

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 11, 2020

TITLE: 4716 Sheboygan Avenue – Madison Yards
at Hill Farms Block 4 in UDD No. 6. 11th
Ald. Dist. (59850) **REFERRED:**

REREFERRED:
REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary **ADOPTED:** **POF:**

DATED: March 11, 2020 **ID NUMBER:**

Members present were: Cliff Goodhart, Chair; Rafeeq Asad, Lois Braun-Oddo, Shane Bernau and Christian Harper.

SUMMARY:

At its meeting of March 11, 2020, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for Madison Yards at Hill Farms Block 4 located at 4716 Sheboygan Avenue in UDD No. 6. Registered in support of the project were Sean Roberts, representing Summit Smith Development; Craig Pryde, representing KTG Architecture + Planning; and Kevin Yeska, representing JSD Professional Services, Inc. Roberts reviewed the site location and context of Block 4 for residential development of 124 units with 10,000 square feet of retail space. Pryde reviewed the architecture consisting of one lower level of parking accessed off of Street C on the west side of the building for 100 stalls, a first level commercial facing the central green, interior bicycle parking and townhouses activating Sheboygan Avenue. The second level will have an exterior courtyard deck of approximately 100' x 80'. The residential floors are all very similar in a U-shaped design with an amenity space accessed off the second level. Building materials include fiber cement and metal panels with a stone product at the ground level. A linear stone pattern with a contemporary curtain wall/window and canopies will be used at the commercial level in blue, white and gray.

The Commission discussed the following:

- Is this consistent with the GDP or need exceptions for GDP?
 - It is consistent.
- Overall this Madison Yards project is one of my favorite projects. I like the overall composition. The architecture has been pretty solid, my only concern is the amenity space. I don't know if I like it or don't like it, maybe the brick is too heavy.
 - We're moving away from brick on the upper levels, that material is being studied to move toward a fiber cement panel. But we are intentionally on the right side opening up the amenity zone to create that light feeling with a slightly heavier box above it, but structure to visually support it.
- Maybe the floating cube takes on a different expression.
- Right because now it looks heavy. It stands out.

- I like the tension of it, it's almost like a clerestory because the glass is so transparent. I don't mind that.
- It looks like you have public activity in the right places, a little privacy but access on Sheboygan for your walk-up units, which is appropriate.
- Are those vents in the recessed cut way?
 - They're more decorative at this point, we'll try to avoid venting on the front of the building.
- They do look like vents.
- From an urban design experience, walking down at ground level, we don't see a lot of parking just a few garage doors. I hope you'll have a lot of luck attracting retail there.
 - Assuming schedules hold, this formal application will be made April 1st. We're working with EDD to tie all the pieces together, but this frames the green and adds a lot more density. We're trying to get as much built as one.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.