



Department of Planning & Community & Economic Development

Planning Division

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TO: Urban Design Commission
FROM: Janine Glaeser, UDC Secretary
DATE: February 21, 2018
SUBJECT: ID 48873 (UDC) – 4802 Sheboygan Avenue - PD(GDP), "Madison Yards at Hill Farms" in UDD No. 6. 11th Ald. Dist.

The applicant, Mark Theder of SG Hill Farms, LLC, and design team are before the Urban Design Commission (UDC) requesting Initial/Final Approval of their General Development Plan (GDP) in Urban Design District 6. Please note, only the GDP is before the Urban Design Commission. Approval of a GDP establishes the basic right of use for the area and from a design standpoint, would establish requirements such as setbacks, stepbacks, minimum/maximum height, and other design standards. Detailed building, site, and landscape plans for specific developments would return to the UDC as separate Specific Implementation Plans.

Schedule:

The UDC received an informational presentation on September 27, 2017. *(report attached for reference)*
Plan Commission will review on March 5, 2018
Common Council March 20, 2018.

Approval Standards

The UDC is both an approving and advisory body on this request. The site is located in Urban Design District 6 ("UDD 6"), which establishes the Urban Design Commission is an approving body, using the design standards and guidelines for that district. MGO §33.24(11)

This request has been also been submitted as a Planned Development (PD) Zoning District, in which case the UDC is advisory to the Plan Commission. This GDP request is subject to the approval standards of MGO §28.098. The UDC is required to review the General Development Plan and make a recommendation to the Plan Commission with specific findings on the design objectives listed in Subsections 28.098(1) and (2) and the other requirements of this Subchapter. Please see the attached PD Standards.

Design Considerations

The proposed PD/GDP text describes a wide range of heights and massing that will set the standards for the future Specific Implementation Plan (SIP.) Staff recommends that the UDC provides feedback on the following:

- The specificity contained within this GDP to adequately guide future SIP / development.

- Proposed design-related standards in Zoning Text (Sections C-M). Consideration should be given to the proposed height range for specific blocks, which currently includes relatively broad ranges.
- GDP Exhibits including Figures 8,9,11 a-c, and 16.
- Findings related to UDD 6, particularly the massing, scale, height, and circulation of the proposed development.

Conclusion

In their advisory capacity, the Urban Design Commission should provide its design recommendation based on specific findings on the design objectives listed in Subsections 28.098(1) and (2) and the other requirements of this Subchapter. In their recommendation, staff requests that UDC provides specific feedback regarding the proposed building's setbacks and stepbacks. The UDC should also provide its findings as it relates to Urban Design District 6.