



**Project Addresses:** 701 Gardener Road, Madison Yards at Hill Farms – Lot 2, and 4716 Sheboygan Avenue, Madison Yards at Hill Farms – Lot 4

**Application Type:** Planned Development District

**Legistar File ID #** [63443](#)

**Prepared By:** Timothy M. Parks, Planning Division  
Report includes comments from other City agencies, as noted

**Summary**

**Applicant & Property Owner:** Mark Theder, Summit Smith Development; 241 N Broadway, Suite 400; Milwaukee.  
**Contact Person:** Sean Roberts, Summit Smith Development.

**Requested Actions:** Amending the Planned Development District–General Development Plan for Madison Yards at Hill Farms to allow construction of 56,000 square feet of commercial space and 15-story, approximately 275-unit apartment building with shared structured parking and loading on Block 2 (701 Gardener Road) and 200 future hotel rooms on Block 4 (4716 Sheboygan Avenue); and approving a Specific Implementation Plan for the Block 2 mixed-use project at 701 Gardener.

**Proposal Summary:** The applicant is requesting approval to amend the General Development Plan for Blocks/Lots 2 and 4 of the Madison Yards at Hill Farms Planned Development. On Block/Lot 2 at 701 Gardener Road, the applicants propose to construct a 54,300 square-foot grocery store and 15-story apartment building with a shared 552-stall parking facility. The plans dated January 8, 2021 call for 273 residential units, including 42 studio apartments, 148 one-bedroom apartments, and 83 two-bedroom apartments. On Block/Lot 4 at 4716 Sheboygan Avenue, the applicant is requesting the ability to construct up to 200 hotel rooms on that 1.1-acre parcel.

In addition to the amended General Development Plan for Blocks/Lots 2 and 4, the applicants are also requesting approval of a Specific Implementation Plan for Block/Lot 2. Construction of the Block/ Lot 2 project will commence in spring 2021, with completion scheduled for spring 2023. There is no timeline for construction of Block/Lot 4.

**Applicable Regulations & Standards:** Section 28.182 of the Zoning Code provides the process for zoning map amendments. The approval process and standards for the Planned Development zoning district is outlined in Section 28.098 of the Zoning Code. The subject site is located in Urban Design District 6, the rules for which are outlined in Section 33.24(13) of the Urban Design Commission ordinance.

**Review Required By:** Urban Design Commission, Plan Commission and Common Council.

**Summary Recommendation:** The Planning Division recommends that the Plan Commission forward Zoning Map Amendment ID 28.022–00484, approving an amended General Development Plan for Block/Lots 2 and 4 of the Madison Yards at Hill Farms Planned Development, and Zoning Map Amendment ID 28.022–00485, approving a Planned Development–Specific Implementation Plan to allow construction on Block/Lot 2, all subject to input at the public hearing, the approval of the Urban Design Commission, and the conditions from reviewing agencies beginning on page 8 of this report.

## Background Information

**Parcel Location:** The Madison Yards at Hill Farms development comprises approximately 14 acres of land generally bounded by University Avenue on the north, N Segoe Road on the east, Sheboygan Avenue on the south and the Badger Chapter of the American Red Cross property (Sheboygan & Eau Claire avenues) on the west, Aldermanic District 11 (Martin); Urban Design District 6; Madison Metropolitan School District. Lot 2 is a 2.9-acre parcel located at the southwestern corner of University Avenue and N Segoe Road. Lot 4 is a 1.1-acre parcel located on the north side of Sheboygan Avenue, approximately 500 feet west of N Segoe.

**Existing Conditions and Land Use:** Undeveloped land, zoned PD(GDP).

### Land Uses and Zoning Surrounding Madison Yards at Hill Farms:

**North:** Blackhawk Country Club in the Village of Shorewood Hills; State of Wisconsin office facility (Wisconsin Technical College System, State Records Center, etc.), zoned SE (Suburban Employment District);

**South:** Carolina Apartments, Hilldale Tower apartments, The Park Tower at Hilldale apartments, The Sovereign apartments, The Normandy apartments, all zoned TR-U2 (Traditional Residential–Urban 2 District); Rennebohm Park;

**West:** Hill Farms State Office Building, Badger Chapter of the American Red Cross, zoned SE; future six-story mixed-use building on Block/Lot 3 of Madison Yards at Hill Farms development;

**East:** Overlook at Hilldale apartments, Target, The Venture apartments, and Weston Place Condominiums, all zoned PD.

**Adopted Land Use Plans:** The 2018 [Comprehensive Plan](#) recommends the subject site for Regional Mixed-Use (RMU) development. RMU is also recommended to the east across N Segoe Road, including over all of Hilldale Shopping Center. The remainder of the Hill Farms property and Red Cross property further to the west are recommended for Employment uses. The multi-family properties to the south are recommended for High Residential.

The subject site is not located within the boundaries of an adopted sub-area plan. At the request of the State of Wisconsin, who owned the entire Hill Farms property at the time, the subject site was not included within the boundaries of the 2016 [University Hill Farms Neighborhood Plan](#).

**Zoning Summary:** The subject sites are zoned PD(GDP). A review of the proposed amended GDP follows.

Other Critical Zoning Items	
Yes:	Urban Design (Urban Des. Dist. 6, PD zoning), Utility Easements, Barrier Free
No:	Floodplain, Wellhead Protection, Waterfront Development, Landmark, Adjacent to Park
<i>Prepared by: Jenny Kirchgatter, Asst. Zoning Administrator</i>	

**Environmental Corridor Status:** The property is not located within a mapped environmental corridor.

**Public Utilities and Services:** The property is served by a full range of urban services, including seven-day Metro Transit on multiple lines operating on Sheboygan Avenue, N Segoe Road, and University Avenue.

## Previous Approvals

On May 1, 2018, the Common Council approved a request to rezone approximately 14 acres of land located at 4802 Sheboygan Avenue from SE (Suburban Employment District) to PD (Planned Development District) and approved a **General Development Plan** for the future redevelopment of portions of the Hill Farms State Office Building property with up to 500,000 square feet of office space, 250,000 square feet of retail/ restaurant/ service space, 400 hotel rooms, and 600 residential units in a multi-building project. At the same meeting, the Council also approved the **preliminary plat** of *Madison Yards at Hill Farms*, creating five lots for the proposed planned development, one lot for the new 600,000 square-foot Hill Farms State Office Building and detached parking structure, and one lot for common greenspace and private roads to serve the subdivision of the overall 21-acre property.

On September 25, 2018, the Common Council approved a **revised preliminary plat** of *Madison Yards at Hill Farms*, creating five lots for the approved Madison Yards at Hill Farms mixed-use planned development, one lot for the new 600,000 square-foot Hill Farms State Office Building and detached parking structure, and one lot for common greenspace and private streets to serve the subdivision of the overall 21-acre State-owned property; a two-lot **Certified Survey Map (CSM)** to create the lot for the State office building and the lot for the future mixed-use development, and the **final plat** of *Madison Yards at Hill Farms*, creating five lots for the approved Madison Yards at Hill Farms mixed-use planned development and one lot for common greenspace and private streets from Lot 2 of the CSM of property. CSM 15062 was recorded on March 4, 2019; the final plat was recorded on September 23, 2019.

On July 14, 2020, the Common Council approved Specific Implementation Plans for Blocks/ Lots 3 and 6 of Madison Yards to allow construction of the common greenspace and private roads on Lot 6 and a six-story mixed-use building on Lot 3.

## Project Description

The applicant is requesting three approvals related to the Madison Yards at Hill Farms Planned Development:

- Approval of an amended **General Development Plan (GDP)** and **Specific Implementation Plan (SIP)** to allow construction of 56,000 square feet of commercial space, including a one-story, 54,300 square-foot grocery store; a 15-story, 275-unit apartment building; and a shared 552-stall parking facility on Block/Lot 2; and
- Approval of an amendment to the **General Development Plan** to allow up to 200 hotel rooms in the mix of future uses on Block/ Lot 4 of the development.

### Block/Lot 2 Development

The proposed grocery store, apartment building, and parking structure will be developed on an approximately 2.9-acre parcel bounded by University Avenue on the north, N Segoe Road on the east, future (private) Madison Yards Way on the south, and (private) Gardener Road on the west.

The proposed buildings be constructed into the story-tall embankment located adjacent to University Avenue. Moving from Gardener Road to the east, the proposed 54,300 square-foot grocery store will occupy the western approximately 173 feet of the block. The store will extend 280.6 feet in length parallel to Gardener Road. The

grocery store will stand one story in height as measured from Madison Yards Way, with a wall height of approximately 25 feet along the southern façade. Turning north along University Avenue, the lower level of the store will be exposed along the northern façade, with an approximately 40-foot tall northern wall. The remaining 1,700 feet of commercial space will include a standalone property management office located at the northwestern corner of the lower level of the grocery building.

A 149-stall parking level is proposed below most of the grocery footprint, extending into the middle of the block under the proposed parking structure. Access to the under-building parking will be provided from driveways from Gardener Road and N Segoe Road. No access to the parking will be provided from University Avenue. However, a loading dock and trash compactor for the grocery store is proposed within an enclosed area located along the northern wall adjacent to University Avenue. Access to the loading area will be provided from eastbound University Avenue, with delivery vehicles entering from the eastbound lanes, backing into loading docks, and then exiting forward back onto eastbound University. Vertical transportation between the lower parking level and loading area below the grocery store will include passenger elevators, escalators, and a cart conveyor along the southern wall of the grocery, and freight elevators between the loading dock and retail floor along the northern wall. Pedestrian access to the grocery store will be provided from an entrance from the Madison Yards Way sidewalk.

The remainder of the 552 structured parking stalls will be located at the center of the block between the grocery store and residential tower. Ninety (90) stalls are shown at the first floor level at Madison Yards Way, with access from the Gardener and N Segoe driveways from a ramp up from the lower parking level described above and two driveways from Madison Yards Way located in the middle of the block. Three full levels and a partial level of parking are proposed above the grade of Madison Yards Way. In addition to the pedestrian entrance from Madison Yards Way, connections are shown between the parking structure and grocery store lobby.

The remainder of the block will be developed with the proposed apartment tower paralleling N Segoe Road. The building will stand 15 stories and approximately 158.5 feet above the grade of Madison Yards Way and 16 stories and 175 feet above University Avenue due to the grade change present across the northern edge of the site. A residential lobby is proposed along the southern façade of the first floor, which will also include a resident fitness room and bike room, with the remainder of the first floor comprised of ten dwelling units. Below the first floor, the plans for the residential building call for six dwelling units along the northern and eastern walls of the lower level, with the remainder of the lower level to be occupied with mechanical equipment for the building. The second through fourteenth floors will be comprised of dwelling units. The fifteenth floor will include ten dwelling units on the southern half of the floor and common resident amenity space and roof deck as well as rooftop mechanical space on the northern half. The plans dated January 8, 2021 call for a total of 273 units, including 42 studio apartments, 148 one-bedroom apartments, and 83 two-bedroom apartments. Parking for the residential tower will be provided in the mid-block structure, with walkways shown connecting the aboveground parking levels at the second and third floors of the tower.

The grocery store and parking structure will be clad with a combination of light-colored precast concrete panel and cast stone veneer accented by contrasting aluminum panel. The 15-story residential tower will be clad with a combination of vision glass, spandrel, and a two-toned aluminum exterior wall system above a dark-colored brick veneer at the lower levels.

The proposed plans for Block/Lot 2 require an amendment to the Madison Yards at Hill Farms General Development Plan approved in 2018 to accommodate the density and form of development proposed. The

approved GDP allows for development of between 80,000 and 375,000 square feet of development on the 2.9-acre block in a building or buildings ranging in height from two stories to thirteen stories. The current plan calls for the development of up to 100,000 square feet of office, 100,000 square feet of retail, 225 hotel rooms, and no dwelling units on the block. The heights of buildings in Madison Yards have been interpreted from the high point of the development site, which in the case of Block/Lot 2 would be along Madison Yards Way. The maximum height allowed on the block is 160 feet. Additionally, the approved GDP includes specific building placement requirements for each lot. On Block/Lot 2, no setback is required for up to 80% of a building, with a minimum setback of 15 feet for the remaining 20% and a maximum setback of 30 feet. Eight-foot minimum setbacks are required from Gardener Road, Madison Yards Way, and N Segoe Road, with maximum setbacks of 15, 15, and 20 feet, respectively. The approved GDP also requires setbacks above the third floor along the University Avenue and N Segoe Road frontages of the block.

The proposed amendment to the GDP requests to increase the permitted height from 13 stories and 160 feet to up to 16 stories and 175 feet, while also allowing the minimum height to be reduced to one story to accommodate the proposed grocery building, which will stand one story tall adjacent to Madison Yards Way. The amended GDP also requests that up to 280 dwelling units be allowed on Block/Lot 2, as well as modest changes to the N Segoe Road setback and setback requirements to accommodate the proposed 15-story residential building.

#### Block/Lot 4 Amendment

The applicant is also seeking to amend the General Development Plan to allow up to 200 hotel rooms to the uses and future density of development on Block/Lot 4, a 1.1-acre parcel bounded by Sheboygan Avenue on the south, Gardener Road on the east, and two unnamed private streets located on the north and west side of the block. The block is currently approved in the 2018 GDP for the future development of up to 15,000 square feet of retail/commercial space and 150 residential units. The approved GDP calls for between 30,000–160,000 square feet of future development on the block in two to eight-story building(s). No other changes to the GDP for Block/Lot 4 are requested other than the introduction of the hotel rooms to the use mix for the block, and no construction is proposed at this time. Approval of a Specific Implementation Plan would be required prior to any future construction on Block/Lot 4.

## **Analysis**

The applicant is proposing a series of refinements to the General Development Plan first approved for the overall development in 2018. The Planning Division believes that the amended General Development Plan for Blocks/Lots 2 and 4 of the Madison Yards at Hill Farms Planned Development and the Specific Implementation Plan for Block/Lot 2 can meet the standards for Planned Development approval.

The 2018 Comprehensive Plan recommends the subject site for Regional Mixed-Use (RMU) development. RMU is also recommended to the east across N Segoe Road, including over all of Hilldale Shopping Center. The remainder of the Hill Farms property and Red Cross property further to the west are recommended for Employment uses. The multi-family properties to the south across Sheboygan Avenue are recommended for High Residential.

The RMU land use category includes existing and planned high-intensity centers supporting a variety of multi-family housing options and commercial activity serving the needs of the region. These areas typically include large-scale sites supportive of multi-story buildings up to twelve stories in height, subject to recommendations in adopted sub-area plans. RMU areas are intended to be the most intensively developed areas of the City outside

of downtown and are mapped close to the junctions of major streets, along major roads, close to highway interchanges, and along existing and planned high-frequency/high-capacity public transit routes. RMU areas should be well connected with the adjoining street network and be transit-oriented, with a pedestrian-friendly public street network and buildings placed close to the sidewalk and street, and with parking located behind buildings, underground, on street, or in parking structures.

The Comprehensive Plan also identifies University Avenue generally between N Breese Terrace to Capital Avenue as a “regional corridor” on the Growth Priority Areas map (pages 15-16). In general, growth priority areas are prioritized for “context sensitive” mixed-use infill development and redevelopment. The corridors on the Growth Priority Areas map are planned for a mix of uses along their length, and most of the corridors, including University Avenue, are planned to transition from being historically auto-oriented to more transit-, walking-, and bike-friendly forms of development. The area comprising Hill Farms and Hilldale are also recognized as an established regional activity center on the Growth Priority Areas map; regional activity centers tend to be larger in size, located along major streets and transit routes, and have the capacity to serve as a relatively intense mixed-use center for both the surrounding area and the city as a whole. According to the Growth Framework in the Plan, established activity centers have attracted the majority of redevelopment since the 2006 Comprehensive Plan, as they have the walkability, transit service, destinations, and other amenities already in place that residents demand. Established activity centers will continue to redevelop and evolve, but likely cannot absorb a majority of the city’s projected growth.

The proposals for Blocks/Lots 2 and 4 in the amended Planned Development are largely consistent with the Regional Mixed-Use (RMU) and growth recommendations in the Comprehensive Plan. The plans for Block/Lot 2 call for a high-density mix of commercial and residential uses on a site that generally reflects the intensity of development envisioned along a high-capacity transit corridor and University Avenue, a major arterial street in the region’s transportation network. The proposed grocery store and 15-story residential tower should catalyze the private development at Madison Yards at Hill Farms while complementing the ongoing redevelopment of the Hilldale area, including new residential developments along N Segoe Road, and the recent redevelopment of the Hill Farms State Office Building.

Planning staff also supports the additional story height proposed for Block/Lot 2. The 15-story tower proposed for the eastern third of the block adjacent to N Segoe Road will be two stories taller than currently called allowed. However, the proposed height in feet is generally consistent with the maximum 160-foot height already allowed for the block. [As noted above, the height has been interpreted from the grade of Madison Yards Way, which is approximately one story above the grade of University Avenue.] This is largely due to the lower floor-to-floor heights typical for residential floors compared to commercial story heights.

Although the RMU recommendation in the Comprehensive Plan generally contemplates a maximum height of 12 stories, staff does not feel that recommendation precludes a taller building at a location that is appropriate to support it. In this case, staff feels that the University-Segoe intersection is among the best-suited locations in the City for a building of the scale and height proposed, and that the proposed building will be complementary to other tall buildings in the immediate area, including Weston Place Condominiums (625 N Segoe Road at Frey Street; 12 stories), the Venture Apartments (619 N Segoe Road; 11 stories, plus twelfth floor penthouse), and Springhill Suites Hotel and office building (4601 Frey Street; 10-11 stories). The building is generally well designed and staff does not believe that the proposed height will adversely impact surrounding properties.

The Hill Farms property is not located within the boundaries of an adopted neighborhood or special area plan. At the request of the State of Wisconsin, who owned the entire Hill Farms property at the time, the subject site was not included within the boundaries of the 2016 University Hill Farms Neighborhood Plan. Therefore, there are no detailed land use or urban design recommendations to guide development of the subject site that would suggest the proposed density and height are inappropriate.

Additionally, staff does not object to the introduction of up to 200 hotel rooms on Block/Lot 4 of the development. Although the location of a hotel on that block and Sheboygan Avenue – either as a standalone building or as part of a mixed-use building – seems non-intuitive at first, staff feels that the potential incorporation of transient lodging at that location is appropriate within the context of the larger Madison Yards mixed-use development and the existing and future employment uses located nearby. Block/Lot 4 is also within close proximity of a bus rapid transit station planned for Sheboygan Avenue, which will link a future hotel and larger Madison Yards development with other activity centers planned along the initial east-west route. Approval of an SIP for that block is required before any construction – with or without a hotel – could begin.

The Madison Yards at Hill Farms Planned Development was approved with a caveat that the final building heights and development intensities included in the General Development Plan were set as maximums and may or may not be ultimately achieved upon full build-out of the site depending on the submittal and approval of each Specific Implementation Plan. The Specific Implementation Plans for each phase of development shall be reviewed against the standards included in the Planned Development section of the Zoning Code to determine if the development can be accommodated on the site, particularly the transportation impacts of the proposed development.

Comments from reviewing agencies suggest that the impact of the proposed Block/Lot 2 development should not adversely impact the City's ability to provide municipal services to the property consistent with Planned Development approval standard (2)(c). However, the City Engineer is requesting wastewater flow calculations for the proposed development to ensure that there is adequate sanitary sewer capacity to serve it, with a condition that offsite sewer improvements may be required if flow from proposed development exceeds the available capacity of City sewers. This condition is consistent with similar conditions imposed on developments of similar scale and intensity here and elsewhere around the City.

Approval of the original Madison Yards at Hill Farms GDP in 2018 was conditioned on the need for a robust Traffic Demand Management Plan (TDMP) to reduce single-occupant vehicle trips generated by the development by 30% so as not to overwhelm the transportation network, particularly University Avenue. The applicant has submitted a TDMP with the current requests. The Traffic Engineering Division has reviewed the TDMP and believes that it meets or exceeds current requirements and is approvable. Additionally, the Traffic Engineering Division is recommending a modest series of improvements to the surrounding transportation network to help facilitate the movement of all modes of transportation to/from this site, including extending the westbound left-turn bay at the intersection of University Avenue and N Segoe Road to accommodate the increased traffic and to mitigate the worsened queueing issue. The applicant will also be required to construct a bus pull-out along N Segoe Road to serve the site.

Finally, the Madison Yards at Hill Farms development is located in Urban Design Dist. 6, which requires Urban Design Commission (UDC) approval prior to construction. The UDC reviewed the amended Planned Development at its January 13, 2021 meeting and granted **initial and final** approval. The UDC specifically noted its approval of the proposed 15-story residential tower in its action following an extension discussion among members. A draft report from the UDC discussion of the project is attached to the legislative file for this proposal (ID [63443](#)).

## Conclusion

The applicant is requesting approval to amend the General Development Plan for Block/Lot 2 of the Madison Yards at Hill Farms Planned Development to construct a 54,300 square-foot grocery store and 15-story, 273-unit apartment building with a shared 552-stall parking facility, and on Block/Lot 4, to add up to 200 hotel rooms to the future use mix on that 1.1-acre parcel. Specific Implementation Plan approval is also sought for the Block/Lot 2 development.

The Planning Division believes that the proposed development is consistent with the Regional Mixed-Use and growth recommendations for the site in the [Comprehensive Plan](#) and that the requests can meet the standards for Planned Development approval in the Zoning Code. Staff feels that the buildings on Block/Lot 2 are well designed and reflect the scale and intensity of development envisioned for the site, including the 15-story tower proposed adjacent to N Segoe Road. While the proposals for Block/Lot 2 are more intensive and reflect a modestly different form than originally planned in 2018, staff feels that those changes are contextually appropriate and reflect the evolution of the Madison Yards site from the very high-level vision reflected in the original GDP to the more detailed plans now being presented for approval. This evolution is not uncommon with other large-scale planned developments like Madison Yards at Hill Farms and should result in a development consistent with the land use and growth recommendations for the site and surrounding area.

## Recommendation

### Planning Division Recommendation (Contact Timothy M. Parks, 261-9632)

The Planning Division recommends that the Plan Commission forward Zoning Map Amendment ID 28.022–00484, approving an amended General Development Plan for Block/Lots 2 and 4 of the Madison Yards at Hill Farms Planned Development, and Zoning Map Amendment ID 28.022–00485, approving a Planned Development–Specific Implementation Plan to allow construction on Block/Lot 2, all subject to input at the public hearing, the approval of the Urban Design Commission, and the conditions from reviewing agencies:

**Recommended Conditions of Approval** Major/Non-Standard Conditions are Shaded

### Planning Division

1. The final plans shall include the floor area of the project with the parking structures, a bike parking count for the overall project, and bike parking data for the commercial and residential components.
2. The final civil plans for Block/Lot 2 shall include clearly dimensioned setbacks for the proposed buildings. Along University Avenue, the dimensioned setbacks shall be noted from both the property/right of way line and back of curb (to account for additional right of way that exists along the south side of University Avenue).
3. Submit a revised Table 1.B–Use Category Maximums for the overall Madison Yards at Hill Farms General Development Plan, which reflects the changes proposed in the current amendment. The amended table should reflect any changes to the overall use mix and development density for the five development Block/Lots 1-5 of Madison Yards (Lot 6 is primarily shared private streets and open space serving the 14-acre development). The applicant shall also submit a revised zoning text for Madison Yards that reflects the changes to the document proposed with the subject amendment.



**Urban Design Commission** (Contact Janine Glaeser, 267-8740)

The Urban Design Commission granted **initial and final approval** of the amended PD(GDP) and PD (SIP) on January 13, 2021 subject to the following comments and conditions:

4. Look at ways to hide the transformer or simplify the design to let it disappear.
5. The UDC notes that it is approving the increased height for 15 stories for the Planned Development.

**City Engineering Division** (Contact Tim Troester, 267-1995)

6. The applicant shall provide project wastewater flow calculations for the proposed development. The City has limited sanitary sewer capacity on the sewer that drains to the east (10-inch diameter sewer main in front of Target running north/south). Offsite sewer improvements may be required if flow from proposed apartment development exceeds the available capacity of the City sewer.
7. The applicant shall discuss with City Engineering staff how they plan to meet the redevelopment standards (which are required to be met by Block 2) while directing the roof water to University Avenue un-detained.
8. Enter into a City/Developer agreement for the required infrastructure improvements. The agreement shall be executed prior to sign off. Allow 4-6 weeks to obtain agreement. Contact City Engineering to schedule the development and approval of the plans and the agreement.
9. Construct sidewalk, terrace, curb and gutter, median, and pavement as required to a plan as approved by the City Engineer.
10. Construct public sanitary sewer, storm sewer, and drainage improvements as necessary to serve the development.
11. An Erosion Control Permit is required for this project.
12. A Storm Water Management Report and Storm Water Management Permit is required for this project.
13. A Storm Water Maintenance Agreement (SWMA) is required for this project.
14. This site appears to disturb over one (1) acre of land and requires a permit from the Wisconsin Department of Natural Resources (WDNR) for stormwater management and erosion control. The City of Madison has been required by the WDNR to review projects for compliance with NR-216 and NR-151; however, a separate permit submittal is still required to the WDNR for this work. The City of Madison cannot issue our permit until concurrence is obtained from the WDNR via their NOI or WRAPP permit process. Contact Eric Rortvedt at 273-5612 of the WDNR to discuss this requirement. The applicant is notified that the City of Madison is an approved agent of the Department of Safety and Professional Services (DSPS) and no separate submittal to this agency or Capital Area Regional Planning Commission (CARPC) is required for this project to proceed.
15. This zoning approval does not include the approval of the changes to roadways, sidewalks or utilities. Obtain separate approval by the Board of Public Works and the Common Council for the restoration of the public

right of way, including any changes requested by developer. The City Engineer shall complete the final plans for the restoration with input from the developer.

16. Provide the City Engineer with a survey indicating the grade of the existing sidewalk and street (including University Avenue where turn lane extensions are required) and hire a Professional Engineer to set the grade of the building entrances adjacent to the public right of way. Building entrance grades must be approved by the City Engineer prior to signing off on this development.
17. Confirm that adequate sight distance exists where streets intersect per AASHTO design standards for intersection sight distance. If adequate sight distance does not exist, change the location of the street intersection or agree to make improvements to the roadways such that the sight distance is achieved or make the mitigating improvements as required by the City. Caution - The improvements indicated may require right-of-way outside of the
18. Revise the site plan to show all existing public sanitary sewer facilities in the project area as well as the size, invert elevation, and alignment of the proposed service.
19. This project will disturb 4,000 square feet or more of land area and require an Erosion Control Permit. Submit the Erosion Control Permit Application (with USLE calculations and associated fee) to Megan Eberhardt (west) at meberhardt@cityofmadison.com, or Daniel Olivares (east) at daolivares@cityofmadison.com, for approval.
20. This project will disturb 20,000 square feet or more of land area and requires an Erosion Control Plan. Please submit an 11 x 17-inch copy of an erosion control plan (PDF electronic copy preferred) to Megan Eberhardt (west) at meberhardt@cityofmadison.com, or Daniel Olivares (east) at daolivares@cityofmadison.com, for approval.
21. Demonstrate compliance with MGO Sections 37.07 and 37.08 regarding permissible soil loss rates. Include Universal Soil Loss Equation (USLE) computations for the construction period with the erosion control plan. Measures shall be implemented in order to maintain a soil loss rate below 5.0 tons per acre per year.
22. This project will require a concrete management plan and a construction dewatering plan as part of the erosion control plan to be reviewed and approved by the City Engineer's Office. If contaminated soil or groundwater conditions exist on or adjacent to this project additional WDNR, Madison-Dane County Public Health, and/or City Engineering approvals may be required prior to the issuance of the required Erosion Control Permit.
23. This project appears to require fire system testing that can result in significant amounts of water to be discharged to the project grade. The Contractor shall coordinate this testing with the erosion control measures and notify City Engineering 266-4751 prior to completing the test to document that appropriate measures have been taken to prevent erosion as a result of this testing.
24. Complete weekly self-inspection of the erosion control practices and post these inspections to the City of Madison website as required by Chapter 37 of Madison General Ordinances.
25. Prior to approval, this project shall comply with Chapter 37 of the Madison General Ordinances regarding stormwater management. Specifically, this development is required to submit a Storm Water Management

Permit application, associated permit fee, Stormwater Management Plan, and Storm Water Management Report to City Engineering. The Stormwater Management Permit application can be found on City Engineering's website at <http://www.cityofmadison.com/engineering/Permits.cfm>. The Storm Water Management Plan & Report shall include compliance with the following:

Submit prior to plan sign-off, a stormwater management report stamped by a P.E. registered in the State of Wisconsin.

Provide electronic copies of any stormwater management modeling or data files including SLAMM, RECARGA, TR-55, HYDROCAD, Sediment loading calculations, or any other electronic modeling or data files. If calculations are done by hand or are not available electronically, the hand copies or printed output shall be scanned to a PDF file and provided to City Engineering. (POLICY and MGO 37.09(2))

The development shall be required to reduce the peak discharge by 15% compared to existing conditions in the 10-year event.

Reduce TSS by 80% off of the proposed development when compared with the existing site.

Oil/Grease Control: Treat the first half-inch of runoff over the proposed parking facility and/or drive up window.

Provide onsite volumetric control reducing the peak volume discharged during a 10-year event by 5% compared to existing conditions

Submit a draft Stormwater Management Maintenance Agreement (SWMA) for review and approval that covers inspection and maintenance requirements for any best management practices (BMP) used to meet stormwater management requirements on this project.

26. Submit, prior to plan sign-off but after all revisions have been completed, a digital CAD file (single file) to the City Engineering Division that is to scale and represents final construction with any private storm and sanitary sewer utilities.
27. Submit, prior to plan sign-off but after all revisions have been completed, digital PDF files to the City Engineering Division. Email PDF file transmissions are preferred to: [bstanley@cityofmadison.com](mailto:bstanley@cityofmadison.com) (East) or [ttroester@cityofmadison.com](mailto:ttroester@cityofmadison.com) (West).

**City Engineering Division – Mapping Section** (Contact Jeff Quamme, 266-4097)

28. The existing Public Sanitary Sewer Easement per Document No. 5519925 shall be amended to add the new easement areas required to encompass the remaining proposed public sanitary sewer facilities serving this project. Provide Jeff Quamme the map exhibits and legal descriptions and required fee to amend the easement under Real Estate project 11982.
29. The existing Public Water Main Easement per Document No. 5519924 shall be amended to add the new easement areas required to encompass the remaining proposed public water main facilities serving this project. Provide Jeff Quamme the map exhibits and legal descriptions and required fee to amend the easement under Real Estate project 11983.
30. The Site Plan shows private storm sewer connected to the proposed building and Gardener Road running longitudinally within and encroaching into the University Avenue public right of way. Make an application with

City of Madison Real Estate for a privilege in streets agreement. An approval of the development does not constitute or guarantee approval of any encroachments within a public right of way.

31. The applicant shall complete and record the Declaration of Covenants, Reservations, Restrictions and Easements for Madison Yards at Hill Farms providing private reciprocal easements, restrictive covenants and agreements addressing, but not limited to, pedestrian/vehicular access, parking, private utilities, common areas (including the Central Green), storm drainage, storm sewer and storm water management that are necessary to accomplish the development as proposed. The drafts shall be provided prior to recording. They shall be recorded prior or simultaneous with Specific Implementation Plan (SIP) approval.
32. The internal road system is private and located within part of adjacent Lot 6. The applicant shall provide: 1) Public easements for public pedestrian, bicycle and vehicular access. 2) Access rights to the City of Madison for the construction, maintenance, repair and replacement of public sewer and water main facilities within Lot 6. 3) Definition of the Fire Lanes required for the development. 4) Public access rights within the central green area. The current easement on the plat does not encompass the entire areas required and does not address all of the items required. A separate easement document is required to be drafted, reviewed and coordinated by City Engineering and Real Estate staff under existing Real Estate Project No 11984. The required easement document shall be recorded prior to or simultaneously with the SIP approvals. The documents shall set forth specific restrictions, rights and responsibilities of the parties subject to or benefitting from the easement agreement.
33. Update all sheets to show the full street name of N Segoe Rd. The site plan shall reflect a proper street address of the property as reflected by official City of Madison Assessor's and Engineering Division records.
34. The base address of the apartments is 4702 Madison Yards Way. The address of the grocery store is 4710 Madison Yards Way. The site plan shall reflect a proper street address of the property as reflected by official City of Madison Assessor's and Engineering Division records.
35. Apartment type numbers on sheets A2-B00 - A2-B40, A2-B150 are not valid for apartment number addressing. They do not conform to City addressing standards. Submit a floorplan in PDF format to Lori Zenchenko (lzenchenko@cityofmadison.com) that includes an overall floor plan for each floor on a separate sheet for the development of a complete interior addressing plan. The Addressing Plan for the entire project shall be finalized and approved by Engineering (with consultation and consent from the Fire Marshal if needed) prior to the application submittal for the final Site Plan Approval with Zoning. The approved Addressing Plan shall be included in the final application. For any changes pertaining to the location, deletion or addition of a unit, or to the location of a unit entrance, (before, during, or after construction), a revised Address Plan shall be resubmitted to Lori Zenchenko to review addresses that may need to be changed and/or reapproved. The final revised Addressing Plan shall be submitted by the applicant to Zoning to be attached to the final filed approved site plans.

**Traffic Engineering Division** (Contact Sean Malloy, 266-5987)

36. The applicant has submitted a Traffic Demand Management Plan (TDMP), which appears to meet or exceed current requirements, and the Traffic Engineering Division believes is approvable. If the applicant proposes any alterations, they shall work with Traffic Engineering staff to be submitted with final plan approval.

37. Due to the proposed development's scale and density and significant negative impacts to the surrounding transportation network, potentially limiting the redevelopment of future site(s) adjacent the same transportation network, stronger consideration for multi-modal transportation must be addressed. Additionally, the community values multi-modal transportation, as demonstrated in the community's Complete Streets Policy and the Madison in Motion Transportation Plan. Madison is regarded as one of the most walkable communities and enjoys the status as a Platinum Bicycle City. Traffic Engineering requires additional improvements to the surrounding transportation network to help facilitate the movement of all modes of transportation to/from this site including:

- The developer shall install traffic calming devices, such as tabletops, raised crossings and bumpouts at strategic locations across the site, to improve the walkability and the biking environment throughout the site.
- The developer shall install the following transportation improvements through a developer's agreement. These conditions are subject to change upon revision of TIA and approval by Traffic Engineering:
  - a.) Extend the westbound left-turn bay at the intersection of University Avenue and N Segoe Road to accommodate the increased traffic and to mitigate the worsened queueing issue.
  - b.) Widen sidewalk along N Segoe Road to 8 feet.
  - c.) Construct bus pull-out along N Segoe Road as designed by Traffic Engineering.

38. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawing shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; pavement markings; signing; building placement; items in the terrace such as signs, street light poles, hydrants; surface types such as asphalt, concrete, grass, sidewalk; driveway approaches, including those adjacent to and across street from the project lot location; parking stall dimensions, including two (2) feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.

39. The developer shall post a security deposit prior to the start of development. In the event that modifications need to be made to any City-owned and/or maintained traffic signals, street lighting, signing, pavement marking and conduit/handholes, the developer shall reimburse the City for all associated costs including engineering, labor and materials for both temporary and permanent installations.

40. The City Traffic Engineer may require public signing and marking related to the development; the developer shall be financially responsible for such signing and marking.

41. All parking facility design shall conform to the standards in MGO Section 10.08(6).

42. The applicant shall adhere to all vision triangle requirements as set in MGO Section 27.05 (No visual obstructions between the heights of 30 inches and 10 feet at a distance of 25 feet behind the property line at streets and 10 feet at driveways.). Alteration necessary to achieve compliance may include but are not limited to; substitution to transparent materials, removing sections of the structure and modifying or removing landscaping elements. If applicant believes public safety can be maintained they shall apply for a reduction of MGO Section 27.05(2)(bb) - Vision Clearance Triangles at Intersections Corners. Approval or denial of the reduction shall be the determination of the City Traffic Engineer.

43. City of Madison radio systems are microwave directional line of sight to remote towers citywide. The building elevation will need to be reviewed by Traffic Engineering staff to accommodate the microwave sight and building. The applicant shall submit grade and elevations plans if the building exceeds three stories prior to sign-off to be reviewed and approved by Austin Scheib, (266-4768) ([ascheib@cityofmadison.com](mailto:ascheib@cityofmadison.com)), Traffic Engineering Shop, 1120 Sayle Street. The applicant shall return one signed approved building elevation copy to the City of Madison Traffic Engineering office with final plans for sign off.
44. Items in the right of way are not approvable through the site plan approval process. Make a note on all pages showing improvements in the right of way that states: "The Right Of Way is the sole jurisdiction of the City of Madison and is subject to change at any time per the recommendation/plan of the Traffic Engineering and City Engineering Divisions."
45. All bicycle parking adjacent pedestrian walkways shall have a two (2)-foot buffer zone to accommodate irregularly parked bicycles and/or bicycle trailers.
46. The applicant shall provide a clearly defined five (5)-foot walkway clear of all obstructions to assist citizens with disabilities, especially those who use a wheelchair or are visually impaired. Obstructions include but are not limited to tree grates, planters, benches, parked vehicle overhang, signage and doors that swing outward into walkway.
47. "Stop" signs shall be installed at a height of seven (7) feet from the bottom of the sign at all Class III driveway approaches, including existing driveways, behind the property line and noted on the plan. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan.
48. Dimensions of the driveways shall be noted on the plan including the width of driveway and width of driveway flares or curb cut.
49. Per Section MGO 12.138 (14), this project is not eligible for residential parking permits. It is recommended that this prohibition be noted in the leases for the residential units.
50. Traffic Engineering staff recommends a driveway slope under 10%; if the slope is to exceed 10%, the applicant shall demonstrate inclement weather mitigation techniques to provide safe ingress/egress to be approved by the City Traffic Engineer.
51. All parking ramps as they approach a public right of way or private street shall not have a slope to exceed 5% for 20 feet; this is to ensure drivers have adequate vision of the right of way. If applicant believes public safety can be maintained they shall apply for a waiver, approval or denial of the waiver shall be the determination of the City Traffic Engineer.
52. "Stop" signs shall be installed at a height of seven (7) feet from the bottom of the sign at all Class III driveway approaches, including existing driveways, behind the property line and noted on the plan. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan.
53. The applicant shall show the dimensions for the proposed Class III driveway including the width of the drive entrance, width of the flares, and width of the curb cut.

54. Include a parking plan demonstrating how specific stalls, to be used by the commercial site, will be reserved. Include any signage to be used to achieve this goal in the submitted plans.
55. The applicant shall submit a Commercial Delivery Plan for review. This plan will include times, vehicle size, use of loading zones and all related turning movements.
56. The applicant shall submit a waste removal plan for review. This shall include vehicular turning movements.
57. Note: This site presents difficult constructability issues; access to neighboring sites must be maintained at all times, protected walkways will be constructed and maintained as soon as possible and little to no access to the public right of way on University Avenue and N Segoe Road will be granted for construction purposes. Provide a detailed construction plan to the Traffic Engineering Division for review by the Traffic Control Specialist (Mike Duhr) prior to final signoff.

**Zoning Administrator** (Contact Jenny Kirchgatter, 266-4429)

58. On the fourth floor plan, show the University Avenue stepback distance and a calculation for the percentage of façade stepped back a minimum of 10 feet from the property line. On University Avenue, a minimum of 90% of the building façade, above three (3) stories, will be stepped back a minimum of ten (10) feet from the property line. [This condition will not apply if the amended GDP is approved.]

59. Include bicycle parking with the vehicle parking matrix.

60. Bicycle parking for the grocery store (food and related goods sales) shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide a minimum of 28 short-term bicycle parking stalls located in a convenient and visible area on a paved or pervious surface. Bicycle parking shall be located at least as close as the closest non-accessible automobile parking and within 100 feet of a principal entrance. Note: A bicycle stall is a minimum of two (2) feet by six (6) feet with a five (5)-foot wide access area. Provide a detail of the proposed bike rack.
61. Bicycle parking for the residential units shall comply with the requirements of Sections 28.141(4)(g) and 28.141 (11). A minimum of 273 resident bicycle stalls are required plus a minimum of 27 short-term guest stalls. Up to twenty-five percent (25%) of bicycle parking may be structured parking, vertical parking or wall mount parking, provided there is a five (5) foot access aisle for wall mount parking. Show the numbers of bike stalls and dimensions of the bike stalls and access aisles within the bicycle storage rooms. Note: A bicycle stall is a minimum of two (2) feet by six (6) feet with a five (5)-foot wide access area. Submit a detail showing the models of bike racks, including wall mount or structured bike racks, to be installed.
62. Submit the landscape plan and landscape worksheet stamped by the registered landscape architect. Per Section 28.142(3) Landscape Plan and Design Standards, landscape plans for zoning lots greater than 10,000 square feet in size must be prepared by a registered landscape architect.
63. Provide details of the green roof areas.
64. Provide details of the fritted glass for compliance with the bird-safe glass ordinance requirements MGO Section 28.129.

65. Provide details of the screening for the rooftop mechanical units. All rooftop and ground level mechanical equipment and utilities shall be fully screened from view from any street or residential district per Section 28.142(9)(d).
66. Per Section 28.186(4)(b), the property owner or operator is required to bring the property into compliance with all elements of the approved site plans by the date established by the Zoning Administrator as part of the site and building plan approval. Work with Zoning staff to establish a final site compliance date.
67. Signage approvals are not granted by the Plan Commission. Signage must be reviewed for compliance with MGO Chapter 31 Sign Codes and MGO Chapter 33 Urban Design Commission ordinances. Signage permits are issued by the Zoning Section of the Department of Planning and Community and Economic Development.

**Fire Department** (Contact Bill Sullivan, 261-9658)

68. Provide an updated fire apparatus access plan.

**Parks Division** (Contact Ann Freiwald, 243-2848)

69. Park Impact Fees (comprised of the Park Infrastructure Impact Fee, per MGO Sec. 20.08(2)), and Park-Land Impact Fees, per MGO Sec. 16.23(8)(f) and 20.08(2) will be required for all new residential development associated with this project. This development is within the West Park-Infrastructure Impact Fee district. Please reference ID# 18101.2 when contacting Parks Division staff about this project.

**Water Utility** (Contact Jeff Belshaw, 261-9835)

70. Update the Site Utility plan to show the private water service within 8 feet from the right of way/ property line. Madison Water Utility only maintains up to 8 feet out from the right of way. If feasible, the water service should be designed no more than 5 feet out from the right of way to avoid future ownership disputes.

71. The Site Utility plan indicates two water services off a single line entering the building. To reduce exterior piping work, the single water service line can be split inside the building.

**Metro Transit** (Contact Tim Sobota, 261-4289)

72. As identified on the plans submitted for review and in coordination with public works improvements, the applicant shall install and maintain an accessible pullout bus stop boarding area as shown in the public right of way at the existing Metro bus stop zone that is on the west side of N Segoe Road, south of University Avenue (#2846)
73. As identified on the plans submitted for review, the applicant shall install and maintain the new passenger waiting shelter and seating amenities as shown in the landscape plan area behind the sidewalk/adjacent the accessible pullout bus stop boarding area in the public right of way area. The applicant shall include the location of these transit amenities on the final documents filed with their permit application so that Metro Transit may review the design.



Legistar ID #63443  
701 Gardener Road and  
4716 Sheboygan Avenue  
January 25, 2021  
Page 17

**City Forestry Section** (Contact Wayne Buckley, 266-4892)

This agency reviewed the request and has recommended no conditions of approval.