

# Potter Lawson

September 21, 2005 (updated 11/16/05)

Mr. Brad Murphy  
City of Madison  
Planning & Development  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53701

Re: Letter of Intent for  
University Square PUD – GDP/SIP submittal

Dear Mr. Murphy:

The following is submitted together with the Land Use Application, site plans, legal description, zoning text, IZ application and filing fee for City Staff, Plan Commission and Common Council consideration for approval.

Existing Conditions/Uses:

The proposed project site includes four parcels. Two parcels contain the existing University Square. This development has multiple, one-story retail structures grouped around an interior courtyard. The adjacent parcel is a metered surface parking lot and the remaining parcel is a pedestrian walkway in what was formerly the Murray Street right of way between West Johnson Street and University Avenue. The site area is 149,554 SF, or approximately 3.43 acres.

Zoning Requirements:

This project is currently located in Downtown Design Zone 2 and expects to comply with those requirements. The project is being submitted as a combined PUD- GDP/SIP. The SIP portion provides zoning to allow the existing uses to remain in place. A future SIP will be submitted to provide zoning for the proposed project.

The project contains retail components. We are expecting to submit a typical retail façade and signage design concept in the future SIP and submit specific retail facades and signage as a minor alteration to the approved SIP as retailers lease space.

The project is requesting to build a twelve-story structure and intends to meet the additional criteria for the additional two stories beyond 10 as identified in Downtown Design Zone 2 Guidelines.

Construction Schedule:

Construction is planned to commence in the summer of 2006, with phased project component completions in 2008 and 2009.

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15 Ellis Potter Court, PO Box 44964, Madison, WI 53744-4964 - Phone 608/274-2741 - Fax 608/274-3674  
Visit our web site at [www.potterlawson.com](http://www.potterlawson.com)

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Project Team:

Property Owners:

Madison Real Estate Properties  
2901 International Lane, Suite 100  
P.O. Box 8685  
Madison, WI 53704-8685

The University of Wisconsin, Madison  
957E WARF Building  
610 Walnut Street  
Madison, WI 53726

Developer:

Executive Management, Inc.  
2901 International Lane, Suite 100  
P.O. Box 8685  
Madison, WI 53704-8685

Architect:

Potter Lawson, Inc.  
15 Ellis Potter Court  
Madison, WI 53711

Civil / Landscape Designer:

JJR  
625 Williamson Street  
Madison, WI 53703

Geotechnical Consultant:

CGC, Inc.  
2921 Perry Street  
Madison, WI 53713

Transportation Consultant:

HNTB  
10 East Doty Street, Ste 615  
Madison, WI 53703

Structural Engineer:

Arnold & O'Sheridan Inc  
1111 Deming Way  
Madison, WI 53717

Mechanical/Elec. Engineer:

KJWW Engineering Consultants  
802 West Broadway, Suite 312  
Madison, WI 53713-1839

Telecom./IT Consultant:

Intelligent Network Solutions, Inc.  
10300 West Bluemound Rd STE A  
Wauwatosa, WI 53226-4389

Surveyor:

Jenkins Survey & Design, Inc.  
245 Horizon Drive, Suite 108  
Verona, WI 53593

Construction Manager:

J.H. Findorff & Son  
300 South Bedford Street  
P.O. Box 1647  
Madison, WI 53701-1647

Project Description:

Executive Management, Inc. proposes to redevelop the parcels which are bounded by University Avenue, Lake Street, W. Johnson Street and the University of Wisconsin Vilas Hall site. The mixed-use development will continue to be known as University Square. Proposed building uses will include retail, private rental housing, UW Student Services (Registrar, Bursar, Student Financial Aid), UW Student Activity Center, and University Health Services. The development will include parking. The project will also include the redevelopment of the pedestrian mall (East Campus Mall) between W. Johnson Street and University Avenue.

Hours of operation will be varied. It is expected that activity will occur on site 24 hours a day, seven days a week.

The retail may include a mix of local and national tenants of various sizes. It is expected that some retailers will have a food service component. The intent is to provide to the extent feasible accessible, walk-in access to retail storefront at the required setback around the perimeter of the site where feasible. The project proposes to place public sidewalks adjacent to the building in the setback adjacent to the retail storefronts. To accommodate this and provide a pedestrian friendly environment, the project proposes developing the City right of way providing planters, bike parking and outdoor seating.

The private rental housing will be student focused. The unit mix will consist of one, two, three and four bedroom units. The total number of units will be approximately 350. The total number of beds will be approximately 1010. Each unit will be self-contained and have kitchens, bathrooms and living rooms. Some of the units will have private balconies. The project will have on-site amenities including laundry facilities and on-site management. It is likely that the project will need to seek a waiver and work closely with city staff to find some way to comply with the spirit of the inclusionary zoning ordinance.

The UW spaces are existing functions on the Madison Campus that will be relocated to this location. The new facility will provide the users with better functioning spaces, adequate space to meet current demand and facilitate execution of the universities master plan.

The project will provide approximately 425 parking spaces. It is expected that a portion will be secured permit parking for the rental housing and the remaining will be hourly public parking serving retail and UW uses. It is possible that the public parking would be used for UW special events.

A drive-thru, on-site, loading area will be provided for the project. The project is also requesting improvements to the city right of way on Lake Street between University Avenue and W. Johnson Street to accommodate dedicated loading areas. The existing bus stop on Lake Street will remain.

Trash storage and removal will occur on-site in the loading area. On-site storage of snow removal and maintenance equipment would be in enclosed areas in the loading or parking areas.

Secure, on-site bike and moped parking will be provided for rental housing. Bike parking will be provided for other building occupants on site. The project proposes to provide additional bike parking in the city right of way.

A roof plaza is being considered. The Plaza may have green roof areas that could be utilized to help meet storm water management requirements. Building occupants will have access to plaza areas and it is expected that this space will be utilized to supplement other amenities to satisfy useable open space requirements.

The designated fire lane for the project will be along Lake Street for fire apparatus access. However, the building has street frontage along three of the four sides providing additional access.

Downtown Design Zone 2 allows for a FAR of 6. This would allow for a building up to approximately 897,000 GSF. The project may be built up to but will not exceed allowable FAR.

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The following gross square footages are for the current design concept and will be finalized with the SIP submittal:

Retail	130,000 GSF
Private Rental Housing	435,000 GSF
UW Student Services	73,500 GSF
University Health Services	91,000 GSF
UW Student Activity Center	<u>60,500 GSF</u>
Total Building Gross Square Footage	790,000 GSF <sup>1</sup>

Note1: Total building GSF is approximate and does not include any below grade space, above grade parking, loading space or any mechanical penthouse space.

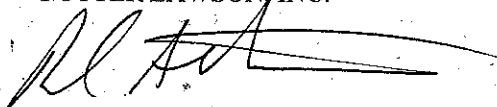
In summary, the redevelopment of this currently underutilized site will have a positive impact in the east campus area of UW Madison for both the City of Madison and the University. The mixed-use plan provides student focused housing units, university functions and retail uses directly adjacent to the UW campus promoting smart growth by placing density where demand is strong and sufficient city services exist. This project will further enhance the development of the East Campus pedestrian mall and provide convenient access to much needed services for residents in this part of the city.

Approximately 75% of the proposed development is private and remaining 25% is public sector for the University of Wisconsin. The redevelopment of this site will have a significant impact on the property value and have a substantial economic impact to the city.

Thank you for your time in reviewing this proposal.

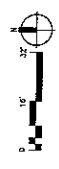
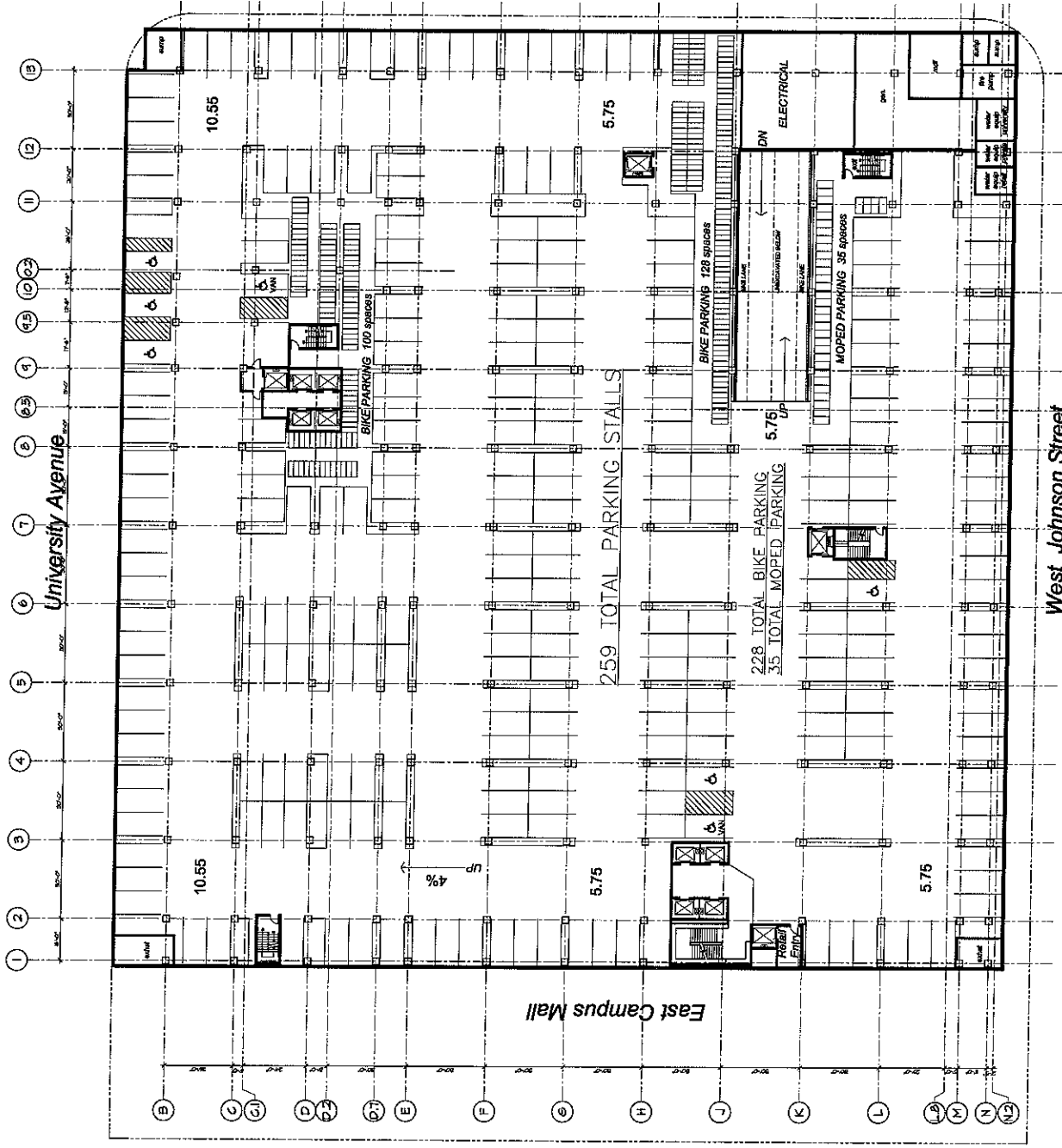
Sincerely,

POTTER LAWSON, INC.



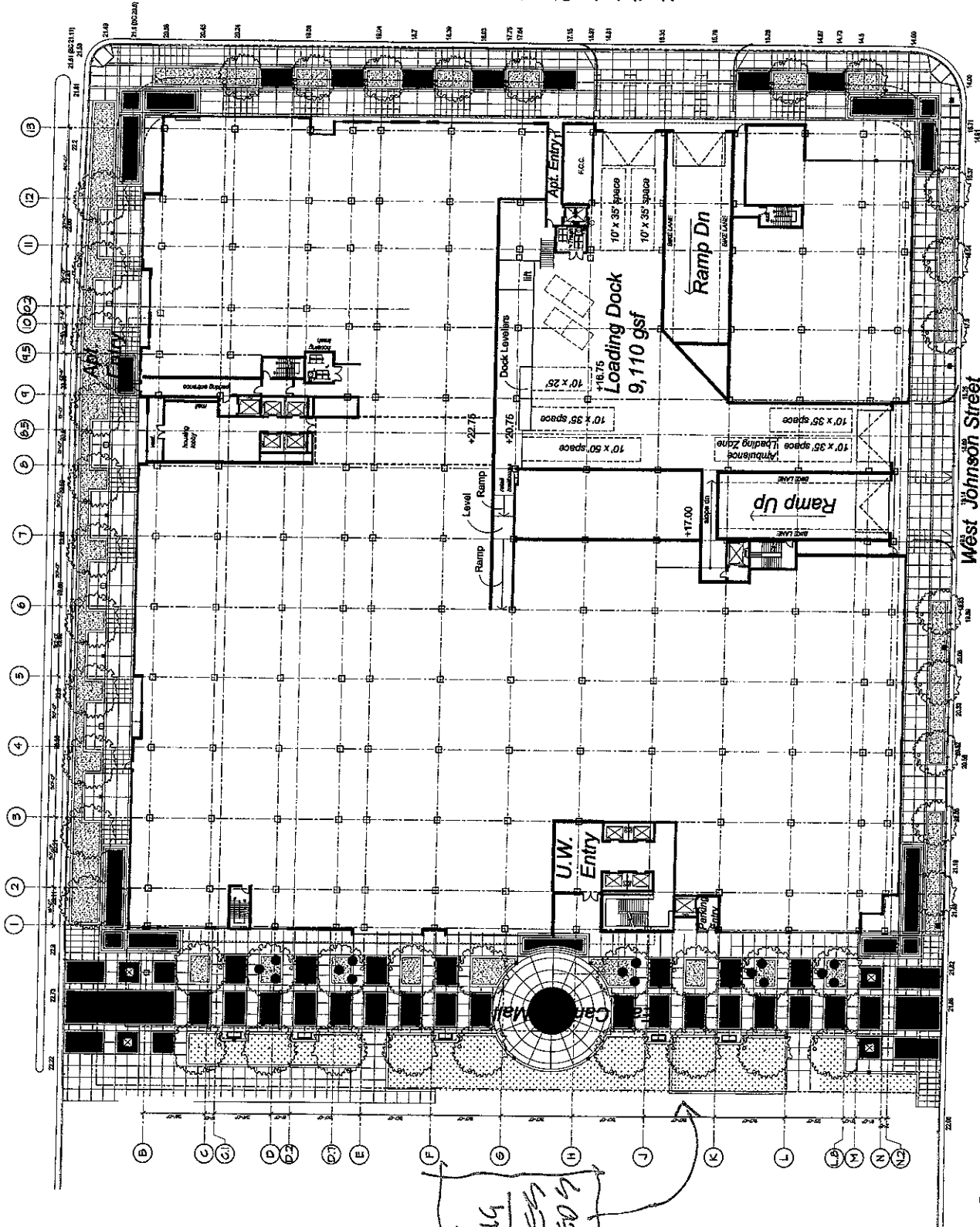
Richard A. Gilbertsen  
Project Manager

Enclosures



Parking Level Plan

University Avenue

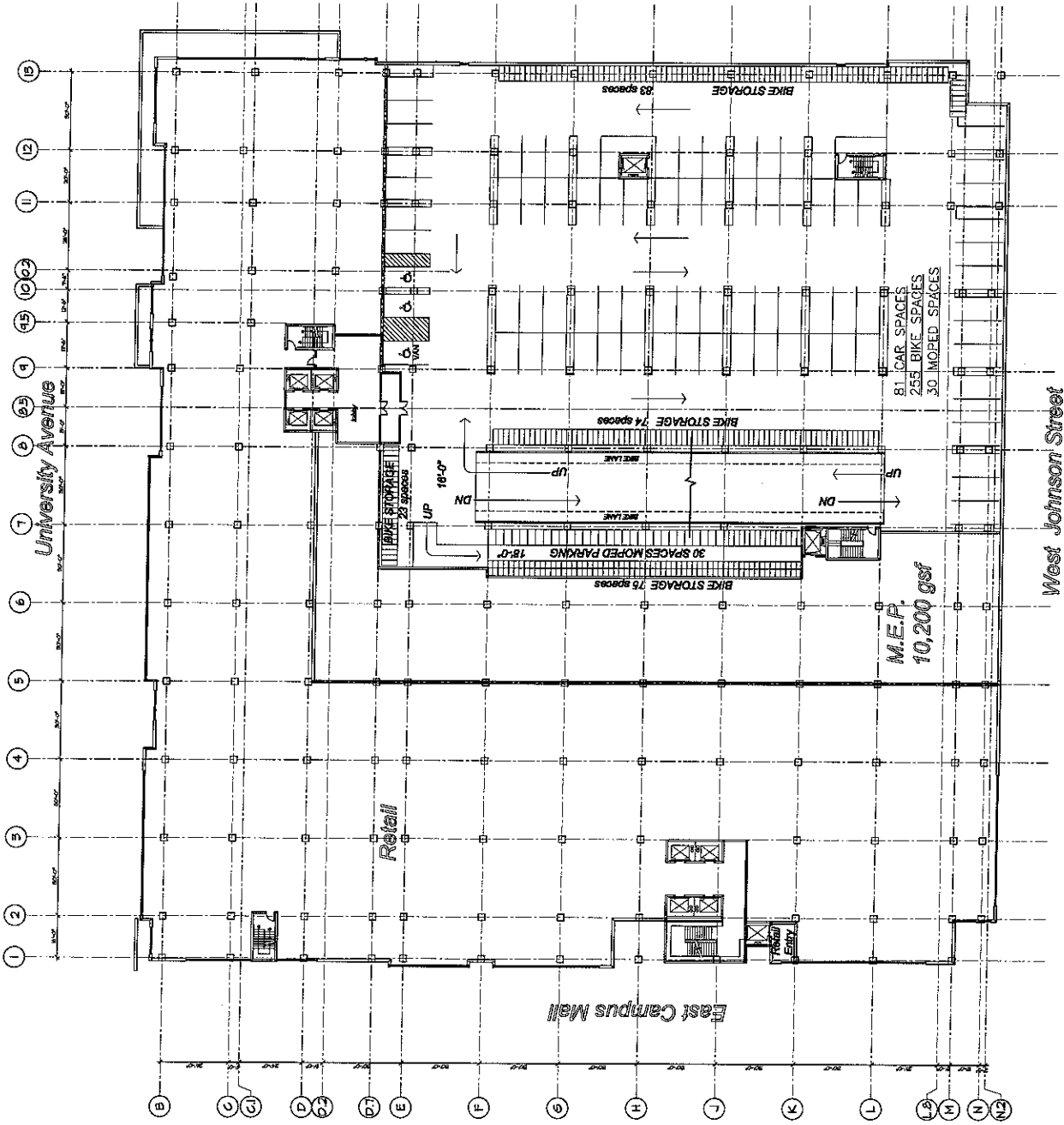


SURFACE  
PARKING  
90 BIKES  
25 MOPEDS

University Square Development

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First Floor Plan



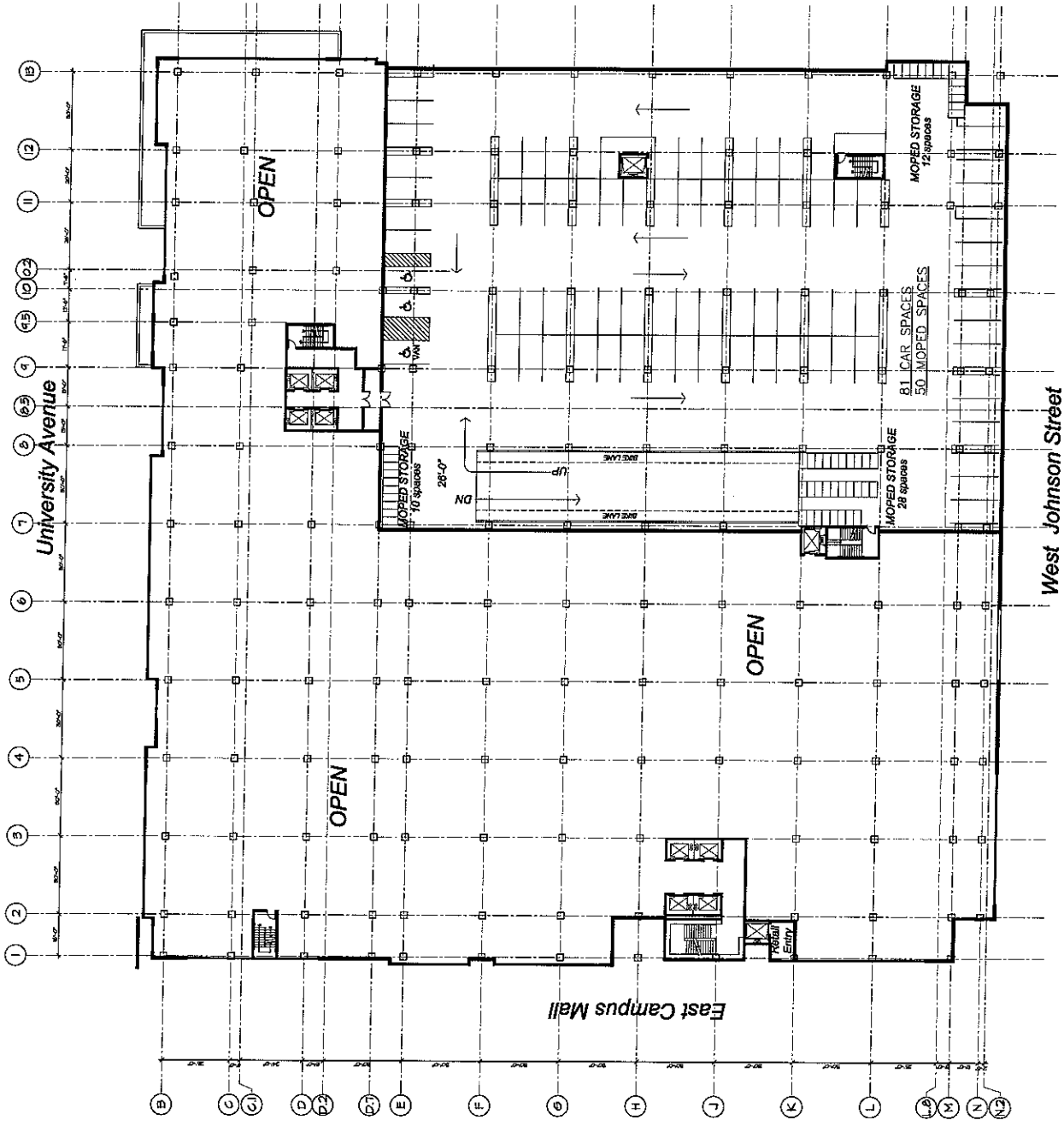
North Lake Street



Second Floor Parking Plan

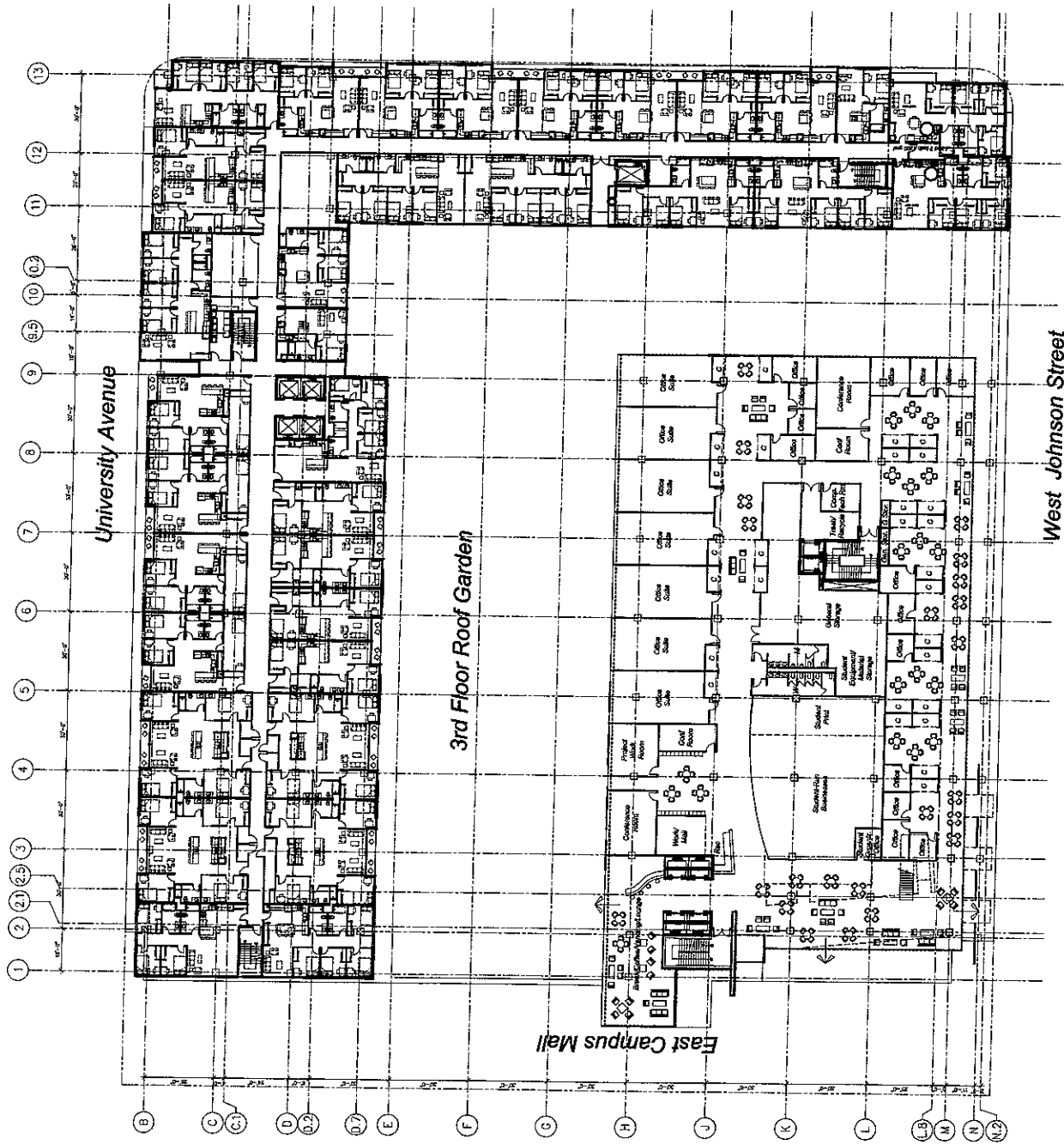
University Square Development

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Second Floor Upper Parking Plan





North Lake Street

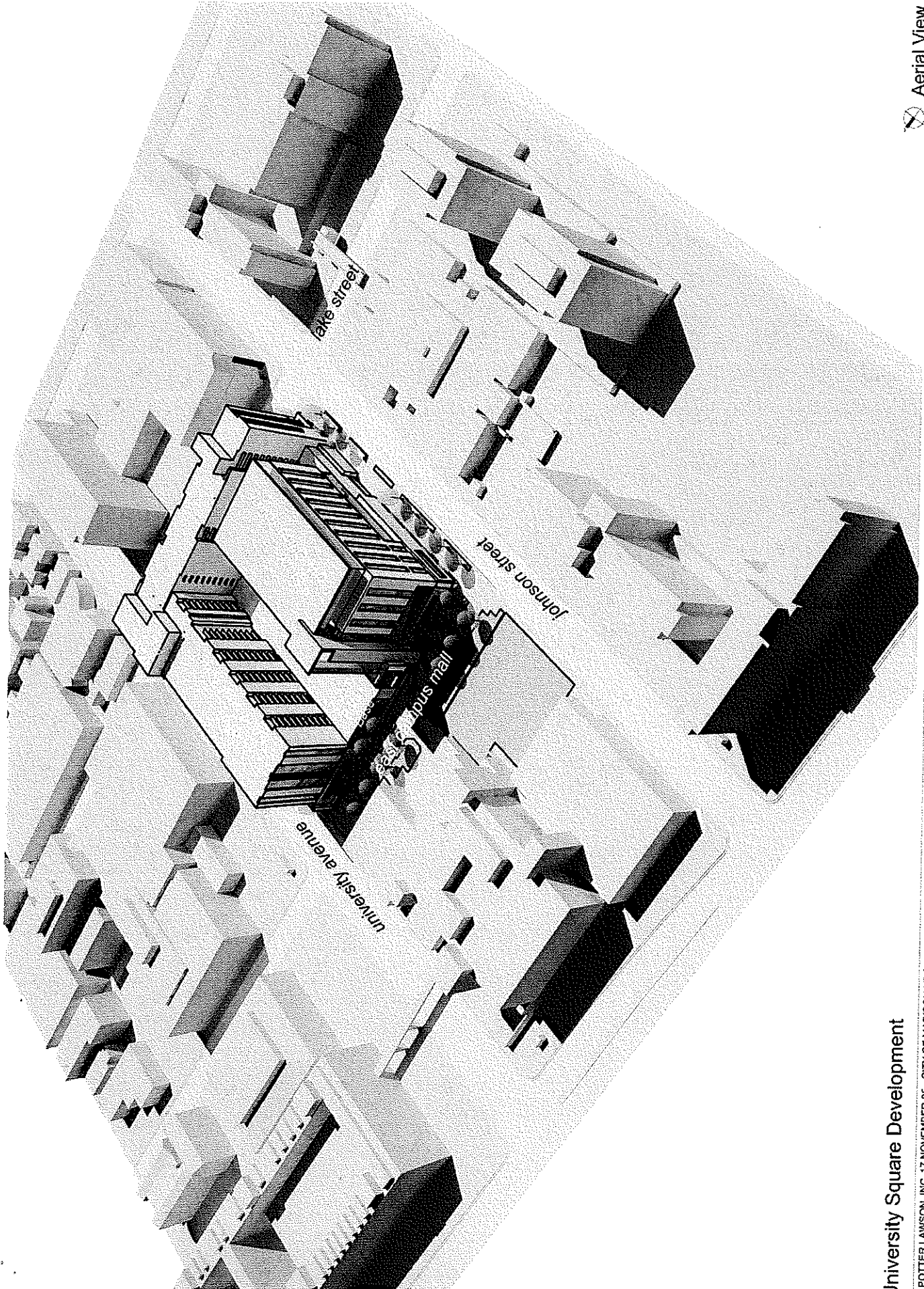
University Avenue

3rd Floor Roof Garden

West Johnson Street

East Campus Mall





# University Square Development

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