



## UDC MEMO Planning Division

Department of Planning & Community & Economic Development

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126 S. Hamilton Street  
P.O. Box 2985  
Madison, Wisconsin 53701-2985  
[www.cityofmadison.com](http://www.cityofmadison.com)

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

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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 granted **INITIAL APPROVAL** on April 11, 2018 meeting. *(UDC Report Attached)*  
Plan Commission approved on April 23, 2018  
Common Council approved on May 1, 2018. *(PC/CC Approval Letter Attached)*

### **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) in a 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.

### **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.

### **Conclusion**

Staff requests that UDC provide specific feedback regarding the April 11<sup>th</sup> Initial Approval Conditions:

1. More information in the zoning text regarding the percentage or lineal footage of exposed parking structure.
2. More information on the permitted materials.
3. Look at the setback along University Avenue to match the DOT building.
4. More information regarding the 20% exemption from the maximum setback.
5. Clarification on architectural features that encroach on the street (non-occupiable architectural features).