



NEIGHBORHOOD MEETING
MONDAY, NOVEMBER 16TH

ALDER KEITH FURMAN

DISTRICT 19



- University Research Park, Inc.
- Development Overview
- City Policy + Goals Alignment
- Neighborhood Opportunities



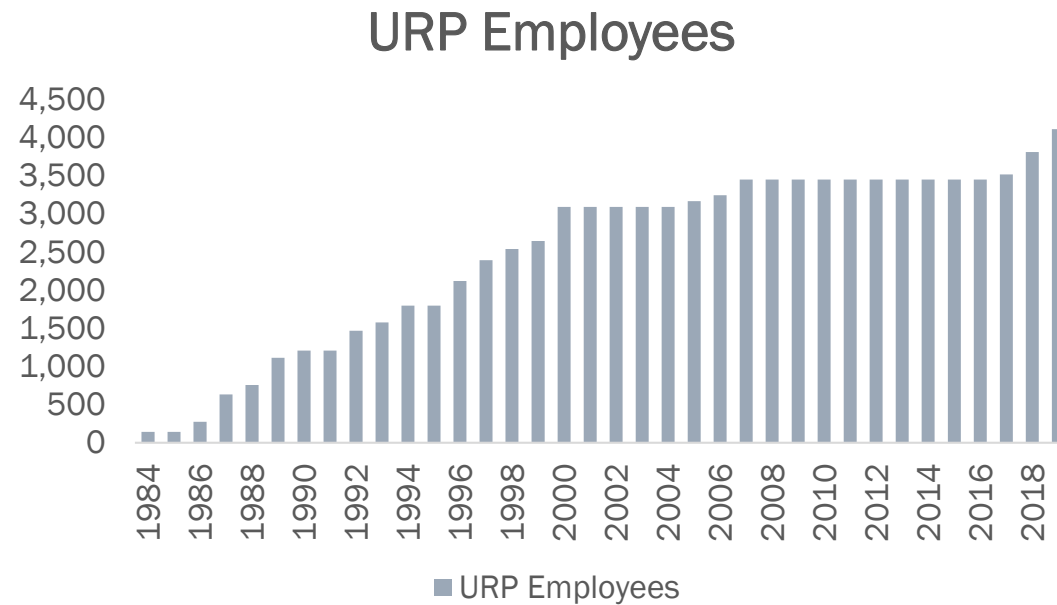
TONIGHT'S DISCUSSION



University Research Park 101

- Affiliate of UW-Madison
- Created to help UW translate research into action
- Roughly 250 acres transformed beginning in 1984
- One of the fastest-growing technology clusters in the country





Over 4,100 Employees and 126+ Companies
call University Research Park home

Average Annual Salary > \$96,000

+\$500 Million Spending on goods, services & capital
investments

Exact Sciences

Illumina

UW-Extension

Slipstream

Invenra

Stratatech

Flad & Associates

Affiliated Engineers

StrataGraft





Attracting and Retaining High Quality Tenants

- Over **4,100** Employees at over **126** Companies
- Approximately **\$4.8 Million** Annual Property Taxes Paid
- Research Park leads the Greater Madison economy in supporting tech-oriented growth
- URP fosters collaboration between UW-Madison and tech-based employers to create business and employment opportunities

University Research Park wants to add coffee shops, companies and camaraderie

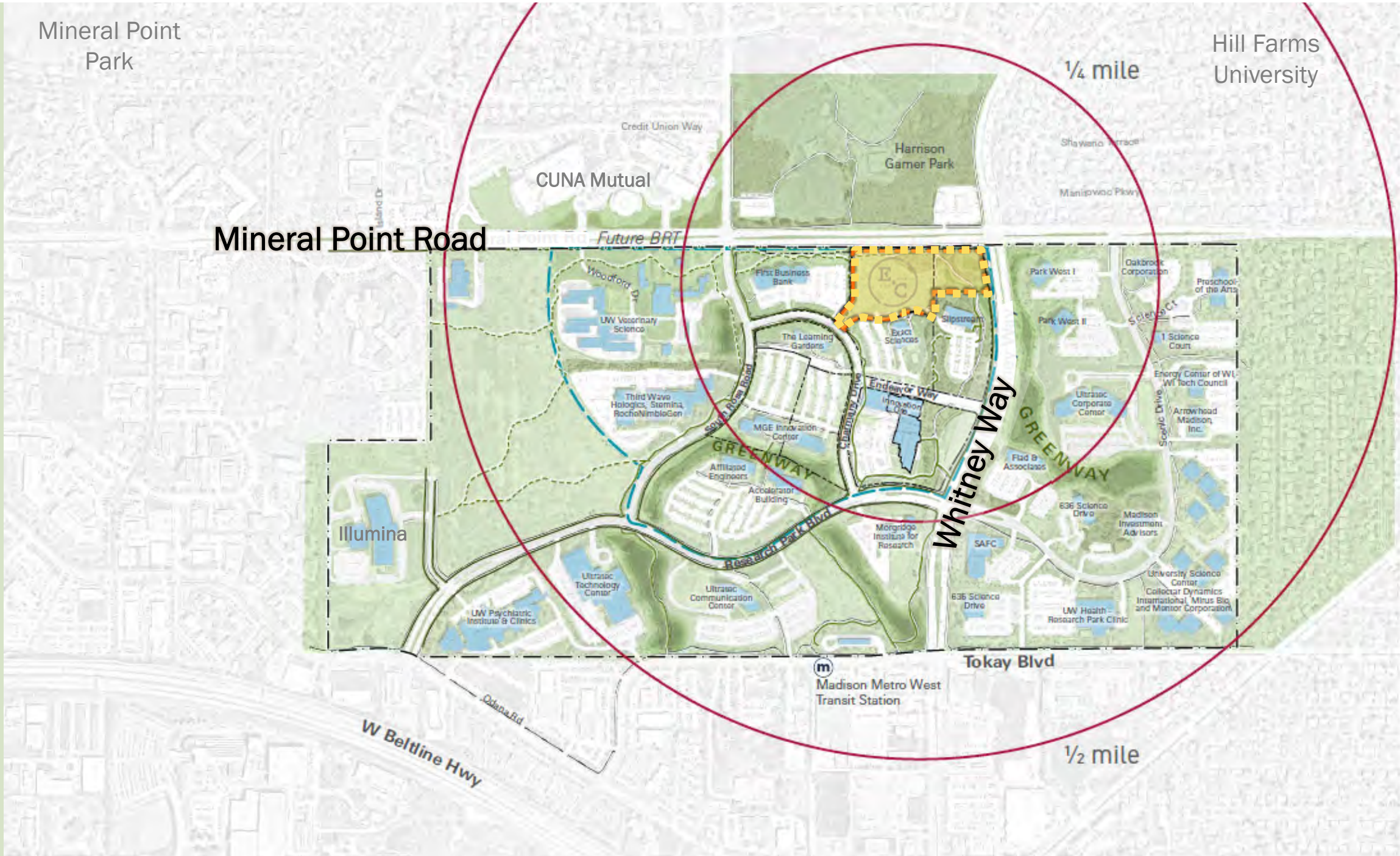
WISCONSIN
STATE JOURNAL

Judy Newman | Wisconsin State Journal
Feb 5, 2018

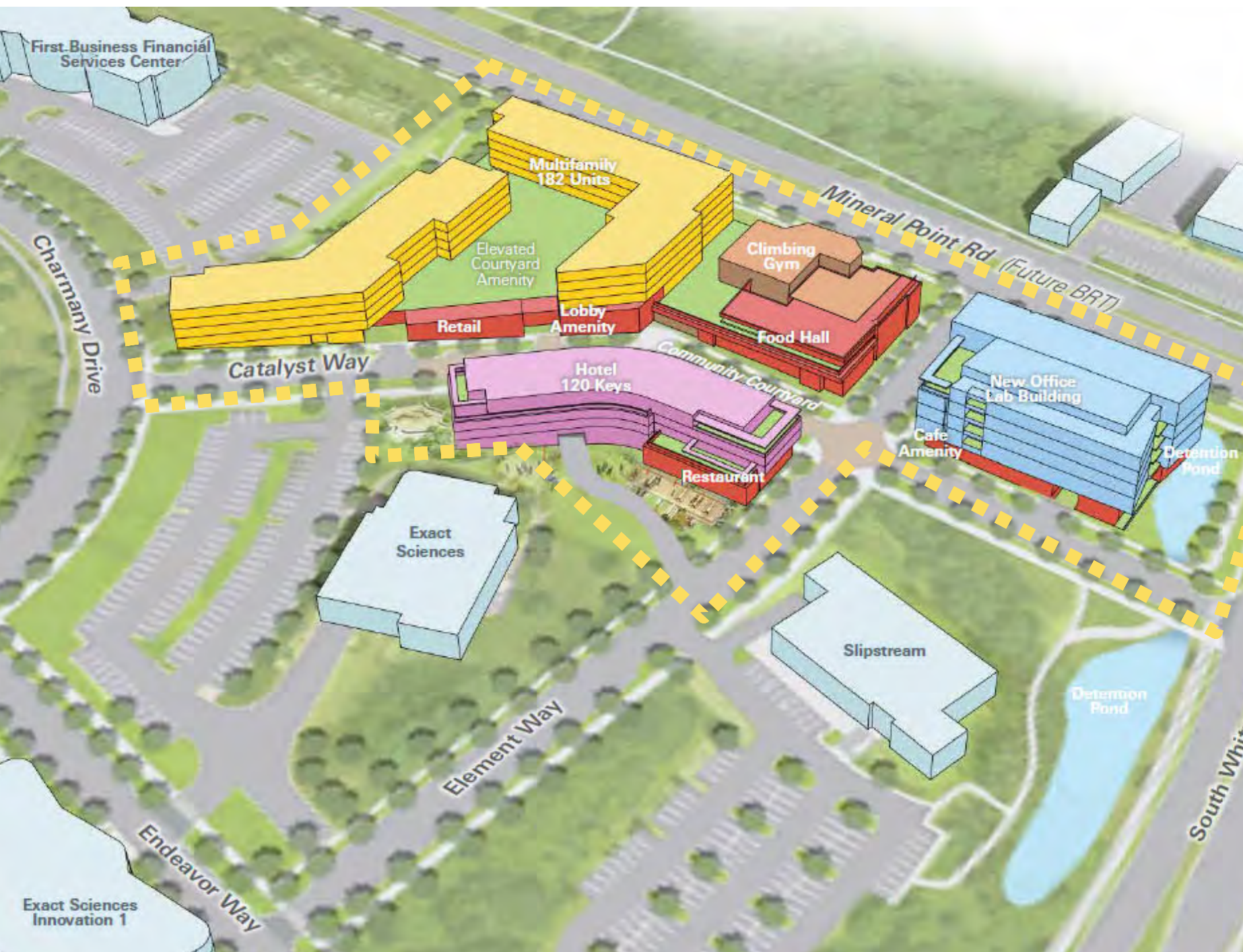


Intentionally Evolving with Four Goals in Mind:

- Sustain high occupancy
- Increase talent attraction and retention
- Incorporate City goals including sustainability
- Engage Research Park with its surrounding neighborhoods







Multifamily Apartments
179 Units

Food Hall
* Local Focus *

Service + Retail

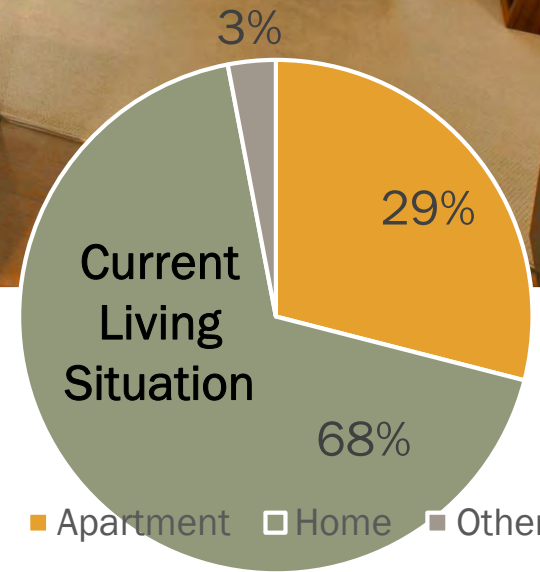
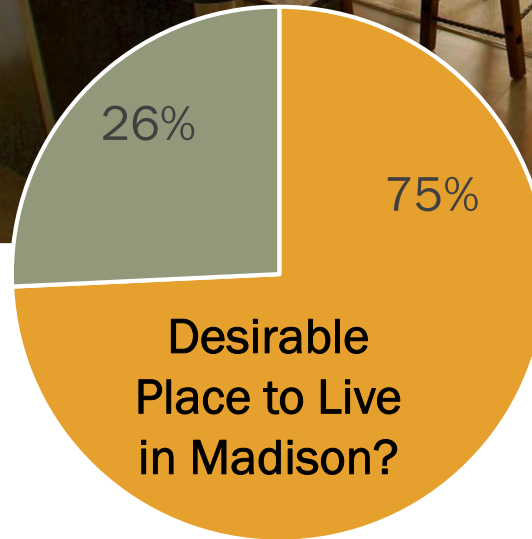
Climbing Gym | Fitness

Lab | Office

Future Hotel

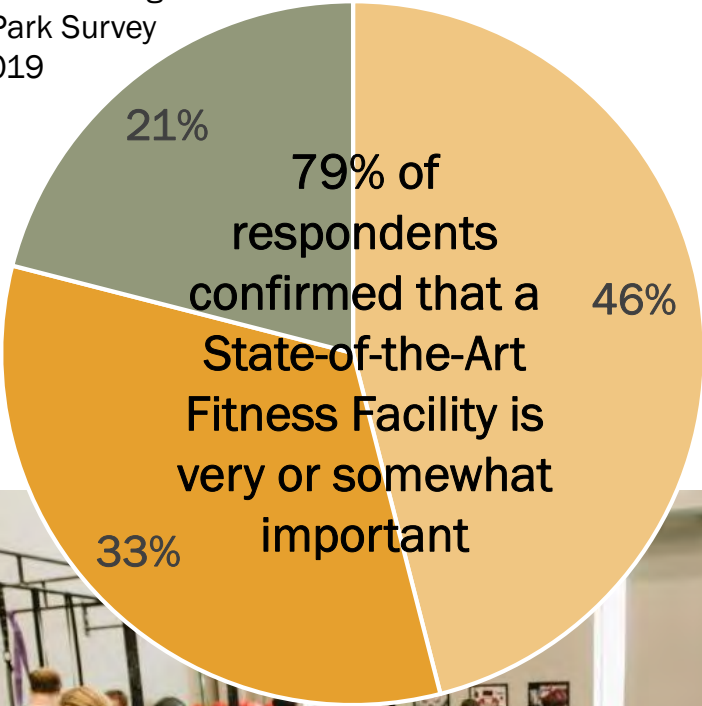


Preliminary Concept Sketch
Tryba Architects



Bottom Line Marketing
URP-Wide Park Survey
October, 2019

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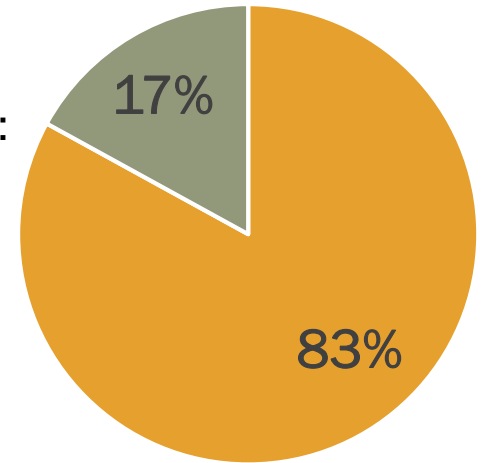
Work with local food operators and entrepreneurs



Events and Receptions

Over 80% of Research Park Employees confirmed that the following are *Very Important or Somewhat Important* to them:

- Coffee Shop + Internet Café
- Informal Food Hall with Various Food Offerings
- Wide Variety of Grab-and-Go Options

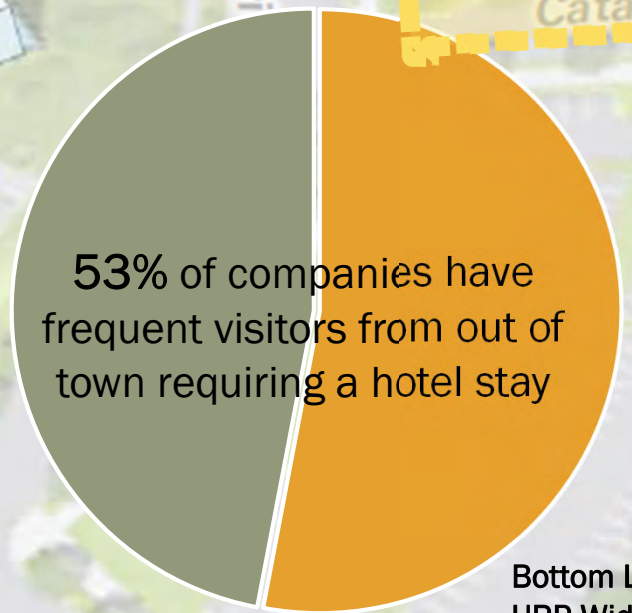
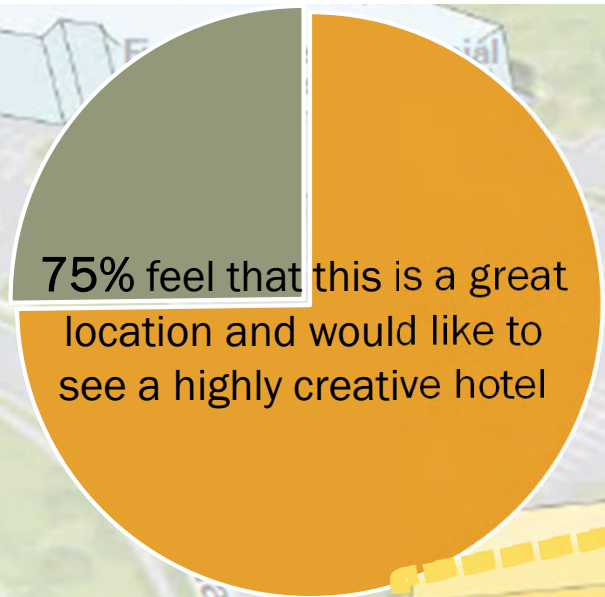


Bottom Line Marketing
URP-Wide Park Survey
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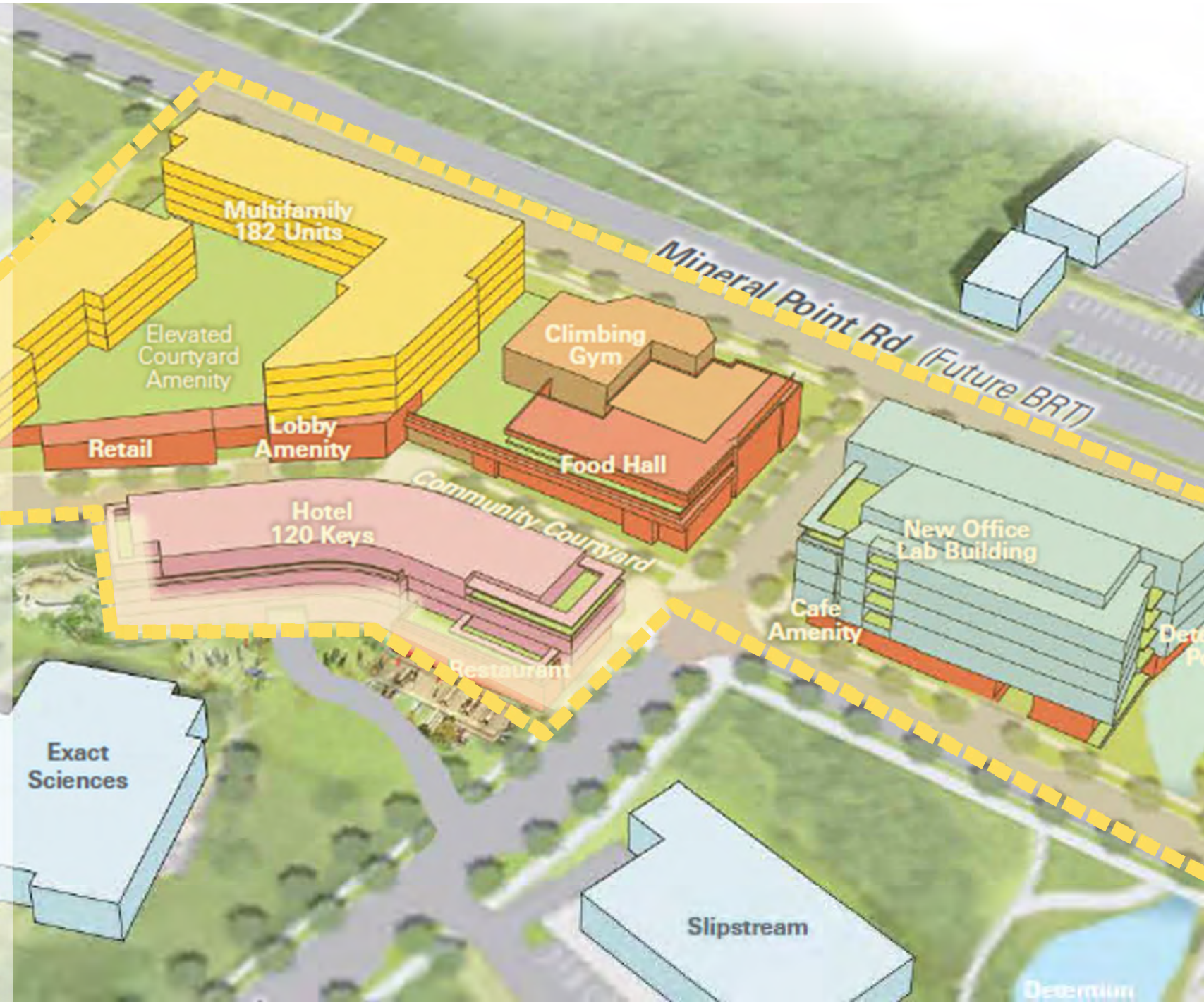




Corner of Mineral Point Road and Whitney Way
Preliminary Concept Sketch
Tryba Architects



Bottom Line Marketing
URP-Wide Park Survey
October, 2019





To assist in re-imagining University Research Park, the project team sought out the best design talent in the US with specific experience in mixed-use / research park integration.

TRYBA ARCHITECTS

Denver, CO

- New Enduring Mixed-Use Growth Pattern
- Support a Thriving Innovation Center
- Walkable, Connected Public Realm
- Interconnected with Nature

Google Boulder Campus
Boulder, CO
Tryba Architects

CITY OF MADISON Comprehensive Plan

Imagine Madison
People Powered Planning



City Policy Objective
Sustainable Design and Construction



City Policy Objective
Enhanced Stormwater Solutions



City Policy Objective
Access to Multimodal Transit

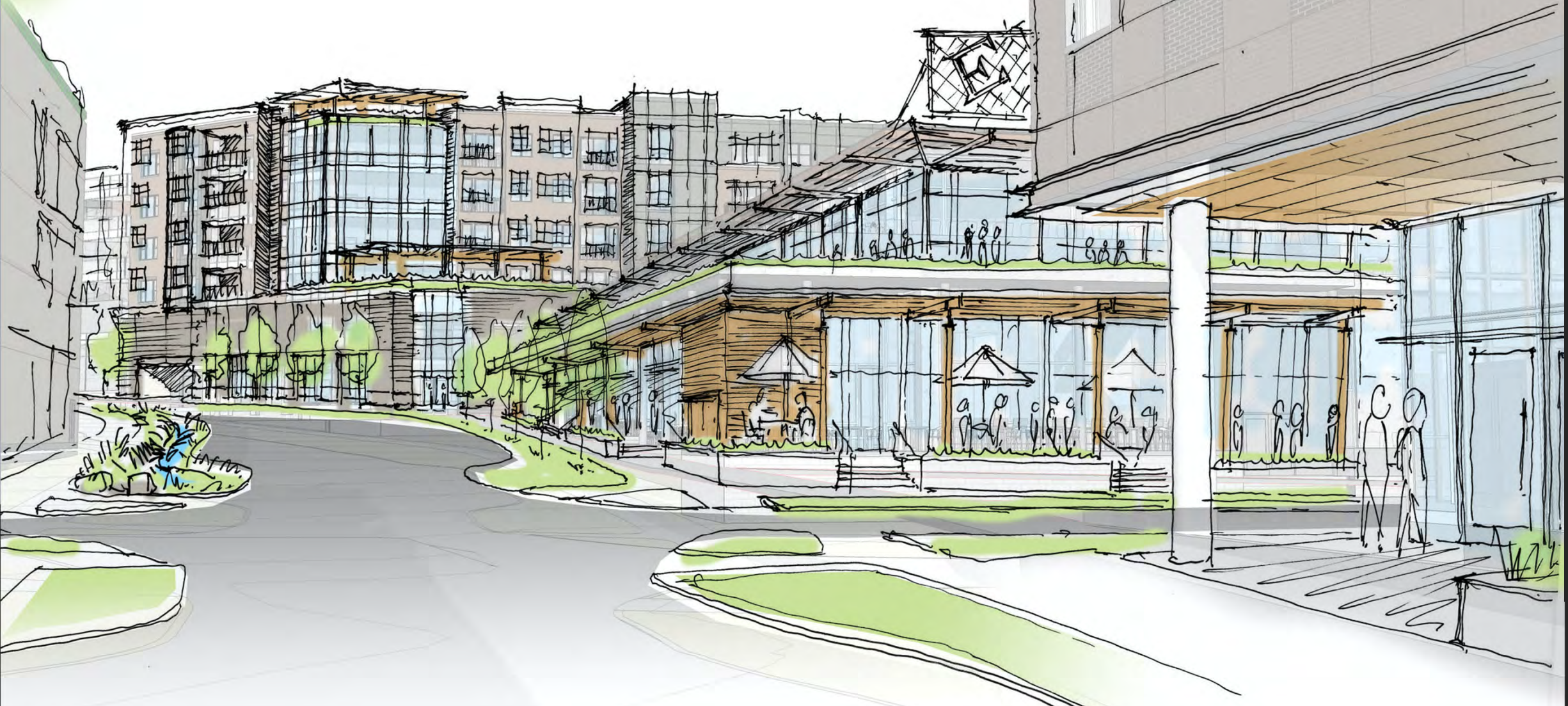


City Policy Objective
Create Complete Neighborhoods



City Policy Objective
Increase Available Housing

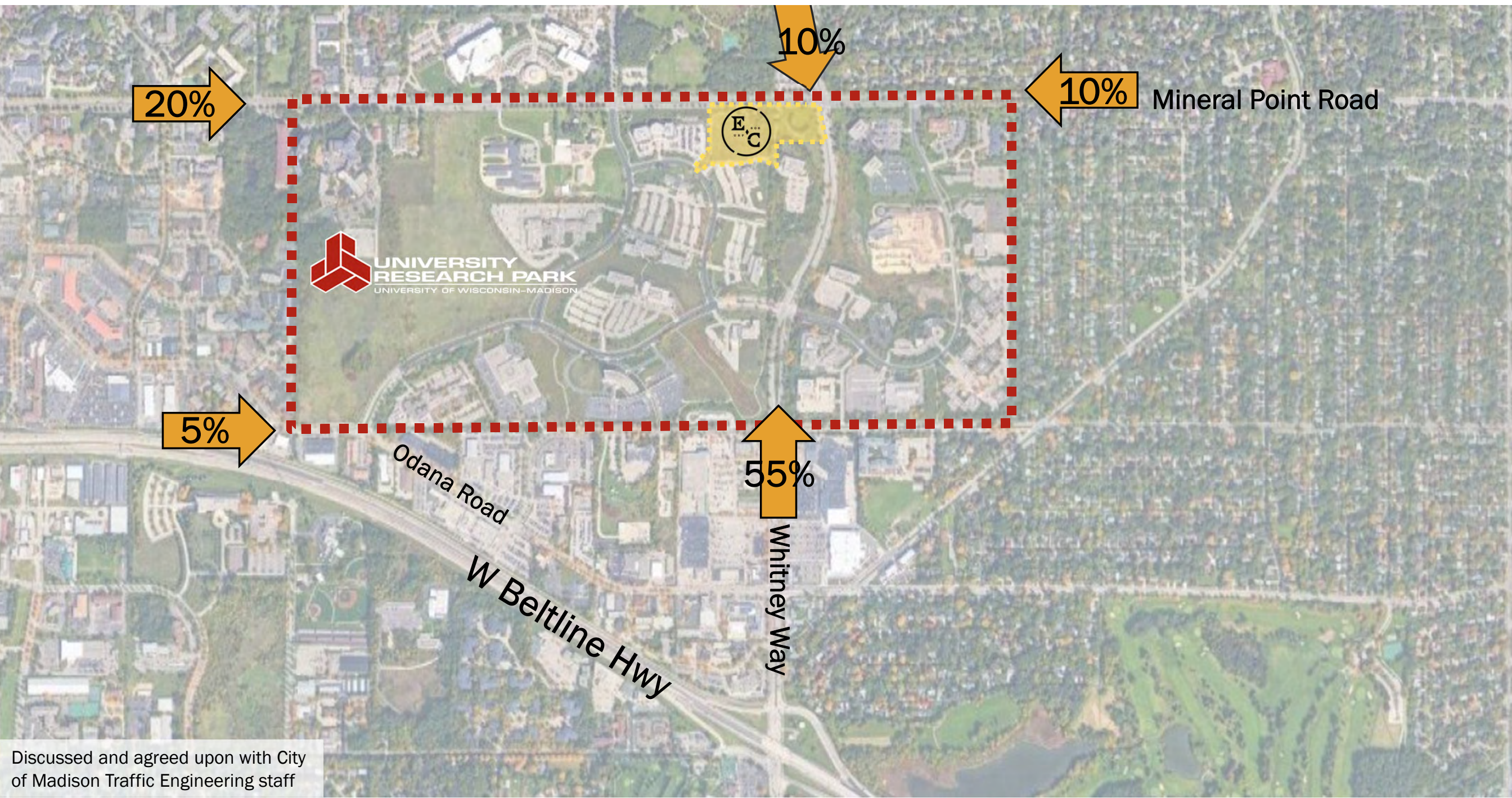
Create a mixed-use environment that is welcoming to the neighborhood as well as Research Park businesses and employees



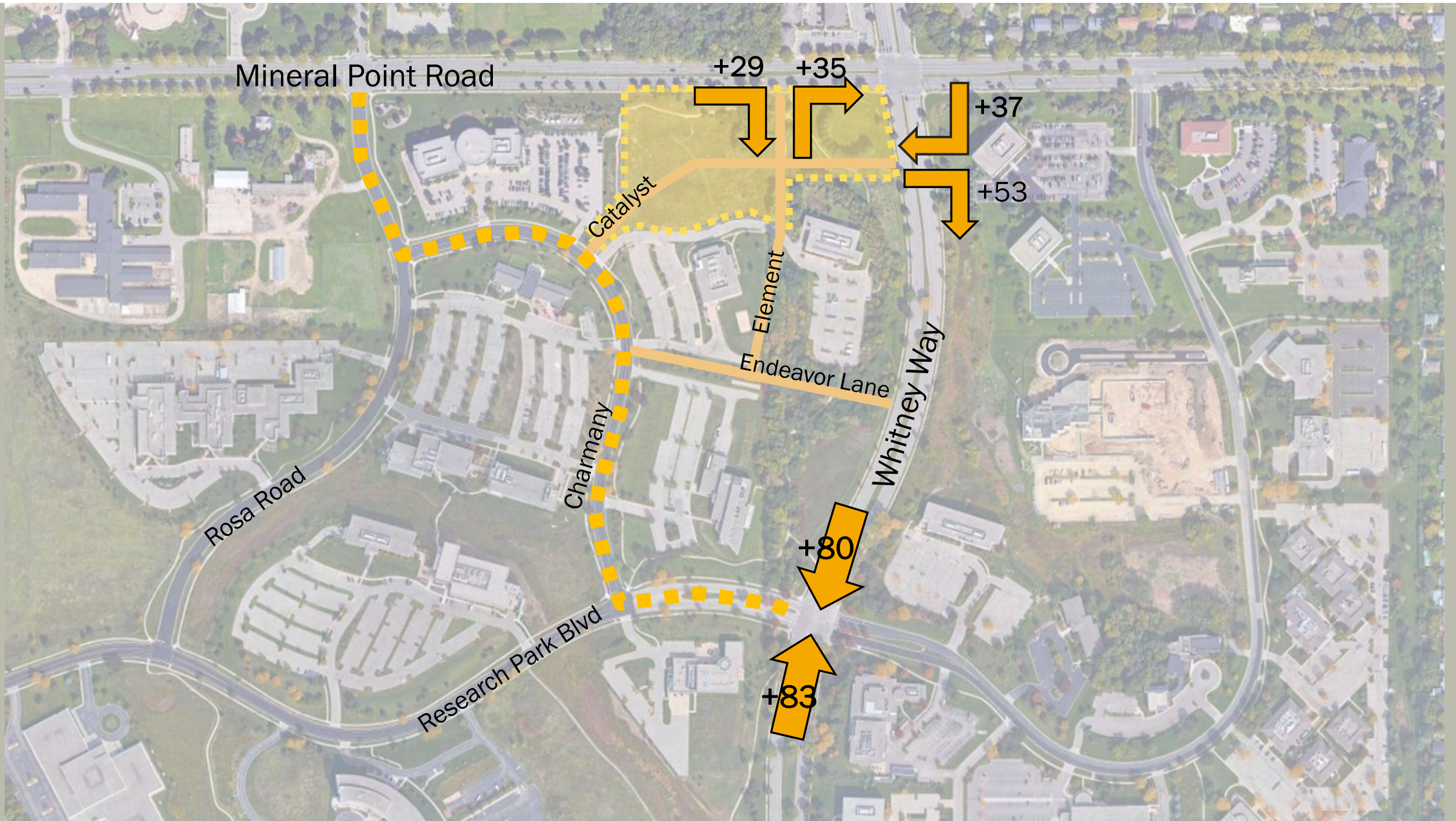




Newly Created Multi-Use
Pathway along
Innovation One



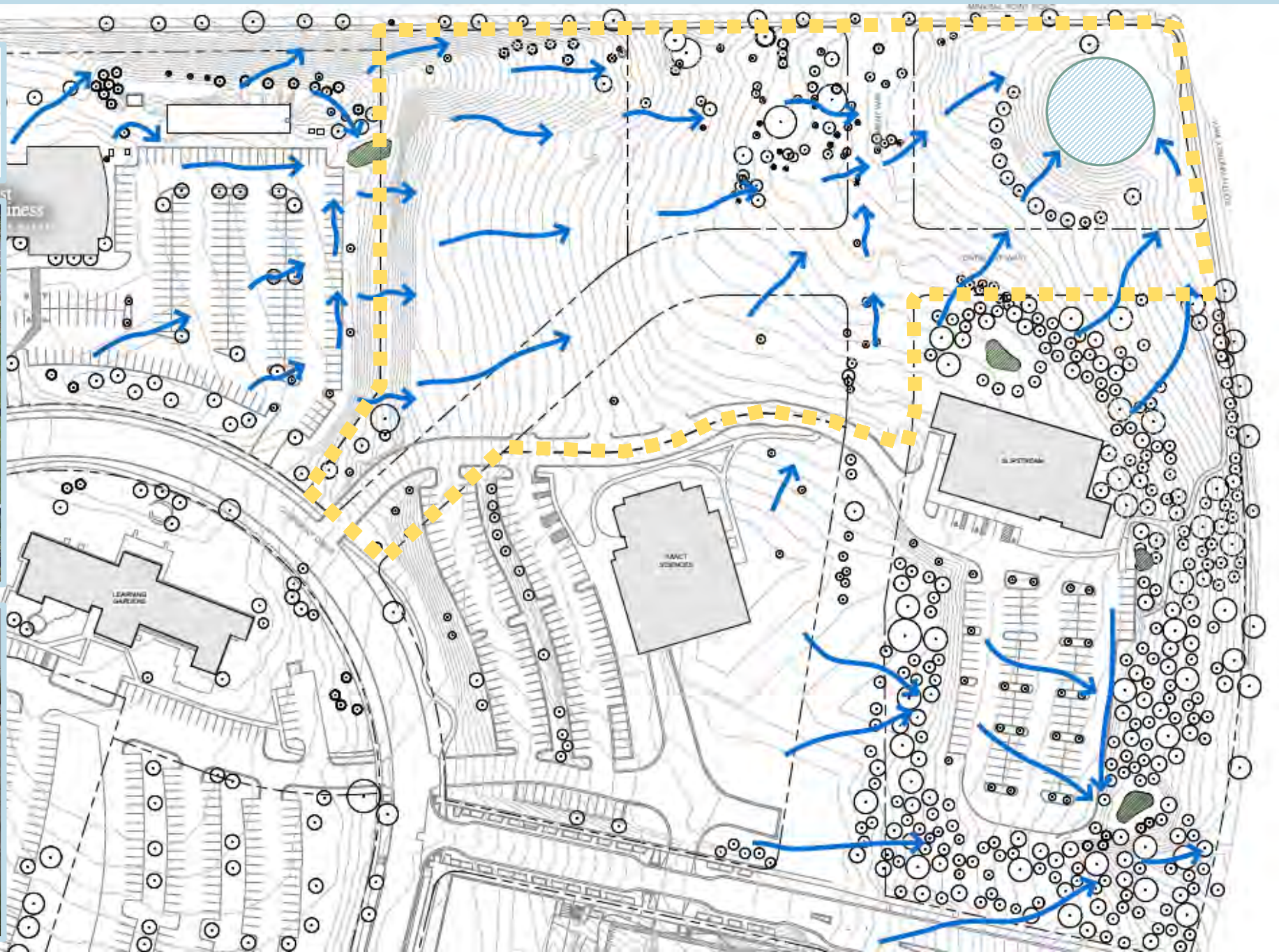
Discussed and agreed upon with City of Madison Traffic Engineering staff





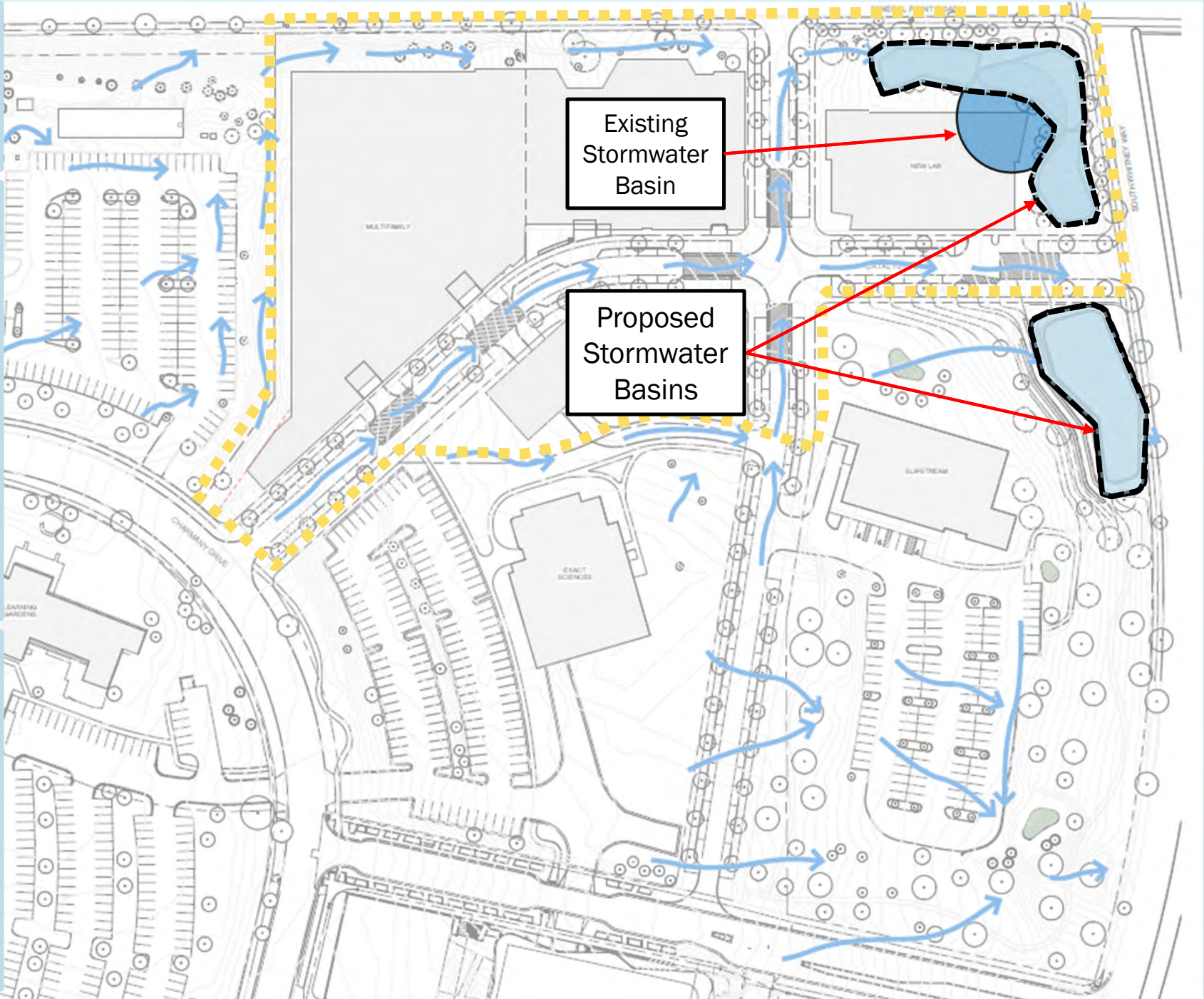
Stormwater Key

- EXISTING TREES
- EXISTING STORMWATER PONDS
- STORMWATER FLOW PATH








Stormwater Key

- EXISTING TREES
- EXISTING STORMWATER PONDS
- STORMWATER FLOW PATH
- NEW STORMWATER PONDS



Tree Survey Key

 EXISTING TREES	 EXISTING STORMWATER PONDS
 TREES TO BE REMOVED	
 PRIORITY PRESERVE TREES	
 TREES IN POOR CONDITION	

Priority Preserve Trees
Burr Oak + Black Walnut

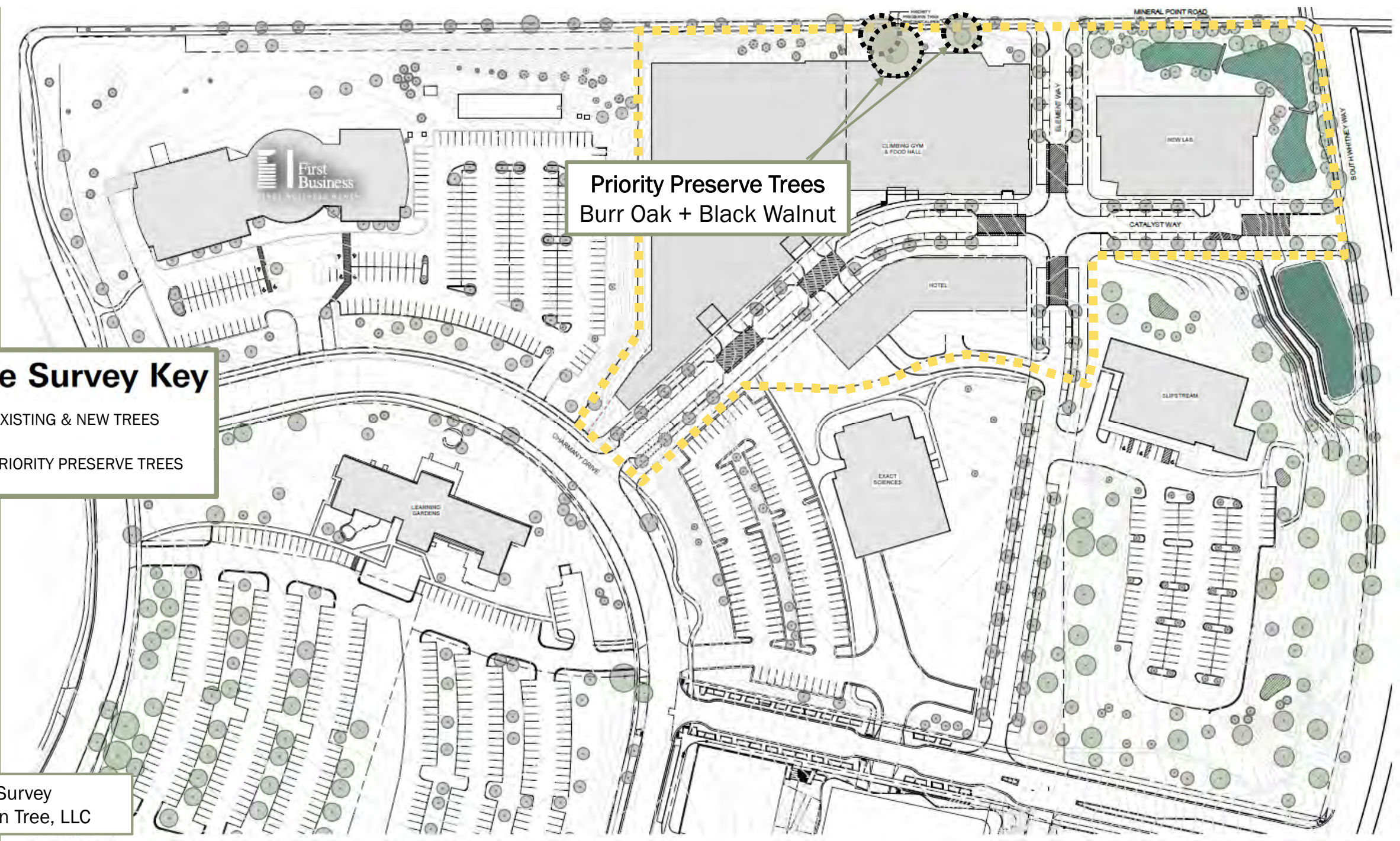
Tree Survey
Allison Tree, LLC

Tree Survey Key

- EXISTING & NEW TREES
- ⦿ PRIORITY PRESERVE TREES

Tree Survey
Allison Tree, LLC

Priority Preserve Trees
Burr Oak + Black Walnut





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Thank you!
Questions & Comments

