

UNIVERSITY RESEARCH PARK² PUD/GDP



UNIVERSITY
RESEARCH PARK
UNIVERSITY OF WISCONSIN-MADISON





DOCUMENT INTENT

The intent of this document is to provide the City of Madison with a General Development Plan that implements the goals and creates the desired character as found within the Pioneer Neighborhood Development Plan and to request PUD zoning and approval as outlined within the City of Madison Zoning Code, Section 28.07(6). This submittal should be reviewed in conjunction with Land Use Application and Final Plat Submittal for the University Research Park² project.

PROJECT NAME

University Research Park²

PROJECT OWNER

University Research Park
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ZONING REQUEST

PUD – Planned Unit Development District General Development Plan
Urban Mix District
Urban Core Residential District

PUD JUSTIFICATION

The Planned Unit Development District is needed in order to implement the recommendations and meet the intent of the Pioneer Neighborhood Development Plan. This district will offer the design flexibility necessary to integrate a wide range of uses while creating an attractive, pedestrian-friendly, transit supportive neighborhood in which people can live, work and play.

DEVELOPMENT CONCEPT: RELATIONSHIP TO THE PIONEER NEIGHBORHOOD PLAN

The PUD District is located around the future intersection of the western extension of Watts Road and the southern extension of Pleasant View Road. Although both roads will be four lanes with a landscaped median outside of the Urban Mix District, they will split into one-way, two-lane roads once inside the district. The PUD-GDP regulations require the following urban design standards, as required in the Pioneer Neighborhood Plan. No existing zoning district enables the specific allowable uses and urban design standards as described in the Pioneer Neighborhood Plan.

Transit Oriented Development:

Buildings and open spaces will focus on design, density and access. Retail should be concentrated in key areas. Buildings will face streets and urban open spaces.

Pedestrian-Orientation:

The PUD-GDP district will feature a pedestrian-friendly design, including buildings that create a sense of street enclosure, street level architecture, and a relatively narrow pavement width to encourage pedestrian activity. The streets should be designed to serve multiple functions with particular attention towards safe and comfortable pedestrian crossings. Sidewalks will be provided on both sides of all streets. Streets should feature street furniture.

Allowable Uses:

The desired urban design character of the Urban Mix District includes retail and business services located on the first floor, with housing, offices and research uses above. Buildings will be multi-story and mixed-use. Ground floor uses could include neighborhood retail, offices, and services. Upper floor uses could include housing, lodging, offices and research. Live-work unit will be permitted. No auto-oriented commercial uses will be permitted. The Urban Core Residential District includes medium-high to high density residential buildings within walking distance of the Urban Mixed District, offering residents easy access to daily goods and services. Buildings will be multi-story and address the street. Limited office and commercial uses will be permitted.

Building Heights:

Buildings will range from two to six stories, with facades staggered above the third floor to provide architectural interest, increase sunlight and decrease the appearance of building mass at the street. Building entrances will be oriented toward the street and/or urban open spaces.

Principal building setbacks:

A minimum of 75% of front building wall will be 0' to 15' from Watts Road and Pleasant View Road rights-of-way. A minimum of 50% of building wall will be 10' to 25' from other street rights-of-way. Adjacent buildings will share common walls or have minimum spacing between buildings.



Parking:

On-street parking will be available on both sides of all streets, including the couplet. Surface parking will be directed to the rear of buildings with limited side yard parking. No greater than 40' of parking lot frontage will be exposed on the street (except where the lot has frontage on 3 or more streets). Underground, structured and shared parking will be strongly encouraged. Structured parking could be located within a mixed-use building, with first floor retail and parking above or below ground. The building should be designed to blend the parking structure with the overall character of the district. Bike parking facilities will be provided.

Transportation Demand Management Plan:

Nonresidential development in the district will be expected to prepare Transportation Demand Management Plans at the time of zoning and platting approvals.

Urban open spaces:

Plazas, squares or similar urban open spaces will be integrated into the overall development pattern, including a pedestrian plaza or park. These areas should be promoted for dining, entertainment, open air markets and other activities that would be integral to or adjacent to businesses. Carefully designed hardscape improvements and pedestrian amenities should be emphasized.

Views from site:

The Mixed Use District/PUD-GDP area is located on a highpoint, affording views of the Wisconsin State Capitol building. Sight lines have been considered during preliminary and final platting. Long views of the Capitol, Lake Mendota and the Cityscape will be preserved.

The PUD-GDP district will meet these additional neighborhood plan guidelines through the PUD-GDP regulations:

- Seamless transitions to RDC and other adjacent districts
- Impervious surface ratio: Maximum of 0.95 per site
- Stormwater features: Urban stormwater management approaches; District served by regional basins; On-site water quality features
- Signs: On-building, first floor signs only; themed, small-scale projecting signs encouraged; Provide adequate way-finding signs for pedestrians, bicyclists, and auto traffic to direct them to various stores and parking.

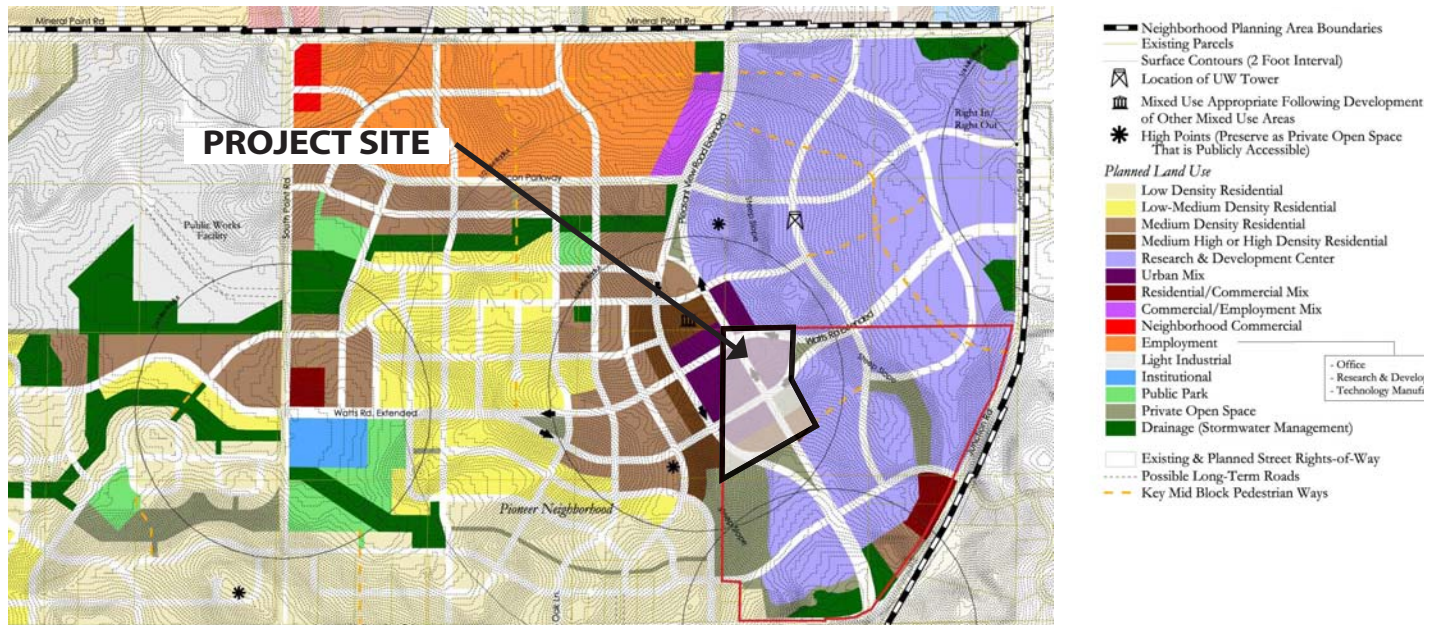


Figure 1 - Planned Land Use Per the Pioneer Neighborhood Plan (Map 6)



PROJECT SITE DESCRIPTION

The project site is located on the far west side of Madison, southwest of the Mineral Point Road/County Highway M intersection (Figure 2). The property is owned by the State of Wisconsin Board of Regents and currently used primarily for experimental agricultural research. The proposed PUD is a 10 acre portion of the entire University Research Park² project, which encompasses just over 270 acres. Of this 270 acres, approximately 225 acres are cropland. Woodlands cover approximately 40 acres of the site with several high quality stands of timber present in the southern half of the parcel. The most prominent man-made feature on the site is the University of Wisconsin Communications Tower, located in the northern half of the site. The tower site includes the 1,400 foot tall tower, several small buildings, guy wires, and a network of gravel access roads. One residential dwelling, the former Hoopes property, is located in the southeastern quadrant of the parcel near CTH M (902 County Highway M). This dwelling, now abandoned and owned by the UWRP, is a two-story, wood framed house having a footprint area of approximately 1,000 square feet.

Site topography is characterized by rolling hills, with several areas having slopes greater than 12%. On-site soils are primarily loams and silt loams in the Griswold, Troxel, Plano, Ringwood, and Dresden groups. Soils are generally moderately well drained and are well suited for the proposed development

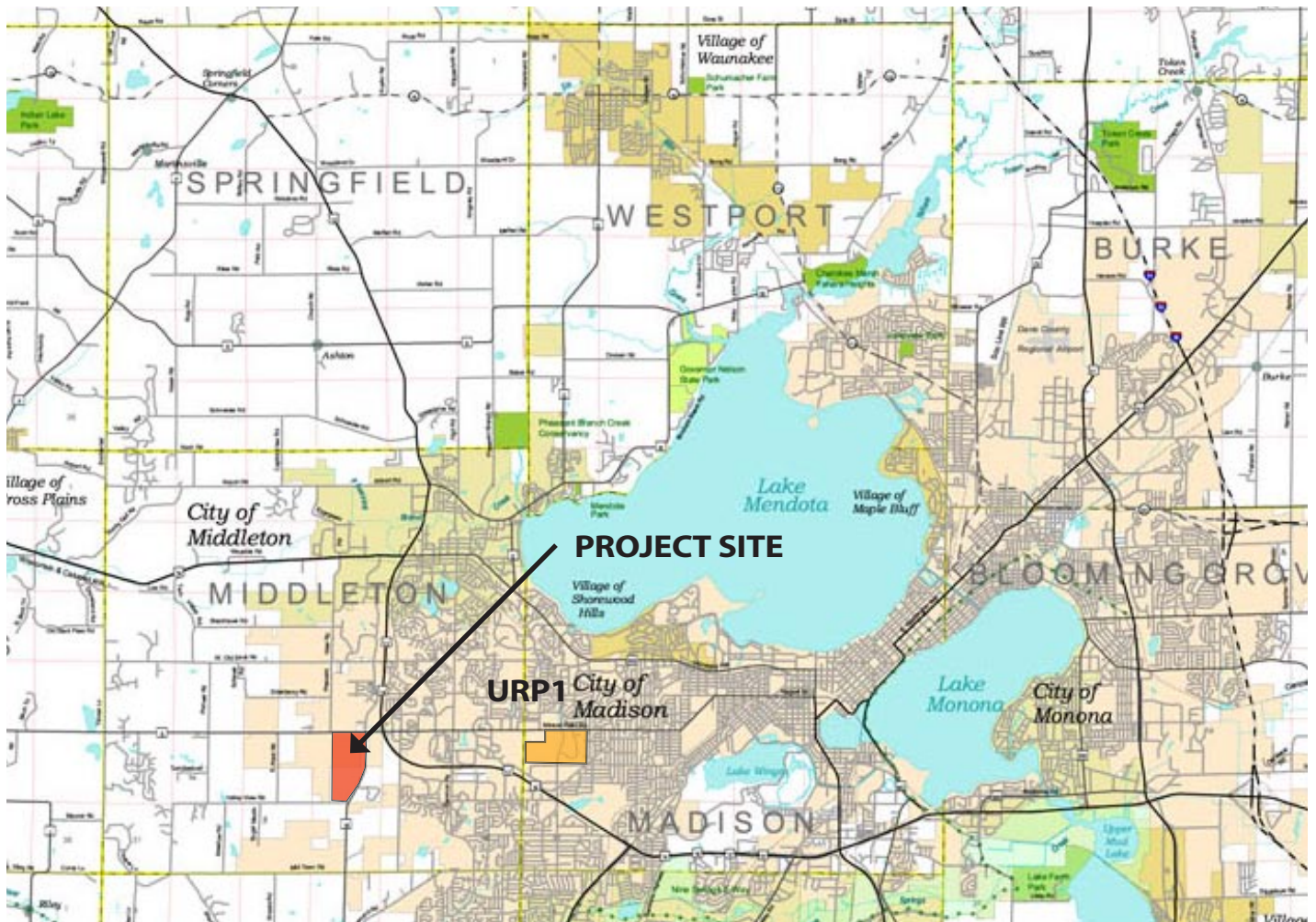


Figure 2 - Project Site location (Map courtesy of Dane County Land Information)

**PRE-FILING CONFERENCE MEETINGS**

July 2, 2009 with City Planning Staff, Brad Murphy

July 9, 2009 with City Planning Staff, Tim Parks

DEVELOPMENT SCHEDULE

The project will be developed in two main phases. The portion of the district located south of the western extension of Watts Road is expected to develop over the next ten years. The portion located north of Watts Road is not expected to develop until the southern phase is approaching build-out. Most of this northern area will not be able to develop until the communications tower is removed.

PARCEL SIZE

The PUD is approximately 10.1 acres, not including proposed rights-of-way for Watts and Pleasant View Roads. The 10.1 acre PUD is part of the overall 273.9 acres within the University Research Park² project.

PARCEL ADDRESS / NUMBER

Portions of the following parcels are included within the PUD:

- 8501 Mineral Point Road / 70827100979

EXISTING LAND USES

Agriculture/ Farmland

EXISTING ZONING

A - Agriculture

SURROUNDING USES**North**

The properties to the north of the site are currently used for agricultural purposes.

West

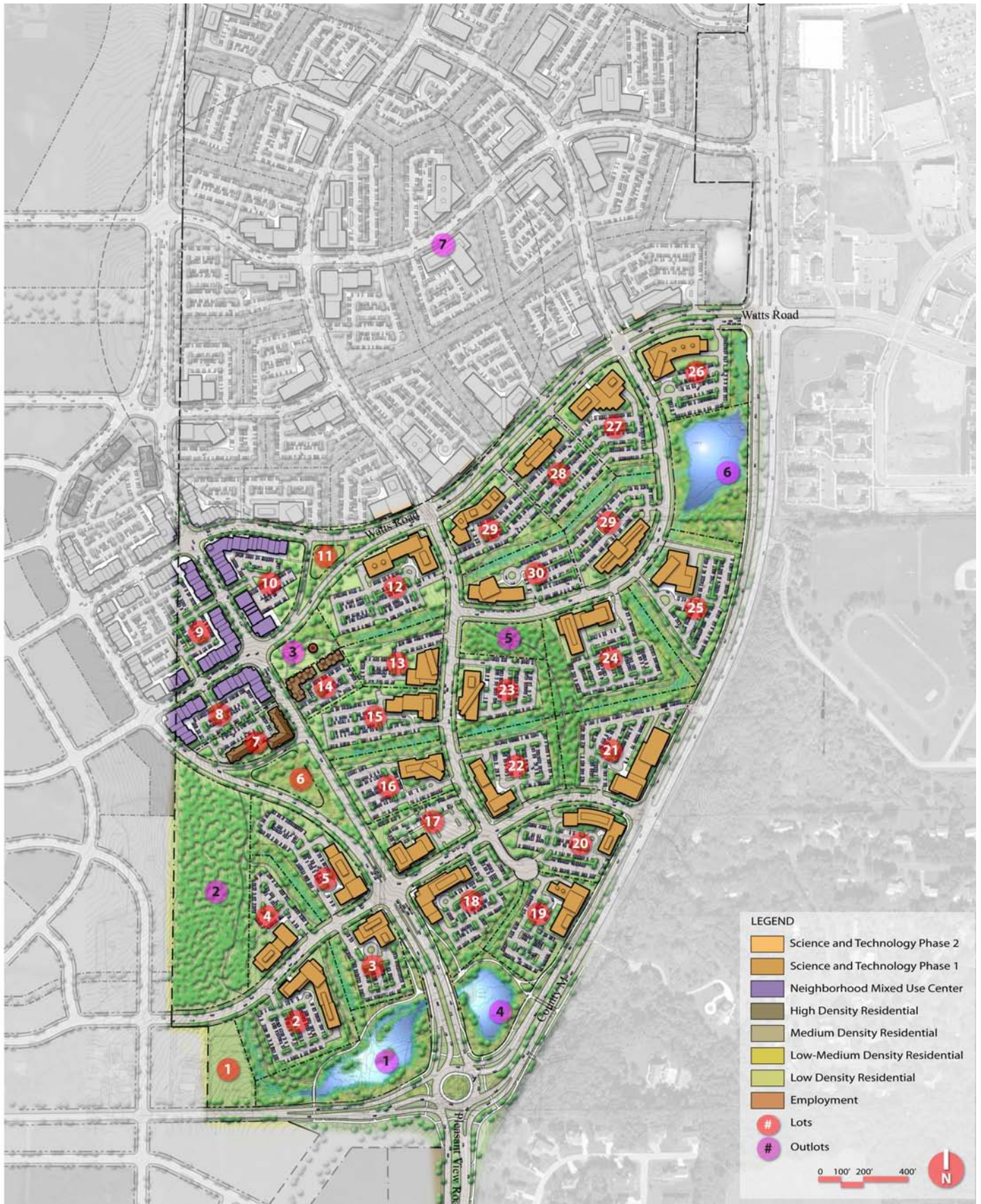
The properties to the east of the subject property are currently used for agricultural purposes. Land use transitions to residential and commercial uses further east near CTH M.

South

Properties to the south and west of the site are agricultural.

East

Properties to the west include a variety of residential and commercial uses that transition to large-lot single-family residential within Applewood Estates to the southeast.



General Development Plan



LEGAL DESCRIPTION

The PUD includes lots 7,8,9,10 and 14 of the Final Plat. These lots are a portion the overall University Research Park² project as described below. A legal description for the PUD site will be forthcoming.

The following is the legal description for the entire University Research Park² parcel.

Part of the Northeast 1/4 and the Southeast 1/4 and the Northwest 1/4 and the Southwest 1/4 of Section 27, Town 7 North, Range 8 East, City of Madison, Dane County, Wisconsin, more particularly described as follows:

Beginning at the South 1/4 corner of said Section 27; thence along the South line of the Southwest 1/4 of said Section 27, South 89°11'46" West, 1144.40 feet to the Southeast corner of lands owned by Rung; thence North 00°53'33" East along the East line of the Rung parcel, 396.00 feet; thence South 89°11'59" West along the North line of the Rung parcel, 165.02 feet to a property line as agreed to and described in Quit Claim Deeds recorded as document no.'s 1213413, 1213414, 1213415 and 1213416; thence North 00°54'36" East along the said described line, 2249.06 feet to the South line of the SW 1/4 of said Section 27; thence South 89°06'28" West along the said South line, 2.88 feet to the southwest corner of the NE 1/4 of the NW 1/4 of said Section 27; thence North 00°44'44" East along the West line of the said NE 1/4 of the NW 1/4, 2574.28 feet to the southerly right-of-way line of Mineral Point Road; thence North 89°06'03" East along the said southerly right-of-way line, 729.65 feet; thence North 00°54'12" West along the said southerly right-of-way line, 25.33 feet; thence North 89°5'58" East along the said southerly right-of-way line, 582.48 feet; thence North 89°10'13" East along the said southerly right-of-way line, 658.03 feet; thence South 85°18'10" East along the said southerly right-of-way line, 366.88 feet; thence North 89°11'57" East along the said southerly right-of-way line, 175.88 feet; thence South 45°00'45" East along the said southerly right-of-way line, 160.34 feet to the East line of the NW 1/4 of the NE 1/4 of said Section 27; thence South 00°41'55" West along the said East line, 107.10 feet; thence South 89°44'18" West, 139.75 feet; thence South 01°22'04" West, 186.00 feet; thence South 88°24'46" West, 196.47 feet; thence South 00°48'33" West, 668.50 feet; thence North 89°40'48" East, 339.55 feet to the aforesaid East line; thence South 00°41'55" West along the said East line, 1495.03 feet to the South line of the NW 1/4 of the NE 1/4 of said Section 27; thence South 89°39'59" West along the said South line, 59.46 feet to a point of non-tangent curve; thence southwesterly 520.20 feet along the arc of a 1860.00 foot radius curve to right, the long chord which bears South 14°29'19" West, 518.51 feet; thence South 67°29'57" East, 38.66 feet; thence South 25°01'27" West, 1109.79 feet; thence South 28°03'21" West, 386.12 feet; thence South 36°06'55" West, 502.65 feet; thence South 34°32'22" West, 300.96 feet to a point of curve; thence southwesterly 147.08 feet along the arc of a 500.00 foot radius curve to the left, the long chord which bears South 21°32'20" West, 146.55 feet to the South line of the SW 1/4 of the SE 1/4 of said Section 27; thence South 88°59'39" West along the said South line, 32.43 feet to the point of beginning.

Said parcel contains 11,929,320 square feet or 273.860 acres.

STATEMENT OF PURPOSE

The Planned Unit Development district is established to implement the recommendations and vision as prescribed by the Pioneer Neighborhood Development Plan. The PUD will be implemented through two districts - Urban Mix and Urban Core Residential.



URBAN MIX DISTRICT

Final Plat - Lots 8, 9, and 10

District Description

The Urban Mix district is the dynamic, pedestrian focused heart of the neighborhood that contains a mix of retail, restaurants and services that offer the nearby employment base and local residents access to daily good and services. Development in this mixed use district will have an urban character with buildings placed close to the street and parking areas located to the rear or side of buildings to promote an exciting and vibrant streetscape. First floor uses will include retail, office and service uses while the upper story uses may include residential, office and/or research uses. Planned densities and intensities will be sufficient to support future transit options planned within the neighborhood.

Family Definition

The family definition of this PUD-SIP shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances for the R-4 zoning district.

Permitted Uses

Single-Family Attached Dwellings	Pet Shops
Two-Family Attached Dwellings	Photography Studios
Multiple-Family Attached Dwellings	Post Offices
Retail with Multi-Family Residential Above	Recreation Buildings and Community Centers
Convalescent Homes and Nursing Homes	Restaurants (Except Adult Entertainment Taverns)
Hospitals and Sanitariums (provided such buildings shall be located not less than fifty (50) feet from any lot in a residence district)	Shoe and Hat Repair Stores
Day Care Centers	Toy Shops
Community Living Arrangements for Nine (9) to Fifteen (15) Persons	Wearing Apparel Shops
Churches	Jewelry Stores
Fire and Police Stations	Camera and Photographic Supply Stores
Libraries, Municipally Owned and Operated	Art Galleries
Parks and Playgrounds	Bed and Breakfast Establishments
Schools- Music, Dance, Business or Trade	Sporting Good Stores
Art and School Supply Stores	Small Home Appliance Sales & Service
Barber Shops / Beauty Parlors	Video Rental (Not including Adult Entertainment)
Bicycle Sales, Rental & Repair	Tailor Shops
Book, Magazine and Stationary Stores	Personal Computers and Home Electronics Sales and Service
Candy and Ice Cream Stores	Small Animal Clinics (Not Including Outdoor Runs and Pens)
Drugstores	Musical Instruments Sales and Repair
Dry Cleaning/ Laundry Establishments	Offices, Business and Professional
Florist Shops	Physical Culture and Health Services and Reducing Salons
Food Stores	Hotels and Motels (Zoning Lot Shall Not Be Less Than One (1) Acre)
Gift Shops	Outdoor Eating Areas of Restaurants
Hardware Stores	Printing and Publishing Establishments
Hobby Shops	Antique Shops
Liquor Stores, Packaged goods Only	Art Galleries and Museums
Paint and Wallpaper Store	



Banks and Financial Institutions
 Carpet and Rug Stores
 Catering Establishments
 China and Glassware Stores
 Clothing and Costume Rental Stores
 Coin and Philatelic Stores
 Furniture Stores
 Interior Decorating Shops
 Office supply Stores

Optical Sales
 Orthopedic and Medical Appliance and Supply Stores
 Picture Framing
 Recording Studios
 Taverns (Except Adult Entertainment Taverns)
 Theaters, Indoor
 Medical, Dental and Optical Clinics
 Artisan Studio
 Brewpubs

Urban Regulations

Lot and Building Envelope

Minimum Lot Area	varies (established in SIP)
Minimum Lot Width	varies (established in SIP)
Minimum Corner Lot Width	varies (established in SIP)
Maximum Impervious Surface Ratio	95%
Minimum Front Yard Setback (Watts and Pleasant View Frontages)	0 feet
Maximum Front Yard Setback (Watts and Pleasant View Frontages)	15 feet
Minimum Front Yard Setback (all other frontages)	10 feet
Maximum Front Yard Setback (all other frontages)	25 feet
Maximum Front Yard Setback (all other frontages)	5 feet
Minimum Side Yard Setback	0 feet
Minimum Corner Lot Side Yard Setback	0 feet (adjacent street side right of way)
Minimum Rear Yard Setback	varies (established in SIP)
Minimum Paved Surface Setback	0 feet

Density / Intensity

Maximum Floor Area Ratio	4.0
Minimum Residential Density	26 units per acre
Maximum Residential Density	60 units per acre

Buildings

Minimum Building along Frontage (Watts and Pleasant View Frontages)	75%
Minimum Building along Frontage (all other frontages)	50%
Minimum Building Height	2 stories
Maximum Building Height	6 stories
Minimum Building Separation	0 feet
Off Street Parking and Loading	varies (established in SIP)
Accessory Building Regulations	accessory buildings not permitted



URBAN CORE RESIDENTIAL

Final Plat - Lots 7 and 14

District Description

The Urban Core Residential district offers medium-high and high density housing within close proximity to the Urban Mix district and within easy walking distance to many of the goods and services need as part of day-to-day life. Housing options within this district will be primarily multi-family housing, but will also include some areas of attached single family homes – all will have an urban character with buildings oriented to public street with relatively short setbacks, well organized and defined private open space for the use and enjoyment of residents and pedestrian-oriented architectural detailing to break down the building mass. The Urban Core Residential district acts as a transition between the more active and compact Urban Mix district and the RDC district.

Family Definition

The family definition of this PUD-SIP shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances for the R-4 zoning district.

Permitted Uses

Single-Family Attached Dwellings
Two-Family Attached Dwellings
Multiple-Family Attached Dwellings
Retail with Multi-Family Residential Above
Attached and Detached Garages, Underground and Structured Parking
Accessory Structures
Convalescent Homes and Nursing Homes
Hospitals and Sanitariums (provided such buildings shall be located not less than fifty (50) feet from any lot in a residence district)
Day Care Centers
Community Living Arrangements for Nine (9) to Fifteen (15) Persons
Churches
Fire and Police Stations
Libraries, Municipally Owned and Operated
Parks and Playgrounds



Urban Regulations

Lot and Building Envelop

Minimum Lot Area	varies (established in SIP)
Minimum Lot Width	varies (established in SIP)
Minimum Corner Lot Width	varies (established in SIP)
Maximum Impervious Surface Ratio	95%
Minimum Front Yard Setback	10 feet
Maximum Front Yard Setback	25 feet
Minimum Side Yard Setback	0 feet
Minimum Corner Lot Side Yard Setback	varies (established in SIP)
Minimum Rear Yard Setback	varies (established in SIP)
Minimum Paved Surface Setback	varies (established in SIP)
Minimum Garage Rear Yard Setback	varies (established in SIP)
Maximum Garage Rear Yard Setback	varies (established in SIP)
Minimum Garage Side Yard Setback	varies (established in SIP)

Density / Intensity

Maximum Floor Area Ratio	varies (established in SIP)
Minimum Residential Density	26 units per acre
Maximum Residential Density	60 units per acre

Buildings

Minimum Building along Frontage	50%
Minimum Building Height	2 stories
Maximum Building Height	6 stories
Minimum Building Separation	0 feet (common wall) or 10 feet
Off Street Parking and Loading	varies (established in SIP)
Accessory Building Regulations	detached garages only, no other accessory buildings permitted



GENERAL SUBDIVISION REQUIREMENTS

Street Trees

Street trees will be planted on both sides of all public streets and is subject to City of Madison Land Subdivision Regulations, Section 16.23(9)(d)7.

Utility / Drainage Easements

Utility and drainage easements are included on the Final Plat. Any additional easements required beyond those included within this submittal will be provided to City staff for review and recording with each phase of project development.

Landscaping

Site landscaping will be provided as part of future SIP submittals.

Street Lighting

Street lighting plans will be developed in conjunction with City staff and will be submitted as part of future roadway improvements. Street light installation is subject to City of Madison Land Subdivision Regulations, Section 16.23(9)(d)8.

Private Open Space Maintenance

Private open spaces will be maintained by the University Research Park.

Signage

A signage plan will be developed and submitted as part of future SIP submittals. All signage will meet the requirements of City of Madison Signage Ordinance.

Alterations and Revisions

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 and Development and the Alderpersons and are compatible with the concept stated in the underlying General Development Plan approved by the Plan Commission.