



Location

4021 Grand Crossing Road

Applicant

Bartell Limited Partnership/Christopher Thiel - Schreiber/Anderson Associates

From: PUD(GDP)

To: Amended PUD(GDP)

Existing Use

Vacant Land

Proposed Use

Mixed-Use Development with Theatre/Entertainment Complex

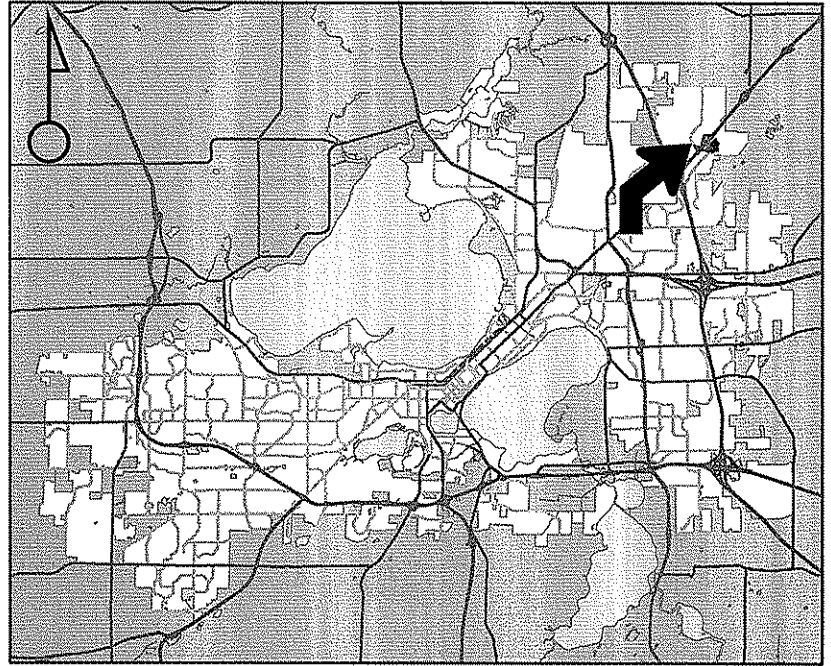
Public Hearing Date

Plan Commission

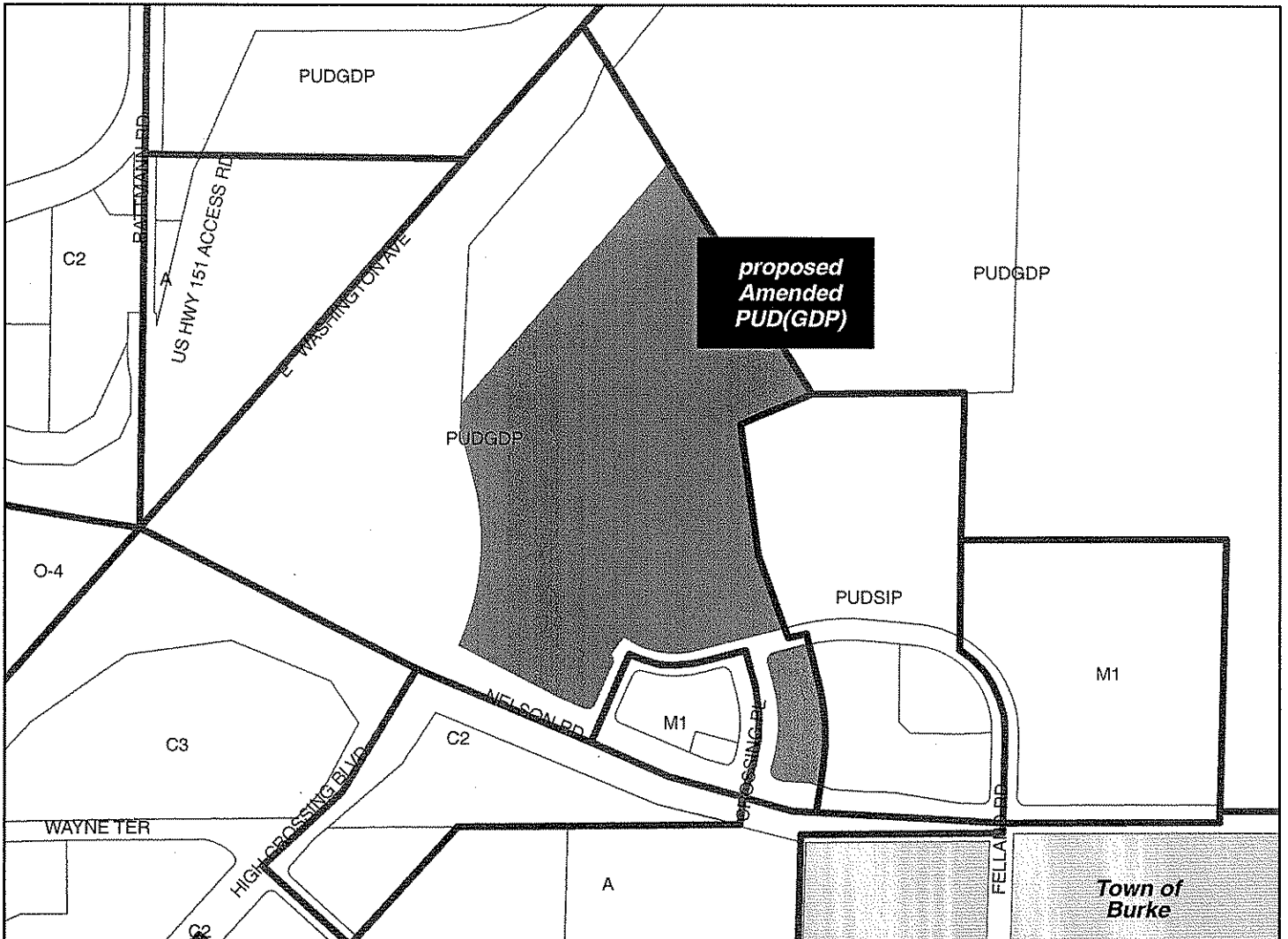
17 November 2008

Common Council

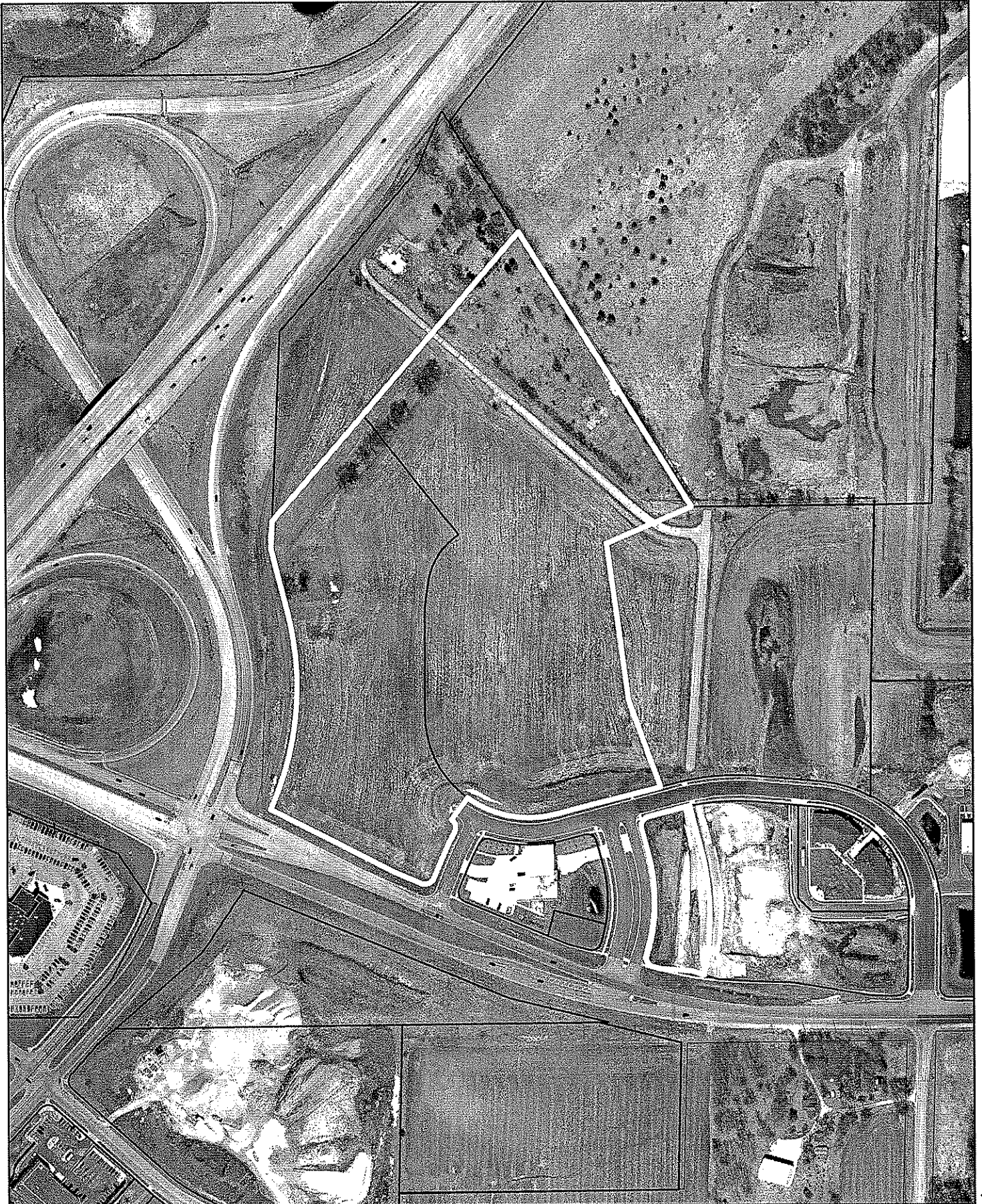
02 December 2008



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



Scale : 1" = 500'



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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 <u>\$2,700.00</u>	Receipt No. <u>94738</u>
Date Received <u>9/17/08</u>	
Received By <u>JLK</u>	
Parcel No. <u>0810 232 0403 5</u>	
Aldermanic District <u>17 Joe Clausius</u>	
GQ <u>PUD GDP; Englehold</u>	
Zoning District <u>PUD GDP</u>	
For Complete Submittal	
Application <input checked="" type="checkbox"/>	Letter of Intent <input checked="" type="checkbox"/>
IDUP <input type="checkbox"/>	Legal Descript. <input checked="" type="checkbox"/>
Plan Sets <input checked="" type="checkbox"/>	Zoning Text <input checked="" type="checkbox"/>
Alder Notification <input type="checkbox"/>	Waiver <input type="checkbox"/>
Nbrhd. Assn Not. <input type="checkbox"/>	Waiver <input type="checkbox"/>
Date Sign Issued <u>9/17/08</u>	

1. **Project Address:** Morgan Plat **Project Area in Acres:** 26 acres

Project Title (if any): Marcus Crossing 4021 Grand Crossing Rd

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

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

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Katie Falvey Company: B&G, LLC (The Marcus Corporation)
Street Address: 100 E. Wisconsin Ave. City/State: Milwaukee, WI Zip: 53202
Telephone: (414) 905-1140 Fax: (414) 905-2888 Email: katiefalvey@marcustheatres.com

Project Contact Person: Christopher Thiel Company: Schreiber/Anderson Associates
Street Address: 717 John Nolen Drive City/State: Madison, WI Zip: 53713
Telephone: (608) 255-0800 Fax: (608) 255-7750 Email: cthiel@saa-madison.com

Property Owner (if not applicant): Bartell Limited Partnership [c/o DeWitt, Ross & Stevens S.C.]
Street Address: 2 East Mifflin St, Suite 600 City/State: Madison, WI Zip: 53703

4. Project Information:

Provide a general description of the project and all proposed uses of the site: A planned mixed-use development, anchored by a Marcus movie theatre and entertainment complex, and containing potential retail, office, commercial and residential uses.

Development Schedule: Commencement Spring 2009 Completion Fall 2009 (Phase I)

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:** \$ 2,700 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:

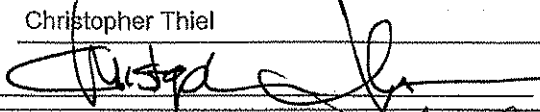
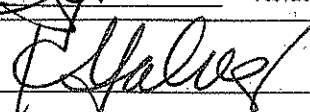
→ The site is located within the limits of Nelson Neighborhood Development Plan, which recommends: Retail, commercial, office, hotel, entertainment and residential uses for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district 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: (Waiver by alder.)

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 9/3/2008 | Zoning Staff Al Martin Date 9/3/2008

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

Printed Name Christopher Thiel Date 17 September 08
 Signature  Relation to Property Owner Consultant
 Authorizing Signature of Property Owner  Date 9/16/08

September 17, 2008

ATTORNEYS AT LAW

VEREX PLAZA
150 EAST GILMAN STREET
MADISON, WI 53703-1481
POST OFFICE BOX 1497
MADISON, WI 53701-1497
608.257.5035 TEL
608.258.4258 FAX
foley.com

WRITER'S DIRECT LINE
608.258.4294
hgempeler@foley.com EMAIL

CLIENT/MATTER NUMBER
052560-0194

City of Madison Plan Commission
Plan Department
215 Martin Luther King Jr. Blvd.
Room LL100
Madison, WI 53703-3348

Re: Letter of Intent – Amendment to Existing PUD/GDP

Dear Commission Member:

The Marcus Corporation in the accompanying application is requesting an amendment to the existing PUD/GDP zoning for the property generally located in the southeast quadrant of Nelson Road and Highway 151, and more particularly described in the enclosed exhibits. In 2001 the City of Madison approved PUD/GDP zoning for the project site and for land immediately adjacent to the southeast of the project site. The 2001 approved plan embodied a small scale community retail center with residential development on the adjacent land. The adjacent land is now under separate ownership and is in the process of phased residential development. No development has occurred on the commercial portion of the project.

This application seeks amendment to that portion of the PUD/GDP zoning governing the commercial development. The requested amendment preserves the “main street” concept reminiscent of a small town retail street highlighted with functional public space, which was the hallmark of the existing PUD/GDP zoning. This application proposes that as Phase I an entertainment facility consisting of 16 movie screens, bowling lanes and a restaurant be developed to serve as an anchor of the “main street” retail development. Unlike the original 2001 GDP, this application is driven by a major destination. The applicant believes that the entertainment facility will be the “people generator” and serve as an economic catalyst for the “main street” retail/restaurant development, the adjacent residential development, as well as for the larger free-standing buildings, which will be built in subsequent phases.

Overall the intended uses generally maintain the mix of uses contemplated in the original PUD/GDP zoning, including the entertainment complex. The mix of uses are set forth in greater detail in the accompanying exhibits. The close proximity of the proposed commercial development to the adjacent residential development will encourage a pedestrian friendly environment. By kicking off a comprehensive, mixed-use development plan with a state-of-the-art entertainment venue, the critical mass necessary to create a fully functioning neighborhood will take shape.

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MILWAUKEE

NEW YORK
ORLANDO
SACRAMENTO
SAN DIEGO
SAN DIEGO/DEL MAR

SAN FRANCISCO
SHANGHAI
SILICON VALLEY
TALLAHASSEE
TAMPA

TOKYO
WASHINGTON, D.C.

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The following is the required information regarding the project:

1. Name of the Project

Marcus Crossing

2. Names of Parties

The Marcus Corporation -- Katie Falvey, Director of Real Estate.

Land Use Planners -- Schreiber Anderson -- Christopher Thiel.

Architect -- TK Architects Incorporated -- Mike Cummings.

Construction Consultant -- Tri-North Construction -- Steve Harms, Tom Thayer.

Legal -- Foley & Lardner LLP -- Henry A. Gempeler

3. Description of Existing Conditions

The rezoning site consists of approximately 26 acres of undeveloped land adjacent to the developing residential portion of the project. It is a reasonably isolated site bounded by Highway 151 to the north, the landfill to the east, small to mid residential followed by industrial development to the south and C3 commercial, predominantly auto dealerships, across Nelson Road to the southwest. The existing grade slopes downward significantly from the west (Hwy. 151) toward the northeast. An approximate 5-acre perpetual greenspace buffer zone exists between Hwy. 151 and the subject parcel.

4. Proposed Uses

Phase I -- Consists of an approximate 95,000 square foot entertainment facility, including 16 movie screens, bowling and a restaurant with indoor/outdoor seating. A proposed floor plan is enclosed. The facility will be designed in the art moderne architectural style and will include state-of-the-art technology to appeal to all age groups but particularly Madison' tech savvy and style conscience younger generations, who prefer a contemporary live/work/play environment. It is expected that the facility will be LEED certified.

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Future Phase – Two building sites for mid sized commercial destination retailers, office, entertainment or health care use ranging from approximately 57,000-148,000 total square feet Specific uses are market dependent.

Future Phase – Mixed-use development, including retail, commercial, residential totaling approximately 51,000-128,000 square feet constructed in a “main street” configuration with public plaza. An exhibit is enclosed depicting the typical layout. It is envisioned that the “main street” development will serve three primary customer groups: (1) theatre and restaurant goers; (2) nearby residents; and (3) daytime nearby office workers. It is expected that some of the uses will be synergistic with the theatre, such as bookstores and restaurants. The typical neighborhood, retail and services could include salon/barber, mail/copying, dry cleaning and similar services. Further, the two medium retail buildings may be a catalyst for “main street” retailers who may follow the anchor users locating within the mid-size buildings. For example, if a general merchandise retailer locates in one of the free-standing buildings, then other apparel retailers may follow on “main street”; if a health/fitness club goes in, a health food/nutrition store may go into “main street”; if a medical clinic or doctor’s office goes in, a pharmacy may come to the “main street” area. In other words, we believe that the specific uses in the “main street” corridor will be determined in part, and supported by, the theatre and the anchor users in the larger buildings.

5. Construction Schedule

Phase I – Entertainment facility with related parking, looped road, signage, stormwater and related landscaping. Phase I construction to commence spring 2009.

Future Phases – Both the mixed-use “main street” development and the mid-sized Commercial/Retail/Entertainment/Health Care facilities will be commenced upon market demand. As noted above, some of the “main street” development may be driven in part by the users of the mid-sized commercial/retail/entertainment/health care buildings.

6. Layout of Site

The “main street” development is strategically located in close proximity to the adjacent residential development to the east and connected via two public roadways to permit ease of pedestrian and neighborhood motorist movement.

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The layout of the “main street” buildings compliments the residential neighborhood and acts as a buffer between it and the development’s parking fields. All “main street” buildings are easily accessed on foot from the residential neighborhood. Moreover, it is intended that the convenient loop road will actually deter theatre traffic from exiting through the neighborhood as customers will naturally take the loop road around and exit via Crossing Place or Morgan Way.

The “main street” development is anchored by the entertainment facility, which will serve as the people generator and economic catalyst for “main street’s” smaller retail development. The location of the looped road is intended to draw users of the entertainment facility through the “main street”, and the proximity of uses will encourage pedestrian movement among the uses and adjacent residential development.

The two mid-sized retail/office/healthcare pads are positioned to break up the parking fields, provide excellent visibility for users of these buildings, and to provide convenient pedestrian movement between them and to and from “main street” and the entertainment complex.

Overall the site is designed to allow visitors to park once. The locations of all the buildings and parking fields in the development are sensitive to the residential development to the east. Additionally the project is designed to afford some visibility from the intersection of High Crossing and Nelson Road to the activity and lights of “main street” and the movie theatre.

7. Transportation

As noted above, the site is relatively isolated. However, through the proposed layout, it is intended that upon arrival a user will be confronted with a pedestrian friendly environment. The key transportation elements are:

Looped Road – The looped road will be a full-service roadway, including a bike lane. It is intended to bring users of the development through the “main street” and to serve as the primary ingress and egress to the development. The looped road is connected via two public road ways to the adjacent residential area to assure ease of movement to and from the residential development.

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Parking – Parking is located throughout the project and is intended to be shared by all users. With the layout of streets, buildings, walkways and bikeways, it will make it possible for visitors to park once and then safely walk to anywhere within the plan area plus to and from future residential development to the east. The parking fields are buffered from the adjacent residential development by the “main street” development.

The parking includes approximately 1,444 total parking stalls for the entire development. Depending on how densely the site is ultimately built out, the parking ratio may range from 5.45/1,000 sf to 3.85/1,000 sf or lower. Comparatively, the 2001 GDP provided a parking ratio of 4.76/1,000 sf and a retail mall such as East Towne Mall has 5.5 stalls per 1,000 sf. Retailers typically require a ratio of 5/1,000 sf. It is important to note that the entertainment complex requires up to 1,000 parking spaces...merely enough to provide at least 1 parking space for every 3-4 seats in the theatre (the industry standard) plus parking for additional patrons of the bowling lanes and restaurant. These 1,000 spaces need not be exclusive so a shared parking arrangement, like Marcus Crossing will achieve, is ideal. However, care must be exercised to assure adequate available parking for the “main street” retailers.

The blended parking ratio for the complete build-out is 3.84 stalls per 1000/SF. The 2001 GDP has a parking ratio of 4.76 stalls per 1000/SF, and comparatively, a retail mall such as East Towne Mall has 5.5 stalls per 1000/SF.

Pedestrian – The layout of the site and related uses is intended to encourage a free-flow of pedestrian movement. The “main street” development and entertainment facility located in close proximity to the residential development should encourage nearby residents to walk to the development. Further, as noted earlier, the entertainment facility located at the “head” of “main street” should encourage theatre goers to explore the “main street” options and public plaza on foot. Finally, the public plaza will draw visitors to the site to that central location.

Bicycle Path – The bike lane is incorporated in the full-service looped road. It is intended to bring bike visitors through the “main street”

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development to encourage interaction and use. Bicyclists may safely enter the looped road at the traffic control signals of Nelson Road. Further bicyclists will have the option of bypassing the development using existing bike paths; however, the intended design encourages bicyclists to cross Nelson Road at the traffic control signals and interact with the "main street" experience.

Mass Transit – The plan allows several alternative locations for a bus stop and convenient ingress and egress for the buses. Such locations could include the intersection of Crossing Place and Pheland, Morgan Way and Grand Crossing, or in front of the movie theatre. Should transit intend to extend bus service to the project site, we will cooperate.

8. Estimated Number of Employees

Phase I – Approximately 10 full time and 250 part time employees.

Future Phases – undetermined. Will depend upon the specific use.

9. Hours of Operation

Phase I – Approximately 9 AM to 2:30 AM.

Future Phases will depend upon the individual uses.

10. Residential

The number and type of dwelling units, type of units and number of bedrooms per dwelling unit will be determined in connection with that phase of the development. It is anticipated few, if any, school children will reside within the development but that too will be determined in connection with that phase of the development.

11. Description of Trash Removal and Snow Removal

The project will be serviced for trash, snow removal and other maintenance through commercial services.

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12. Design Standards

Applicant intends to prepare and record design standards setting forth style, materials, theme and amenities for the full development of the site.

13. Property Management

Applicant foresees designating a property manager who will have responsibility for public plaza programming and programming of "main street" activities.

Should you have any questions regarding the above, please feel free to contact me.

Very truly yours,



Henry A. Gempeler

Enclosures

cc Katie Falvey
Alderman Joe Clausius

October 9, 2008

Urban Design Commission
City of Madison
215 Martin Luther King, Jr. Blvd.
Suite LL-100
Madison, WI 53709

Re: Marcus Crossing - 4021 Grand Crossing Road

Dear Commission Member:

At your September 24th meeting, you referred action on the project and asked the developer to address several concerns of commission members. To set the stage for the response it is important to highlight a developer concern. Under the development concept, which attempts to maintain many of the primary components of the 2001 GDP, it is the small retailers along Main Street that are most at risk. While attractive from a design standpoint, it is the most difficult portion of the project to successfully develop/lease, and once developed/leased, survive. A great deal of thought, research and consultation, has gone into the plan and to the layout of the particular uses, to best promote interaction, visibility, activity, viability and to protect the ever-important parking needs of the small retailer. A number of the responses below are in furtherance of those goals.

The following is the response to the Commission concerns:

1. **Locate the entertainment facility at the "hub" of the Main Street development.**

While the entertainment facility location has been adjusted slightly on the revised site plan to better relate to the Main Street retail, to respond to the winter north-west winds observation, and for service needs; the general location of the building, however, remains the same. We believe the location best serves the overall development because:

- a) The location at the head of Main Street and in close proximity to residential uses encourages pedestrian movement. While some members of the commission expressed skepticism regarding whether guests at the entertainment facility would walk to Main Street, it should be noted that the distance from the theatre entrance to the circular plaza at the midpoint of Main Street is approximately 500 feet or the same distance from the front door of the City-County Building to the Capitol square (2 diagrams are enclosed showing the relative distances of uses within the project compared to

landmarks along and near Martin Luther King, Jr. Blvd.). We believe these distances to be manageable for most Madison pedestrians.

- b) Pedestrians are not required to walk across parking fields to interact among the theatre, Main Street, public plaza, and adjacent residential units.
- c) The theatre location and overall site layout encourages some separated parking fields for theatre goers to ensure and protect available nearby parking for small retailers.
- d) The location promotes high visibility via view corridors from adjacent internal roads and from Nelson Road and High Crossing Blvd to invite visitors into the site and announce a sense of place even before arrival.
- e) Promotes the unique, exciting, high quality design of the entertainment facility.
- f) Maintains high visibility of the plaza, Main Street, and activities thereon from adjacent roads.
- g) Permits more appropriate set-backs from the roads to allow for green space within the view corridors from Nelson Road and High Crossing Blvd.

2. **Consider the surface parking lot to the north of the entertainment facility.**

The parking lot to the north of the theatre is intended to serve employees of the entertainment facility and overflow theatre parking during peak demand. Again, the overriding goal is to protect the availability of nearby parking for the Main Street small retailers. Retailers will not open stores in this development if they fear that the theatre will consume all of the parking.

3. **Consider moving the western retail pads closer together.**

We believe the proposed layout best serves the needs of the development. As noted, the location of the two retail pads enhances the sight lines into the project with views of the entertainment facility and its quality design and of the Main Street retail and plaza and its activities. Further, the separation promotes distinct parking fields for the two retail pads preserving the Main Street parking fields for smaller retailers (the retail pads are connected to Main Street through pedestrian connectors). Finally, should demand warrant, the space between the two retail pads provides flexibility to meet the parking need through possible future structures and/or underground parking.

4. **Consider parking structures to serve the parking needs.**

As stated at the meeting the developer will consider structured parking as demand warrants. The parking needs will depend, in part, upon the use of the commercial buildings. For

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example, office and/or clinics will allow shared parking with the entertainment facility, whereas retail development would not. Opportunities for structured parking exist between the two retail pads, under the commercial buildings or closer to the entertainment facility to take advantage of site grades. The project economics do not and will not permit a parking structure to occur in the early phases of the development. At the meeting, a number of comparisons were made to the Hilldale Shopping Center and its recent redevelopment, and it is simply noted that at the time structured parking was considered for that project it benefited from several hundred thousand square feet of leased and very seasoned retail space.

5. **North-West Winds.**

The project will have a substantial porte-cochere to minimize the weather impact and improve the overall guest experience. In addition, as noted in Answer #1, the angle of this building is adjusted in part as a response to this comment.

6. **Consider adding a building at the parking lot located to the right front of the theatre.**

As stated at the meeting, that parking lot will be dedicated to handicapped and hybrid parking. With the entertainment facility parking spread throughout the project it is necessary to install some parking in close proximity to the building to serve those needs, plus this particular lot is too small to accommodate a commercial building with supporting parking. With the adjustment of the building, connections to Main Street have been strengthened and the platted right of way to the residential uses is maintained.

7. **Revise internal layout of uses inside the entertainment building.**

The developer has been working on this building design for 6 to 9 months and has taken great care to guarantee that the design works from a guest experience, operational, and service standpoint. It is vital that the restaurant, bowling, and theatre food service be served efficiently by the central kitchen and that the various uses feed off each other. We will not modify the internal layout.

8. **Future higher density phase for structured parking.**

Please see answer to Comment #4 above. The developer is not adverse to higher density with structured parking if demand warrants. The site plan has been amended to reflect the possible locations of the parking structures, identified in 4 above. The parking structures may be undertaken as part of a Phase III to support additional buildings and/or density within the development or to support the need of a specific Phase 2 building.

At this stage of the development it is important to take a realistic approach to the design and the likely density of the project. There is substantial competition for new commercial development approximately ½ mile to the northeast at the newly constructed intersection of

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Highway C and 151 in the City of Sun Prairie as well as in the American Center business park and other nearby commercial sites on High Crossing Blvd. that are ripe for redevelopment.

The above are the developers comments to the concerns expressed at your last meeting. We look forward to further discussions regarding the project, and for your initial and final approval of the proposed GDP Plan.

Thank you for your consideration.

Very truly yours,



Henry A. Gempeler

cc: Alderman Joe Clausius
Katie Falvey, Marcus Corporation
Chris Thiel, Schreiber Anderson

SUGGESTED ZONING TEXT PUD/GDP

Zoning Text

Project Name

Marcus Crossing

Address

Nelson Rd. @ Hwy. 151

Legal Description: The lands subject to this planned unit development shall include those described in Exhibit A, attached hereto.

- A. **Statement of Purpose:** Zoning district is established to allow for the construction of a mixed-use development.
- B. **Permitted Uses:**
 - 1. Those that are stated as permitted uses in the C-2 zoning district.
 - 2. Uses accessory to permitted uses as listed above.
 - 3. Other uses that may be approved in connection with the PUD/SIP.
- C. **Lot Area:** As stated in Exhibit A, attached hereto.
- D. **Floor Area Ratio:**
 - 1. Maximum floor area ratio as shown on approved plans.
 - 2. Maximum building height shall be as shown on approved plans.
- 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 provided as approved on the recorded plans.
- J. **Family Definition:** The family definition of this PUD-SIP shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances for the C-2 zoning district.
- K. **Alterations and Revisions:** No alteration or revision of the 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.

Marcus Crossing Madison, Wisconsin

SAA - TK Architects - Foley & Lardner

Sheet Index

Exhibit Number	Sheet Title
Exhibit 4	Erosion Control/Grading/Stormwater
Exhibit 6	Phasing Plan
Exhibit 7	Landscape Plan
Exhibit 8	Site Plan
Exhibit 11	Architectural Elevations - Main Street

Site Statistics

Lot Area	1,163,537 [±] (26.7 Acres)
Total Parking Stalls	720 Stalls
Phase I	453 Stalls
Phase II	250 Stalls
Phase III	
TOTAL	1,423 Stalls
Existing ISR	
Total Site	1,163,537 sf
Impervious Surface	14,955 sf
Existing ISR	0.01
Proposed ISR	
Total Site	1,163,537 sf
Impervious Surface	799,785 sf
Final Build-Out ISR	0.69

Location Map



Legal Description

Lot 3, Morgan Plat, in the City of Madison, Dane County, Wisconsin, EXCEPT that part described as follows: A part of Lot 3, Morgan Plat, in the City of Madison, Dane County, Wisconsin, to-wit: Commencing at the southwest corner of said Lot 3; thence N75°08'31"E, 25.00 feet to the point of beginning; thence N20°16'38"W, 233.97 feet; thence N07°47'23"W, 412.26 feet; thence N66°48'46"E, 237.35 feet; thence N89°18'45"E, 467.40 feet; thence S01°14'38"W, 456.61 feet; thence S00°23'46"W, 295.19 feet to a point on a curve; thence northwesterly on a curve to the left which has a radius of 341.00 feet and a chord which bears N73°25'22"W, 136.94 feet; thence to the left N85°00'23"W, 154.41 feet to a point of curve; thence southwesterly on a curve to the left which has a radius of 633.00 feet and a chord which bears S85°04'04"W, 218.24 feet;



Marcus Theatres Corporation

Marcus Crossing

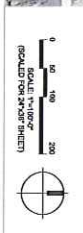
Madison, Wisconsin

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Existing Conditions

Exhibit 2



N

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Marcus Crossing

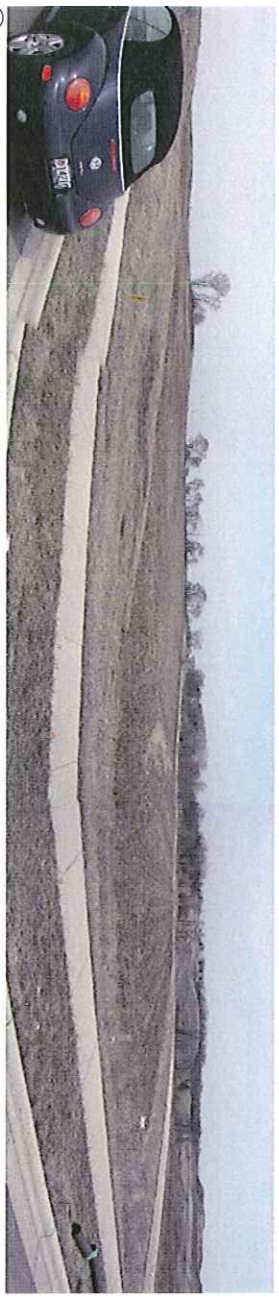
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Existing Site Photos

Exhibit 2A



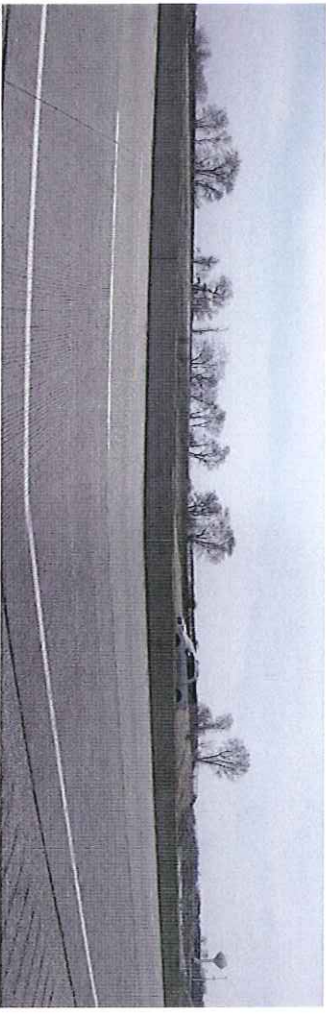
① View from Grand Crossing Looking North



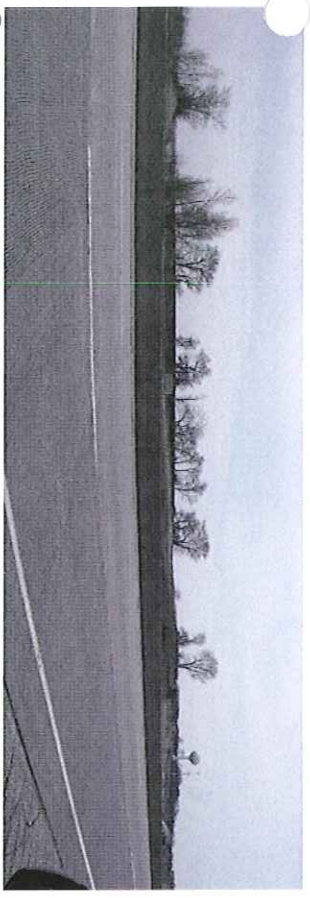
② Panorama



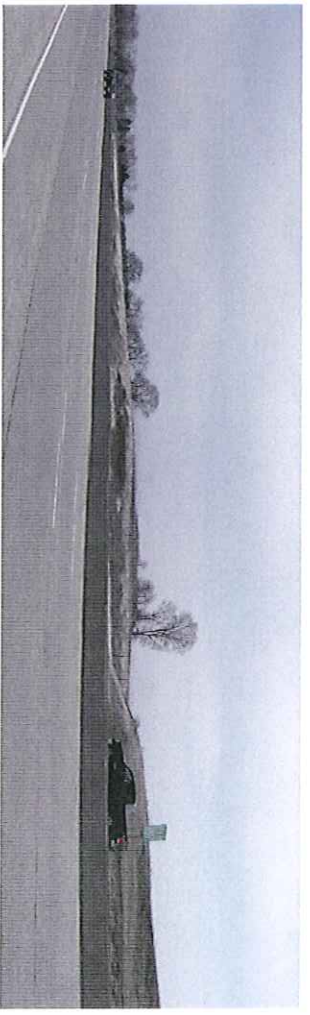
③ View from 151 Looking South



⑤ View from 151 Looking Southeast



④ View from 151 Looking Southeast



⑥ View from 151 Looking Southeast

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Existing Conditions
Approved GDP

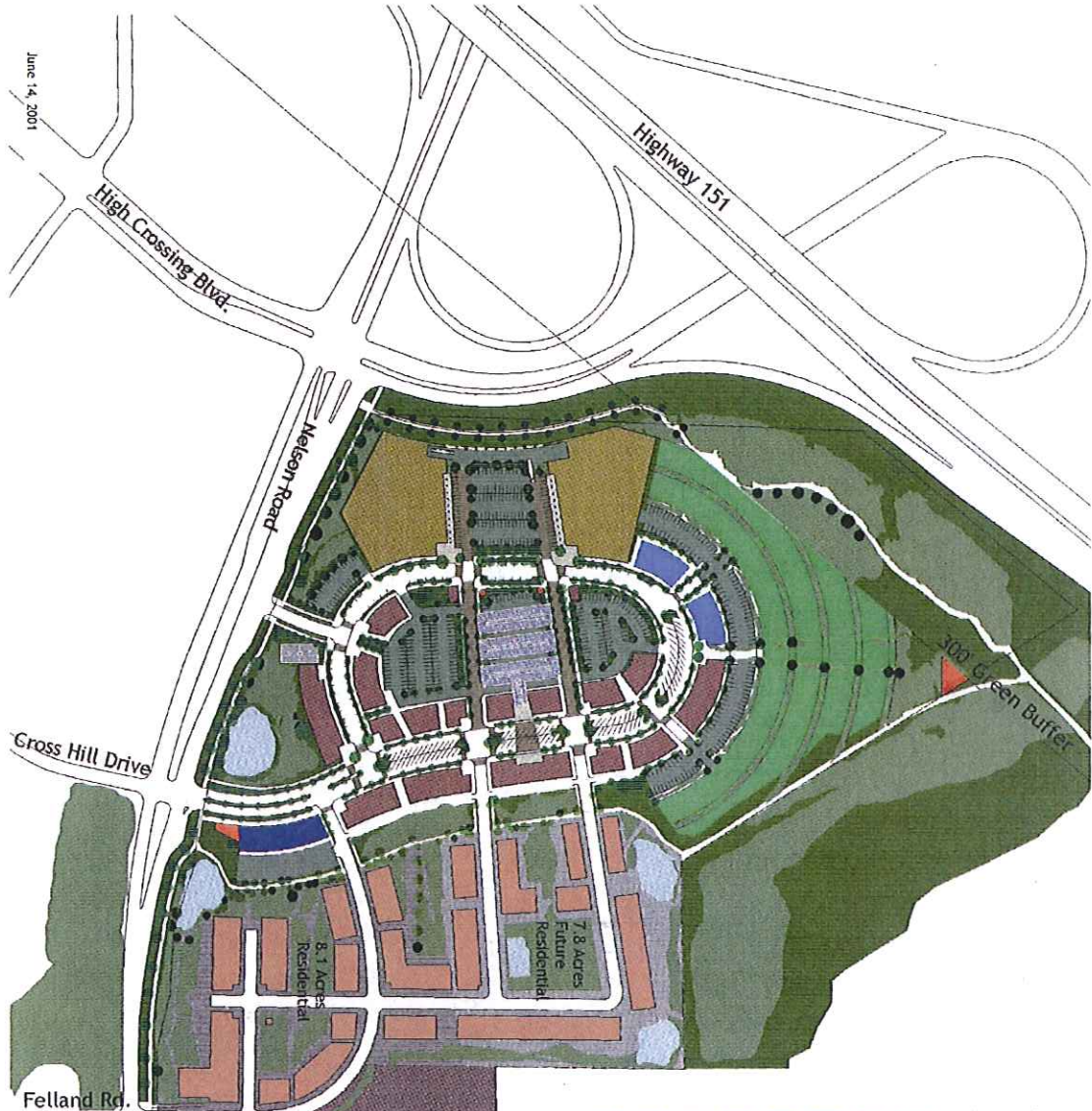
Exhibit 2B

The Crossing

A Bartell Limited Partnership Development

- Retail
- Large Retail
- Professional Office
- Hotel
- Parking Field (400 spaces)
- Solid Surface Parking (725 spaces)
- Parkway / Drainage
- Residential

Parking Ratio: 4.76 spaces/1000 g.s.f. retail



THE KUDALA WASHINGTON ARCHITECTS, INC.
SCOTTIE ANDERSON ASSOCIATES
NORMAN D. EVYNN ASSOCIATES
ATTORNEY MICHAEL CHRISTOPHER DENWITT MOSS STEVENS

The Crossing

A Bartell Limited Partnership Development

June 18, 2001

THE KUDALA WASHINGTON ARCHITECTS SCOTTIE ANDERSON ASSOCIATES NORMAN D. EVYNN ASSOCIATES ATTORNEY MICHAEL S. CHRISTOPHER
June 14, 2001

Marcus Theatres Corporation

Marcus Crossing

Madison, Wisconsin

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**Grading/Erosion
Control Plan
Exhibit 4**



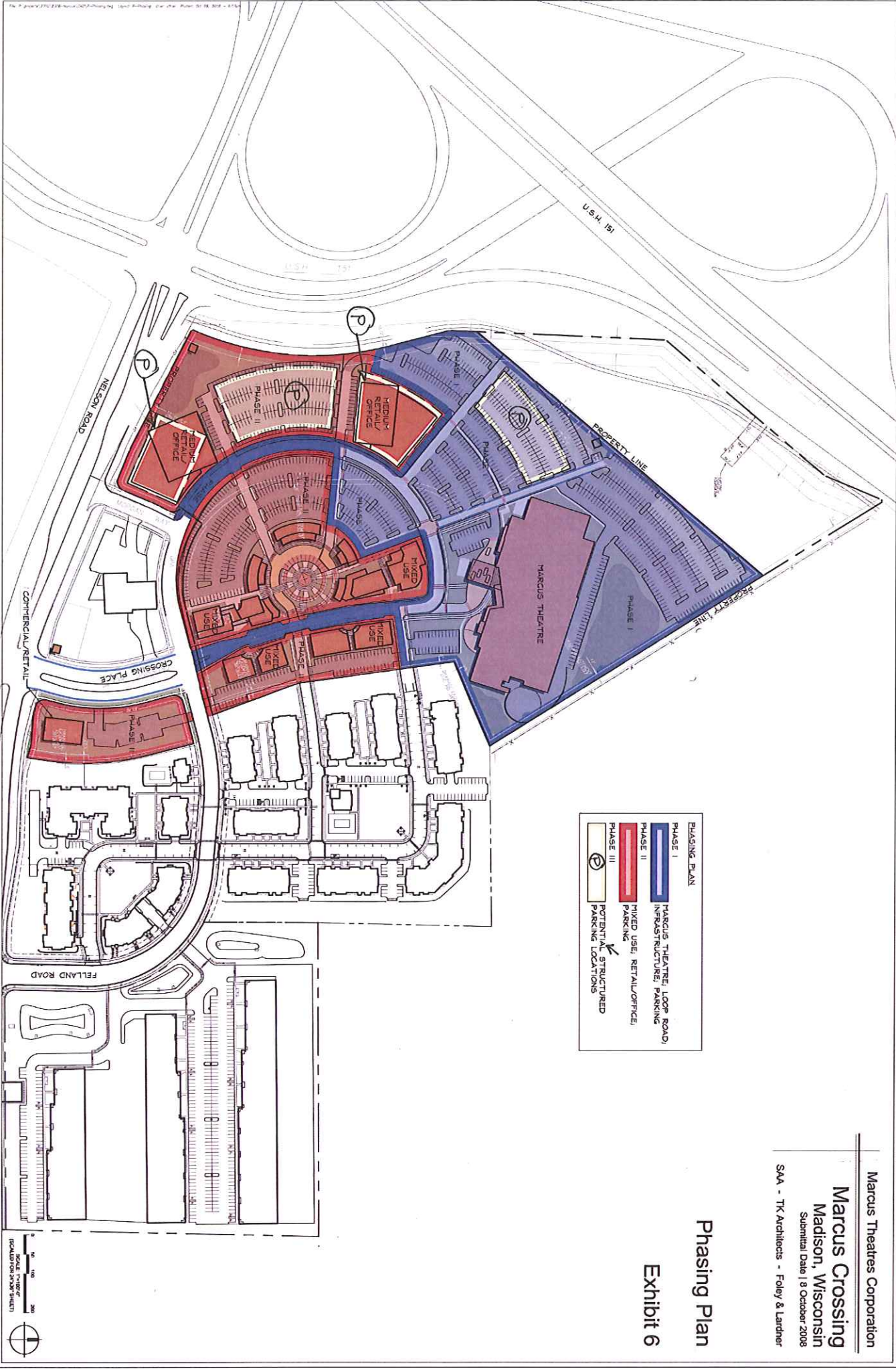
LEGEND:

FFE	FINISH FLOOR ELEVATION
TC	TOP OF CURB
EP	EDGE OF PAVEMENT
TM	TOP OF MALL
BM	BENCH MARK
FM	FINISH GRADE ELEVATION
HP	HIGH POINT
LP	LOW POINT
FS	FINISH SURFACE (HARBORCAFE)
FE	EXISTING ELEVATION (SCALE)
(972.0)	EXISTING ELEVATION
972.0	PROPOSED ELEVATION
→	SLOPE DIRECTION
---	SLOPE
---	SLOPE DIRECTION
---	PROJECT LIMIT LINE
---	SILT FENCE
---	MISDOT TYPE 10
---	INLET PROTECTION
---	TRACK MAT
---	25'x60' SIZE



Phasing Plan

Exhibit 6



PHASING PLAN

- PHASE I
MARCUS THEATRE; LOOP ROAD; INFRASTRUCTURE; PARKING
- PHASE II
MIXED USE; RETAIL/OFFICE; PARKING
- PHASE III
POTENTIAL STRUCTURED PARKING LOCATIONS



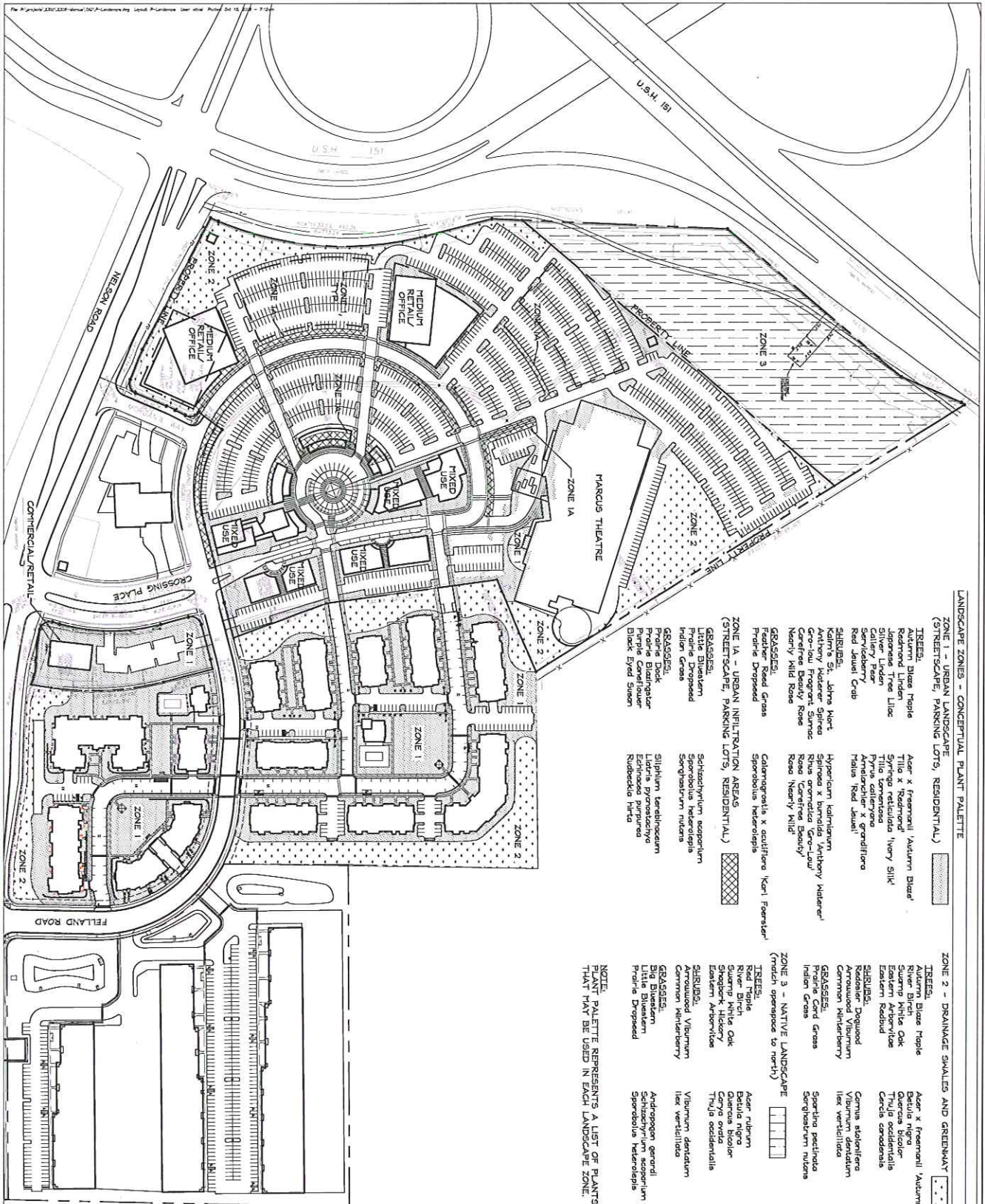
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Landscape Plan

Exhibit 7



LANDSCAPE ZONES - CONCEPTUAL PLANT PALETTE

ZONE 1 - URBAN LANDSCAPE (STREETSCAPE, PARKING LOTS, RESIDENTIAL)

- TREES:**
 Autumn Blaze Maple
 Redmond Linden
 Norway Spruce
 Norway Tree Lilac
 Gallery Pear
 Serviceberry
 Red Jewel Crab
- SHRUBS:**
 Kalma St. John's Wort
 Anthony's Redstart Spirea
 Redstart Spirea
 Cereifera Beauty Rose
 Henry's Mild Rose
- GRASSES:**
 Feather Reed Grass
 Prairie Droopseed
- ZONE 1A - URBAN INFILTRATION AREAS (STREETSCAPE, PARKING LOTS, RESIDENTIAL)**
- GRASSES:**
 Little Bluestem
 Prairie Dropseed
 Indian Grass
- GRASSES:**
 Profile Dock
 Prairie Buntinggrass
 Purple Coneflower
 Black Eyed Susan
- TREES:**
 Acer x Freemanii 'Autumn Blaze'
 Tilia x Redmond
 Syringa reticulata 'Ivory Silk'
 Pyrus calleryana
 Amelanchier x grandiflora
 Malus 'Red Jewel'
- SHRUBS:**
 Hypericum kalmianum
 Spirea x burbankii 'Anthony's Waterer'
 Cereifera Beauty Rose
 Henry's Mild Rose
 Rose 'Nearly Wild'
- GRASSES:**
 Calamagrostis x scutiflora 'Karl Foerster'
 Sporobolus heterolepis

ZONE 2 - DRAINAGE SWALES AND GREENWAY

- TREES:**
 Autumn Blaze Maple
 River Birch
 Swamp White Oak
 Eastern White Pine
 Eastern Redbud
- SHRUBS:**
 Dogwood
 Arrowwood Viburnum
 Common Milksherry
- GRASSES:**
 Prairie Card Grass
 Indian Grass
- ZONE 3 - NATIVE LANDSCAPE (Prairie open-space to north)**
- TREES:**
 Red Maple
 Swamp White Oak
 Shagbark Hickory
 Eastern White Pine
 Eastern White Birch
- SHRUBS:**
 Arrowwood Viburnum
 Common Milksherry
- GRASSES:**
 Big Bluestem
 Little Bluestem
 Prairie Dropseed
- TREES:**
 Acer rubrum
 Betula nigra
 Quercus bicolor
 Corya ovata
 Thuja occidentalis
- SHRUBS:**
 Viburnum dentatum
 Ilex verticillata
- GRASSES:**
 Andropogon gerardii
 Sporobolus heterolepis

NOTE:
 PLANT PALETTE REPRESENTS A LIST OF PLANTS THAT MAY BE USED IN EACH LANDSCAPE ZONE.





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Marcus Crossing

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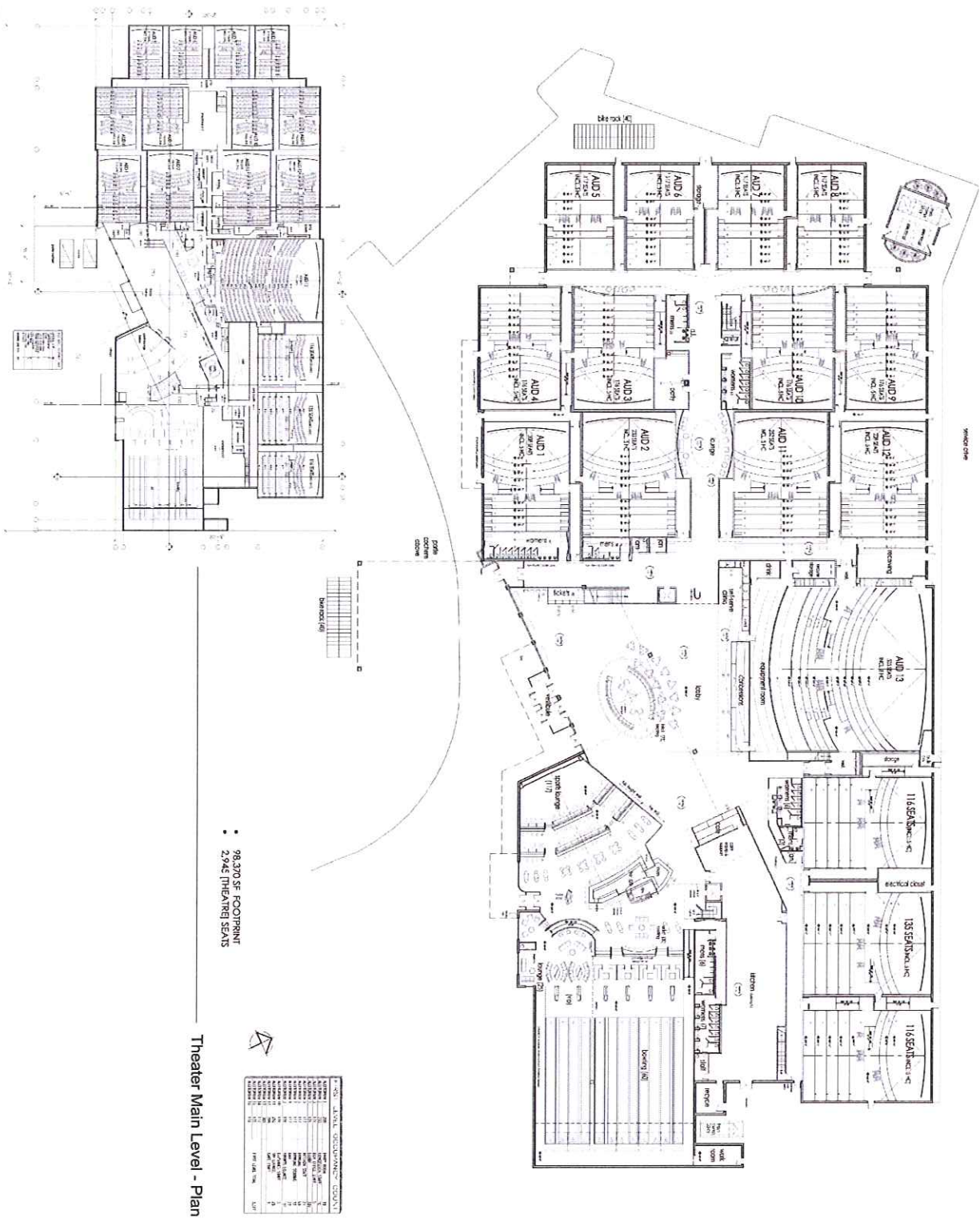
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Site Plan

Exhibit 8

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Marcus Crossing
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**Architectural
 Floor Plans-
 Theater**
 Exhibit 9



- 98,370 SF FOOTPRINT
- 2,946 THEATRE SEATS

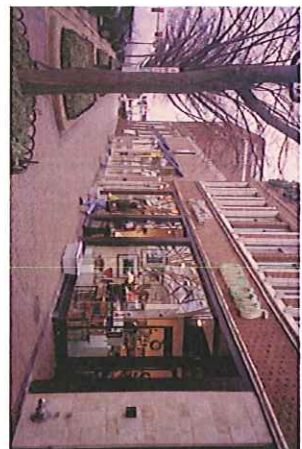
LEVEL OCCUPANCY COUNT

LEVEL	AREA	SEATING	STAGE	LOBBY	BAR	RESTROOMS	OFFICE	MECHANICAL	STAIR	OTHER	TOTAL	
THEATER MAIN LEVEL	AUD 1	1165	0	0	0	0	0	0	0	0	1165	
	AUD 2	135	0	0	0	0	0	0	0	0	135	
	AUD 3	1165	0	0	0	0	0	0	0	0	1165	
	AUD 4	1165	0	0	0	0	0	0	0	0	1165	
	AUD 5	1165	0	0	0	0	0	0	0	0	1165	
	AUD 6	1165	0	0	0	0	0	0	0	0	1165	
	AUD 7	1165	0	0	0	0	0	0	0	0	1165	
	AUD 8	1165	0	0	0	0	0	0	0	0	1165	
	AUD 9	1165	0	0	0	0	0	0	0	0	1165	
	AUD 10	1165	0	0	0	0	0	0	0	0	1165	
THEATER MEZZANINE LEVEL	MEZZANINE	0	0	0	0	0	0	0	0	0	0	
	LOBBY	0	0	0	0	0	0	0	0	0	0	
	BAR	0	0	0	0	0	0	0	0	0	0	
	RESTROOMS	0	0	0	0	0	0	0	0	0	0	
	OFFICE	0	0	0	0	0	0	0	0	0	0	
	MECHANICAL	0	0	0	0	0	0	0	0	0	0	
	STAIR	0	0	0	0	0	0	0	0	0	0	
	OTHER	0	0	0	0	0	0	0	0	0	0	
	TOTAL	0	0	0	0	0	0	0	0	0	0	0

Theater Main Level - Plan

Theater Mezzanine Level - Plan

Main Street Character Images



The Marcus Corporation

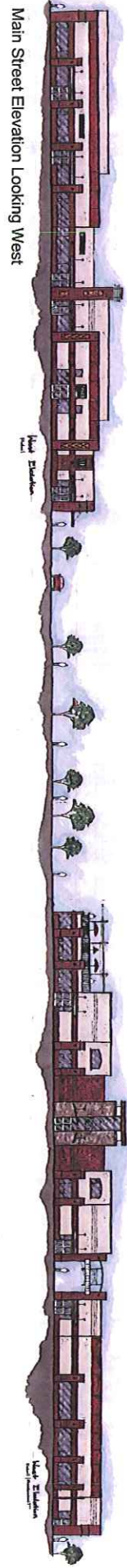
Marcus Crossing

Madison, Wisconsin

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Architectural Elevations- Main Street Exhibit 11



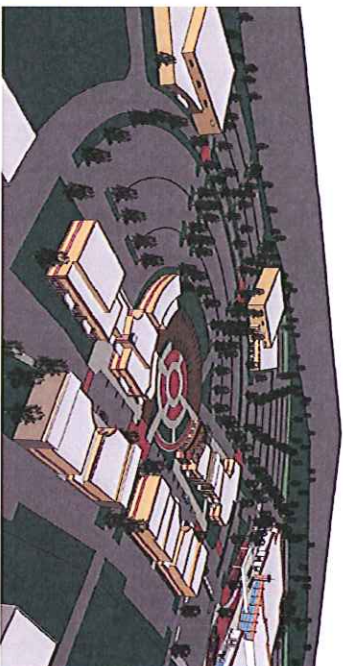
Main Street Elevation Looking West



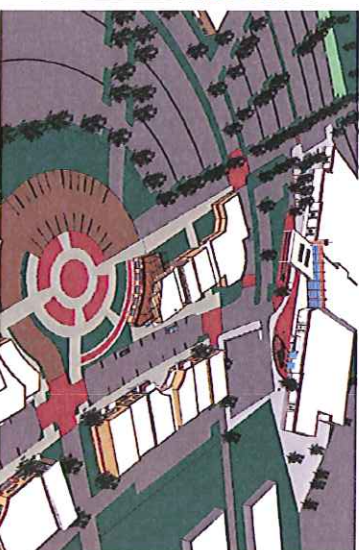
Main Street Elevation Looking East



View of the Central Plaza Looking Northeast



View over Main Street Looking Northwest



View over Central Plaza

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Character Images

Exhibit 12

