

CITY OF MADISON

Proposed Rezoning

Location: 8102 Watts Road

Applicant: Roger Bowden - Hill Point Properties/
Gary Brink - Gary Brink and Associates

From Temp A District(s)

To PUD(GDP) District(s)

Existing Use: Vacant Land

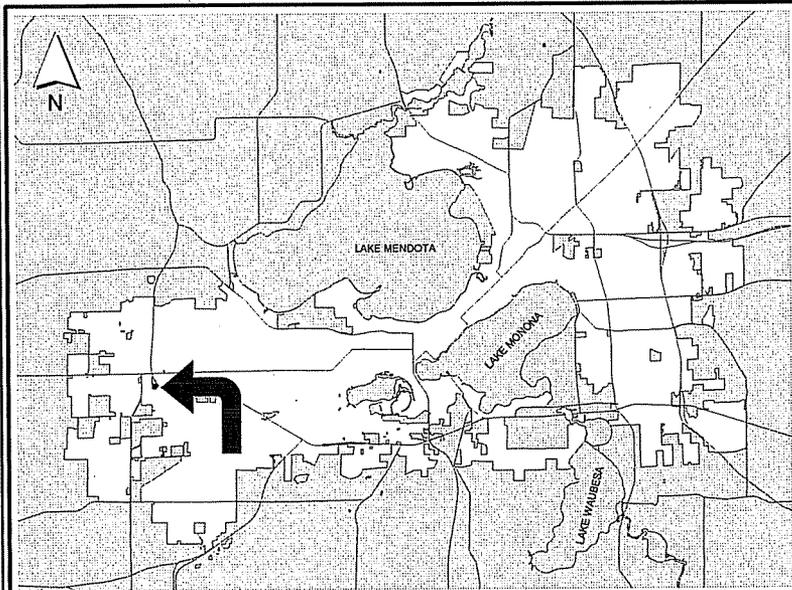
Proposed Use: Two Hotels & 16,000 sf Retail
(Future Development)

File No. _____

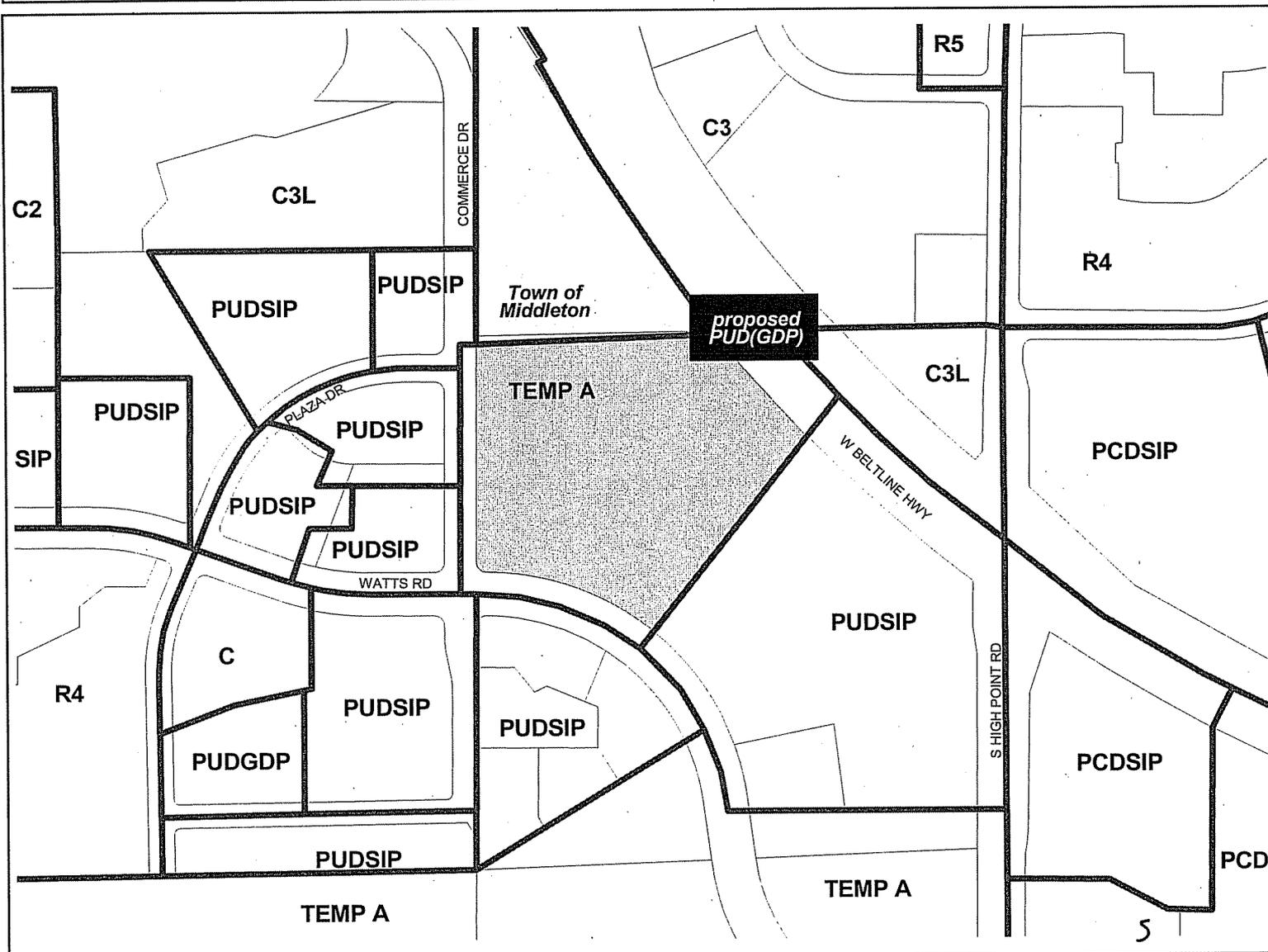
Public Hearing Dates:

Plan Commission 01 May 2006

Common Council 16 May 2006



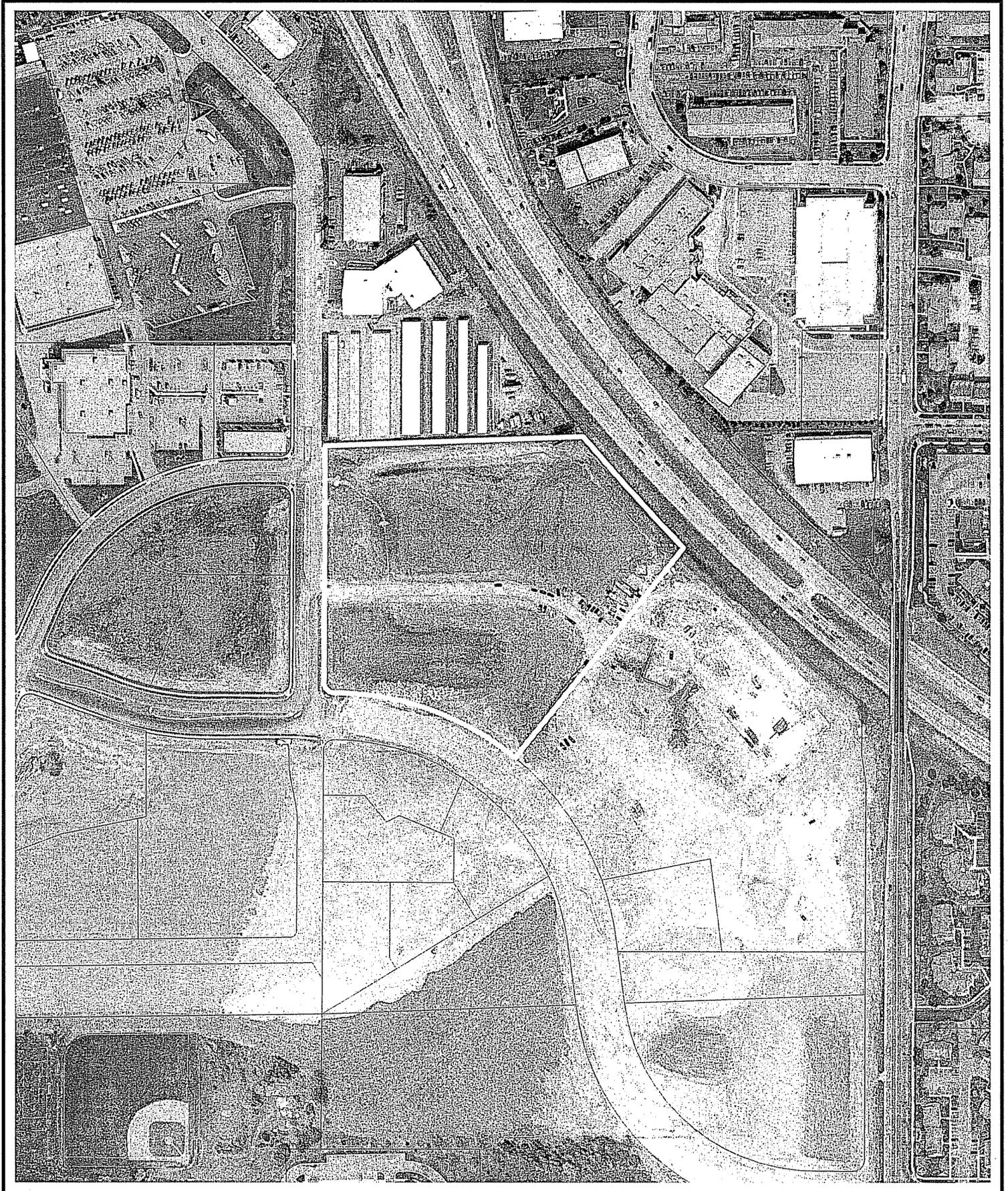
For Questions contact: Tim Parks at: 261-9632 or ortparks@cityofmadison.com or City Planning at 266-4635



8102 Watts Road

0 100 Feet

Date of Aerial Photography - April 2003



5. Required Submittals:

- Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **One (1) copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper
- Letter of Intent: Twelve (12) copies** describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor.
- Filing Fee:** \$ 3,250 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*

IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:

- For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.
- A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate **INCLUSIONARY DWELLING UNIT PLAN** application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
- A *Zoning Text* must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

FOR ALL APPLICATIONS: All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

6. Applicant Declarations:

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:

→ *The site is located within the limits of* Not in plan per phone call w/Jule Stroick 10/19/05 *Plan, which recommends:*

_____ *for this property.*
- Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30** days prior to filing this request:

→ *List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:*

Paul Skidmore 7/29/05 & 9/19/05 via email;

If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.

- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.

Planner Tim Parks Date 7/21/05 | Zoning Staff Kathy Voeck Date 7/21/05

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

Printed Name GARY P. BRINK Date 10.25.05
 Signature [Signature] Relation to Property Owner Architect for Purchaser of Land

Authorizing Signature of Property Owner [Signature] Date 10/24/05
Hillpoint Properties, LLC



*Raymond
Management Company*

*7700 Mineral Point Road, Suite 100, Madison, Wisconsin 53717
Phone 608.833.4100 Fax 608.833.1616*

October 25, 2005

Madison Plan Commission
City of Madison
215 Martin Luther King Jr. Boulevard—Room LL100
PO Box 2985
Madison, WI 53701-2985

Re: ZONING LETTER OF INTENT
FOR GANSER HEIGHTS LOT 5/8102 WATTS ROAD
GDP APPLICATION

Dear Plan Commission Members:

I am pleased to present the General Development Plan for Lot 5 of the Ganser Heights plat. This Zoning Letter of Intent along with the our plans and supporting documents clarifies our objectives regarding the proposed development.

Location & Context

The property is located in the north east quadrant of the Commerce Drive Watts Road intersection with frontage on Watts Road, Commerce Drive and Highway 12/18 (the Beltline) at 8102 Watts Road. Abutting land uses are shown in the table below:

<u>Land Use</u>	<u>Relationship to Site</u>
Mixed use residential & commercial	Across Commerce Drive to west
Senior Housing/vacant land	Across Watts Road to south
Mini-warehouse/storage	Abuts on northern property line
Princeton Club & associated uses	Abuts to eastern property line

Other nearby land uses include multifamily residential, intense commercial uses including Menards Home Improvement, Circuit City, Petsmart, the Bishop O'Conner Pastoral Center as well as the proposed expansion of the University of Wisconsin Research Park.

Existing Conditions

At present, the property has no existing structures. Vegetative cover is limited to scrub plants and weeds typical of a disturbed site. The site slopes from northeast to southwest with a change in slope of approximately 6.5% from the property line with the Princeton Club to Commerce Drive. Roads surround the site on three sides with curb cut locations fixed during the platting

process.

Project Participants

The proposed development is a joint venture between the North Central Group (NCG) and Raymond Management Company (RMC). NCM and RMC have a long history of developing and operating high quality hotels in the Madison area including the Courtyard by Marriott, Hampton Inn (east and west), and Hilton Garden Inn. Both companies are recognized as award winning hotel owners and managers that develop high quality properties while providing excellent customer service. For the proposed development, RMC will guide the development and construction activities while NCM will manage the hotels. David A. Lenz is the principal of NCM while C.J. Raymond is the principal of RMC. Barry Perkel of RMC will be directing the GDP on behalf of both companies.

The hotels planned for the site include a Hampton Inn and Suites and a Homewood Suites. Both are members of the Hilton Family of hotels. The developers have a long history of working with Hilton and are among Hilton's leading developers and management companies.

Site planning and architecture are being guided by Gary Brink and Associates of Madison. Gary has a long history of working with the project developers in Madison as well as throughout the US. Civil engineering services are being provided by David Glusick of Calkins Engineers. Calkins Engineering was the engineer of record when the original plat was created and brings extensive project knowledge. Landscape architecture services are being provided by the Bruce Company with Chuck Poessel acting as project manager.

Finally, we anticipate that Kraemer Brothers of Plaine, WI will supervise site work, utility installation and construction of the proposed hotels. Kraemer Brothers boasts a 20 year working relationship with the developers, most recently having completed the Residence Inn at Greenway Station, the Hilton Garden Inn at Greenway Station and the Courtyard by Marriott near East Towne Mall.

Development Concept

The fundamental idea behind the development is creation of a superior environment for the traveling public by creating a node combining the convenience of proximity to work, restaurants, retail services and hospitality facilities. A critical mass of up to 250 high quality hotel rooms in conjunction with proximity to the Princeton Club, existing and future restaurants, nearby retail uses as well as the expanded University Research Park creates a unique and powerful synergy that contributes to the economic vitality of Madison while enhancing the surroundings. It is our intention to promote the development of lots along the Watts Road frontage with uses that support the primary use of the site as a center for travelers visiting the area for business and leisure.

A more complete discussion of the evolution and factors influencing the development of the site is provided by Question & Answer document provided as part of our GDP submittal.

Project Schedule

Our goal is to commence site improvements in the fall of 2006 with hotel construction commencing in spring of 2007. The balance of the site will be developed as users are secured.

Building Area & Related Information

Preliminary designs for the Hampton Inn and Suites call for 124 rooms in mix of single rooms (approximately 34) with king beds, 50 rooms with a pair of queen beds and 40 suites. The hotel provides a complimentary continental breakfast served exclusively to hotel guests. There is no restaurant nor is there a lounge/bar. An enhanced indoor pool and whirlpool are also available solely for guest use by guests. Other pertinent information is provided in the table that follows:

Hampton Inn and Suites	
Total Gross Square Footage	74,768
Room Mix	
Single King Room	34
Queen Bed Rooms (2 per room)	50
Suites	40
Total Number of Rooms	124
Number of Parking Stalls	100 on-site 19 on street

Homewood Suites is an all suites extended stay hotel marketed to guests whose length of stay necessitates more room. As proposed at this time, the Homewood Suites has 118 suites with a room mix as shown in the table that follows.

Homewood Suites	
Total Gross Square Footage	85,243
Room Mix	
Studio Suite	49
Single King Bed Suite (1/suite)	53
Two Bedroom Suites	16
Total Number of Suites	118
Total Number of Parking Stalls	98 on-site 11 on street

In addition, the hotel includes an indoor pool and whirlpool for the exclusive use of guests as well as a small kitchen for the preparation of a complimentary breakfast and manager's reception in the evening. There is no food service or restaurant serving the general public as the limited food service serves the exclusive needs of hotel guests.

Letter to City of Madison Plan Commission
RE: Zoning Letter of Intent—Ganser Heights Lot 5
October 25, 2005
Page 4 of 4

Each hotel includes a dedicated masonry dumpster & recycling enclosure. We anticipate that landscape maintenance will be provided by an independent service that will haul equipment as necessary resulting in no need for maintenance buildings.

Other Considerations

As noted in the Development Concept discussion, it is our intention to site uses compatible with the needs of the traveling public that might include restaurants, light retail and similar uses. We do not anticipate having any warehousing, production, processing, contractor shops/yards, nursery schools, motor vehicle repairs or bakeries since these uses are contrary to our vision for the development.

We do not anticipate significant residential development on the site. Any future residential uses would be ancillary to the commercial development essential to the synergy we want to create. As a result, we anticipate few, if any, school children will be generated by our proposal.

In addition to supporting and enhancing the development of the immediate area, the development will benefit the City fiscally as well. Using the currently mill rate and a recent cost experience in the Madison area it is reasonable to expect approximately \$600,000 in real estate tax receipts from the hotel proposals. Room taxes would add an additional \$550,000 in City room tax receipts.

Conclusion

The site offers a unique opportunity to enhance the emerging fabric of the area surrounding the property. We believe the proposal augments the vitality of the immediate vicinity by bringing additional activities that compliment existing and future development. To that end, we look forward to working with the City to create an environment of which we can all be proud.

Sincerely,
Raymond Management Co., Inc.

A handwritten signature in black ink that reads "Barry Perkel" followed by a stylized flourish or initials.

Barry Perkel
Director of Real Estate

GANSER HEIGHTS LOT 5

GDP ZONING TEXT PLANNED UNIT DEVELOPMENT DISTRICT Address: 8102 Watts Road

October 25, 2005

Legal description: The lands subject to this Planned Unit Development District shall include those described on Exhibit A, attached hereto.

I. Statement of Purpose

This Planned Unit Development District is established to permit development of a superior environment for commercial uses including hotels, restaurants and related uses on a site consisting of approximately 10 acres.

II. Permitted Uses

A. *Hotels* consisting of a total of number of rooms not to exceed 300.

B. *Other commercial uses that compliment the hotel uses and existing nearby uses including restaurants, light retail, or other uses that support the hotel uses.*

I. Accessory Uses:

i. Common elements including private roads, stormwater management structures/features and such retaining walls as are needed to facilitate grading of the site.

ii. Off-street parking as represented in the approved plans.

III. Lot Area

A. *10.16 acres as specified Exhibit A attached*

IV. Yard and Height Requirments

A. Yard areas shall be as shown on the approved plans

B. Height restrictions shall be as shown on the approved plans.

V. Lighting

A. Site lighting shall be provided consistent with the approved plans.

VI. Family Definition

- A. The family definition of this Planned Unit Development shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances for the R-6 zoning district.

VII. Signage

- A. Signage will be permitted per Chapter 31 of the Madison General Ordinances.

VIII. Landscaping

- A. Landscaping shall be consistent with the approved plans.

IX. Alterations and Revisions

- A. No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission..

EXHIBIT A

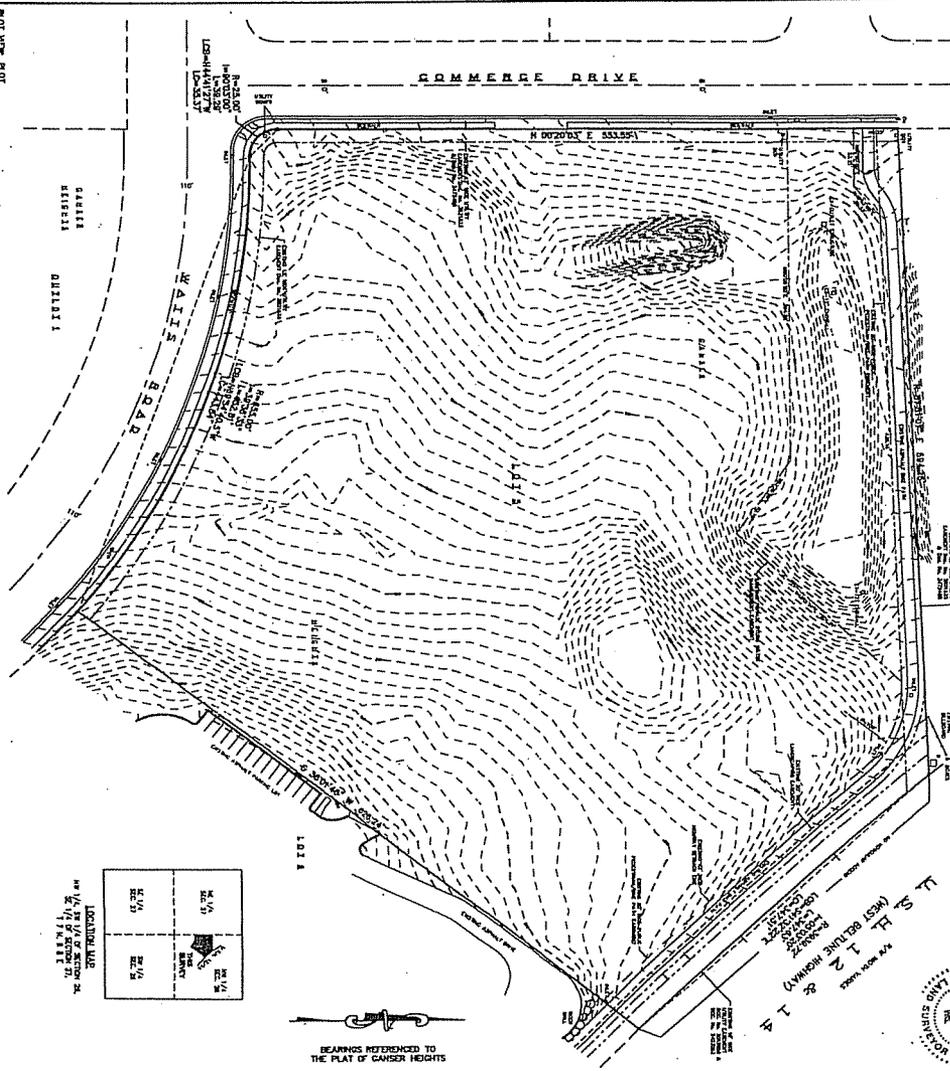
ALTA/ACSM LAND TITLE SURVEY
LOT 5, GANSEY HEIGHTS, AS RECORDED IN VOLUME 58-0094 OF PLATS, ON PAGES 43-46, AS DOCUMENT NUMBER 3520109, DANE COUNTY REGISTRY AND LOCATED IN THE SOUTHWEST QUARTER OF THE NORTHWEST QUARTER OF SECTION 28, TOWNSHIP 7 NORTH, RANGE 9 EAST, CITY OF MADISON, DANE COUNTY, WISCONSIN.

UNITED STATES DEPT. OF AGRICULTURE
BUREAU OF LAND MANAGEMENT
WASHINGTON, D.C. 20250

UNL111212



BEARINGS REFERENCED TO THE PLAT OF GANSEY HEIGHTS
LOCALITY MAP
APR 13 2005



Legend table with symbols for 'LOT 5', '1/4\"/>

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Ganser Heights Lot 5
General Development
Plan
Questions & Answers

Prepared by
Raymond Management
Barry Perkel
October 2005

Q: Who is the sponsor/developer of the proposal?

- A: The proposed development is a joint venture between the North Central Group (NCG) & Raymond Management Company (RMC). NCM & RMC have a long history of developing & operating high quality hotels in the Madison area including: the Courtyard by Marriott, Hampton Inn (east & west), Residence Inn & Hilton Garden Inn. Both companies are recognized as award winning hotel owners & managers that construct high quality properties while providing excellent customer service.

Q: How does the proposed GDP vary from concept plans discussed in the past?

- A: The concept plans located a detention basin along the northern edge of the property, where the proposed GDP locates it at the low point along the western edge of the site. Proposed uses also vary slightly; the proposal includes two hotels vs. a single hotel. We've also omitted proposed office/retail buildings & included mixed-use restaurant/retail pads as opposed to a single restaurant in the concept plans. The current request also reduces parking from 457 stalls to 415 stalls. Otherwise, the GDP is materially unchanged from the concept plans.

Q: Why did you relocate the detention basin?

- A: The property has a significant change in grade from the top of slope adjacent to the Princeton Club, with the low point located at the northwestern corner of the property. Relocating the basin allows us to accommodate the existing grades, simplify the detention system & maximize opportunities for storm water infiltration.

Q: Are there special features involved in the basin?

- A: Yes, the detention basin is designed as a wet pond. In addition, the pond includes a water feature with tiers of moving water surrounded by extensive landscaping. There is also an informal seating area that takes advantage of a jog in the building wall to allow hotel guests to view the water feature. A graphic of the proposed water feature follows.

Q: Did maintaining other aspects of the concept plans shape the current plan?

- A: Yes – the concept plans required future development maintain an internal road grid & established curb cuts permitting traffic to move between uses without accessing Watts Road, as shown on the graphic that follows. Adjoining development started this network & we intend to continue this drive through our property eventually intersecting with Commerce Drive. Maintaining this circulation shapes the pattern of development that can be sited on the property. This circulation feature, combined with the need to maintain views for adjoining property owners & accommodating existing topography, drove the ultimate form of the development.

Q: How did the topography of the site influence the proposed amendment?

- A: Existing topography influenced design in a number of ways. The slope from the Princeton Club to Commerce Drive averages about 6.5% & is most pronounced near the Princeton Club, where the transition exceeds 7%. Accommodating these slopes forced the creation of terraces with extensive use of retaining walls to form relatively level building pads & parking areas. A graphic depicting the locations & dimensions of the proposed retaining walls follows. Where possible, the building foot print was reduced by adding an exposed lower level to allow the building to step down the slope. The only way to avoid these transitions is to incur extraordinary grading costs or through the use of structured parking that's cost prohibitive whether freestanding or sited below grade. Additionally, structured parking places the hotels at a competitive disadvantage since no other property in the market charges for parking.

Q: Does site topography present any advantages?

- One of the benefits of the topography is that the parking is largely screened from view from the beltline. We considered using underground parking to further reduce the amount of surface parking. Unfortunately, use of underground parking increases overall building heights. Since much of the feedback from neighboring owners centered on keeping building heights consistent and maintaining views, the idea of underground parking was eliminated given that it would result in additional building height and obstructed views. The graphics that follow show how the site presents itself from various approaches.

Q: Have you worked with the surrounding owners in developing the proposal?

- A: Yes—during the creation of the plan we met with the owners of the Princeton Club, the Arch Diocese of Madison & the owners of Cortland Commons to integrate their comments into the amended GDP. Their comments focused on maintaining views to & from their properties through building placement & limiting building heights. Where taller buildings on our site abut lower buildings on adjoining sites, we took care to provide a buffer to reduce the conflict between existing structures and proposed buildings. A section showing the building heights & relationships follows. The recorded restrictive covenants require approval by the Design Review Board of the Bishop O'Connor Center, as well as outlining landscaping guidelines, suggesting building materials and providing setback/height limits. As part of our predevelopment activity, we reviewed the plan with the Design Review Board and received initial approval.

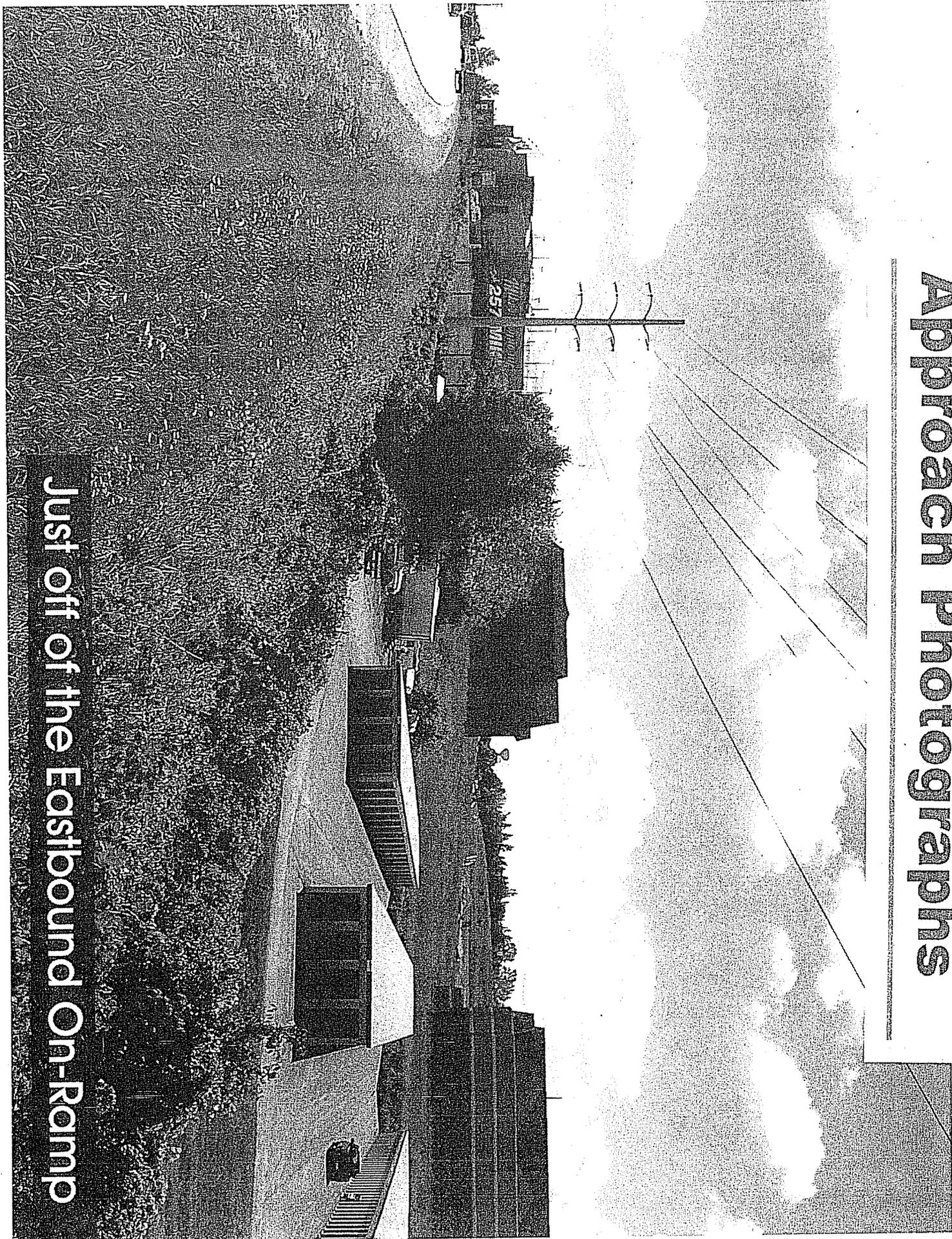
Q: How does the proposal compare to the original with regard to traffic generation?

- A: We undertook a traffic study as part of our predevelopment activity. Analysis of the GDP shows that the proposal will generate less traffic than the concept plans. The results are summarized below.

	2001 Concept Plans	Proposed	Variance
Daily Peak Trips	5,694	4,273	-25.00%
PM Peak trips	363	356	-1.90%

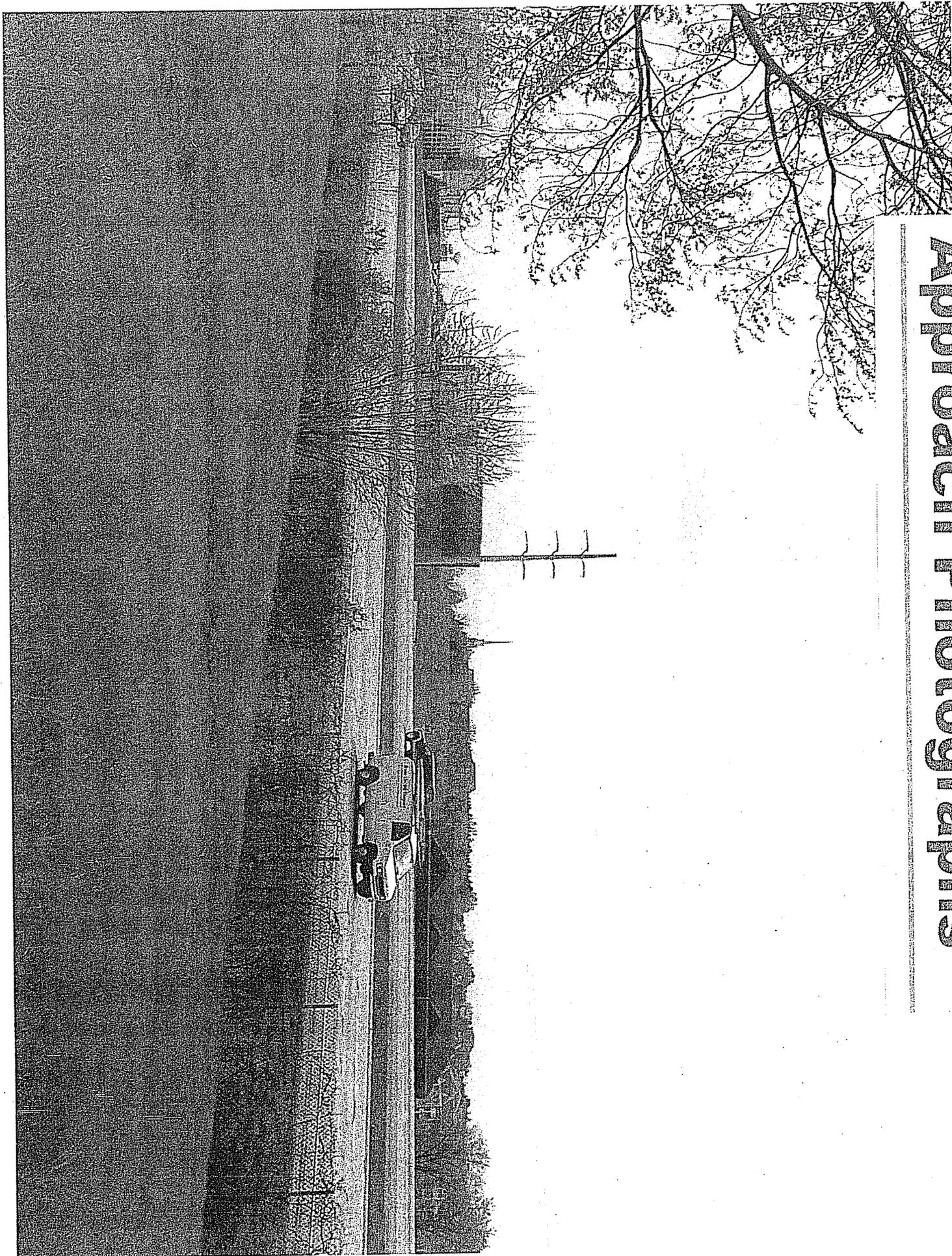
Source: Engineering Solutions Report Dated 5/4/2005: Comparison of Latest Trip Generation Projections to March 2001

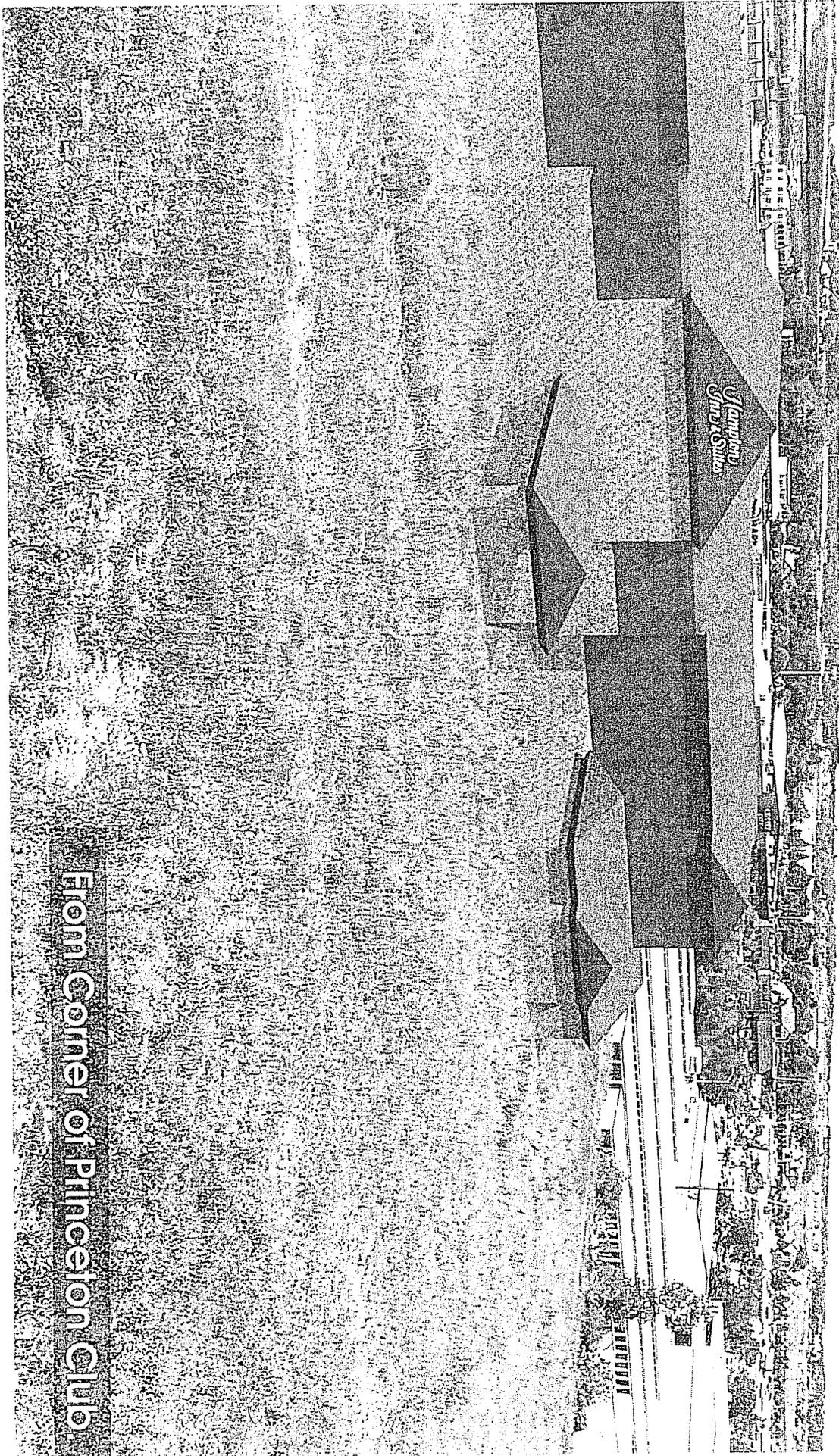
Approach Photographs



Just off of the Eastbound On-Ramp

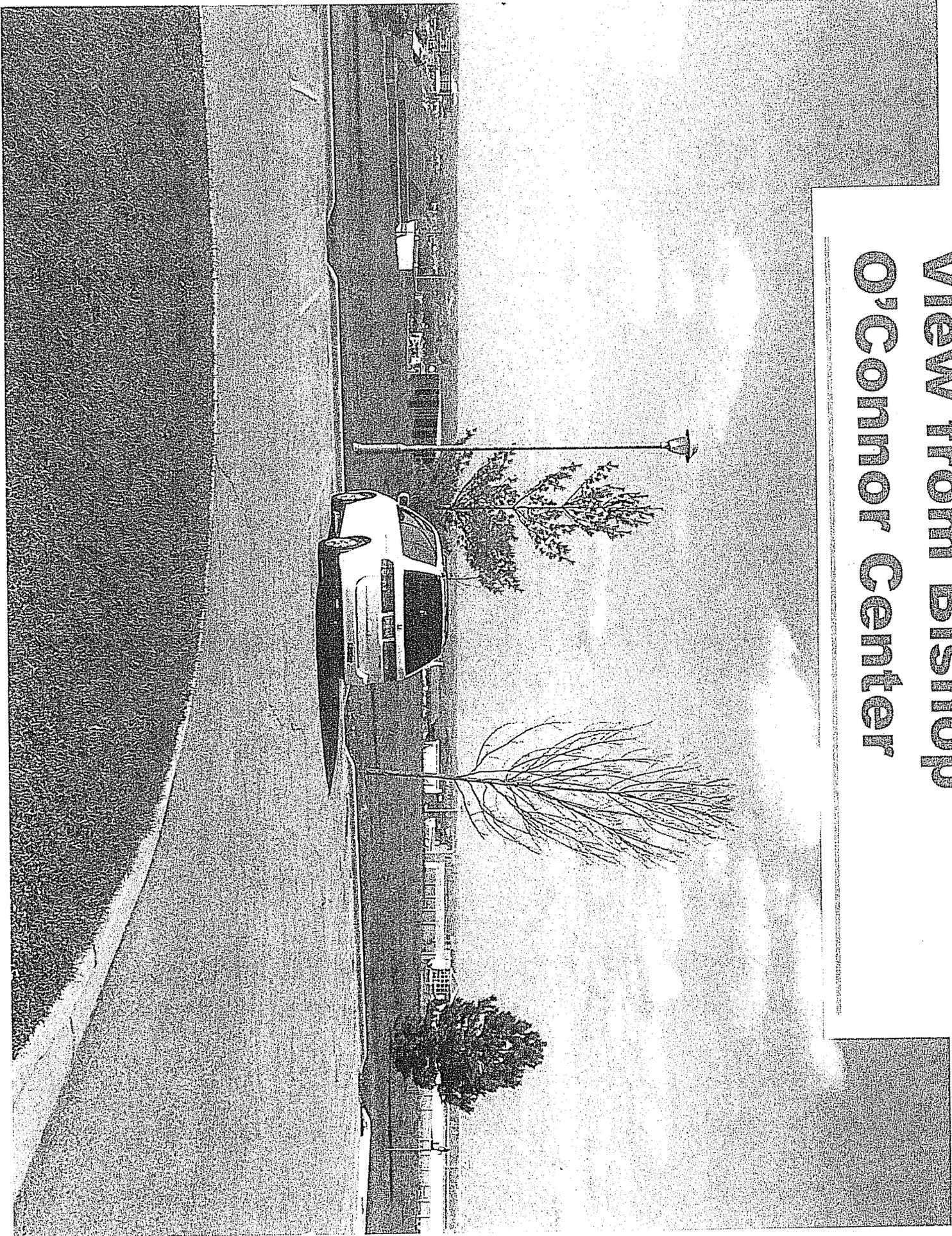
Approach Photographs

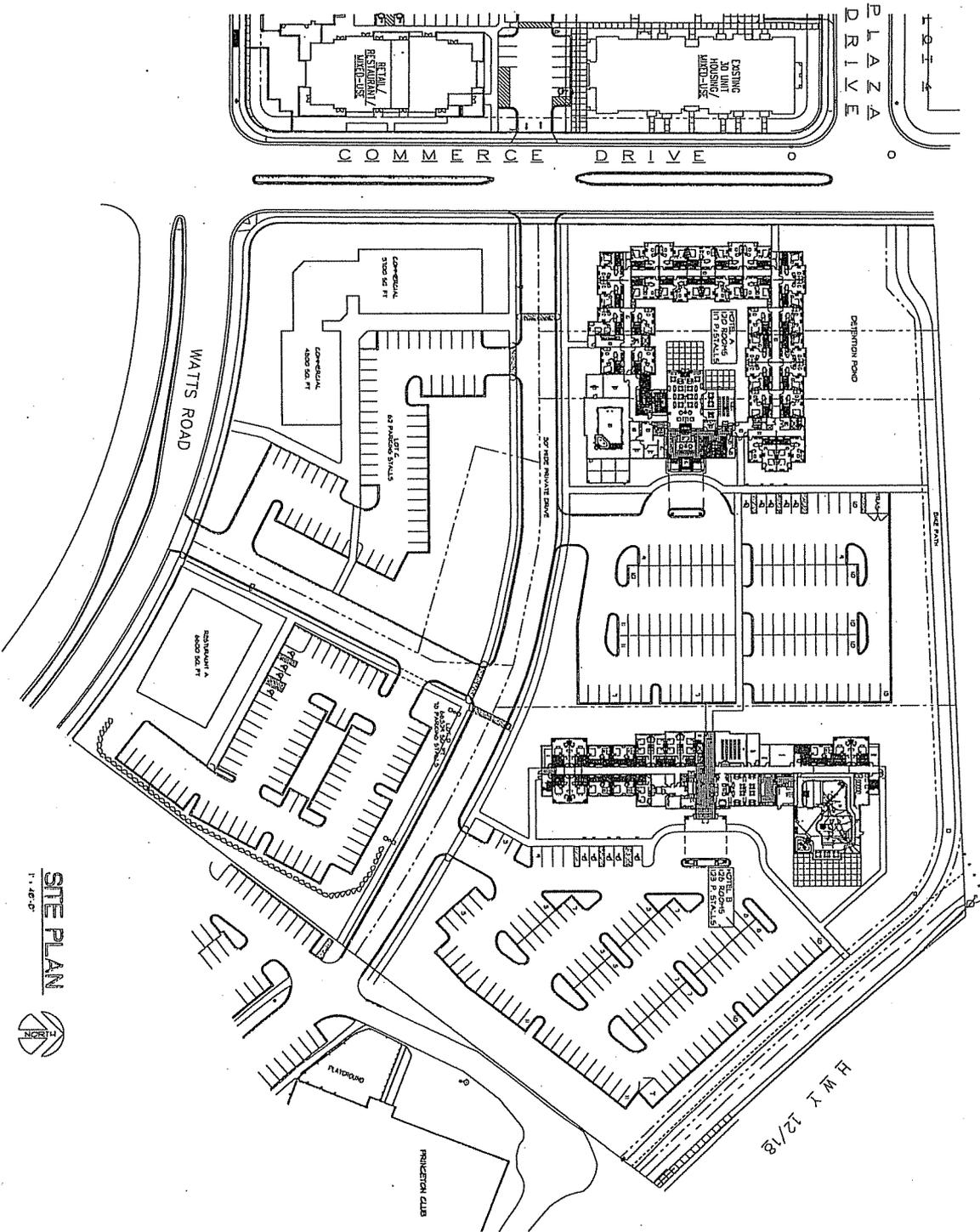




From Corner of Princeton Club

View from Bishop O'Connor Center





SITE PLAN
1" = 40'-0"



PROJECT:
GANSER HEIGHTS GENERAL DEVELOPMENT PLAN
MADISON, WISCONSIN

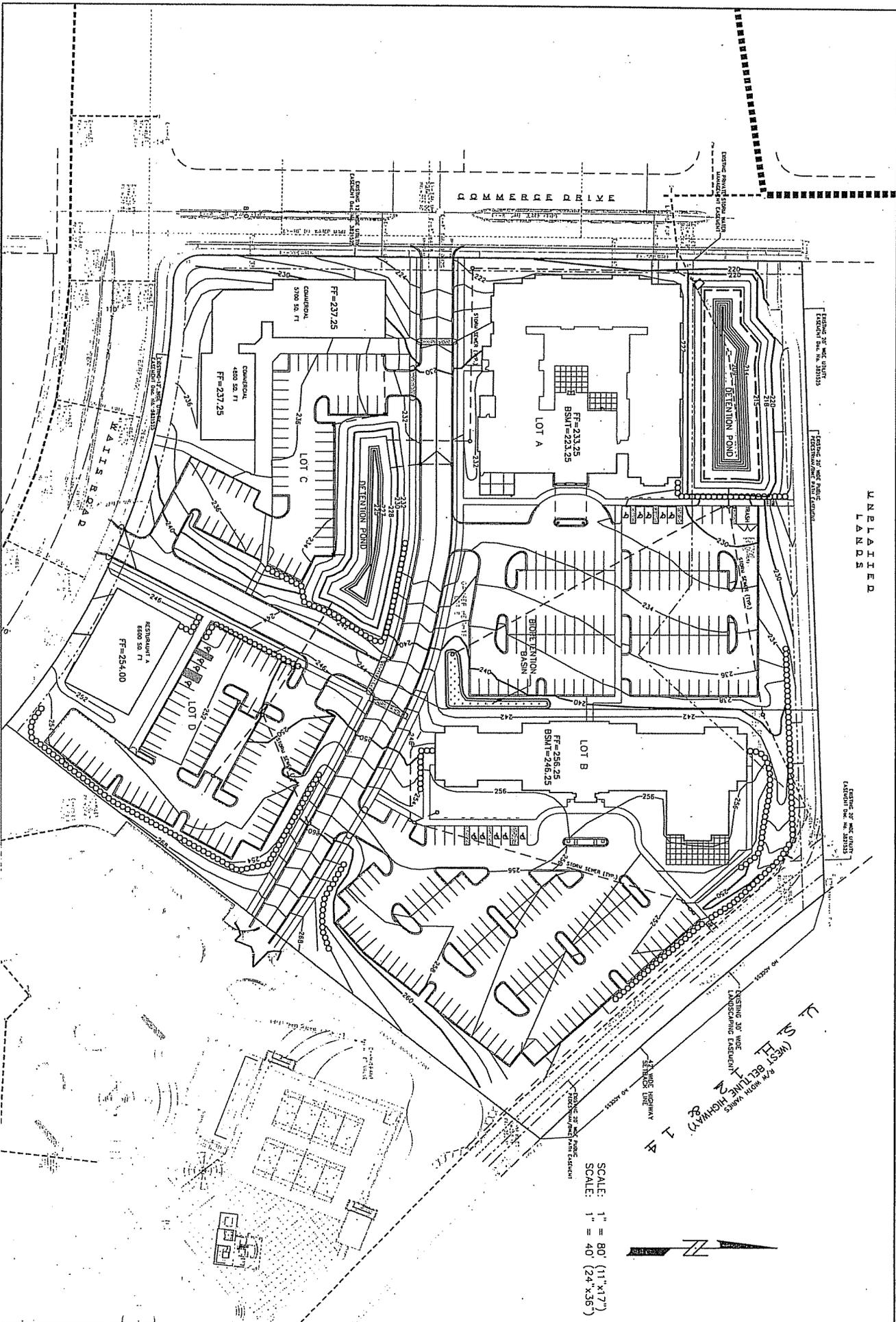
CLIENT:
RAYMOND MANAGEMENT
MADISON, WISCONSIN

OWNER: GANSER HEIGHTS
ARCHITECT: CARL BEHR & ASSOCIATES
DATE: 3/29/06

PROJECT: 200509
DRAWN BY: 201
DATE: 3/29/06

CARL BEHR & ASSOCIATES
ARCHITECTS
1010 EXETER DRIVE
MADISON, WISCONSIN 53703
608-255-1129 (fax)
608-255-2288 (cell)



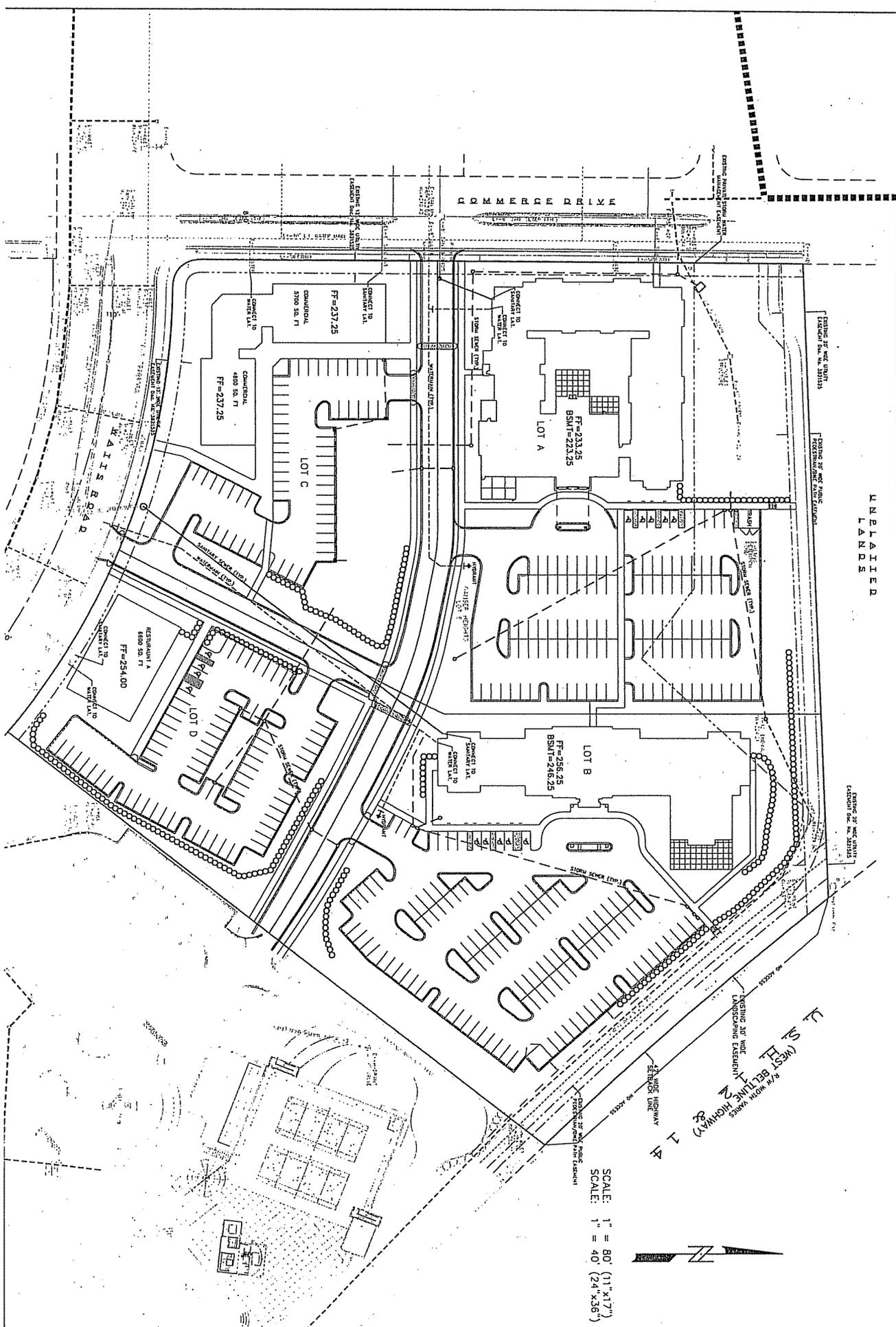


UNPLATTED
LANDS

SCALE: 1" = 80' (11"X17")
SCALE: 1" = 40' (24"X36")



DATE	10-20-03
REVISIONS:	
	10-24-03
	12-14-03
	12-21-03
	01-24-06
	03-27-08



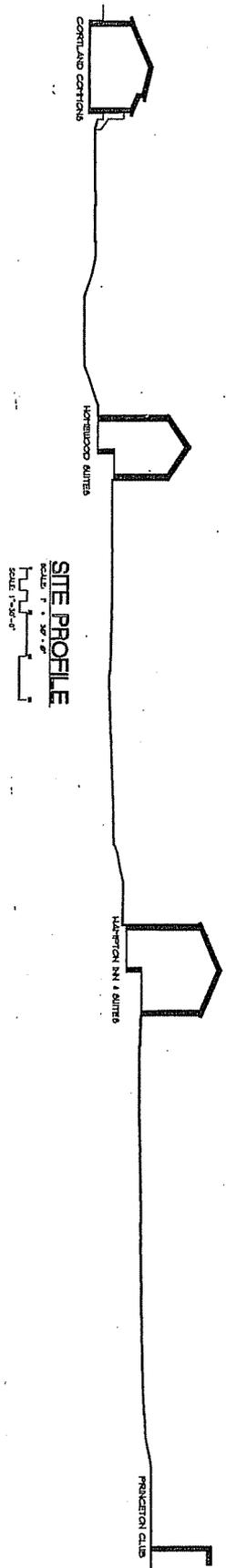
LOT 5 - GANSER HEIGHTS
UTILITY PLAN

DATE:	10-20-05
REVISION:	03-21-05
	03-27-06

Calkins Engineering, LLC
5010 Vegas Road
Madison, WI 53718
(608) 836-0444

5

Building Section



JEFF SORE & ASSOCIATES, INC.
ARCHITECTS
1401 EASTMAN DRIVE
MADISON, WISCONSIN 53703
608-261-2000 FAX 608-261-2002

PROJECT:
GANSER HEIGHTS GENERAL DEVELOPMENT PLAN
MADISON, WISCONSIN
CLIENT:
RAYMOND MANAGEMENT
MADISON, WISCONSIN

DATE: 10/20/05
PROJECT: 200509
OWNER: RAYMOND MANAGEMENT
DESIGNER: JEFF SORE & ASSOCIATES, INC.
SCALE: 1" = 30'-0"