



February 8, 2012

Mr. Matthew Tucker  
City of Madison Zoning Administrator  
215 Martin Luther King Jr. Blvd  
Rm. LL-100, Municipal Bldg  
Madison, WI 53710

**RE: PLANNED URBAN DEVELOPMENT AMENDMENT – Letter of Intent  
STUDENT ATHLETE PERFORMANCE CENTER  
1430, 1436 and 1440 Monroe Street and 1525 Engineering Drive  
University of Wisconsin-Madison**

Dear Mr. Tucker,

This is an application for a Planned Urban Development amendment request for a proposed 3-story 32,088 gross square foot expansion of the Fetzer Academic Center, remodeling of the McClain Center, upgrades to Engineering Drive, creation of a multi-purpose outdoor plaza between Lot 17 Parking Ramp and Engineering Hall and landscape upgrades along the new Badger Way pedestrian/bicycle path. Construction of the improvements is scheduled to begin July 2012 and be completed in January 2014. All land is owned by the Board of Regents of the University of Wisconsin System.

This application will amend the Camp Randall PUD to provide a unified zoning plan for Camp Randall Stadium area. The amended Camp Randall PUD will include all of Camp Randall Stadium, the Fieldhouse, McClain Center, the practice field west of Lot 17 Parking Ramp, Lot 17 Parking Ramp, and open space adjacent to Lot 17. Except as noted in the project summary below, no new construction to the rest of the complex is proposed. The stadium, Lot 17 Parking Ramp, Fieldhouse and arch will not be changed. Incorporation of these related facilities into one comprehensive PUD was recommended by Planning staff.

**Application Materials**

Zoning Application  
Plans (7 full size copies, 7 reduced size 11" x 17" copies, 1 letter size copy)  
Letter of Intent (12 copies)  
Legal Description

**Facilities Planning & Management**

9<sup>th</sup> Floor WARF Building      610 Walnut Street      Madison, Wisconsin 53726-2397  
(608) 263-3000      FAX (608) 265-3139      TTY (608) 265-5147

## **Project Participants**

**Owner:** **State of Wisconsin**  
**Agency: University of Wisconsin System**  
Board of Regents  
Room 1860 Van Hise Hall  
1220 Linden Drive  
Madison, Wisconsin 53706

**Owner's Contact:** **University of Wisconsin – Madison**  
Facilities Planning and Management  
919 WARF Building  
610 Walnut Street  
Madison, Wisconsin 53726  
Phone: 608-263-3023  
Fax: 608-265-3139  
Attn: Gary Brown  
E-Mail: [gbrown@fpm.wisc.edu](mailto:gbrown@fpm.wisc.edu)

**Architect:** **Berners-Schober**  
310 Pine Street  
Green Bay, WI  
Phone: 920-432-4865  
Attn: Ian W. Griffiths, RIBA, LEED AP  
E-Mail: [igriffiths@bsagb.com](mailto:igriffiths@bsagb.com)

**Architect:** **VOA Associates, Inc.**  
224 S. Michigan Avenue, Suite 1400  
Chicago, IL 60604  
Phone: 312-453-7538  
Attn: William F. Ketcham, AIA, LEED AP  
E-Mail: [wketcham@voa.com](mailto:wketcham@voa.com)

**Structural Consultant:** **Arnold & O'Sheridan, Inc.**  
4125 N. 124<sup>th</sup> Street  
Brookfield, WI 53005  
Phone: 262-790-5304  
Attn: Steve Roloff, PE, LEED AP  
E-Mail: [sroloff@arnoldandosheridan.com](mailto:sroloff@arnoldandosheridan.com)

**Electrical Consultant:** **Arnold & O'Sheridan, Inc.**  
4125 N. 124<sup>th</sup> Street  
Brookfield, WI 53005  
Phone: 262-790-5326  
Attn: Mark Stifter  
E-Mail: [MStifter@arnoldandosheridan.com](mailto:MStifter@arnoldandosheridan.com)

**Landscape Architect:** **JJR, Inc.**  
625 Williamson Street  
Madison, Wisconsin 53703-3543  
Phone: 608-251-1177  
Attn: Bill Patek, ASLA, LEED AP  
E-Mail: [bill.patek@jjr-us.com](mailto:bill.patek@jjr-us.com)

## **Building Use, Area, and Occupancy**

**Introduction:** In 2007, the Division of Intercollegiate Athletics undertook a facilities master plan to assess programmatic facility needs for a number of sports. A concept of an “Athletic Village” with its hub at the Camp Randall site was developed. Nine projects were identified to address the needs of the Athletic Division’s programs, including the proposed Student Athlete Performance Center facility at the Camp Randall site.

**Project Description:** This multi-faceted, three major phase proposal will accommodate programs for the Division of Intercollegiate Athletics including football, strength and conditioning, and a new student athlete academic center. Major components will consist of the following: (1) renovations to Camp Randall Stadium to provide swing space for McClain lower level occupants; creation of a new lower level football team stadium access tunnel, and replacement of the turf within Camp Randall Stadium; (2) replacement of the McClain Center roof and renovations to the lower level of the McClain Center; (3) construction of the Fetzer Center addition on the north end of Camp Randall stadium and a new building link back to the McClain Center; a new north end zone stadium scoreboard; remodeling in Camp Randall Stadium, site development related to Badger Way and a new plaza/gathering area east of the Lot 17 parking ramp, and upgrades to the north practice field west of the Lot 17 parking ramp.

Design of the new Student Athlete Performance Center projects will incorporate sustainable features, including energy efficiency and cost-effectiveness, with the goal of seeking LEED™ Silver certification. Phase 1, currently in construction, includes renovation of existing space in the Camp Randall Stadium, an extended tunnel connection from the McClain Center to Camp Randall stadium and replacement of the artificial turf system in Camp Randall. None of this work requires approval from the City of Madison. A brief description of Phases 2 and 3 follows:

Phase 2: The second phase of the project will replace the existing roof on the McClain Center and rebuild the north wall to provide protection for pedestrians from ice, snow and water coming off the roof. The lower level of the McClain Center will house new Badger Football locker rooms, including 125 lockers; a multi-media instructional space; recovery, steam and shower rooms; locker rooms for the football coaches; and an equipment/issue area.

Phase 3: The third phase component provides for the creation of a 32,088 gross square foot, 3-story addition to the north end of Camp Randall Stadium to be developed as an upgraded and expanded Fetzer Center. Expansion of the Fetzer Academic Center will provide offices, study rooms, an auditorium, open seating/lounge/study spaces, workroom, quiet room, computer lab, library, and restrooms. The addition will include a new Strength and Conditioning Center, including offices and spaces for counseling/conferences, a recovery/supplement station, weight training, cardio training, storage/equipment maintenance space, restrooms, and a speed training facility.

The final portion of the project, as part of Phase 3, involves upgrades to the west end of Engineering Drive near Mechanical Engineering and the new multi-purpose outdoor plaza/green lawn between the Lot 17 Parking Ramp and Engineering Hall. Landscape upgrades include upgraded paving and landscaping along the new Badger Way pedestrian and bicycle path from Breese Terrace to the Camp Randall Arch on North Randall Avenue, as well as completion of Engineering Drive from the Engineering Centers Building to Engineering Hall. New paving materials and campus standard site lighting will provide an improved and consistent identity for both areas.

The overall design for the addition includes elements that create a more collegiate athletic feel to the north end of the Camp Randall Stadium (brick and stone with arches, the university’s iconic W-crest logo, etc.). The site landscape has been designed to unify the overall pedestrian experience with simple paving patterns, more trees and improved areas for bike and moped parking.

Currently, many of the proposed Fetzer Center expansion uses are provided in the basement of the McClain Center. Traffic and parking impacts are expected to be minimal because the users of the Fetzer Center expansion are currently using the McClain Center and the space freed up in the McClain Center will become locker space.

### **Badgerville**

Badgerville, the official tailgate of Wisconsin Athletics, provides a pregame attraction for the entire family. It is currently located on the north practice field west of the Lot 17 Parking Ramp and includes a variety of entertainment, food and activities. Typically, gates to Badgerville open 2 hours before home-game kickoffs in September and October. Approximately 1 hour before game time a short program is presented featuring Coach Alvarez, visiting celebrities, guests from the visiting team, former student-athletes, etc. Alcohol sales end 30 minutes before game time and Badgerville closes 15 minutes before kickoff. Food, beer and non-alcoholic beverages are available. Negotiations with the city of Madison and Regent Neighborhood Association are on-going related to the future of this event. It is expected that during the zoning review process, an agreed upon action related to the future of this event will result.

### **Badger Way**

The pedestrian and bicycle path connecting Breese Terrace with N. Randall Avenue, north of the Camp Randall Stadium and the McClain Center, is being named "Badger Way". As part of the overall project, this pathway will be upgraded with new paving, new landscape plantings and signage to direct pedestrians and bicycles safely through the space. Additional sharp-cutoff, campus standard light fixtures will be installed to assure the space is adequately lit for safety and yet not impact nearby residents along Breese Terrace. Badger Way is also being widened on the west end to provide additional room for event patrons on game days and assure adequate room for emergency vehicles. No regular vehicular traffic will be provided during normal use periods. The gate at Breese Terrace will be reconfigured to allow for this expansion. On the east end, near the Camp Randall Memorial Arch, and in Camp Randall Memorial Park (a registered historic landscape on the National Register of Historic Places), upgrades will include new paving, landscaping and emergency/fire access lanes for servicing the east side of the McClain Center. Access to the south loading dock and yard areas associated with Engineering Hall will also be maintained. A mountable curb will be installed along N. Randall Avenue to facilitate infrequent use of the service drive immediately adjacent to Engineering Hall.

### **Fetzer Center Hours of Operation**

The Fetzer Center hours of operation will not change. The hours are:

#### **Fall and Winter Semesters:**

Monday through Thursday:	8 AM – 10 PM
Friday:	8 AM – 4:30 PM
Sunday:	10 AM – 10 AM
Closed Saturday	

#### **Summer and Break Hours:**

Monday through Friday:	8 AM – 4:30 PM
Closed weekends	

### **Project Schedule:**

Implementation of this project will be staged, with renovations to the existing Camp Randall Stadium and McClain Center occurring first, followed by further renovations in Camp Randall and the addition to the north end of Camp Randall Stadium. Interior remodeling of Phase 1 is anticipated to start in February 2012 to achieve targeted final project completion of Phases 2 and 3 in early 2014. The additional phased work schedule is outlined below.

#### **Construction Start:**

Phase 1	February 2012
Phase 2	July 2012
Phase 3	July 2012

#### **Construction Completion:**


Phase 1	June 2012
Phase 2	December 2012
Phase 3	January 2014

The project was presented to the City of Madison Development Assistance Team on January 19, 2012 and to the Joint West Campus Area Committee for informational purposes on Oct. 26, 2011. It was also presented to the Urban Design Commission on February 1 as an informational item.

**Legal Description of Site** - See attached.

Please contact me at 608-263-3023 if you have any questions or need further information.

Thank you,

A handwritten signature in black ink, reading "Gary A. Brown". The signature is fluid and cursive, with the first name "Gary" and last name "Brown" clearly legible.

Gary A. Brown, FASLA  
Director, Campus Planning & Landscape Architecture  
Facilities Planning & Management, University of Wisconsin-Madison

cc: Ann Hayes, UW-Madison FP&M Project Manager  
Tim Luttrell, DOA/DSF Project Manager

Alder Shiva Bidar-Sielaff, District 5  
Tim Wise, UW Athletics