



July 5, 2005

Mr. Brad Murphy
Director, Planning
City of Madison
215 Martin Luther King Drive LL100
Madison, Wisconsin 53703

Dear Brad:

University Research Park supports the creation of the new Research and Development Center District (RDCD) zoning based the current RPSM zoning with some adjustments to create a more urban environment. The creation of the new zoning district is an opportunity to modify a couple of items based on our experience with the RPSM zoning. One of the most significant values of the RPSM zoning, which has been retained in the new zoning, is the delegated implementation oversight to an architectural review committee. This delegation permits URP to respond quickly and creatively to meet the needs of rapidly growing science and technology companies.

One new significant addition is transportation demand management. The proposed zoning requires "...the preparation of transportation demand management plans for the district and individual lots, as well as, the establishment of a transportation management association for the district and nearby employment centers." Further, "a Transportation Demand Management Plan shall be provided for an individual lot that is consistent with a district Transportation Demand Management Plan". URP agrees a district transportation demand management plan can be helpful as long as the plan and any required association do not put University Research Park in a less competitive position to other areas within or near Madison.

The City needs to clarify the process for approving, implementing and enforcing the plan. University Research Park is expecting criteria/guidelines from City Engineering for the district plan. A district plan proposed by University Research Park will be reviewed prior to adoption of the final plat. Who will approve the district plan? How is approval recorded for the future? How will the district plan be modified and enforced over time? Once the district plan is adopted, individual building projects are required to develop a plan consistent with the district plan. Is it the intent that the architectural design committee (also called the architectural review committee early in the proposed text) approves the individual building transportation demand management plans? Can individual plans be modified and by who? What are the expectations regarding enforcement of individual building owner performance after approval?

University Research Park recommends that two of proposed conditional uses be changed to permitted uses under RDCD and RPSM. First, "drugs and pharmaceutical products" under "any production, or processing, cleaning, servicing, testing or repair of materials, goods or products"

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should be a permitted use. There is no significant difference in the facilities for development of drug and pharmaceutical products and two currently permitted use categories ("laboratories - research, development and testing, including testing facilities, equipment, and manufacturing and fabrication of products in conjunction with such research or development, and accommodations for persons participating in laboratory studies; pilot plants or other facilities for the testing of manufacturing, processing or fabrication methods, or for the testing of products or materials").

Second, "emergency electric generator which serves a principal use located on the zoning lot and is capable of providing electricity for off-site use provided: (i.) The electric output is less than 3,000 kilowatts and said generator is operated no more than 200 hours per year; (ii.) The location of every generator shall be not less than 20 feet from any zoning lot which permits residential uses; and, (iii.) Said generator shall be located and screened so as to reduce the visual impact of the generator from neighboring property and to be compatible with neighboring structures and the character of the community. This may include screening with materials similar in appearance to those used for the principal structure on the zoning lot, landscaping or fencing as approved by the architectural review committee". Emergency generators are critical components of many of these science and technology facilities and should not require an additional approval process.

University Research Park further recommends removal of two plan approval requirements when an architectural review committee is created.

(a) "including the provision of plant materials at the base of such signs" from ground signs that are part of the landscape plan. URP has a uniform and restrained approach to signage and does not permit plant materials at sign bases.

(b) "To comply with the above provisions (i.e. landscaping and site development), a landscape plan shall be submitted and approved by the Director of the Department of Planning and Development. Landscape plans shall be developed in accordance with the Revised "New Approach to Parking Lot Landscaping" guidelines, adopted by the Common Council by Substitute Resolution No. 37,196, which is on file with the City Clerk and available in the Department of Planning and Development." URP's architectural review committee is capable of developing and approving high landscape standards for sites and parking lots as part of deed restrictions and covenants. This creates an unnecessary procedural step that gets routine approval.

One technical clarification is also recommended. The Pioneer Neighborhood Plan stated "areas used for multi-site storm water basins not considered in FAR calculations" yet the proposed floor area ratios do not include this exemption. This exemption is important for creating a successful district.

URP would like to confirm that, when there is an architectural design review committee, standards for signage, buildings, landscaping and parking lots can be more restrictive than the City requirements. This will ensure that delegation on signage and landscaping will not reduce city standards and provide URP with the flexibility to set higher standards.

Finally, the proposed ordinance states, "As part of any zoning map amendment to RDC, the applicant shall file a development plan that guides all of the lands that are subject to the map amendment. The development plan must present a unified and organized arrangement of buildings and service facilities that shall have a logical relationship to the properties comprising the lands to be rezoned. The approved plan shall be used by the Architectural Review Committee or the Urban Design Commission, if no Architectural Review Committee exists, to assure that development plans for individual lots are consistent with the overall plan." Filing a development plan is acceptable and helpful in establishing some common development standards for the project. How much authority does the architectural review committee have to make independent modifications to the development plan over time based on actual development experience? This development will evolve over the next two decades and it will be important for some flexibility to adjust to the market and actual development.

University Research Park appreciates the City's assistance in creating this new opportunity for commercializing University of Wisconsin-Madison research and creating science and technology companies.

Sincerely,



Mark Bugher,
Director