



August 5, 2009

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

Dear Mr. Murphy and Plan Commission Members,

This letter is intended to describe in detail the University of Wisconsin Research Park-2 development project and its intended uses in support of our application for a land subdivision plat within the Pioneer Neighborhood on the far west side of Madison. The proposed project will include primarily Research and Development Center District (RDC) zoning and a smaller area of PUD 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.

URP's groundbreaking approach and innovative tenant solutions encourage the development and commercialization of new, cutting-edge ideas. Its efforts enhance the state and local economies, while benefiting research and educational programs at the UW-Madison. The park is a partner of UW-Madison, where the world-renowned research faculty holds more scientific patents than at any other public university in the country. The partnership generates great jobs in the community while affording tremendous access and support for URP companies at the university.

The growing success of the existing research park and the limitation of building space drive the need for a second University Research Park. The new University Research Park will be located on the west side of Madison, west of Junction Road and south of Mineral Point Road.

### **Site Description**

The project site is located on the far west side of Madison, southwest of the Mineral Point Road/County Highway M intersection. The property is owned by the State of Wisconsin Board of Regents and currently used primarily for experimental agricultural research. The proposed plat area encompasses approximately 270 acres zoned for agricultural uses (A). Croplands cover approximately 225 acres of the property (Attachment 2). Woodlands cover approximately 40 acres of the site with several high quality stands of timber present in the southern half of the parcel. The most prominent man-made feature on the site is the University of Wisconsin Communications Tower, located in the northern half of the site. The tower site includes several small buildings, guy wires, and a network of gravel access roads. Adjacent areas are primarily undeveloped agricultural lands to the north, west, and south, with commercial and residential uses more prominent along the east side of CTH M and northeast of the CTH M/Mineral Point Road intersection. The site is characterized by rolling hills, with several areas having slopes greater than 12%.

One residential dwelling, the former Hoopes property, is located in the southeastern quadrant of the parcel near CTH M (902 County Highway M). This dwelling, now abandoned and owned by the UWRP, is a two-story, wood framed house having a footprint area of approximately 1,000 square feet.

### **General Project Description**

This plat will facilitate initial phases of the research park that will eventually encompass over 270 acres and will have 50 sites with potentially two million square feet of office and laboratory space. This new employment center may provide over 15,000 jobs in the neighborhood once completed. The design concept for the new University Research Park is one that has 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 the Research Park will include high-technology research, development, testing, professional offices, and business incubators. Commercial “support” or hospitality services such as coffee shops, delis, day care facilities, or hotels will likely develop within and adjacent to the UWRP, as well. The proposed plat under consideration includes 31 lots over an area of approximately 150 acres located south of a westerly extension of Watts Road. All but 5 of these lots will be developed under Research and Development Center District (RDCD) zoning. A detailed description of these areas is included in this letter. A primary goal of the development is preservation and incorporation of existing woodland areas to the extent practical.

The five non-RDCD lots will be developed under PUD zoning. These lots are expected to develop as a high density urban mix consisting of commercial and high density residential dwellings. A detailed description the PUD vision is included in a separate document titled “University Research Park -2 PUD/GDP”.

An outlot having an area of 119 acres is proposed for the portion of the plat extending from the westerly extension of Watts Road northerly to Mineral Point Road. This area is not expected to develop in the near future due to the presence of the University of Wisconsin Communications Tower. This area will remain under Agricultural Zoning. Other outlots are proposed on the site to provide for treatment of stormwater runoff and to accommodate multi-use trails.

### **Relationship to Neighborhood Plan**

The University of Wisconsin Research Park redevelopment project is located on the west side of Madison within the Pioneer Neighborhood. In April 2004, the City of Madison adopted the Pioneer Neighborhood Development Plan. This document sets guidelines for development within the planning area, defined as by Junction Road on the east, Mineral Point on the north, Valley View Road on the south, and Pioneer Road on the west. The neighborhood plan recommends land use patterns, open space networks, development densities and intensities, urban design character and utility provision.

This rezoning request concerns the first expected phase, generally the portion south of Watts Road extended. This phase of the UWRP-2 development project is located in the central east portion of the Pioneer Neighborhood study area. The project primarily lies within two planned land use districts, as depicted on Map 6 of the neighborhood plan – Research and Development Center District and Urban Mix District. The Research and Development Center District is largely coterminous with the requested

RDC zone district and the Urban Mix District is largely coterminous with the requested PUD-GDP zone district.

As described in other sections, the RDC zone district combined with the client's design guidelines largely implements the intentions of the Research and Development Center District. The PUD-GDP is written to directly implement the intentions of the Urban Mix District.

### **Research and Development Center Zoning District (RDC)**

To achieve the goals of the neighborhood plan's Research and Development Center District Land Use District (RDCD), the applicant is requesting rezoning a portion of the plat to the Research and Development Center Zoning District (RDC). The RDC district largely achieves the intent of the RDCD land use district in terms of purpose, allowable uses, floor area ratio and development standards. The enclosed development plan will guide all of the RDC lands. The development plan presents a unified and organized arrangement of buildings and service facilities that shall have a logical relationship to the properties comprising the lands requested to be rezoned. 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.

While sharing similar goals, the intended character of the RDC zoning district will be noticeably different than the existing UW Research Park on the near west side. The neighborhood plan recommends the following urban design guidelines. The applicant intends to meet these urban design guidelines through the application of RDC standards in combination with additional Design Guidelines now being prepared by the applicant.

Building heights: Building heights within the Research and Development Center District will range from two to six stories in areas near the Urban Mix District/PUD-GDP, and from one to four stories in other areas. A minimum of two story buildings are encouraged. One story buildings are discouraged. Certain types of research and development uses may require one story buildings because of specific structural or ventilation district.

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. Acres used for multi-site storm water basins are not considered in the floor area ratio calculation.

Principle 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. 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 on the main street.

Transportation Network: Although topography in the district is hilly, the streets are still connected to each other and to others in the neighborhood. Street and sidewalk connections will be provided to other areas within the Pioneer Neighborhood and within the RDC district, including sidewalks (on both sides of all streets) and mid-block walkways. Blocks and lots will be smaller than the existing UW Research Park.

**Parking:** On-street parking within the Research and Development District will be available on all internal streets. Employee parking and loading areas will be located on interior side or rear yard. Small visitor parking areas (maximum 10 spaces) will be allowed in front of the buildings. Parking lots will be broken into pods of less than 50 spaces. Underground, structured and shared parking will be encouraged. Bike parking facilities will also be provided.

**Transportation Management Demand Plan:** All development in the RDC 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.

**Transit Accommodation:** Pleasant View Road north of Watts Road and Watts Road east of Pleasant View Road have been designated for the potential for high-capacity transit within the given right-of-way.

**Open Space Preservation:** As each site is designed, it will be important to incorporate existing woodlots. 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 sidewalks will be constructed on both sides of all streets.

**Views from site:** The Mixed Use District/PUD-GDP area is located on a highpoint, affording views of the Wisconsin State Capitol building. Most of the Research Park facilities are 40' to 50' lower in elevation than the Urban Mix District/PUD-GDP, with lots on the east side of the property are over 100' lower. Sight lines have been considered during preliminary and final platting. Long views of the Capitol, Lake Mendota and the Cityscape will be preserved.

**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.

The RDC district will meet these additional neighborhood plan guidelines through the RDC zoning and the Research Park Design Guidelines:

- Urban, walkable job center
- Urban, usable open spaces and usable green space & trail system
- Relationships/connections to nearby districts
- 4-sided buildings on double frontage lots
- Impervious surface ratio: Maximum of 0.85 per site; Maximum of 0.95 near Urban Mix District/PUD-GDP
- Signs: Entry signs/features at main entrances; Monument and first floor business signs only

### **Project Schedule**

The Research and Development Center District will be developed in two main phases. The portion of the district located south of the western extension of Watts Road is expected to develop over the next ten years. The portion located north of Watts Road is not expected to develop until the southern phase is approaching build-out. Most of this northern area will not be able to develop until the communications

University Research Park – 2  
Letter of Intent  
August 5, 2009  
Page 5

tower is removed. The proposed development plan for the northern section, as depicted in Map 6, is fairly conceptual and should be revisited during final site planning and platting.

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

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

Sincerely,

John Kretschmann, P.E.  
Principal

Attachment