



ICONICA

## Project Intent

### Prairie Towne Center General Development Plan Modification

This application for a Modification of GDP is for the property known as Prairie Towne Center, Phase II located at 209-261 Junction Road. Madison, Wisconsin. The legal description of the property is Lot 1, CSM 7978.

This application for a Modification of GDP is specifically to add within Lot 1, 7978 an outlot building in a remote part of the parking lot area. The outlot building is approximately 8,132 gross square feet ("8K Outlot Building"). It will accommodate 3-5 separate commercial businesses and a drive-thru. (See enclosed site plan, building plans and perspective drawings.)

This 8K Outlot Building is needed to drive more customers to Prairie Towne Center as the shopping center industry is undergoing seminal changes with respect to how people purchase their goods and services. Online retail purchases continue to grow at an alarming pace requiring less and less visits to physical stores, especially to those stores who sell items which can be more easily commodified. As a result, sales at all stores at Prairie Towne Center have decreased dramatically since the center's grand opening in 1997. The International Council of Shopping Centers ("ICSC") has conducted studies that definitively show how the addition of restaurants to a shopping center property can add as much as 20% to the sales of other stores in the shopping center. The 8K Building will accommodate 2-3 restaurants which will drive traffic to the center and provide for longer shopping stays within the development.

The area in which the 8K Outlot Building will be located has a long history of very little to absolutely no use in the 20+ years that Prairie Towne Center has existed. The 8K Outlot Building will provide more density to the development, increased jobs in the area and increased tax revenues for the City of Madison and other local taxing authorities.

The following represent the proposed modifications to the existing GDP of Prairie Towne Center. The proposal is for the development of (1) additional multi-tenant out-lot building with drive-thru(8,132 GSF), 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 Building**

The proposed out-lot building is an underutilized corner of the existing parking lot. The building is of a scale that would represent the addition of modest sized commercial tenant spaces not currently available within the development with a goal of attracting smaller food/beverage tenants. These modifications add to the diversity of use and continued vibrancy of the development.

#### **8,132 GSF**

In response to prior discussions with the Commission, alternate building locations and faced designs related to 'front of house' and 'back of house' have been explored. Ultimately, the design team felt that by pulling the building off of Junction Road with 1 drive aisle serving 2 lanes of parking along the 'front of house' façade facing junction road and providing a more functional 'back of house' facing the parking field

was the most successful blend of design and function. A drive-thru that wraps the back and side of the building is proposed. The opposite side provides space for a patio and building access. The 'Back of house' façade is designed for retail display and a strong central entry storefront. The building proximity to the sidewalk provides for an easy connection to the front door of the new tenant spaces.

Additionally, the architecture of the building has been further refined and has a clear hierarchy of articulation. The material pallet and building massing have been chosen to be a more modern vocabulary than the rest of the shopping center while still having visual ties to the center. The ties we focused on included, the use of a split face block at the base in a larger format (12" x 24"), the use of an almost white, brick that is the same size as the brick veneer on the center and the use of red terra cotta colored architectural elements standing seam awnings on various sides of the architecture.

### **Future Development**

Two future developments have also been identified within the master plan. One is the future 9,000 GSF expansion to the existing Pick-n-save building. This proposal would be expanding into the current parking lot that separates the building from Junction Road. A new curb cut would be required to maintain access to the service drive and rear parking area. Relocation of an existing public water main would also be required.

The second is a revision to the existing Lands' End building. In anticipation of this structure returning to its originally proposed multi-tenant configuration, the original conceptual layout of a drive-thru has been modified. 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.

Both of these proposals are being presented for future context, and each would require additional documentation for SIP development review and approval and are outside the scope of this submittal.

### **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 8,132 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 "points" standards and zoning conformance for areas disturbed during development of Outlot retail building.
- Provide new and additional tree islands for zoning conformance for areas disturbed and adjacent to during development of Outlot retail building.

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

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

*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*

*Fireworks Goldenrod*  
*Catmint spp.*

*SOLIDAGO rugosa 'Fireworks'*  
*NEPETA spp.*

## **Landscape Design Intent – Example Images**



### **Management Plan for Prairie Towne Center:**

The Prairie Towne Center commercial retail property is comprised of two ownership parcels. One parcel, known as the "Developer Tract", is owned by 209-261 Junction Road Madison Investors LLC. The other parcel, known as the "Target Tract", is owned by Dayton Hudson Corporation Property Tax Dept T-1060.

The Target Tract has been managed by Target since the property was developed in 1997. The Developer Tract has been managed by Flad Development since the property was developed in 1997. The Developer Tract at Prairie Towne Center will continue to be managed under an agreement with the owner in a professional manner with high industry standards. Local companies will continue to be engaged to provide such property services as waste removal, snow removal, landscape maintenance, parking lot maintenance and repair,

building/roof maintenance and miscellaneous HVAC, electrical and plumbing repairs. In-house maintenance personnel are also employed to maintain daily contact with the property and respond to calls from tenants.

**Organizational Structure:**

|                      |  |                   |  |
|----------------------|--|-------------------|--|
| Owner:               | UBS Global RE<br>2515 McKinney Ave, Suite 800<br>Dallas, TX 75201<br>Contact: Kasey Moore<br>Kasey.moore@ubs.com | Architect:        | Iconica<br>901 Deming Way<br>Madison, WI 53717<br>608-664-3535<br>Contact: James Worker<br>James.worker@iconicacreates.com |
| Engineer:            | Iconica<br>901 Deming Way<br>Madison, WI 53717<br>608-664-3535<br>Contact: Patrick Eagan                         | Civil Design:     | JSD Professional Services, Inc.<br>161 Horizon Drive, Suite 101<br>Verona, WI 53593<br>Contact: Mike Grzesiak              |
| Landscape Architect: | JSD Professional Services, Inc.<br>161 Horizon Drive, Suite 101<br>Verona, WI 53593<br>Contact: Mike Grzesiak    | Property Manager: | Flad<br>3330 University Avenue, Suite 206<br>Madison, Wisconsin 53705<br>Contact: Jim Vogt (608) 833-8100                  |

Project Schedule: Construction Start – Spring 2020

Estimated Project Cost: \$1,240,000.00

Public Subsidy Requested: None

Number of Construction and Full time Equivalent

Jobs Created: 45

Thank you for your time in reviewing our proposal.

Sincerely,



James W Worker  
Architect  
Iconica