



Letter of Intent

REZONING REQUEST Planned Unit Development (PUD-SIP) for the New South Campus Union

Application Submittal Date: March 18, 2009 for Plan Commission May 18, 2009

This is an application for a rezoning from PUD-GDP to PUD-SIP for a new 291,500 GSF campus union facility located at 1308 West Dayton Street. The project is currently in final construction document preparation with a projected construction start date of June 2009. Asbestos abatement and demolition of the existing buildings started in February 2009 to prepare the site for construction. The project will be completed for occupancy in March 2011.

Application Materials

- Cover Letter
- Application Form
- Legal Description
- Letter of Intent (this document)
- Zoning Text
- Small format bound set of drawings
- Large format bound set of drawings

Project Participants

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Building Use, Area, and Occupancy

The existing Union South facility, constructed in 1971, consists of a 3-story, 113,000 GSF mostly concrete building which has outlived its useful life. Elsewhere on the site includes the 1964 Hi-Ray Hall which is an old 3-story walk up student dormitory with basement converted into academic program space and the prior privately owned Randall Towers apartment complex (19,000 GSF). All three existing buildings will be removed as part of this project. This PUD/GDP request included a request to demolish the three buildings prior to receiving final approval of the SIP drawings for this project. The existing Union South building continues to provide both programmatic and long term maintenance challenges for the university. After a significant master plan study of all Wisconsin Union facilities, it was determined that the most cost effective and prudent measure in providing new, state-of-the-art facilities for the campus users, was to remove the existing facilities and build a new and expanded facility on the existing site.

The proposed new facility will include the following uses: dining facilities, café/grill and adjacent 2nd floor outdoor dining terrace (total capacity of 585), a coffee shop, indoor climbing/bouldering wall, shower/changing facilities, a bowling alley with 8 lanes, a recreation center with table games, a large banquet room (Badger Hall) to accommodate 2,000 people standing and 875 for banquet seating, pre-function spaces, a small theatre for campus films (360 fixed seats), several conference/meeting rooms (total capacity for 370), offices, student organization spaces, catering offices and a large production kitchen, 60 guest (hotel) rooms, an art gallery, a small convenience store/market, food kiosks, storage spaces, bike and moped parking, and approximately 182 underground parking spaces. Future connections to the proposed regional rail system are also being designed into the facility along the north side of the building and the existing rail tracks. A bike station of approximately 1,700 GSF containing a small maintenance repair facility is also planned for future development but is unfunded at this time.

Outside the east side of the building, along the vacated North Orchard Street, the opportunity for small outdoor farmers markets, art fairs and potential food carts are being planned along a pedestrian-bicycle mall / fire lane. This vacated section of North Orchard Street, between West Dayton Street and Campus Drive/West Johnson Street, will be turned into a pedestrian mall that will provide fire/emergency access for the building.

Events within the building that could spill out onto the south plaza and upper floor terraces include seminars, workshops, receptions, weddings, social gatherings, etc. The main south plaza will also be home to the UW Marching Band and Badger Bash on football Saturdays in the fall. Outdoor food and beverage vending by the Wisconsin Union, including alcohol sales, may be part of any of these events. Outdoor Wisconsin Union retail vending (T-shirts, souvenirs, etc.) during major events is also possible. Additionally, the large south plaza and upper grill terrace will host small musical events and movie nights when weather permits. These types of events in the summer could run from 9:00 p.m. until 12:00 midnight. It should be noted that the Wisconsin Union needs to respect their overnight guests in the guest rooms and that outdoor music and noise will be kept to a minimum after 11:00 p.m.

The main users of the current Union South building, on a typical day during the academic year, include approximately 6,000 faculty/staff, grad students and undergraduate students. That number is expected rise to around 9,000 daily with the new South Campus Union. Hours of operation are 7:00 a.m. to 2:00 a.m. every day of the week with some shorter hours during academic break periods.

Building Signage will follow campus standards of either ground mounted signs or on-building mounted signage.

The site will provide 232 bicycle parking spaces on the west, east and north sides of the building. Moped parking (approximately 33 spaces) will be accommodated along the Orchard Street mall just north of West Dayton Street.

Parking management is addressed in accordance with the overall University Master Plan on a campus-wide basis, not by individual building. This facility will provide approximate 182 underground parking spaces with a mixture of permit spaces and visitor (hourly) spaces. The 2005 Campus Master Plan recommends consolidating surface parking lots into structured parking ramps to allow for more infill development and improved land use on campus. Parking

for individuals with disabilities will be provided in the underground parking ramp as well. Loading/unloading, pick-up/drop-off, taxi and short term delivery parking will be accommodated off the southeast corner of the building in a small turn around area.

A separate underground loading dock, with access off North Randall Avenue, will include room for 3 full size semi-trailer trucks and 2 panel truck dock spaces. This area will also include room for dumpsters and recycling facilities.

From a maintenance standpoint, trash removal is handled by University custodial staff on a daily basis with servicing of dumpsters in the underground service/loading dock area. Equipment storage is handled all within the confines of the building. Snow removal on all walks and access drives for the existing and proposed building is administered by University Environmental Services staff. Building custodial staff are responsible for snow and ice removal near the building entrances and on the walks leading immediately into the building.

The 2005 Campus Master Plan identifies this site as the proposed future Union redevelopment with associated parking. The master plan further recommends a future relocation of the Wendt Engineering Library to the west on the Engineering campus and provide a new major green space and open area for the new Union. This future phase may be done in 10 to 15 years and may include additional underground parking. The master plan also suggests connections to a regional transportation system (commuter rail & regional bus systems). The current site design includes planning for the future commuter rail system with room for dual rail lines, loading platforms, etc. on the north end of the building in an expanded railroad right-of-way.

A bus pull-off is planned for the west side of North Randall Avenue, south of Engineering Drive, to provide space for two buses loading/unloading passengers along with the necessary bus shelters and seating for waiting passengers. This will be provided under a separate State project (Randall-Dayton Utilities project). This area can also serve local Metro buses including the campus bus routes. The existing bus stop on Campus Drive, just east of North Randall Avenue, will need to be relocated after discussions with Madison Metro staff. Currently, it has been suggested to be moved to the east to a point just west of the Orchard/Campus Drive intersection.

Pedestrian crossing improvements as part of this project include adding traffic signals to the intersection of Campus Drive and North Orchard Street similar to work that has been done on the University Avenue/Johnson Street pair at the East Campus Mall (formerly N. Murray St.). The intersection will be colored concrete with painted cross walks to visually reinforce the importance of this pedestrian crossing.

Legal Description of Site

See Attached.