

October 17, 2012

City of Madison Plan Commission c/o Brad Murphy  
Madison Municipal Building  
Suite LL100  
215 Martin Luther King Jr. Boulevard  
Madison, WI 53710

Re: Letter of Intent  
University Research Park 2 - Pioneer Addition

Dear Mr. Murphy and Plan Commission Members,

This letter describes the University Research Park 2 - Pioneer Addition project and its intended uses in support of our application for a land subdivision plat within the Pioneer and Midtown Neighborhoods on the far west side of Madison. The proposed project will include primarily Employment Campus zoning and a smaller area of Conservancy zoning.

## Introduction

University Research Park, established in 1984 and located three miles west of the University of Wisconsin-Madison campus, is home to more than 100 companies that employ over 4,000 people. The non-profit, internationally recognized research and technology park has 34 buildings with more than 1.5 million square feet of office and laboratory space used by a broad range of start-up companies, many of which are focused on biotechnology.

The success of University Research Park and the limitation of building space at its original site drove the need for a second site, dubbed University Research Park 2. It is located on the west side of Madison, west of Junction Road and south of Mineral Point Road. The City of Madison approved University Research Park 2 (URP-2) in 2009. Rough grading was completed on portions of the URP-2 site in conjunction with the Pleasant View Road project in 2011.

## Existing Site

This application is for platting of the University Research Park 2 - Pioneer Addition, located south of Valley View Road and west of Pleasant View Road. The property is owned by the State of Wisconsin Board of Regents and encompasses a total area of approximately 104 acres. Existing land cover in the plat area includes approximately 59 acres of croplands and 45 acres of woodlands. A high quality stand of timber is present along the southwest section of the subject parcel (designated as Outlots 1 and 2). The site is characterized by rolling hills, with several areas having slopes greater than 8%. There are adjacent residential areas to the west and south of the subject parcel, and a portion of the Hawks Landing Golf Club south of the subject parcel.

One structure is located in the southeastern quadrant of the parcel near CTH M. This structure, abandoned and owned by the URP, is a one-story, wood framed barn having a footprint area of approximately 2,400 square feet.

**General Project Description**

This plat will facilitate development of 14 lots with potentially 846,000 square feet of office and laboratory space. Employment associated with these 14 lots may provide 3,000 jobs or more. The Pioneer Addition continues the intended design concept for the remainder of URP-2 - a Main Street-like character and appearance with buildings that are oriented toward the street and parking located behind the buildings. This design concept will emphasize and enhance pedestrian use and accessibility of the site, consistent with the goals of the Pioneer Neighborhood Plan.

Primary uses within this portion of URP-2 will include high-technology, research and development, testing, and specialized manufacturing establishments, as well as professional offices and business incubators. Commercial "support" or hospitality services such as coffee shops, delis, day care facilities, or hotels could develop as permitted under the Employment Campus zoning.

The proposed plat under consideration includes 14 lots over an area of approximately 61 acres to be developed under the Employment Campus zoning, as described in subsequent sections of this letter. A primary goal of the development is preservation and incorporation of existing woodland areas to the extent practical. Easements on development lots will provide for conveyance and treatment of stormwater runoff and accommodate multi-use trails.

The proposed plat under consideration includes four outlots covering an area of approximately 36 acres. Outlots 1 and 2, including approximately 29 acres will be preserved under Conservancy zoning to protect the natural functions of the woodlands. Development within the Conservancy District is limited in character in order to protect natural habitat for plant and animal life, steep slopes, woodlands, and other resources. Outlot 3 is intended to provide an area for regional stormwater storage and treatment prior to discharge from the site. Outlot 4 is designated for landscaping and signage purposes. It is anticipated that all outlots will be maintained by the University Research Park or designee.

**Relationship to Neighborhood Plans**

The Pioneer Addition of the University Research Park is located on the west side of Madison, within the Pioneer and Midtown Neighborhood Development Plans. Both neighborhood plans recommend land use patterns, open space networks, development densities and intensities, urban design character and utility provision.

In April 2004, the City of Madison adopted the Pioneer Neighborhood Development Plan and in July 2004, the City of Madison updated the Midtown Neighborhood Development Plan. These documents established guidelines for development within the respective planning areas. Both plans recommended that the subject parcel be developed as low-medium and medium density residential, drainage, and a public park. In 2011, at the request of the University Research Park, the City of Madison Plan Commission adopted an amendment to the Comprehensive Plan to change the proposed land uses described in the Midtown Neighborhood Development Plan to Research and Development Center (RDC) zoning. The Employment Campus Zoning proposed in this application is consistent with the 2011 Midtown Neighborhood Development Plan Amendment.

**Employment Campus**

To achieve the goals of the Pioneer Neighborhood Development Plan's Research and Development Center District land use district, the applicant is requesting rezoning a portion of the plat to the Employment Campus (EC) and Conservancy (C) districts (per the anticipated 2012 Zoning Ordinance revision). The EC district largely achieves the intent of the Research and Development Center District land use district in terms of purpose, allowable uses, floor area ratio, and development standards.

The enclosed development plan will guide all of the EC lands. The development plan presents a unified and organized arrangement of buildings and service facilities that create the desired urban character while preserving and maximizing the site's natural features. The development plan will be used by the Architectural Review Committee to assure that development plans for individual lots are consistent with the overall plan.

**Proposed Uses**

The University Research Park intends to construct a series of independent structures that provide space for employment in fields such as high-technology, research and development, testing, and specialized manufacturing establishments, as well as professional offices and business incubators. Supportive retail or banks may be integrated into the employment uses, as permitted by the zoning code. Hours of operation are anticipated to be typical office hours. The proposed development will contain no public places of assembly, restaurants, or taverns. The proposed development will have no dwelling units (thus generating no additional school children demand).

University Research Park 2 - Pioneer Addition has 14 lots. By lot, the proposed sites could provide:

Lot Number	Lot Acreage (ac)	Maximum Floor Area (sf)	Floors	Maximum Parking Spaces
1	4.94	67,200	3	192
2	5.39	59,400	3	170
3	4.70	59,900	3	171
4	5.59	66,200	3	189
5	4.45	45,600	3	130
6	3.60	52,600	3	151
7	3.72	56,800	3	162
8	3.51	53,500	3	153
9	3.80	57,910	3	165
10	3.82	58,300	3	166
11	4.03	61,520	3	176
12	3.76	57,400	3	164
13	4.60	70,100	3	200
14	5.22	79,600	3	227
Total	61.13	846,030		2,416

### Design Standards

Design guidelines for Employment Campus are currently under development and the specific covenants and deed restrictions will be submitted for review prior to recording of the final plat. The SIP will establish the specific development standards in general conformance with the Pioneer Neighborhood Plan.

The Pioneer Neighborhood Development Plan recommends the following urban design guidelines. The applicant intends to meet these urban design guidelines through the application of EC standards in combination with additional design guidelines now being prepared by the applicant.

- Building heights: Building heights within the Employment Campus district will range from two to four stories. One story buildings are discouraged, however certain types of research and development uses may require one story buildings because of specific structural or ventilation requirements.
- Floor area ratio: The floor area ratio will be a minimum of 0.35. For any development on a zoning lot that will be done in phases, the minimum floor area ratio for the first phase will be 0.20. Easement areas used for multisite stormwater conveyance and treatment are excluded in the floor area ratio calculation.
- Principal building setbacks: To provide greater activity at the street level, a minimum of 50% of the front building façades will be located within ten to thirty feet from the street, with entrances oriented toward the street. A multi-site stormwater basin and multi-use trail is located between Boyer Street and Lots 2-6, and thus the front building façades will be located within ten to thirty feet from the edge of the stormwater easement. Adjacent buildings will share common walls or have 20' spacing between buildings. Setbacks for additional buildings on multi-building sites vary.
- Active street frontage: Buildings will be oriented towards and connected to the street, with parking behind. Commercial support services that meet the needs of district employees and tenants (e.g. deli, cafeteria, coffee shop, day care facility, hotel, fitness) will be located on the ground floor fronting a street. Trash removal and storage, snow storage, and other maintenance functions will occur to the side or rear of each building.
- Transportation Network: Boyer Street connects to Pleasant View Road and Valley View Road, and Ancient Oak Lane passes through the development, connecting the adjacent residential neighborhood to Pleasant View Road. Street and sidewalk connections will be provided to other areas within the Pioneer Neighborhood and within the Employment Center district.
- Parking: Employee parking and loading areas within the Employment Campus will be located on interior side or rear yard. Small visitor parking areas (maximum 10 spaces) will be allowed in front of the buildings. Each lot will provide its own parking and each parking lot will be separated by open space, thus reducing the visual impact of surface parking. Underground, structured, and shared parking will be encouraged. On-street parking will be available on all internal streets. Bike parking facilities will also be provided.

- Transportation Management Demand Plan: All development in the Employment Campus district will be expected to prepare a Transportation Management Demand Plan and to participate in a Transportation Management Association. A Transportation Demand Management Plan has been prepared for the district and provided to the City separately. Individual lots will provide Transportation Demand Management Plans, approved by the Traffic Engineer, that are consistent with the district plan. Annual reports on the implementation of the district Transportation Demand Management Plan will be provided to the Traffic Engineer by a property owners association or another entity that manages the district plan.
- Open Space Preservation: Outlots 1 and 2 will be preserved through Conservancy zoning. Outlot 1 and 2 total 28.91 acres and preserve a large, relatively high quality woodland area. As each Employment Campus site is designed, it will be important to incorporate existing woodlands to the extent practical. A Woodland Management Plan is being developed and will be provided to the City for review. Existing natural features provide an opportunity for an internal path system, and either sidewalks or an off-road bicycle/pedestrian trail will be constructed on both sides of all streets.
- Stormwater Management: A Stormwater Management Plan has been developed for the site focusing on regional solutions to control peak discharge rates and nonpoint source pollutants from the site. Individual lots will incorporate additional Best Management Practices to provide infiltration and control oil and grease discharge.

**Construction Schedule**

It is anticipated that the Employment Center district will be developed in multiple phases as demand for new lots occurs. Initial site grading and infrastructure construction is expected to begin in 2013 with lot development to occur over the next 5 to 10 years.

This application has been prepared by a team led by SmithgroupJJR. The individual team members are:

- Landscape Architect: SmithGroupJJR
- Civil Engineer: SmithGroupJJR
- Surveyor: Foth Infrastructure & Environment

Other project team members such as architects and contractors will be added to the team as the project advances to design and individual lot construction commences.

We look forward to working with City staff in further development of this project. If you have any questions, please call.

Sincerely,



David Wolmutt, P.E.  
Project Manager