



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 701 Gardener Road, Block 2 Madison Yards

Application Type: Amended Planned Development (PD)
Informational Presentation

Legistar File ID # [62271](#)

Prepared By: Janine Glaeser, UDC Secretary

Background Information

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

Project Description: The applicant is providing an informational presentation on a Specific Implementation Plan for Block 2 of the previously approved Madison Yards General Development Plan (GDP). New internal streets will be maintained as private streets. The proposed SIP for Block 2 includes a new structure that contains a 50,000 s.f. one story grocer space and an attached 15 story residential building with 270 apartments and amenities with a structured parking garage.

Project Schedule:

- The original 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. The development team is planning to submit a land use application late 2020.

Approval Standards: When formally submitted, the UDC will be an **approving body** on this request in regards to its location within Urban Design District 6 ("UDD 6"). Under those standards, the Urban Design Commission shall review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(9).

The UDC will also be 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 related to the UDD 6 and PD approval standards.

For information regarding the previously approved Planned Development, Please see Legistar file [48873](#). The following are links to the [4802 Sheboygan Plans](#) and meeting report. Please note that the approved GDP included language regarding parking locations and building orientation/entrances toward the public streets.

Below are a summary design related considerations:

- **Street Level Activation.** Planning Division staff emphasizes the importance of the relationship between the building and streetscape and the activation of public street facing areas, particularly on University and Segoe. Staff have encouraged the development team to better activate the University and Segoe corner and scale the building base for the pedestrian experience. These were also considerations during the earlier PD discussions, dating back in 2018.

- **Revised Setbacks.** The approved PD site had shown a 21' setback from University on that corner and proposed plans now show a 0-1' setback. Staff requests that the Commission provide specific feedback regarding the revised setbacks and massing and their relationship to the existing and planned surrounding context.
- **Building Heights.** Staff also request the UDC provide feedback on the revised building heights. As approved, the GDP allows for buildings up to 13 stories. The proposed building is 15 stories.