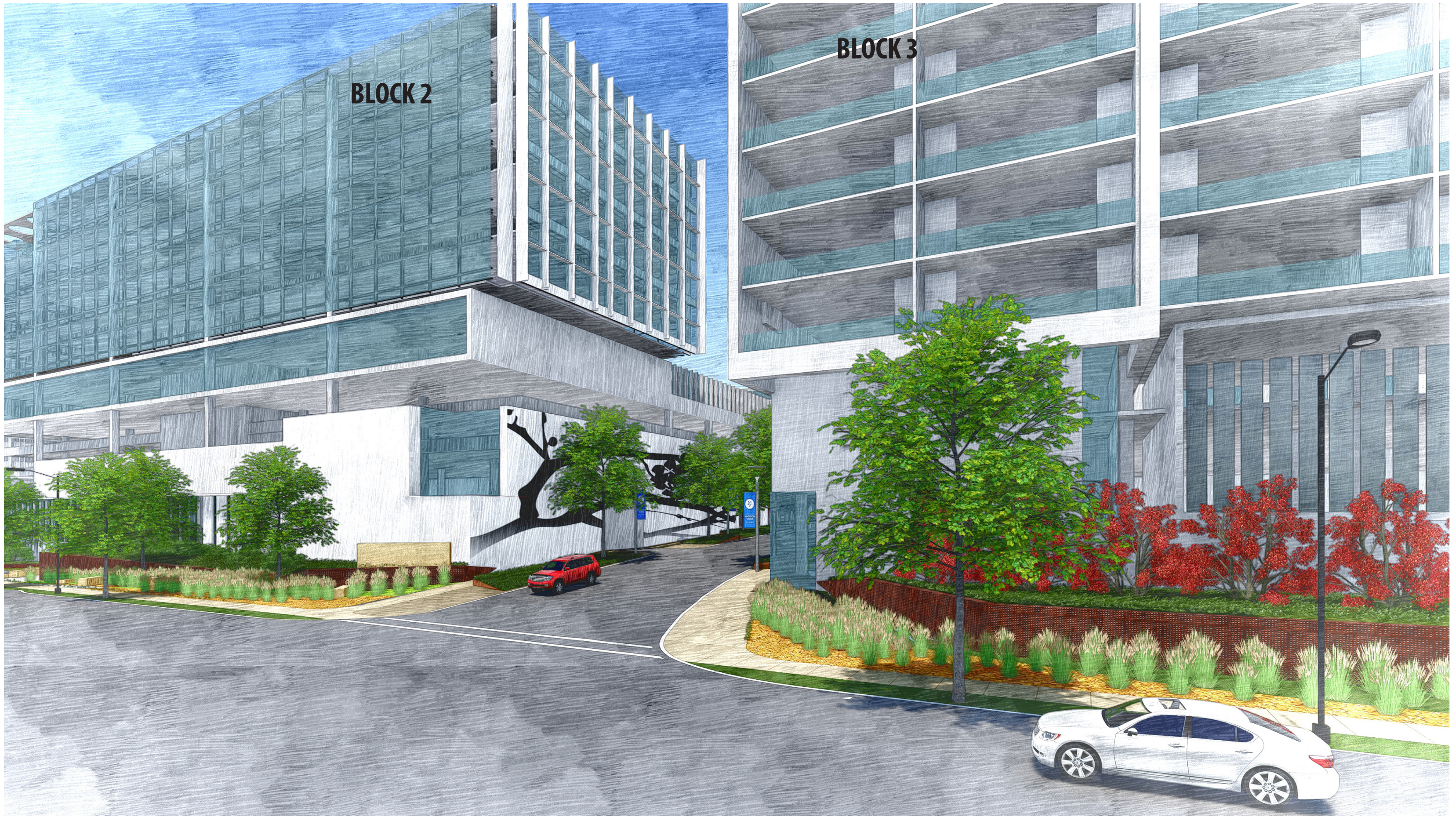
NOTE: POTENTIAL MASSING ONLY. DOES NOT REPRESENT FINAL ARCHITECTURE OR CONFIGURATION (WILL BE ADDRESSED IN FUTURE SIP SUBMITTALS).

VIEW FROM SEGOE AND SHEBOYGAN



NOTE: POTENTIAL MASSING ONLY. DOES NOT REPRESENT FINAL ARCHITECTURE OR CONFIGURATION (WILL BE ADDRESSED IN FUTURE SIP SUBMITTALS).

SEGOE & MADISON YARDS WAY, LOOKING WEST



GARDENER RD & UNIVERSITY AVE

NOTE: POTENTIAL MASSING ONLY. DOES NOT REPRESENT FINAL ARCHITECTURE OR CONFIGURATION (WILL BE ADDRESSED IN FUTURE SIP SUBMITTALS).



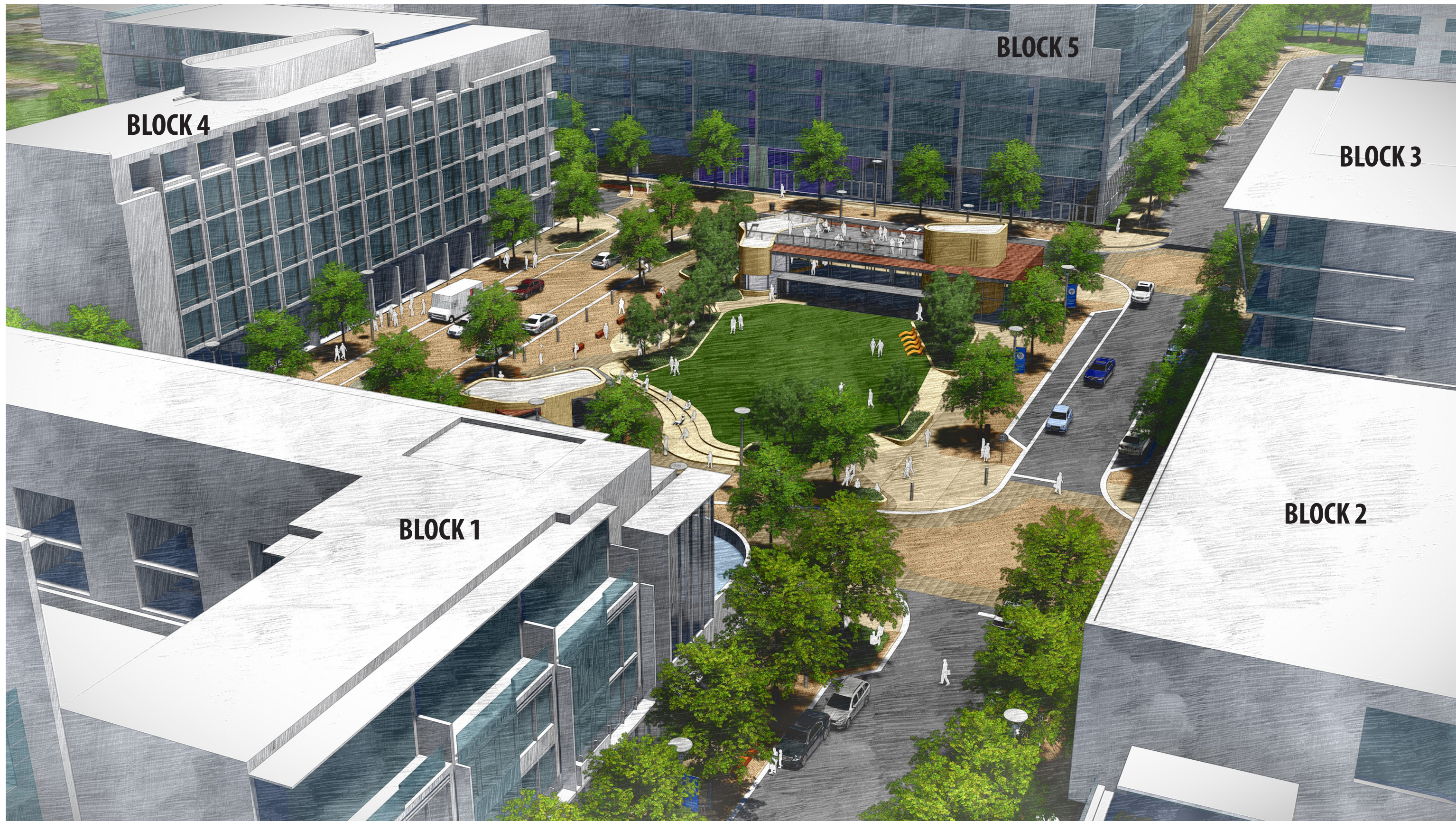
MADISON YARDS WAY

NOTE: POTENTIAL MASSING ONLY. DOES NOT REPRESENT FINAL ARCHITECTURE OR CONFIGURATION (WILL BE ADDRESSED IN FUTURE SIP SUBMITTALS).



NOTE: POTENTIAL MASSING ONLY. DOES NOT REPRESENT FINAL ARCHITECTURE OR CONFIGURATION (WILL BE ADDRESSED IN FUTURE SIP SUBMITTALS).

CENTRAL GREEN LOOKING EAST



CENTRAL GREEN LOOKING WEST

NOTE: POTENTIAL MASSING ONLY. DOES NOT REPRESENT FINAL ARCHITECTURE OR CONFIGURATION (WILL BE ADDRESSED IN FUTURE SIP SUBMITTALS).



GARDENER ROAD LOOKING NORTH FROM SHEBOYGAN

NOTE: POTENTIAL MASSING ONLY. DOES NOT REPRESENT FINAL ARCHITECTURE OR CONFIGURATION (WILL BE ADDRESSED IN FUTURE SIP SUBMITTALS).