

CITY OF MADISON

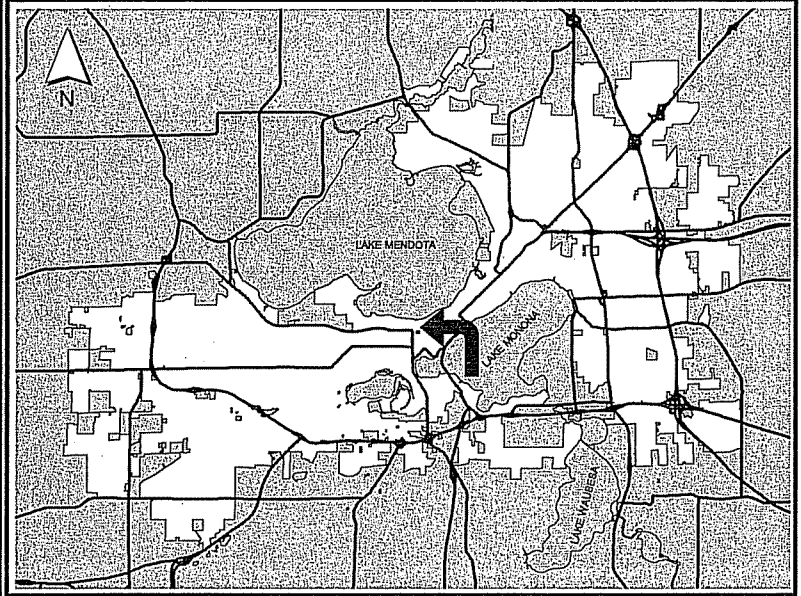
Proposed Demolition & Rezoning

Location: 700 Block of University Avenue
 Applicant: Madison Real Estate Properties/
Rick Gilbertsen - Potter Lawson, Inc

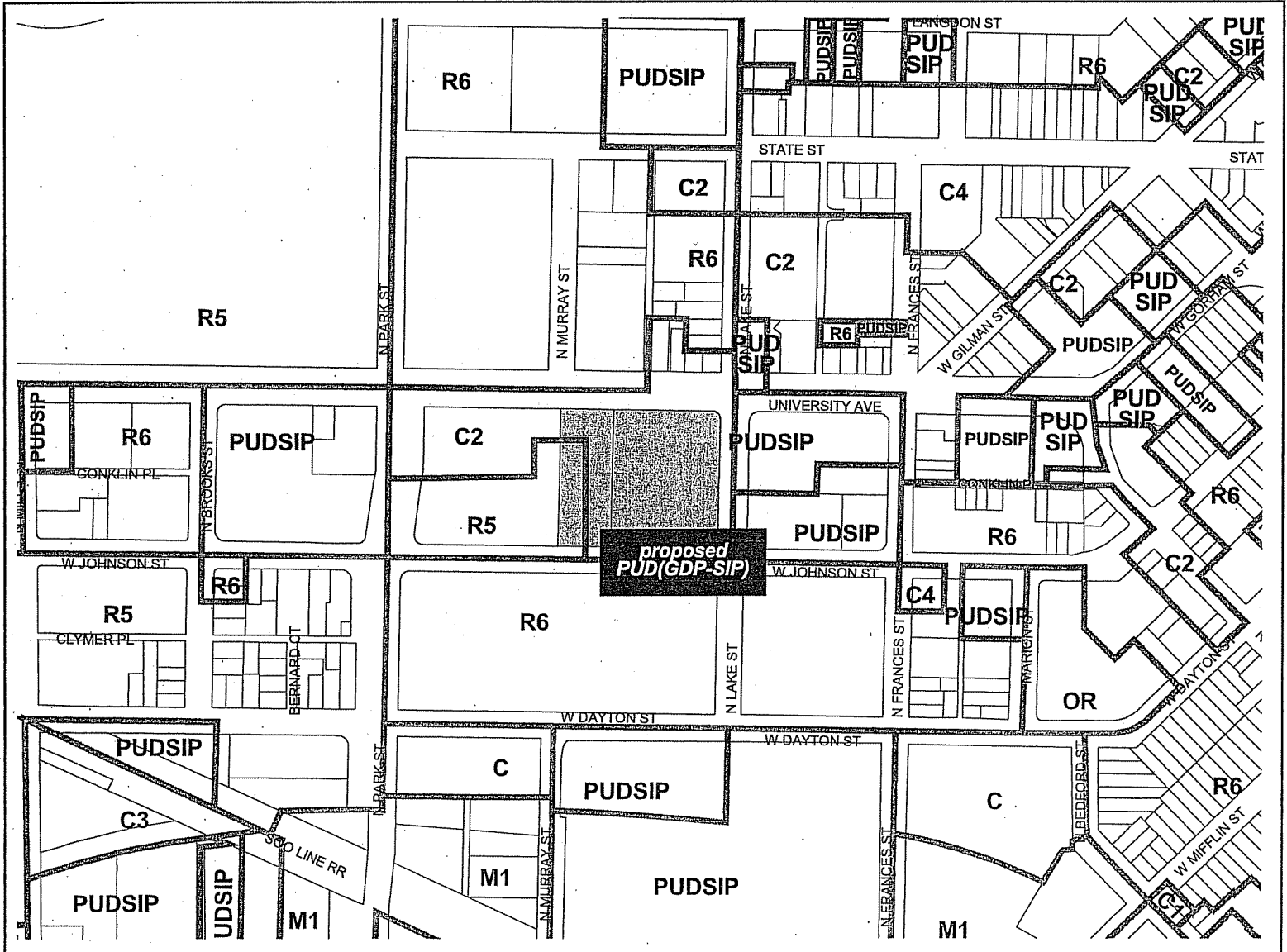
From C2 District(s)
 To PUD(GDP-SIP) District(s)

Existing Use: Shopping Center and Surface Parking Lot
 Proposed Use: Demolish Shopping Center & Build
12-Story, Mixed-Use Building with
130,000 sf Retail, 73,500 sf Offices,
91,000 sf Health Center, 60,500 sf
Activity Center & 430 Dwelling Units

File No. _____
 Public Hearing Dates:
 Plan Commission 21 November 2005
 Common Council 13 December 2005



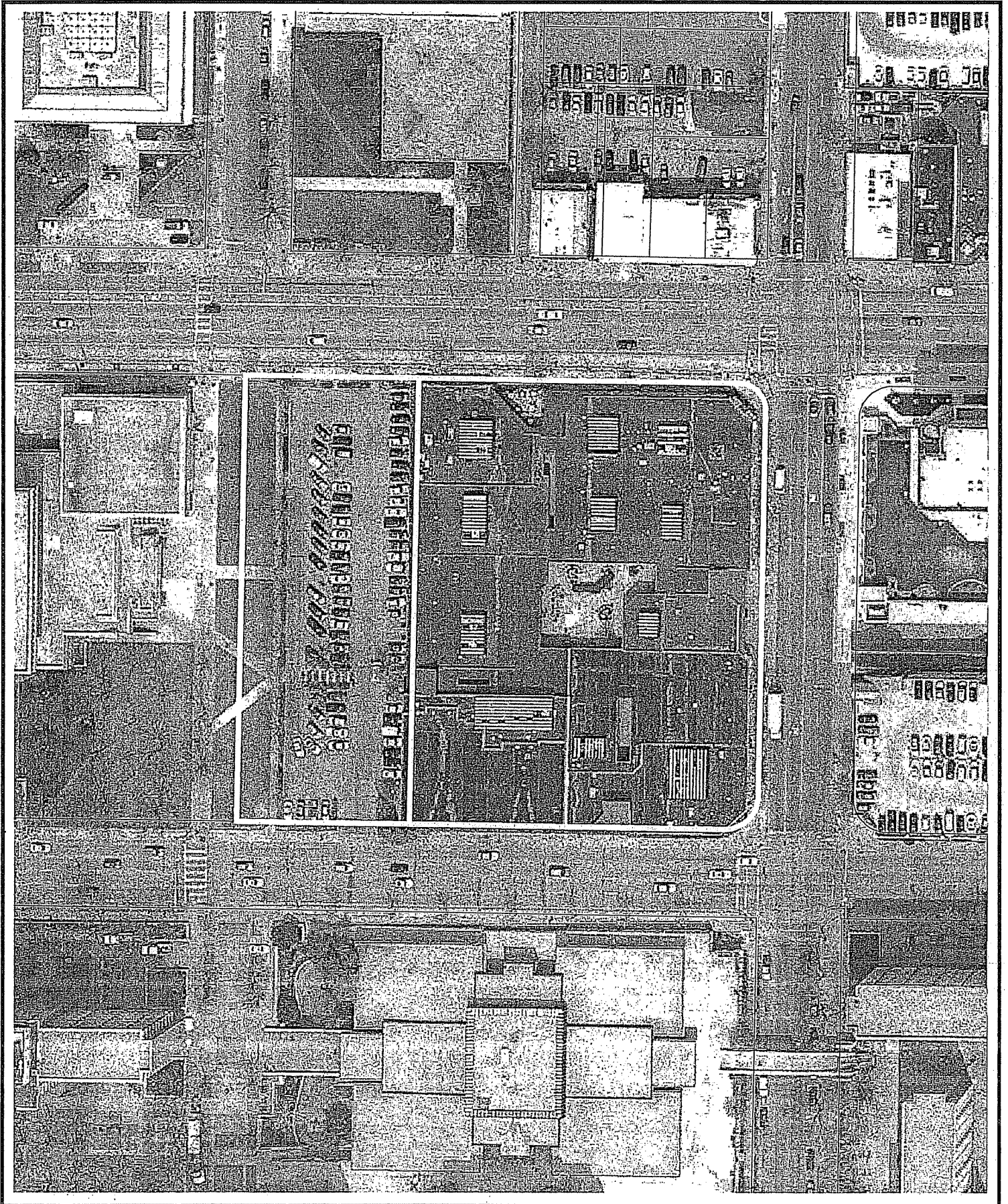
For Questions contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



700 Block of University Avenue

0 100 Feet

Date of Aerial Photography - April 2003



LAND USE APPLICATION

Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
 PO Box 2985; Madison, Wisconsin 53701-2985
 Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

FOR OFFICE USE ONLY:

Amt. Paid _____ Receipt No. _____
 Date Received _____
 Received By _____
 Parcel No. _____
 Aldermanic District _____
 GQ _____
 Zoning District _____
For Complete Submittal
 Application _____ Letter of Intent _____
 IDUP _____ Legal Descript. _____
 Plan Sets _____ Zoning Text _____
 Alder Notification _____ Waiver _____
 Ngrbrhd. Assn Not. _____ Waiver _____
 Date Sign Issued _____

1. **Project Address:** 700 Block of University Avenue **Project Area in Acres:** 3.4

Project Title (if any): University Square

2. **This is an application for:** (check at least one)

<input type="checkbox"/> Zoning Map Amendment (check only ONE box below for rezoning and fill in the blanks accordingly)		
<input checked="" type="checkbox"/> Rezoning from <u>C2</u> to <u>PUD-GDP/SIP</u>	<input type="checkbox"/> Rezoning from _____ to <u>PUD/PCD-SIP</u>	
<input type="checkbox"/> Rezoning from _____ to <u>PUD/PCD-GDP</u>	<input type="checkbox"/> Rezoning from <u>PUD/PCD-GDP</u> to <u>PUD/PCD-SIP</u>	
<input type="checkbox"/> Conditional Use	<input checked="" type="checkbox"/> Demolition Permit	<input type="checkbox"/> Other Requests (Specify): _____

3. **Applicant, Agent & Property Owner Information:**

Applicant's Name: Susan Springman Company: Executive Management, Inc.

Street Address: 2901 International Ln City/State: Madison, WI Zip: 53708

Telephone: (608) 242-5566 Fax: (608) 242-1299 Email: sue@emi-mgmt.com

Project Contact Person: Rick Gilbertsen Company: Potter Lawson, Inc.

Street Address: 15 Ellis Potter Court City/State: Madison, WI Zip: 53711

Telephone: (608) 274-2741 Fax: (608) 274-3674 Email: rickg@potterlawson.com

Property Owner (if not applicant): Madison Real Estate Properties

Street Address: 2901 International Ln City/State: Madison, WI Zip: 53708

4. **Project Information:**

Provide a general description of the project and all proposed uses of the site: The project is a private-public mixed-use redevelopment as outlined in the Letter of Intent.

Development Schedule: *Commencement* June, 2006

Completion September, 2009

CONTINUE →

5. Required Submittals:

Site Plans submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
- **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper

Letter of Intent: Twelve (12) copies describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.

Legal Description of Property: Lot(s) of record or metes and bounds description prepared by a land surveyor.

Filing Fee: \$ 1,250 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer*.

IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:

For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.

A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate **INCLUSIONARY DWELLING UNIT PLAN** application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.

A *Zoning Text* must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

FOR ALL APPLICATIONS: All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

6. Applicant Declarations:

Conformance with adopted City plans: Applications shall be in accordance with all adopted City of Madison plans:

→ The site is located within the limits of 1988 Land Use Plan, which recommends:
regional commercial/mixed unit housing for this property.

Pre-application Notification: Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30** days prior to filing this request:

→ List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:
Austin King, Langdon/State Neighborhood Association


If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.

Pre-application Meeting with staff: Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.

Planner Tim Parks Date 8/18/05 | Zoning Staff Matt Tucker Date 8/18/05

The signer attests that this form has been completed accurately and all required materials have been submitted:

Printed Name RICHARD A. GILBERTSEN Date 9/21/05

Signature  Relation to Property Owner ARCHITECT

Authorizing Signature of Property Owner  Date 9/21/05

PART 1 - DEVELOPMENT INFORMATION:

Project or Plat University Square

Project Address: 700 Block University Ave. Project Area (in acres): 3-4

Developer: Executive Management, Inc. Representative: Susan Springman

Street Address: 2901 International Lane City/State: Madison, WI Zip: 53704

Telephone: (608) 442-5067 Fax: (608) 242-1299 Email: sue@emi-mgmt.com

Agent, if Any: _____ Company: _____

Street Address: _____ City/State: _____ Zip: _____

Telephone: () _____ Fax: () _____ Email: _____

PART 2 - PROJECT CONTENTS:

Complete the following table as it pertains to this project:

Residential Use	MARKET-RATE UNITS		INCLUSIONARY UNITS		Total Units	Acres
	Owner-Occupied Units	Renter-Occupied Units	Owner-Occupied Units	Renter-Occupied Units		
Single-Family						
Duplexes						
Multi-Family					370	
TOTAL					370	

PART 3 - AFFORDABLE HOUSING DATA:

Number of Inclusionary Dwelling Units Proposed by Area Median Income (AMI) Level and Minimum Sale/Rent Price							
Owner-Occupied Units	30%	40%	50%	60%	70%	80%	Total
Number at Percent of AMI							
Anticipated Sale Price							
Rental Units	30%	40%	50%	60%	70%	80%	Total
Number at Percent of AMI							
Maximum Monthly Rent Price							

PART 4 - DWELLING UNIT COMPARISON:

Complete the following table as it pertains to this project:

	MARKET-RATE UNITS					INCLUSIONARY UNITS				
	Studio / Effic	1 Bdrm	2 Bdrms	3 Bdrms	4/More Bdrms	Studio / Effic	1 Bdrm	2 Bdrms	3 Bdrms	4/More Bdrms
Owner-Occupied Units with:										
Minimum Floor Area:										
Rental Units With:										
Minimum Floor Area:										

CONTINUE →

PART 5 – INCENTIVES: Section 28.04 (25) of the Zoning Ordinance provides the opportunity for applicants in projects where affordable dwelling units are required or where the developer has agreed to pay money in lieu of inclusionary dwelling units, to receive one or more incentives as compensation for complying with the Inclusionary Zoning requirements. Each of the eleven incentives listed below are affixed a point value. The incentive points available to an applicant is dependent upon the number of affordable dwelling units proposed at the various area median income (AMI) levels. The program rewards projects both for having a higher number of affordable dwelling units provided at lower AMI levels, and for having a higher percentage of affordable dwelling units incorporated into the development. The incentive and the corresponding number of points available are listed below. (MAP=Maximum Available Points) Please mark the box next to the incentives requested.

Incentive	MAP	Incentive	MAP
<input type="checkbox"/> Density Bonus (varies by project)	3	<input type="checkbox"/> Cash subsidy from Inclusionary Unit Reserve Fund up to \$10,000 per unit for up to 50% of the affordable units provided.	2
<input type="checkbox"/> Parkland Development Fee Reduction	1	<input type="checkbox"/> Cash subsidy from Inclusionary Unit Reserve Fund of \$5000 for up to 50% of on-site affordable units in projects with 49 or fewer detached units or projects with four or more stories and 75% of parking provided underground.	2
<input type="checkbox"/> Parkland Dedication Reduction	1	<input type="checkbox"/> Neighborhood Plan preparation assistance	1
<input type="checkbox"/> Off-street Parking Reduction up to 25%	1	<input type="checkbox"/> Assistance obtaining housing funding information	1
<input type="checkbox"/> Non-City provision of street tree planting	1		
<input type="checkbox"/> One addl. story in Downtown Design Zones	1		
<input type="checkbox"/> Residential parking permits in a PUD/PCD	1		
<input type="checkbox"/> Incentives Not Assigned a Point Value by Ordinance (Explain): _____			

PART 6 – WAIVER: The Plan Commission may waive the requirement to provide inclusionary dwelling units in the development if the applicant can present clear and convincing financial evidence that providing the required number of inclusionary dwelling units on-site renders providing the required number of inclusionary units financially infeasible. In such a case, a developer may request a waiver to provide the units off-site, assign the obligation to provide the units to another party, or pay cash in lieu of the units, or any combination of the above. If the waiver is granted, the required units may be provided as new construction off-site in another development within **one mile** of the subject development; off-site units shall be provided at least 1.25 times the number of units if provided within the subject development. Off-site units must be constructed within one year of the time that they would have been constructed within the subject development. The applicant may opt to pay money into the Inclusionary Unit Reserve Fund based on contribution rates established in Section 28.04 (25) of the Zoning Ordinance. If provision of the inclusionary dwelling units through the waiver is still financially infeasible, the developer may seek a reduction in the percent of units to the point where the project becomes financially feasible. If such a waiver is requested, a detailed explanation shall be provided in the required project narrative demonstrating the financial infeasibility of complying with the ordinance requirements and the rationale for the alternative proposed.

- If a waiver is requested, please mark this box and include all of the necessary information required by the Zoning Ordinance and IZ Program Policy & Protocols to support your request.

PART 7 – APPLICANT’S DECLARATION:

The signer shall attest that this application has been completed accurately and includes all requests for incentives or waivers; that they have attended both required pre-application staff meetings and given the required notice to the district alderperson and neighborhood association(s) prior to filing this application; and that all required information will be submitted on the corresponding application for zoning and/or subdivision approval by the Plan Commission. The applicant shall begin the declaration by stating below whether or not the project complies with the various requirements of the inclusionary zoning ordinance. Check the applicable box and provide any supporting

Standards for Inclusionary Dwelling Units (IDUs)	Will Comply	Will not comply	Additional comments
Exterior Appearance of IDUs are similar to Market rate.	<input type="checkbox"/>	<input type="checkbox"/>	
Proportion of attached and detached IDU units is similar to Market rate.	<input type="checkbox"/>	<input type="checkbox"/>	
Mix of IDUs by bedroom size is similar to market rate.	<input type="checkbox"/>	<input type="checkbox"/>	

Standards for Inclusionary Dwelling Units (IDUs) (continued)	Will Comply	Will not comply	Additional comments
IDUs are dispersed throughout the project.	<input type="checkbox"/>	<input type="checkbox"/>	
IDUs are to be built in phasing similar to market rate.	<input type="checkbox"/>	<input type="checkbox"/>	
Pricing fits within Ordinance standards.	<input type="checkbox"/>	<input type="checkbox"/>	
Developer offers security during construction phase in form of deed restriction.	<input type="checkbox"/>	<input type="checkbox"/>	
Developer offers enforcement for for-sale IDUs in form of option to purchase or for rental in form of deed restriction.	<input type="checkbox"/>	<input type="checkbox"/>	
Developer describes marketing plan for IDUs.	<input type="checkbox"/>	<input type="checkbox"/>	
Developer acknowledges need to inform buyers/renters of IDU status, responsibilities for notification.	<input type="checkbox"/>	<input type="checkbox"/>	
Terms of sale or rent.	<input type="checkbox"/>	<input type="checkbox"/>	
	Yes	No	Additional comments
Developer has arranged to sell/rent IDUs to non-profit or CDA to meet IDU expectations.	<input type="checkbox"/>	<input type="checkbox"/>	
Developer has requested waiver for off-site or cash payment.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Developer has requested waiver for reduction of number of units.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Other:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Applicant may seek a waiver with SIP application

- The applicant discussed this development proposal with representatives from the Planning Unit, Zoning Administrator and Community Development Block Grant Office on: → July 12, 2005
- The applicant presented a preliminary development plan for this project to the Interdepartmental Review Staff Team on: → August 25, 2005
- The applicant notified Alderperson Austin King of District 8 of this development proposal in writing on: → August 16, 2005
- The applicant also notified Jeff Erlinger/Ledelle Zellers of the State/Langdon neighborhood in writing on: August 16, 2005
- The Inclusionary Dwelling Unit Plan Application package contains ALL of the materials required as noted on this form. I, as the undersigned, acknowledge that incomplete or incorrect submittals may cause delays in the review of this project. I am also familiar with the ongoing developer responsibilities summarized on page #2 of this application and outlined in the Inclusionary Zoning Ordinance and Program Policy and Protocols.

Applicant Signature [Signature] FOR EXECUTIVE MGMT. Date 9/21/05 ⁹

Printed Name Susan Springman Phone (608)442-5067

Potter Lawson

November 16, 2005

Mr. Brad Murphy
City of Madison
Planning & Development
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: University Square PUD – GDP submittal / SIP for existing uses only

Dear Mr. Murphy:

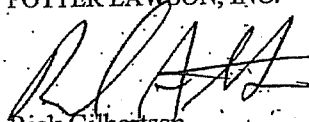
We are submitting the following General Development Plan (GDP) information and materials for the Plan Commission's November 21, 2005 meeting. It is our intent to submit Specific Implementation Plan (SIP) level materials for the project in early 2006.

On October 24, 2005 we met with the Joint Southeast Campus Area Committee. At this meeting a motion was made and passed unanimously to recommend to the Common Council that the project be approved as presented.

On November 2, 2005 we received initial approval from the Urban Design Commission. In response to some of the concerns expressed by the commission members we have prepared additional images to further illustrate the design intent of the project.

We look forward to presenting this project to the Plan Commission next week.

Sincerely,
POTTER LAWSON, INC.



Rick Gilbertsen
Project Manager

Enclosure

Providing quality design services since 1913

15 Ellis Potter Court, PO Box 44964, Madison, WI 53744-4964 - Phone 608/274-2741 - Fax 608/274-3674
Visit our web site at www.potterlawson.com

Potter Lawson

September 21, 2005 (updated 11/16/05)

Mr. Brad Murphy
City of Madison
Planning & Development
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for
University Square PUD – GDP/SIP submittal

Dear Mr. Murphy:

The following is submitted together with the Land Use Application, site plans, legal description, zoning text, IZ application and filing fee for City Staff, Plan Commission and Common Council consideration for approval.

Existing Conditions/Uses:

The proposed project site includes four parcels. Two parcels contain the existing University Square. This development has multiple, one-story retail structures grouped around an interior courtyard. The adjacent parcel is a metered surface parking lot and the remaining parcel is a pedestrian walkway in what was formerly the Murray Street right of way between West Johnson Street and University Avenue. The site area is 149,554 SF, or approximately 3.43 acres.

Zoning Requirements:

This project is currently located in Downtown Design Zone 2 and expects to comply with those requirements. The project is being submitted as a combined PUD- GDP/SIP. The SIP portion provides zoning to allow the existing uses to remain in place. A future SIP will be submitted to provide zoning for the proposed project.

The project contains retail components. We are expecting to submit a typical retail façade and signage design concept in the future SIP and submit specific retail facades and signage as a minor alteration to the approved SIP as retailers lease space.

The project is requesting to build a twelve-story structure and intends to meet the additional criteria for the additional two stories beyond 10 as identified in Downtown Design Zone 2 Guidelines.

Construction Schedule:

Construction is planned to commence in the summer of 2006, with phased project component completions in 2008 and 2009.

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15 Ellis Potter Court, PO Box 44964, Madison, WI 53744-4964 - Phone 608/274-2741 - Fax 608/274-3674
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Mr. Brad Murphy
September 21, 2005(updated 11/16/05)
Page 2

Project Team:

Property Owners:

Madison Real Estate Properties
2901 International Lane, Suite 100
P.O. Box 8685
Madison, WI 53704-8685

The University of Wisconsin, Madison
957E WARF Building
610 Walnut Street
Madison, WI 53726

Developer:

Executive Management, Inc.
2901 International Lane, Suite 100
P.O. Box 8685
Madison, WI 53704-8685

Architect:

Potter Lawson, Inc.
15 Ellis Potter Court
Madison, WI 53711

Civil/Landscape Designer:

JJR
625 Williamson Street
Madison, WI 53703

Geotechnical Consultant:

CGC, Inc.
2921 Perry Street
Madison, WI 53713

Project Description:

Executive Management, Inc. proposes to redevelop the parcels which are bounded by University Avenue, Lake Street, W. Johnson Street and the University of Wisconsin Vilas Hall site. The mixed-use development will continue to be known as University Square. Proposed building uses will include retail, private rental housing, UW Student Services (Registrar, Bursar, Student Financial Aid), UW Student Activity Center, and University Health Services. The development will include parking. The project will also include the redevelopment of the pedestrian mall (East Campus Mall) between W. Johnson Street and University Avenue.

Hours of operation will be varied. It is expected that activity will occur on site 24 hours a day, seven days a week.

Transportation Consultant:

HNTB
10 East Doty Street, Ste 615
Madison, WI 53703

Structural Engineer:

Arnold & O'Sheridan Inc
1111 Deming Way
Madison, WI 53717

Mechanical/Elec. Engineer:

KJWW Engineering Consultants
802 West Broadway, Suite 312
Madison, WI 53713-1839

Telecom/IT Consultant:

Intelligent Network Solutions, Inc.
10300 West Bluemound Rd STE A
Wauwatosa, WI 53226-4389

Surveyor:

Jenkins Survey & Design, Inc.
245 Horizon Drive, Suite 108
Verona, WI 53593

Construction Manager:

J.H. Firdorff & Son
300 South Bedford Street
P.O. Box 1647
Madison, WI 53701-1647

Mr. Brad Murphy
September 21, 2005 (updated 11/16/05)
Page 3

The retail may include a mix of local and national tenants of various sizes. It is expected that some retailers will have a food service component. The intent is to provide to the extent feasible accessible, walk-in access to retail storefront at the required setback around the perimeter of the site where feasible. The project proposes to place public sidewalks adjacent to the building in the setback adjacent to the retail storefronts. To accommodate this and provide a pedestrian friendly environment, the project proposes developing the City right of way providing planters, bike parking and outdoor seating.

The private rental housing will be student focused. The unit mix will consist of one, two, three and four bedroom units. The total number of units will be approximately 350. The total number of beds will be approximately 1010. Each unit will be self-contained and have kitchens, bathrooms and living rooms. Some of the units will have private balconies. The project will have on-site amenities including laundry facilities and on-site management. It is likely that the project will need to seek a waiver and work closely with city staff to find some way to comply with the spirit of the inclusionary zoning ordinance.

The UW spaces are existing functions on the Madison Campus that will be relocated to this location. The new facility will provide the users with better functioning spaces, adequate space to meet current demand and facilitate execution of the universities master plan.

The project will provide approximately 425 parking spaces. It is expected that a portion will be secured permit parking for the rental housing and the remaining will be hourly public parking serving retail and UW uses. It is possible that the public parking would be used for UW special events.

A drive-thru, on-site, loading area will be provided for the project. The project is also requesting improvements to the city right of way on Lake Street between University Avenue and W. Johnson Street to accommodate dedicated loading areas. The existing bus stop on Lake Street will remain.

Trash storage and removal will occur on-site in the loading area. On-site storage of snow removal and maintenance equipment would be in enclosed areas in the loading or parking areas.

Secure, on-site bike and moped parking will be provided for rental housing. Bike parking will be provided for other building occupants on site. The project proposes to provide additional bike parking in the city right of way.

A roof plaza is being considered. The Plaza may have green roof areas that could be utilized to help meet storm water management requirements. Building occupants will have access to plaza areas and it is expected that this space will be utilized to supplement other amenities to satisfy useable open space requirements.

The designated fire lane for the project will be along Lake Street for fire apparatus access. However, the building has street frontage along three of the four sides providing additional access.

Downtown Design Zone 2 allows for a FAR of 6. This would allow for a building up to approximately 897,000 GSF. The project may be built up to but will not exceed allowable FAR.

Mr. Brad Murphy
September 21, 2005(updated 11/16/05)
Page 4

The following gross square footages are for the current design concept and will be finalized with the SIP submittal:

Retail	130,000 GSF
Private Rental Housing	435,000 GSF
UW Student Services	73,500 GSF
University Health Services	91,000 GSF
UW Student Activity Center	<u>60,500 GSF</u>
Total Building Gross Square Footage	790,000 GSF ¹

Note1: Total building GSF is approximate and does not include any below grade space, above grade parking, loading space or any mechanical penthouse space.

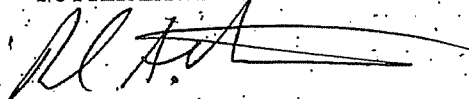
In summary, the redevelopment of this currently underutilized site will have a positive impact in the east campus area of UW Madison for both the City of Madison and the University. The mixed-use plan provides student focused housing units, university functions and retail uses directly adjacent to the UW campus promoting smart growth by placing density where demand is strong and sufficient city services exist. This project will further enhance the development of the East Campus pedestrian mall and provide convenient access to much needed services for residents in this part of the city.

Approximately 75% of the proposed development is private and remaining 25% is public sector for the University of Wisconsin. The redevelopment of this site will have a significant impact on the property value and have a substantial economic impact to the city.

Thank you for your time in reviewing this proposal.

Sincerely,

POTTER LAWSON INC.



Richard A. Gilbertsen
Project Manager

Enclosures

University Square Project**Potter Lawson, Inc.****Exterior and Interior Design Criteria for Planned Unit Developments in Downtown Design Zones**

November 16, 2005

Project No. 2000.36.00

Page 1 of 1

	Stage Approval Requested	
	GDP	SIP
Exterior Building Design		
Massing	X	
Orientation	X	
Building Components	X (Concept)	X (Final)
Articulation	X (Concept)	X (Final)
Openings	X (Concept)	X (Final)
Materials	X (Concept)	X (Final)
Entry Treatment	X (Concept)	X (Final)
Terminal Views and Highly Visible Corners	X (Concept)	X (Final)
Bonus Stories in Downtown Design Zone 2	X (Concept)	
Site Design/Function		
Semi-Public Spaces (University Ave, Lake St. and Johnson St.)	X	
Semi-Public Spaces (East Campus Mall)		X
Landscaping, pavement materials & planter details		X
Lighting		X
Interior Building Design		
Mix of Dwelling Unit Types	X (Concept)	X (Final)
Dwelling Unit Size, Type and Layout		X
Interior Entryway		X
Usable Open Space		X
Trash Storage	X	
Off Street Loading	X	
Resident Parking		
- Vehicles	X (Concept)	X (Final)
- Bicycles	X (Concept)	X (Final)
- Mopeds	X (Concept)	X (Final)
Building Security and Management		X

University Square Project

Potter Lawson, Inc.

Exterior and Interior Design Criteria for Planned Unit Developments in Downtown Design Zones

Project No. 2000.36.00

Page 1 of 6

	Stage Approval Requested	
	GDP Nov. 2005	SIP Submittal in 2006
Exterior Building Design		
Massing	X	
The University Square development is being designed to have the mass broken up to provide a pedestrian-friendly quality and to ensure compatibility with other buildings in the vicinity. The mass of the L-shaped apartment structure has been designed so that the University Avenue massing and Lake Street massing are not identical. In addition, the University structure at the corner of Johnson Street and East Campus Mall has varied floor-to-floor heights that provides a unique massing and architectural expression.		
Orientation	X	
The base of this building is being designed with the opportunity for Retail shops to be accessed off of East Campus Mall, University Avenue, Lake Street and Johnson Street. The entrances to the University components and the Apartments have been separated to provide major entrances on three sides of the building; the University portion of the project is entered off of East Campus Mall and the Apartments are entered off of University Avenue and Lake Street. Also, the below grade parking, assumed to be primarily public parking, has multiple egress locations that allows access to the public sidewalk along each of the building facades.		
Building Components	X (Concept)	X (Final)
It is our intention to design this development to provide visual interest on all facades of the building. The University structure will be developed and detailed to provide an architectural character and expression that is different than the Apartment structure. For the Apartment structure we believe that the building components (base, body & cap) on University Avenue and Lake Street will not be identical, but will have building elements such as balconies that will be treated similarly on both facades. One option that may be explored is the possibility that the height of the apartment structure may vary at the upper floor and not be the same along University Avenue and Lake Street. To provide variety in apartment units it is likely that all units will not have an exterior balcony - this also allows the exterior of the building to have varying architectural interest and appearances. Creating a pedestrian friendly environment at the street level is vitally important to having a successful Retail development. It is likely that individual retailers will want to customize the exterior of their retail		

University Square Project

Potter Lawson, Inc.

Exterior and Interior Design Criteria for Planned Unit Developments in Downtown Design Zones

Project No. 2000.36.00

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	GDP Nov. 2005	SIP Submittal in 2006
<p>establishments and this will be encouraged. Some retail may be developed with a two-story expression while other retail may be developed as single-story boutique type shops. Mechanical equipment will be architecturally screened and it is currently being assumed that the facilities cooling towers will be located above at the corner of University Avenue and Lake Street. This location provides an opportunity for the buildings massing, height and architectural expression to address this important corner.</p>		
Articulation	X (Concept)	X (Final)
<p>While not fully developed, the massing diagrams included within the GDP package start to suggest the articulation being considered. The building is being developed with both horizontal and vertical reveals, projections, stepbacks and three-dimensional planes to breakdown the massing of the building. As the articulation of the building façade evolves elements that provide human scale will be incorporated as materials and detailing are finalized.</p>		
Openings	X (Concept)	X (Final)
Materials	X (Concept)	X (Final)
Entry Treatment	X (Concept)	X (Final)
<p>Main entrances to the Apartment and University structures will have entry treatment that defines these primary entrances. The concept at the University entrance on East Campus Mall is for a portion of the Student Activity Center on the Third Floor to project over East Campus Mall and assist in defining this entrance to all University elements within the building. For the Apartment entrances there will likely be sidewalk paving changes, canopy elements, lighting and signage to identify these primary building entrances.</p>		
Terminal Views and Highly Visible Corners	X (Concept)	X (Final)
<p>This project has two highly visible corners; University Avenue & Lake Street and Johnson Street & East Campus Mall. At each of these corners the buildings height and mass are commensurate with the prominence that these corners have from a visibility standpoint. It is likely that at the base of the building these two corners will attract retailers that desire a two-story retail store. We believe this is highly desirable and the intention is to encourage these retailers to customize the exterior of the two-story base of the buildings to provide</p>		

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unique elements and architectural treatment at these important corners. We understand that approvals for retailer modifications to the exterior design will be handled as modifications to the project's SIP approval. The facilities massing concept also shows the visual prominence that the University entrance will have along East Campus Mall.		
Bonus Stories in Downtown Design Zone 2	X (Concept)	
This project is requesting approval on one additional story (total of 11 stories) on the University structure at the corner of Johnson Street and East Campus Mall and two additional floors (total of 12 stories) on the Apartment structure along University Avenue and Lake Street. This building is being designed below the allowable FAR of 6. Concepts were explored where the mass of the building was pushed down onto the Third and Fourth Floors of the site, but these concepts were not providing the pedestrian scale desired along East Campus Mall. These concepts also did not provide functionally efficient layouts and created a structure where natural daylight could not be incorporated into the interior of the site on the Third and Fourth Floors. The resulting concept submitted is an 11 story rectangular building and an L-shaped 12 story building, provides functional floor plates and natural daylighting to building functions and preserve view corridors from within the buildings. The building heights of the development vary due to the different floor-to-floor heights required by the different building functions. The massing diagrams illustrate that the 11 story structure will be architecturally treated differently than the 12 story structure. For the 12 story structure the design is proposing a higher element at the corner of University Avenue and Lake Street and different massing elements and skyline treatments for the two wings of the Apartment structure. The building façades of both structures (11 & 12 story) have elements that will be setback and projecting to provide varying architectural expressions around the building. It is important to note that with the additional stories on the Apartment structure that the majority of the apartment roof is approximately 27 feet below the Capitol view preservation requirement. The request for the additional floors on the apartment structure results in approximately 102 units / acre and 294.5 bedrooms / acre – each being substantially below any other current apartment complex development within design zone 2.		
Site Design/Function		

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Semi-Public Spaces (University Ave, Lake St. and Johnson St.)	X	
<p>Creating a pedestrian friendly environment is critical to having a successful retail development. We are requesting approval of locating the pedestrian sidewalk immediately adjacent to the retail storefronts along University Avenue, Lake Street and Johnson Street. Like State Street, a pedestrian sidewalk adjacent to the retailers is desirable to provide window shopping, walk-in traffic and visibility for the retailers. Between the pedestrian sidewalk and the existing bike path on University Avenue we are requesting approval of a built-in planter that serves to separate the pedestrian walkway from the existing bike path and vehicular road and also serves to allow the entire retail storefronts along University Avenue to be at the same floor elevation. Having the retail at a single floor elevation allows flexibility in configuring retail shops and allows for expansion and contraction opportunities for retailers along University Avenue. Along Lake Street and Johnson Street we are proposing a variety of planter zones which provide some separation between the sidewalk and the street and allow for retail access along Johnson Street. We are also requesting approval to allow bike parking in the public right-of-way in specific zones along University Avenue, Johnson Street and Lake Street to support the retail.</p>		
Semi-Public Spaces (East Campus Mall)		X
Landscaping, pavement materials & planter details		X
Lighting		X
Interior Building Design		
Mix of Dwelling Unit Types	X (Concept)	X (Final)
<p>This development will incorporate a variety of unit types. Within the two, three and four bedroom unit types there will be modifications and amenities so that all units will not be alike. The current concept for the mix of dwelling units is the following:</p> <p style="margin-left: 40px;">140 Four Bedroom Units 50 Three Bedroom Units 140 Two Bedroom Units 20 One Bedroom Units</p>		
Dwelling Unit Size, Type and Layout		X

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Interior Entryway		X
Usable Open Space		X
Trash Storage	X	
Trash storage will occur in the First Floor loading area. Within the Apartment structure there will be trash chutes that collect at the First Floor and will be dumped into the compactor(s) located within the loading area.		
Off Street Loading	X	
Off Street Loading will occur within the First Floor Loading dock. This loading dock will be entered off of Lake Street and exited onto Johnson Street. It is anticipated that deliveries will be made at the docks and also directly off of trucks located within the loading/unloading area. Lifts and stairs are being provided to accommodate a variety of loading and unloading activities. The vehicular truck movement is being designed so that multiple trucks can use the docks while maintaining a drive aisle for truck movement past trucks parked at the dock(s).		
Resident Parking		
- Vehicles	X (Concept)	X (Final)
Resident vehicular parking is being planned above the first floor retail at the corner of Johnson Street and Lake Street. There will be approximately 160 parking spaces.		
- Bicycles	X (Concept)	X (Final)
Resident bicycle parking is being planned within the two floors of the parking ramp located above the first floor retail at the corner of Johnson Street and Lake Street. Residents will also be able to use the bicycle parking in the lower level parking ramp and in bicycle parking planned adjacent to East Campus Mall.		
- Mopeds	X (Concept)	X (Final)
Resident moped parking is being planned within the two floors of the parking ramp located above the first floor retail at the corner of Johnson Street and Lake Street. Residents will also be able to use the moped parking in the lower level parking ramp.		

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Building Security and Management		X

Yard Requirements in Downtown Design Zone 2:

This development is being designed to meet the yard requirements of Downtown Design Zone 2. Lake Street has a fifteen (15) foot front yard, University Avenue has a twelve (12) foot side yard, Johnson Street has a ten (10) foot side yard and East Campus Mall has a twenty-five (25) foot rear yard.

Floor Area Ratio:

This development is being designed so that the floor area ratio will not exceed 6.0.

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University Square

ZONING TEXT: PUD-GDP/SIP (SIP for maintenance of existing uses)

Legal Description: The lands subject to this planned unit development shall include those described in the attached survey.

- A. Statement of Purpose:** This zoning district is established to allow for the construction of a mixed-use development comprising of commercial and residential uses. A future SIP application will be submitted to finalize zoning text for the project. This zoning district is also being established to allow for ongoing maintenance of existing structures at their current uses until future SIP application is submitted and approved.
- B. Permitted Uses:**
 - 1. Those that are stated as permitted uses in the C2 zoning district.
 - 2. Uses accessory to permitted uses as listed above.
 - 3. Buildings in which there are five (5) or more dwelling units and/or lodging rooms or where dwelling units and/or lodging rooms occupy more than fifty percent (50%) of the total building floor area.
- C. Lot Area:** As stated in survey, attached hereto.
- D. Floor Area Ratio:**
 - 1. Maximum floor area ratio permitted is 6.
 - 2. Maximum building height shall be 12 stories.
- E. Yard Requirements:** Yard areas will be provided as shown on approved plans.
- F. Landscaping:** Site landscaping will be provided as shown on the approved plans.
- G. Accessory Off-Street Parking & Loading:** Accessory off-street parking and loading will be provided as shown on approved plans.
- H. Lighting:** Site lighting will be provided as shown on approved plans.
- I. Signage:** Signage will be allowed as per Chapter 31 of the Madison General Ordinances, as compared to the C2 district.
- J. Family definition:** The number of occupants allowed per unit will be limited by applicable building and life safety codes.
- K. Alterations and Revisions:** No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.