



September 20, 2017  
*Via email and hand delivery*

Plan Commission, Urban Design Commission, City Planning & Zoning Departments  
City of Madison  
126 S. Hamilton St.  
Madison, WI 53701

Re: **Letter of Intent for Proposed Development  
University Crossing Mixed Use Building  
5102 Silver Tree Run**

Dear Commission Members:

We are pleased to present the enclosed documents as part of a Land Use Submittal to the Plan Commission for a new mixed use office and residential building within the University Crossing Development. This building is the fourth building within the development masterplan and completes the outer edges of the development located along Whitney Way near the University Avenue Intersection.

**Project Description:**

This building will consist of one level of office space on the first floor along with 3 levels of apartments above and one level of underground parking below. The first floor will have a community room that will be available for all occupants in the building. No new surface parking is being proposed for this building, the parking structure within the University Row Apartments at 725 University Row along with the surface stalls between the two buildings and the additional underground parking stalls will provide adequate parking for the new building.

**Zoning:**

We are requesting a zoning change to the previously approved Planned Development/GDP that allowed either a 6 story hotel or a 4 story office building. The proposed mixed of uses and number of floors is compatible with the existing uses of the adjacent buildings in the development which include a multi-tenant office building (building4) and an apartment building (building 6). The proposed four story height is similar to the adjacent 4 story apartment building on the site but still much lower than the 6 story PSC building located to the south of the site. The building design and use fits within the current zoning text for the GDP. The project is within Urban Design District 6 and within Well Head Protection Zone, WP-14.

**Comprehensive Plan:**

The city of Madison Comprehensive Plan designates this site for Community Mixed Use (CMU) and Employment (E). The southeast corner of the site is also designated as a Transit Oriented Design (TOD) overlay located at the intersection of Whitney Way and Od Middleton Road.

Land Use note 34 : This site is designated Community Mixed Use to encourage future redevelopment of lands on both sides of Whitney Way as relatively high density Transit-Oriented Development employment district which may include limited retail and residential uses to support the primary recommended employment use.

**Staff and Neighborhood Input:**

An open neighborhood meeting was held on June 22nd with Alder Mark Clear in attendance. The project was presented to the Spring Harbor Neighborhood board on June 13<sup>th</sup>. The team presented the project to the Development Assistance Team on August 24<sup>th</sup> and the project was presented to the Urban Design Commission on September 6<sup>th</sup>.

**Project Data:**

Location:	5102 Silver Tree Run		
Schedule:	Construction Start in March 2018, Complete by April 2019		
Zoning:	PD, Well Head Protection Zone, WP-14, Urban Design District 6		
Aldermanic District:	District 19, Mark Clear		
Building Area:	Office:	15,329 SF	
	Apartments:	35,637 SF	
	Parking:	16,542 SF	
	Total above grade:	50,966 SF	
Number of Apartment Units:	48 Units		
Number of Bedrooms:	57 Bedrooms		
Hours of Operation:	Typical Office hours are assumed to be 7:00 am – 6:00 pm, with 24 hour residential occupancy		
Number of Employees:	35 to 45		
Lot Coverage:			
Usable Open Space:			

**Parking:**

33 stalls are provided in the lower level, as well as, 65 shared surface of 337 shared structured stalls.

**Parking and Area Summary**

Building Name	Address	Use	Units	Office Area
<b>Existing Building 6</b>	725 University Row	Residential	115 Units	--
<b>Existing Building 4</b>	749 University Row	Office	--	65,000 GSF
<b>Proposed Building 5</b>	5102 Silver Tree Run	Office Residential	-- 48 Units	10,500 SF --
<b>TOTALS</b>			<b>163 Units</b>	<b>75,500 SF Office</b>

Parking Summary	Parking Stalls
<b>Surface Parking Available</b>	65 Stalls
<b>Structured Parking</b>	337 stalls (building 6) + 35 stalls (building 4) + 29 stalls (building 5) = 401 stalls
<b>TOTAL</b>	<b>466 stalls</b>

*Assume 60% of 466 stalls are available during office hours - 279 stalls = 3.7 stalls per 1,000 SF for Office Space  
Assume 80% stalls available for residents for evenings and weekends = 372 stalls for 163 units = 2.2 per unit*

**Legal Description:**

Lot 2, Certified Survey Map No. 13322, recorded in Volume 86 of Certified Survey Maps on pages 113-118 as Document Number 4892119, City of Madison, Dane County, Wisconsin.

**Public Subsidies:**

No subsidies are requested

**Project Team:**

**Owner/Developer:** University Crossing Mixed Use, LLC  
749 University Row, Suite 101  
Madison, WI 53705  
Joe Krupp and Paul Lenhart

**Architect:** Potter Lawson, Inc.  
749 University Row, Suite 300  
Madison, WI 53705  
Doug Hursh

**Contractor:** Krupp General Contractors, LLC  
749 University Row, Suite 101  
Madison, WI 53705  
Aaron Gundlach

**Civil Engineer:** D’Onofrio Kottke & Associates  
7530 Westward Way  
Madison, WI 53717  
Dan Day

**Landscape Architect:** Olson Toon Landscaping, Inc.  
3570 Pioneer Road  
Verona, WI 53593  
Rich Carlson

**Urban Design District Six - Summary of Standards & Requirements:**

1. **Public Rights-of-Way**  
The current landscaping quality within the development will be continued for the right of way of this site.
2. **Off-Street Parking and Loading Areas**  
No new surface parking is proposed. Parking and loading is located on the internal drive, below the building and within the building at 725 University Row.
3. **Signs**  
Signage locations have not been determined. Once office tenants are determined then a signage package will be submitted for approvals. The developer intends to comply with Madison Sign Ordinances.
4. **Building Design**  
The building design follows the high quality of the current buildings in the development. Exterior materials are low maintenance and harmonious with the adjacent buildings. Brick, metal panels and cement board siding are proposed.

5. **Lighting**

The existing internal roadway will be lighted to city standards. A few of the existing pole lights will be removed and supplemented with pedestrian bollards.

6. **Landscaping**

Landscaping will be similar to the existing sites within the development. The developer takes great pride and care in designing the landscaping and maintaining the grounds.

We are excited to present the design for this new mixed use building and look forward to our discussions later this fall. Thank you and please contact me if you have any questions regarding this submittal.

Sincerely,

A handwritten signature in black ink that reads "Douglas R. Hursh" followed by a long horizontal flourish.

Douglas R. Hursh, AIA, LEED AP  
Director of Design

### **Zoning Text SIP**

University Crossing Mixed Use Office and Apartment Building  
5102 Silver Tree Run  
Madison WI 53705  
September 20, 2017

### **Legal Description**

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### **Statement of Purpose**

This SIP zoning district is established to allow for the construction of a four story mixed use office and residential building.

### **Permitted Uses**

Uses as permitted on Exhibit A, attached hereto. Uses currently existing on property are also permitted.

### **Lot Area, Floor Area Ratio and Building Heights**

Lot Area, Building Heights and Floor Area Ratio shall be as shown on approved specific implementation plans.

### **Yard Requirements**

Yard Areas and Usable Open Space for any residential units shall be provided as shown on approved specific implementation plans. Also see Section 4.1, Lot & Yard Diagram.

### **Landscaping**

Site Landscaping shall be provided as shown on the approved specific implementation plans.

### **Accessory Off-Street Parking & Loading**

Accessory Off-Street Parking & Loading shall be provided as shown on the approved specific implementation plans.

### **Lighting**

Site Lighting shall be provided as shown on the approved specific implementation plans.

### **Signage**

Signage will be provided per Chapter 31 of Madison General Ordinances (MGO), as compared to the C2 district, and as approved by the Urban Design Commission or its secretary and by the Zoning Administrator.

### **Family Definition**

The Family Definition for any future multi-family dwelling units (including apartments, townhouses, etc.) shall coincide with the definition given in MGO Sec. 28.03, for the R4 or SR-V1 zoning districts.

### **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 Community & Economic Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.

## Outdoor Eating Areas

Outdoor Eating Areas for restaurants shown on approved specific implementation plans approved by the Plan Commission, or as minor alterations to approved and recorded specific implementation plans for existing restaurants when approved by the District Alderperson and Planning Division Director, with the following conditions or as otherwise provided for through the alteration process:

**Hours of Operation:** Sunday-Thursday – 7:00 am to 10:00 pm; Friday-Saturday – 7:00 am to 11:00 pm

**Music:** No outdoor amplification of sound is permitted

**Outdoor Eating Areas:** Shall be subject to the Plan Commission's continuing jurisdiction, as provided for in Section 28.12(11)h.4.

## EXHIBIT A – PERMITTED USES

The following uses shall be permitted in this Planned Unit Development:

- Amusement arcades
- Appliance stores
- Art and school supply stores
- Art galleries, antique shops and museums
- Automobile accessory stores
- Banks and financial institutions, including drive-up service windows for same when shown on an approved specific implementation plan
- Barbershops and beauty parlors
- Bedding sales
- Beauty supply stores
- Bicycle sales, rental and repair establishments
- Book, magazine and stationery stores, excluding adult bookstores
- Building supply stores
- Camera and photographic supply stores
- Candy, ice cream stores, and other food establishments
- Card and gift shops
- Carpet and Floor covering stores
- China and glassware stores
- Clothing and costume rental stores
- Coffee shops
- Coin and stamp shops
- Dance studios
- Day care centers for children and adults
- Department stores
- Drugstores and pharmacies including drive-up service windows for same when shown on an approved specific implementation plan
- Dry cleaning and laundry establishments provided that no cleaning or laundering occur on premises
- Dry goods stores
- Electronic stores, including the sale and service of computer, audio, radio, telecommunications and television – video equipment and accessories
- Entertainment Uses, including Theater Uses
- Engraving businesses
- Express and parcel delivery establishments
- Financial institutions, including automated teller machines, banks, savings banks and credit unions, insurance agencies and securities dealers
- Florist shops and nurseries
- Food stores – grocery stores, meat stores, fish markets, bakeries, delicatessens, and catering establishments
- Furniture stores
- General Merchandise Retail Stores
- Gift shops
- Hardware stores
- Hobby shops
- Home Furnishings stores
- Hotels and hospitality uses as shown on approved specific implementation plans
- Household appliance stores, including radio and television sales and service
- Jewelry and watch stores, including repair
- Leather goods and luggage stores
- Libraries
- Liquor stores (packaged goods only)
- Locksmith shops
- Luggage and travel stores
- Massage therapy
- Hospital, medical, dental, hearing, optical and allied medical clinics and offices and research laboratories, including accessory laboratories
- Musical instrument lessons, sales and repair

- Multi-family and senior residences as shown on the approved specific implementation plans, including home occupations as defined in MGO Sec 2804(26)
  - Nail salons
  - Office supply and stationery stores
  - Offices, business, government and professional
  - Optical sales
  - Orthopedic and medical appliance and supply stores
  - Outdoor seating and recreation areas
  - Parking lots, garages and structures
  - Personal computers and home electronics, sales and service
  - Pet stores and pet kennels, provided however there shall be no outdoor pet runs
  - Phonograph, record and sheet music stores
  - Physical culture, health services, reducing salons and health clubs/ gyms
  - Physical therapy and therapeutic massage services
  - Picture framing
  - Post offices, including private parcel business
  - Record, compact disc and cassette stores
  - Restaurants, including brewpubs and restaurant-taverns and excluding adult entertainment taverns
- Outdoor eating areas associated with the approved uses
  - Sewing machine sales and service, household appliances only
  - Shoe and hat repair stores
  - Sporting goods stores
  - Tailor shops
  - Tobacco shops
  - Toy shops
  - Travel bureau and transportation ticket offices
  - Upholstery and interior decorating shops
  - Variety stores
  - Veterinary clinics (outside kennels prohibited)
  - Video and video game rental and sale establishments, excluding adult video stores
  - Wearing apparel and shoe shops
  - Farmers markets for the sale of personally prepared food and handcrafted goods
  - Secondhand and rummage shops
  - Outdoor charging stations for electric and alternative vehicles
  - Shared bicycle stations
  - Accessory uses directly associated with the permitted uses listed herein