

November 18, 2020

VIA E-mail

Colin Punt
Planner | Department of Planning & Community & Economic Development
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

RE: Letter of Intent | Element District at University Research Park

Mr. Punt:

Please find enclosed the following materials provided in fulfillment of submission requirements for a land use change application for our proposed “Element District” development located within University Research Park:

- Land Use Application
- Property Information
- Pre-Application Notice to Alder Furman
- Rezoning Exhibit + Legal Descriptions
- Site Plan

The information provided below serves as our Letter of Intent in support of the above-referenced applications.

Development Summary

Introduction

Mandel Group, Inc. (“Mandel”), a private real estate developer, is partnering with University Research Park, Inc. (“URP”), a non-profit affiliate of the University of Wisconsin, to realize a mixed-use development on approximately 7.4 acres located at the southwest corner of Mineral Point Road and Whitney Way on Madison’s West Side. In order to continue evolving into a highly attractive center of innovation and technology transfer, URP seeks to create an environment that supports research park businesses and employees, and encourages interaction between employees. Element District will further open to the neighborhoods surrounding the research park, bringing a unique set of experiences for area residents. The development is anchored by a food hall housing locally-curated vendors, and a state-of-the-art fitness and climbing facility. Element District is activated by multifamily housing, a future hotel, and a new lab building. Combined, these three components create a 24/7/365 baseline of activity that supplement the demand-driven users from within the research park and surrounding community.

In order to foster place-making and continue the evolution towards a more multi-modal community, URP and Mandel are focused on providing opportunities for a variety of modes of transportation within University Research Park. Systems which are under consideration and that focus on Element District include B-Cycle, multi-use paths, shuttle options and the reservation of space for a future BRT bus station. Orienting mixed-use development to this corner of the park is well aligned with the goals of URP and their modified Design Covenants, creating a destination

cluster guided by multi-modal design standards that reduce emphasis of auto-centric design. The net effect is creation of a pedestrian scale environment that links together uses within Element District and enhancing connectivity of Element District with the research park and the surrounding neighborhoods.

Element District is the first development within University Research Park that will be designed to the City's recently adopted, enhanced stormwater ordinance providing for design that responds to a 200-year storm event. As a result, substantial new stormwater facilities will be developed which, in turn, provide opportunities to create new micro-environments and broader options for habitat development.

Element District will be thoughtfully designed with sustainability in mind. Indoor environmental quality, proven to be so important during the current pandemic, will be augmented with sustainable practices focused on energy efficiency, incorporation of renewal energy systems and incorporation of environmentally sustainable building materials and practices.

Element District will bring a pedestrian-scaled environment to the University Research Park in fulfillment of the park's refined development goals first announced in 2018 – to connect businesses and employees together through a re-imagining of the built environment within URP. Concurrently, park employees, residents and patrons alike are encouraged to “find their element” at Element District and enjoy its interconnected, walkable setting and opportunities to connect to and explore the greater research park environs.

Development Description

Currently, all 7.4 acres of the development site are zoned Suburban Employment (SE). Following a number of working sessions with City of Madison Staff, it is decided that the optimal zoning category for the proposed uses best suits either Traditional Employment (TE) or Traditional Shopping Street (TSS). Please refer to Exhibit D for further information. The following is a general description of the Development subject change pending City input:

Mixed-Use Multifamily Apartments

- 180 Units over 3 levels of underground parking
- 3,000 SF Retail along Catalyst Drive
- 1,400 SF Café along Catalyst Drive

Food Hall + Fitness Center

- 38,000 SF combined uses
 - Food Hall with Rotating Vendors
 - Climbing Gym + Fitness Center
 - Rooftop amenity for events and bars

Lab + Office

- 125,000 SF

Hotel + Related Retail/Food + Beverage

- Estimated at 120 Keys (to be developed as Phase II)

Project Schedule + Phasing Plan

Phase I

- Summer 2021 – Break Ground on Public Infrastructure
- Fall 2021 – Break Ground on Multifamily, Food Hall/Fitness and Lab
- Spring 2023 – Multifamily Units Available for Rent, Lab Open
- Summer 2023 – Food Hall and Fitness Center Open

Phase II

- Summer 2023 – Break Ground on Hotel
- Fall 2024 – Hotel Open for Business

Neighborhood Input

On Monday, November 16th, URP and Mandel hosted a Neighborhood Meeting in connection with Alder Keith Furman via Zoom moderated by Colin Punt. The following is an outline of considerations heard that evening:

- Continue to be mindful of pedestrian and bicycle accessibility through and around the development
- Remain sensitive to stormwater management regulations and requirements to contribute to solutions averting future flooding of surrounding areas
- Maintain connectivity of natural and multi-use paths throughout the Research Park for public use
- Offer and encourage multi-modal transportation options throughout to avoid traffic congestion


Development Team Contacts

Developer	
Mandel Group, Inc. Robert B. Monnat, Senior Partner 330 E. Kilbourn Ave, Suite 600 South Milwaukee, WI 53202 rbmonnat@mandelgroup.com o: 414-270-2741 c: 414-416-7400	Mandel Group, Inc. Elizabeth Adler, Development Associate 330 E. Kilbourn Ave, Suite 600 South Milwaukee, WI 53202 eadler@mandelgroup.com o: 414-270-2608 c: 262-707-6403
Civil Engineer + Surveyor	
D'Onofrio Kottke Ron Klaas, President 7530 Westward Way Madison, WI 53717 rklaas@donofrio.cc o: 608-833-7530	D'Onofrio Kottke Will Kottler, Project Engineer 7530 Westward Way Madison, WI 53717 wkottler@donofrio.cc o: 608-833-7530
Architect	
Tryba Architects David Tryba, FAIA Lead Design Principal 1620 Logan Street Denver, CO 80203 dtryba@trybaarchitects.com o: 303-831-4010	Tryba Architects Kathleen Fogler, AIA Associate Principal, Urban Designer 1620 Logan Street Denver, CO 80203 kfogler@trybaarchitects.com o: 303-831-4010
Tryba Architects Stephen Mayer, AIA Associate, Project Manager smayer@trybaarchitects.com o: 303-894-5361	Tryba Architects Brandon Fruhwirth, AIA Senior Associate, Project Architect brfruhwirth@trybaarchitects.com o: 303-831-4010
Tree Surveyor	Stormwater Consultant
Allison Tree, LLC R. Bruce Allison, MS, PHD ISA Board Certified Master Arborist rbruceallison@tds.net o: 608-848-2345	SmithGroup David Wolmutt, PE Associate, Civil Engineer Dave.Wolmutt@smithgroup.com o: 608-327-4446
University Research Park, Inc.	
Aaron Olver Managing Director aaron.olver@wisc.edu	Paul Muench Associate Director pdmuench@wisc.edu

Following the public approvals process for the rezoning and preliminary and final plats, Mandel will submit Conditional Use applications specific to each lot and use. Given the unique nature of the design there are several conditions that require additional consideration in order to conform each project component with the underlying zoning districts.

Thank you for your consideration, we look forward to your feedback. Should you have any questions, do not hesitate to reach out. I can be reached directly on my cell phone at 262-707-6403 or via email at eadler@mandelgroup.com

Kind Regards,



Elizabeth Adler
Development Associate
Mandel Group, Inc.

CC: Bob Monnat
Aaron Olver
Paul Muench

Enclosures

Exhibit A – Land Use Application
Exhibit B – Property Legal Descriptions
Exhibit C – Pre-Application 30-Day Notice Waiver
Exhibit D – Rezoning Exhibit + Development Plans
Exhibit E – Rezoned Parcel Legal Descriptions