City of Madison

Proposed Demolition, Rezoning & Conditional Use

Location
529-557 State St, 431-441 N Frances St & 432 W. Gilman Street

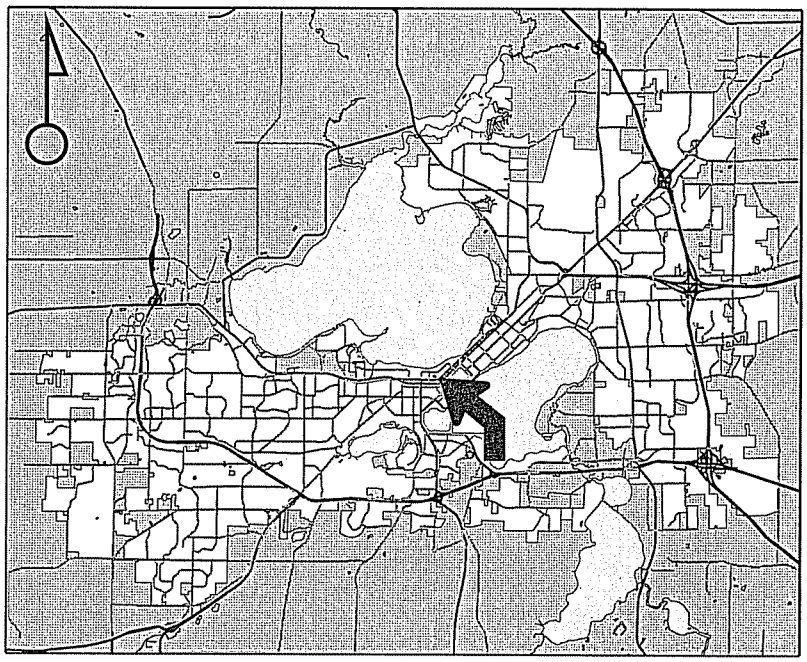
Applicant
Frances State, LLC & Mullins Family, LLC/ Brian Munson - Vandewalle & Associates

From: UMX To: DC

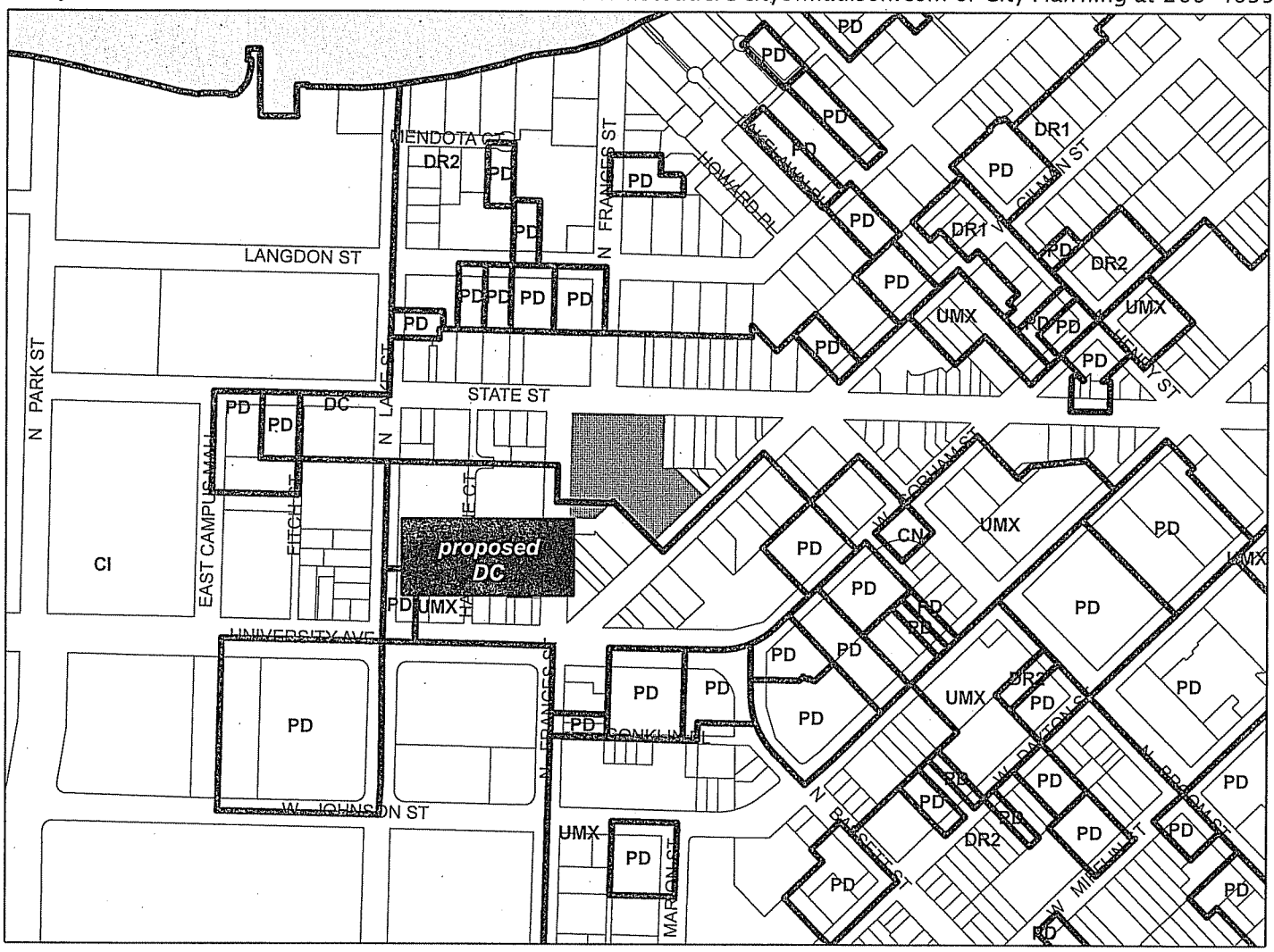
Existing Use
Apartment, hotel and retail buildings

Proposed Use
Demolish apartment building and mixed-use hotel/retail building to allow construction of a mixed-use building containing approximately 22,000 square feet of commercial space, 7,000 square feet of flex space, and 329 apts

Public Hearing Date
Plan Commission
22 July 2013
Common Council
06 August 2013



For Questions Contact: Heather Stouder at: 266-5974 or hstouder@cityofmadison.com or City Planning at 266-4635



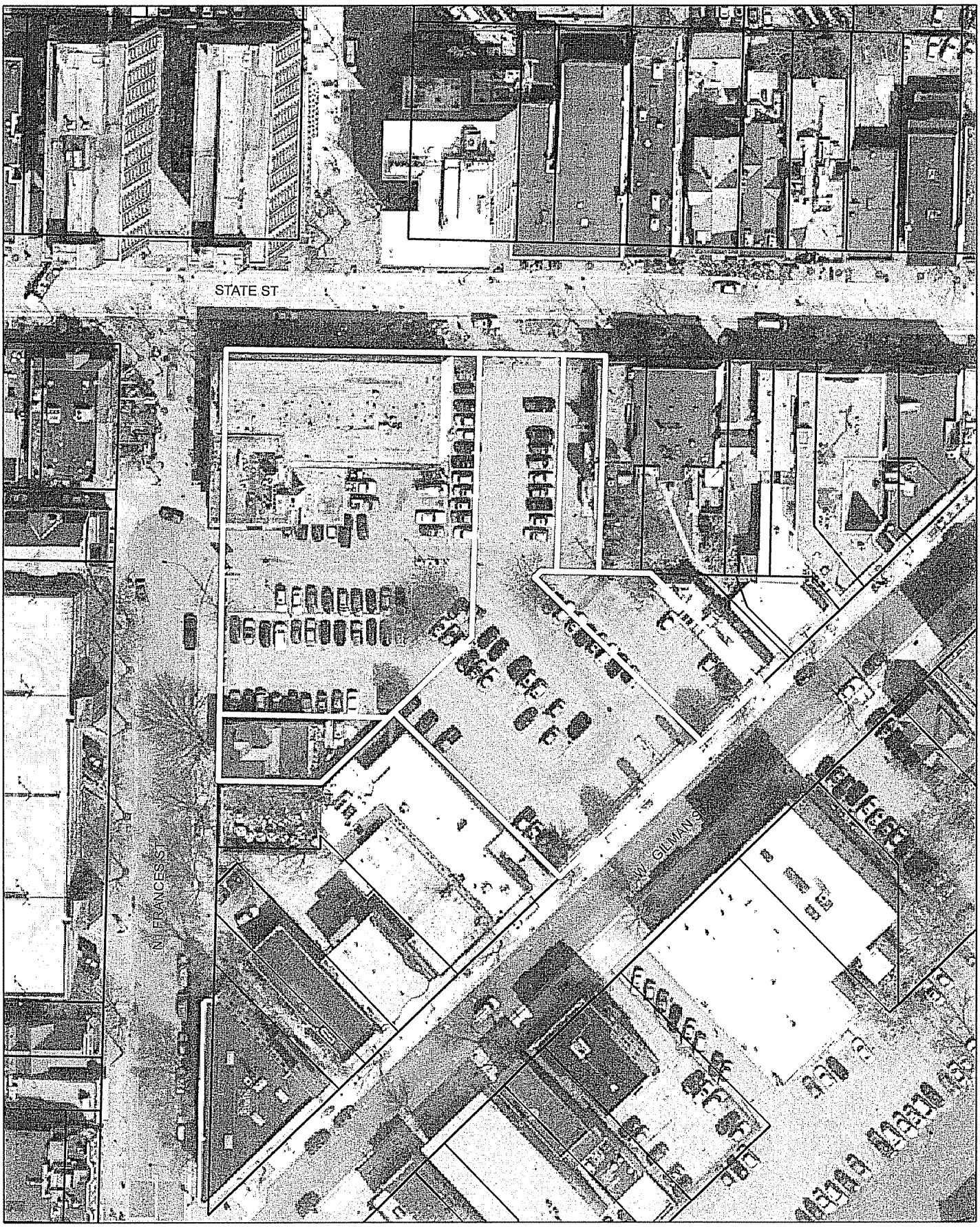
Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 12 July 2013

19-20

City of Madison

529-557 State St, 431-441 N Frances St & 432 W. Gilman St



Date of Aerial Photography : Spring 2010

19-20

LAND USE APPLICATION

CITY OF MADISON

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

- x All Land Use Applications should be filed with the Zoning Administrator at the above address.
- x The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- x This form may also be completed online at: www.cityofmadison.com/developmentcenter/landdevelopment

FOR OFFICE USE ONLY:
Amt. Paid $1700.00 Receipt No. 143025
Date Received 5/22/13
Received By SK
Parcel No. 0709-232-0211-6
Aldermanic District 4 - Mike Verveer
Zoning District DC & UMX
Special Requirements CUL, DC district
Review Required By:
☒ Urban Design Commission ☒ Plan Commission
☒ Common Council ☐ Other: _____

Form Effective: February 21, 2013

1. Project Address: 441 N. Frances (see attached)
Project Title (if any): The Hub at Madison

2. This is an application for (Check all that apply to your Land Use Application):

- ☑ **Zoning Map Amendment from** UMX to DC
- ☐ **Major Amendment to Approved PD-GDP Zoning** ☐ **Major Amendment to Approved PD-SIP Zoning**
- ☐ **Review of Alteration to Planned Development (By Plan Commission)**
- ☑ **Conditional Use, or Major Alteration to an Approved Conditional Use**
- ☑ **Demolition Permit**
- ☐ **Other Requests:** _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Marc Lifshin Company: Core Campus, LLC.
Street Address: 2234 West North Avenue City/State: Chicago, IL Zip: 60647
Telephone: (773) 227-2850 Fax: (773) 227-5350 Email: marc@corecamp.us

Project Contact Person: Brian Munson Company: Vandewalle & Associates
Street Address: 120 East Lakeside Street City/State: Madison, WI Zip: 53715
Telephone: (608) 255-3988 Fax: (608) 255-0814 Email: bmunson@vandewalle.com

Property Owner (if not applicant): ~~Mullins Group~~ Frances State LP & Mullins Family LLC
Street Address: 401 N. Carroll Street City/State: Madison, WI Zip: 53703

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: Student oriented housing, retail and amenities

Development Schedule: Commencement 2014 Completion 2015

19-20

5. Required Submittal Information

All Land Use applications are required to include the following:

☑ **Project Plans** including:*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- ***Seven (7) copies*** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- ***Twenty Five (25) copies*** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- ***One (1) copy*** of the plan set reduced to fit onto 8 ½ X 11-inch paper

* For projects requiring review by the **Urban Design Commission**, provide ***Fourteen (14) additional 11x17 copies*** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

☑ **Letter of Intent: Provide one (1) Copy per Plan Set** describing this application in detail including, but not limited to:

- Project Team
- Existing Conditions
- Project Schedule
- Proposed Uses (and ft^2 of each)
- Hours of Operation
- Building Square Footage
- Number of Dwelling Units
- Auto and Bike Parking Stalls
- Lot Coverage & Usable Open Space Calculations
- Value of Land
- Estimated Project Cost
- Number of Construction & Full-Time Equivalent Jobs Created
- Public Subsidy Requested

☑ **Filing Fee**: Refer to the Land Use Application Information & Fee Schedule. Make checks payable to: *City Treasurer.*

☑ **Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to *pcapplications@cityofmadison.com*.

☑ **Additional Information** may be required, depending on application. Refer to the Supplemental Submittal Requirements.

6. Applicant Declarations

☑ **Pre-application Notification:** The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations **in writing** no later than **30 days prior to FILING this request**. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:

Alder Verveer, State Langdon Neighborhood Association (John Magnino) 4.22.2013

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect 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 and Planning Division staff; note staff persons and date.

Planning Staff: DAT *Date:* April 25, 2013 *Zoning Staff:* DAT *Date:* April 25, 2013

The applicant attests that this form is accurately completed and all required materials are submitted: 19-20

Name of Applicant _____ Relationship to Property: Purchaser

Authorizing Signature of Property Owner Bradley L Murphy Date 5/22/13

KL Engineering
[A] Better Experience

HUB AT MADISON
PROPOSED REDEVELOPMENT
INTERSECTION OF WEST GILMAN STREET, STATE STREET AND NORTH FRANCES STREET

MADISON, WISCONSIN
TRIP GENERATION & DISTRIBUTION STUDY
June 19, 2013

INTRODUCTION

KL Engineering was retained to prepare a brief trip generation study for the proposed *Hub at Madison* Redevelopment. The purpose of the trip generation study is to determine the number of vehicles anticipated to enter and exit the proposed access point for the development during the average weekday (AWT), the AM peak hour, and the PM peak hour and to determine how many of those vehicles are expected to travel east and west from the proposed development.

PROPOSED DEVELOPMENT

The proposed development is located in a triangular section of property fronting the south side of the 500 block of State Street at the intersection of West Gilman Street, State Street and North Frances Street. The property currently contains the University Inn Motel, a commercial building on State Street, a small apartment building on North Frances Street, and a large surface parking lot. Current public access to the parking lot is on North Frances Street between the University Inn and the apartment building. The proposal includes a 283 unit apartment building with six townhouse units on the ground level and approximately 22,000 square feet of retail space. There is a two story parking ramp reserved exclusively for residents included as part of the development. The parking is planned to have a single access point on Gilman Street, which is a one-way street to the northeast from University Avenue to State Street. There is also a loading dock proposed near the Gilman Street access point. The site plan for the development is included in Appendix A.

TRIP GENERATION

The standard procedure for determining trip generation rates is to obtain them from the Institute of Transportation Engineers (ITE) report, *Trip Generation Manual* which is currently in the 9th Edition, and then make adjustments for an individual development. A trip is defined in the Trip Generation Manual as a single or one-directional movement, with either the origin or the destination of the trip being from the proposed development.

According to the Trip Generation Manual User's Guide and Handbook:

> *"Data were primarily collected at suburban locations having little or no transit service, nearby pedestrian amenities or travel demand management (TDM) programs. At specific sites, the user may wish to modify trip generation rates presented in this document to reflect the presence of public transportation service, ridesharing, or other TDM measures; enhanced pedestrian and bicycle trip-making opportunities; or other special characteristics of the site or surrounding area.*

Because the ITE method is the generally accepted method for trip generation studies, ITE land use category 220-Apartments was used as a base for the trip generation for this development. However, because of the location and nature of the development, trips generated by this method are not considered reasonable without large reductions for multi-modal transportation uses. The *Hub at Madison* apartments are planned to be marketed to University students who typically walk, ride bicycles, or utilize Madison Metro transit to get to and from class and other locations on campus and downtown. Therefore, additional research was completed, specifically for trip generation for University student-housing. This research examined multiple studies for student apartment complexes, some of which increased and some of which decreased trip generation in comparison to the ITE category evaluated. A 2012 study completed by Spack Consulting, which evaluated trip generation for six private student housing apartment buildings near the University of Minnesota campus, was determined to be the most comparable to the proposed development in Madison. The University of Minnesota campus, like the University of Wisconsin campus, is located close to a downtown area and parking is at a premium on campus. Therefore, as in the case in Madison, residents would only be expected to use their vehicles to leave the campus and/or downtown area and would not necessarily be expected to use their vehicles on a daily basis or during typical peak hour times. The ITE and Spack Consulting Studies were evaluated for all three parameters used in the studies: Dwelling Units, Persons (bedrooms), and Vehicles (number of parking places); however vehicles (parking places) were used in the final analysis because they create a limit on the number of vehicles which can be parked at the complex. The comparison between the University of Minnesota study and the ITE Trip Generation Manual indicates that an approximate reduction in the ITE Method for multi-modal use of 50% during an average weekday and the PM peak hour and approximately 70% during the AM peak hour makes the ITE results comparable to the University of Minnesota study. Given the nature of the development with a University student population that is very pedestrian, bicycle, and transit oriented, this seems reasonable.

Comparable Madison Property

Although the Spack Consulting study at the University of Minnesota is felt to be comparable to the situation at the proposed development, a comparison property in Madison was also evaluated to verify the validity of this study as it relates to similar housing near the University of Wisconsin campus. A comparable property to the *Hub at Madison* is located approximately 3 blocks away at the University Square Development.

This complex, like the proposed *Hub at Madison,* also includes student housing and commercial space. The *Lucky Apartment* complex includes 350 one, two and three bedroom apartments in a 12 story building, the first floor of which is occupied by commercial space in addition to some University uses. This development also includes parking for the commercial uses; however, the 180 resident parking stalls are isolated from the commercial parking and therefore trip generation from the residences could be isolated from the commercial parking. AM and PM peak hour counts were conducted at this development and those counts were used to determine independent variables per dwelling unit and number of parking spaces for comparison purposes during the peak hours.

The traffic counts conducted at *Lucky Apartments* indicate that the Spack Consulting Study at the University of Minnesota resulted in comparable trip generation during the AM peak hour and approximately double the Lucky Apartments during the PM peak hour. Therefore, it is considered reasonable that the University of Minnesota study adequately represents likely trip generation from this property and in fact, may result in an overestimate of trip generation during the PM peak hour, and therefore the average weekday. However, in order to represent the maximum trips expected from the development, a range of values derived from a combination of the ITE method and the Spack Consulting Study was used to represent the residential trip generation.

Truck Traffic

In addition to the residential parking, there is a loading dock on Gilman Street to serve the proposed 22,000 feet of commercial development on the first floor of the development. The uses of the commercial development are not yet determined and the ITE *Trip Generation Manual* does not have a specific trip generation uniquely for trucks, however they do summarize truck trip generation studies for various commercial land uses in the *Trip Generation Manual Users Guide.* Based on Studies conducted in Australia in 1992 and Baltimore in 1987, a truck trip generation of 2.0 per thousand square feet appears reasonable. This results in approximately 44 truck trips per day (22 entering and 22 exiting) on Gilman Street and includes all types of trucks and vans delivering to the retail development. According to the developer, none of these trips will occur during peak hours. Therefore truck trips were added only to the AWT trip generation and not to peak hour trip generation.

A trip generation chart based on number of parking stalls and comparing the methods used is shown on the following page. A small reduction (10%) was taken in the ITE method and the University of Minnesota study to account for multi-use trips that would involve the commercial use planned to be located on the first floor of the proposed development. These multi-use trips are not considered in the ITE data or the University of Minnesota data because the developments studied involved only residential uses.

THE HUB
ESTIMATED TRIP GENERATION

AVERAGE DAILY TRAFFIC - RESIDENTIAL ONLY

ITE Land Use Code	Land Use	Type Independent Variable	Number Independent Variable	Rate	Number of Trips	Multi-Use Reduction	Total Trips After Multi-Use Reduction	Multi-mode Reduction	Veh Trips After Multi-mode Reduction	Split Entering %	Split Exiting %	No. Entering	No. Exiting
220	Apartment	Vehicles	162	5.10	826	10%	744	50%	372	50%	50%	186	186
	University of Minnesota Study	Vehicles	162	2.82	457	10%	411		411	50%	50%	206	206
	conducted by Spack Consulting												

AVERAGE DAILY TRAFFIC - TRUCKS

	Commercial Truck Traffic	1,000 SF	22	2.00	44	0	0			50%	50%	22	22

TOTAL DAILY TRAFFIC (Residential plus Trucks)

ITE Method Apartment	208	208
University of Minnesota Study conducted by Spack Consulting	228	228

AM TRAFFIC - RESIDENTIAL ONLY

ITE Land Use Code	Land Use	Type Independent Variable	Number Independent Variable	Rate	Number of Trips	Multi-Use Reduction	Total Trips After Multi-Use Reduction	Multi-mode Reduction	Veh Trips After Multi-mode Reduction	Split Entering %	Split Exiting %	No. Entering	No. Exiting
220	Apartment	Vehicles	162	0.46	75	10%	67	70%	20	20%	80%	4	16
	University of Minnesota Study	Vehicles	162	0.13	21	10%	19		19	47%	53%	9	10
	conducted by Spack Consulting												
	Madison Comparable Property	Vehicles	162	0.10	16		16		16	28%	72%	5	12

PM TRAFFIC - RESIDENTIAL ONLY

ITE Land Use Code	Land Use	Type Independent Variable	Number Independent Variable	Rate	Number of Trips	Multi-Use Reduction	Total Trips After Multi-Use Reduction	Multi-mode Reduction	Veh Trips After Multi-mode Reduction	Split Entering %	Split Exiting %	No. Entering	No. Exiting
220	Apartment	Vehicles	162	0.60	97	10%	87	50%	44	65%	35%	28	15
	University of Minnesota Study	Vehicles	162	0.27	44	10%	39		39	54%	46%	21	18
	conducted by Spack Consulting												
	Madison Comparable Property	Vehicles	162	0.13	21		21		21	54%	46%	11	10

TRIP DISTRIBUTION

As requested by the City of Madison Traffic Engineering Department, KL Engineering also looked at the east\west trip distribution for the proposed Hub Development to determine what proportion of the anticipated trips would be expected to proceed either east across State Street or south on Broom Street as they exit the State Street, Gilman Street, Broom Street intersection. The distribution of traffic is based on existing traffic patterns in the area, geometrics and engineering judgment.

The trips generated by the study represent the total number of one-way trips which are expected to be generated by a residential student housing facility with 162 resident parking spaces. However, not all of the trips generated by the residential portion of this development are anticipated to use Gilman Street for access. Trips accessing the facility which do not involve the use of a vehicle stored in the parking facility including: deliveries, visitors, and drop off and pickup of residents are included in these numbers. It is anticipated that a majority of this type of trip will occur on Frances Street where the main entrance to the residential facility is to be located. Therefore, it is reasonable to assume that a percentage of the trips generated by the residential portion of the development will use North Frances Street to access the development rather than Gilman Street. Although it is difficult to determine what percentage of trips will be of this nature, ten to twenty percent seems reasonable based on the layout of the property and the location of the main entrance.

Because the parking ramp is located on Gilman Street, which is one-way to the northeast between University Avenue and State Street, all vehicles entering the proposed parking ramp or loading dock area will be required to enter West Gilman Street at the University Avenue, North Frances Street, Gilman Street intersection to proceed to the ramp. To exit the parking ramp and loading dock, all vehicles will be required to turn left and proceed to the northeast to the West Gilman Street, State Street, Broom Street intersection. At this intersection, they will have the option to proceed straight across State Street or make a sharp right turn onto Broom Street. It is anticipated that vehicles desiring to proceed to the west side of Madison will turn right onto Broom Street to access University Avenue while those desiring to proceed to the east side of Madison will proceed straight across State Street on Gilman Street where they will be required to stay on East Gilman Street until at least Carroll Street to access Johnson Street to go east. All truck traffic serving the facility will be likely follow the same route, although some of them may also turn onto State Street if they have additional deliveries there.

In order to determine the directional distribution of traffic, recent traffic counts for Gorham Street\University Avenue and West Johnson Street in the vicinity were analyzed. These two arterial streets form a one-way pair proceeding from Madison's east side through the isthmus and continuing to the west side with Gorham Street becoming University Avenue. They serve as one of the primary east\west routes through the isthmus area. Based on these counts and engineering judgment, the following was determined:

- During an average weekday, approximately 55% of the exiting traffic will likely proceed west and 45% will likely proceed east
- During the AM peak hour, approximately 60% will proceed west and 40% will proceed east.
- During the PM peak hour, approximately 50% will proceed west and 50% will proceed east

CONCLUSIONS

A range of vehicle trips generated by the residential portion of the property was determined based on the ITE method for apartments and the Spack Consulting study at the University of Minnesota, which specifically evaluated University Student apartments. Local counts at Lucky Apartments were compared with these results to verify their reasonableness for this type of facility at this location. The truck traffic was generated for a 22,000 square foot facility based on the ITE Trip Generation Users Guide. Truck trips were generated for the average weekday only, as deliveries will not be made during the peak hours.

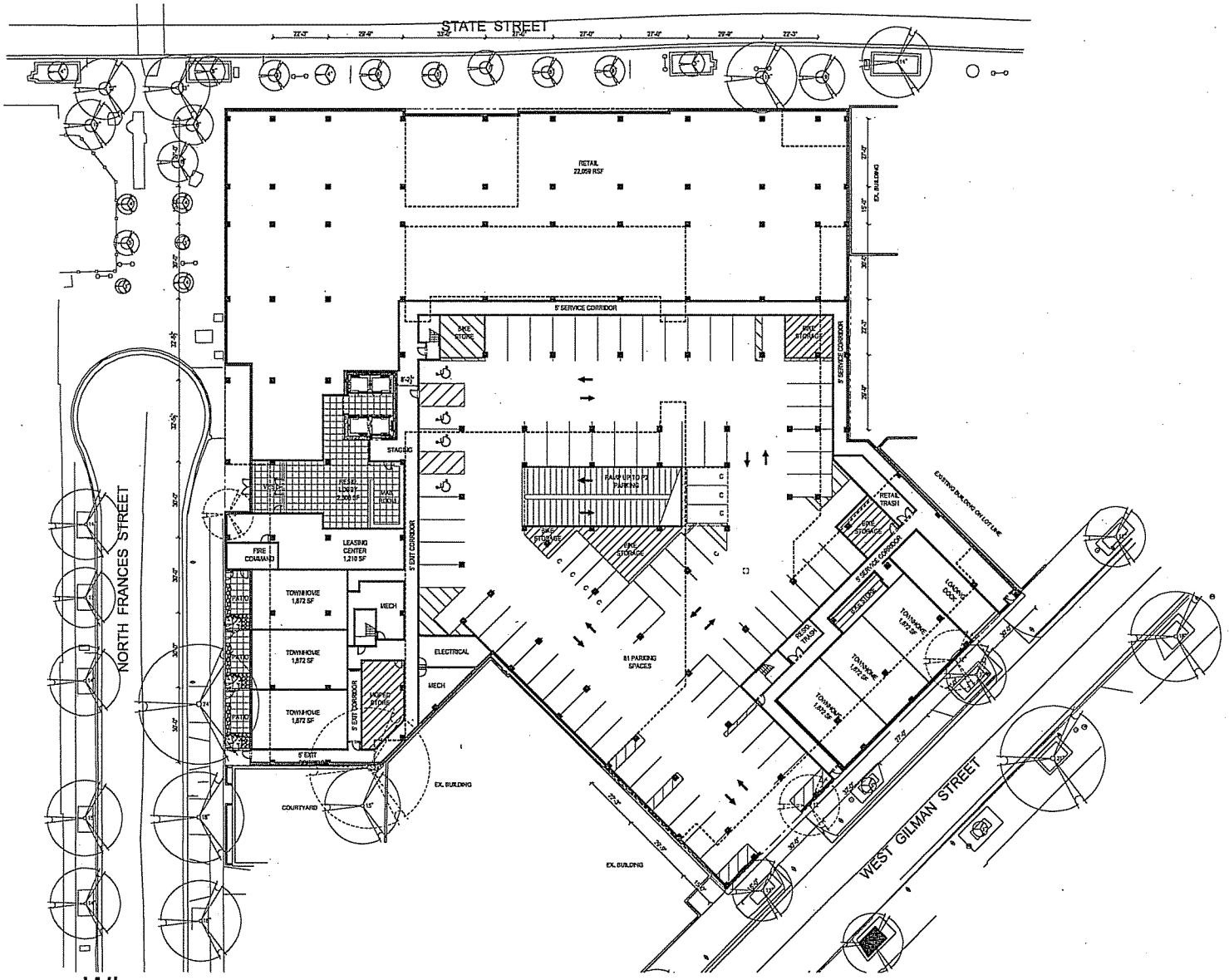
Based on these results, the total (entering and exiting) motor vehicle trips generated by the residential portion of this development will be approximately 372 to 412 one-way trips per average weekday. All of these trips do not involve the use of a vehicle from the parking ramp; therefore, it is reasonable to assume that some of these trips (deliveries, visitors, dropoff/pickup) will use Frances Street to access the main entrance to the property. If a conservative 10% of the total residential generated trips are projected to use Frances Street, the trips expected to use Gilman Street would be between approximately 335 and 371 during an average weekday. There would be an additional anticipated 44 one-way truck trips for a total of 379-415 one-way trips on Gilman Street during an average weekday. Because these trips will enter Gilman Street from the southwest and exit to the northeast as opposed to entering and exiting in the same direction; the actual increase in traffic volume on Gilman Street is half that (190-208 added vehicles per weekday between University Avenue and State Street).

Half of these trips will enter the property from the southwest on Gilman Street and half will exit the property to the northeast on Gilman Street. Of the approximately 168 to 186 vehicles that are anticipated to exit the property during an average weekday, 92 to 102 will likely turn onto Broom Street to access University Avenue and approximately 76 to 84 will proceed east on Gilman Street to at least Carroll Street to proceed east.

Less than 35 total trips and 20 exiting trips are anticipated during the AM and PM peak hours. Because of the low numbers, these trips were not distributed to the street system.

APPENDIX A

HUB AT MADISON
SITE PLAN



HUB AT MADISON, MADISON, WI

Antunovich Associates - Architect
Myefski Architects - Associate Architect
Core Campus Communities, LLC - Developer

Level 01 SCALE: 1" = 20'-0"
24 APR 2013

15-22

HUB AT MADISON MOVE-IN PROCESS

The Hub at Madison Move-In Day is designed for maximum convenience, making our resident's first-hand experience of our property a positive and welcoming one.

We anticipate, at max capacity, around 1000 residents projected to move into The Hub at Madison in August of 2014. As with many other student housing developments, we will have a certain number of students moving into our residence during the first 2 weeks of August before the designated move-in period. We classify these individuals as "early move-ins". We estimate the number of early move-in residents at 300, leaving just over 700 residents left for our scheduled move-in period.

The Hub at Madison's primary move-in process is a designated 3-day move-in plan strategized outside of our competitor's planned move-in days in mid-August, allowing us to conveniently move in students over a time period that will limit traffic, congestion, and complications. Our 3-day process allows us to move in students with last name ending with *A-I on Day 1*, those with *J-R last names on Day 2*, and finally our *S-Z residents on Day 3*. In addition, we plan to further control the flow of traffic on each day by splitting the residents scheduled for each day into an *"AM Group"* and a *"PM Group"*.

ALL of our residents will initially be notified of his/her EXACT move-in day along with which group they fall into on his/her move-in day with not only a letter sent out a few weeks prior to move-in day with details, but also a personal phone call closer to move-in from a member of the staff reminding him/her of this date along with other select reminders when arriving.

As residents arrive on selected move-in days, our plan is to move in students on the 2nd floor of the complex utilizing the following rooms and designating them as "Move-In Stations":

- Fitness On Demand Room --- Station #1
- Golf Simulator Area --- Station #2
- Open Common Area --- Station #3
- Study Room --- Station #4

Upon reaching the 2nd floor, there will be signs and members of staff guiding residents to the move-in area, as well as posters in front of each room/station/area so residents know where they are to begin and end. Our goal is to make this process as obvious, comfortable, and quick as possible.

Fitness on Demand – Station #1

This station will be the first point of contact where assigned staff members work with residents on verifying/signing the lease checklist and finalizing his/her lease/guarantor information, if needed, and making first month's payment of rent. A computer(s) w/internet will be provided for those wanting to pay online and we will also checks/money orders for those with the ability to do so. Once a staff member verifies ID and that the lease is complete, the resident will move onto Station #2. Most residents will be able to move onto Station #2 immediately upon verification of ID as a majority of leases will be complete due to the work of our staff beforehand. Lease completion is a primary factor of satisfying not only the office needs, but resident needs, therefore becomes the most important stopping point before continuing with check-in.

Golf Simulator Area – Station #2

Station #2 is where the resident will receive keys for his/her apartment, a move-in packet full of important information, parking pass (if applicable) and a move-in inventory condition form with explanation on when/how to return when complete.

Open Common Area – Station #3

This area is reserved for partner vendors of The Hub at Madison. We may elect to have a rep from our painting company, maintenance staff, carpet/flooring, cleaning company, marketing vendors of choice providing freebies and goodie packs for residents, or other companies who we see can provide a benefit to our residents on move-in day.

Study Room – Station #4

Our Study Room will be a designated area where residents can grab a refreshment or snack, talk with an additional member of either our management or leasing staff about potential concerns or questions, and also be guided on where to go from this point. This staff member will direct the resident to the 1st floor of which they will be met by another member of the staff/management on where to park his/her vehicle to unload personal items/furniture.

<u>More About the Parking Area</u>

After finishing on the 2nd floor with all pertinent lease paperwork, receiving keys, talking with vendors, and grabbing a snack/refreshment, a staff member will be available in the parking garage area to monitor the 15 parking spots set aside for unloading/moving in. The 15 spots chosen to accommodate the moving in of our residents are designated on the "1st floor diagram".

Moving Help

To expedite moving in personal belongings, we plan to hire employees from a Professional Moving Company to assist our residents not only in the parking garage area, where we have the designated 15 spots, but also near the front entrance for those who are able to park curbside and move in via the front entrance. We will have these professional movers available during peak times of each move-in day, which will most likely be mid-morning to early afternoon. We plan to hire them with their own equipment such as dollies, pads, and straps as needed.

Management will be the point of contact for the movers when they arrive and will coordinate instruction and monitor progress throughout each day.

Maintenance

Our maintenance team will be available to assist with walking the property, clearing the trash chutes and hallways of boxes and trash and also to respond to maintenance issues, if any, upon resident entering his/her apartment.

Management

As always, a member of the management staff will be accessible and spearheading the move-in process from start to finish. It is our goal as management at The Hub at Madison to provide the most streamlined, effective, and timely move-in possible for each resident.

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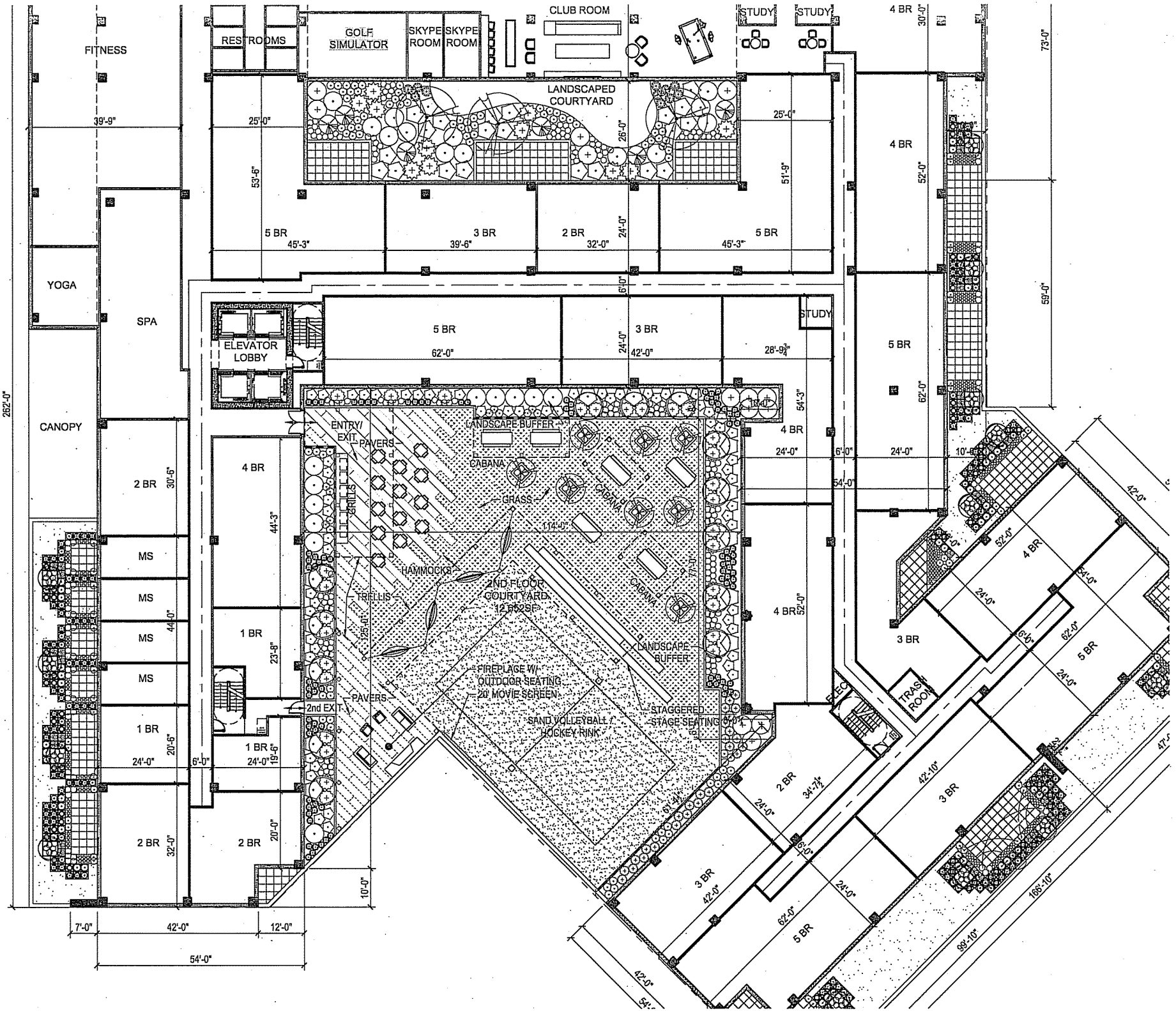
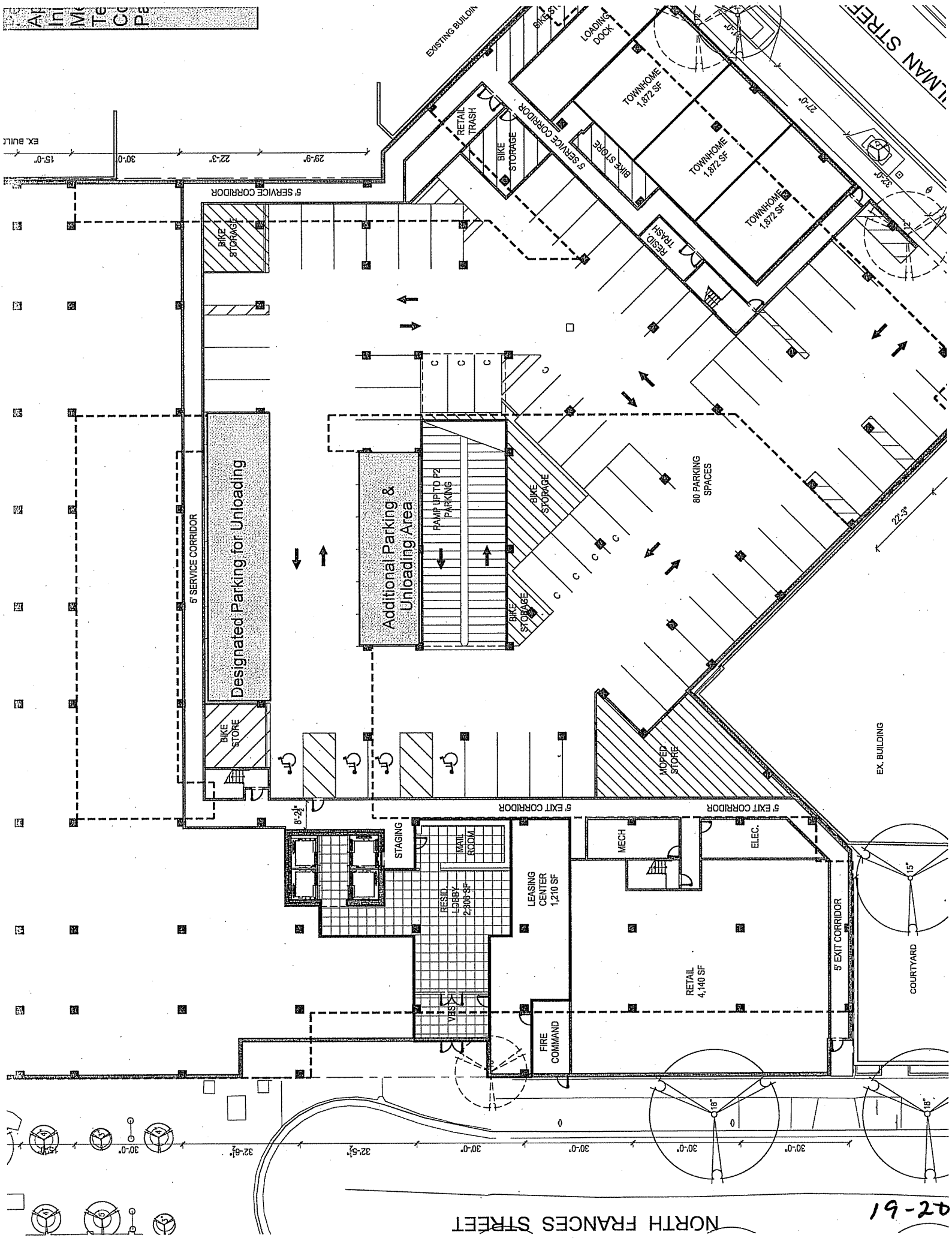


24-19


EXISTING BUILDING
BIKE ST.
LOADING DOCK
TOWNHOME 1,872 SF
TOWNHOME 1,872 SF
TOWNHOME 1,872 SF
RETAIL TRASH
BIKE STORAGE
5' SERVICE CORRIDOR
BIKE STORE
RESID. TRASH
5' SERVICE CORRIDOR
BIKE STORAGE
6' SERVICE CORRIDOR
Designated Parking for Unloading
Additional Parking & Unloading Area
RAMP UP TO P2 PARKING
BIKE STORAGE
BIKE STORAGE
80 PARKING SPACES
22'-3"
BIKE STORE
MOPED STORE
EX. BUILDING
5' EXIT CORRIDOR
5' EXIT CORRIDOR
8'-2½"
STAGING
MAIL ROOM
RESID. LOBBY 2,305 SF
LEASING CENTER 1,210 SF
MECH
ELEC.
VEST
FIRE COMMAND
RETAIL 4,140 SF
5' EXIT CORRIDOR
COURTYARD
15"
18"
18"
29'-9"
22'-3"
30'-0"
15'-0"
32'-6½"
32'-5½"
30'-0"
30'-0"
30'-0"
30'-0"
NORTH FRANCES STREET

19-20

3701 Executive Center Drive
Suite 150
Austin, TX 78731
FAX: 800-874-0535

Balcony Control

The Hub at Madison is designed for the student lifestyle. That lifestyle needs to be managed and it starts with the building design. Our design team has the benefit of recent and relevant new student housing projects. Every new project benefits from what we learn from our existing properties. The Hub at Madison is no exception.

The exterior amenity space is extremely important to the Madison student market. It also poses some of the most challenging control issues. The Hub at Madison is designed with this in mind. The balconies and terraces have been scaled down to prevent large crowds from congregating on them, and the numbers of balconies and terraces have been limited to a small portion of units. In addition to the balcony size being scaled down, all balconies are all private to individual units so there is no shared balcony access.

Furthermore, our lease agreement and management approach reinforces a controlled, amicable environment. The Hub at Madison lease is extremely thorough as it has evolved from various leases from our core managements' previous projects. In addition to the standard residential agreement, the lease includes several additional addendums to help maintain the safety of the tenants and the integrity of the property. First, the lease includes an entire addendum dedicated to the rules and regulations of the property and the consequences of breaking such rules. For example, the below balcony clause is included in this section and is just one of the many rules that will be strictly enforced:

> Throwing objects from balconies, windows, sliding glass window/wall or any other area of the building are strictly prohibited. TENANT understands that in the event that ANY items are thrown from UNIT balcony or windows, TENANT will be subject to an immediate $1,000 fine and potential eviction and shall be subject to criminal prosecution. Items which may fall from the balcony are not allowed on the balcony and therefore any object which falls from a balcony will be treated the same as any that were thrown. Any investigation of alleged incidents will be reported to the University of Wisconsin. In the event of abuse of the balcony or violation of this rule, LANDLORD reserves the right to secure the balcony door so that TENANT may not access the balcony.

Our on site management then reinforces the rules by enforcing any penalties related to all violations. It will be known to all of the residents of the Hub at Madison that management's first priority will be the safety and well being of our tenants and any violations that impact safety will not be tolerated.

Recycling

Today's college students are more aware of their carbon footprint's impact on the environment and are willing to make life style adjustments to improve their personal impact on the environment. One of the biggest impacts students can make to reduce their carbon footprint is by recycling. Proper recycling programs reduce waste contribution to landfills, reduce energy consumption and decreases pollution. The Hub at Madison will be designed, marketed and managed to promote and encourage recycling:

- Every residential floor will host two trash/recycling rooms.
- Each trash/recycling room will hold two chutes, one for trash and one for recyclable material. This design will promote tenants to recycle and will give them an easy way to do so.
- The building will have proper signage throughout that promotes recycling. Proper signage can increase recycling efforts by 10%.

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- The ease of recycling is further enhanced by the City of Madison's single stream recycling policy. All approved recyclable material can easily be placed in the recycle chute. Hub at Madison will take care of the rest.
- All marketing materials will heavily market its LEED Certification and Recycling Program.
- Management will educate residents (starting at move-in) on what materials can be recycled and the impact it will have on the environment.
- Management will sponsor competitions among residents to reward conservation efforts, including waste reduction.