

# URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
Date received \_\_\_\_\_  
Received by \_\_\_\_\_  
Aldermanic District \_\_\_\_\_  
Zoning District \_\_\_\_\_  
Urban Design District \_\_\_\_\_  
Submittal reviewed by \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately*

## 1. Project Information

Address: 209-261 Junction Road, Madison, WI 53717

Title: Prairie Towne Center General Development Plan modification & SIP

## 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested April 25, 2018

- ☐ New development ☒ Alteration to an existing or previously-approved development  
☐ Informational ☒ Initial approval ☐ Final approval

## 3. Project Type

- ☐ Project in an Urban Design District  
☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
☐ Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)  
☐ Planned Development (PD)  
☒ General Development Plan (GDP)  
☒ Specific Implementation Plan (SIP)  
☐ Planned Multi-Use Site or Residential Building Complex

### Signage

- ☐ Comprehensive Design Review (CDR)  
☐ Signage Variance (i.e. modification of signage height, area, and setback)

### Other

- ☒ Please specify  
GDP Modification & SIP

## 4. Applicant, Agent, and Property Owner Information

<b>Applicant name</b>	John Seamon	<b>Company</b>	Iconica
<b>Street address</b>	901 Deming Way	<b>City/State/Zip</b>	Madison, WI 53717
<b>Telephone</b>	608-664-3550	<b>Email</b>	john.seamon@iconicacreates.com
<b>Project contact person</b>	John Seamon	<b>Company</b>	Iconica
<b>Street address</b>	901 Deming Way	<b>City/State/Zip</b>	Madison, WI 53717
<b>Telephone</b>	608-664-3550	<b>Email</b>	john.seamon@iconicacreates.com
<b>Property owner (if not applicant)</b>	UBS Global RE (Rick Zalatoris)		
<b>Street address</b>	2515 McKinney Ave, Suite 800	<b>City/State/Zip</b>	Dallas, TX 75201
<b>Telephone</b>		<b>Email</b>	richard.zalatoris@ubs.com

**5. Required Submittal Materials**

- ☒ **Application Form**
- ☐ **Letter of Intent**
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- ☐ **Development plans** (Refer to checklist provided below for plan details)
- ☐ **Filing fee**
- ☐ **Electronic Submittal\***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser and Tim Parks on March 5, 2018 on \_\_\_\_\_
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Applicant name John Seamon

Relationship to property Architect/Engineer/Construction Consultant

Authorized signature of Property Owner 

Date March 7, 2018

**7. Application Filing Fees**

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per §35.24(6) MGO).
- ☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- ☐ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- ☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information what should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

## Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST



The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- ☒ Locator Map
- ☒ Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☒ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☒ Site Plan
- ☒ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)**

## 2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List (*must be legible*)
- ☐ Building Elevations in both black & white and color for all building sides (include material callouts)
- ☐ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- ☐ Grading Plan
- ☐ Proposed Signage (if applicable)
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



## **Project Narrative**

### **Prairie Towne Center General Development Plan Modification**

#### **Proposed Modification**

The following represent the proposed modifications to the existing GDP of Prairie Towne Center. The proposal is for the future development of (2) additional multi-tenant out-lot buildings (8,100 GSF & 5,700GSF), a future expansion to the existing Pick 'N Save (9,000 GSF), the conversion of the existing Lands' End building to a multi-tenant retail building with drive-thru and general landscaping/pedestrian orientated improvements.

#### **Proposed Out-lot Buildings**

Each of the proposed out-lot buildings are in underutilized corners of the existing parking lots. They are of a scale that would represent the addition of modest sized commercial tenant spaces not currently available within the development and the possibility of attracting food/beverage tenants. These modifications add to the diversity of use and continued vibrancy of the development.

##### **8,100 GSF**

In response to prior discussions with the Commission, alternate building locations have been explored. Ultimately, the design team felt that by pulling the building inboard and reorienting toward Junction Road, the feel of the proposed outdoor patios was negatively impacted. By locating the building adjacent to the edge of the parking lot, greater landscaped areas are achievable. Additionally, given the relocation of the bus stop, the building placement alleviates the experience of an otherwise remote drop-off location.

Additionally, the architecture of the building has been further refined and has a clear hierarchy of articulation.

##### **5,700 GSF**

The proposed southern multi-tenant outlot building is nestled into the corner of the existing parking lot. This is to maximize landscaping opportunities by integrating the design with existing tree islands and limit impact on existing, established drive aisles. This further allows for enhanced pedestrian connectivity between the proposed structure and the rest of the development along the southern landscape buffer.

#### **Existing (Lands' End)**

The placement of a future drive-thru has been re-evaluated based on previous discussions with the Commission. The proposal now reflects a drive-thru that wraps around the back of the building. This allows for a generous car stack, without impacting the tenant entries along the street facing façade and adjacent parking.

#### **Existing Landscape Overview**

Currently, the Prairie Towne Center landscaping is comprised of a variety of mature deciduous and evergreen tree and shrub species with a limited amount of ornamental grasses and perennials existing on-site. Mature trees consist primarily of Black Hills Spruce, Colorado Blue Spruce, Green Ash, Maple and Honey Locust. Mature evergreens are

strategically placed to enhance traffic flow through the main (middle) entrance drive of the development while various Ash and Maple species enhance the open spaces adjacent to Junction Road. Parking lot islands are comprised of either one or two Honey Locust species while a red granite gravel or blue fescue lawn serves as the “mulch” understory in the parking islands. Understory plantings within the parking islands are nonexistent while a limited amount of foundation plantings and ornamental trees exist along the retail storefront.

### **Proposed Landscape and Pedestrian Connectivity Improvements**

While the Prairie Towne Center provides opportunities for multi-modal transit, including bus amenities and bike parking, the pedestrian amenities and connectivity are minimal and focused on the central, main entrance to the Center. Connectivity between proposed buildings including the 8,100 SF, 5,7000 SF, and existing Lands’ End building are limited. To enhance the pedestrian’s connectivity and experience the following improvements are proposed. Refer to General Development Plan Master Plan provided.

- Enhance landscape plantings at the middle entrance drive along Junction Road to create a more unified “Center”;
- Increase the amount of perimeter landscaping along Junction Road to provide adequate parking lot screening as well as an enhanced pedestrian experience; The plans have been revised to reflect the desire for landscaping to provide relief and blur the boundary of the pedestrian realm rather than reinforcing the hard edge of the sidewalk.
- Meet minimum “points” standards and zoning conformance for areas disturbed during development of Outlot retail buildings
- Provide an additional pedestrian connection through the Center, including a sidewalk that provides connectivity from Junction Road to the existing Target store at the south end of the Center. Refer to **Landscape Exhibit One and Exhibit Two**, which provide graphic representations for either an attached or detached sidewalk section. Previous discussions with the Commission raised concerns regarding adequate planting bed sizes; in response, the proposal has reduced the sidewalk width from 5’-6” to 4’-0”. This shift allows for a larger planting bed, improving the odds of the plants to thrive.
- Create a positive building relationship to the street by providing direct pedestrian connections around and to the street.

A variety of plantings will be used to highlight and define the Prairie Towne Center entrances and edges. Overall, an emphasis will be placed on low maintenance practices by utilizing native perennial plant species, particularly grasses and perennials. The plant list provided carefully selects four-season interest plantings by use of flower color, texture, fall color, and form.

### **Sample Plant List**

**COMMON NAME**

**BOTANICAL NAME**

## **OVERSTORY DECIDUOUS TREES**

*Prairie Pride Common Hackberry*  
*Redmond Linden*  
*Draves Honey Locust*  
*Red Sunset Maple*  
*State Street Maple*  
*Espresso Coffeetree*  
*Autumn Gold Ginkgo*  
*New Horizon Elm*

*CELTIS occidentalis 'Prairie Pride'*  
*TILIA americana 'Redmond'*  
*GLEDITSIA tricanthos 'Draves'*  
*ACER rubrum 'Franksred'*  
*ACER miyabei 'Morton'*  
*GYMNOCLADUS dioicus 'Espresso'*  
*GINKGO biloba 'Autumn Gold'*  
*ULMUS x 'New Horizon'*

## **TALL EVERGREEN TREES**

*Black Hills Spruce*  
*Colorado Blue Spruce*

*PICEA glauca var. densata*  
*PICEA pungens 'Glauc'*

## **ORNAMENTAL DECIDUOUS TREES**

*Crabapple spp.*  
*Serviceberry spp.*  
*Pear spp.*

*MALUS spp.*  
*AMELANCHIER spp.*  
*PYRUS spp.*

## **UPRIGHT EVERGREEN TREES**

*Arborvitae spp.*  
*Juniper spp.*

*THUJA spp.*  
*JUNIPER spp.*

## **DECIDUOUS SHRUBS**

*Dogwood spp.*  
*Viburnum spp.*  
*New Jersey Tea*  
*Winterberry spp.*  
*Little Devil Ninebark*  
*Spring Red Compact*  
*Cranberrybush Vib.*  
*Alpine Currant*  
*Gro-low Sumac*

*CORNUS spp.*  
*VIBURNUM spp.*  
*CEANOTHUS americana*  
*ILEX spp.*  
*PHYSOCARPUS opulifolius 'Donna May'*  
*VIBURNUM trilobum 'Spring Red'*  
*RIBES alpinum*  
*RHUS aromatica 'Gro-Low'*

## **EVERGREEN SHRUBS**

*Yew spp.*  
*Juniper spp.*

*TAXUS x media spp.*  
*JUNIPERUS spp.*

## **ORNAMENTAL GRASSES**

*Korean Feather Reed Grass*  
*Prairie Dropseed*  
*Flame Grass*

*CALAMAGROSTIS brachytricha*  
*SPOROBOLUS heterolepis*  
*MISCANTHUS purpurascens*

*Indiangrass*  
*Autumn Moor Grass*  
*Tufted Hairgrass*  
*Northwind Switch Grass*  
*Heavy Metal Switch Grass*  
*Dwarf Fountain Grass*

*SORGHASTRUM nutans*  
*SESLERIA autumnalis*  
*DESCHAMPIA cespitosa*  
*PANICUM virgatum 'Northwind'*  
*PANICUM virgatum 'Heavy Metal'*  
*PENNISETUM alopecuroides 'Hameln'*

## **PERENNIALS**

*Brown-eyed Susan*  
*Yellow Coneflower*  
*Coneflower spp.*  
*Little Spire Russian Sage*  
  
*Coral Bells Palace Purple*  
*May Night Perennial Salvia*  
*Ornamental Onion spp.*  
*Sedum spp.*  
*Sky Blue Aster*  
*False Blue Indigo*  
*Prairie Blazing Star*  
*Fireworks Goldenrod*  
*Catmint spp.*

*RUDBECKIA triloba*  
*RATIBIDA pinnata*  
*ECHINAEA pallida*  
*PEROVSKIA atriplicifolia 'Little Spire'*  
*HEUCHERA micranatha var. diversifolia*  
*'Palace Purple'*  
*SALVIA nemorosa 'Mainacht'*  
*ALLIUM spp.*  
*SEDUM spp.*  
*ASTER azureus*  
*BAPTISIA australis*  
*LIATRIS pycnostachya*  
*SOLIDAGO rugosa 'Fireworks'*  
*NEPETA spp.*

## Landscape Design Intent – Example Images



















12 14

12 14

MINERAL POINT ROAD

OUTBACK STEAKHOUSE

KROGER

CARTERS

OLD NAVY

FONTANA SPORTS

PARTY CITY

BED BATH & BEYOND

TARGET

FRUGAL MUSE BOOKS  
MUSIC VIDEO

NAME OF THE GAME

EXISTING STORMWATER RETENTION POND

TREK BICYCLE  
MADISON WEST

DAVID'S BRIDAL

GAME STOP

WISCONSIN BANK & TRUST

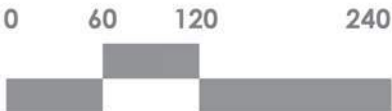
US CELLULAR

JUNCTION ROAD

HARBOUR TOWN APARTMENT HOMES

LANDS END

JUNCTION ROAD









- EXISTING PEDESTRIAN CONNECTION
- PROPOSED PEDESTRIAN CONNECTION

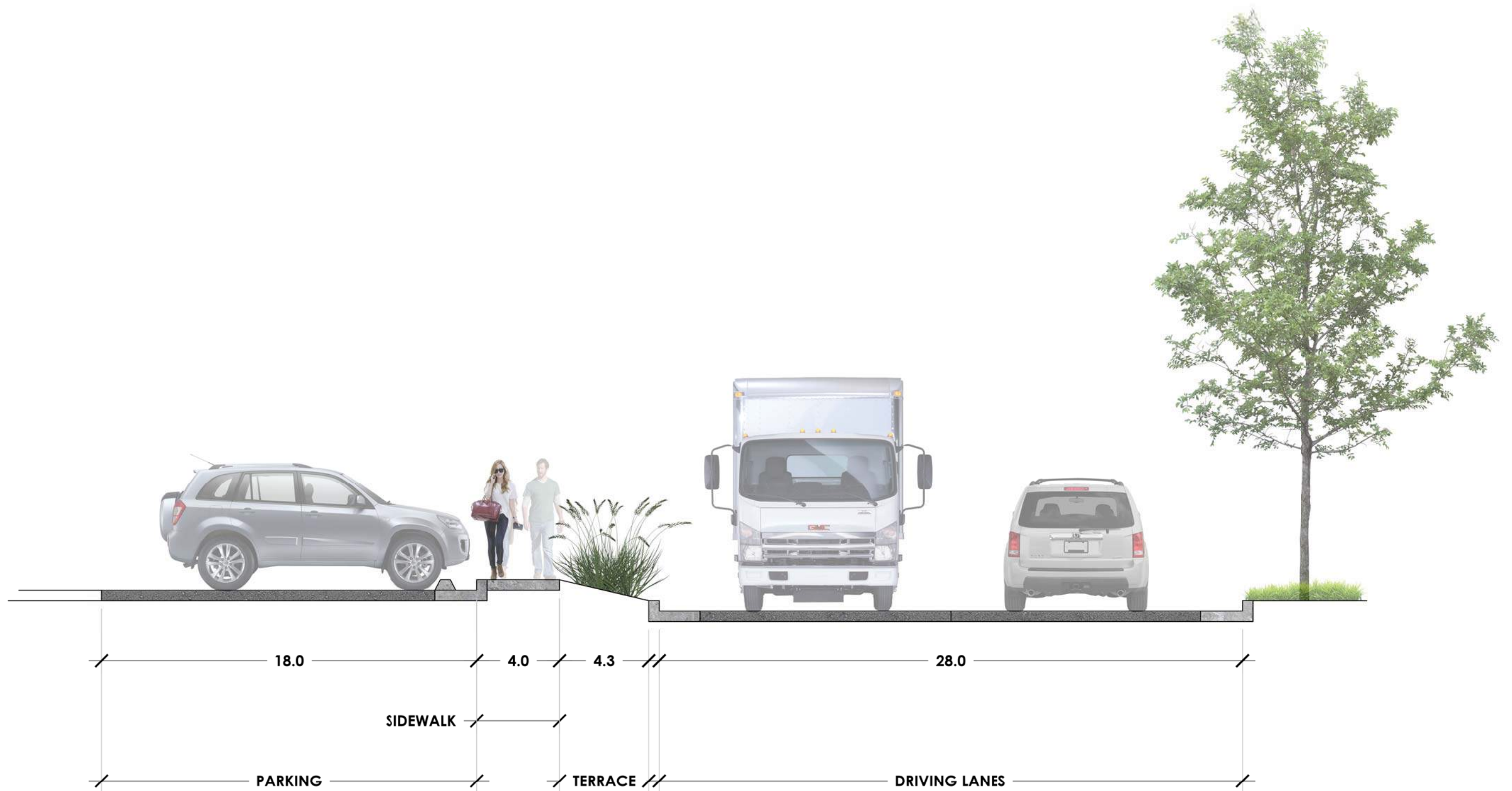


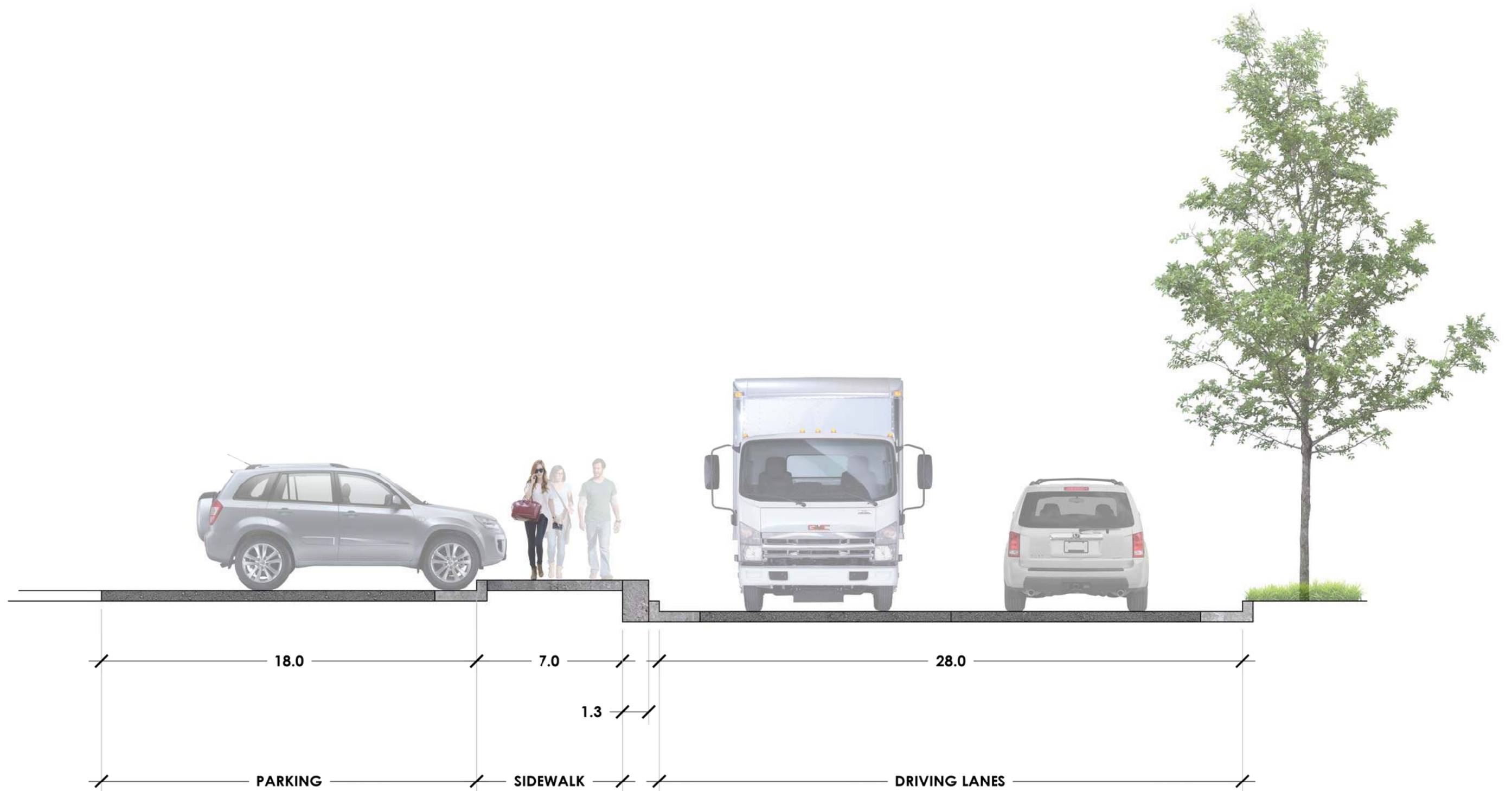


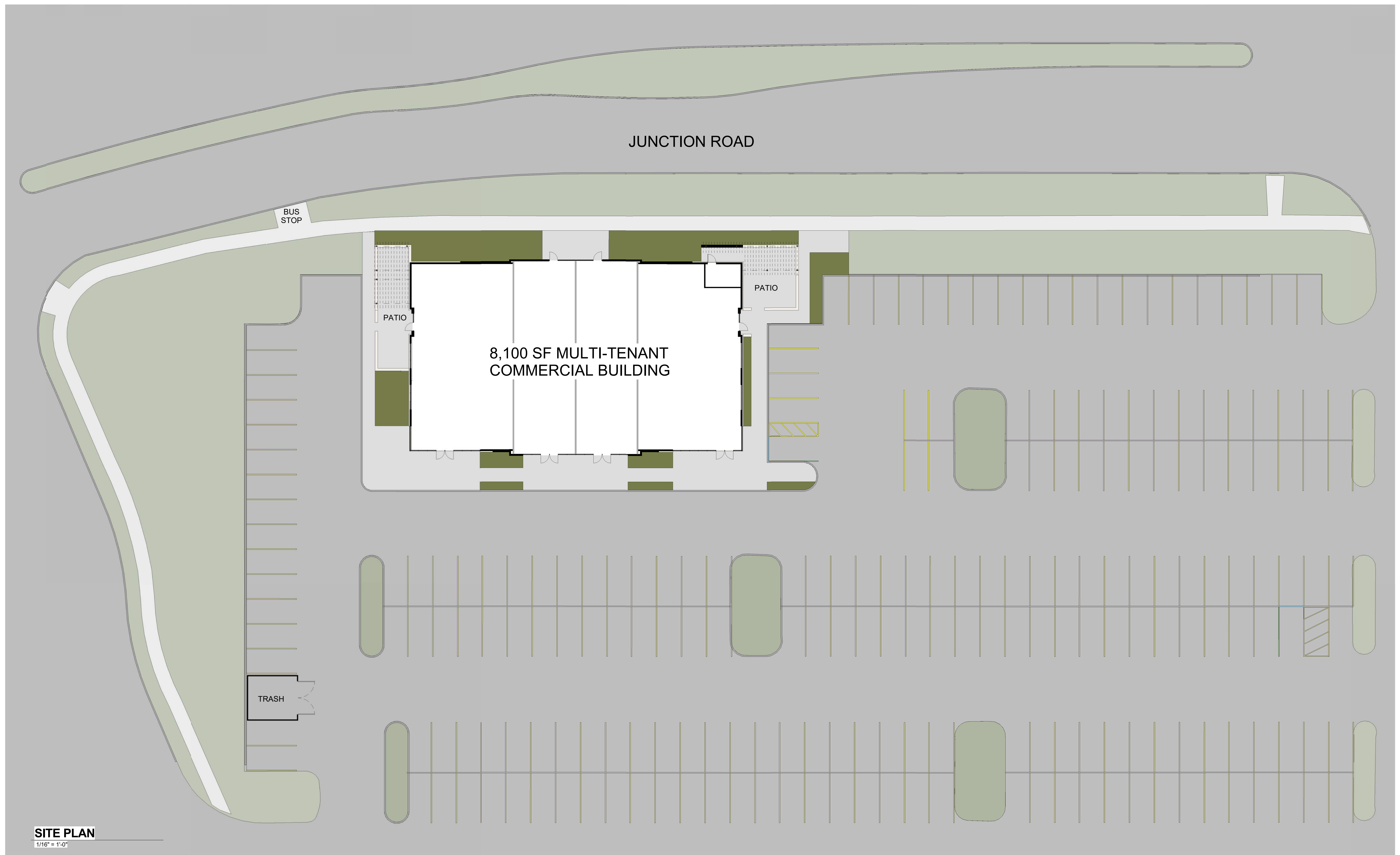
- EXISTING PEDESTRIAN CONNECTION
- PROPOSED PEDESTRIAN CONNECTION











**SITE PLAN**  
1/16" = 1'-0"

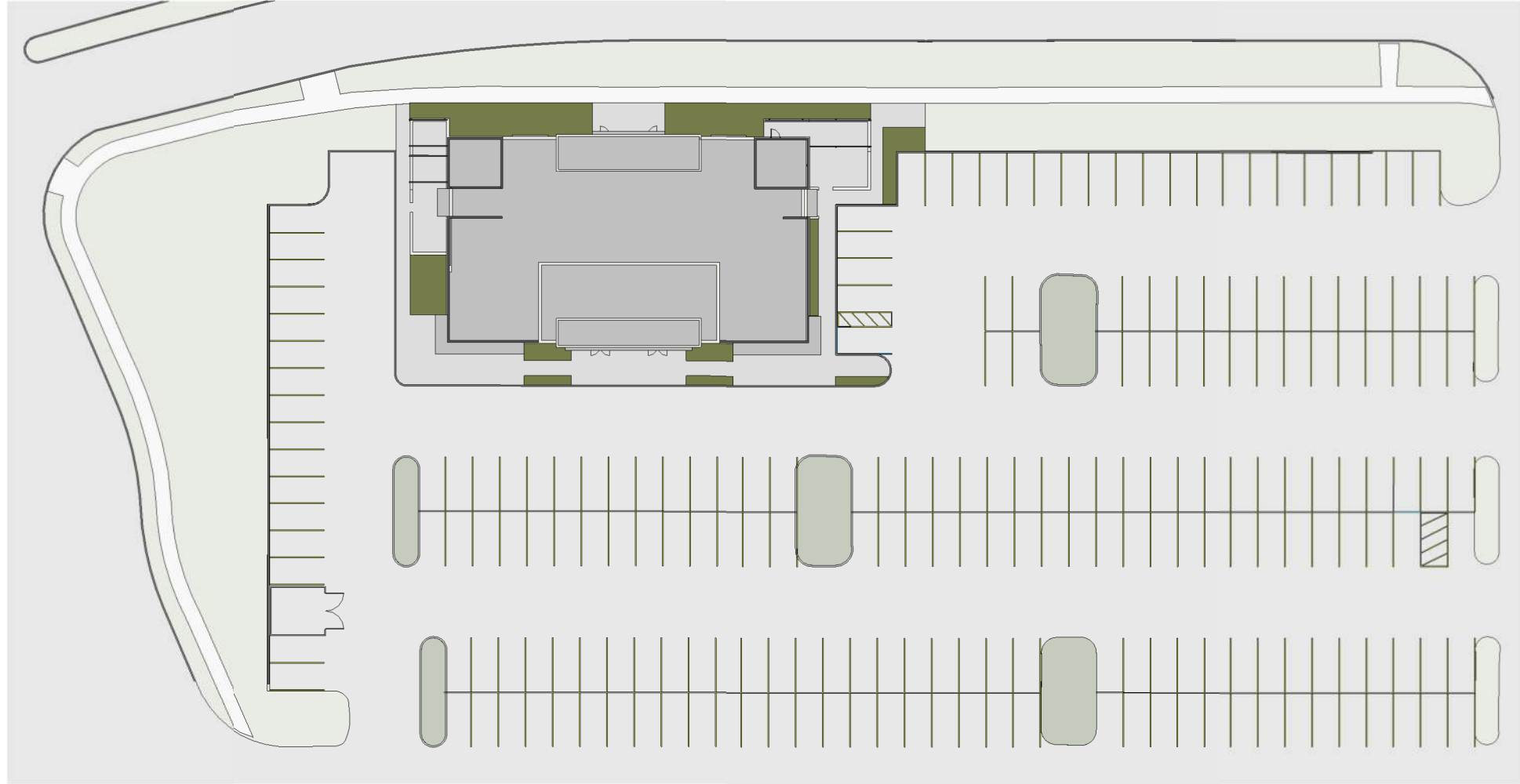
PRAIRIE TOWNE CENTER -  
NORTH OUTLOT  
241 JUNCTION ROAD, MADISON, WI

SHEET: 10  
03/07/2018

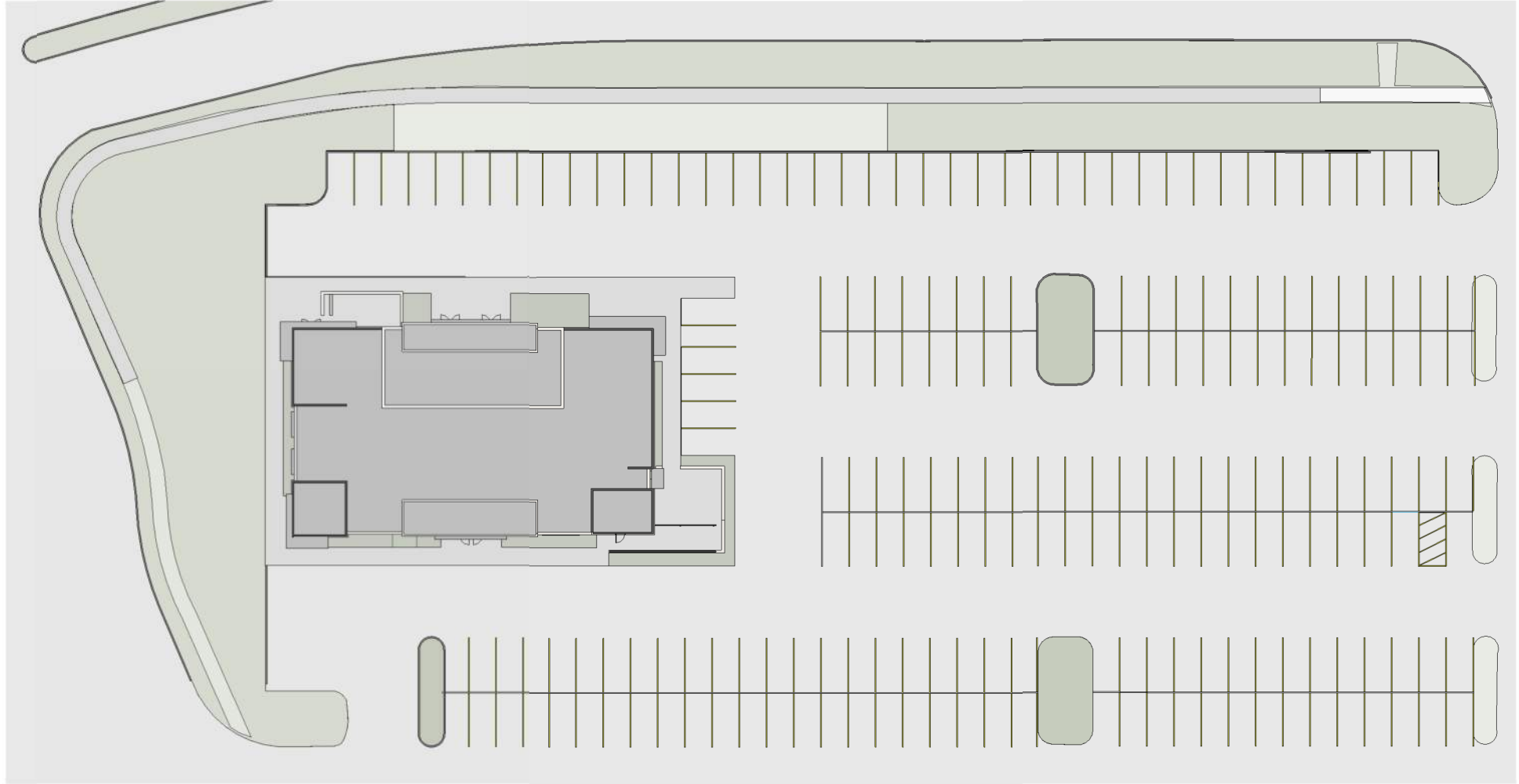


Copyright © 2018 by Iconica (All Rights Reserved)

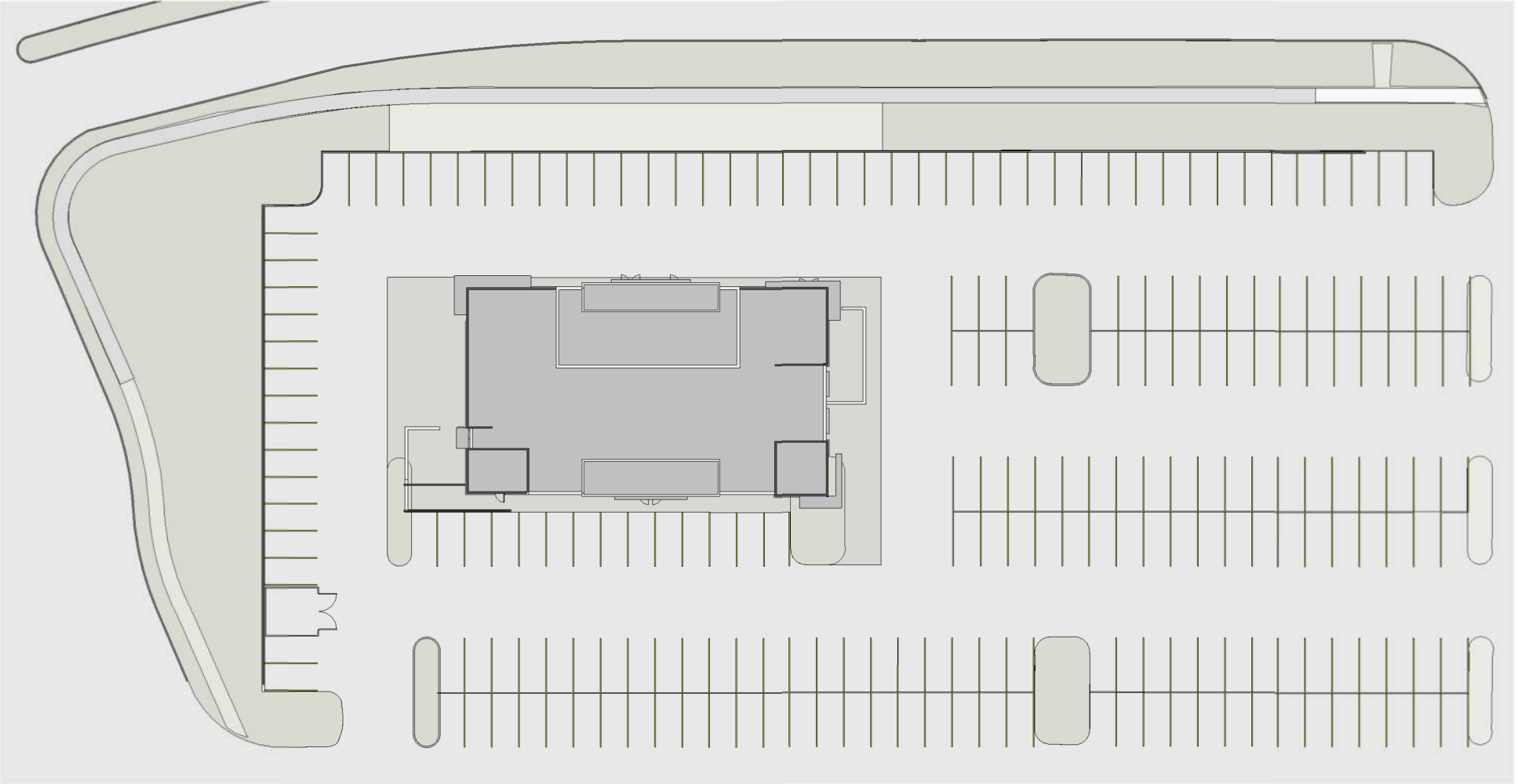




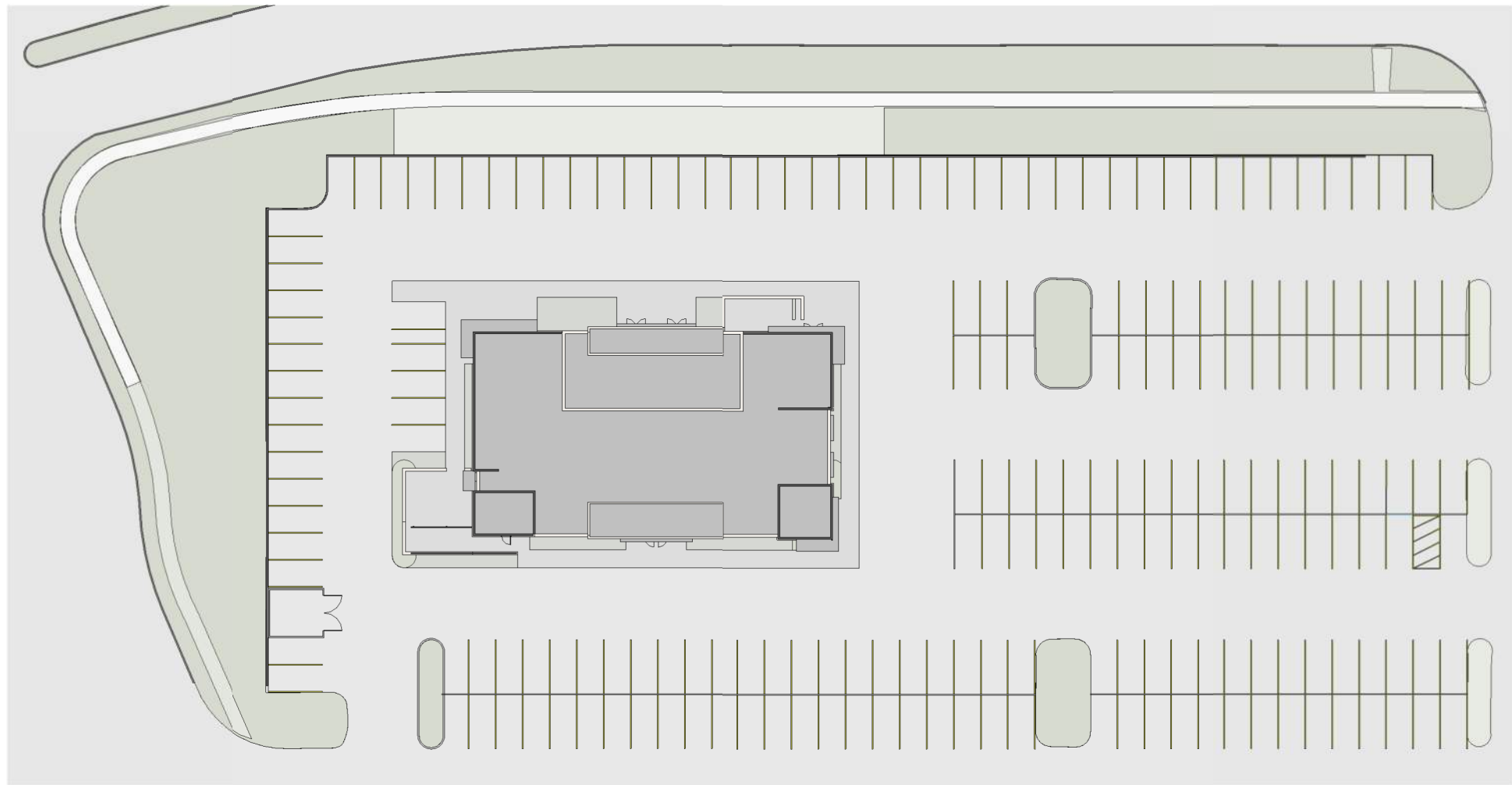
**SITE PLAN - ORIGINAL - 221**  
1" = 50'-0"



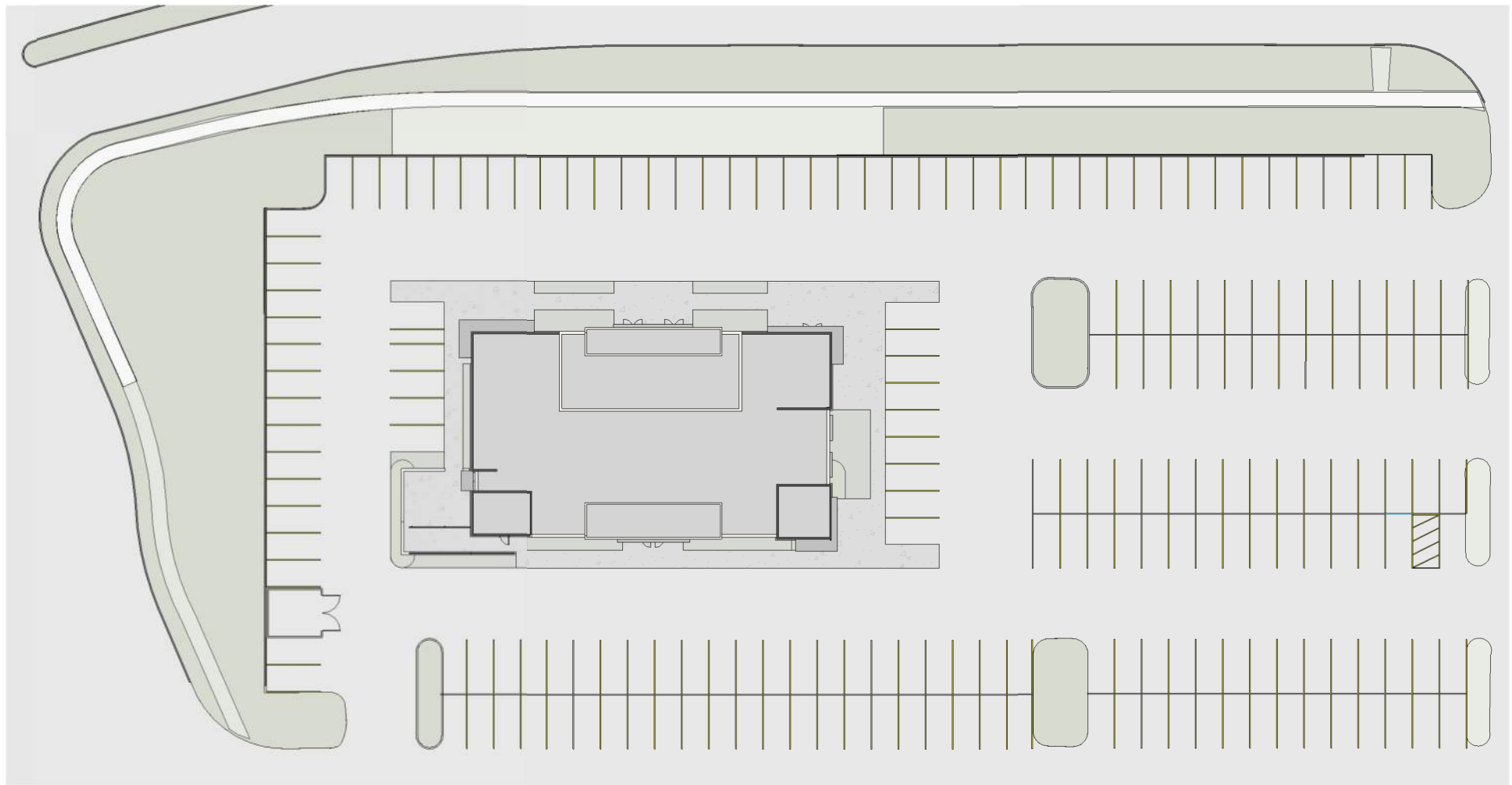
**SITE PLAN - 209**  
1" = 50'-0"



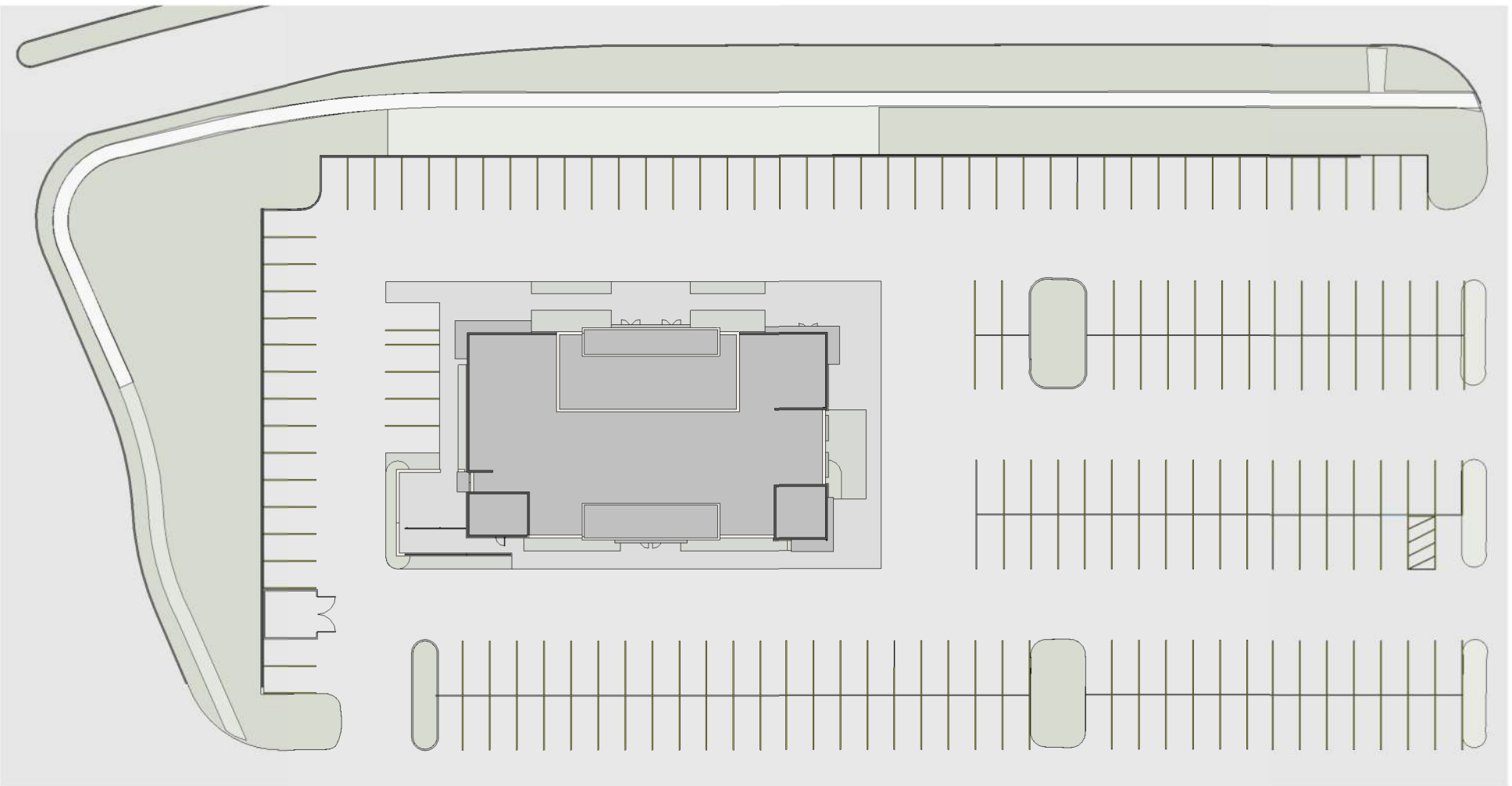
**SITE PLAN - INFEASIBLE**  
1" = 50'-0"



**SITE PLAN - 205**  
1" = 50'-0"

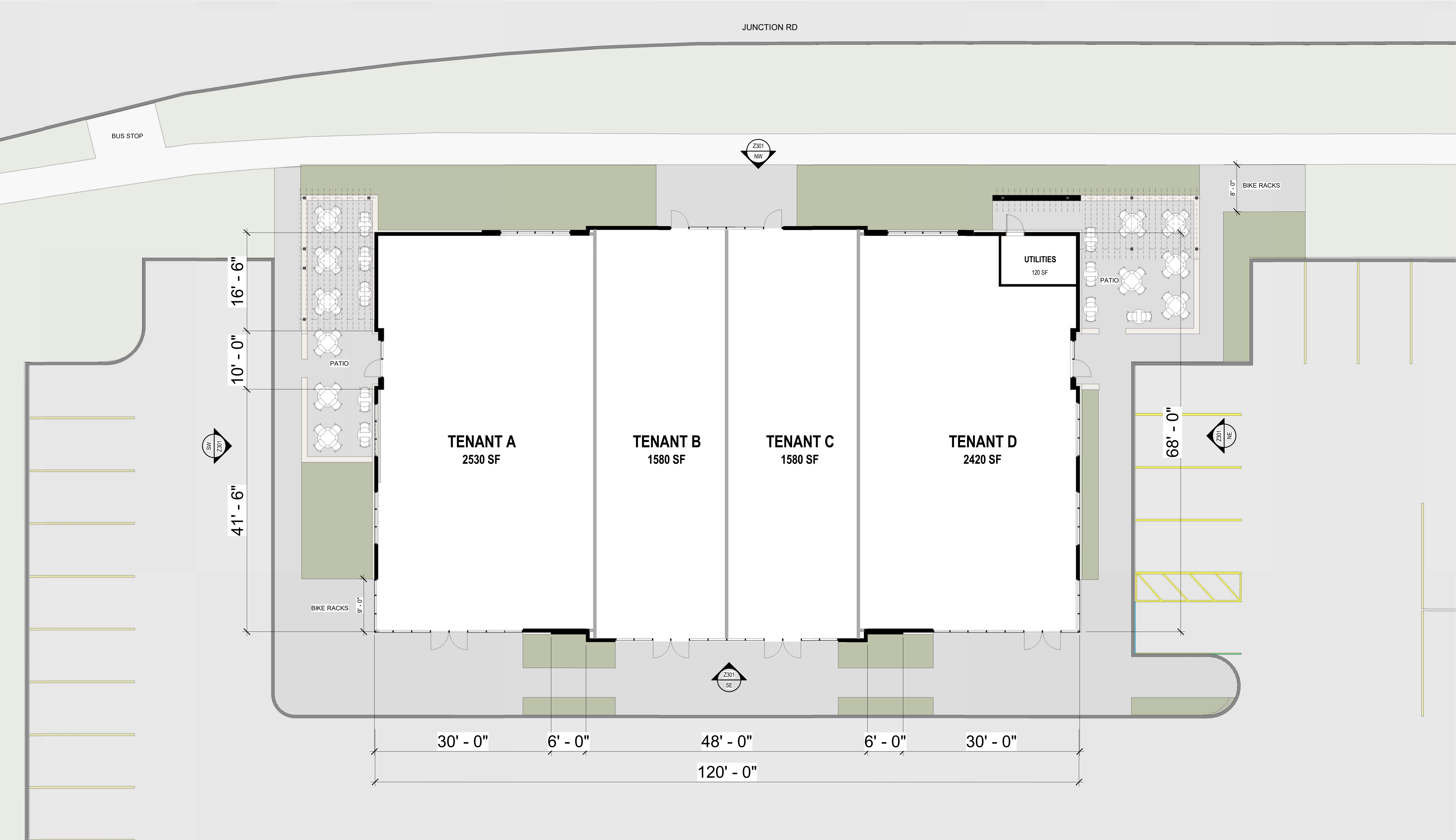


**SITE PLAN - 202**  
1" = 50'-0"



**SITE PLAN - 201**  
1" = 50'-0"





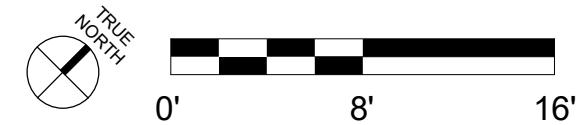
FIRST FLOOR PLAN

1/8" = 1'-0"

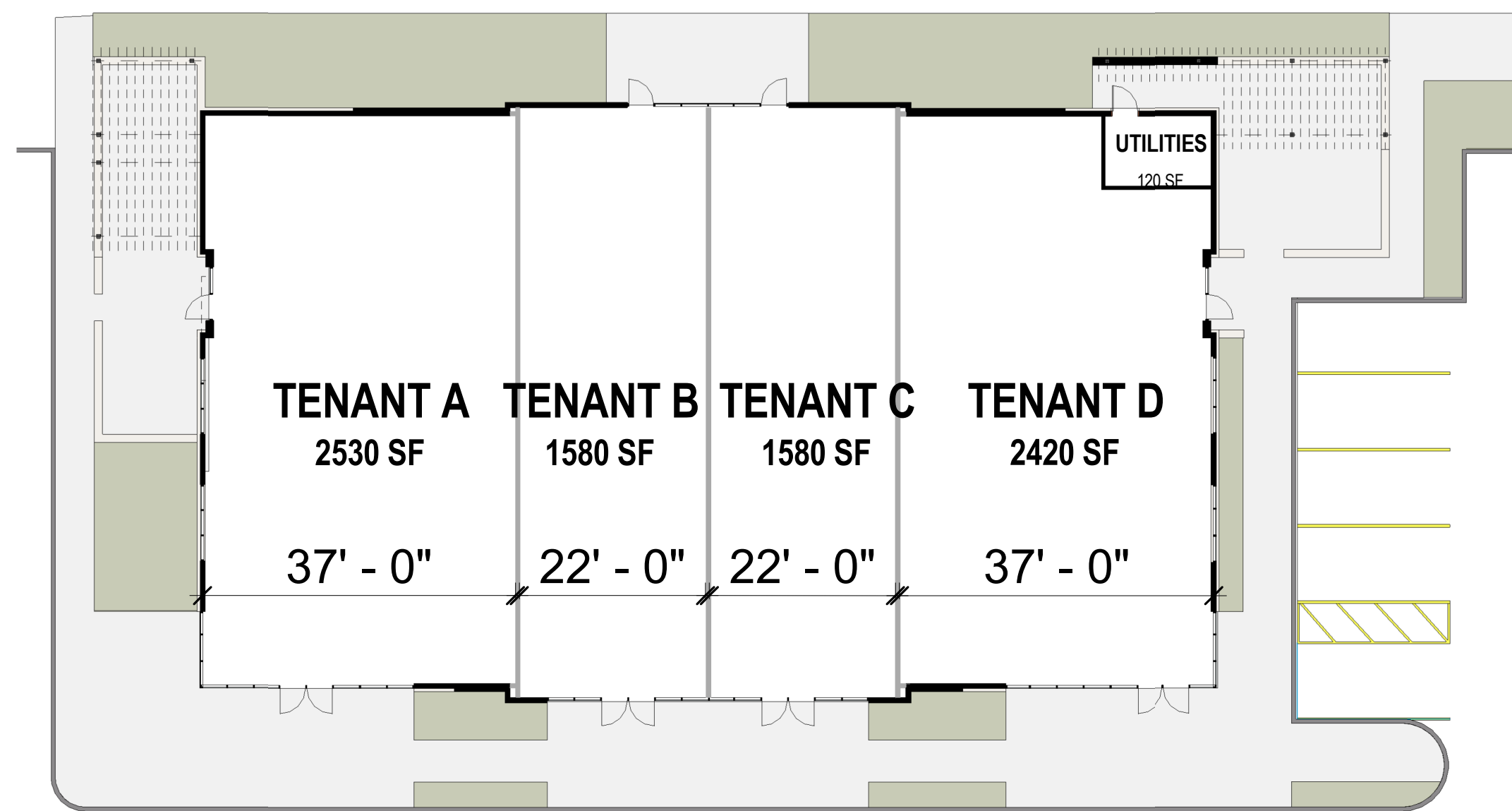
PRAIRIE TOWNE CENTER -  
NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

SHEET: 12  
03/07/2018

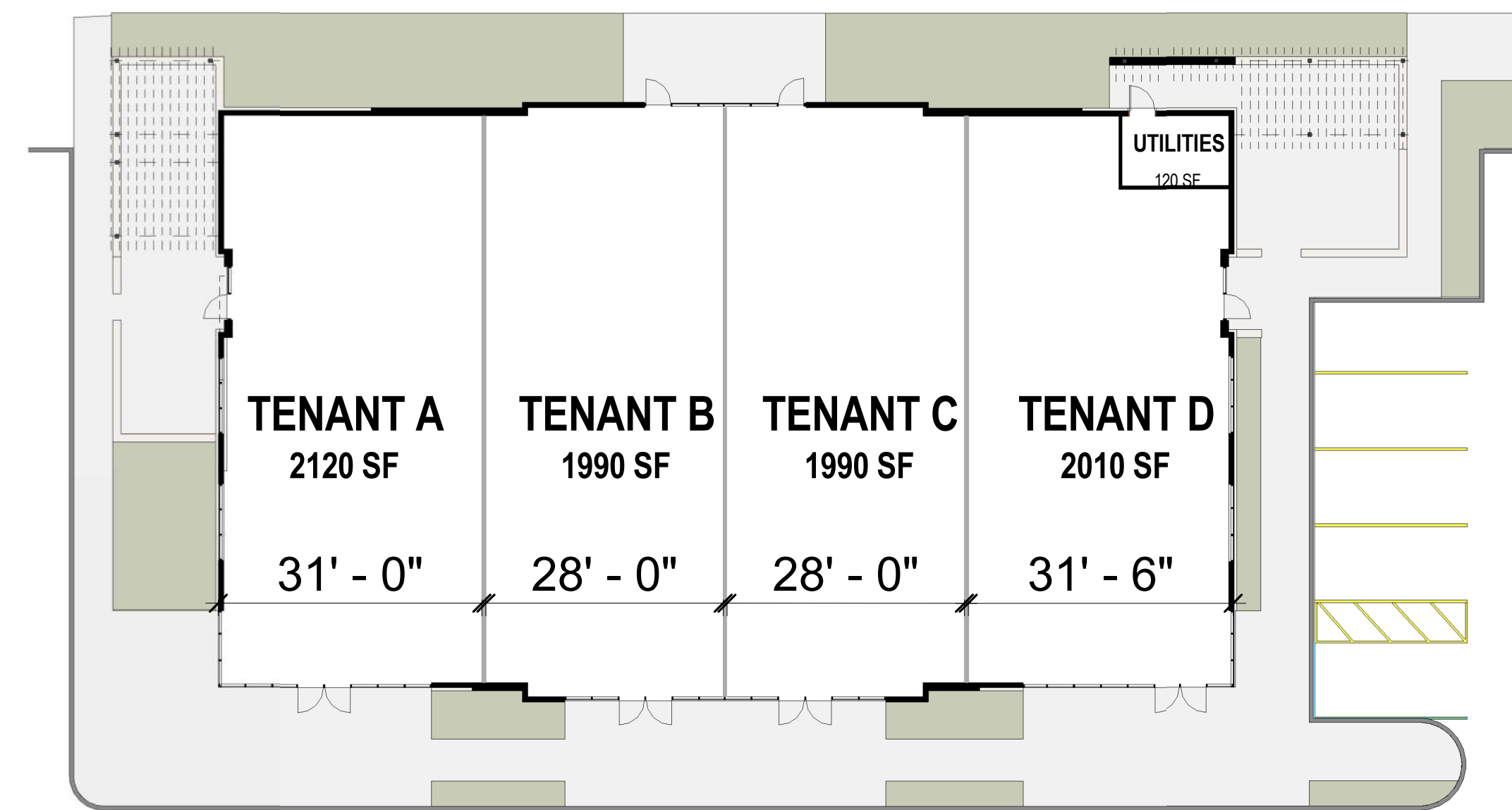


BUILDING FLOOR PLAN



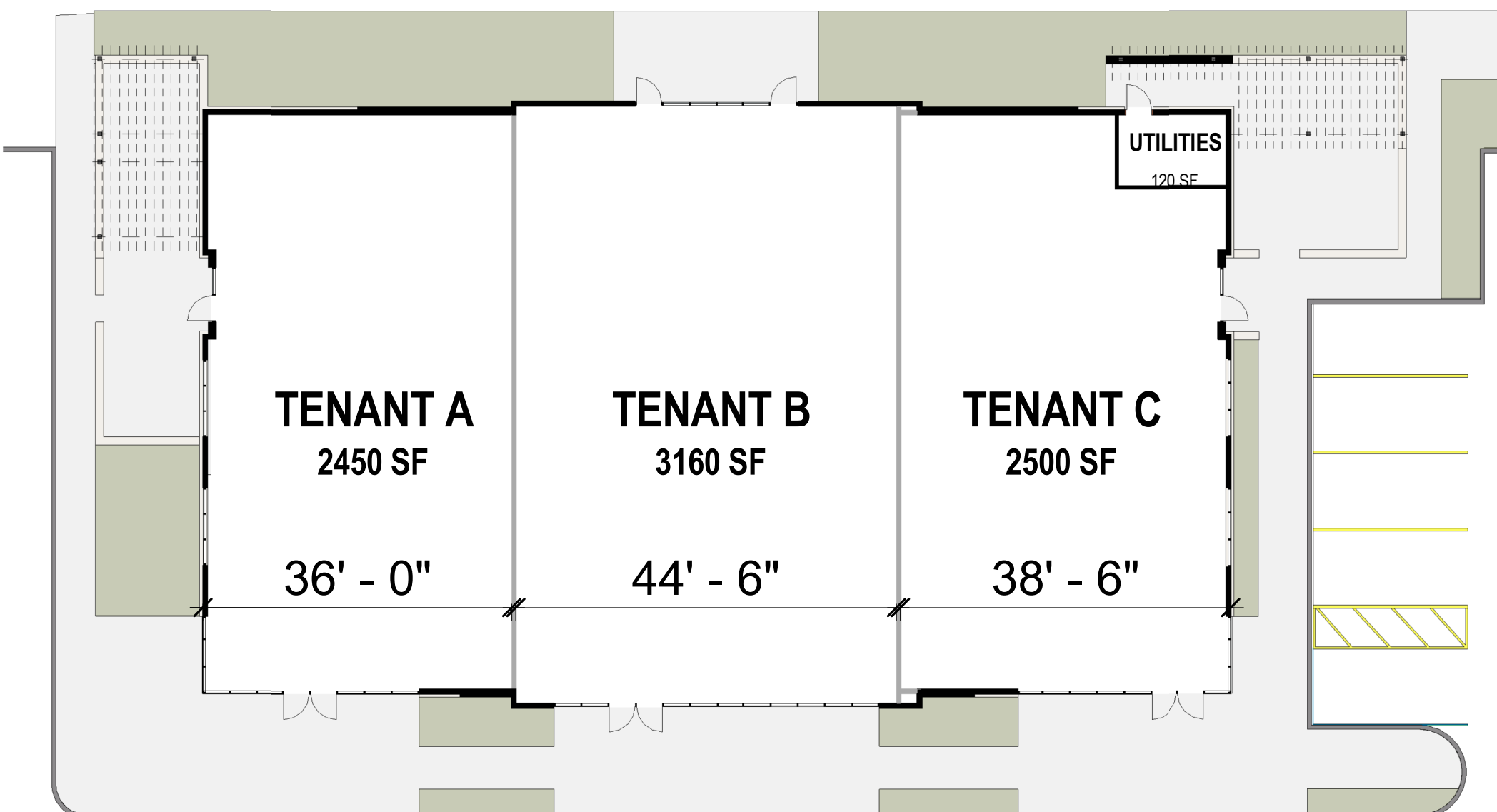
**DEMISING SCENARIO - SCHEME A**

1/16" = 1'-0"



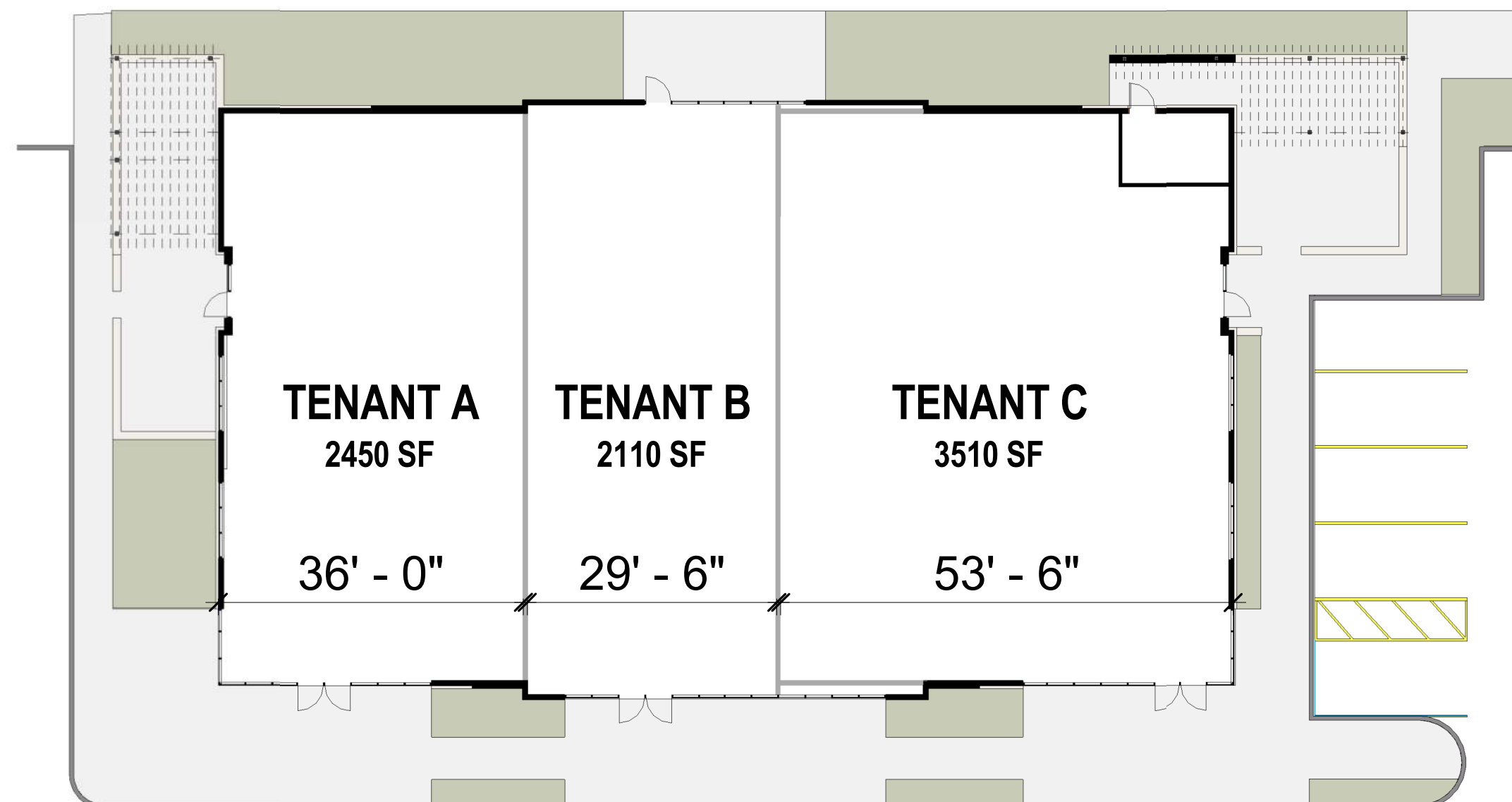
**DEMISING SCENARIO - SCHEME C**

1/16" = 1'-0"



**DEMISING SCENARIO - SCHEME B**

1/16" = 1'-0"



**DEMISING SCENARIO - SCHEME D**

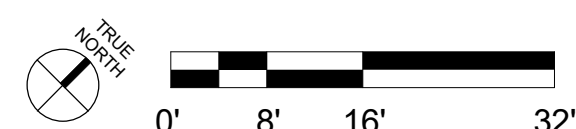
1/16" = 1'-0"

PRAIRIE TOWNE CENTER -  
NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

SHEET: 13  
03/07/2018

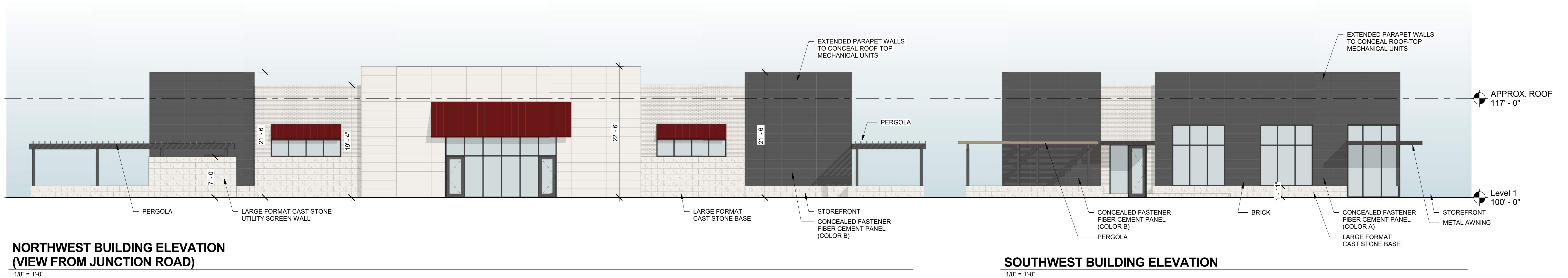
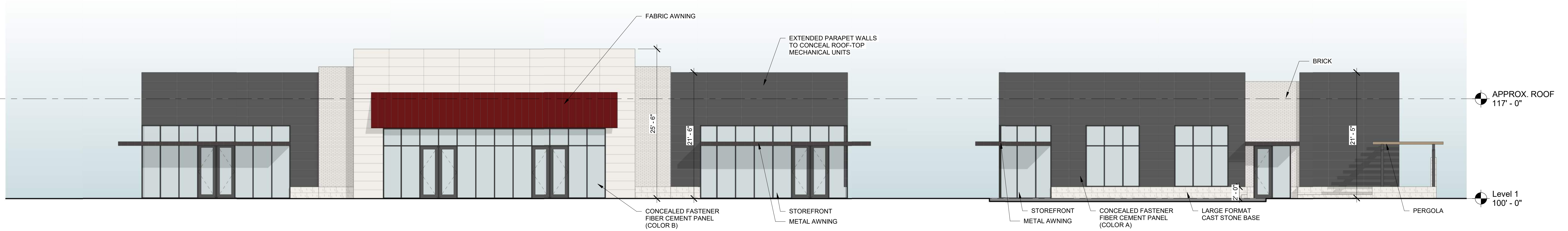
## TENANT DEMISING SCENARIOS



901 DEMING WAY / MADISON, WI 53717  
Ph: 608.664.3300 / Fx: 608.664.3335  
iconicacreatives.com

Copyright © 2018 by Iconica (All Rights Reserved)





## PRAIRIE TOWNE CENTER - NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

SHEET: 14  
03/07/2018

## EXTERIOR ELEVATIONS







VIEW FROM JUNCTION ROAD - NORTHBOUND

PRAIRIE TOWNE CENTER -  
NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

SHEET: 15  
03/07/2018

## EXTERIOR PERSPECTIVE





VIEW FROM JUNCTION ROAD - SOUTHBOUND

PRAIRIE TOWNE CENTER -  
NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

SHEET: 16  
03/07/2018

## EXTERIOR PERSPECTIVE





VIEW FROM PARKING LOT - NORTH

PRAIRIE TOWNE CENTER -  
NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

SHEET: 17  
03/07/2018

## EXTERIOR PERSPECTIVE





VIEW FROM PARKING LOT - SOUTH

PRAIRIE TOWNE CENTER -  
NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

SHEET: 18  
03/07/2018

## EXTERIOR PERSPECTIVE



LEGEND

- BUILDING OUTLINE  
EDGE OF PAVEMENT  
STANDARD CURB AND GUTTER  
REJECT CURB AND GUTTER  
ASPHALT PAVEMENT  
CONCRETE PAVEMENT  
SAWCUT EXISTING PAVEMENT

GENERAL NOTES:

- REFER TO THE EXISTING CONDITIONS SURVEY FOR EXISTING CONDITIONS NOTES AND LEGEND.
- ALL WORK IN THE ROW SHALL BE IN ACCORDANCE WITH THE MUNICIPAL STANDARD SPECIFICATIONS FOR PUBLIC WORKS CONSTRUCTION.
- JSD SHALL BE HELD HARMLESS AND DOES NOT WARRANT ANY DEVIATIONS BY THE OWNER/CONTRACTOR FROM THE APPROVED CONSTRUCTION PLANS THAT MAY RESULT IN DISCIPLINARY ACTIONS BY ANY OR ALL REGULATORY AGENCIES.
- DRAWING FOR REVIEW - NOT FOR CONSTRUCTION UNLESS OTHERWISE NOTED IN THE TITLE BLOCK.
- THE LANDSCAPE CONTRACTOR SHALL COORDINATE ALL FINE GRADING AND TOPSOILING WITH GENERAL CONTRACTOR
- REFER TO SHEET L200 FOR ADDITIONAL DETAILS, NOTES AND SPECIFICATION INFORMATION INCLUDING MATERIALS, GUARANTEE AND EXECUTION RELATED TO LANDSCAPE PLAN

PRAIRIE TOWNE CENTER - NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

UBS GLOBAL RE  
2515 McKinney Avenue  
Dallas, TX 75201

FOR REFERENCE ONLY

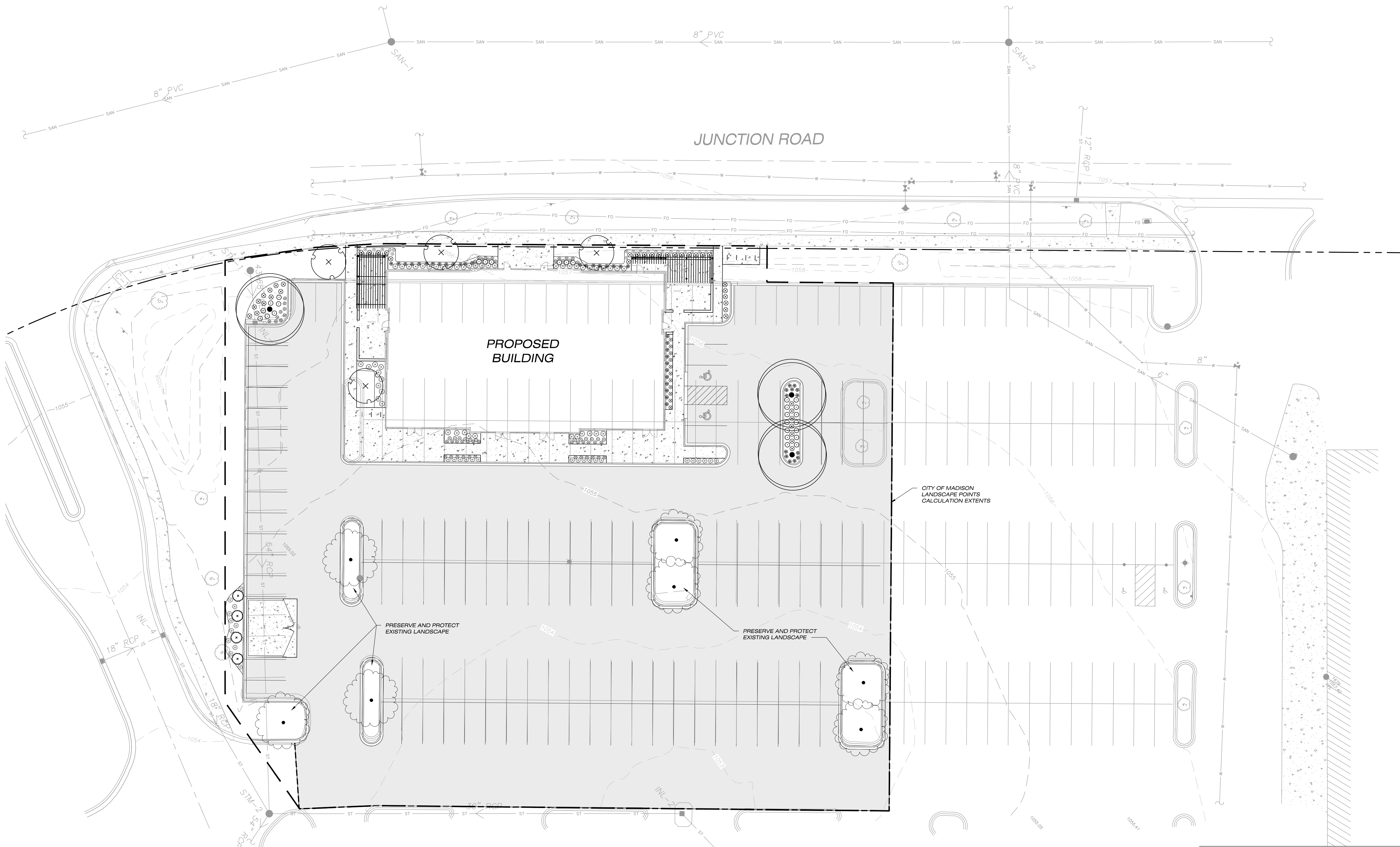
ISSUE DATES:  
Issue Description Date

This document contains confidential or proprietary information of Iconica. Neither the document nor the information herein is to be reproduced, distributed, used or disclosed, either in whole or in part, except as specifically authorized by Iconica.

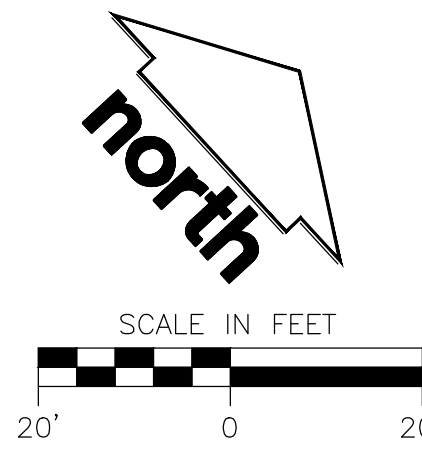
Sheet Title  
OVERALL  
LANDSCAPE PLAN

Project Number: Project Number  
Sheet Number

L100



PLANT SCHEDULE		LANDSCAPE SCHEDULE			
DECIDUOUS TREES	CODE	BOTANICAL NAME / COMMON NAME	ROOT CONDITION	SIZE AT PLANTING	QTY
	AA	Acer rubrum 'Autumn Blaze' / Autumn Blaze Red Maple	B & B	2.5" Cal	3
EVERGREEN TREES	CODE	BOTANICAL NAME / COMMON NAME	ROOT CONDITION	SIZE AT PLANTING	QTY
	TH	Thuja occidentalis 'Holmstrup' / Holmstrup Cedar	B & B	6 ft tall min.	4
ORNAMENTAL TREES	CODE	BOTANICAL NAME / COMMON NAME	ROOT CONDITION	SIZE AT PLANTING	QTY
	SI	Syringa reticulata 'Ivory Silk' / Ivory Silk Japanese Tree Lilac	B & B	1.5" Cal	4
ANNUALS/PERENNIALS	CODE	BOTANICAL NAME / COMMON NAME	CONT	SIZE AT PLANTING	QTY
	AV	Astilbe chinensis 'Visions in Red' / Chinese Astilbe	1 Gal	18-12" Ht.	11
	AV2	Astilbe chinensis 'Visions in White' / Chinese Astilbe	1 gal	18-12" Ht.	11
	EM	Echinacea purpurea 'Magnus' / Magnus Purple Coneflower	1 Gal	18-12" Ht.	12
	HJ	Hemerocallis x 'Little Jazz' / Red Daylily	1 Gal	18-12" Ht.	21
	HO	Hemerocallis x 'Stella de Oro' / Stella de Oro Daylily	1 gal	18-12" Ht.	34
	RF	Rudbeckia fulgida 'Goldstrum' / Black-Eyed Susan Coneflower	1 gal	18-12" Ht.	48
	SS	Solidago speciosa / Showy Goldenrod	1 Gal	18-12" Ht.	27
ORNAMENTAL GRASSES	CODE	BOTANICAL NAME / COMMON NAME	CONT	SIZE AT PLANTING	QTY
	CK	Calamagrostis x acutiflora 'Karl Foerster' / Feather Reed Grass	1 gal	18-12" Ht.	48
	PH	Pennisetum alopecuroides 'Hameln' / Hameln Dwarf Fountain Grass	1 gal	18-12" Ht.	29
	SL	Schizachyrium scoparium / Little Bluestem Grass	1 gal	18-12" Ht.	42











CITY OF MADISON  
LANDSCAPE WORKSHEET  
Section 28.142 Madison General Ordinance

Project Location / Address: 241 JUNCTION ROAD, MADISON, WI  
Name of Project: PRAIRIE TOWNE CENTER NORTH OUTLOT  
Owner / Contact: UBS GLOBAL RE  
Contact Phone: (608) 848-5060 Contact Email: KEVIN.YESKA@USDINC.COM

\*\* Landscape plans for zoning lots greater than ten thousand (10,000) square feet in size  
MUST be prepared by a registered landscape architect. \*\*

Applicability:

The following standards apply to all exterior construction and development activity, including the expansion of existing buildings, structures and parking lots, except the construction of detached single-family and two-family dwellings and their accessory structures. The entire development site must be brought up to compliance with this section unless all of the following conditions apply, in which case only the affected areas need to be brought up to compliance:

- The area of site disturbance is less than ten percent (10%) of the entire development site during any ten-(10) year period.
- Gross floor area is only increased by ten percent (10%) during any ten-(10) year period.
- No demolition of a principal building is involved.
- Any displaced landscaping elements must be replaced on the site and shown on a revised landscaping plan.

Landscape Calculations and Distribution

Required landscaped areas shall be calculated based upon the total developed area of the property. Developed area is defined as that area within a single contiguous boundary which is made up of structures, parking, driveways and decking/loading facilities, but excluding the area of any building footprint at grade, land designated for open space uses such as athletic fields, and undeveloped land area on the same zoning lot. There are three methods for calculating landscape points depending on the size of the lot and Zoning District.

- For all lots except those described in (b) and (c) below, five (5) landscape points shall be provided for each three hundred (300) square feet of developed area.

Total square footage of developed area: 50,429

Total landscape points required: 841

- For lots larger than five (5) acres, points shall be provided at five (5) points per three hundred (300) square feet for the first five (5) developed acres, and one (1) point per one hundred (100) square feet for all additional acres.

Total square footage of developed area: \_\_\_\_\_

Five (5) acres = 217,600 square feet

First five (5) developed acres = 3,630 points

Remainder of developed area: \_\_\_\_\_

Total landscape points required: \_\_\_\_\_

- For the Industrial - Limited (LI) and Industrial - General (IG) districts, one (1) point shall be provided per one hundred (100) square feet of developed area.

Total square footage of developed area: \_\_\_\_\_

Total landscape points required: \_\_\_\_\_

10/2013

1

Tabulation of Points and Credits

Use the table to indicate the quantity and points for all existing and proposed landscape elements.

Plant Type/ Element	Minimum Size at Installation	Points	Credits/ Existing Landscaping		New/ Proposed Landscaping	
			Quantity	Points Achieved	Quantity	Points Achieved
Overstory deciduous tree	2½ inch caliper measured diameter at breast height (dbh)	35			3	105
Tall evergreen tree (i.e. pine, spruce)	5-6 feet tall	35				
Ornamental tree	1 1/2 inch caliper	15			4	60
Upright evergreen shrub (i.e. arbovitae)	3-4 feet tall	10			4	40
Shrub, deciduous	#3 gallon container size, Min. 12"-24"	3				
Shrub, evergreen	#3 gallon container size, Min. 12"-24"	4				
Ornamental grasses/ perennials	#1 gallon container size, Min. 8"-18"	2			283	566
Ornamental/ decorative fencing or wall	n/a	4 per 10 lineal ft.				
Existing significant specimen tree	Minimum size: 2 ½ inch caliper dbh. *Trees must be within developed areas and cannot comprise more than 30% of total required points.	14 per caliper inch dbh. Maximum points per tree: 200	5	280 <small>(EACH EXISTING TREE APPROX. 4" CAL.)</small>		
Landscape furniture for public seating and/or transit connections	* Furniture must be within developed area, publicly accessible, and cannot comprise more than 5% of total required points.	5 points per "seat"				
Sub Totals						1,051

Total Number of Points Provided: 1,051

\* As determined by ANSI, ANLA-A- American standards for nursery stock. For each size, minimum plant sizes shall conform to the specifications as stated in the current American Standard for Nursery Stock.

GENERAL NOTES

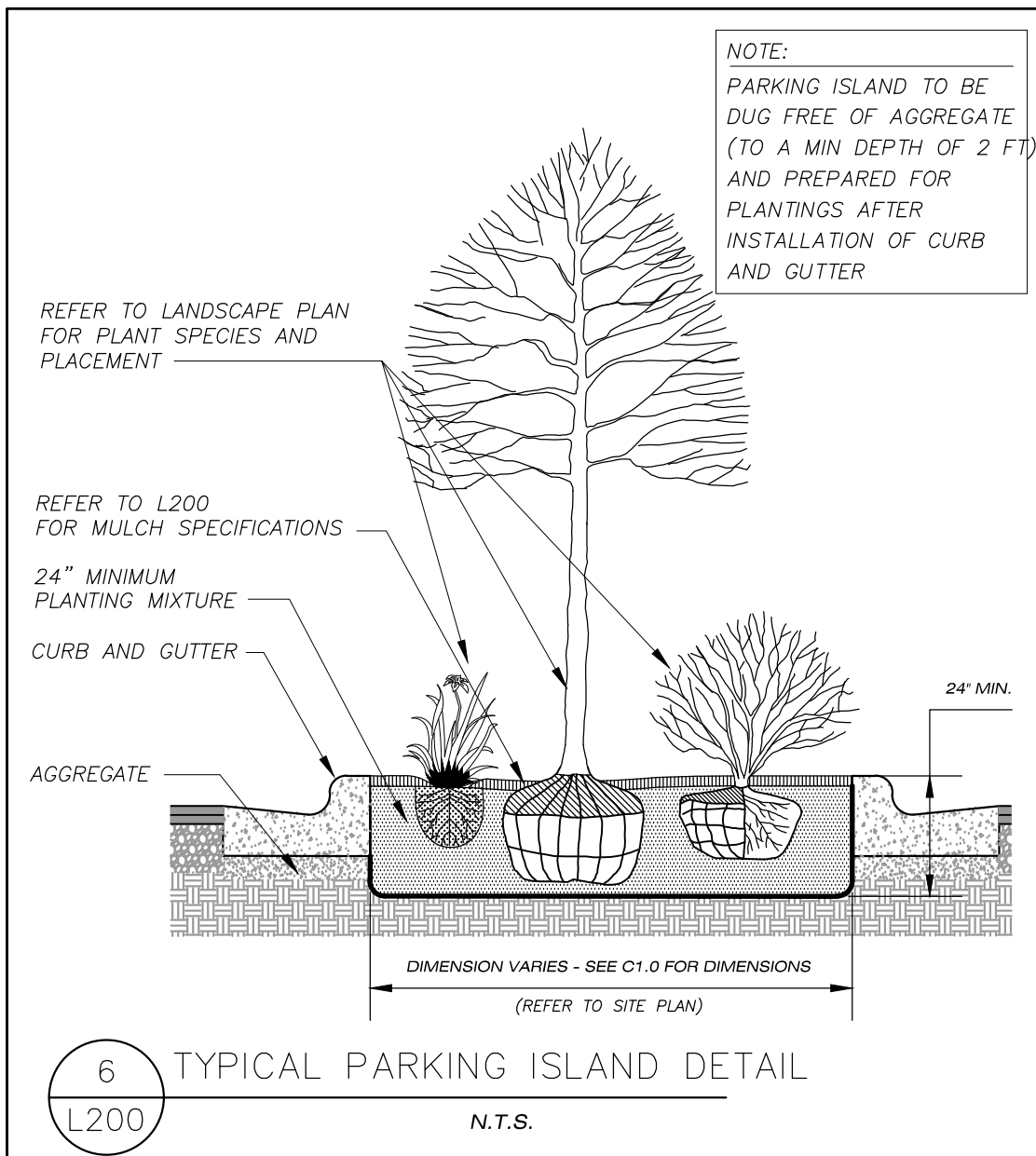
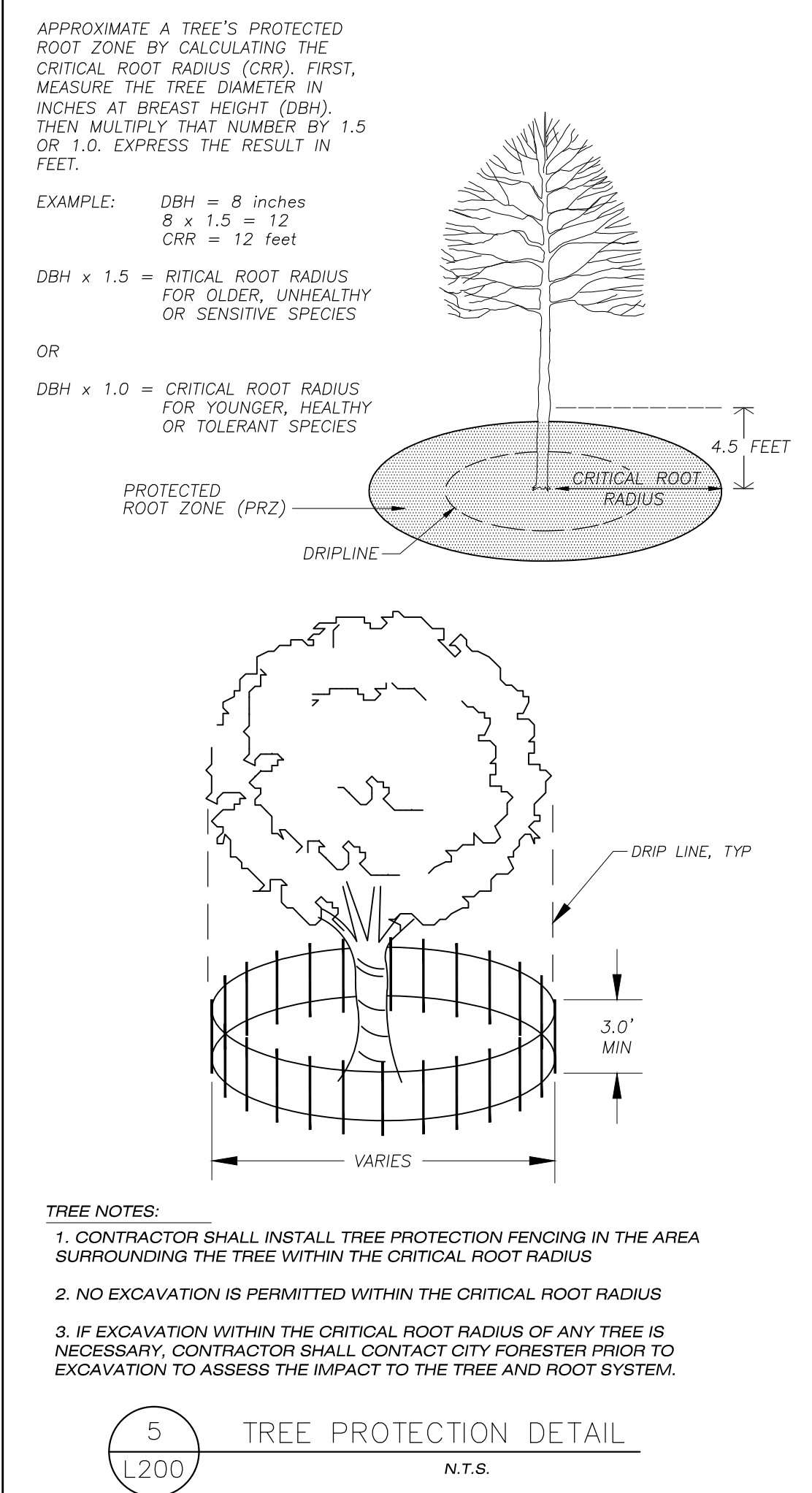
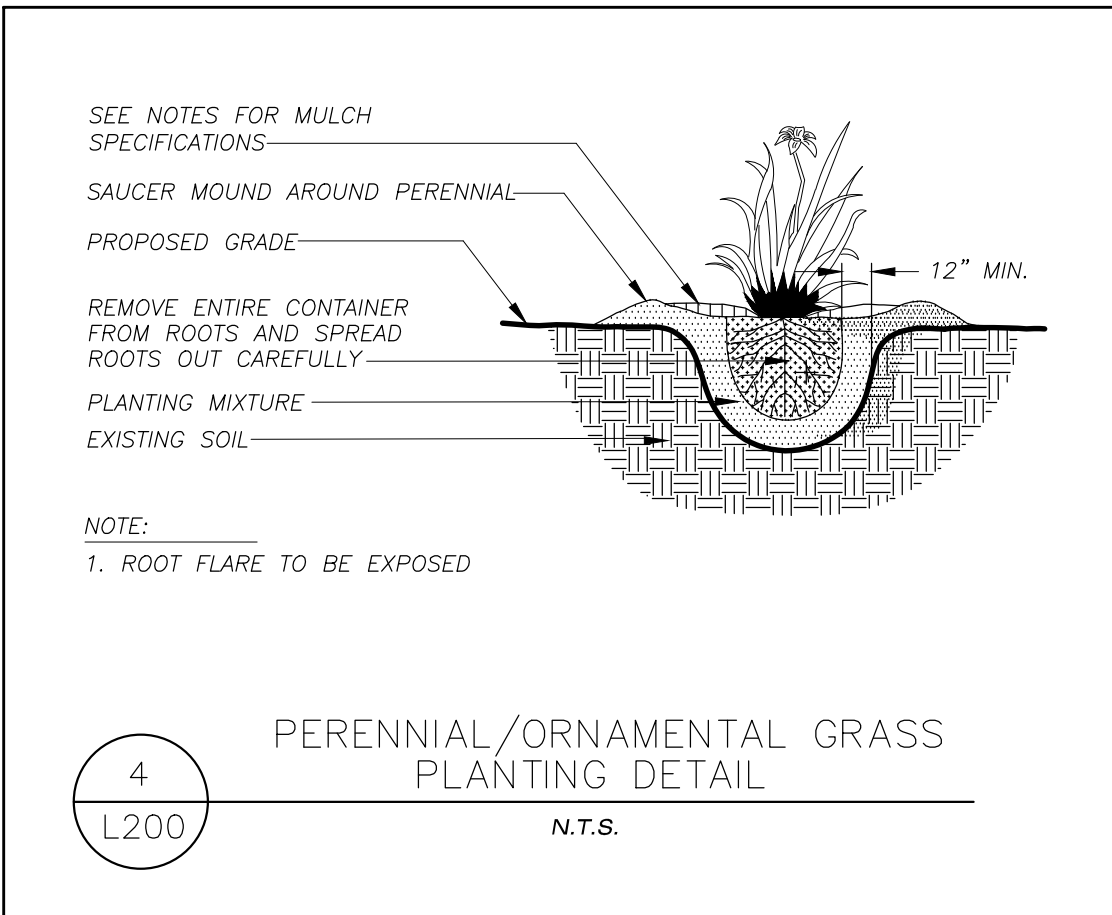
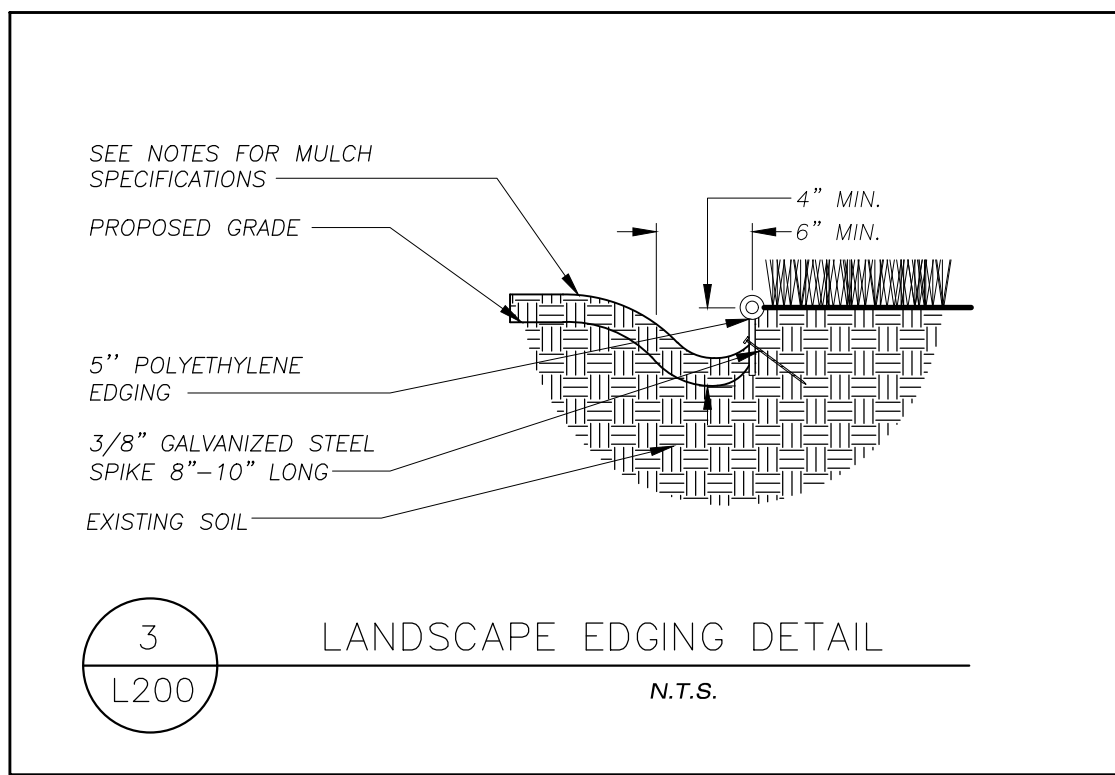
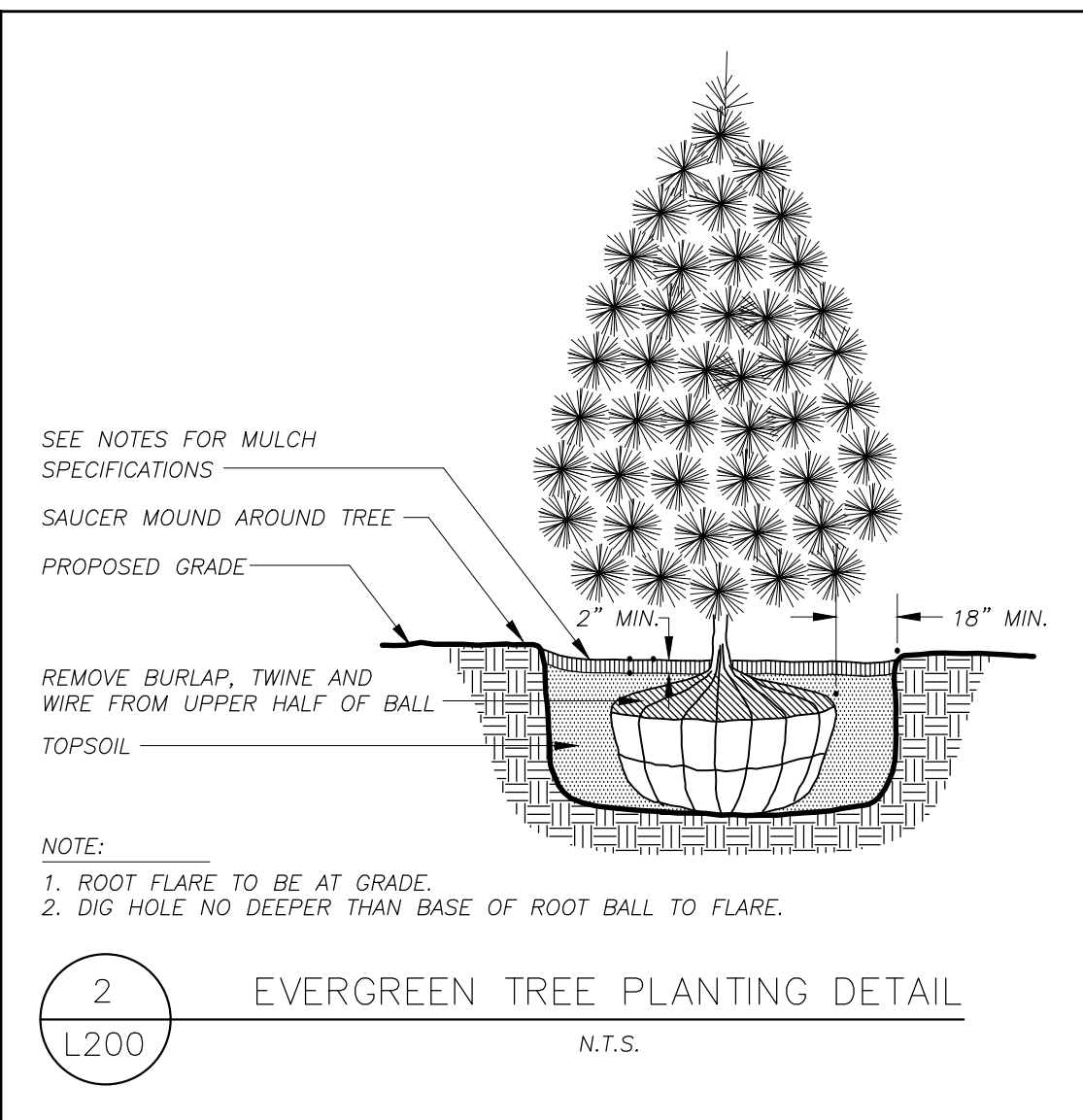
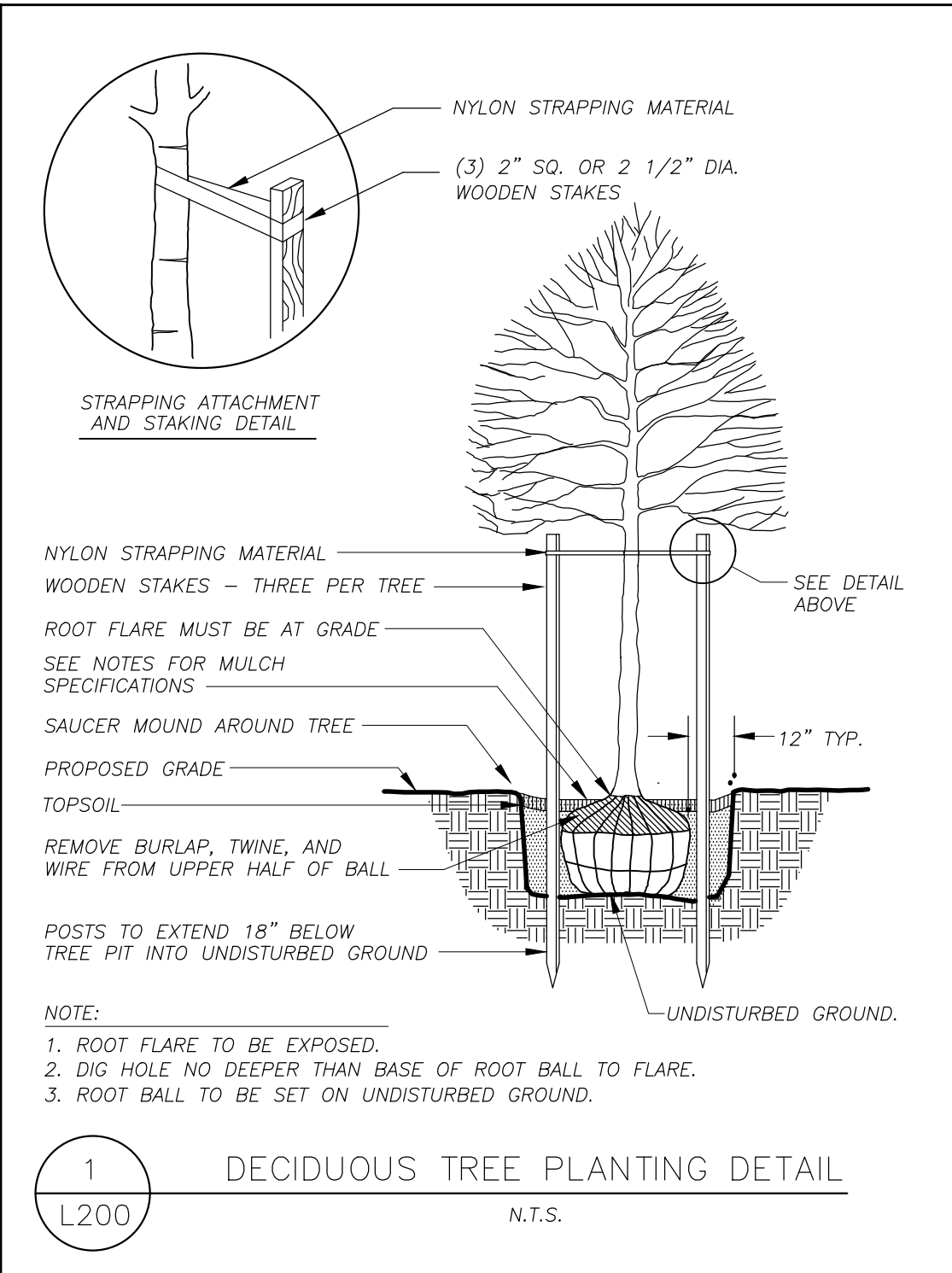
- GENERAL: ALL WORK IN THE R-O-W AND PUBLIC EASEMENTS SHALL BE IN ACCORDANCE WITH LOCAL MUNICIPAL REQUIREMENTS. JSD SHALL BE HELD HARMLESS AND DOES NOT WARRANT ANY DEVIATIONS BY THE OWNER/CONTRACTOR FROM THE APPROVED CONSTRUCTION PLANS THAT MAY RESULT IN DISCIPLINARY ACTIONS BY ANY OR ALL REGULATORY AGENCIES. LOCATE ALL UTILITIES PRIOR TO CONSTRUCTION. THE CONTRACTOR IS RESPONSIBLE FOR REPAIRING ANY DAMAGE DONE TO UTILITIES. CONTRACTOR MUST CALL 1-800-365-5344 FOR UTILITY LOCATIONS AT LEAST THREE DAYS PRIOR TO DIGGING. HAND DIG AND INSTALL ALL PLANTS THAT ARE NEAR EXISTING UTILITIES. PROTECT PREVIOUSLY INSTALLED WORK OF OTHER TRADES. CONTRACTOR IS RESPONSIBLE FOR STAKING THE PLANT MATERIALS FOR REVIEW BY OWNER PRIOR TO DIGGING AND PLACEMENT AND SHALL COORDINATE ALL FINE GRADING AND RESTORATION WITH THE GRADING CONTRACTOR.
- DELIVERY AND HANDLING: DO NOT DELIVER MORE PLANT MATERIALS THAN CAN BE PLANTED IN ONE DAY, UNLESS ADEQUATE, APPROPRIATE AND SECURE STORAGE IS PROVIDED AND APPROVED BY OWNER'S REPRESENTATIVE. AT ALL TIMES, PROTECT ALL PLANT MATERIALS FROM WIND AND DIRECT SUN. DELIVER PLANTS WITH LEGIBLE IDENTIFICATION LABELS. PROTECT PLANTS DURING DELIVERY AND DO NOT PRUNE PRIOR TO DELIVERY. ALL TREES AND SHRUBS SHALL BE PLANTED ON THE DAY OF DELIVERY; IF THIS IS NOT POSSIBLE, PROTECT THE PLANT MATERIALS NOT PLANTED BY STORING THEM IN A SHADED, SECURE AREA, PROTECTING THE ROOT MASS WITH WET SOIL, MULCH, HAY OR OTHER SUITABLE MEDIUM. CONTRACTOR TO KEEP ALL PLANT MATERIALS ADEQUATELY WATERED TO PREVENT ROOT DESICATION. DO NOT REMOVE CONTAINER GROWN STOCK FROM CONTAINERS BEFORE TIME OF PLANTING. DO NOT PICK UP CONTAINER OR BALLED PLANTS BY STEM OR ROOTS. ALL PLANTS SHALL BE LIFTED AND HANDLED FROM THE BOTTOM OF THE CONTAINER OR BALL. PERFORM ACTUAL PLANTING ONLY WHEN WEATHER AND SOIL CONDITIONS ARE SUITABLE IN ACCORDANCE WITH LOCALLY ACCEPTED BEST HORTICULTURAL PRACTICES.
- MATERIALS - PLANTS: ALL PLANTS SHALL CONFORM TO THE AMERICAN STANDARD FOR NURSERY STOCK ANSI Z60.1-2004. PLANTS SHALL BE TRUE TO SPECIES AND VARIETY SPECIFIED AND NURSERY GROWN IN ACCORDANCE WITH GOOD HORTICULTURAL PRACTICES UNDER CLIMATIC CONDITIONS SIMILAR TO THOSE IN THE LOCALITY OF THE PROJECT FOR AT LEAST 2 YEARS. PLANTS SHALL BE FRESHLY DUG (DURING THE MOST RECENT FAVORABLE HARVEST SEASON). PLANTS SHALL BE SO TRAINED IN DEVELOPMENT AND APPEARANCE AS TO BE UNQUESTIONABLY SUPERIOR IN FORM, COMPACTNESS, AND SYMMETRY. PLANTS SHALL BE SOUND, HEALTHY, VIGOROUS, WELL BRANCHED AND DENSELY FOLIATED WHEN IN LEAF, AND FREE OF DISEASE AND INSECTS (ADULT EGGS, PUPAE OR LARVAE). THEY SHALL HAVE HEALTHY, WELL-DEVELOPED ROOT SYSTEMS AND SHALL BE FREE FROM PHYSICAL DAMAGE OR OTHER CONDITIONS THAT WOULD PREVENT THRIVING GROWTH. PLANTS SHALL BE OF THE HIGHEST QUALITY, POSSESS TYPICAL GROWTH HABITS AND FORM FOR THEIR SPECIES AND BE FREE OF INJURY. PARKWAY TREES AND PARKING LOT TREES SHALL HAVE A MINIMUM BRANCHING HEIGHT OF SIX (6) FEET ABOVE THE GROUND TO ALLOW ADEQUATE VISUAL AND PHYSICAL CLEARANCE.
- PRUNING: THE CONTRACTOR SHALL PRUNE ALL TREES AND REPAIR ANY INJURIES THAT OCCURRED DURING THE PLANTING PROCESS, DOUBLE LEADERS, DEAD BRANCHES, AND LIMBS DAMAGED OR BROKEN DURING THE PLANTING PROCESS SHALL BE PRUNED. THIS SHALL BE THE ONLY PRUNING ALLOWED AT PLANTING. PRUNING SHALL CONFORM TO AMERICAN STANDARD FOR TREE CARE OPERATIONS, AND ASO. PRUNE TREES IN ACCORDANCE WITH NAA GUIDELINES. DO NOT TOP TREES. PRUNE SHRUBS ACCORDING TO STANDARD HORTICULTURAL PRACTICES. ON CUTS OVER 3/4" IN DIAMETER AND BRUISES OR SCARS ON BARK, TRACE THE INJURED CAMBIUM LAYER BACK TO LIVING TISSUE AND REMOVE. SMOOTH AND SHAPE WOUNDS SO AS NOT TO RETAIN WATER. TREAT THE AREA WITH AN APPROVED INCONSPICUOUS LATEX BASED ANTISETIC TREE PAINT; IF PRUNING OCCURS "IN SEASON", DO NOT PRUNE ANY OAK TREES DURING THE MONTHS FROM APRIL TO OCTOBER.
- CLEANUP: DISPOSED OF EXCESS SOIL. REMOVE ALL CUTTINGS AND WASTE MATERIALS. SOIL, BRANCHES, BINDING AND WRAPPING MATERIALS, REJECTED PLANTS, OR OTHER DEBRIS RESULTING FROM ANY PLANTING SHALL BE PROMPTLY CLEANED UP AND REMOVED. THE WORK AREA SHALL BE KEPT SAFE AND NEAT AT ALL TIMES. UNDER NO CIRCUMSTANCES SHALL THE ACCUMULATION OF SOIL, BRANCHES OR OTHER DEBRIS BE ALLOWED UPON A PUBLIC PROPERTY IN SUCH A MANNER AS TO RESULT IN A PUBLIC SAFETY HAZARD. LIKEWISE, UNDER NO CIRCUMSTANCES SHALL ANY DEBRIS OR INCIDENTAL MATERIALS BE ALLOWED UPON ADJACENT PRIVATE PROPERTY.

LANDSCAPE MATERIAL NOTES

- MATERIALS - SOIL: PLANTING SOIL SHALL MEET THESE REQUIREMENTS:  
A. PLANTING AREAS - 24" MIN. DEPTH  
B. TREE RINGS - SEE DETAILS
- PLANTING SOIL TO BE A MINIMUM 24" DEPTH, UNLESS OTHERWISE SPECIFIED AS ABOVE OR ON DETAILS. TOPSOIL TO BE CLEAN, FRABLE LOAM FROM A LOCAL SOURCE, FREE FROM STONES OR DEBRIS OVER 3/4" IN DIAMETER, AND FREE FROM TOXINS. TOPSOIL SHALL HAVE A pH VALUE BETWEEN 6 AND 7. TOPSOIL AND PLANTING SOIL SHALL BE TESTED TO CONFORM TO THESE SPECIFICATIONS AND SHALL BE AMENDED TO MEET THESE SPECIFICATIONS. PROVIDE TEST RESULTS TO OWNER'S REPRESENTATIVE PRIOR TO PLACEMENT/DO NOT PLACE FROZEN OR MUDDY TOPSOIL. APPLY SOIL AMENDMENTS TO ALL LANDSCAPE AREAS PER SOIL TEST.
- MATERIALS - SHREDDED HARDWOOD BARK MULCH: ALL PLANTING AREAS LABELED ON PLAN SHALL RECEIVE CERTIFIED WEED FREE SHREDDED HARDWOOD BARK MULCH OVER ALL PLANTING AREAS. SHREDDED HARDWOOD BARK MULCH SIZE & COLOR TO BE APPROVED BY OWNER'S REPRESENTATIVE PRIOR TO INSTALLATION. FERTILIZER SHALL BE IN ACCORDANCE WITH APPLICABLE LOCAL, COUNTY AND STATE OF WISCONSIN REQUIREMENTS. SHREDDED HARDWOOD BARK MULCH AREAS SHALL NOT RECEIVE WOVEN WEED BARRIER FABRIC.
- MATERIALS - TREE & SHRUB RINGS: ALL TREES AND/OR SHRUBS PLANTED IN SEEDING LAWN AREAS TO BE INSTALLED WITH A MINIMUM 5' DIAMETER SHREDDED HARDWOOD BARK MULCH TREE RING SPREAD TO A CONSISTENT DEPTH OF 4 INCHES. ALL TREE RINGS SHOULD BE INSTALLED WITH A 5" DEPTH SHOVEL CUT EDGE, ANGLED 45 DEGREES INTO SOIL AT A 5' DIAMETER ABOUT THE CENTER OF THE TREE PLANTING. A PRE-EMERGENT GRANULAR HERBICIDE WEED-PREVENTER SHOULD BE MIXED WITH MULCH USED TO INSTALL TREE RING AS WELL AS TOPICALLY APPLIED TO FINISHED INSTALLATION OF TREE RING.
- MATERIALS - EDGING: EDGING SHALL BE 5" DEEP, POLYETHYLENE EDGING. OWNER'S REPRESENTATIVE SHALL APPROVE PRODUCT SPECIFICATION PROVIDED BY LANDSCAPE CONTRACTOR.
- MATERIALS - SEED: DISTURBED LAWN AREAS LABELED ON PLAN AS SUCH, SHALL BE SPREAD BY HAND BROADCAST METHOD OR APPROPRIATE SPREADER EQUIPMENT WITH GRASS CARRETS 'MADISON PARKS' OR EQUIVALENT AS APPROVED BY THE OWNER'S REPRESENTATIVE. INSTALLED PER MANUFACTURER'S RECOMMENDATIONS. IN ADDITION TO LAWN SEED, ANNUAL RYE SHALL BE APPLIED TO ALL DISTURBED AREAS AT A RATE OF 1 1/2 LBS PER 1000 SQUARE FEET. FERTILIZE AND MULCH PER MANUFACTURER'S RECOMMENDATIONS.

CONTRACTOR AND OWNER RESPONSIBILITY NOTES

- GUARANTEE: THE CONTRACTOR SHALL GUARANTEE ALL PLANTS THROUGH ONE (1) YEAR AFTER ACCEPTANCE BY THE OWNER'S REPRESENTATIVE. PLANTS SHALL BE ALIVE AND IN HEALTHY AND FLOURISHING CONDITION AT THE END OF THE GUARANTEE PERIOD. THE CONTRACTOR SHALL REPLACE (AT NO COST TO OWNER) ANY PLANTS THAT ARE DEAD OR NOT IN A VIGOROUS THRIVING CONDITION. REPLACEMENT PLANTS SHALL BE OF THE SAME KIND AND SIZE AS ORIGINALLY SPECIFIED UNLESS OTHERWISE DIRECTED BY OWNER'S REPRESENTATIVE. RESTORE BEDS AS NECESSARY FOLLOWING PLANT REPLACEMENT, INCLUDING BUT NOT LIMITED TO BEDDING, EDGING, MULCH, ETC. REPLACE PLANTS DAMAGED AT TIME OF PLANTING. REPAIR AREAS DISTURBED IN ANY WAY DURING PLANT REPLACEMENT AT NO COST TO OWNER. CONTRACTOR SHALL PROVIDE A TWO (2)-YEAR STRAIGHTENING GUARANTEE FOR ALL TREES.
- CONTRACTOR IS RESPONSIBLE FOR STAKING THE PLANT MATERIALS FOR REVIEW BY OWNER'S REPRESENTATIVE PRIOR TO DIGGING AND PLACEMENT AND SHALL COORDINATE ALL FINE GRADING AND RESTORATION WITH THE GRADING CONTRACTOR.
- MAINTENANCE: (CONTRACTOR) FOR ALL PLANTINGS, SEEDING AREAS AND SODDED LAWN AREAS, THE CONTRACTOR SHALL MAINTAIN ALL PLANTINGS AND LAWN AREAS FOR A MINIMUM TIME PERIOD OF 60 DAYS, UNTIL FINAL ACCEPTANCE BY OWNER'S REPRESENTATIVE. THE CONTRACTOR IS RESPONSIBLE FOR ADEQUATELY WATERING PLANTS AND LAWN/TURFGRASS DURING THIS 60 DAY ESTABLISHMENT PERIOD. CONTRACTOR IS RESPONSIBLE FOR THE ESTABLISHMENT OF HEALTHY VIGOROUS PLANT MATERIALS AND LAWN/TURFGRASS GROWTH. CONTRACTOR IS ALSO RESPONSIBLE FOR ANY PRUNING OF PLANT MATERIALS, AND SHAPING AND/OR REPLACEMENT OR SUPPLEMENT OF DEFICIENT SHREDDED HARDWOOD BARK MULCH DURING THIS PERIOD. LONG TERM PLANT MATERIALS AND LAWN/TURFGRASS MAINTENANCE AND ANY PROGRAM FOR SUCH IS THE RESPONSIBILITY OF THE OWNER. ALL PLANTINGS AND LAWN/TURFGRASS AREAS SHALL BE MAINTAINED IN A MANICURED CONDITION UNTIL THE TIME WHEN THE OWNER'S ACCEPTANCE IS GIVEN.
- MAINTENANCE: (OWNER) THE OWNER IS RESPONSIBLE FOR THE CONTINUED MAINTENANCE, REPAIR AND REPLACEMENT OF ALL LANDSCAPING MATERIALS AND WEED BARRIER FABRIC AS NECESSARY FOLLOWING THE 60 DAY CONTRACTOR GUARANTEE PERIOD.



PRAIRIE TOWNE CENTER - NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

UBS GLOBAL RE  
2515 McKinney Avenue  
Dallas, TX 75201

ISSUE DATES:  
Issue Description Date

This document contains confidential or proprietary information of Iconica. Neither the document nor the information herein is to be reproduced, distributed, used or disclosed, either in whole or in part, except as specifically authorized by Iconica.

Sheet Title  
LANDSCAPE  
DETAILS AND  
SPECIFICATIONS  
Project Number: Project Number  
Sheet Number

L200