



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 701 Gardener Road, Block 2 Madison Yards
Application Type: Amended Planned Development (PD) – Initial/Final Approval is Requested
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 seeking initial/final approval on a revised Planned Development, including modifications to the underlying General Development Plan (GDP) and new Specific Implementation Plan (SIP) for Block 2 of the previously approved Madison Yards development. As previously approved, 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 grocery 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 UDC received an informational presentation on October 7, 2020.
- The Plan Commission is scheduled to review this proposal on January 25, 2021.

Approval Standards: 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 that staff raised during the informational presentation:

- **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. 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.

Staff refers the Commission to their comments from the 10/7 informational presentation:

- Look into energy use in density numbers (energy use) and window wall ratio. Can you make the building more energy efficient (check average R value).
- Activate corner at Segoe and University. I'm not seeing it that much. A bus stop doesn't strike me as activating a corner.
- I feel like this exterior is going through an identity crisis. I do appreciate you breaking this up and making it more interesting. I liked the "ribs" of the blue and white spandrel that's wrapping, there's a depth to that. Can you carry that rhythm through? Appreciate you're using the darker blue as a way to break up the project, darker glass also helps with some of the energy concerns. I like the Whole Foods.
- Enjoy the Whole Foods side and interplay between landscape and architecture, the raised planting walls that extend out from the building. Can that same sort of treatment happens on this corner to activate. The language of planting walls that break up that masonry on the sidewalk level, I like how that's playing out on the other façades.
- Looks like enough setback to do planting walls and step it up rather than just a sheer wall, allows you to stay within the requirements of the restrictions of the GDP.
- The east and west elevations have quite a bit of difference in them. The overall base and end features are well done, but the middle rhythm is different between the two elevations. There's good design elements but as alluded you're doing quite a bit and picking a couple well done design features and putting that rhythm throughout the middle while doing things to break it up would be more successful. The west has more rhythm between the ends and middle, could be improved by either continuing with that rhythm and materials or doing the other, it appears there are too many design elements that aren't cohesive. Would be more successful to repeat good design elements in a more simplified manner.