

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



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.

FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

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 July 11, 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 John Klenke 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

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information what should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan
- ☐ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- ☒ Locator Map
- ☒ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☒ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☒ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☒ Landscape Plan and Plant List (*must be legible*)
- ☒ Building Elevations in both black & white and color for all building sides (include material callouts)
- ☒ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- ☐ Grading Plan
- ☐ Proposed Signage (if applicable)
- ☐ Lighting Plan, including texture cut sheets and photometrics plan (*must be legible*)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☒ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

SG Hill Farms, LLC

889 E. Johnson Street, Fond du Lac, WI 54935

June 20, 2018

Members of Urban Design Commission
City of Madison
Department of Planning and Development
126 South Hamilton
Madison, WI 53703

RE: UDC Initial Approval Conditions Response - Madison Yards at Hill Farms, Urban Design Commission Application

Dear Members,

Please accept this letter as our formal request for UDC Final Approval of the Madison Yards at Hill Farms PD/GDP. This project received UDC Initial Approval at the 4/11/18 UDC meeting. The Madison Yards PD/GDP was approved by Planning Commission on 4/23/18 and conditionally approved by the Common Council on 5/1/18. The UDC Initial Approval listed five conditions that required additional information prior to UDC Final Approval. Please reference our response to the five conditions below and in the included exhibits.

1. More information in the zoning text regarding the percentage or lineal footage of exposed parking structure.

Common Council's conditional approval includes the following requirement from City Staff:

The following language be added to the final zoning text in the appropriate section:
"Exposed parking structures should be avoided. Future aboveground structured parking shall be located in the center of the development blocks to the greatest extent possible to ensure that the buildings are well designed and fully activated when viewed from the street. Any structured parking proposed on the perimeter of those Blocks 1-5 should be fully integrated into the architecture of the buildings, especially on Lots 2 and 5 when viewed from N. Segoe Road and University Avenue. Any structured parking located at the perimeter of the project abutting a public street shall be fully enclosed from an architectural perspective and include materials and windows designed in a fashion so as to appear as little like parking as possible."

The required text above will be added to the final zoning text prior to City Staff approval and recordation of the GDP. The exact design of each development block, including any structured parking, will be reviewed by City Staff and the UDC at the SIP submission stage.

2. More information on the permitted materials.

Common Council's conditional approval includes the following requirement from City Staff:
"Include a building materials palette or refer specifically to the materials palette for Mixed-Use and Commercial Districts in Section 28.060(g) of the Zoning Code"

We propose to modify section F of the PD/GDP zoning text to read:

Allowable materials will be per the Mixed-Use and Commercial District as identified in Table 28D-1 of section 28.060 (g) with the following additions:

- i. Terra Cotta panels will be allowed per the requirements of Fiber Cement Siding/Panels*
- ii. High Pressure Laminate panels will be allowed per the requirements of Fiber Cement Siding/Panels*

Table 28D-1 of section 28.060 is included in the attached *UDC Supplemental Material Exhibit A*. We are requesting the addition of high pressure laminate (HPL) and terra cotta to the allowable materials palette. Example images for HPL and terra cotta are shown on the attached *UDC Supplemental Material Exhibit B*.

3. Look at the setback along University Avenue to match the DOT building.

The State building parcel is currently zoned SE (Suburban Employment) and will remain zoned SE. The SE zoning district has no front yard setback requirement. The new State building is 11' from the University Avenue ROW at its closest point and has no vertical step backs on upper floors.

The Madison Yards PD/GDP zoning text as approved by Planning Commission and Common Council allows for a 0' setback on University Avenue for up to 80% of the building façade for Blocks 2 and 3. In addition, the majority of the façade on upper floors along University Avenue are required to be setback 10' from the property line. The zoning text is consistent with a dense, urban mixed-use development and the adjacent development along University Ave, and Segoe Road in the Hilldale PD District as shown in the attached *UDC Supplemental Material Exhibit C-1, C-2 & C-3*.

The ROW is unusually large along the north boundary of the project on University Avenue and the Development team is proposing a landscaped buffer area between the 0' setback area and the existing sidewalk. As noted in the Planning Division Staff Report dated 4/23/18, City Planning Staff has confirmed that the existing ROW along University Ave would allow for future road expansion without eliminated the landscape buffer between the sidewalk and the portion of the buildings with a 0' setback.

4. More information regarding the 20% exemption from the maximum setback.

Common Council's conditional approval includes the following requirement from City Staff: "Revise Section E, v. to eliminate 20% exemption for articulation". This exemption will be removed in the final PD/GDP zoning text as required in the Common Council condition approval letter.

5. Clarification on architectural features that encroach on the street (non-occupiable architectural features).

Table 28I-1 of the Madison code allows awnings and other identified structures and features to encroach into building setback areas. Section N.i. of the PD/GDP zoning text allows for non-occupiable architectural features to encroach into setbacks between privately held lots. Examples of non-occupiable architectural features include: canopies, fins, ledges, cornices, and sunshades. Example images of these types of features are shown on the attached *UDC Supplemental Material Exhibit D*. As written, the zoning text allows non-occupiable architectural features to encroach into the building setback area between private lots within the Madison Yards GDP. The added language does not apply to setbacks on City right of ways.

We look forward to receiving your feedback and UDC Final Approval.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Mark Theder', with a stylized, cursive script.

Mark Theder

Member

UDC SUPPLEMENTAL MATERIAL EXHIBIT A

28.060 - GENERAL PROVISIONS FOR MIXED-USE AND COMMERCIAL DISTRICTS.

Table 28D-1.

	Allowable for use as/at:				
Building Materials	Trim/Accent Material	Top of Building	Middle of Building	Base/Bottom of Building	Standards (see footnotes)
Brick (Face/Veneer)	✓	✓	✓	✓	
Smooth-Face/Split-Face Block	✓	✓	✓	✓	A
Wood/ Wood Composite	✓	✓	✓		
Fiber-Cement Siding/Panels	✓	✓	✓	✓	
Concrete Panels, Tilt-up or Precast	✓	✓	✓	✓	B
EIFS/Synthetic Stucco	✓	✓			C
Stone/Stone Veneer	✓	✓	✓	✓	
Metal Panels	✓	✓	✓	✓	D
Hand-Laid Stucco	✓	✓			C
Vinyl Siding	✓				E
Glass Curtain Wall System	✓	✓	✓	✓	
Reflective Glass/Spandrel	✓				F

Glass (Storefront)	✓	✓	✓	✓	
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A - Shall be used in conjunction with a palette of materials and shall not comprise more than 33% of any building wall adjacent to a public street or walkway.

B - Shall incorporate horizontal and vertical articulation and modulation, including but not limited to changes in color and texture, or as part of a palette of materials.

C - Shall not be within three feet of the ground or used in heavily trafficked pedestrian areas or where high pedestrian traffic is anticipated.

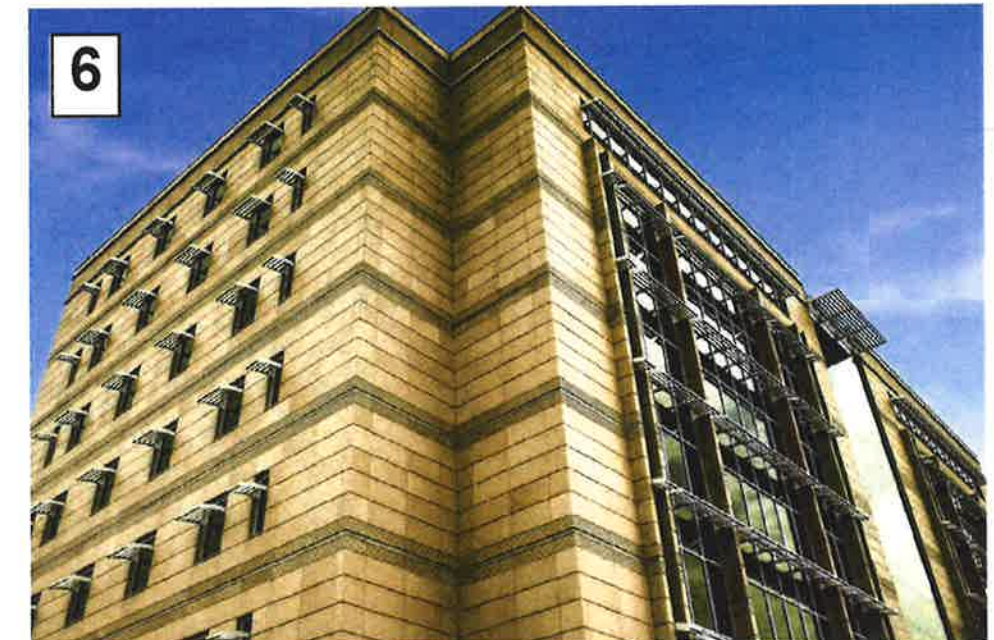
D - Shall be used in conjunction with a palette of materials; shall be a heavy gauge metal, and; shall be non-reflective.

E - Shall be used in limited quantities due to its limited durability.

F - Shall be used in limited quantities as an accent material.



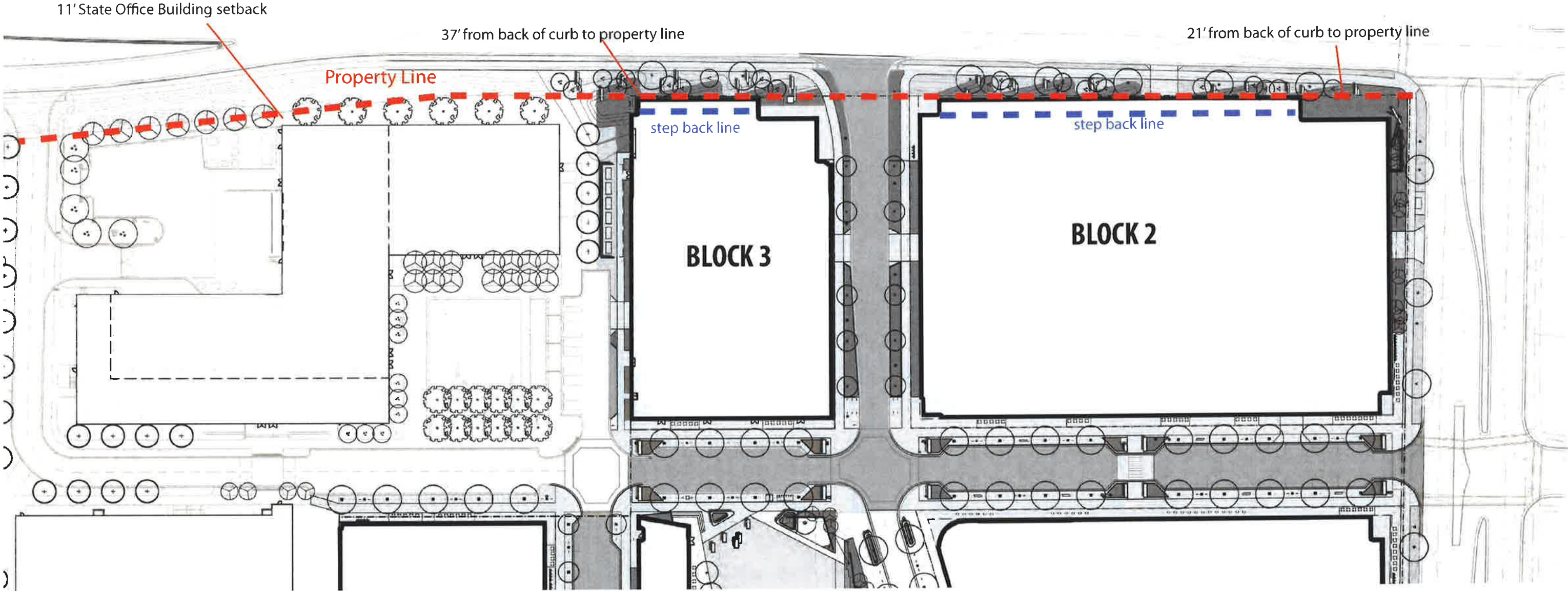
Examples of High Pressure Laminate (HPL) Cladding



Examples of Terra Cotta Panels

UDC SUPPLEMENTAL MATERIAL EXHIBIT B

University Avenue



Block 3
0' setback for 80% of facade
15' for 20% of facade
10' step back above 2 stories
for 75% of the facade

Block 2
0' setback for 80% of facade
15' for 20% of facade
10' step back above 3 stories
for 90% of the facade

UDC SUPPLEMENTAL MATERIAL EXHIBIT C-1

Target - University Avenue Looking West



The Overlook- University Avenue Looking East



UDC SUPPLEMENTAL MATERIAL EXHIBIT C-2

The Overlook
Segoe Road Looking South



Weston Place
Segoe Road Looking South

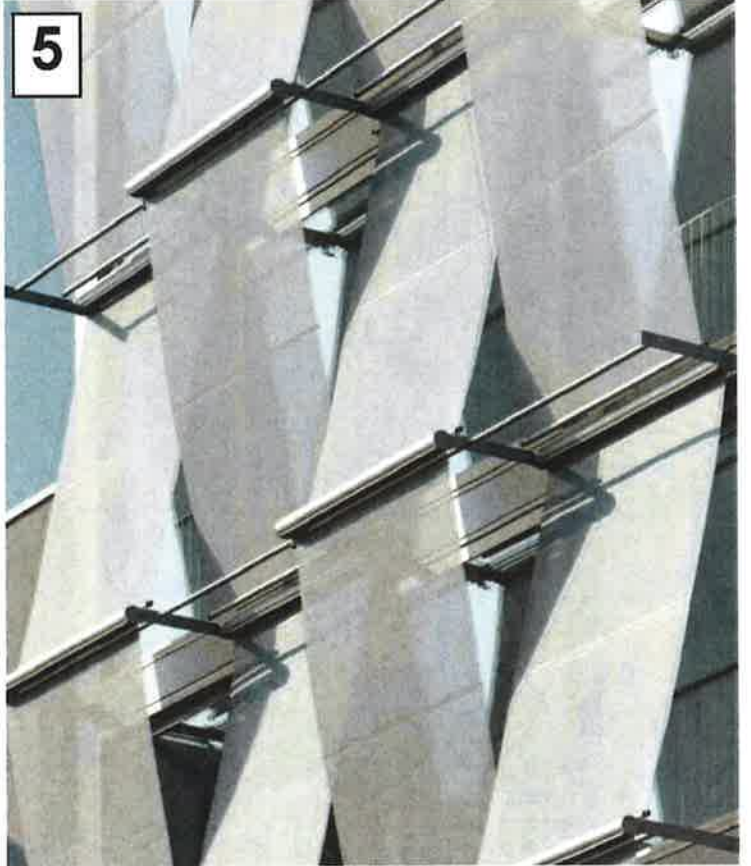
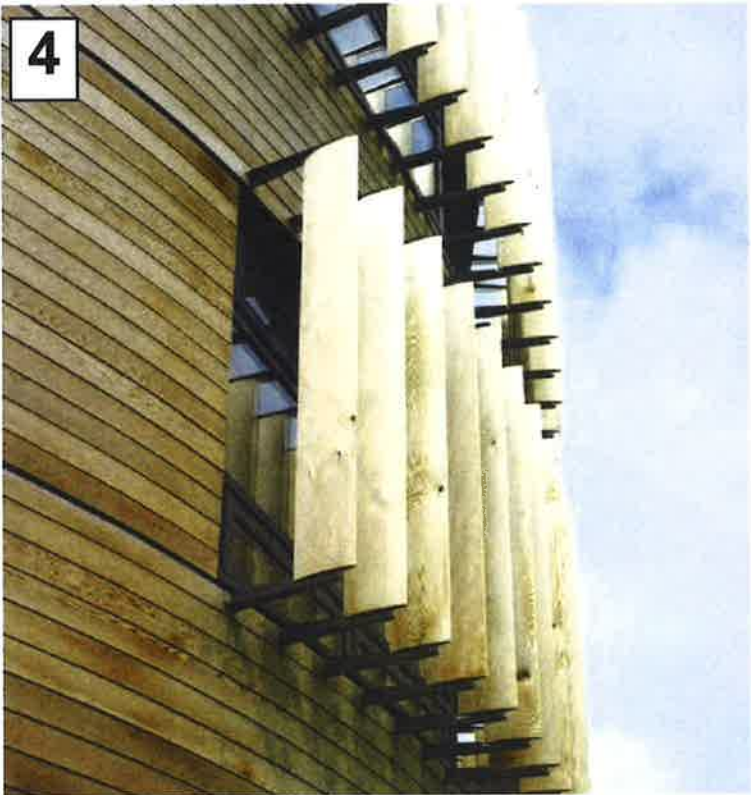
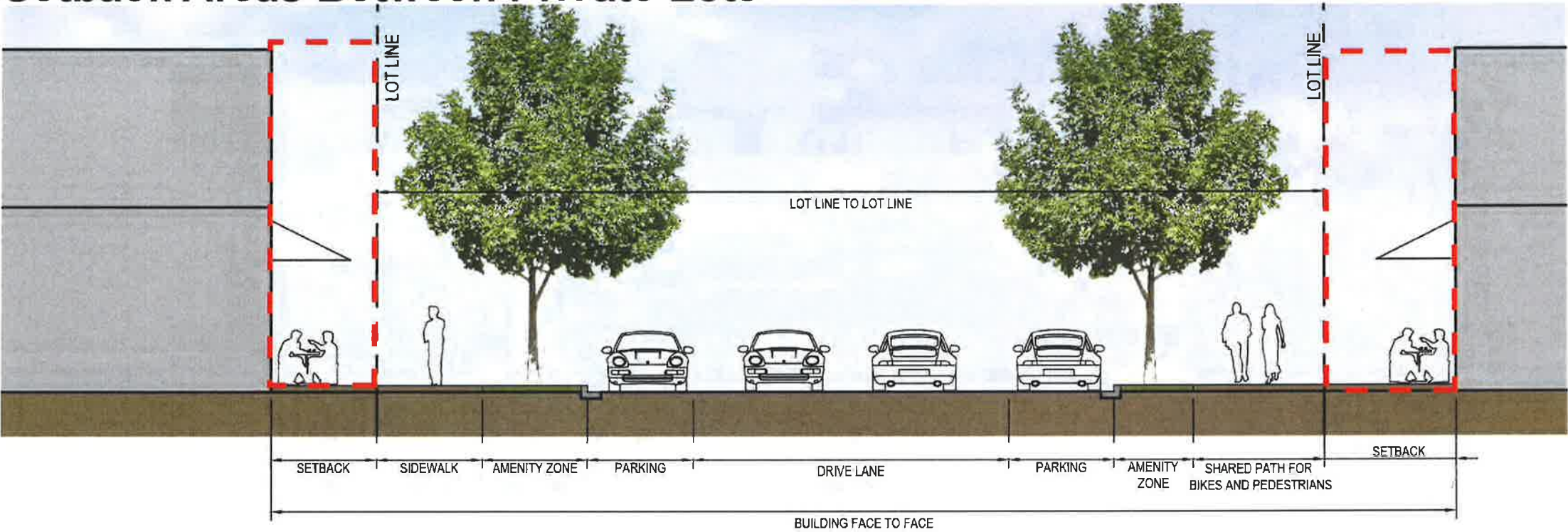


The Venture
Segoe Road Looking North



UDC SUPPLEMENTAL MATERIAL EXHIBIT C-3

Setback Areas Between Private Lots



Examples of Non-Occupiable Architectural Features

UDC SUPPLEMENTAL MATERIAL EXHIBIT D