

**PLANNING UNIT REPORT  
DEPARTMENT OF PLANNING AND DEVELOPMENT  
November 21, 2005**

**RE: I.D. # 02139: Zoning Map Amendment I.Ds. 3138 & 3139, rezoning One University Square from C2 (General Commercial District) to PUD-GDP-SIP**

1. Requested Actions: Approval of a request to rezone One University Square from C2 (General Commercial District) to Planned Unit Development-General Development Plan-Specific Implementation Plan (PUD-GDP-SIP). The applicant is requesting approval of a general development plan to allow future development of a mixed-use development that will contain a 350-unit apartment tower, 130,000 square feet of retail space and a 225,000 square-foot University of Wisconsin student services center tower upon demolition of the existing one-story commercial center. The specific implementation plan offered at this time will provide zoning continuity for the existing building until demolition commences next summer.
2. Applicable Regulations: Section 28.07 (6) of the Zoning Ordinance provides the requirements and framework for Planned Unit Developments; Section 28.12 (9) provides the process for zoning map amendments; Section 28.04 (22) provides the guidelines and regulations for the approval of demolition permits.
3. Report Drafted By: Timothy M. Parks, Planner.

**GENERAL INFORMATION**

1. Applicant: Susan Springman, Executive Management, Inc.; 2901 International Lane; Madison.  
  
Property owners: Madison Real Estate Properties (c/o EMI) and the University of Wisconsin.  
  
Agent: Rick Gilbertson, Potter Lawson, Inc.; 15 Ellis Potter Court; Madison.
2. Development Schedule: The applicants will commence demolition in June 2006, with a schedule completion of the project scheduled for September 2009.
3. Location: Approximately 3.4 acres bounded by Murray (East Campus) Mall on the west, University Avenue on the north, N. Lake Street on the east and W. Johnson Street on the south, Aldermanic District 8; Downtown Design Zone 2; Madison Metropolitan School District.
4. Existing Conditions: The site consists of four one-story commercial buildings organized around a central courtyard, with a variety of retail and service providers including the

University Square Theatres, Paisan's restaurant and many others. A metered public surface parking lot (Lot 47) is located between the western edge of the site and the western wall of the commercial center.

5. **Proposed Land Use:** The existing buildings will remain between this approval and demolition, which will commence next summer. Following demolition, the site will be redeveloped with a mixed-use development containing a 350-unit apartment tower, 130,000 square feet of retail space on the first two floors above grade and a 225,000 square-foot University of Wisconsin student services center tower. The project will provide structured parking for approximately 425 automobiles.
6. **Surrounding Land Use and Zoning:** The properties immediately surrounding the subject are largely included in the University of Wisconsin Campus. The Fluno Center and Southeast Campus Parking Ramp are located east of the site; the Peterson Office Building is located to the northwest; Vilas Communications Hall is located to the west; Ogg Residence Hall and Gordon Commons are located to the south. A row of four privately-held commercial buildings are located east of the Peterson Office Building on the north side of University Avenue opposite the site in C2 zoning, including Brothers bar and The Red Shed bar.
7. **Adopted Land Use Plan:** This area is identified as "Regional Commercial, Mixed-Use District" according to the 1988 Land Use Plan. The Draft Comprehensive Plan includes the site in the framework of the larger, surrounding University campus and provides a secondary recommendation for a future transit-oriented development site.
8. **Environmental Corridor Status:** The property is not located within a mapped environmental corridor.
9. **Public Utilities & Services:** The property is served by a full range of urban services.

#### **STANDARDS FOR REVIEW**

This application is subject to the demolition standards of Section 28.04 (22) and the Planned Unit Development District standards. In addition, the site is located in Downtown Design Zone 2, which includes the following specific criteria for consideration of planned unit developments:

(e) Lot Area, Lot Width, Height, Floor Area Ratio, Yard, Usable Open Space Requirements, Signs And Off-Street Parking Requirements For Planned Unit Development Districts With Residential Components That Are Located In Downtown Design Zones. Requirements other than those specifically listed below shall be consistent with the Exterior and Interior Design Criteria for Planned Unit Development Districts with Residential Components in Downtown

Design Zones (Design Criteria) adopted by resolution by the Common Council. The required setbacks for all yards in Planned Unit Development Districts with residential components in Downtown Design Zones shall not apply to any parking structure that is constructed entirely below the existing ground level, which shall mean the natural or existing ground level prior to construction. All such requirements are made a part of an approved recorded precise development plan agreed upon by the owner and the City and shall be, along with the recorded plan itself, construed to be an enforced as a part of this ordinance.

**Downtown Design Zone 2:**

- a. **Height.** No building or structure shall have more than ten (10) stories unless an applicant meets the additional criteria for up to two (2) additional stories, as set out in the Design Criteria. *(excerpted)*
- b. **Floor Area Ratio.** The floor area ratio shall not exceed 6.0.
- c. **Yard Requirements**

Front Yard – The front yard shall be a minimum of fifteen (15) feet.

Side Yard – For lots greater than or equal to sixty (60) feet wide, the side yards shall be a minimum of twelve (12) feet on one side and ten (10) feet on the other side. *[None of the other criteria for side yards in this district apply to this site/ project.]*

Rear Yard – The rear yard shall be a minimum of twenty-five (25) feet.

**PLAN REVIEW**

The applicants are requesting approval of planned unit development zoning for 3.4 acres of land bounded on the west by Murray Street (East Campus) Mall, University Avenue on the north, N. Lake Street on the east and W. Johnson Street on the south. The site is developed with the approximately 70,000 square-foot University Square commercial center, which was first developed in the mid-1970s. The center is comprised of four buildings organized around a central courtyard and joined by a central roof system and includes a number of small retail and service uses as well as the University Square Theatre. The architecture of the buildings features white, stucco-like finished walls and blue metal standing-seam roofs evocative of the period the site was developed in its current iteration. Most of the center's users are oriented on the central courtyard, resulting in building walls facing the perimeter streets that lack openings to give the center street presence. The remainder of the site includes the University of Wisconsin's Lot 47 surface parking lot, which is located adjacent to the western wall of the center.

The area immediately surrounding the site is primarily developed with University of Wisconsin facilities, including Gordon Commons and Ogg Hall across W. Johnson Street, the Fluno Center and Southeast Campus Parking Ramp east across N. Lake Street, Vilas Communications Hall west of Lot 47, and the Peterson Office Building to the northwest across University Avenue. The

remainder of the University Avenue frontage opposite the subject site is occupied by four buildings hosting a variety of commercial uses, zoned C2, including two bars located at the corner of N. Lake Street.

As noted in the "General Information" section of the report, the subject site is identified as "Regional Commercial, Mixed-Use District" according to the 1988 Land Use Plan, reflecting the largely student-serving commercial uses located on the site. The Draft Comprehensive Plan folds the University Square site into the "Campus" designation for the surrounding University campus and includes a note proposing a future transit-oriented development for the property.

The applicant wishes to demolish the existing commercial center to allow development of a new mixed-use facility that is proposed to include a 350-unit apartment tower, 130,000 square feet of retail space on the first two floors above grade and a 225,000 square-foot University of Wisconsin student services center tower, all with structured parking for approximately 425 automobiles.

The implementation of the proposed redevelopment of the site requires planned unit development zoning, which will be accomplished in two distinct steps. The applicants are requesting approval of a general development plan (GDP) with this application that will set forth a conceptual framework for the proposed mixed-use development described above, with a specific implementation plan (SIP) to be submitted this winter that will contain the exact architectural and site development details routinely reviewed with such a plan. A "PUD-GDP" zoning designation does not provide specific zoning criteria for a property (uses, bulk, etc.), requiring that a "PUD-SIP" designation be included with this request to provide zoning continuity for the existing commercial center until demolition of the center commences in June 2006. The zoning text submitted with this request proposes uses permitted in the current underlying C2 zoning of the property. No details of the proposed mixed-use development are included with the specific implementation plan approval requested.

Specific details of the proposed mixed-use development will not be finalized until an amended SIP is offered for review in coming months (expected in early 2006). The GDP submitted envisions a high-profile two-story building occupying most of the site, with first floor retail uses occupying the majority of the first floor, with retail entrances proposed on portions of all four elevations of the building. Two apartment tower entry lobbies from University Avenue and N. Lake Street and a lobby for the University student services tower off Murray Mall are proposed. The first floor will also accommodate an L-shaped loading dock and service area with entry from W. Johnson Street and N. Lake Street as well as ramps to the parking levels. The second floor of the "base" building will include additional retail spaces on the University Avenue and Murray Mall sides, with a two-level parking facility occupying the southeastern corner of the floor. The remainder of the parking for the development will be provided in a one-level underground

facility that will occupy most of the building's basement, save for small mechanical rooms to be located in the southeastern corner. The parking level plans include designated areas for moped and bicycle parking, though specific numbers for such parking will not be finalized until the amended SIP is offered prior to construction.

The first of two towers proposed will rise nine stories above the base building (11-story total building height) and will contain approximately 225,000 square feet of space to be occupied by a number of UW student services. This tower will begin at the southwestern corner of the base building and extend above most of the W. Johnson Street façade of the building. Plans currently propose 60,500 square feet of space on the first two floors of the tower to be used as office space for various student activity organizations. The four middle floors of the tower will be occupied by University Health Services, which proposes to relocate from its current location at University Avenue and Breese Terrace. The top three floors will serve as office space for UW Student Services. It is anticipated that UW will own this tower following its completion under a condominium agreement the developer has arranged with the University.

The second tower will be a ten-story L-shaped building (12-story total building height) that will extend along the N. Lake Street and University Avenue elevations. The applicant estimates that the tower will contain 435,000 square feet of space and approximately 350 dwelling units with 1,010 beds. While a specific unit mix has not been identified, the developer envisions a mix of one, two, three and four bedroom units. Similarly, the developer envisions some mixture of onsite amenities for the apartment tower tenants, including laundry facilities, possible balconies for some of the units and access to a rooftop greenspace the developer is considering for the roof of the base building.

The applicant has submitted an Inclusionary Dwelling Unit Plan (IDUP) requesting a waiver from the Zoning Ordinance requirements for the apartment tower at the GDP level. The Community Development Block Grant Office indicates that discussions about the requested waiver are ongoing and that an IDUP or waiver must meet the terms of the ordinance before the Amended SIP for construction is accepted.

Another facet of the development of the property includes significant streetscape improvements to the rights of way of N. Lake Street, W. Johnson Street and University Avenue. Though details will be forthcoming on the Amended SIP, the developer proposes installation of raised planters in these rights of way that will both substantially enhance the streetscapes adjacent to the site and aid in correcting grade changes that occur along the project perimeter, particularly along University and Lake. Approval of these streetscape improvements in the right of way will require approval of the City Forester and the Real Estate Section as privileges in the public way.

The plan will also implement the University's plans to convert the remaining sections of Murray

Street between State Street and Regent Street into a non-vehicular mall connecting the University's Memorial Union and Red Gym on the north with the Kohl Center on the south. Most of the Lot 47 parking lot is located in the former right of way of the 300-block of N. Murray Street and will be replaced by the continuation of the mall, which is being constructed in segments typically coinciding with other University projects nearby. The conceptual plans call for a linear space between the new University Square and Vilas Communications Hall to be buffeted by raised planters landscaped with a variety of deciduous shade trees and perennials and a circular pavement feature adjacent to the proposed entrance to the student services tower.

### EVALUATION

The applicant is requesting the following three land use approvals from the City of Madison:

1. Approval to demolish the existing approximately 70,000 square-foot University Square commercial center consisting of four buildings organized around a central courtyard;
2. Approval of PUD-GDP zoning for the property and approval of a redevelopment plan for the site that proposes a 350-unit apartment tower, 130,000 square feet of retail space on the first two floors above grade, a 225,000 square-foot University of Wisconsin student services center tower, and structured parking for approximately 425 automobiles subject to the requirement that an Amended PUD-SIP be submitted containing specific site details and architecture, and;
3. Approval of an interim PUD-SIP zoning designation of the property that will allow the existing commercial center's uses (permitted in C2 zoning) to remain until demolition of the center begins in June 2006.

The Planning Unit is very supportive of the applicant's efforts to redevelop University Square. The proposed development plan represents a significant and appropriate intensification of a currently underutilized site on a very significant downtown/ campus property. The condition of the existing commercial center is likely commensurate with buildings of its age and staff has no information that would indicate that the buildings are not structurally sound or capable of being rehabilitated or repaired. However, staff believes that the proposed alternative use of the site will allow this property, located in an intensely developed commercial and institutional district, to continue to be economically productive for the foreseeable future. Staff believes that the proposal can comply with the demolition standards and has no concerns with the granting of the demolition permit with the general development plan, conditioned upon approval of the amended specific implementation plan.

### Conformance with Downtown Design Zone Standards

The consideration of the proposed redevelopment project must be reviewed against the criteria for a planned unit development in Downtown Design Zone 2. This zone is the most intensive of the four design zones and includes a number of large student-oriented residential developments that have been constructed primarily along University Avenue between Lake and Broom streets. The zone permits a maximum floor area ratio (FAR) of 6.0. FAR is a method used to measure the intensity of building coverage and land usage and equals the total floor area of a building divided by its lot area. The University Square development proposes a FAR of 5.19, based on about 770,000 square feet of gross floor area on the 148,104 square-foot site (excluding parking by definition), therefore complying with the design zone requirement. The plan proposes a 15-foot front yard parallel to N. Lake Street, a 12-foot side yard along University Avenue, a 10-foot side yard along W. Johnson Street and a 25-foot rear yard along Murray Mall, all in compliance with the design zone standards. The yard spaces provided along University, Lake and Johnson will be incorporated into the streetscapes and sidewalks of those streets through the conveyance of pedestrian easements to the City (which will likely be accomplished by Certified Survey Map).

The height of the proposed University Square complex will vary. At present, the grade of the site falls modestly from the northwestern corner of the site towards the lower southeastern corner. The two-story retail/ parking "base" building will stand 35 feet above University Avenue and N. Lake Street and 40 feet above Murray Mall and W. Johnson Street, with ten floors and a mechanical penthouse above the base in the residential tower and nine stories above the base in the UW student services tower. In all, the building will stand 130 feet above grade on the northern and eastern sides and 160 feet above grade on the southern and western sides. Despite being one story taller, the residential tower will be shorter in actual height due to the significantly higher floor-to-ceiling heights proposed in the UW tower (9 feet, 8 inches residential versus 13 feet, 4 inches in the UW tower). Design Zone 2 restricts the heights of buildings to ten stories with the opportunity for two bonus stories to be approved if the project meets the additional design criteria. The criteria are intended to allow for up to twelve-story buildings if the bonus "would result in a building design that makes an extraordinary contribution to the architecture of the area and the city as a whole." The criteria encourage the bonus two stories to be stepped back and less massive than the lower floors, with the result being less boxy at the top in addition to meeting the other design criteria that relate to both the exterior and interior design elements of the building. The authority for granting the bonus stories is given to the Urban Design Commission and Plan Commission.

The Urban Design Commission (UDC) reviewed this development at its November 2, 2005 meeting and recommended initial approval of the project (see attached report). While the UDC generally had favorable comments about the project, many of the members expressed trepidation about the granting of the two additional stories based on the information they had been provided

with the general development plan. Many members desired information that the developer has indicated cannot be provided until the specific implementation plan stage, including details on the articulation of the building mass, the materials to be employed, and how the building will meet the street. Concerns were also expressed about how the mechanical penthouse ("cooling tower") located atop the residential tower and its treatment given its location on the project's most prominent façade.

The Planning Unit shares these concerns in reviewing the proposed general development plan against the criteria for approval. These concerns are the result of the fairly general massing diagrams presented as part of the general development plan information. Staff has no doubt that this proposal can comply with the criteria for approval and are very supportive of the project overall and believe it will result in a premier urban redevelopment project on an underutilized parcel in the City's core. The developers have indicated that they will be preparing additional perspective drawings of the complex for presentation to the Plan Commission at the November 21 meeting that should aid the Commission in determining whether the two additional stories should be granted. Staff believes the Plan Commission has the ability to recommend conditional approval of the project subject to the submittal of a pre-construction specific implementation plan that conforms to the detailed design criteria in Downtown Design Zone 2, which are attached. The applicant is tentatively scheduled to return to the Urban Design Commission to seek final approval of the general development plan on December 7 in advance of the Common Council hearing on the zoning map amendment on December 13, 2005.

Both towers will abide by the Capitol View height preservation ordinance, which restricts building height within a mile of the Capitol to a maximum of 187.2 feet above City datum.

#### Conformance with City Plans

As noted above, the Draft Comprehensive Plan also identifies this site as a future transit-oriented development. While many of the proposed standards for transit-oriented developments contained in the plan pertain to more horizontal developments spread across larger tracts of land, a number of standards apply to the University Square redevelopment. Among the facets of transit-oriented developments present in this project include the provision of a variety of land uses (housing, retail, institutional, etc.), the placement of the building creating a sense of street spatial enclosure and creation of a high-quality public realm, the inclusion of uses that generate pedestrian activity, such as retail shop, services and offices at the ground floor. The site is located along a heavily traveled transit corridor that operates along University Avenue and W. Johnson Street.

#### CONCLUSION

In reviewing the standards for planned unit developments, staff believes the criteria can be met



for the redevelopment project. As with all two-stage general development plan/ specific implementation plan approvals, significant details including but not limited to the articulation and final architecture of the proposed building, specific development amenities and streetscape improvements will warrant thorough review at the specific implementation plan level. While it is somewhat uncommon for the City to review separate general development plans and specific implementation plans for one-phase developments such as the one proposed, staff believes that the Plan Commission and City Council can approve this general development plan, which sets forth the *concept* of redeveloping the site as discussed above, including the proposed uses, scale and massing. Following general development plan approval, the Plan Commission and Council will be required to apply the same PUD standards and criteria to the amended specific implementation plan that will be required prior to construction, giving the City the ability to exert significant influence on the final development product. It is the Planning Unit's belief that, although a number of details will require resolution at the specific implementation plan stage, the proposed development should result in substantial benefits to the built environment that embody the intent of planned unit developments. In particular, that the proposed planned unit development is "compatible with the physical nature of the site or area" and "would produce an attractive environment of sustained aesthetic desirability, economic stability and functional practicality compatible with the [master] plan." Staff believes that the redevelopment concept represents a building mass that should be significantly more in keeping with its physical surroundings than the existing building. The project should result in a substantial benefit to the City of Madison and the University of Wisconsin campus, providing a centralized location for student services, a retail anchor for the eastern end of campus with the potential to attract a variety of commercial and service opportunities, and additional new high-density housing for the western downtown and east campus area.

## **RECOMMENDATION**

The Planning Unit recommends that the Plan Commission forward Zoning Map Amendments 3138 and 3139, rezoning One University Square (the 700-block of University Avenue) from C2 (General Commercial District) to Planned Unit Development, General Development Plan/ Specific Implementation Plan (PUD-GDP-SIP) to the Common Council with a recommendation of **approval**, subject to input at the public hearing and the following conditions:

1. Comments from reviewing agencies.
2. That a detailed Inclusionary Dwelling Unit Plan revised to comply with the ordinance be submitted as part of the specific implementation plan or that a waiver request be submitted for review by the Community Development Block Grant Office prior to *submittal* of the amended specific implementation plan.

3. That an amended specific implementation plan be submitted for approval that provides detailed information including but not limited to architecture of the complex, articulation of the building mass, relation of the project to surrounding streets, design of the streetscape, and amenities for the residential tower including any proposed open spaces. Said specific implementation plan shall be subject to a review against the planned unit development standards and criteria for projects in the Downtown Design Zones.
4. That, upon approval of the amended pre-construction specific implementation plan, the applicant submit building elevations and any other relevant materials to the Planning Unit for approval of the exterior finishes of individual tenant spaces for first and second-floor retail spaces. Such plans shall include contextual information showing the relationship between the exterior finishes proposed and the remainder of the retail corridor.
5. That all improvements in the public right of way be subject to the approval of a Privilege in Streets approval or any other necessary approvals required from the Real Estate Section of the Community & Economic Development Unit, the City Forester and/ or Common Council. The design of the planters and other landscape materials in the public right of way shall be approved following a recommendation from the Planning Unit.
6. That the applicant submit a Reuse and Recycling Plan for approval by the City of Madison Recycling Coordinator prior to the permits for demolition being issued. The demolition permit shall be issued following Common Council approval of the amended specific implementation plan.
7. In the event that the Urban Design Commission does not recommend final approval of the general development plan at the meeting of December 7, the Common Council will need to determine if the project should be approved at its meeting of December 13, 2005 or referred back to the Plan Commission pending Urban Design Commission action.

**EXTERIOR AND INTERIOR DESIGN CRITERIA  
FOR  
PLANNED UNIT DEVELOPMENT DISTRICTS IN DOWNTOWN  
DESIGN ZONES**

*(rev. 29.MAR.01 & 16.JAN.03)*

**Statement of Purpose.**

The Design Criteria serve to articulate community design principles, guidelines, and standards for Planned Unit Developments (PUDs) in the near-campus Design Zones with the goal of enhancing the community's overall value and appearance. These criteria reflect the fact that the general development density and intensity of occupancy are expected to be relatively high in these Design Zones compared to other locations in the City. Planned Unit Development districts that have residential components may be considered which are significantly larger, taller, and more massive than would be allowed in the underlying zoning districts. Because it is recognized that design professionals, including architects, landscape architects, and land planners, are trained to strive for creative excellence, the design criteria are not intended to restrict creative solutions or to dictate design.

These criteria will serve as a tool for City staff, the Urban Design Commission, and the Plan Commission by providing a checklist of the primary elements to be considered when reviewing such PUD requests. This will also inform the design professionals of items that should be considered from the beginning of the design process. These standards will be used in addition to the standards in the zoning code which guide the review of PUD zoning requests. The requirements described in Section 28.07(6)(e) are intended to be the outer limits of what will be considered through this PUD process. The review process for the overall design of the proposed building shall consider the requirements in Section 28.07(6)(e), the Criteria for Approval in Section 28.07(6)(f), and the design criteria described herein.

**Exterior Building Design.**

The exterior design criteria were developed to ensure that such buildings are compatible on a City, neighborhood, and block level; have a pedestrian orientation; and have a design that reflects the residential use of the structure. The following criteria are guidelines for evaluating the exterior design of a proposed project.

1. **Massing.** The proportions and relationships of the various architectural components of the building should be utilized to ensure compatibility with the scale of other buildings in the vicinity. Appropriate transitions should be provided where a change in scale is needed to ensure this compatibility. Larger buildings should have their mass broken up to avoid any being "out of scale" with their surroundings and to provide a more pedestrian-friendly quality. Stepping back the upper floors of the street facades a substantial distance from lower floors may be appropriate to achieve this quality. The shape of the building should not detract from or dominate the surrounding area.
2. **Orientation.** Buildings create and define the public space (streets and sidewalks), and how the building faces this public way is important. Any building façade adjacent to a street should be oriented toward and engage the street. Buildings

should respect the orientation of surrounding buildings, existing pedestrian paths and sidewalks, and the orientation of surrounding streets.

3. Building Components. The building should have an identifiable base, body, and cap. The design and detailing of the base are critical to defining the public space, engaging the street, and creating an interesting pedestrian environment. Lower levels should be sufficiently detailed to "ground" the building. The top of the building should be clearly defined through treatments such as cornices or non-flat roof elements where appropriate. The middle of the building should provide a transition between the top and the base. Mechanical equipment (including rooftop) should be architecturally screened.
4. Articulation. Well-articulated buildings add architectural interest and variety to the massing of a building and help break up long, monotonous facades. A variety of elements should be incorporated into the design of the building to provide sufficient articulation of the facades. This may be achieved by having the variety in the mix of unit size and layout, or changes in floor levels, be reflected in the exterior of the building. This may also be achieved by incorporating the use of: vertical and/or horizontal reveals, stepbacks, modulation, projections, and three dimensional detail between surface planes to create shadow lines and break up flat surface areas. If large blank surfaces are proposed, they should be for some compelling design purpose, and the design should incorporate mitigating features to enrich the appearance of the project and provide a sense of human scale at the ground level that is inviting to the public.
5. Openings. The size and rhythm of building openings (windows, doors, etc.) in a building should respect those established by existing buildings in the area and the residential and/or mixed-use nature of the building. The street façade should incorporate a sufficient number of windows, doors, balconies, and other opportunities for occupant surveillance of public areas. Visibility should be provided to areas accessed when entering or exiting a building. Lower floor facades should be more transparent and open than upper floors to provide a more detailed and human scaled architectural expression along the sidewalk. Window glass should have a high degree of transparency and should not be dark or reflective. Garage doors should not be visible from the street. If a design is proposed in which garage doors (or other service openings) are visible from the street, they should be sufficiently detailed and integrated into the building.
6. Materials. A variety of materials should be utilized to provide visual interest to the building. Colors and materials should be selected for compatibility with the site and the neighboring area. All sides of a structure should exhibit design continuity and be finished with quality materials. Materials should be those typically found in urban settings. Durable, low-maintenance materials should be used-- particularly on surfaces close to the street.
7. Entry Treatment. Buildings with obvious entrances contribute to the definition of the public way and promote a strong pedestrian feel along the street. The building should have at least one clearly-defined primary entrance oriented towards the street. Entrances should be sized and articulated in proportion to the scale of the building. This may be achieved through the utilization of architectural elements such as: lintels, pediments, pilasters, columns, porticoes,

porches, overhangs, railings, balustrades, and others, where appropriate. Any such element utilized should be architecturally compatible with the style, materials, colors, and details of the building as a whole, as shall the doors.

8. Terminal Views and Highly-Visible Corners. The design of buildings occupying sites located at the end of a street, on a highly-visible corner, or in other prominent view sheds should reflect the prominence of the site. Particular attention should be paid to views from these perspectives and the structures should be treated as focal points by demonstrating a higher degree of architectural embellishments, such as corner towers, to emphasize their location.
9. Additional Criteria for Bonus Stories in Downtown Design Zone 2. Pursuant to Section 28.07(e)2.a., a structure may be allowed to have up to two additional stories (a maximum of 12 total stories), should it be determined that allowing such a bonus would result in a building design that makes an extraordinary contribution to the architecture of the area and the city as a whole. The bonus stories should serve as an incentive to creative building design, and not be viewed as the "permitted" height. This provision is intended to allow for increased design flexibility and not to simply allow for a bigger building. The bonus story(ies) should be stepped back and less massive than the floors below. The intent is to encourage buildings that appear less boxy at the top and provide more visual interest to the skyline. The appropriateness of allowing any bonus stories is at the sole discretion of the Urban Design Commission and Plan Commission.

#### Site Design / Function:

1. Semi-Public Spaces. The space between the front façade of the building and the public sidewalk is an important transition area. It can vary in size, but should be thoughtfully considered with a variety of textures in ground treatment-- particularly the area around the entryway. The emphasis should be on an urban landscape, incorporating elements such as raised planters which could also be used as seating, street furniture, lighting, and landscape materials. These features should be architecturally compatible with the styles, materials and colors of the principal building on the lot and those in the immediate area.
2. Landscaping. Landscaping should be integrated with other functional and ornamental site and building design elements, and should reinforce the overall character of the area. Landscaping can be effective in reducing the massiveness of a building and in creating a more inviting pedestrian environment. Landscaping should be provided in the front where the building meets the ground as appropriate in the context (maybe trees or planters depending on the setbacks, shape and size of the building) to anchor building to the ground and soften the edge. Plants should be selected based on their compatibility with site and construction features. Ease of maintenance should also be considered.
3. Lighting. Exterior lighting should be designed to coordinate with the building architecture and landscaping. Building-mounted fixtures should be compatible with the building facades. Exterior lighting levels should not be excessive and should provide even light distribution. Areas around the entryways should be lit

sufficiently. Overall lighting levels should be consistent with the character and intensity of existing lighting in the area surrounding the project site.

### Interior Building Design.

The criteria for determining the acceptability of a residential planned unit development within the Downtown Design Zones recognize the particular importance of building layout, functionality, interior design, and general level of amenity in ensuring that the living environment provided will be attractive, desirable and practical in an area where the intensity of development is relatively high, many potential development sites are relatively constrained in size and limited in configuration, and opportunities for on-site features and amenities outside the building envelope may be necessarily limited. Relevant factors for consideration include:

1. Mix of Dwelling Unit Types. A variety of dwelling unit types, as defined by the number of bedrooms per unit, should be available within the project. There should not be an over-concentration of either very small (efficiency and one bedroom) or very large (four or more bedrooms) units so as to maintain residential choice and provide flexibility for shifts in housing market demand.
2. Dwelling Unit Size, Type and Layout. The size and layout of each dwelling unit shall be adequate to allow for reasonably efficient placement of furniture to serve the needs of the occupants and create reasonable circulation patterns within the unit.
  - a. The sizes of bedrooms within the dwelling units should be designed to discourage multiple occupancy of bedrooms when that would result in more than five unrelated individuals living in a unit (the maximum occupancy allowed in the R6 General Residence District). The bedroom sizes should not be large enough to encourage multiple occupancy in units with three or more bedrooms. To the extent compatible with this consideration, having at least one bedroom in each unit sufficiently large for double occupancy makes the unit more suitable for households that include a couple.
  - b. The size and design of the living room within each unit shall reflect and be adequate for the intended number of occupants of the unit. It is generally expected that the living area be capable of comfortably seating at least the number of residents expected to occupy the unit; however, appropriate size shall be determined as part of the overall project review.
3. Interior Entryway. The interior entryway should create an inviting appearance and, when feasible, should include a lobby or similar area where visitors or persons making deliveries can wait. The entryway should be sufficiently transparent to see into or out of the building when entering or leaving.
4. Usable Open Space. Project designs should provide attractive, safe and creatively designed yards, courtyards, plazas, sitting areas or other similar open spaces for building residents. Usable open space on balconies or roof decks may be provided as long as they are sufficiently large (a suggested minimum size for a balcony is 4 feet by 8 feet) and are provided or accessible to all residents. Usable

open space on roof decks at lower elevations is preferred to rooftops. At some locations, side and rear yards sufficient to provide usable open space may be limited, and outdoor open space may not represent the most beneficial use of a limited site when the overall density of development is relatively high. Common recreational facilities and social activity spaces in the development may be considered toward meeting the need for usable open space.

5. Trash Storage. The trash storage area for the building should be located where it is reasonably accessible to the residents, as well as to disposal pick-up crews. In general, it is recommended that the trash storage area be located within the building footprint. Trash storage areas shall not be located in building front yards. Trash storage areas at any location shall be adequately screened to preserve an attractive appearance from the buildings on the site, from adjacent buildings and uses, and from public streets and walkways.
6. Off Street Loading. Adequate off-street loading areas shall be provided, as specified in Section 28.11. The Plan Commission may consider arrangements to provide off-street loading and access from adjoining properties to satisfy the requirement provided that continued use of these arrangements is assured. For all residential developments where the off-street loading area is not adequate to accommodate the anticipated needs of residents moving into or out of the dwelling units, and in particular when significant numbers of residents are expected to want to make these moves within the same limited time period (as with student-oriented housing), a specific resident move-in plan shall also be submitted with the application for a residential development in a Downtown Design Zone describing in detail how the moving needs of residents will be accommodated without creating congestion or traffic problems on public streets or unauthorized use of parking and loading areas that are not part of the development.
7. Resident Parking.
  - a. Vehicles. The adequacy of provisions for the off-street parking of residents' motor vehicles shall be evaluated as part of the review of the specific development plan. The Plan Commission may consider the likelihood that the types of residents expected will need or desire to keep private motor vehicles, the particular constraints of the development site and the resulting trade-off between the amount of parking provided and other potential site or building amenities, as well as alternate arrangements provided to accommodate the parking needs of residents, such as, provision of leased parking spaces at another location. Inadequate on-site parking may result in restrictions on residents' eligibility to obtain Residential Street Parking Permits. Underground parking is preferred to surface parking lots.
  - b. Bicycles. Adequate on-site bicycle parking shall be provided to meet the needs of all the residents and users of the developments, as provided by Section 28.11(3)(e). Bicycle parking may be shared or assigned to individual dwelling units and should be located where it is reasonably convenient to the residents and to the public street system. It is recommended that at least some bicycle parking should be provided inside the building or in another location protected from the weather. If it is intended or anticipated that residents will store bicycles within individual dwelling units, the design of

the units shall include provision for this storage, and hallways, elevators, and other building features shall be appropriately designed to facilitate the transport of bicycles to and from the units.

- c. Mopeds. Adequate parking for mopeds should be provided to meet the needs of the residents. Indoor parking spaces should be provided within the parking area provided for other motor vehicles. Outdoor parking for mopeds may be provided within the parking area provided for other motor vehicles or within bicycle parking areas. Mopeds shall not be kept inside the building except within designated moped or motor vehicle parking areas.

7. Building Security and Management. Building security and adequate resident access to building management shall be provided as necessary to ensure the safety of residents and to protect them from excessive noise and other nuisances that might be created in and around the premises. Depending upon the size of the building, intensity of occupancy, and type of residents anticipated, adequate security might also require on-site management. A management plan shall be submitted with each application for a residential development in a Downtown Design Zone describing in detail how the necessary security and access to management will be provided. The Plan Commission shall retain continuing jurisdiction over the management plan, and in the event that security problems occur in the future, the Plan Commission may review the management plan and may require that additional actions be taken by the building owner to address specific problems or deficiencies determined to exist.



**MINUTES**  
**JOINT SOUTHEAST CAMPUS AREA COMMITTEE**  
**Monday, October 24, 2005**  
**Room 300, Madison Municipal Building**  
**215 Martin Luther King, Jr. Blvd.**  
**6:00 p.m.**

**I. ROLL CALL**

**Present:** Ald. Michael Verveer, Charles Strawser, Tino Balio, Mark Guthier, Mike Kinderman, John Chadima, Ald. Isadore Knox, Alan Fish, Mary Berryman Agard, Ald. Austin King, Kevin Hoag, Sandra Torkildson and Rob Kennedy.

**Members Excused:** Jeff Erlanger, Laura Gutknecht, LaMarr Billups, Sheridan Glen, Ald. Brenda Konkell and Eyal Halamish.

**Also Present:** Dawn Crim, representing University of Wisconsin-Madison Chancellor's Office; Gary Brown, UW-Madison Planning and Construction; Rosemary Lee, citizen; Susan Springman, Greg Rice, Adam Smith, Eric Lawson and Rick Gilbertson, all representing Executive Management, Inc.; Darryl Schnell, Badger Herald; and Mike Groton, Daily Cardinal.

**II. APPROVAL OF THE MINUTES FROM THE MEETING OF SEPTEMBER 26, 2005**

No action was taken on the minutes.

**III. PRESENTATION AND DISCUSSION OF THE UNIVERSITY SQUARE REDEVELOPMENT PROJECT BY EXECUTIVE MANAGEMENT, INC.**

Greg Rice, Sue Springman and Adam Smith from Executive Management, Inc. and their architects Rick Gilbertson and Eric Lawson, from Potter Lawson, presented the University Square project. The project will contain over 1 million square feet of offices, retail development and residential space. The application to rezone the property to Planned Unit Development-General Development Plan was submitted in September and is scheduled to be considered by the Plan Commission on November 21 and Common Council on December 13. The building will be 12-stories in height with setbacks in the front, rear and side yards complying with the Design Zone 2 zoning ordinance requirements. The project contains retail development on the first and second floors, 10 floors of apartments, including approximately 350 units. There will be one level of under-building parking. University office space, including student activity center space, health services and counseling is also included. The development team discussed site planning issues with the project including access requirements. They also discussed provisions for pedestrian, bicycle and moped accommodations.

The development team discussed the difficulties in planning for the retail component within the project, but indicated that they were working hard to identify an appropriate mix of retail tenants.

The construction is scheduled to start in the summer of 2006 with building completion scheduled for 2009.

The development will contain a mix of 1, 2, 3 and 4-bedroom units in a variety of sizes. The team continues to work on the residential component of the project.

Following discussion, a motion was made by Ald. King, seconded by Berryman Agard to recommend to the Plan Commission and Common Council that the project be approved as presented. The motion passed unanimously.

#### IV. DISCUSSION OF THE DRAFT CAMPUS MASTER PLAN

Gary Brown briefly reviewed the status of the Campus Master Plan, highlighting projects within the east campus mall area, west campus, the Institute for Discovery block, the Union South redevelopment plan and lakeshore residence hall developments. The plan is scheduled for public unveiling the first week of December, with an executive summary/brochure to follow.

#### V. ANNOUNCEMENTS

None.

#### VI. ADJOURNMENT

The meeting was adjourned at 7:13 p.m.

Respectfully Submitted,

Dawn Crim, UW Chancellor's Office.

**CITY OF MADISON  
INTERDEPARTMENTAL  
CORRESPONDENCE**

Date: November 16, 2005

To: Plan Commission

From: Kathy Voeck, Assistant Zoning Administrator

Subject: 700 Block University Avenue, Demolition, IZ & rezoning

Present Zoning District: C-2

Proposed Use: Demo shopping center & build a 12 story mixed use building with 130,000 gsf. of retail, 73,500 gsf of UW student services, 91,000 gsf of University health services, 60,500 gsf. of UW student activity center, and 415,000 gsf. of 430 dwelling units.

Requested Zoning District: PUD(GDP-SIP)

Conditional Use: 28.04(22) Demolition of principal buildings requires Plan Com. app.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project). NONE.

GENERAL OR STANDARD REVIEW COMMENTS

1. Section 28.04(24) provides that Inclusionary Zoning requirements shall be complied with as part of the approval process. Submit, to CDBG, a copy of the approved plan for recording prior to zoning sign off of the future PUD(SIP) development.
2. This SIP is for the maintenance of the existing uses. The proposed future development zoning standards will be reviewed at the PUD(SIP) submittal for that development.
3. In the zoning text Family definition for occupancy shall coincide with the definition in Chapter 28 of the Madison General Ordinances as it compares to the R-6 district and include the occupant limit per the building and safety codes, (the lesser of ).

**ZONING CRITERIA**

Bulk Requirements	Required	Proposed
Lot Area	To be reviewed at future	SIP submittal

Site Design	Required	Proposed
Number parking stalls	To be reviewed at future	SIP submittal

Other Critical Zoning Items	
Urban Design	Yes
Historic District	No
Landmark building	No
Flood plain	No
Utility easements	No
Water front development	No
Adjacent to park	No
Barrier free (ILHR 69)	Yes

With the above conditions, the proposed project does comply with all of the above requirements.

\* Since this project is being rezoned to the PUD district, and there are no predetermined bulk requirements, we are reviewing it based on the criteria for the C-2 and R-6 districts, because of the surrounding land uses.



Department of Public Works  
City Engineering Division

608 266 4751

Larry D. Nelson, P.E.  
City Engineer

City-County Building, Room 115  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703  
608 264 9275 FAX  
608 267 8677 TDD

**Deputy City Engineer**  
Robert F. Phillips, P.E.

**Principal Engineers**  
Michael R. Dalley, P.E.  
Christina M. Bachmann, P.E.  
John S. Fahrney, P.E.  
David L. Benzschawel, P.E.  
Gregory T. Fries, P.E.

**Operations Supervisor**  
Kathleen M. Cryan

**Hydrogeologist**  
Joseph L. DeMorett, P.G.

**GIS Manager**  
David A. Davis, R.L.S.

DATE: November 10, 2005  
TO: Plan Commission  
FROM: Larry D. Nelson, P.E., City Engineer *Larry D. Nelson*  
SUBJECT: 700 Block University Avenue Planned Unit Development (GDP/SIP) and Demolition

The City Engineering Division has reviewed the subject development and has the following comments.

**MAJOR OR NON-STANDARD REVIEW COMMENTS** (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. The applicant would like to place planters between the sidewalk and the curb and gutter to make up for grade differences between the street and the proposed building.
  - The planters shall be a minimum of 2-feet behind the face of the curb.
  - The planters shall not obstruct any required sight lines at intersections or driveways.
  - The applicant shall obtain a privilege in streets permit for the planters.
2. The applicant shall dedicate an easement for public sidewalk where the proposed sidewalk lies on private property, and dedicate additional public easements and/or right-of-way as needed, by approval and recording of a certified survey map.
3. Owner shall record the certified survey map before GDP approval and concurrent or prior to SIP approval.
4. The applicant shall provide the City with survey and shall obtain approval for the grades of the building prior to sign off. Provide survey to Glenn Yoerger with City Engineering. See comment 3.11.
5. The applicant shall review the provisions for drainage on the site with City Engineering and shall design the site grades to reduce the risk of flooding to below grade parking areas.
6. ADA curb ramps are required at intersections and directional curb ramps will be required to place of the single diagonal ramp proposed. The design may have some effect on the site plan. Applicant shall construct the ramps as required by the City Engineer.
7. Stormwater Management requirement includes erosion control, 40% TSS control for any parking areas.

**GENERAL OR STANDARD REVIEW COMMENTS**

In addition, we offer the following General or Standard Review Comments:

9



Engineering Division Review of Planned Community Developments, Planned Unit Developments and Conditional Use Applications.

Name: 700 Block University Avenue Planned Unit Development (GDP/SIP) and Demolition

General

- 1.1 The construction of this building will require removal and replacement of sidewalk, curb and gutter and possibly other parts of the City's infrastructure. The applicant shall enter into a City / Developer agreement for the improvements required for this development. The applicant shall be required to provide deposits to cover City labor and materials and surety to cover the cost of construction. The applicant shall meet with the City Engineer to schedule the development of the plans and the agreement. The City Engineer will not sign off on this project without the agreement executed by the developer. The developer shall sign the Developer's Acknowledgement prior to the City Engineer signing off on this project.
- 1.2 The site plan shall identify lot and block numbers of recorded Certified Survey Map or Plat.
- 1.3 The site plan shall include all lot/ownership lines, existing building locations, proposed building additions, demolitions, parking stalls, driveways, sidewalks (public and/or private), existing and proposed signage, existing and proposed utility locations and landscaping.
- 1.4 The site plan shall identify the difference between existing and proposed impervious areas.
- 1.5 The site plan shall reflect a proper street address of the property as reflected by official City of Madison Assessor's and Engineering Division records.
- 1.6 The site plan shall include a full and complete legal description of the site or property being subjected to this application.

Right of Way / Easements

- 2.1 The Applicant shall Dedicate a \_\_\_\_\_ foot wide strip of Right of Way along \_\_\_\_\_.
- 2.2 The Applicant shall Dedicate a \_\_\_\_\_ foot wide strip of Right of Way along \_\_\_\_\_.
- 2.3 The Applicant shall Dedicate a Permanent Limited Easement for grading and sloping \_\_\_\_\_ feet wide along \_\_\_\_\_.
- 2.4 The City Engineer has reviewed the need for pedestrian and bicycle connections through the development and finds that no connections are required.
- 2.5 The Applicant shall Dedicate a Permanent Limited Easement for a pedestrian / bicycle easement \_\_\_\_\_ feet wide from \_\_\_\_\_ to \_\_\_\_\_.
- 2.6 The Developer shall provide a private easement for public pedestrian and bicycle use through the property running from \_\_\_\_\_ to \_\_\_\_\_.
- 2.7 The developer shall be responsible for the ongoing construction and maintenance of a path within the easement. The maintenance responsibilities shall include, but not be limited to, paving, repaving, repairing, marking and plowing. The developer shall work with the City of Madison Real Estate Staff to administer this easement. Applicable fees shall apply.

Streets and Sidewalks

- 3.1 The Applicant shall execute a waiver of notice and hearing on the assessments for the improvement of [roadway] \_\_\_\_\_ in accordance with Section 66.0703(7)(b) Wisconsin Statutes and Section 4.09 of the MGO.
- 3.2 **Value of sidewalk installation over \$5000.** The Applicant shall Construct Sidewalk to a plan approved by the City Engineer along \_\_\_\_\_.
- 3.3 **Value of sidewalk installation under \$5000.** The Applicant shall install public sidewalk along \_\_\_\_\_. The Applicant shall obtain a Street Excavation Permit for the sidewalk work, which is available from the City Engineering Division. The applicant shall pay all fees associated with the permit including inspection fees. All work must be completed within six months or the succeeding June 1, whichever is later.
- 3.4 The Applicant shall execute a waiver of their right to notice and hearings on the assessments for the installation of sidewalk along [roadway] \_\_\_\_\_ in accordance with Section 66.0703(7)(b) Wisconsin Statutes and Section 4.09 of the MGO.
- 3.5 The Applicant shall grade the property line along \_\_\_\_\_ to a grade established by the City Engineer. The grading shall be suitable to allow the installation of sidewalk in the future without the need to grade beyond the property line. The Applicant shall obtain a Street Excavation permit prior to the City Engineer signing off on this development.
- 3.6 The Applicant shall close all abandoned driveways by replacing the curb in front of the driveways and restoring the terrace with grass.

- 3.7 **Value of the restoration work less than \$5,000. When computing the value, do not include a cost for driveways. Do not include the restoration required to facilitate a utility lateral installation.** The Applicant's project requires the minor restoration of the street and sidewalk. The Applicant shall obtain a Street Excavation Permit for the street restoration work, which is available from the City Engineering Division. The applicant shall pay all fees associated with the permit including inspection fees.
- 3.8 The Applicant shall make improvements to \_\_\_\_\_ in order to facilitate ingress and egress to the development. The improvement shall include a (Describe what the work involves or strike this part of the comment.) \_\_\_\_\_
- 3.9 The Applicant shall make improvements to \_\_\_\_\_. The improvements shall consist of \_\_\_\_\_
- 3.10 The approval of this Conditional Use does not include the approval of the changes to roadways, sidewalks or utilities. The applicant shall obtain separate approval by the Board of Public Works and the Common Council for the restoration of the public right of way including any changes requested by developer. The City Engineer shall complete the final plans for the restoration with input from the developer. The curb location, grades, tree locations, tree species, lighting modifications and other items required to facilitate the development or restore the right of way shall be reviewed by the City Engineer, City Traffic Engineer, and City Forester.
- 3.11 The Applicant shall provide the City Engineer with a survey indicating the grade of the existing sidewalk and street. The Applicant shall hire a Professional Engineer to set the grade of the building entrances adjacent to the public right of way. The Applicant shall provide the City Engineer the proposed grade of the building entrances. The City Engineer shall approve the grade of the entrances prior to signing off on this development.
- 3.12 The Applicant shall replace all sidewalk and curb and gutter which abuts the property which is damaged by the construction or any sidewalk and curb and gutter which the City Engineer determines needs to be replaced because it is not at a desirable grade regardless of whether the condition existed prior to beginning construction.
- 3.13 The Applicant shall obtain a privilege in streets agreement for any encroachments inside the public right of way. The approval of this development does not constitute or guarantee approval of the encroachments.
- 3.14 The Applicant shall provide the City Engineer with the proposed soil retention system to accommodate the restoration. The soil retention system must be stamped by a Professional Engineer. The City Engineer may reject or require modifications to the retention system.
- 3.15 The Applicant shall complete work on exposed aggregate sidewalk in accordance with specifications provided by the city. The stone used for the exposed aggregate shall be approved by the City. The Construction Engineer shall be notified prior to beginning construction. Any work that does not match the adjacent work or which the City Construction Engineer finds is unacceptable shall be removed and replaced.
- 3.16 All work in the public right-of-way shall be performed by a City licensed contractor.

**Storm Water Management**

- 4.1 The site plans shall be revised to show the location of all rain gutter down spout discharges.
- 4.2 Storm sewer to serve this development has been designed and constructed. The site plans shall be revised to identify the location of this storm sewer and to show connection of an internal drainage system to the existing public storm sewer.
- 4.3 The plan set shall be revised to show a proposed private internal drainage system on the site. This information shall include the depths and locations of structures and the type of pipe to be used.
- 4.5 The applicant shall show storm water "overflow" paths that will safely route runoff when the storm sewer is at capacity.
- 4.6 The applicant shall demonstrate compliance with Section 37.07 and 37.08 of the Madison General Ordinances regarding permissible soil loss rates. The erosion control plan shall include Universal Soil Loss Equation (USLE) computations for the construction period. Measures shall be implemented in order to maintain a soil loss rate below 7.5-tons per acre per year.
- 4.7 This site is greater than one (1) acre and the applicant is required by State Statute to obtain a Notice of Intent Permit (NOI) from the Wisconsin Department of Natural Resources. Contact Jim Bertolacini of the WDNR at 275-3201 to discuss this requirement.
- 4.8 This development includes multiple building permits within a single lot. The City Engineer and/or the Director of the Inspection Unit may require individual control plans and measures for each building.
- 4.9 If the lots within this site plan are inter-dependent upon one another for stormwater runoff conveyance, and/or a private drainage system exists for the entire site an agreement shall be provided for the rights and responsibilities of all lot owners. Said agreement shall be reviewed and placed on file by the City Engineer, referenced on the site plan and recorded at the Dane Co Register of Deeds.
- 4.10 Prior to approval, this project shall comply with Chapter 37 of the Madison General Ordinances regarding stormwater management. Please contact Greg Fries at 267-1199 to discuss this requirement.
- 4.11 The plan set shall be revised to show more information on proposed drainage for the site. This shall be

accomplished by using spot elevations and drainage arrows or through the use of proposed contours. It is necessary to show the location of drainage leaving the site to the public right-of-way. It may be necessary to provide information off the site to fully meet this requirement.

- 4.12 A portion of this project comes under the jurisdiction of the US Army Corp of Engineers and WDNR for wetland or flood plain issues. A permit for those matters shall be required prior to construction on any of the lots currently within the jurisdictional flood plain.

- 4.13 The Applicant shall submit, prior to plan sign-off, digital CAD files to the Engineering Program Specialist in the Engineering Division (Lori Zenchenko). The digital copies shall be to scale and represent final construction.

CAD submittals can be either AutoCAD (dwg) Version 2001 or older, MicroStation (dgn) Version J or older, or Universal (dxf) formats and contain the following data, each on a separate layer name/level number:

- a) Building Footprints
- b) Internal Walkway Areas
- c) Internal Site Parking Areas
- d) Other Miscellaneous Impervious Areas (i.e. gravel, crushed stone, bituminous/asphalt, concrete, etc.)

NOTE: Email file transmissions preferred [lzenchenko@cityofmadison.com](mailto:lzenchenko@cityofmadison.com). Include the site address in this transmittal.

- 4.14 NR-151 of the Wisconsin Administrative Code will be effective on October 1, 2004. Future phases of this project shall comply with NR 151 in effect when work commences. Specifically, any phases not covered by a Notice of Intent (NOI) received from the WDNR under NR-216 prior to October 1, 2004 shall be responsible for compliance with all requirements of NR-151 Subchapter III. As most of the requirements of NR-151 are currently implemented in Chapter 37 of the Madison General Ordinances, the most significant additional requirement shall be that of infiltration.

NR-151 requires infiltration in accord with the following criteria. For the type of development, the site shall comply with one of the three (3) options provided below:

Residential developments shall infiltrate 90% of the predevelopment infiltration amount, 25% of the runoff from the 2-year post development storm or dedicate a maximum of 1% of the site area to active infiltration practices.

Commercial development shall infiltrate 60% of the predevelopment infiltration amount, 10% of the runoff from the 2-year post development storm or dedicate a maximum of 2% of the site area to active infiltration practices.

#### Utilities General

- 5.1 The Applicant shall obtain a Street Excavation permit for the installation of utilities required to serve this project. The Applicant shall pay the permit fee, inspection fee and street degradation fee as applicable and shall comply with all the conditions of the permit.
- 5.2 The applicant shall obtain all necessary sewer connection permits and sewer plugging permits prior to any utility work.
- 5.3 All proposed and existing utilities including gas, electric, phone, steam, chilled water, etc shall be shown on the plan.
- 5.4 The applicant's utility contractor shall obtain a connection permit and excavation permit prior to commencing the storm sewer construction.
- 5.5 The site plans shall be revised to show the location of existing utilities, including depth, type, and size in the adjacent right-of-way.
- 5.6 The developer shall provide information on how the Department of Commerce's requirements regarding treatment of storm water runoff, from parking structures, shall satisfied prior to discharge to the public sewer system. Additionally, information shall be provided on which system (storm or sanitary) the pipe shall be connected to.

#### Sanitary Sewer

- 6.1 Prior to approval of the conditional use application, the owner shall obtain a permit to plug each existing sanitary sewer lateral that serves a building that is proposed for demolition. For each lateral to be plugged the owner shall deposit \$1,000 with the City Engineer in two separate checks in the following amounts: (1). \$100 non-refundable deposit for the cost of inspection of the plugging by City staff; and (2). \$900 for the cost of City crews to perform the plugging. If the owner elects to complete the plugging of a lateral by private contractor and the plugging is inspected and approved by the City Engineer, the \$900 fee shall be refunded to the owner.
- 6.2 All outstanding Madison Metropolitan Sewerage District (MMSD) and City of Madison sanitary sewer connection charges are due and payable prior to connection to the public sewerage system.
- 6.3 Each unit of a duplex building shall be served by a separate and independent sanitary sewer lateral.
- 6.4 The site plan shall be revised to show all existing public sanitary sewer facilities in the project area as well as the size and alignment of the proposed service.





## Traffic Engineering Division

David C. Dryer, City Traffic Engineer

Madison Municipal Building  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2986  
Madison, Wisconsin 53701-2986  
PH 608/266-4761  
TTY 608/267-9623  
FAX 608/267-1158

November 14, 2005

TO: Plan Commission

FROM: David C. Dryer, P.E., City Traffic Engineer

SUBJECT: **700 University Avenue – Rezoning – C2 to PUD (PUD-SIP) – Build 12 Story building Mix Use, 130,000 Sq. Ft. Retail, 73,000 Sq. Ft. Office, 91,000 Sq. Ft. Health Center, 60,500 Sq. Ft. Activity Center & 430 Dwelling Units**

The City Traffic Engineering Division has reviewed the subject development and has the following comments.

**MAJOR OR NON-STANDARD REVIEW COMMENTS** (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. The proposed layout of the sidewalks, terrace and streets appears reasonable, however, approval of this PUD (GDP-SIP) does not include the final approval of the changes to roadways, sidewalks or utilities. The applicant shall need to obtain separate approval by the Board of Public Works and Common Council for the restoration and/or reconstruction of the public right-of-way including any changes requested by the developer. The Lake St., University Av. & Johnson St. improvements shall be reviewed and approved by the City Traffic Engineer and City Engineer. The applicant shall note on the site plan, "All work proposed in the right-of-way is not being approved as part of the PUD (GDP-SIP). All work in the right-of-way is approved separate by the Board of Public Works, City of Madison."
2. The applicant shall enter into a subdivision contract or developer's agreement for the reconstruction of the streets and sidewalk adjacent to the development, including Lake Street. The reconstruction of the streets and sidewalk shall be subject to the plans and specifications of the City Traffic Engineer and City Engineer.
3. The applicant shall not improve the right of way as proposed with plantings and outdoor use unless encroachment or privilege in streets is approved by the City.
4. The applicant shall post a deposit and reimburse the City for all costs associated with any modifications to Traffic Signals, Street Lighting, Signing and Pavement Marking, and conduit and hand holes, including labor, engineering and materials for both temporary and permanent installations. The exact deposit will need to be determined after further, detailed meetings with the applicant
5. The applicant shall submit a construction staging and traffic control plan prior to approval of the GDP and SIP. A condition of these plans is that the development construction cannot impact the University Ave sidewalk and contra flow bike lane.

6. If the parking spaces are to be accessory parking on special event for the University of Wisconsin. The subject conditional use is conditionally approved provided the subject accessory parking is used, managed and operated in accordance with the City-approved Kohl Center Transportation Management Plan (TMP). The applicant should contact the UW Athletic Dept. The applicant should provide a letter of approval from the UW Athletic Dept. about management and operating accessory parking.
7. A condition of approval shall be that no residential parking permits will be issued for this address development, 700 University Avenue, consistent with other projects. In addition, the applicant shall inform all owners and/or tenants of this facility of the requirement in their condominium documentation, apartment leases and zoning text; however, the designated inclusionary dwelling units at University Ave shall be eligible for residential parking permits according to the inclusionary zoning. The applicant shall provide addresses and apartment numbers for the designated inclusionary dwelling units, eligible for residential parking permits to the City Traffic Engineer/Parking Manager at time of submittal of sign off.
8. The applicant shall install truck service garage doors and electronic lighted signage to parking ramp to prevent vehicles from using the truck service area. The applicant shall note on the site plans garage door operation and signage to prevent unauthorized vehicles from using truck loading area.
9. The final results of the developer's traffic impact study shall be reviewed and approved by the Traffic Engineer prior to final sign-off on the first SIP.
10. City of Madison radio systems are microwave directional line of sight to remote towers citywide. The building elevation will need to be reviewed by Traffic Engineer to accommodate the microwave sight and building. The applicant shall submit grade and elevations plans if the building exceeds four stories prior to sign-off to be reviewed and approved by Keith Lippert, (266-4767) Traffic Engineering Shop, 1120 Sayle Street. The applicant shall return one signed approved building elevation copy to the City of Madison Traffic Engineering office with final plans for sign off.

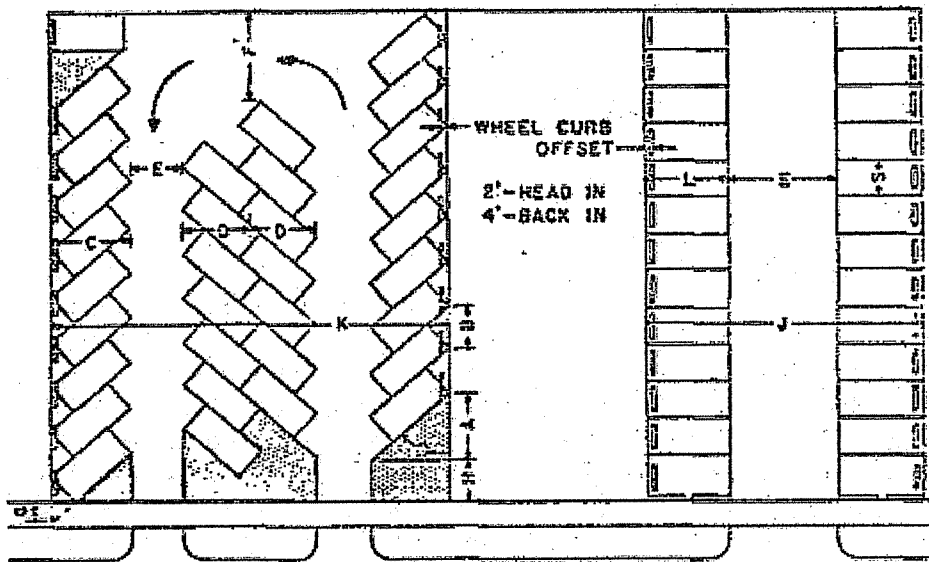
## GENERAL OR STANDARD REVIEW COMMENTS

In addition, we offer the following General or Standard Review Comments:

11. When the applicant submits final plans for approval, the applicant shall show the following: items in the terrace as existing (e.g., signs and street light poles), type of surfaces, existing property lines, addresses, one contiguous plan (showing all easements, all pavement markings, building placement, and stalls), adjacent driveway approaches to lots on either side and across the street, signage, percent of slope, vehicle routes, total number of parking spaces & bike racks, dimensions of radii, aisles, driveways, stalls including the two (2) feet overhang, and a scaled drawing at 1" = 20'.
12. The applicant shall install safety Ped/Vehicle Mirrors for both parts of the parking ramp and truck areas for the egress of both ramps and loading areas. "Do Not Block Sidewalk" Lake St. & W. Johnson St., "Service Truck Entrance Only" at both garage doors for loading area, and "Stop" signs shall be installed at all driveway approaches. And "Left Turn Only" & "Stop" signs shall be installed at the West Johnson Street driveway approaches. The applicant shall install electronic light for ingress & egress signs for vehicle access to ramps to be approved with detail signing plans. The applicant shall provide signage to secure truck one-way traffic from Lake St. to Johnson St. (The electronic signs may require to encroach onto the right-of-way, and require

additional approval from City Real Estate.) The applicant shall install pavement markings example as double yellow, arrows, keep right sign to secure ingress/egress ramp traffic. All signs at the approaches shall be shown on site. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan.

13. The applicant shall note on the site plans demonstrate semi trailer ingress/egress movements to the loading docks & public streets.
14. The ramp down to the underground parking and its percent of slope is questionable and shall be designed to accommodate low-clearance vehicles for a transition. The ramp breakover angle (limited by vehicle wheel-base and ground clearance) and angles of approach (affected by front overhang of vehicles) and departure (affected by rear overhang) are critical vehicle clearance points. Standards established by the Society of Automotive Engineers limit the ramp breakover angle to no less than 10 degrees; angle of departure, no less than 10 degrees; and angle of approach, no less than 15 degrees. The applicant shall provide a profile of the ramp showing the slopes critical clearance, when plans are submitted for approval. The applicant should explore ramp slopes (grades) less than 10 % that can be blended satisfactorily with an 8-foot transition length. In addition, the applicant shall demonstrate on the plan that vehicles turning ingressing and egressing the ramp can be accommodated in the tight area without encroaching onto adjacent properties.
15. All existing driveway approaches on which are to be abandoned shall be removed and replaced with curb and gutter and noted on the plan.
16. The driveways for the combined the truck service and parking ramp driveway approaches shall be redesigned to better define truck service and automobile ingress/egress, with final approval by the Traffic Engineer. The applicant shall modify the two (2) driveway approaches on Lake St. & W. Johnson St. according to M.G.O. 10.08(3)(c). Any two entrance shall be a least ten (10) ft. apart and in case less then sum of the approach flare or radii.
17. The parking facility shall be modified to provide for adequate internal circulation for vehicles. This can be accommodated by eliminating a parking stall at the dead ends. The eliminated stall shall be modified to provide a turn around area ten (10) to twelve (12) feet in width and signed "No Parking Anytime."
18. The applicant shall submit with the site lot plans in zoning text or letter of operations of gates and garage doors for the underground parking areas; a detail drawing of the area showing queuing of at least two to three automobiles to underground off-street parking ramp from Lake St. & Johnson St., if the garage doors or gates are use to secure parking areas showing that the operation will not be blocking the public sidewalk with queuing vehicles.
19. The applicant shall design the underground parking areas for stalls and backing up according to Figures II of the ordinance using the 9' or wider stall for the commercial/retail area. The "One Size Fits All" stall maybe used for the underground parking area only, which is a stall S = 8'-9" in width by L = 17'-0" in length with a E = 23'-0" backup. The applicant shall modify and dimensions for proposed parking stalls' items S = 17 ft., B = 8.75 ft., C = 17 ft., D = 17 ft., E = 23 ft., and F = 20 ft., and for ninety-degree angle parking width and backing up. The applicant shall modify ramp parking which no stair cases, elevators, aisles, ramps, columns, offices or work areas are to be excluded from these rectangular parking space S, B, C, D, E, & F, when designing underground parking areas.



20. The applicant shall execute and return the attached declaration of conditions and covenants for street lights prior to final approval.
21. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.

Please contact John Leach, City Traffic Engineering at 267-8755 if you have questions regarding the above items:

Contact Person: Rick Gilbertsen  
 Fax: 608-274-3674  
 Email: rickg@potterlawson.com

DCD:DJM:dm



# CITY OF MADISON FIRE DEPARTMENT

## Fire Prevention Division

325 W. Johnson St., Madison, WI 53703-2295  
Phone: 608-266-4484 ♦ FAX: 608-267-1153



DATE: 11/10/05  
TO: Plan Commission  
FROM: Edwin J. Ruckriegel, Fire Marshal  
SUBJECT: **700 Block University Ave.**

The City of Madison Fire Department (MFD) has reviewed the subject development and has the following comments:

**MAJOR OR NON-STANDARD REVIEW COMMENTS** (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. Provide fire apparatus access as required by Comm 62.0509 and MGO 34.19, as follows:
  - a. Provide a fire lane that extends to within 150-feet of all exterior portions of the structure, unless fully-sprinklered, then hose reach can extend to 250' off W. Johnson and University Ave. on right side of building.

## **GENERAL OR STANDARD REVIEW COMMENTS**

In addition, we offer the following General or Standard Review Comments:

2. Provide fire apparatus access as required by Comm 62.0509 and MGO 34.19, as follows:
  - a. The site plans shall clearly identify the location of all fire lanes.
3. All portions of the exterior walls of newly constructed public buildings and places of employment and open storage of combustible materials shall be within 500-feet of at least TWO fire hydrants. Distances are measured along the path **traveled by the fire truck as the hose lays off the truck**. See MGO 34.20 for additional information.

Please contact John Lippitt, MFD Fire Protection Engineer, at 608-261-9658 if you have questions regarding the above items.

cc: John Lippitt



## Madison Metro Transit System



1101 East Washington Avenue  
Madison, Wisconsin 53703  
Administrative Office: 608 266 4904  
Fax: 608 267 8778

November 11, 2005

TO: Plan Commission  
FROM: Timothy Sobota, Transit Planner, Metro Transit  
SUBJECT: 700 University Avenue – Demolition/Rezoning – University Square

Metro Transit has reviewed the subject development and has the following comments.

**MAJOR OR NON-STANDARD REVIEW COMMENTS** (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

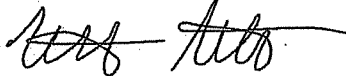
1. The applicant shall maintain an accessible passenger boarding area adjacent the bus stop shown on project plans.

### GENERAL OR STANDARD REVIEW COMMENTS

In addition, we offer the following General or Standard Review Comments:

2. Metro Transit operates campus SAFERide bus service seven evenings a week during the academic year along Lake Street. Metro bus stop #0068 is on the west side of the Lake Street, approximately 100 feet north of West Johnson Street.
3. Metro Transit requests to sign and review final documents submitted for this project.

Please contact Tim Sobota, Metro Transit at 261-4289  
or by email at <tsobota@cityofmadison.com>  
if you have questions regarding the above items.

? 

Digitally signed  
by Tim Sobota  
Date: 2005.11.11  
12:03:15 -06'00'

CC: Project contact person, Rick Gilbertsen: <rickg@potterlawson.com> (email)  
Atch: Notated site plan





Department of Public Works  
**Parks Division**

Madison Municipal Building, Room 120  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2987  
Madison, Wisconsin 53701-2987  
PH: 608 266 4711  
TDD: 608 267 4980  
FAX: 608 267 1162

November 16, 2005

TO: Plan Commission  
FROM: Simon Widstrand, Parks Development Manager  
SUBJECT: 700 University Avenue

S.W.

1. The developer shall pay \$646,070.50 for park dedication and development fees. Park fee credits have been granted for the Murray Mall portion of the site.
2. Park Fees shall be paid prior to each SIP signoff, or the developer may pay half the fees and provide a letter of credit for the other half.

Calculation of fees in lieu of dedication plus park development fees:

Park dedication = 430 multifamily @ 700 square feet/unit = 301,000 square feet. Credit is granted for 22,770 square feet in the Murray Mall. The developer shall pay a fee in lieu of dedication for the remaining 278,230 square feet @ \$1.65 / square foot = **\$459,079.50**

Park Development Fees = (430 @ \$501.11) = \$215,477.30  
minus credit of \$28,486.30 = **\$186,991.00**

**TOTAL PARK FEES = \$646,070.50**

Approval of plans for this project does not include any approval to prune, remove or plant trees in the public right-of-way. Permission for such activities must be obtained from the City Forester, 266-4816.

Please contact Simon Widstrand at 266-4714 or [awidstrand@cityofmadison.com](mailto:awidstrand@cityofmadison.com) if you have questions regarding the above items.





**DATE:** September 30, 2005

**TO:** Tim Parks  
City of Madison Planning & Development

**FROM:** Gary A. Brown, FASLA  
Director – Planning & Landscape Architecture

**RE:** University Square Redevelopment  
1 University Square

**Tim**, as a follow-up to our recent conversation, please note that the University of Wisconsin-Madison, the Board of Regents and the State of Wisconsin have negotiated a master term sheet for a joint public-private venture to redevelop University Square at the corner of University Avenue and Lake Street. The Board of Regents, as owners of the existing parking lot west of the current University Square facilities and the Murray Street right-of-way between West Johnson Street and University Avenue, have approved entering into a long term developer's agreement and condominium agreement with Executive Management, Inc. (EMI) to facilitate the development of university facilities within the overall project.

The university is fully supportive of this project and will work with EMI, local officials, our neighbors and our users to facilitate the local zoning approval process.

Please let me know if you have any questions.

**Xc:** Alan Fish  
Julie Grove  
Peter Olson  
Sue Springman  
Eric Lawson

**Facilities Planning & Management**

9<sup>th</sup> Floor WARF Building 610 Walnut Street Madison, Wisconsin 53726-2397  
(608) 263-3000 FAX (608) 265-3139 TTY (608) 265-5147