

August 16, 2021

**VIA E-mail**

Colin Punt  
Planner | Department of Planning & Community & Economic Development  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53703

RE: Updated Letter of Intent | Element Collective at University Research Park

Mr. Punt:

Please accept this as a revised Letter of Intent from the originally submitted Letter on July 14<sup>th</sup> provided in fulfillment of submission requirements for a Conditional Use application for our proposed “Element Collective” development located within University Research Park.

The information provided below serves as our Letter of Intent in support of the above-referenced application.

**Development Summary**

**Introduction**

Mandel Group, Inc. (“Mandel”), a private real estate developer, is partnering with University Research Park, Inc. (“URP”), a non-profit affiliate of the University of Wisconsin, to realize a mixed-use development on approximately 7.4 acres located at the southwest corner of Mineral Point Road and Whitney Way on Madison’s West Side. In order to continue evolving into a highly attractive center of innovation and technology transfer, URP seeks to create an environment that supports research park businesses and employees, and encourages interaction between employees. Element Collective will further open to the neighborhoods surrounding the research park, bringing a unique set of experiences for area residents. The development is anchored by a food hall housing locally-curated vendors, and a state-of-the-art fitness and climbing facility. Element Collective is activated by multifamily housing, a future hotel, and a new lab building. Combined, these three components create a 24/7/365 baseline of activity that supplement the demand-driven users from within the research park and surrounding community.

In order to foster place-making and continue the evolution towards a more multi-modal community, URP and Mandel are focused on providing opportunities for a variety of modes of transportation within University Research Park. Systems which are under consideration and that focus on Element Collective include B-Cycle, multi-use paths, shuttle options and the reservation of space for a future BRT bus station. Orienting mixed-use development to this corner of the park is well aligned with the goals of URP and their modified Design Covenants, creating a destination cluster guided by multi-modal design standards that reduce emphasis of auto-centric design. The net effect is creation of a pedestrian scale environment that links together uses within Element Collective and enhancing connectivity of Element Collective with the research park and the surrounding neighborhoods.

Element Collective is the first development within University Research Park that will be designed to the City’s recently adopted, enhanced stormwater ordinance providing for design that responds to a 200-year storm event.

As a result, substantial new stormwater facilities will be developed which, in turn, provide opportunities to create new micro-environments and broader options for habitat development.

Element Collective will bring a pedestrian-scaled environment to the University Research Park in fulfillment of the park's refined development goals first announced in 2018 – to connect businesses and employees together through a re-imagining of the built environment within URP. Concurrently, park employees, residents and patrons alike are encouraged to “find their element” at Element Collective and enjoy its interconnected, walkable setting and opportunities to connect to and explore the greater research park environs.

### **Element District Progress**

In Fall of 2020, Mandel and URP submitted a rezoning and plat application that was approved conditionally by all governing bodies in early 2021. This established the framework that best fit the proposed land uses included in Element District and provided planning guidelines by way of setbacks and other requirements established in the City of Madison Code of Ordinances. The Final Plat is included in this application as Exhibit C.

The project was presented to URP's Design Review Board on July 1, 2021 and received unanimous approval.

The intent of this application is to request approval from the Planning Commission for Conditional Uses related to the mixed-use multifamily building, the furthest west building in the Development zoned Traditional Shopping Street (TSS).

The following is a general description of the Development subject to change pending City input:

#### Mixed-Use Multifamily Apartments

- 178 Units over 2 levels of underground parking
- 3,000 SF Retail along Catalyst Drive
- 1,400 SF Café along Catalyst Drive

#### Lab + Office

- 125,000 SF

#### Food Hall + Fitness Center

- 38,000 SF combined uses
  - Food Hall with Rotating Vendors
  - Climbing Gym + Fitness Center
  - Rooftop amenity for events and bars

#### Hotel + Related Retail/Food + Beverage

- Estimated at 120 Keys (to be developed as Phase II)

### **Project Schedule + Phasing Plan**

#### Phase I

- Summer 2021 – Break Ground on Sitework and Public Infrastructure
- Fall 2021 – Break Ground on Multifamily and Lab
- Summer 2022 – Break Ground on Food Hall/Gym

- Summer 2023 – Multifamily Units Available for Rent, Lab, Food Hall and Fitness Center Open

Phase II

- Summer 2023 – Break Ground on Hotel
- Fall 2024 – Hotel Open for Business

**Conditional Use Requests**

Please note that this application is related specifically to the mixed-use multifamily building consisting of apartments, retail, café and private parking garage, the furthest west building in the portion of Lot 1 zoned Traditional Shopping Street (TSS).

**TRADITIONAL SHOPPING STREET (TSS) DISTRICT**

	<b>CODE SECTION</b>	<b>CONDITIONAL USE REQUIRING APPROVAL</b>	<b>APPLICABLE TO</b>	<b>PROPOSED</b>
1.	28.061 (1) MIXED-USE AND COMMERCIAL DISTRICT USES	MULTI-FAMILY DWELLING (>8 UNITS)	MULTIFAMILY BUILDING	178 UNITS
2.	28.061 (1) MIXED-USE AND COMMERCIAL DISTRICT USES	OUTDOOR EATING AREA ASSOCIATED WITH FOOD & BEVERAGE ESTABLISHMENT	TERRACE OUTSIDE OF CAFÉ IN MULTIFAMILY BUILDING	OUTDOOR EATING AREA
3.	28.061 (1) MIXED-USE AND COMMERCIAL DISTRICT USES	OUTDOOR RECREATION	MULTIFAMILY BUILDING	PRIVATE POOL FOR RESIDENTS
4.	28.061 (1) MIXED-USE AND COMMERCIAL DISTRICT USES	PARKING FACILITY, PRIVATE	PARKING PODIUM	328 STALL PRIVATE PARKING GARAGE WITH PUBLIC ACCESS
5.	28.065 (3)(c) – TRADITIONAL SHOPPING STREET DISTRICT	BUILDING HEIGHT EXCEEDING 3 STORIES/40’	MULTIFAMILY BUILDING	6 STORIES/ MAX 77’-11” ABOVE GRADE

**Conditional Use Request Rationale**

1. Multi-family Dwelling over 8 Units (*Proposed: 178 Units*)

A constantly growing city, Madison is expected to see a continued rise in population. The University Research Park is also expected to see growth as companies are expanding and bio-technology related fields are gaining importance more so now than ever in the past. With recent Exact Sciences expansion and other companies working closely with URP to expand their spaces, it is evident that there is a lack of rental housing supply in this pocket of Madison to

meet the demand of the growing employment population. The 178 units at Element Collective will provide a different housing opportunity from its surrounding single-family neighbors. It will give URP employees the chance to walk to work, and also provide housing for those looking to live in a quieter part of Madison with great access to transit who commute into downtown or other employment hubs. An increase in residents means more spending power for the community and patronage at the Food Hall, Climbing Gym, and other local establishments.

It should be noted that while the building is in excess of the maximum unit allowance, the Development still meets the minimum lot area requirement set forth in TSS for residential use which is 500 SF/dwelling unit (Section 28.065). The proposed lot size is 97,157 SF (542 SF/dwelling unit).

#### 2. Outdoor Eating Area Associated with Food and Beverage (*Proposed: Outdoor plaza associate with café*)

Included at the east entrance of the building will be a café featuring breakfast, lunch and afternoon offerings. Given its functionality as not only the front door for the apartments but also a café for public patronage, we thought it wise to provide an 850 SF outdoor eating area (plaza) for patrons to enjoy the bustling activity along Catalyst Drive while also providing additional seating areas during busy times. The plaza for the café will have one at grade entrance and transitions to above grade as it expands to the east due to the drastic grade change along Catalyst. It will be lined with a heavily planted landscape bed with trees to provide screening between the public walk and eating area. Please see sheet A1.P2 in the Development Plans for an enlarged view of the plaza.

The seating will function on a first-come, first-served basis in that there will be no formal arrangement in place with the café. Patrons of the café may order food and find an available seat, as opposed to having a server assigned to each table.

#### 3. Outdoor Recreation (*Proposed: Private amenity deck including swimming pool and outdoor activity area*)

The multifamily building design includes an amenity deck private pool and green roof for resident use only. It is elevated one-story above the street level. We intentionally designed the courtyard to be south facing and open towards Catalyst to provide additional activation for the District. We have seen great success at our other developments with similar layouts in that they bring residents together on a social level. The intent is to encourage residents to spend time outdoors, gather around the pool or play bocce ball in the green space. The amenity deck will be maintained by the onsite property management team and secured for resident access.

#### 4. Parking Facility, Private (*Proposed: Parking garage beneath 4-story multifamily building*)

The garage is providing parking for multiple users. Level P1 is reserved for the apartment residents and is considered accessory by Code (Section 28.211); however, Level P2 will be open for public parking. While we are encouraging multi-modal transit and expect residents and visitors to arrive via a wide variety of options, we cannot ignore the fact that this pocket of Madison is still relatively auto-dependent and a certain amount of parking needs to be accounted for.

The facility provides sufficient parking per the Code's Shared Parking Calculations (Table 28I-5) for the apartments, retail, café, and overflow of lab employees that do not fit in the Element Lab parking garage. Additionally, the 328 stalls accounts for adequate shared parking for the future Food Hall and Climbing gym patrons. It will be managed and operated by a third party and not owned by the City of Madison. See Exhibit D for Shared Parking Calculations.

#### 5. Building Height Exceeding 3 Stories/40' (*Proposed: Minimum 4 stories/Maximum 6 stories above grade*)

Though the building is designed into the steep grade that naturally occurs on the site, at its highest point, it will be six (6) stories, and 77'-11" above grade. At its shortest, the most western point of the building, it will only be four (4) stories above grade, approximately 45' tall (see sheet A-3.10 for Elevations):

	<b>TSS Zoning Maximum</b>	<b>West End</b>	<b>East End</b>
<i>Stories</i>	3	4	6
<i>Height</i>	40'	45'	78'

For most parcels zoned TSS, it is appropriate to keep the buildings at a smaller scale given that the intent of the District is to sustain the viability of mixed-use corridors within many of the City's traditional neighborhoods (Section 28.065) that are built at one and two-story scales.

This is a unique case in that this lot is surrounded by Districts that allow for a maximum height of 68' (TE to the east, SE to the south and west, and CC-T to the north). Contextually, the building will stand slightly lower than its counterpart, the new Element Lab building (Sheet AS1.01 In Development Plans for Section view), and generally aligned with its neighbor to the south the new Innovation One building.

In order to move away from the original sprawling design language of the Research Park and properly densify Element Collective as URP envisioned, it quickly became evident that we needed to incorporate verticality while still remaining sensitive to a pedestrian scale. The residential units themselves are laid out on the top four (4) floor plates which sit at grade on the western end. The grade drop is so extreme from west to east down Catalyst that there are two additional stories exposed at the eastern end. This presented a unique design opportunity to program additional activity byway of retail space, a café and co-working area at grade along the public street.

**Operating Plan**

**Café**

The Café will be operated by a local restaurateur and function as a breakfast, lunch and afternoon snacks establishment. The anticipated hours of operation are from 6:00 AM until 5:00 PM. Patrons will be able to order food, wait for it and bring it to an unassigned table. There is not anticipated to be a full-service wait staff and employees will be primarily in the kitchen, behind the bar, and cleaning up tables.

**Multifamily**

The apartments will function as a typical private residential building with secured doors during off hours. The main entry for the east building will be through the Café located on the first floor to create a unique entry sequence experience for residents and guests. Providing a thoroughfare through the Café will encourage additional patronage on resident's way to start their day. There will be a leasing office on the second floor of the east building.

There is also a main entry provided for the west building that is programmed exclusively for the residents. A package and mail room will be provided in each building, respectively.

**Retail**

The retail space is reserved for convenience retail for not only residents of the apartments but also employees of the Park and local residents. We expect the hours of operation to be from 8:00 A.M to 9:00 P.M.


**Development Team Contacts**

<b>Developer</b>	
<b>Mandel Group, Inc.</b> Robert B. Monnat, Senior Partner 330 E. Kilbourn Ave, Suite 600 South Milwaukee, WI 53202  rbmonnat@mandelgroup.com o: 414-270-2741 c: 414-416-7400	<b>Mandel Group, Inc.</b> Elizabeth Adler, Development Associate 330 E. Kilbourn Ave, Suite 600 South Milwaukee, WI 53202  eadler@mandelgroup.com o: 414-270-2608 c: 262-707-6403
<b>Civil Engineer + Surveyor</b>	
<b>D'Onofrio Kottke</b> Ron Klaas, President 7530 Westward Way Madison, WI 53717  rklaas@donofrio.cc o: 608-833-7530	<b>D'Onofrio Kottke</b> Will Kottler, Project Engineer 7530 Westward Way Madison, WI 53717  wkottler@donofrio.cc o: 608-833-7530
<b>Architect</b>	
<b>Tryba Architects</b> David Tryba, FAIA Lead Design Principal 1620 Logan Street Denver, CO 80203  dtryba@trybaarchitects.com o: 303-831-4010	<b>Tryba Architects</b> Kathleen Fogler, AIA Associate Principal, Urban Designer 1620 Logan Street Denver, CO 80203  kfogler@trybaarchitects.com o: 303-831-4010
<b>Tryba Architects</b> Brandon Fruhwirth, AIA Senior Associate, Project Architect brfruhwirth@trybaarchitects.com o: 303-831-4010	<b>Tryba Architects</b> Abby Branch Job Captain abbranch@trybaarchitects.com o: 303-831-4010
<b>Tree Surveyor</b>	<b>Stormwater Consultant</b>
<b>Allison Tree, LLC</b> R. Bruce Allison, MS, PHD ISA Board Certified Master Arborist rbruceallison@tds.net o: 608-848-2345	<b>SmithGroup</b> David Wolmutter, PE Associate, Civil Engineer Dave.Wolmutter@smithgroup.com o: 608-327-4446
<b>University Research Park, Inc.</b>	
<b>Aaron Olver</b> Managing Director 510 Charmany Drive Madison, WI 53719 Aaron.olver@wisc.edu	<b>Paul Muench</b> Associate Director 510 Charmany Drive Madison, WI 53719 pdmuench@wisc.edu

Following the public approvals process for the Conditional Use application related to the mixed-use multifamily building, Mandel will submit Conditional Use applications specific to the Climbing Gym and Food Hall building. As demonstrated by this application, given the unique nature of the design there are several conditions that require additional consideration in order to conform each project component with the underlying zoning districts.

Thank you for your consideration, we look forward to your feedback. Should you have any questions, do not hesitate to reach out. I can be reached directly on my cell phone at 262-707-6403 or via email at [eadler@mandelgroup.com](mailto:eadler@mandelgroup.com)

Kind Regards,



Elizabeth Adler  
Development Associate  
Mandel Group, Inc.

CC: Bob Monnat  
Aaron Olver  
Paul Muench