

24 October 2017

Department of Planning & Community & Economic
Development Planning Division
126 South Hamilton Street
Madison, WI 537003

RE: SUPPLEMENTAL LETTER OF INTENT INFORMATION – Madison College South Campus

COMMISSIONERS, the following information is provided as supplemental project data for the Madison College – South Campus Letter of Intent (LOI).

Site Location:

The project site is located at 801 Badger Road at the southern end of Park Street. This site is located in the southwestern portion of the intersection with Badger Road to the north and the start of the South Beltline (12/18) Highway access road along the eastern edge of the property. Perry Street forms the western edge of the property.

Existing Site:

An existing office structure is located at approximately the center of this moderately sloped site. As a part of this project, an application for demolition has been made. A study has been performed by Madison College to determine if the existing Employee Trust Fund (ETF) office building could be adapted to meet the needs of a modern teaching institution. After careful analysis, it was determined that multiple structural layout issues, mechanical system inadequacies and the need for new modern interior will require replacing the existing building.

The removal of the existing building allows the new structure to be placed near the corner of Park Street and Badger Road. The net result of bringing the building 'up to the corner' is a prominent new addition to the Park Street neighborhood. This location permits this proposed building to serve as a gateway element to the southern end of Park Street.

Proposed Building:

Madison College will be building a comprehensive, full service campus. It will contain space for general classrooms, computer labs, science labs (including physical science, anatomy and physiology, chemistry and biology), STEM center, accommodated testing labs, Medical Assistant Labs, Nursing Assistant Labs, Early Childhood Education Labs, small café, library, student services center and administrative offices. The first phase of the building will consist of a three level building, approximately 45,000 square feet in total size.

Conditional Use:

This proposed first building is approximately 45,000 square feet in size. The total size of the building exceeds the 25,000 square foot size threshold for review as a Conditional Use.



209 south water street milwaukee, wisconsin 53204 414 359 3060
2310 crossroads drive suite 2000 madison, wisconsin 53718 608 240 9900
205 north orange avenue suite 202 sarasota, florida 34236 941 444 8845

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Partners: Michael P. Brush, Martin P. Choren, Gregg R. Golden, Mark C. Herr, John J. Holz, Nicholas D. Kent, Steven A. Kieckhafer, Scott A. Kramer, Jason W. Puestow, David J. Raysich, Michael H. Scherbel, Larry A. Schneider, Michael J. Sobczak

Site Amenities:

As the newest addition to the Madison College system, the overall intent is to develop a campus that brings the same brick, stone and metal panel building vocabulary used at the Truax campus to this new site. In addition, a fully developed site that is extensively landscaped above the City of Madison standards is proposed. Extensive use of landscaped walkways is further enhanced with benches, multiple areas for bike parking and an open plaza area.

As a commuter facility parking, for students who often work or have families, is a key element of the project. The site designers are working to provide the 250 car stalls needed by the College. This proposed plans indicates 246 car stalls. Handicap parking and a bus drop off area are located adjacent to one of the two main building entries. The main parking lot is subdivided into four main sections by major landscape areas. As a result of designing parking in multiple sections no one area exceeds 100 parking stalls.

Urban Design District 7:

The proposed building is located in Urban Design District (UDD) 7 and text addressing the goals of the design intent of this district is provided separately. The text of UDD 7 is presented with a response following each design goal of the district. This project will be fully reviewed by the Madison Urban Design Commission (UDC).

Future Phases:

The building is being designed as a 45,000 square foot facility with the ability to add another 30,000 square feet, to make the total 75,000 square feet. Madison College hopes to add the additional 30,000 square feet in the next 2-3 years.

Project Goals & Challenges:

The entire Madison College team believes the redevelopment of this new campus site will serve as a catalyst for South Park Street and all of South Madison. Future development will follow. On behalf of Madison College, it is believed that providing needed full service educational opportunities to an area of Madison, that has typically been underserved, serves both the immediate community and the entire City.

Best regards,



Kirk Keller
Project Manager

