



UDC MEMO Planning Division

Department of Planning & Community & Economic Development

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TO: Urban Design Commission
FROM: Janine Glaeser, UDC Secretary
DATE: April 6, 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.

Schedule:

The UDC received an informational presentation on September 27, 2017.

The UDC **REFERRED** the project at the February 21, 2018 meeting. (*report attached for reference*)

Following the February 21 UDC referral and a preliminary Planning Division staff report dated February 19, the development team paused the approval process to address some of the comments and preliminary conditions from City agencies. The project team submitted revised plans and information on March 23, 2018.

The Plan Commission will review the revised plans on April 23, 2018, with Common Council review scheduled for May 1, 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

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.

As the UDC considers the revised plans, Planning staff requests that the Commission consider the following elements:

- The applicant has revised the General Development Plan to include proposed setbacks along all of the streets within and adjacent to the 14-acre site. The UDC should opine on whether the proposed building placement is appropriate. Along University Avenue, the applicant is proposing no setback from the northerly property line, and is instead representing that the distance between the back of curb along University and the southern edge of the right of way abutting the site will create an adequate setback from that street. The revised plans show that between 21 and 37 feet of space exists within the University right of way, which will initially provide a reasonable setback between the project and street. However, some thought should be given to the relationship between the future Madison Yards buildings and University Avenue if the street is ever widened.
- The building massing information included in the revised plan materials provide significantly more information on the distribution of uses and potential massing of the five development blocks that comprise the GDP. The UDC should comment on the proposed massing in relationship to the setback diagram.
- The Commission should also provide guidance on how any aboveground structured parking is designed. Given the visibility of the site and proposed intensity of the Madison Yards development, staff feels strongly that any future structured parking be centered on the development blocks to ensure that the buildings at the streets are as well designed and fully activated as possible (liner buildings, etc.). Any structured parking proposed on the perimeter of those blocks should be highly integrated into the architecture of the buildings, especially on Lots 2 and 5 when viewed from N. Segoe Road and University Avenue. Exposed parking structures should be avoided, and language should be included in the final plan to this effect.

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.