



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 702 Gardener Road, Block 3, and 4728 Sheboygan Avenue, Block 6

Application Type: SIP approval for Blocks 3 and 6 of the Madison Yards at Hill Farms Planned Development (PD) District in UDD No. 6
Initial/Final Approval is Requested

Legistar File ID # [58900 and 58984](#)

Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Sean Roberts, Summit Smith Development, Milwaukee, WI

Project Description: The applicant is seeking initial/final approval for a revised PD- General Development Plan (GDP) and Specific Implementation Plan (SIP) for Block 6 of the previously approved Madison Yards Development. New internal streets will be maintained as private streets.

- The proposed **SIP for Block 3** includes a mixed-use six story building with 10,000 s.f. first level retail, lower level parking, and 185 residential units above with amenities.
- The proposed **SIP for Block 6** includes a central greenspace and the rest of the private roadways that will serve the development. The current central green concept shows gathering spaces, flex spaces, and “gray box”-level plans for a future 5,000 sq. ft. structure for a restaurant. Stormwater management for the development is also proposed under block 6.
- *Note: The applicant has requested that the proposed **SIP for Block 2** be referred to a future meeting.*

Project History:

The PD-GDP for the Madison Yards development was approved by the UDC on July of 2018 (ID [48873](#)) and approved by the Common Council on August 2018.

Project Schedule:

- The UDC received an informational presentation on January 29, 2020
- The Plan Commission is scheduled to review these items on May 11, 2020
- The Common Council is scheduled to review these items on May 19, 2020

Approval Standards:

The UDC is an **approving body** on this request. The site is located in Urban Design District 6 (“UDD 6”), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(9).

The UDC is also an **advisory body** on the PD request. As with any Planned Development, the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in Zoning Code sections 28.098(1), Statement of Purpose, and (2), Standards for Approval. (**PD Standards for Approval.**)

Summary of Design Considerations and Recommendations

Staff recommends that the UDC provide feedback as to how the detailed SIP proposal meets the UDD 5 Guidelines and Standards and the PD Standards. In reviewing these standards, staff request feedback is provided regarding how the proposals relate with the rest of the adjacent developable sites as well as the surrounding existing

context. Planning staff emphasized the importance of the developed building and streetscape relationships to public street facing areas on University, Segoe and Sheboygan Avenues. Please also note that the GDP did include language regarding parking locations and building orientation/entrances toward the public streets.

Staff requests the UDC refer to their comments from the January 29, 2020 informational presentations:
(Comments relative to SIP Block 2 were removed from this list)

- I like this, I've liked it from the beginning. My only concern is the white masses of the apartments, they seem heavy and need attention.
- For us, is the effective height of this building sufficient to give that edge of two-story feel?
- The west elevation of the apartments...why? Regardless of what's happening on the interior of the building the exterior should speak to itself. It's really stark compared to the other elevations.
- When you come back show how that building looks in place because we don't get that perspective.
- Perhaps there could be more design to it. Right now it's just gray, you have a lot of white panels, maybe it's all white. A little reflectivity and brightness. This kind of looks like a highway sound wall. There's still conveyance between those buildings.
- Very good baseline what you have here.
- The more consistent you are with your original plan I think the easier it will go. Thank you very much, nice project.