

Madison Yards Block 1, LLC
241 N. Broadway, Suite 400, Milwaukee, WI 53202

February 3, 2021

City of Madison
Planning Division
215 Martin Luther King, Jr. Blvd, Suite 017
Madison, WI 53701

RE: Letter of Intent - Madison Yards at Hill Farms, Block 1 PD-SIP Land Use – UDC Initial/Final

This letter, together with plans, application and supplemental materials, constitutes our Land Use Application for Major Amendment to an Approved Planned Development – Specific Implementation Plan (PD-SIP) for the proposed Madison Yards at Hill Farms, Block 1 project.

Project Location:

The project site is located at 4702 Sheboygan Avenue, Lot 1 Madison Yards at Hill Farms. The site is 3.17 acres.

Legal Description:

Lot 1, Madison Yards at Hill Farms, recorded in Volume 61-018B of Plats on Page 99, City of Madison, Dane County, Wisconsin.

Project Team:

Owner/Developer: Madison Yards Block 1, LLC
Master Planner/Civil Engineer/Landscape Architect: JSD Professional Services, Inc.
Architect: Kahler Slater.

Project Description

The project is a portion of the larger multi-block development known as Madison Yards at Hill Farms. Block 1 is situated at the northwest corner of Segoe Rd. and Sheboygan Ave. In Madison, WI. The project consists of an office building, residential building, retail building and parking structure. The Block 1 project will be split into three separate condominium units (office, retail and residential) with shared and limited common elements including the parking structure.

The multi-tenant office will contain class A space and tenant amenity spaces of +/- 154,000 GSF and street level retail of +/- 11,000 GSF for a total building of +/-165,000 GSF. The building occupies the northeast portion of the block with its main entrance on Madison Yards Way. Parking is provided in the adjacent structure to the south and is accessed from an internal access drive from Segoe or Gardener. The loading and refuse areas are located to the west of the building access from the internal access drive. The primary façade materials for the office building are comprised of painted aluminum framed glazing systems with insulated glass, masonry and painted aluminum composite panels.

The apartment and parking structure building is located at the southernmost portion of Block 1. The apartment portion of the building is planned for 78 units on 5 stories fronting a 5.5 story precast concrete parking structure containing +/- 600 parking stalls. The residential entry and amenities are located off of Gardener Rd. The parking is accessed from the internal access drive that connects mid-block to both Gardener Rd. and Segoe Rd. The primary façade materials for the apartment building consist of fiber cement panels, framed glazing systems with insulated glass with corrugated metal panel accents. The façade / screening materials for the raised parking deck will be consist of perforated painted aluminum panels and accent aluminum fins. The colors and materials are consistent with that of the office to provide a cohesive street facade along Segoe Rd. An elevated, pedestrian connector is planned between the parking structure and office building.

The standalone retail / commercial building contains +/- 17,000 GSF over two stories and is located on the North west portion of the block. The primary façade materials for this building are to be determined and will be consistent in quality with the remainder of the block.

Existing Land Use

Former Wisconsin DOT Office Building Parking - Vacant

Zoning Request

The Madison Yards Planned Development General Development Plan (GDP) was approved and recorded in April 2019. The development team is seeking approval of the Madison Yards at Hill Farms Block 1 Specific Implementation Plan (SIP)

Zoning/ Project Data:

Block 1 is part of the Planned Development District – General Development Plan, Madison Yards at Hill Farms Redevelopment, 4802 Sheboygan Ave.

<u>Block 1</u>	<u>Allowable/ required</u>	<u>Proposed</u>
Site Area	3.17 Ac	3.17 Ac
Max Bldg Areas		
Office	Max 250,000 GSF	154,000 GSF
Retail	Max 100,000 GSF	28,000 GSF
Residential	300 Units	78 Units
Building Height (max)	14 stories/ 175 ft	7 stories/ 98 ft
Setback		
Sheboygan	Min 8' Max 30'	Min 9' Max 28'
Gardener	Min 8'	Min 8'
Madison Yd Way	Min 8'	Min 8'
Segoe Road	Min 8' Min 90% 3rd story above @ 18'	Min 8' 100% @18'

Parking for retail / commercial spaces is a minimum of 1 space per 400 GSF and a maximum of 1 space per 200 GSF. Parking for the office is a minimum 1 space per 400 GSF and a maximum of 1 space per

250 GSF. The residential parking requirement is 0.9 spaces per unit and a maximum of 1.25 spaces per unit. Additional parking above the maximum may be shared with another use.

The proposed Block 1 development provides approximately 604 parking spaces located in the parking structured and 33 surface parking stalls for a total of +/-637 vehicular parking spaces. 425 parking spaces are dedicated for use of the office tenants, 78 for the apartment residents with the remainder serving the retail/commercial space.

Loading and trash areas will be provided central to the block screened from Madison Yards Way and access from the internal access drive.

Streets, Easements, Utilities and Fire Access

Streets within the Madison Yards development are privately held and maintained. Utility easements are in place for existing utility lines and future easements will be finalized and recorded once final plans are approved. Public access easements are in place as required in the final GDP approval.

Fire access for the site was discussed with Bill Sullivan of the Madison Fire Department, including fire lanes, aerial apparatus lanes, and street tree spacing. The approved GDP included a fire access plan for the project.

Traffic Impact Analysis

A traffic impact analysis (TIA) from Kimley Horn and a Traffic Demand Management Plan have been previously submitted for the entire Madison Yards project and reviewed by City Traffic Engineering.

Exterior Signage

All signage depicted in this submittal is for illustrative purposes only. The project team will follow the UDC signage review process as the design develops. Signage will be allowed per Chapter 31 of the Madison General Ordinances and will be provided with each SIP.

Anticipated Schedule

Construction of Project is scheduled for a summer 2021 start with completion in 2023.

Sincerely,



Mark Theder
Madison Yards Block 1, LLC