

Project Intent



Prairie Towne Center General Development Plan Modification

This application for a Modification of GDP is for the property known as Prairie Towne Center, Phase II located at 209-261 Junction Road. Madison, Wisconsin. The legal description of the property is Lot 1, CSM 7978.

This application for a Modification of GDP is specifically to add within Lot 1, 7978 an outlot building in a remote part of the parking lot area. The outlot building is approximately 8,233 gross square feet ("8K Outlot Building"). It will accommodate 3-5 separate commercial businesses. (See enclosed site plan, building plans and perspective drawings.)

This 8K Outlot Building is needed to drive more customers to Prairie Towne Center as the shopping center industry is undergoing seminal changes with respect to how people purchase their goods and services. Online retail purchases continue to grow at an alarming pace requiring less and less visits to physical stores, especially to those stores who sell items which can be more easily commodified. As a result, sales at all stores at Prairie Towne Center have decreased dramatically since the center's grand opening in 1997.

The International Council of Shopping Centers ("ICSC") has conducted studies that definitively show how the addition of restaurants to a shopping center property can add as much as 20% to the sales of other stores in the shopping center. The 8K Building will accommodate 2-3 restaurants which will drive traffic to the center and provide for longer shopping stays within the development.

The area in which the 8K Outlot Building will be located has a long history of very little to absolutely no use in the 20+ years that Prairie Towne Center has existed. The 8K Outlot Building will provide more density to the development, increased jobs in the area and increased tax revenues for the City of Madison and other local taxing authorities.

The following represent the proposed modifications to the existing GDP of Prairie Towne Center. The proposal is for the future development of (1) additional multi-tenant out-lot building (8,233 GSF), a future expansion to the existing Pick 'N Save (9,000 GSF), the conversion of the existing Lands' End building to a multi-tenant retail building with drive-thru and general landscaping/pedestrian orientated improvements.

Proposed Out-lot Building

The proposed out-lot building is an underutilized corner of the existing parking lot. The building is of a scale that would represent the addition of modest sized commercial tenant spaces not currently available within the development with a goal of attracting smaller food/beverage tenants. These modifications add to the diversity of use and continued vibrancy of the development.

8,233 GSF

In response to prior discussions with the Commission, alternate building locations and faced designs related to 'front of house' and 'back of house' have been explored. Ultimately, the design team felt that by pulling the building off of Junction Road with 1 drive aisle serving 2 lanes of parking along the 'front of house' façade facing junction road and providing a more functional 'back of house' facing the parking field was the most successful blend of design and function. The two short sides still provide space for patios and building access. The 'Back of house' façade is designed

for retail display and a strong central entry storefront. The building proximity to the sidewalk still provides for an easy connection to the front door of the new tenant spaces.

Additionally, the architecture of the building has been further refined and has a clear hierarchy of articulation. The material pallet and building massing have been chosen to be a more modern vocabulary than the rest of the shopping center while still having visual ties to the center. The ties we focused on included, the use of a split face block at the base in a larger format (12" x 24"), the use of an almost white, brick that is the same size as the brick veneer on the center and the use of red terra cotta colored architectural elements standing seam awnings on various sides of the architecture.

Existing (Lands' End)

The placement of a future drive-thru has been re-evaluated based on previous discussions with the Commission. The proposal now reflects a drive-thru that wraps around the back of the building. This allows for a generous car stack, without impacting the tenant entries along the street facing façade and adjacent parking.

Existing Landscape Overview

Currently, the Prairie Towne Center landscaping is comprised of a variety of mature deciduous and evergreen tree and shrub species with a limited amount of ornamental grasses and perennials existing on-site. Mature trees consist primarily of Black Hills Spruce, Colorado Blue Spruce, Green Ash, Maple and Honey Locust. Mature evergreens are strategically placed to enhance traffic flow through the main (middle) entrance drive of the development while various Ash and Maple species enhance the open spaces adjacent to Junction Road. Parking lot islands are comprised of either one or two Honey Locust species while a red granite gravel or blue fescue lawn serves as the "mulch" understory in the parking islands. Understory plantings within the parking islands are nonexistent while a limited amount of foundation plantings and ornamental trees exist along the retail storefront.

Proposed Landscape and Pedestrian Connectivity Improvements

While the Prairie Towne Center provides opportunities for multi-modal transit, including bus amenities and bike parking, the pedestrian amenities and connectivity are minimal and focused on the central, main entrance to the Center. Connectivity between proposed buildings including the 8,100 SF, 5,7000 SF, and existing Lands' End building are limited. To enhance the pedestrian's connectivity and experience the following improvements are proposed. Refer to General Development Plan Master Plan provided.

- Enhance landscape plantings at the middle entrance drive along Junction Road to create a more unified "Center";
- Increase the amount of perimeter landscaping along Junction Road to provide adequate parking lot screening as well as an enhanced pedestrian experience; The plans have been revised to reflect the desire for landscaping to provide relief and blur the boundary of the pedestrian realm rather than reinforcing the hard edge of the sidewalk.
- Meet "points" standards and zoning conformance for areas disturbed during development of Outlot retail building.
- Provide new and additional tree islands for zoning conformance for areas disturbed and adjacent to during development of Outlot retail building.

A variety of plantings will be used to highlight and define the Prairie Towne Center entrances and edges. Overall, an emphasis will be placed on low maintenance practices by utilizing native perennial plant species, particularly grasses and perennials. The plant list provided carefully selects four-season interest plantings by use of flower color, texture, fall color, and form.

Sample Plant List:

COMMON NAME	BOTANICAL NAME
OVERSTORY DECIDUOUS TREES	
<i>Prairie Pride Common Hackberry</i>	<i>CELTIS occidentalis 'Prairie Pride'</i>
<i>Redmond Linden</i>	<i>TILIA americana 'Redmond'</i>
<i>Draves Honey Locust</i>	<i>GLEDITSIA tricanthos 'Draves'</i>
<i>Red Sunset Maple</i>	<i>ACER rubrum 'Franksred'</i>
<i>State Street Maple</i>	<i>ACER miyabei 'Morton'</i>
<i>Espresso Coffeetree</i>	<i>GYMNOCLADUS dioicus 'Espresso'</i>
<i>Autumn Gold Ginkgo</i>	<i>GINKGO biloba 'Autumn Gold'</i>
<i>New Horizon Elm</i>	<i>ULMUS x 'New Horizon'</i>
TALL EVERGREEN TREES	
<i>Black Hills Spruce</i>	<i>PICEA glauca var. densata</i>
<i>Colorado Blue Spruce</i>	<i>PICEA pungens 'Glaucal'</i>
ORNAMENTAL DECIDUOUS TREES	
<i>Crabapple spp.</i>	<i>MALUS spp.</i>
<i>Serviceberry spp.</i>	<i>AMELANCHIER spp.</i>
<i>Pear spp.</i>	<i>PYRUS spp.</i>
UPRIGHT EVERGREEN TREES	
<i>Arborvitae spp.</i>	<i>THUJA spp.</i>
<i>Juniper spp.</i>	<i>JUNIPER spp.</i>
DECIDUOUS SHRUBS	
<i>Dogwood spp.</i>	<i>CORNUS spp.</i>
<i>Viburnum spp.</i>	<i>VIBURNUM spp.</i>
<i>New Jersey Tea</i>	<i>CEANOTHUS americana</i>
<i>Winterberry spp.</i>	<i>ILEX spp.</i>
<i>Little Devil Ninebark</i>	<i>PHYSOCARPUS opulifolius 'Donna May'</i>
<i>Spring Red Compact</i>	<i>VIBURNUM trilobum 'Spring Red'</i>
<i>Cranberrybush Vib.</i>	<i>RIBES alpinum</i>
<i>Alpine Currant</i>	<i>RHUS aromatica 'Gro-Low'</i>
<i>Gro-low Sumac</i>	

EVERGREEN SHRUBS

Yew spp.

Juniper spp.

TAXUS x media spp.

JUNIPERUS spp.

ORNAMENTAL GRASSES

Korean Feather Reed Grass

Prairie Dropseed

Flame Grass

Indiangrass

Autumn Moor Grass

Tufted Hairgrass

Northwind Switch Grass

Heavy Metal Switch Grass

Dwarf Fountain Grass

CALAMAGROSTIS brachytricha

SPOROBOLUS heterolepis

MISCANTHUS purpurascens

SORGHASTRUM nutans

SESLERIA autumnalis

DESCHAMPIA cespitosa

PANICUM virgatum 'Northwind'

PANICUM virgatum 'Heavy Metal'

PENNISETUM alopecuroides 'Hameln'

PERENNIALS

Brown-eyed Susan

Yellow Coneflower

Coneflower spp.

Little Spire Russian Sage

Coral Bells Palace Purple

May Night Perennial Salvia

Ornamental Onion spp.

Sedum spp.

Sky Blue Aster

False Blue Indigo

Prairie Blazing Star

Fireworks Goldenrod

Catmint spp.

RUDBECKIA triloba

RATIBIDA pinnata

ECHINAEA pallida

PEROVSKIA atriplicifolia 'Little Spire'

HEUCHERA micranatha var. diversifolia
'Palace Purple'

SALVIA nemorosa 'Mainacht'

ALLIUM spp.

SEDUM spp.

ASTER azureus

BAPTISIA australis

LIATRIS pycnostachya

SOLIDAGO rugosa 'Fireworks'

NEPETA spp.

Landscape Design Intent – Example Images



Management Plan for Prairie Towne Center:

The Prairie Towne Center commercial retail property is comprised of two ownership parcels. One parcel, known as the "Developer Tract", is owned by 209-261 Junction Road Madison Investors LLC. The other parcel, known as the "Target Tract", is owned by Dayton Hudson Corporation Property Tax Dept T-1060.

The Target Tract has been managed by Target since the property was developed in 1997. The Developer Tract has been managed by Flad Development since the property was developed in 1997. The Developer Tract at Prairie Towne Center will continue to be managed under an agreement with the owner in a professional manner with high industry standards. Local companies will continue to be engaged to provide such property services as waste removal, snow removal, landscape maintenance, parking lot maintenance and repair, building/roof maintenance and miscellaneous HVAC, electrical and plumbing repairs. In-house maintenance personnel are also employed to maintain daily contact with the property and respond to calls from tenants.

Organizational Structure:

Owner: UBS Global RE
2515 McKinney Ave, Suite 800
Dallas, TX 75201
Contact: Rick Zalatoris
richard.zalatoris@ubs.com

Architect: Iconica
901 Deming Way
Madison, WI 53717
608-664-3535
Contact: John Seamon
John.seamon@iconicacreates.com

Engineer: Iconica
901 Deming Way
Madison, WI 53717
608-664-3535
Contact: Patrick Eagan

Civil Design: JSD Professional Services, Inc.
161 Horizon Drive, Suite 101
Verona, WI 53593
Contact: Mike Grzesiak

Landscape Architect: JSD Professional Services, Inc.
161 Horizon Drive, Suite 101
Verona, WI 53593
Contact: Mike Grzesiak

Property Manager: Flad
3330 University Avenue, Suite 206
Madison, Wisconsin 53705
Contact: Jim Vogt (608) 833-8100

Project Schedule: Construction Start – Fall 2018

Estimated Project Cost: \$1,240,000.00
Public Subsidy Requested: None
Number of Construction and
Full time Equivalent
Jobs Created: 45

Thank you for your time in reviewing our proposal.

Sincerely,



John Seamon
Director of Design Strategy
Iconica