

University Avenue/Whitney Way Development
Plan Commission Informational Meeting

Krupp Construction

Potter Lawson Inc.

July 11, 2011

University Avenue and Whitney Way Development
 Plan Commission Informational Meeting – July 11, 2011
 Informational Narrative
 July 6, 2011

Developer: Paul Lenhart
 Architect: Potter Lawson Inc. – Doug Hursh
 Civil Engineer: D’Onofrio Kotke - Dan Day
 Landscape Architect: Ken Saiki Design
 Contractor: Krupp Construction
 Major user: UW Hospital and Clinics

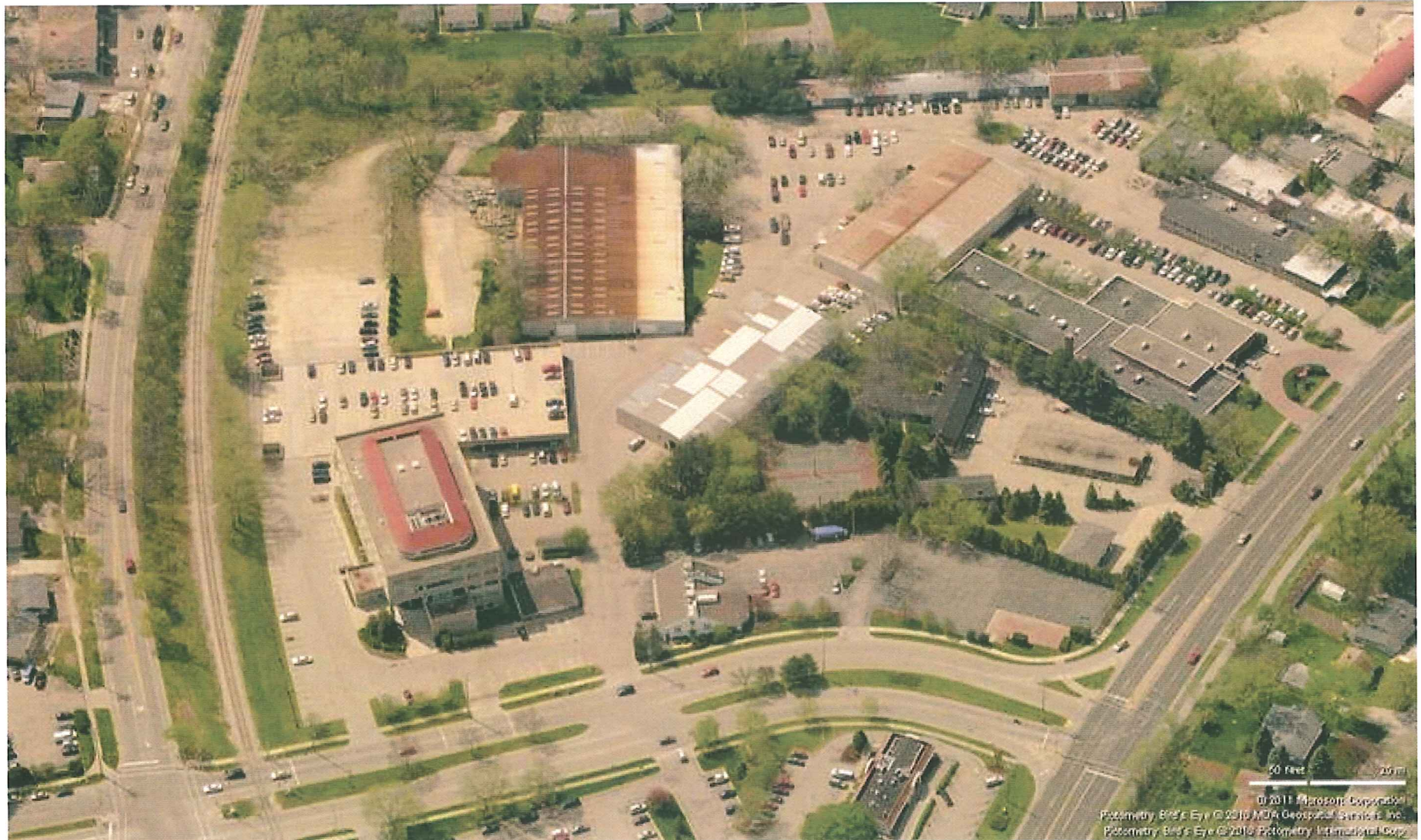
Site Approximately 14 acres located at the southwestern corner of University Avenue and N. Whitney Way; Urban Design District 6; Aldermanic District 19 (Clear); Madison Metropolitan School District. The project requires the demolition of approximately 11 vacant existing commercial buildings located throughout the subject site. The existing five-story, 90,000 square-foot Wisconsin Public Service Commission (PSC) Building located in the southeastern corner of the subject site will remain.

Approval Process This project will follow the PUD/GDP/SIP rezoning process. The entire site is currently zoned C3 (Highway Commercial District) and is within a well-head protection zone. The plan is to submit the GDP and an SIP for phase one by July 13th. Meet with Plan Commission on September 19th and Common Council on October 4th.

Area Summary The concept master plan includes 7 buildings and 3 parking structures. The following is a potential full site build out summary.

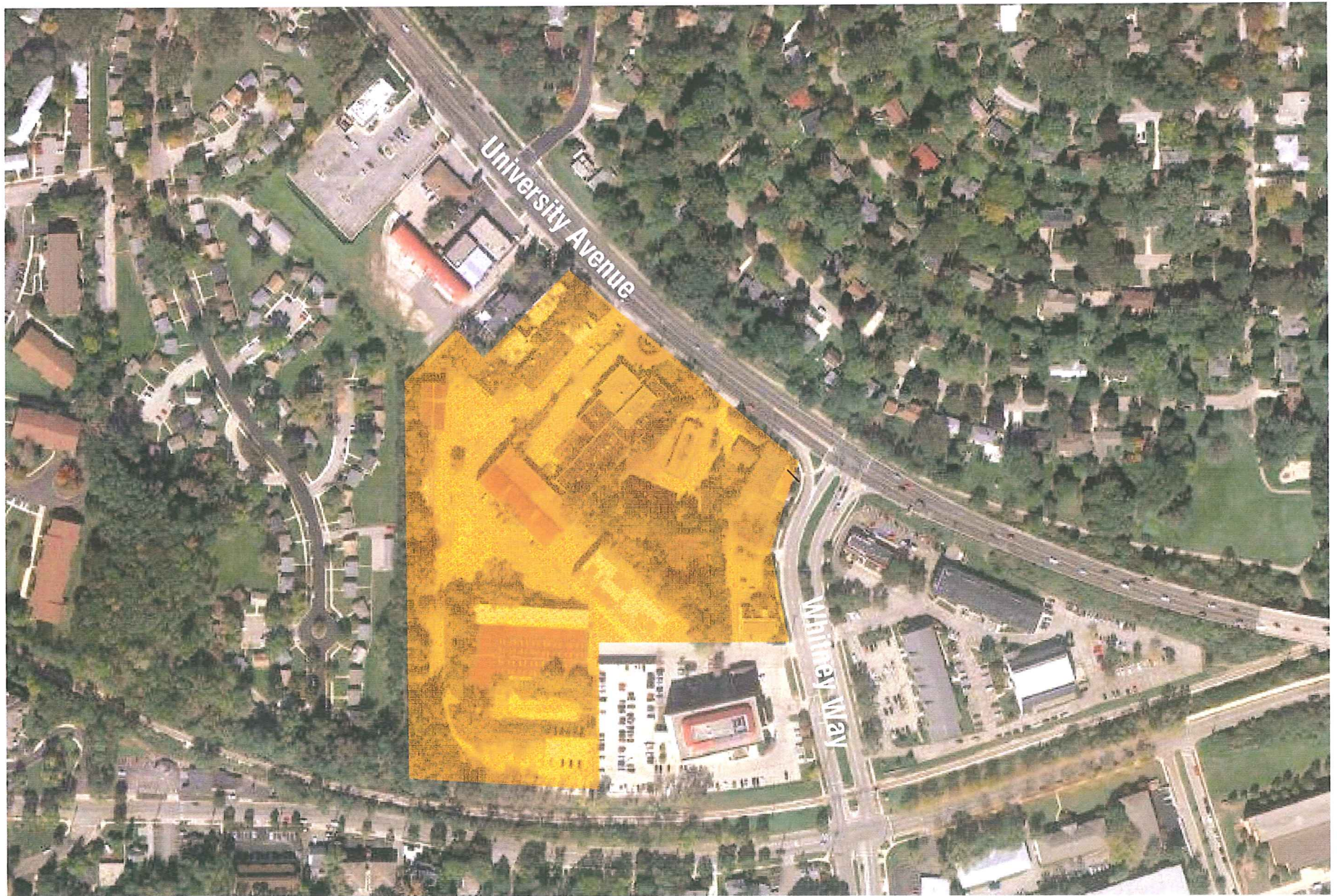
Building 1	60,000 sf	Clinic – Digestive Health Center
Building 2	40,000 sf	Non-Profit Hospitality
Building 3	80,000 sf	Clinic
Building 4	70,000 sf	Clinic
Building 5	63,000 sf	Mixed Use, Retail, Service and Office
Building 6	72,000 sf	130 Room Hotel
Building 7	91,500 sf	65 Apartment Homes
Approximate Total New Area		476,500 sf
Approximate Total Parking		1350 stalls
Parking Ratio		1 stall per 353 sf or 2.83 per 1000 sf

Surrounding Uses	North: Single-family residences in the Spring Harbor neighborhood and Water Utility Well 14, zoned R1 (Single-Family Residence District); South: Wisconsin Southern Railroad right of way and Old Middleton Road; Knupp, Watson & Wallman Advertising, zoned C2 (General Commercial District); single-family residences, zoned R2 (Single-Family Residence District); two-family residences, zoned R3 (Single- and Two-Family Residence District) and PUD-SIP; West: Trillium Homes, zoned R4 (General Residence District); East: Multi-tenant commercial development, Taco Bell, zoned C3 (Highway Commercial District).
Design Description:	<p>This infill master plan is designed to create an urban campus environment that includes a mix of complimentary uses. The project takes advantage of an existing underutilized site within the city to help to reduce suburban sprawl and utilize existing infrastructure. The plan balances the need for increased density while being sympathetic to the surrounding uses and scale. The structures are closely spaced to create defined public street spaces with pedestrian friendly connections while maintaining access to day light and views. Parking structures are utilized to reduce the need for surface parking and to allow the buildings to be placed closer together. Streets will be designed to encourage pedestrian use and will have parallel parking to further define the pedestrian scale and urban nature of the development.</p> <p>The 3 buildings to the North West of the site are intended to provide clinic space for the University of Wisconsin Hospital and Clinics. The buildings that define the corner of University Avenue and Whitney Way will have a mix of uses including retail, service commercial, office and hospitality. It is the intent that the retail component will provide a public gathering place for the neighborhood and will include a shared outdoor dining/gathering common space between the mixed use building, the hotel and the apartments.</p> <p>Apartment units surround the internal parking structure to provide definition and activity to the 2 north south streets. A non-profit hospitality/residential component is located internally on a donated site near the round-about intersection. Along with the hotel, these buildings provide activity and ownership on the site afterhours.</p> <p>A new north south bike path connection is planned for the west edge of the site to connect to the future planned bike path along Old Middleton Road.</p>
Sustainability:	This project will follow sustainability guidelines. The first proposed clinic building is pursuing LEED Healthcare certification.
Building Design:	Architectural design guidelines will be developed for the project as this is planned to be built in phases over 5 years. The buildings will be contemporary, energy efficient, warm and inviting, utilizing clean contemporary lines with warm and inviting materials. Special care will be taken to have the buildings respond to the pedestrian scale along the streets. The campus will have comprehensive signage design guidelines.



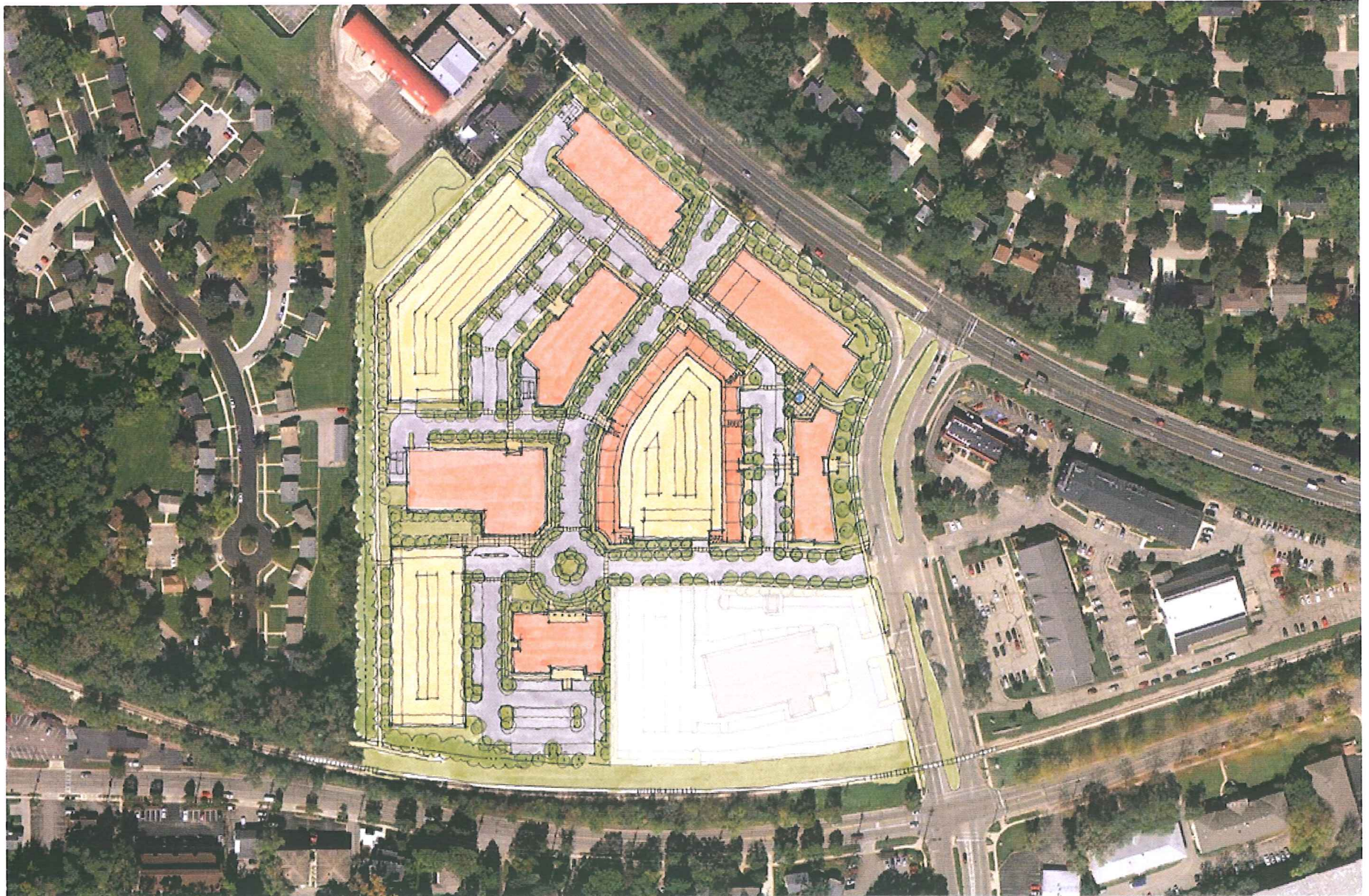
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Existing Site



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Revised Plan 6.27.11

Buildings

- 1 60,000 SF Clinic
3 stories, 20,000 SF/floor
40 stalls below
270 stalls total req.
- 2 40,000 sf non-profit Hospitality
55 stalls
- 3 80,000 SF Clinic
3 stories
26,700 SF/floor
50 stalls below
360 stalls total req.
- 4 70,000 SF Clinic
4 stories
17,500 SF/floor
315 stalls total
- 5 63,000 SF Office and Retail
3 stories
21,000 SF/floor
4 cars/1,000 SF = 252 stalls
- 6 Hotel
6 floors/130 Rooms
130 stalls/65 shared
- 7 Residential
62 units
3 and 4 stories
Approx. 900 sf/unit

Parking Summary

Clinic Site - 210,000 SF	
Structured	769 stalls
Below Building	90 stalls
Surface	74 stalls
Lenhart Site	
Structured	293 stalls
Below Building	40 stalls
Surface	27 stalls
Non-profit Site	
Surface	57 stalls

Total stalls: 1,350 stalls
on-street parallel stalls: 32

Parking Structures

- A 343 stalls
3 levels
- B 293 stalls
3 levels
- C 426 stalls
3 levels



University Avenue / Whitney Way Development - Master Plan
KRUPP Construction - Potter Lawson - D'Onofrio Kottke
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Potential Full Build-out Plan

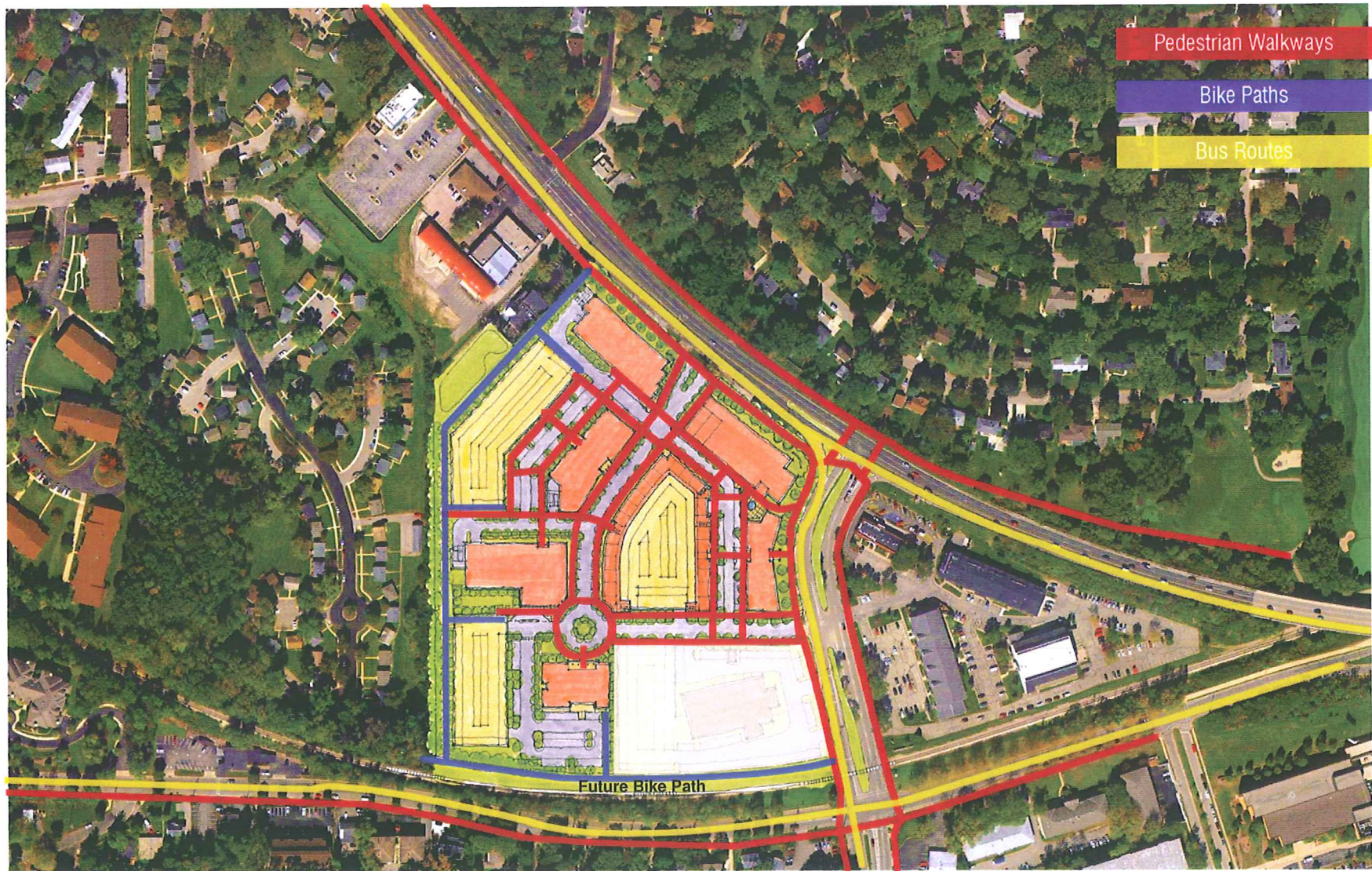
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Phase One

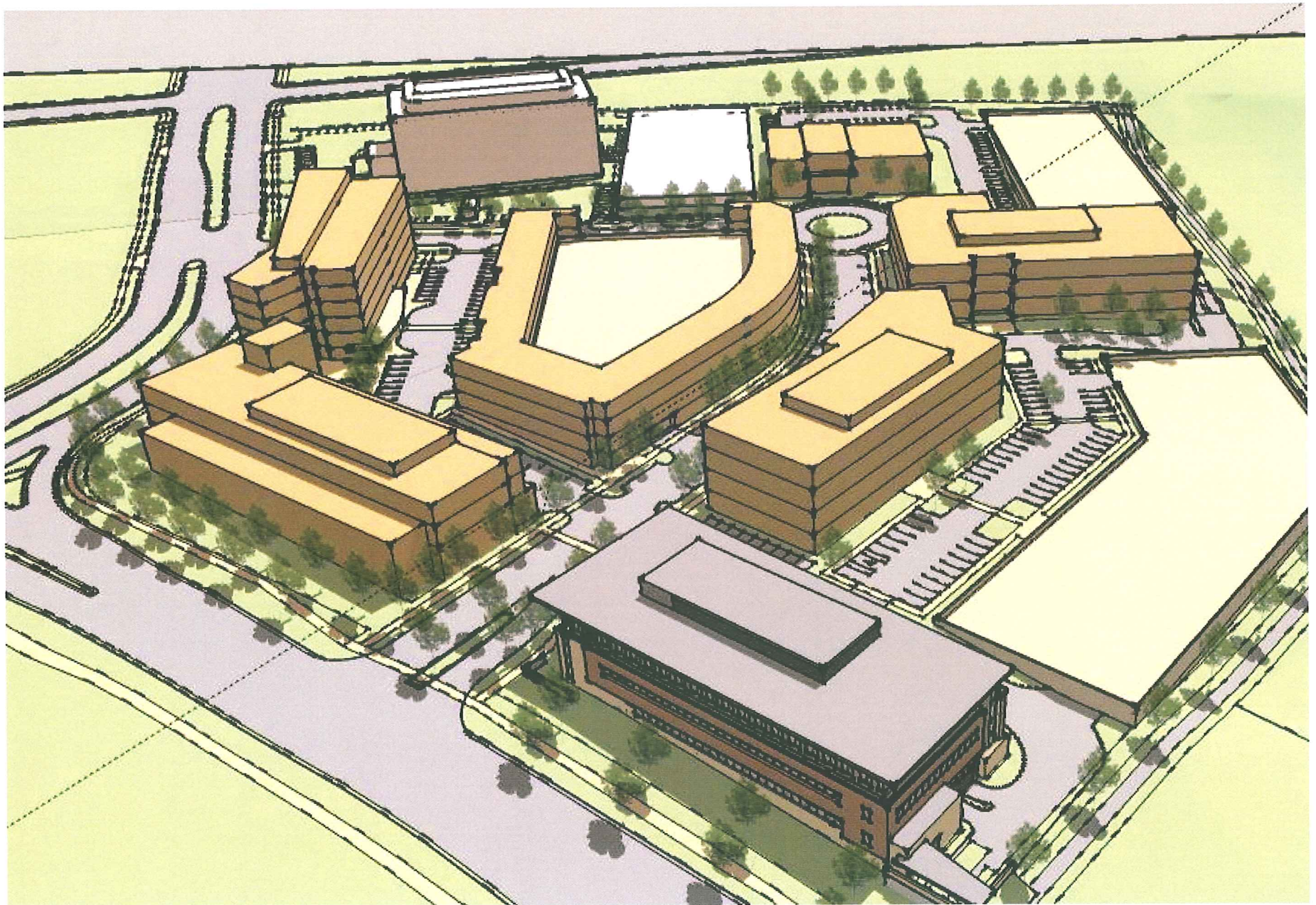


Pedestrian Walkways

Bike Paths

Bus Routes

Future Bike Path



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Model view from North West



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Building 1 concept design