

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: October 26, 2005

Action Requested

Informational Presentation

UDC MEETING DATE: November 2, 2005

- ☒ Initial Approval and/or Recommendation
☒ Final Approval and/or Recommendation

PROJECT ADDRESS: 1 University Square

ALDERMANIC DISTRICT: 8

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

Madison Real Estate Properties

Potter Lawson

University of Wisconsin - Madison

CONTACT PERSON: Rick Gilbertsen, Potter Lawson, Inc.

Address: 15 Ellis Potter Court

Madison, WI 53711

Phone: 608/274-2741

Fax: 608/274-3674

E-mail address: rickg@potterlawson.com

TYPE OF PROJECT:

(See Section A for:)

☒ Planned Unit Development (PUD)

☒ General Development Plan (GDP)

☒ Specific Implementation Plan (SIP) -existing uses to remain in place

☐ Planned Community Development (PCD)

☐ General Development Plan (GDP)

☐ Specific Implementation Plan (SIP)

☐ Planned Residential Development (PRD)

☐ New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)

☐ School, Public Building or Space (Fee may be required)

☐ New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 50,000 Sq. Ft.

☐ Planned Commercial Site

(See Section B for:)

☐ New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

☐ R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

☐ Comprehensive Design Review* (Fee required)

☐ Street Graphics Variance* (Fee required)

☐ Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)



Exterior and Interior Design Criteria for Planned Unit Developments in Downtown Design Zones

Project No. 2000.36.00

Page 1 of 5

		Stage Approval Requested	
		GDP	SIP
Exterior Building Design			
Massing		X	
<p>The University Square development is being designed to have the mass broken up to provide a pedestrian-friendly quality and to ensure compatibility with other buildings in the vicinity. The mass of the L-shaped apartment structure has been designed so that the University Avenue massing and Lake Street massing are not identical. In addition, the University structure at the corner of Johnson Street and East Campus Mall has varied floor-to-floor heights that provides a unique massing and architectural expression.</p>			
Orientation		X	
<p>The base of this building is being designed with the opportunity for Retail shops to be accessed off of East Campus Mall, University Avenue, Lake Street and Johnson Street. The entrances to the University components and the Apartments have been separated to provide major entrances on three sides of the building; the University portion of the project is entered off of East Campus Mall and the Apartments are entered off of University Avenue and Lake Street. Also, the below grade parking, assumed to be primarily public parking, has multiple egress locations that allows access to the public sidewalk along each of the building facades.</p>			
Building Components		X (Concept)	X (Final)
<p>It is our intention to design this development to provide visual interest on all facades of the building. The University structure will be developed and detailed to provide an architectural character and expression that is different than the Apartment structure. For the Apartment structure we believe that the building components (base, body & cap) on University Avenue and Lake Street will not be identical, but will have building elements such as balconies that will be treated similarly on both facades. One option that may be explored is the possibility that the height of the apartment structure may vary at the upper floor and not be the same along University Avenue and Lake Street. To provide variety in apartment units it is likely that all units will not have an exterior balcony - this also allows the exterior of the building to have varying architectural interest and appearances. Creating a pedestrian friendly environment at the street level is vitally important to having a successful Retail development. It is likely that individual retailers will want to customize the exterior of their retail establishments and this will be encouraged. Some retail may be developed with a two-story expression while other retail</p>			

Exterior and Interior Design Criteria for Planned Unit Developments in Downtown Design Zones

Project No. 2000.36.00

Page 2 of 5

	GDP	SIP
may be developed as single-story boutique type shops. Mechanical equipment will be architecturally screened and it is currently being assumed that the facilities cooling towers will be located above at the corner of University Avenue and Lake Street. This location provides an opportunity for the buildings massing, height and architectural expression to address this important corner.		
Articulation	X (Concept)	X (Final)
While not fully developed, the massing diagrams included within the GDP package start to suggest the articulation being considered. The building is being developed with both horizontal and vertical reveals, projections, stepbacks and three-dimensional planes to breakdown the massing of the building. As the articulation of the building façade evolves elements that provide human scale will be incorporated as materials and detailing are finalized.		
Openings		X
Materials		X
Entry Treatment	X (Concept)	X (Final)
Main entrances to the Apartment and University structures will have entry treatment that defines these primary entrances. The concept at the University entrance on East Campus Mall is for a portion of the Student Activity Center on the Third Floor to project over East Campus Mall and assist in defining this entrance to all University elements within the building. For the Apartment entrances there will likely be sidewalk paving changes, canopy elements, lighting and signage to identify these primary building entrances.		
Terminal Views and Highly Visible Corners	X (Concept)	X (Final)
This project has two highly visible corners; University Avenue & Lake Street and Johnson Street & East Campus Mall. At each of these corners the buildings height and mass are commensurate with the prominence that these corners have from a visibility standpoint. It is likely that at the base of the building these two corners will attract retailers that desire a two-story retail store. We believe this is highly desirable and the intention is to encourage these retailers to customize the exterior of the two-story base of the buildings to provide unique elements and architectural treatment at these important corners. We understand that approvals for retailer modifications to the exterior design will be handled as modifications to the project's SIP approval. The facilities		

Exterior and Interior Design Criteria for Planned Unit Developments in Downtown Design Zones

Project No. 2000.36.00

Page 3 of 5

	GDP	SIP
massing concept also shows the visual prominence that the University entrance will have along East Campus Mall.		
Additional Criteria for Bonus Stories in Downtown Design Zone 2	X	
This project is requesting approval on one additional story (total of 11 stories) on the University structure at the corner of Johnson Street and East Campus Mall and two additional floors (total of 12 stories) on the Apartment structure along University Avenue and Lake Street. This building is being designed below the allowable FAR of 6. Concepts were explored where the mass of the building was pushed down onto the Third and Fourth Floors of the site, but these concepts were not providing the pedestrian scale desired along East Campus Mall. These concepts also did not provide functionally efficient layouts and created a structure where natural daylight could not be incorporated into the interior of the site on the Third and Fourth Floors. The resulting concept submitted is an 11 story rectangular building and an L-shaped 12 story building, provides functional floor plates and natural daylighting to building functions. The building heights of the development vary due to the different floor-to-floor heights required by the different building functions. The massing diagrams illustrate that the 11 story structure will be architecturally treated differently than the 12 story structure. For the 12 story structure the design is proposing a higher element at the corner of University Avenue and Lake Street and different massing elements and skyline treatments for the two wings of the Apartment structure. The building façades of both structures (11 & 12 story) have elements that will be setback and projecting to provide varying architectural expressions around the building.		
Site Design/Function		
Semi-Public Spaces (University Ave, Lake St. and Johnson St.)	X	
Creating a pedestrian friendly environment is critical to having a successful retail development. We are requesting approval of locating the pedestrian sidewalk immediately adjacent to the retail storefronts along University Avenue, Lake Street and Johnson Street. Like State Street, a pedestrian sidewalk adjacent to the retailers is desirable to provide window shopping, walk-in traffic and visibility for the retailers. Between the pedestrian sidewalk and the existing bike path on University Avenue we are requesting approval of a built-in planter that serves to separate the pedestrian walkway from the existing bike path and vehicular road and also serves to allow the entire retail storefronts along University Avenue to be at the same floor elevation. Having the retail at a single floor		

Exterior and Interior Design Criteria for Planned Unit Developments in Downtown Design Zones

Project No. 2000.36.00

Page 4 of 5

	GDP	SIP
elevation allows flexibility in configuring retail shops and allows for expansion and contraction opportunities for retailers along University Avenue. Along Lake Street and Johnson Street we are proposing a variety of planter zones which provide some separation between the sidewalk and the street and allow for retail access along Johnson Street. We are also requesting approval to allow bike parking in the public right-of-way in specific zones along University Avenue, Johnson Street and Lake Street to support the retail.		
Semi-Public Spaces (East Campus Mall)		X
Landscaping, pavement materials & planter details		X
Lighting		X
Interior Building Design		
Mix of Dwelling Unit Types	X (Concept)	X (Final)
This development will incorporate a variety of unit types. Within the two, three and four bedroom unit types there will be modifications and amenities so that all units will not be alike. The current concept for the mix of dwelling units is the following: 140 Four Bedroom Units 50 Three Bedroom Units 140 Two Bedroom Units 20 One Bedroom Units		
Dwelling Unit Size, Type and Layout		X
Interior Entryway		X
Usable Open Space		X
Trash Storage	X	
Trash storage will occur in the First Floor loading area. Within the Apartment structure there will be trash chutes that collect at the First Floor and will be dumped into the compactor(s) located within the loading area.		
Off Street Loading	X	
Off Street Loading will occur within the First Floor Loading dock. This loading dock will be entered off of Lake Street and exited onto Johnson Street. It is anticipated that deliveries will		

Exterior and Interior Design Criteria for Planned Unit Developments in Downtown Design Zones

Project No. 2000.36.00

Page 5 of 5

	GDP	SIP
be made at the docks and also directly off of trucks located within the loading/unloading area. Lifts and stairs are being provided to accommodate a variety of loading and unloading activities. The vehicular truck movement is being designed so that multiple trucks can use the docks while maintaining a drive aisle for truck movement past trucks parked at the dock(s).		
Resident Parking		
- Vehicles	X (Concept)	X (Final)
Resident vehicular parking is being planned above the first floor retail at the corner of Johnson Street and Lake Street. There will be approximately 160 parking spaces.		
- Bicycles	X (Concept)	X (Final)
Resident bicycle parking is being planned within the two floors of the parking ramp located above the first floor retail at the corner of Johnson Street and Lake Street. Residents will also be able to use the bicycle parking in the lower level parking ramp and in bicycle parking planned adjacent to East Campus Mall.		
- Mopeds	X (Concept)	X (Final)
Resident moped parking is being planned within the two floors of the parking ramp located above the first floor retail at the corner of Johnson Street and Lake Street. Residents will also be able to use the moped parking in the lower level parking ramp.		
Building Security and Management		X

Yard Requirements in Downtown Design Zone 2:

This development is being designed to meet the yard requirements of Downtown Design Zone 2. Lake Street has a fifteen (15) foot front yard, University Avenue has a twelve (12) foot side yard, Johnson Street has a ten (10) foot side yard and East Campus Mall has a twenty-five (25) foot rear yard.

Floor Area Ratio:

This development is being designed so that the floor area ratio will not exceed 6.0.

Potter Lawson

September 21, 2005

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 façades 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.

Providing quality design services since 1913

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

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 430. The total number of beds will be approximately 930. 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.

Mr. Brad Murphy
September 21, 2005
Page 4

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	415,000 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	770,000 GSF ¹

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 too 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

University Square

LEGAL DESCRIPTION

PARCEL A (North part of existing University Square at University Avenue)

Part of Block Six (6), University Addition to Madison, and part of vacated Conklin Place, in the City of Madison, Dane County, Wisconsin, more particularly described as follows:

Commencing at the North quarter corner of Section Twenty-Three (23), Township Seven (7) North, Range Nine (9) East, City of Madison, Dane County, Wisconsin; thence South 36°21'35" West, 693.12 feet; thence South 00°57'02" West, 99.0 feet; thence North 89°12'29" West, 521.56 feet along the Southerly right-of-way line of University Avenue to a point of curve, the said point being the point of beginning; thence Southeasterly on a curve to the right, convex to the Northeast and having a radius of 25 feet and a chord that bears South 44°07'14" East, 35.41 feet to a point of tangency on the Westerly right-of-way line of North Lake Street; thence South 00°58'02" West, 149.63 feet along the Westerly right-of-way line of North Lake Street; thence North 89°11'57" West, 265.08 feet; thence North 00°53'22" East, 174.66 feet to the Southerly right-of-way line of University Avenue; thence South 89°12'29" East, 240.42 feet along the Southerly right-of-way line of University Avenue to the point of beginning.

PARCEL B (South part of existing University Square at Johnson Street)

The Plat of Johnson Court and Part of Block Six (6), University Addition to Madison, and vacated Huntington Court and part of vacated Conklin Place, in the City of Madison, Dane County, Wisconsin, described as follows:

Commencing at the North quarter corner of Section Twenty-Three (23), Township Seven (7) North, Range Nine (9) East, in the City of Madison, Dane County, Wisconsin; thence South 36°21'35" West, 693.12 feet; thence South 00°57'02" West, 99 feet; thence North 89°12'29" West along the Southerly right-of-way line of University Avenue 496.48 feet; thence South 00°58'02" West along the Westerly right-of-way line of North Lake Street 174.71 feet to the point of beginning of this description; thence continuing South 00°58'02" West along the Westerly right-of-way line of North Lake Street, 149.76 feet to a point of curve; thence Southwesterly on a curve to the right which has a radius of 25 feet and a chord which bears South 45°53'18" West, 35.31 feet to a point of tangency and the Northerly right-of-way line of West Johnson Street; thence North 89°11'25" West along said right-of-way line, 239.91 feet; thence North 00°53'22" East, 174.66 feet; thence South 89°11'57" East, 265.08 feet to the pint of beginning.

PARCEL C (Existing University Parking Lot)

A parcel of land being all of Lots One (1) and Ten (10), part of Lot Two (2), and part of vacated Conklin Place of Block Six (6), University Addition to the City of Madison, recorded in Volume A of plats on Page Nine (9), as Document No. 179949A; and part of Lots One (1) and Five (5) of Johnson Court, recorded in Volume Two (2), on Page Thirty-Nine (39); all located in the Northwest Quarter (NW ¼), Section Twenty-Three (23), Town Seven North (T7N), Range Nine East (R9E), City of Madison, Dane County, Wisconsin, more particularly described as follows:

Commencing at the north quarter corner of said Section Twenty-Three (23); thence S 36°21'35" W, 693.12 feet; thence S 00°57'02" W, 99 feet; thence along the Southerly right-of-way line of University Avenue, N 89°12'29" W, 496.48 feet; thence along the Westerly right-of-way line of North Lake Street, S 00°58'02" W, 349.40 feet to the northerly right-of-way line of West Johnson Street; thence along said northerly right-of-way line of West Johnson Street, N 89°11'25" W, 239.91 feet to the point of beginning; thence continuing along said northerly right-of-way line of West Johnson Street, N 89°11'25" W, 97.98 feet to the easterly right-of-way line of vacated North Murray Street; thence along said easterly right-of-way line of North Murray Street, N00°53'22" E, 349.32 feet to the southerly right-of-way line of University Avenue; thence along said southerly

University Square

right-of-way line of University Avenue, S 89°12'29" E, 97.98 feet; thence S 00°53'22" W, 349.32 feet to the point of beginning.

PARCEL D (Existing pedestrian mall between Johnson Street and University Avenue)

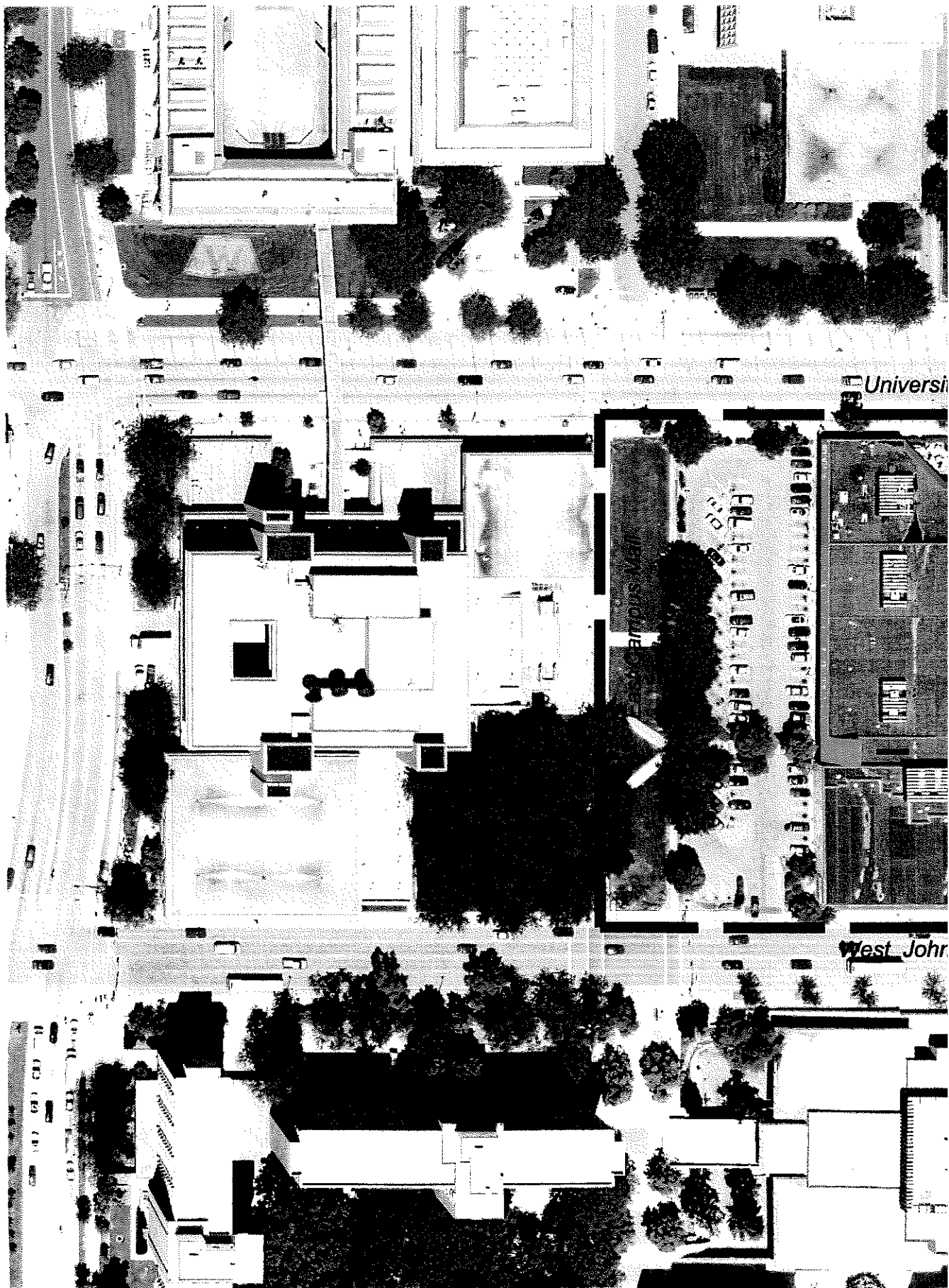
A parcel of land being all of vacated North Murray Street between Block Six (6) and Block Seven (7), University Addition to the City of Madison, located in the Northwest Quarter (NW 1/4), Section Twenty-Three (23), Town Seven North (T7N), Range Nine East (R9E), City of Madison, Dane County, Wisconsin, more particularly described as follows:

Commencing at the north quarter corner of said Section Twenty-Three (23); thence S36°21'35"W, 693.12 feet; thence S00°57'02"W, 99.0 feet; thence along the southerly right-of-way line of University Avenue, N89°12'29"W, 496.48 feet; thence along the westerly right-of-way line of North Lake Street, 00°58'02"W, 349.40 feet to the northerly right-of-way line of West Johnson Street; thence along said northerly right-of-way line of West Johnson Street, N89°11'25"W, 337.89 feet to the point of beginning; thence continuing along said northerly right-of-way line of West Johnson Street, N89°11'25"W, 66.0 feet to the westerly right-of-way line of vacated North Murray Street; thence along said westerly right-of-way line of vacated North Murray Street, N00°53'22"E, 349.32 feet, more or less, to the southerly right-of-way line of University Avenue; thence along said southerly right-of-way line of University Avenue S89°12'29"E, 66.0 feet; thence S00°53'22"W, 349.32 feet to the point of beginning.

UNIVERSIT

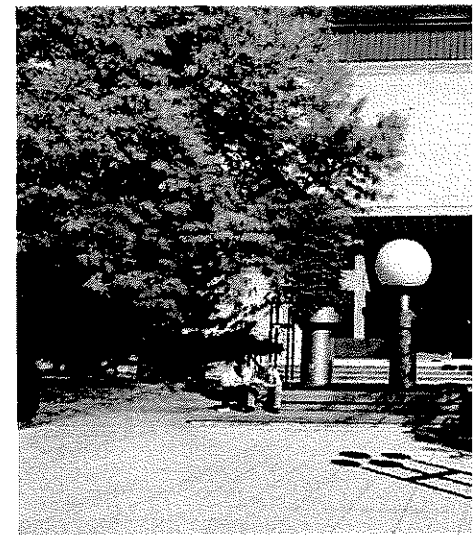
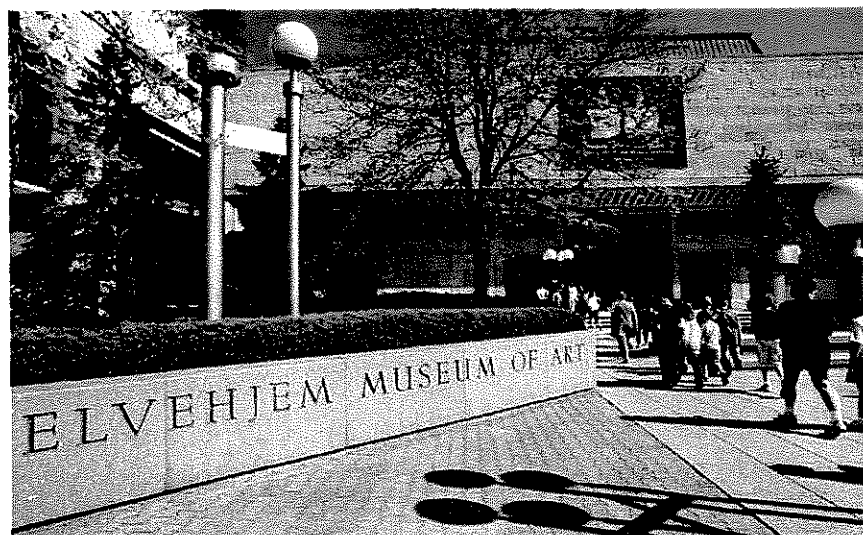
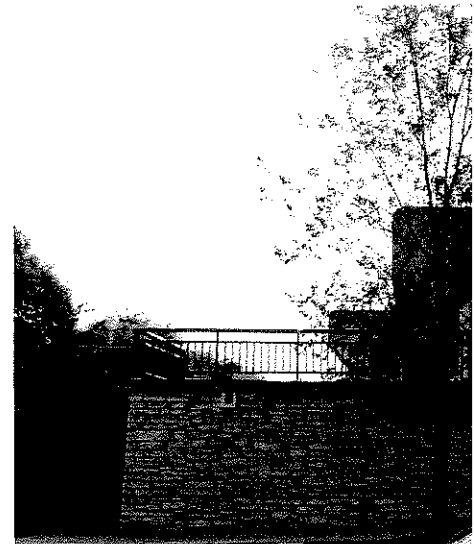
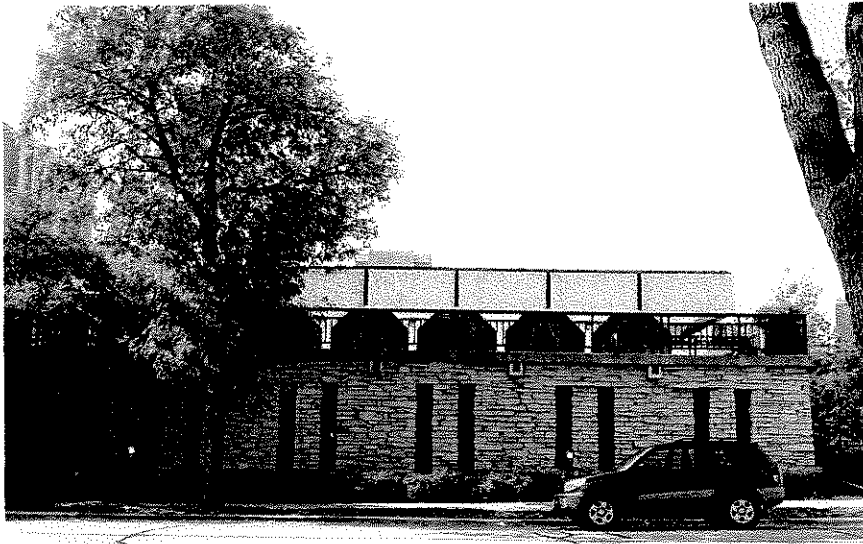
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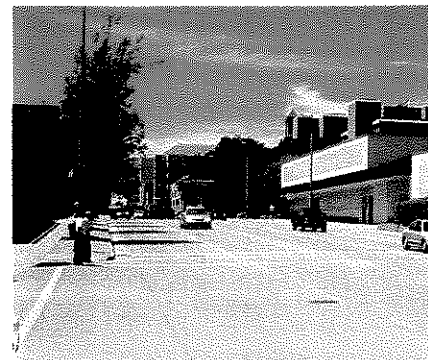
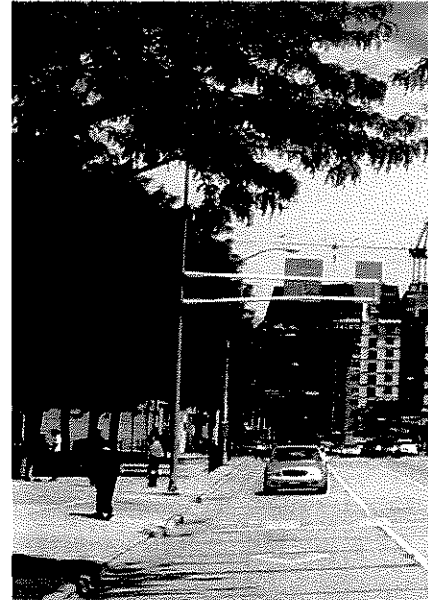
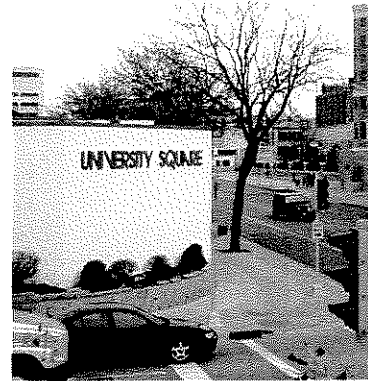
University Square Development

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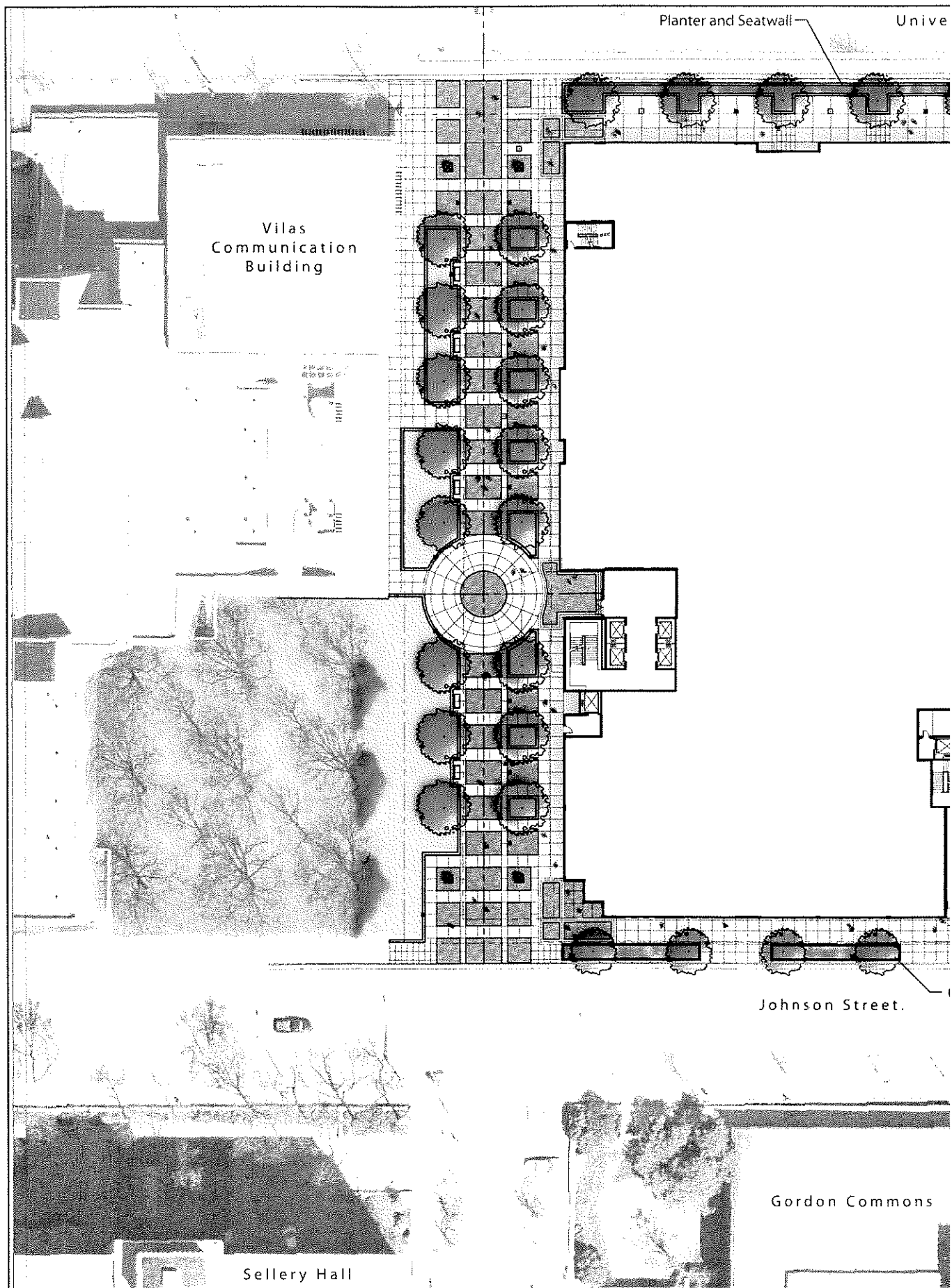
University Square Development

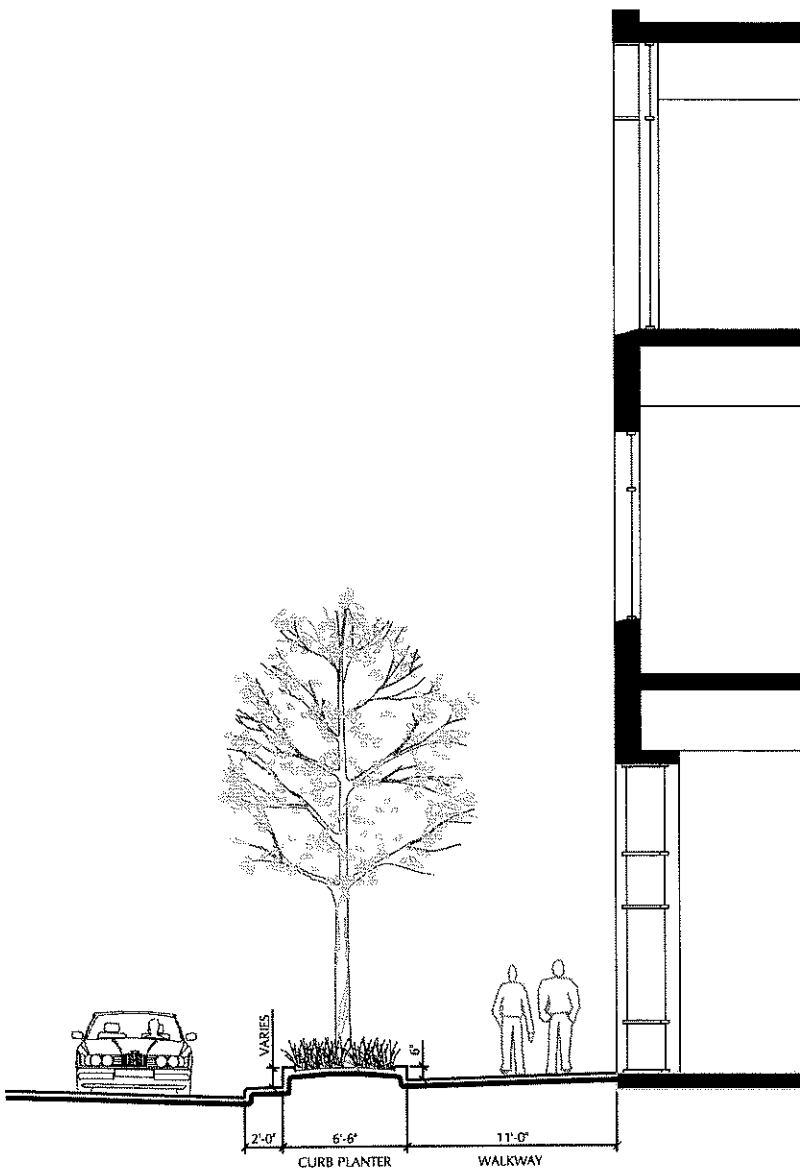
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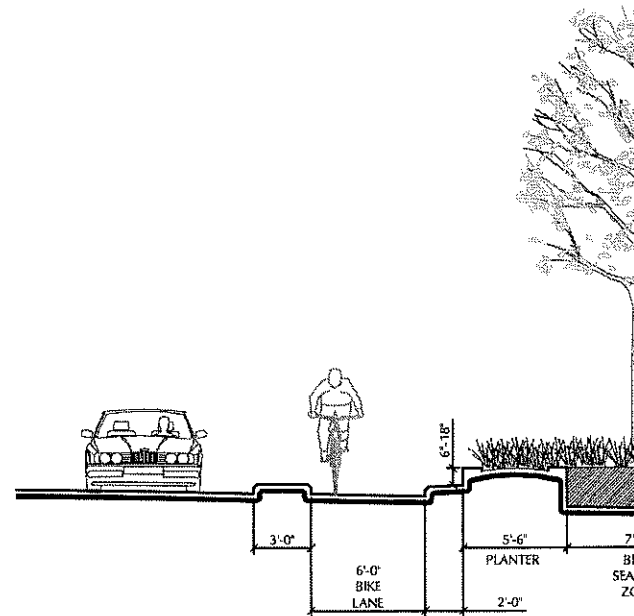
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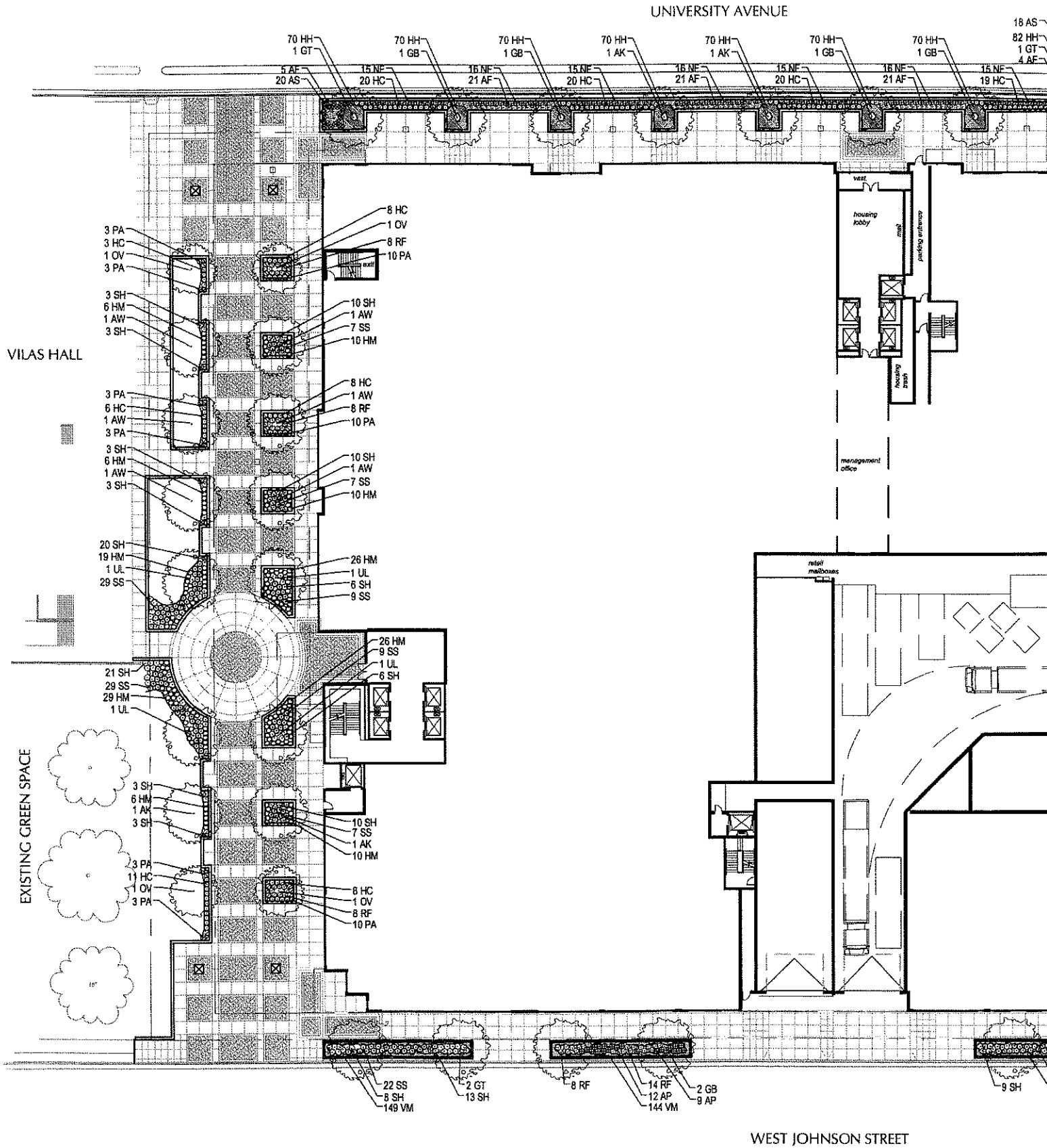
1 WEST JOHNSON STREET SECTION
1" = 10'



2 UNIVERSITY AVENUE SEC
1" = 10'

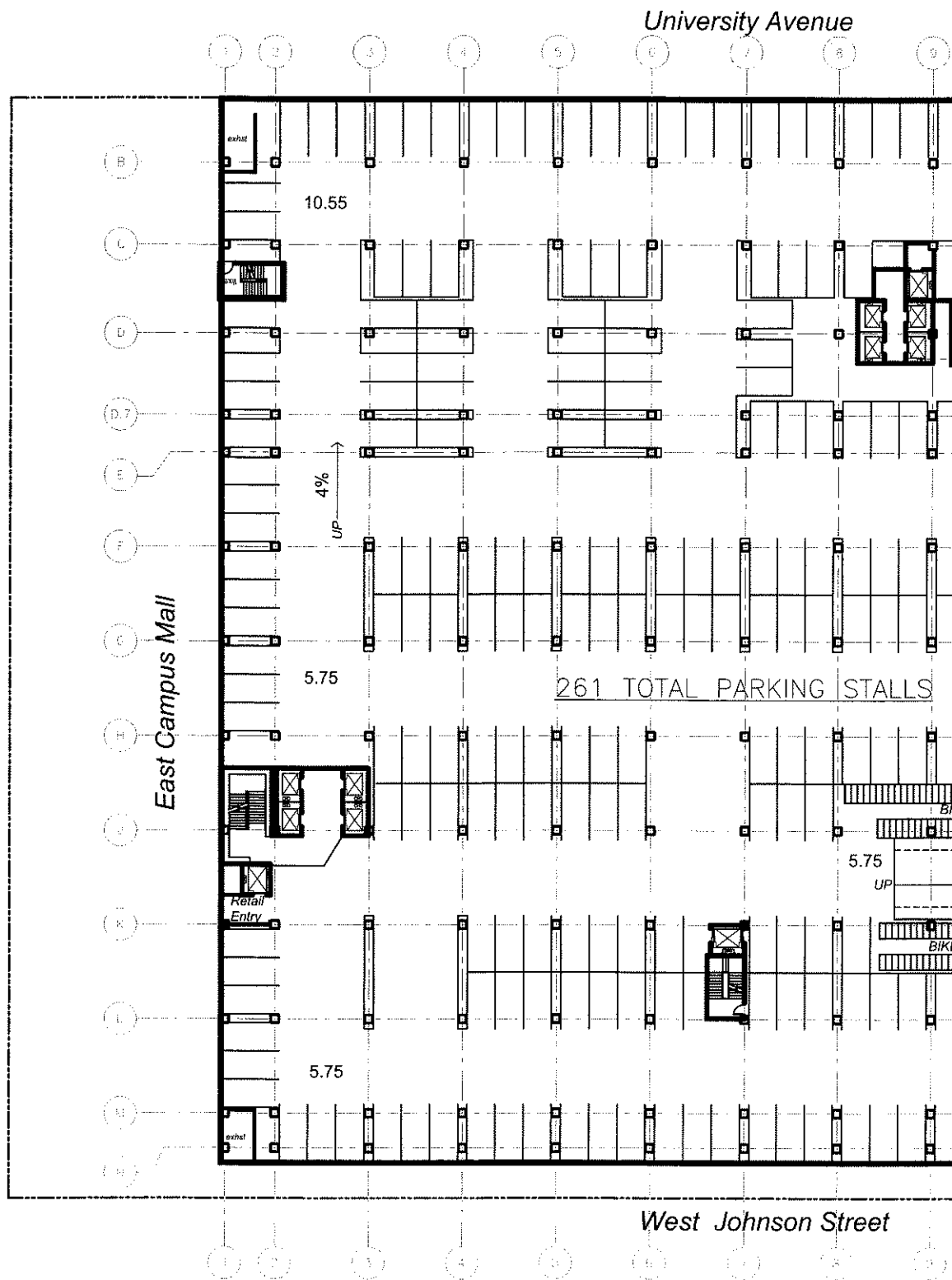
University Square Development

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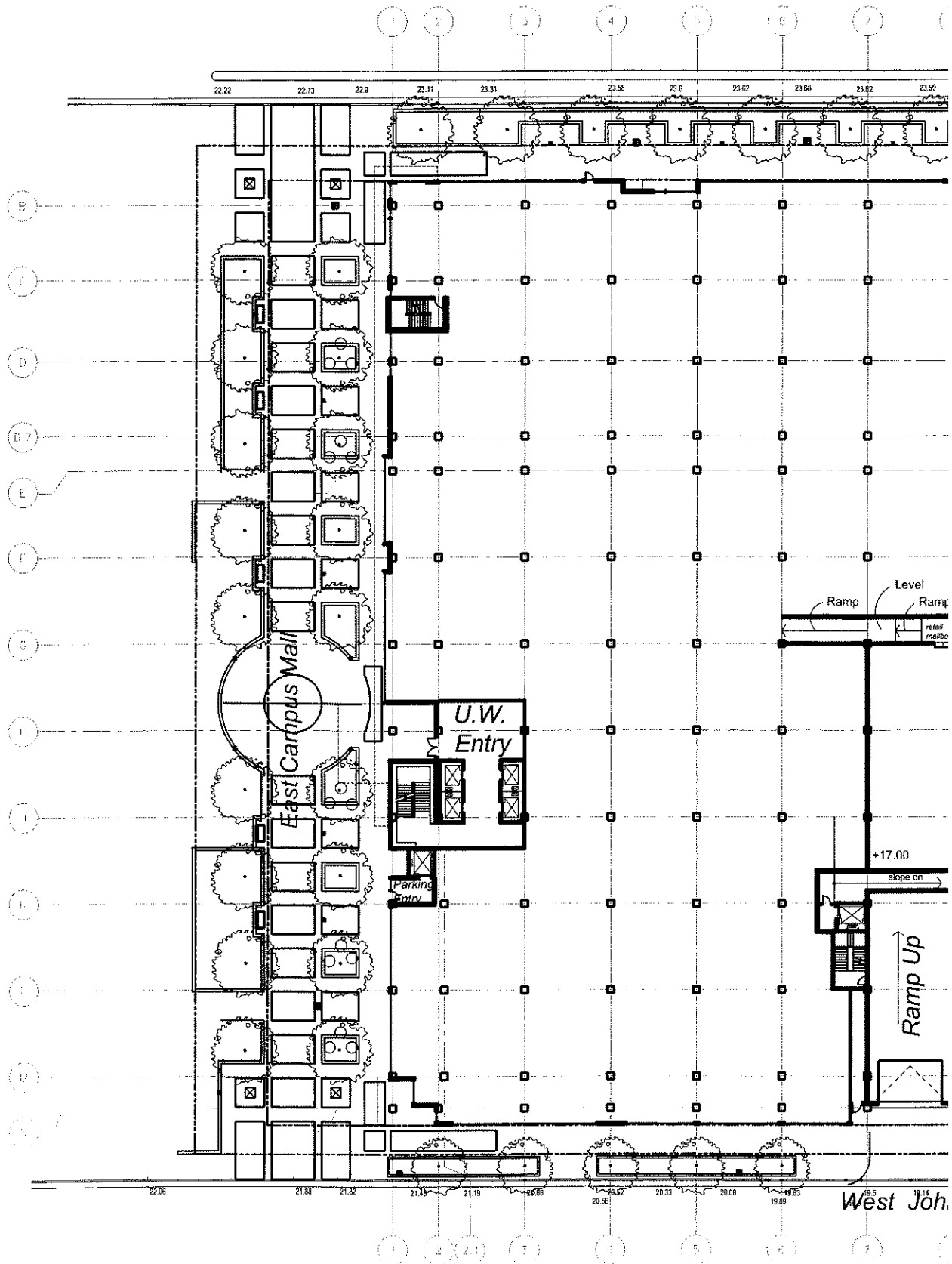


University Square Development

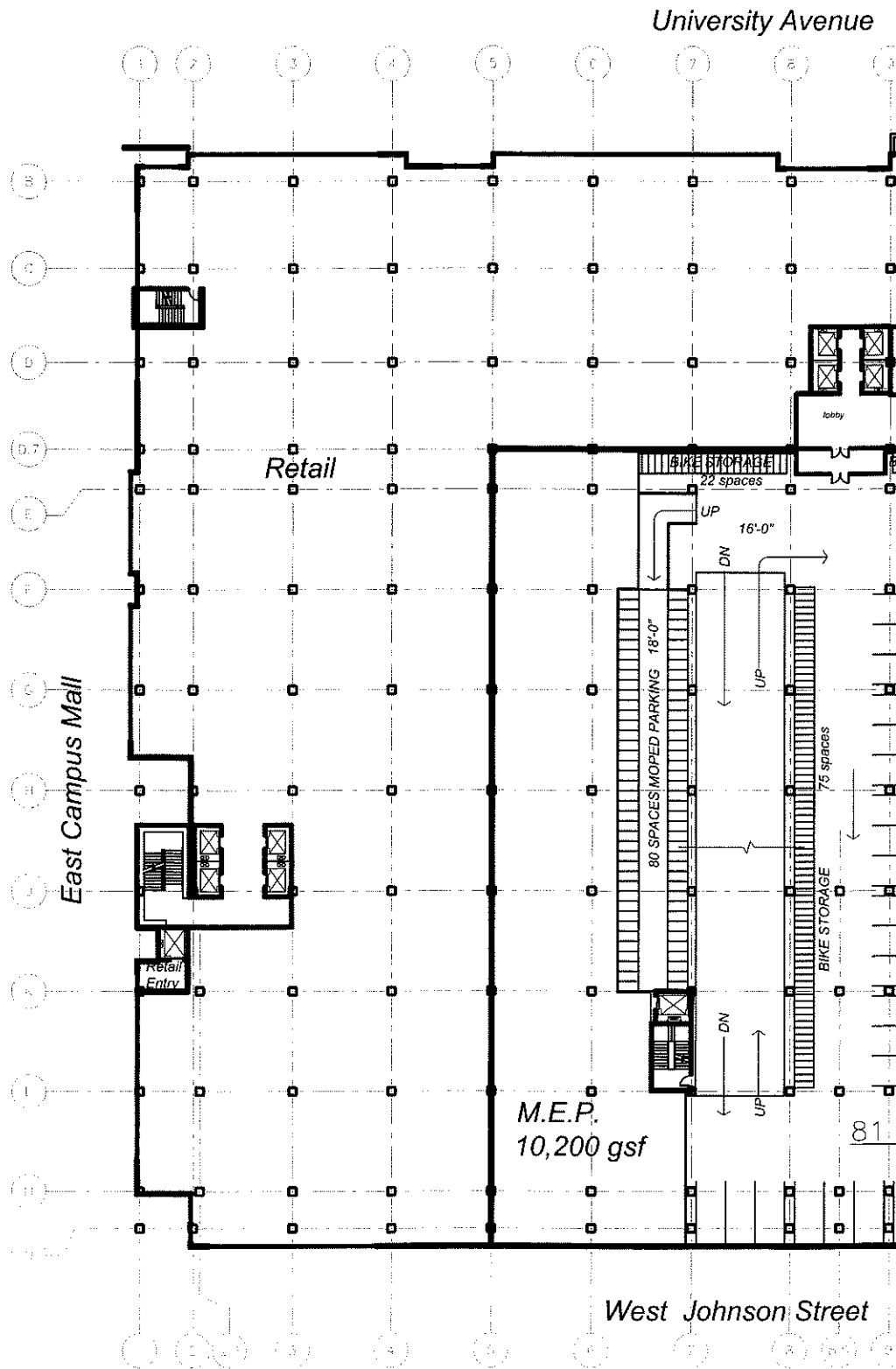
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Square Development

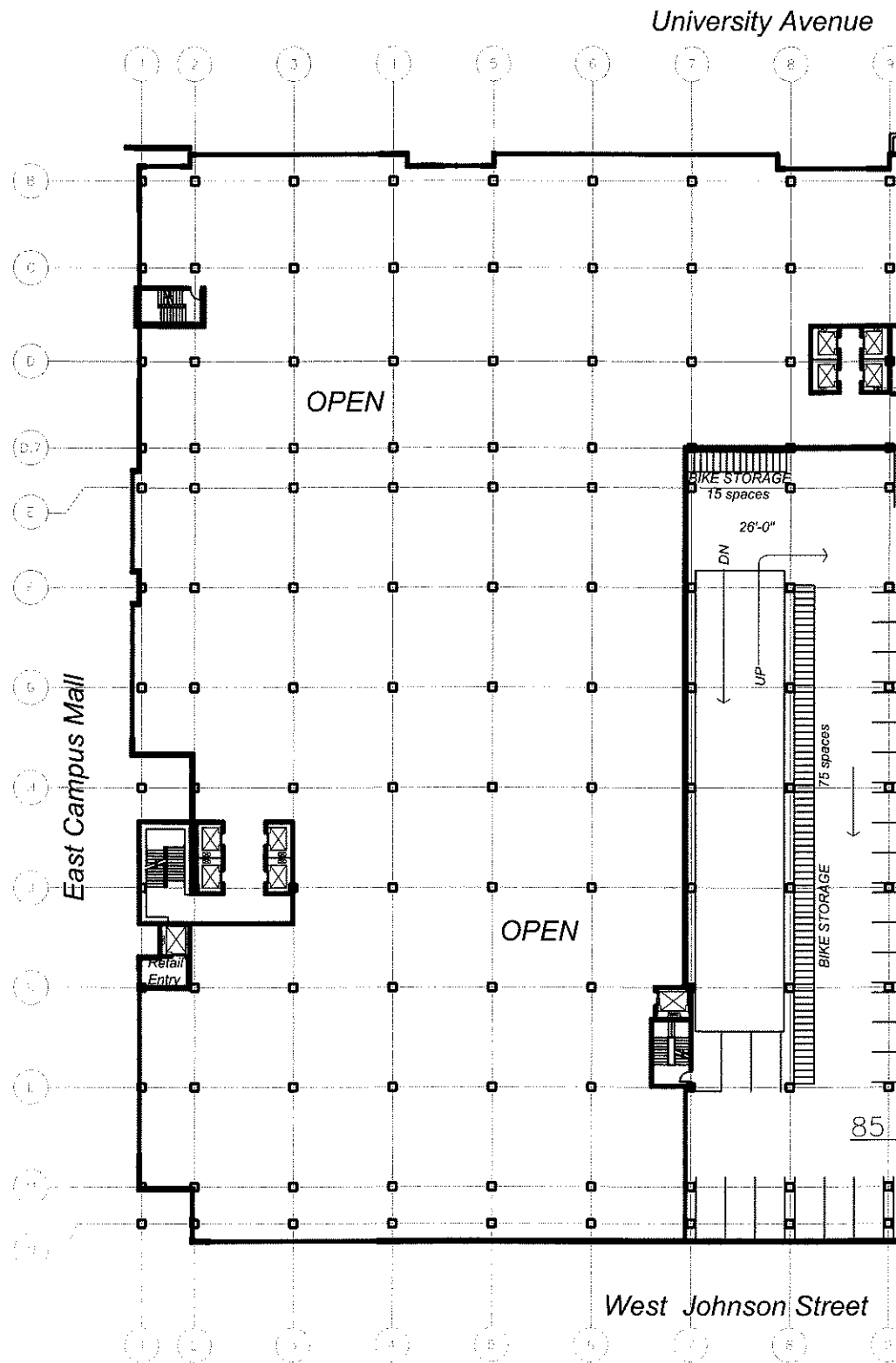


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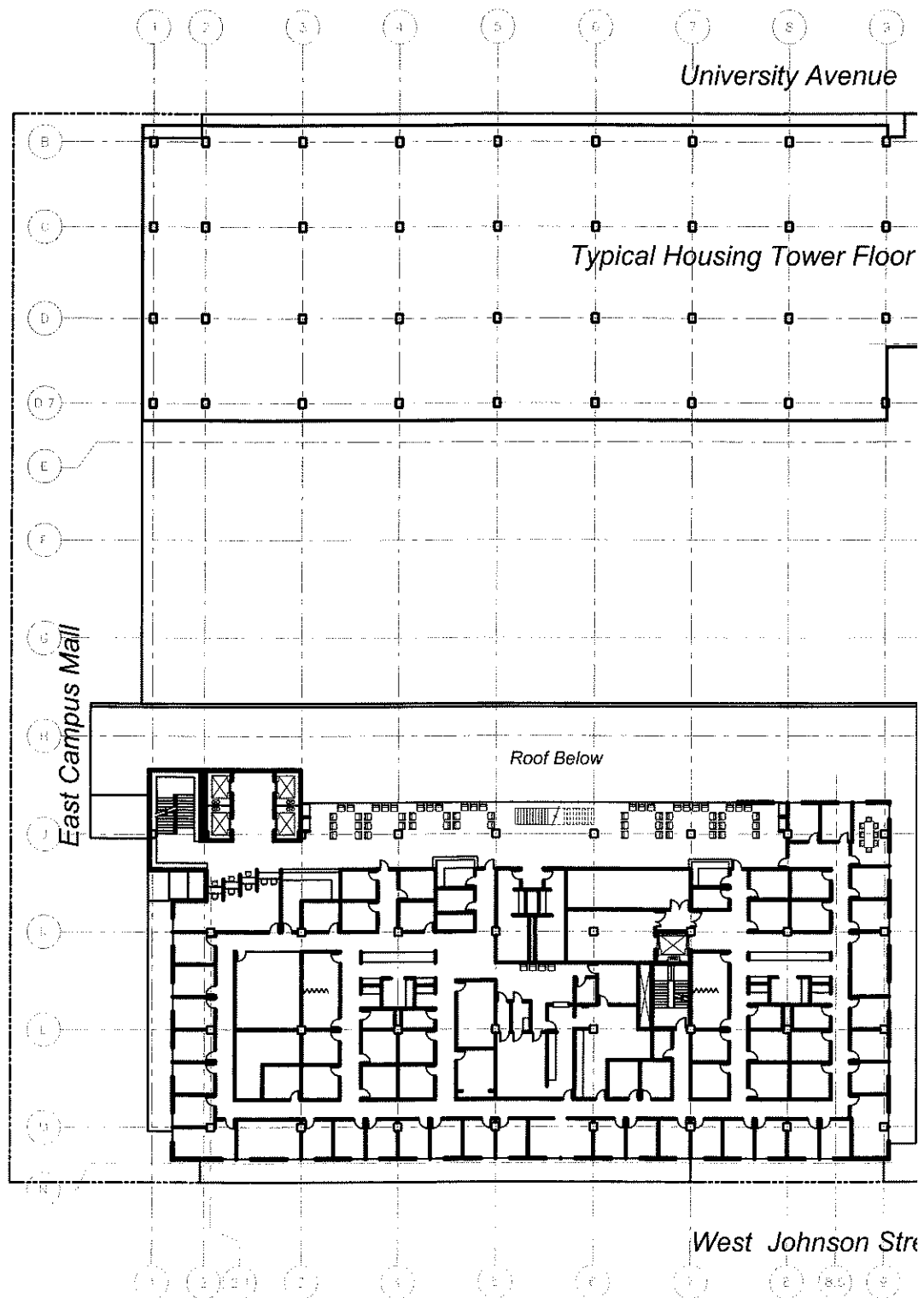


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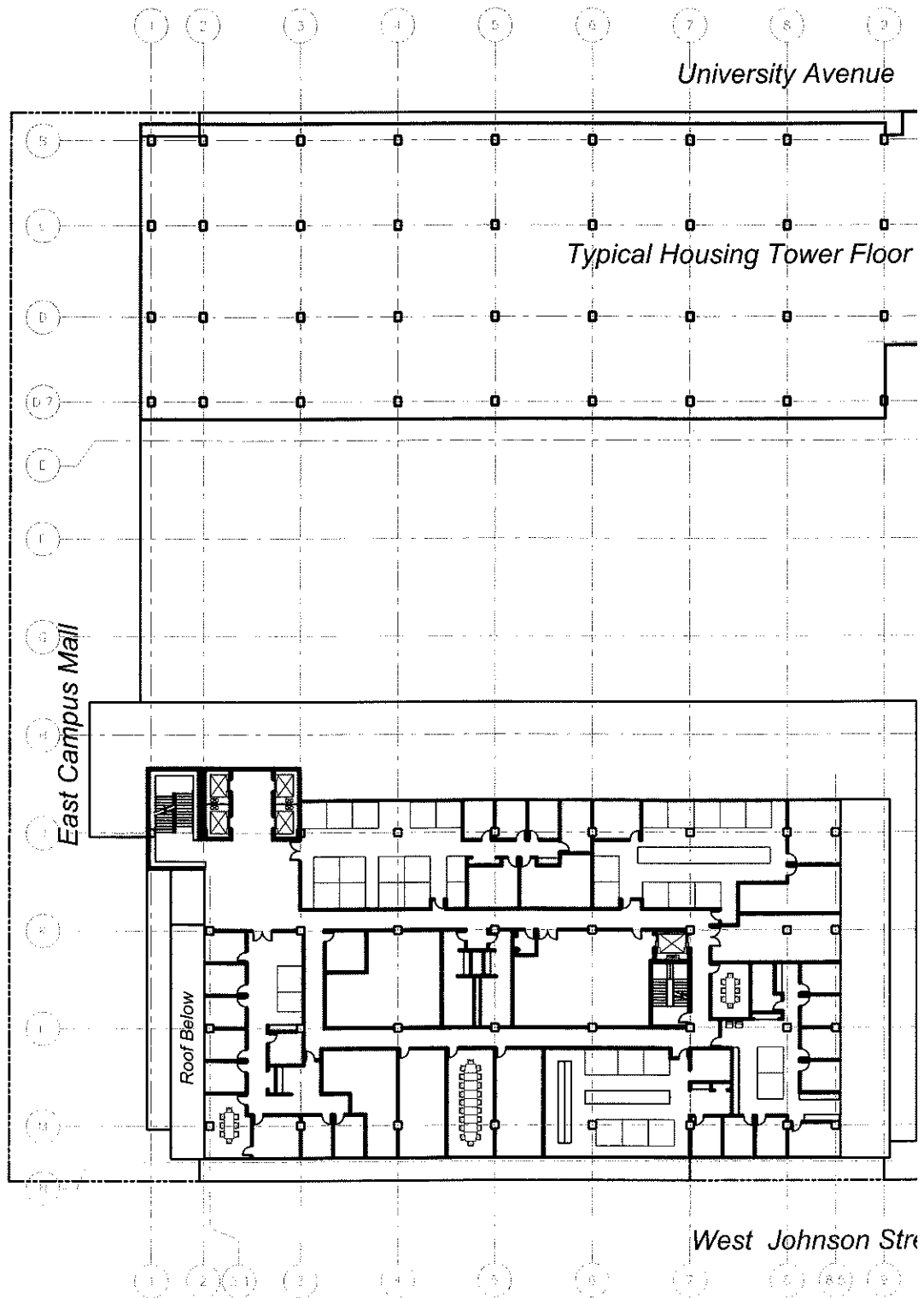
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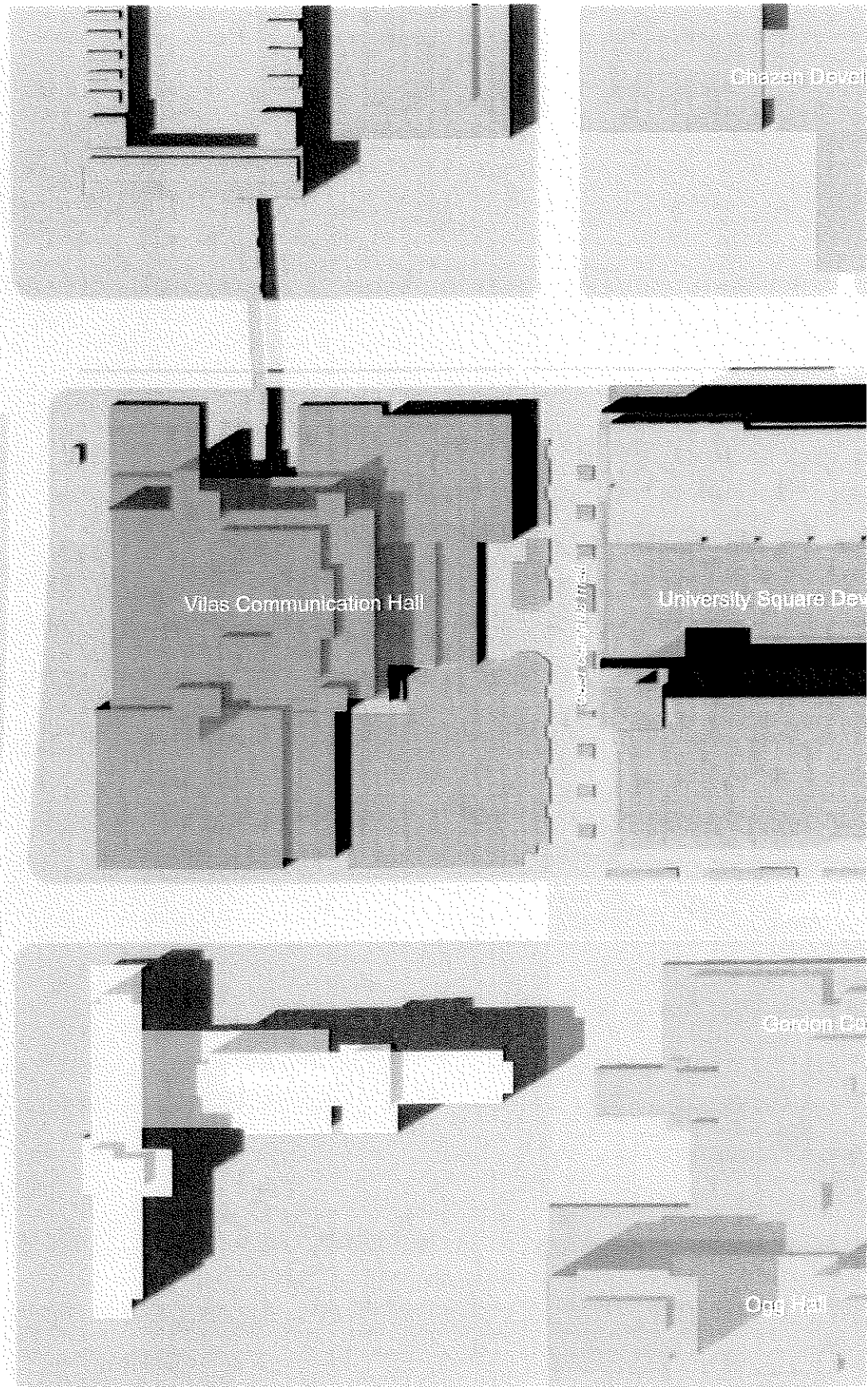
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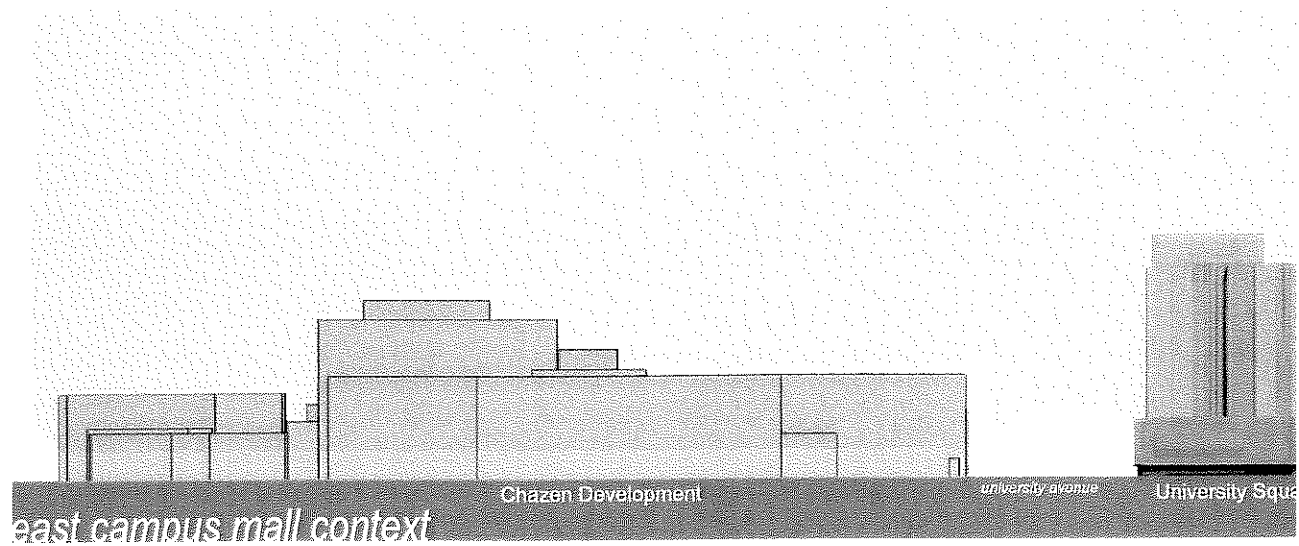
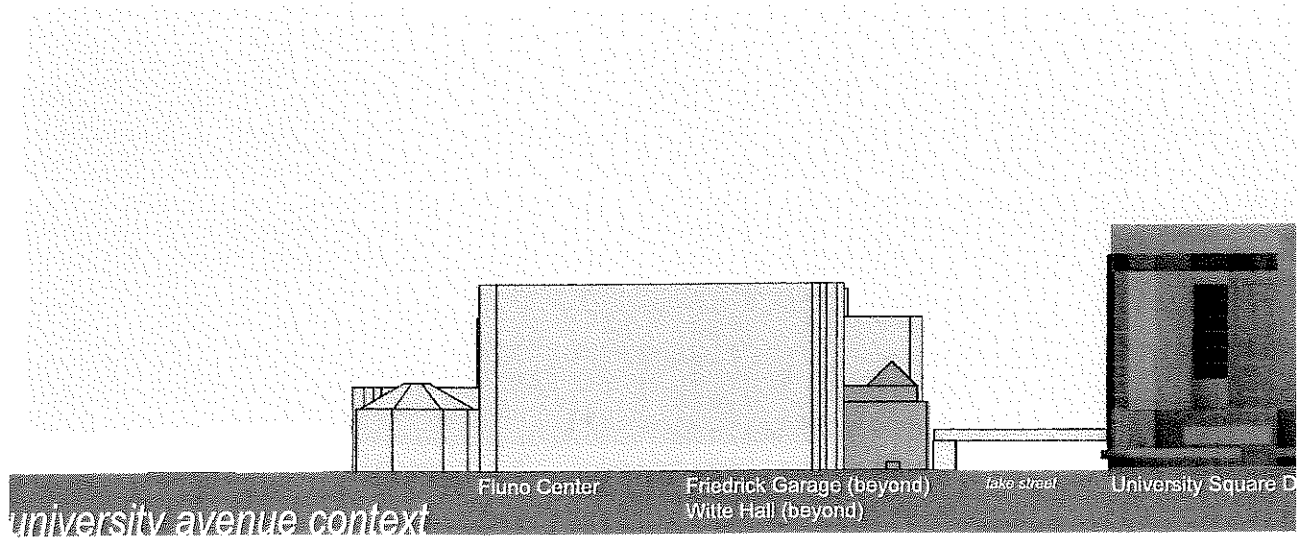
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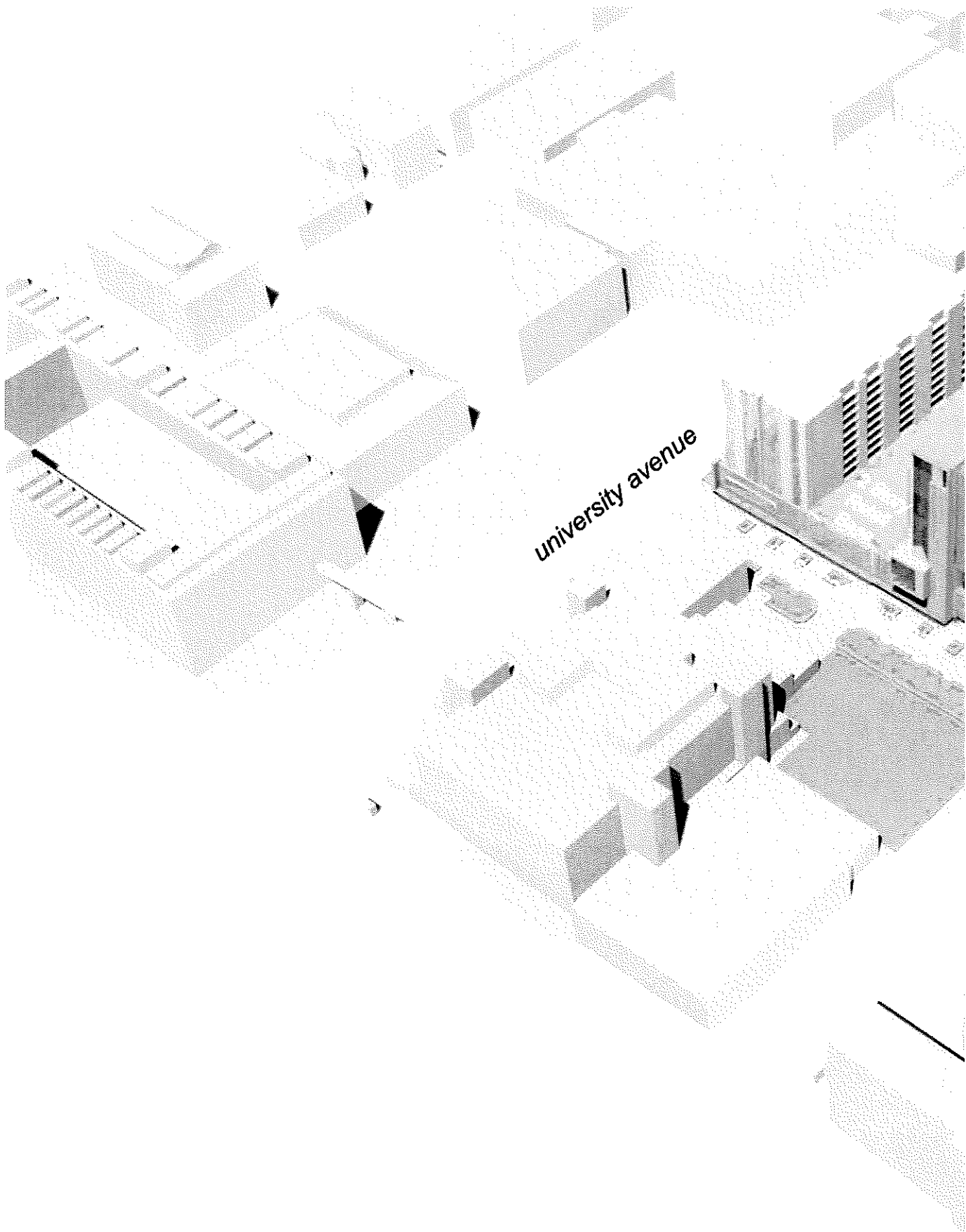


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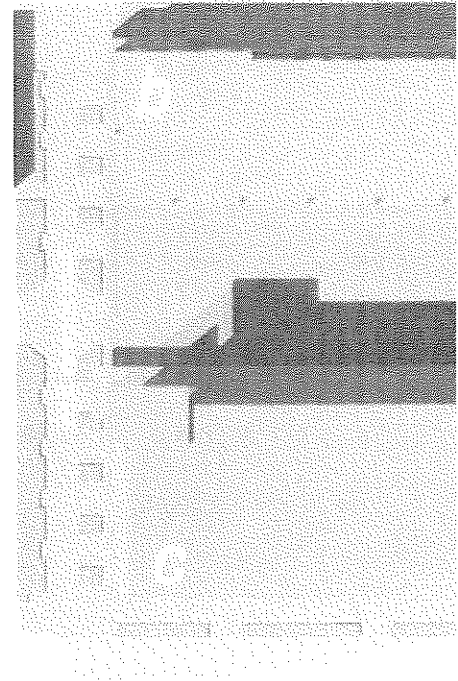
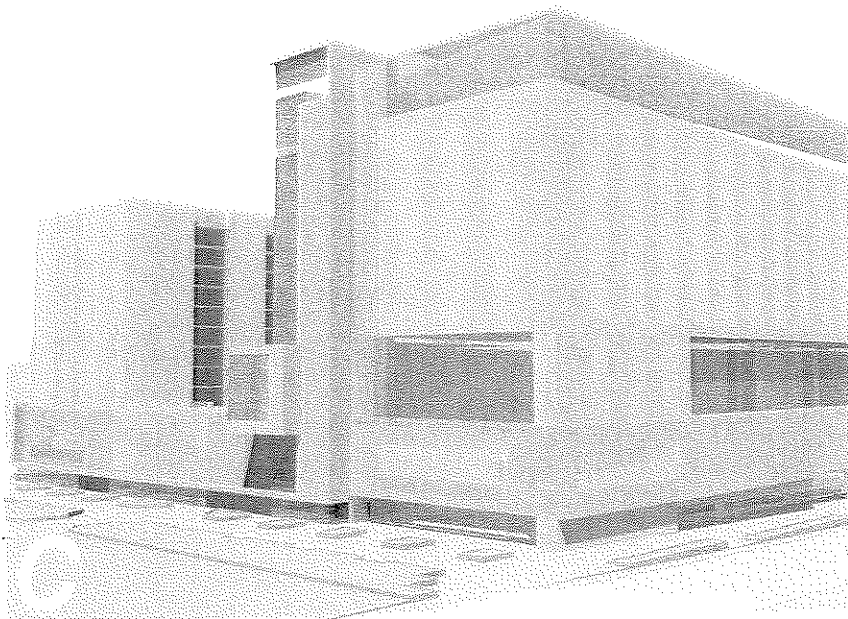
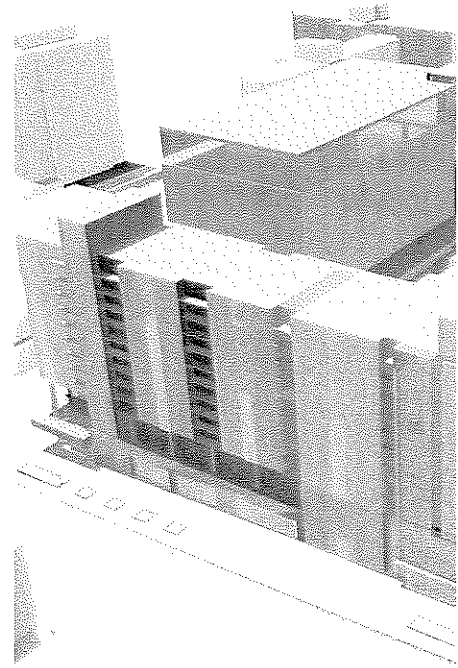
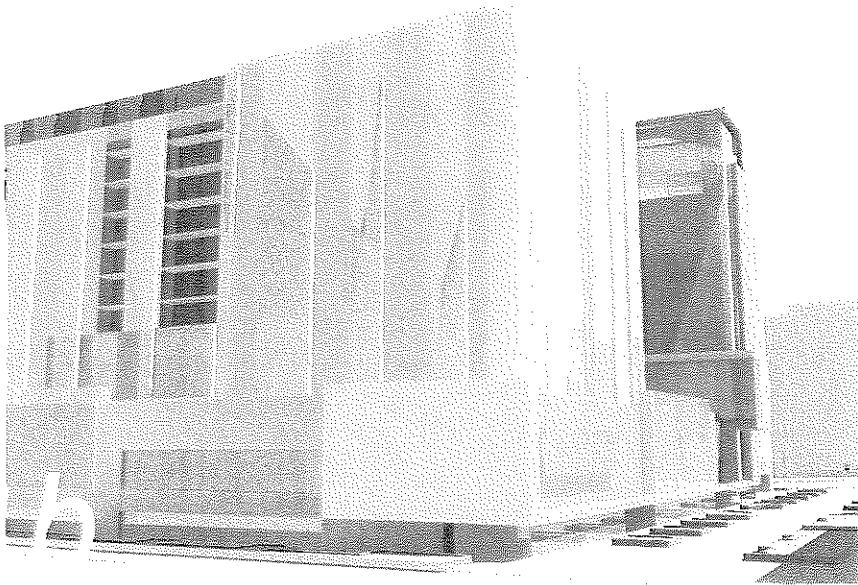


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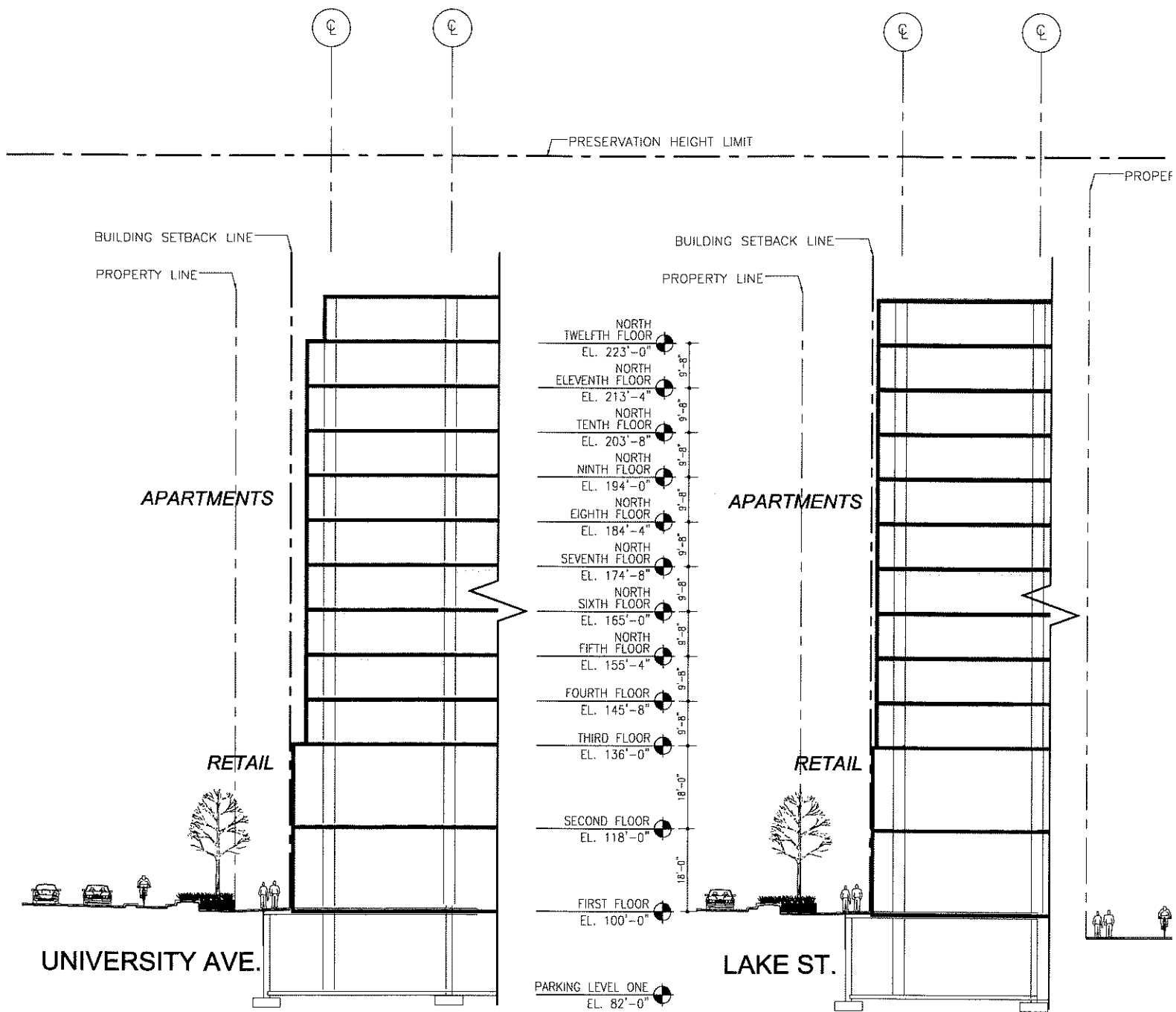
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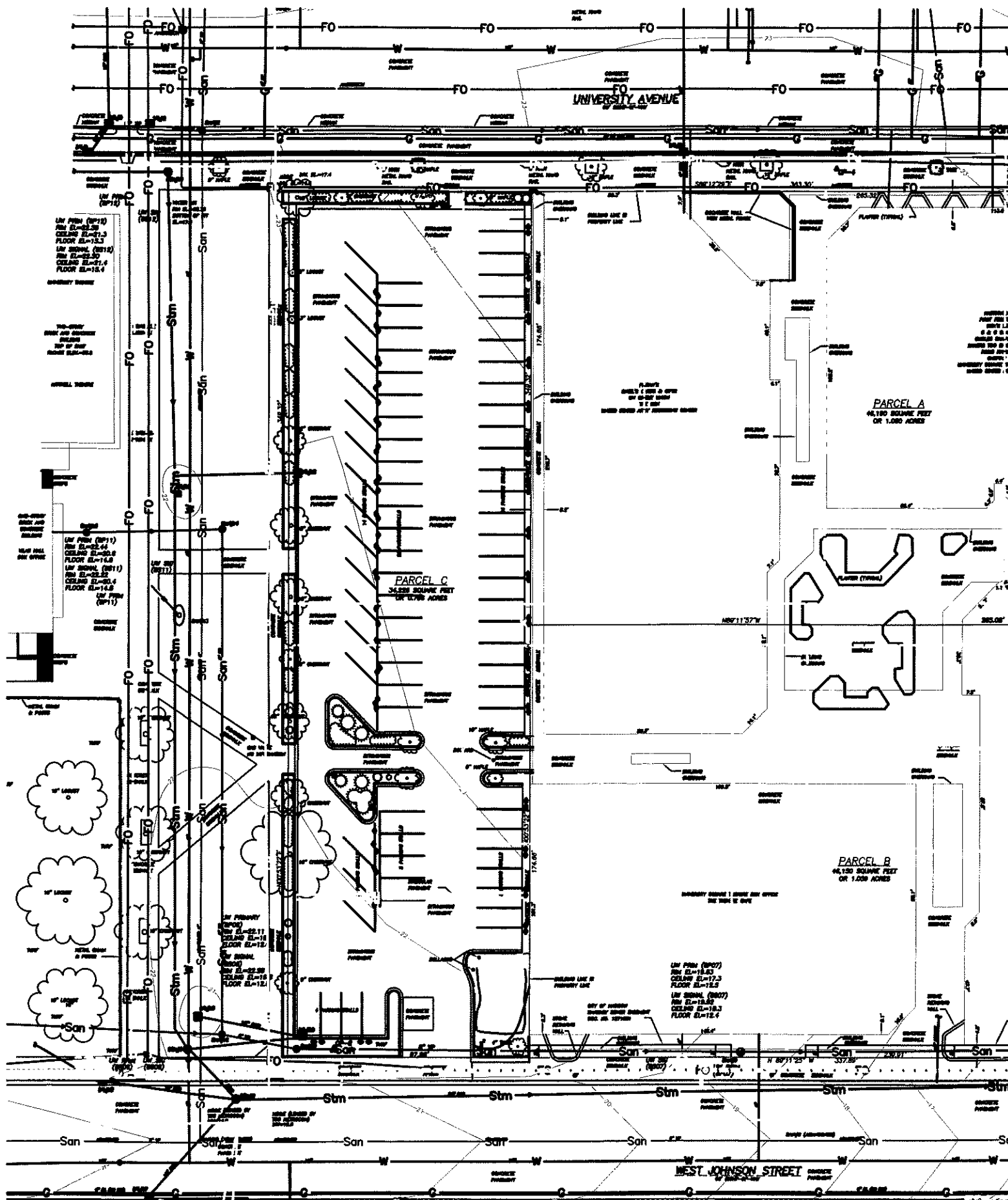
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