

**Madison Yards Block 3, LLC**  
**241 N. Broadway, Suite 400, Milwaukee, WI 53202**

March 4, 2020

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 3 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 3 project.

Project Location:

The project site is located at 702 Gardener Road, Lot 3 Madison Yards at Hill Farms. The site is 1.2 acres.

Legal Description:

Lot 3, 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 3, LLC  
Master Planner/Civil Engineer/Landscape Architect: JSD Professional Services, Inc.  
Architect: KTG Y Group, Inc.

Project Description

The Block 3 development is part of a multi-block development known as Madison Yards at Hill Farms and is more specifically located at the south west corner of Gardener Road and University Avenue in Madison, WI. This project shall consist of a mixed-use podium style building and contain retail, residential and parking uses.

The retail use is proposed to be a single level space of approximately 10,000 gsf and is located on the southern portion of the building facing the Central Green space of the overall development. The primary materials for the retail use will be aluminum/ glass storefront systems and masonry/ fiber cement wall panels.

The enclosed parking is located on the lower level and ground floor level and has separate entrances to each level. Parking entrance to the lower level garage is located on Gardener Way. Parking entrance to the ground floor level garage is located on the west façade of the building adjacent to the State Office building. A shared loading space for retail and residential is located on the west façade of the building. Parking for both retail and residential units are provided for on-site as previously approved in the GDP for

this development. The primary materials for the parking garage shall be masonry, metal screen panels and aluminum/ glass storefront systems.

The residential building is proposed as a 5-story building located at the podium level and contains 189 units. The residential lobby is located on the lower level at the corner of University and Gardene and is anticipated to be 2 stories in height with aluminum/ glass storefronts to activate the streetscape in this area. The residential building shall have an exterior amenity courtyard located at the podium level and fully enclosed by residential units. Balconies are proposed for most of the units and may be recessed or extended from the exterior façade. The primary building materials for the residential building are vinyl windows with insulated glazing, fiber cement and metal wall panels or siding. Balcony railings are painted metal or prefinished aluminum.

Existing Land Use

Former Wisconsin DOT Office Building & Parking – Vacant Pending Redevelopment

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 3 Specific Implementation Plan (SIP).

Zoning/ Project Data:

Block 3 is part of the Planned Development District – General Development Plan, Madison Yards at Hill Farms Redevelopment, 4802 Sheboygan Ave.

Block 3	Allowable/ required	Proposed
1) Site Area	1.2 Ac	1.2 Ac
2) Bldg Area(excluding parking)	50,000- 275,000 gsf	215,000 gsf
3) Building Height (max)	14 stories/ 175 ft	7 stories/ 85 ft
4) Minimum Setback (ft) University Avenue:		
a) 0’ for 80% of building façade	80%	77%
b) 15’ for 20% of building façade	20%	23%
5) Maximum Setback (ft) from University Ave:	30 ft	11’-4” ft
6) Minimum distance (ft) from base of building to existing back of curb on University Avenue:	30 ft	45’-10” ft
7) Min/Max Setback (ft) Madison Yards Way:	6/15 ft	6/10.5 ft
8) Min/Max Setback (ft) Gardener Road:	0/15 ft	0/6 ft
9) Min/Max Setback (ft) Side Yard:	0/15 ft	0/15 ft
10) On University Avenue, a minimum of 75% of the building façade, above 2 stories, will be stepped back a minimum of 10 ft from the property line.	10 ft	11 ft
11) Residential Density	250 units	189 units
12) Retail	15,000 sf	10,000 sf

Parking:

Parking for residential is a minimum of .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 project includes 200 structured parking spaces.

No dedicated retail loading for buildings containing less than 12,000 sf of retail. Project is proposing 1 loading space.

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) update from JSD Professional Services and an updated TDM Plan has been submitted with this letter.

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.

Tax Increment Financing

The Development Team is seeking TIF financing for the Madison Yards project. Initial conversations have been held with City of Madison staff and a formal TIF application is pending.

Anticipated Schedule

Construction of Project is scheduled for a summer of 2020 start with completion in 2022.

Sincerely,



Mark Theder

Madison Yards Block 3, LLC