



Location  
5063-5119 University Avenue &  
702 North Whitney Way

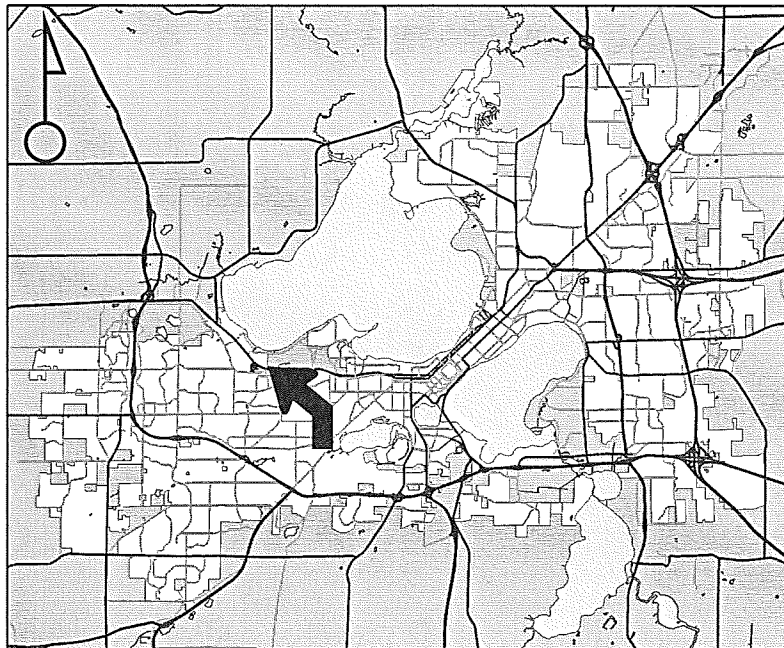
Applicant  
Paul Lenhart - The Lenhart Co./  
Doug Hursh - Potter Lawson, Inc.

From: C3                      To: PUD-GDP &  
PUD-GDP-SIP

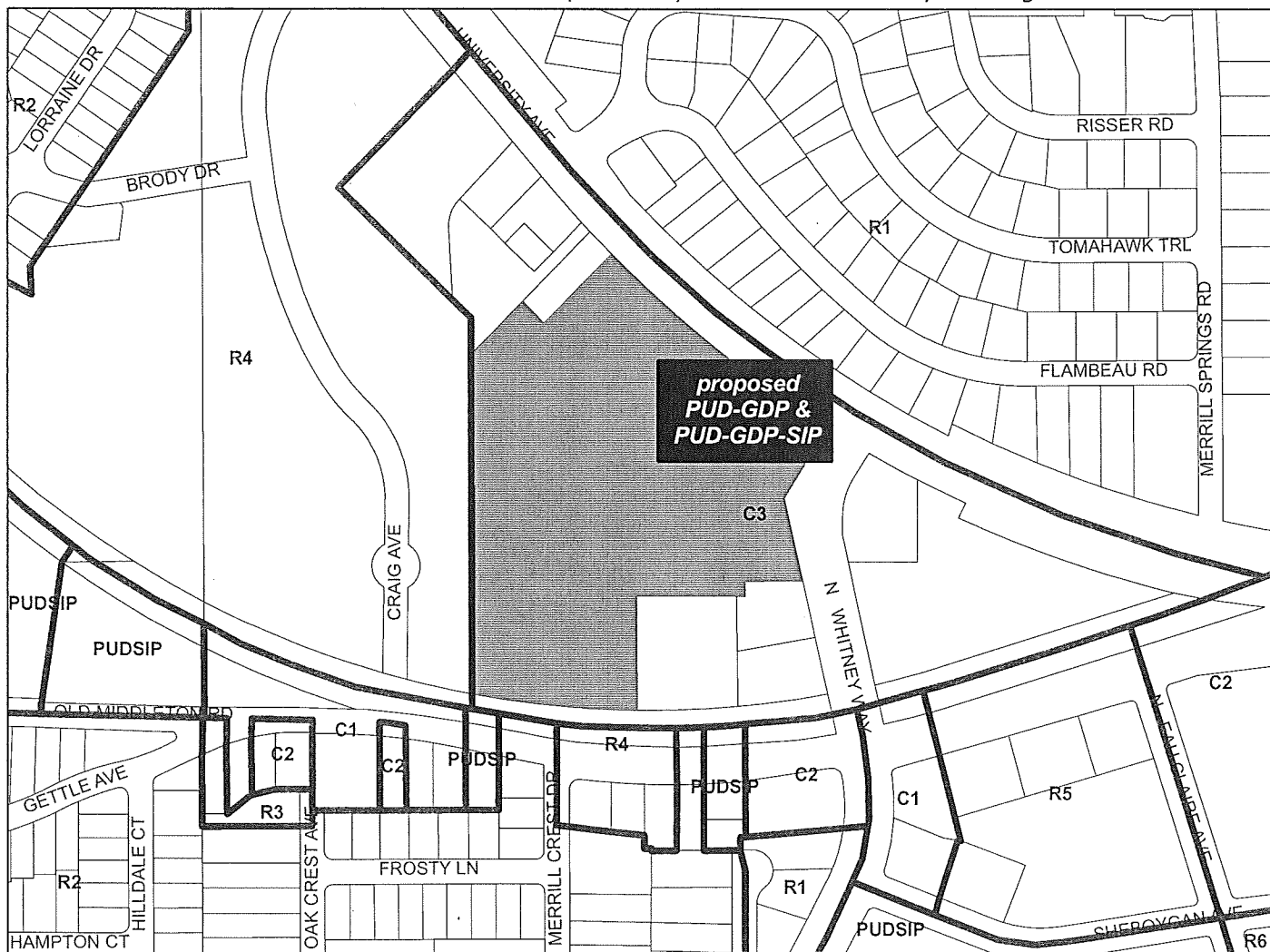
Existing Use  
11 commercial buildings

Proposed Use  
Demolition of 11 commercial buildings,  
GDP for future construction of mixed-use/  
employment development, SIP for medical  
clinic building and preliminary and final plat  
of University Crossing, creating 7 lots

Public Hearing Date  
Plan Commission  
19 September 2011  
Common Council  
04 October 2011



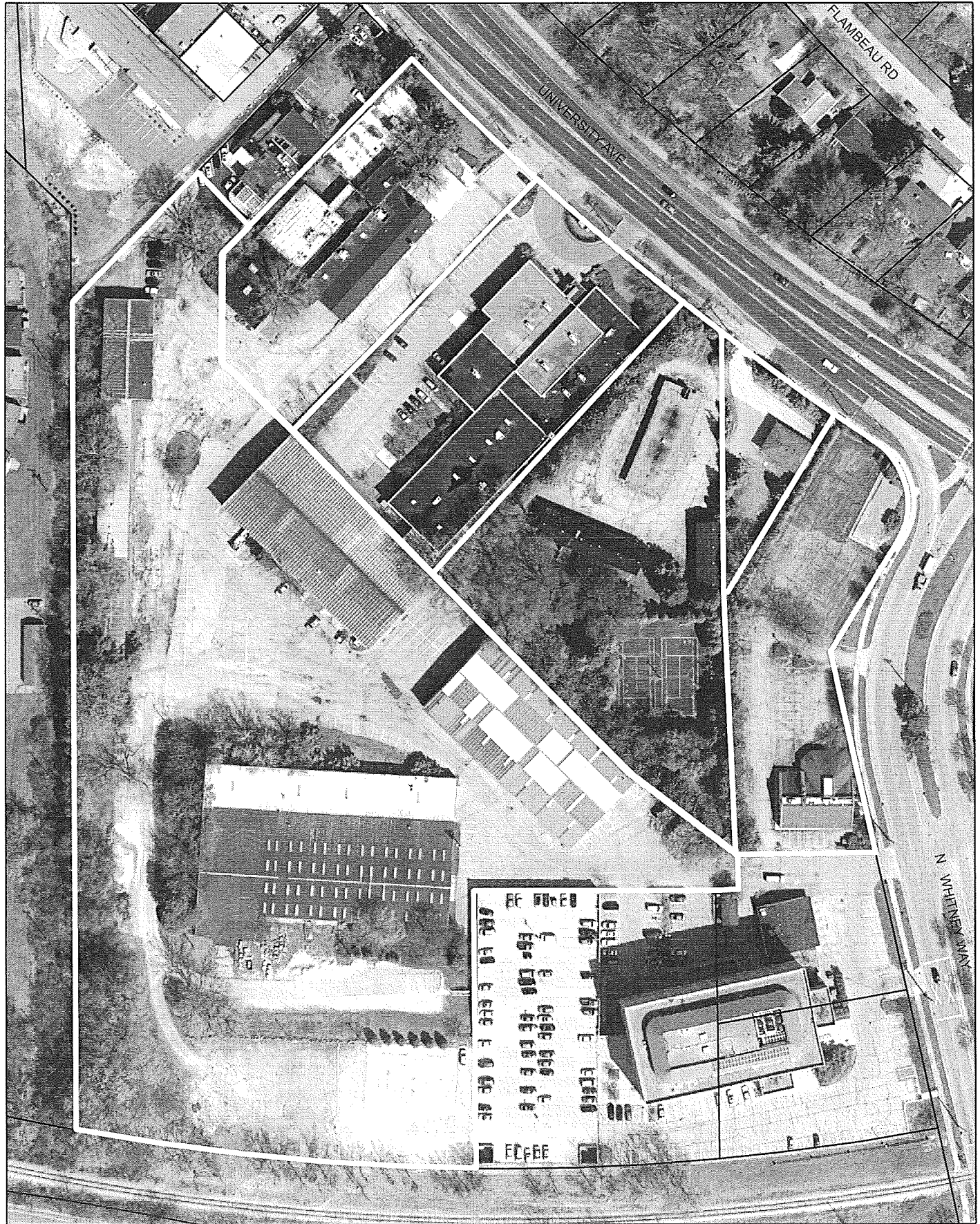
For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 06 September 2011

15-17





# LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html)
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid _____	Receipt No. _____
Date Received _____	
Received By _____	
Parcel No. _____	
Aldermanic District _____	
GQ _____	
Zoning District _____	
For Complete Submittal	
Application _____	Letter of Intent _____
IDUP _____	Legal Descript. _____
Plan Sets _____	Zoning Text _____
Alder Notification _____	Waiver _____
Ngrbrd. Assn Not. _____	Waiver _____
Date Sign Issued _____	

1. **Project Address:** 5115 University Avenue      **Project Area in Acres:** 14.33 , 3.74  
**Project Title (if any):** University Crossing (GDP), Digestive Health Center (SIP)

2. **This is an application for:**

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)		
<input type="checkbox"/> <b>Rezoning to a Non-PUD or PCD Zoning Dist.:</b> Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____		
<input checked="" type="checkbox"/> <b>Rezoning to or Amendment of a PUD or PCD District:</b> <input checked="" type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input checked="" type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP <input type="checkbox"/> Amended Gen. Dev. <input type="checkbox"/> Amended Spec. Imp. Plan		
<input type="checkbox"/> <b>Conditional Use</b>	<input checked="" type="checkbox"/> <b>Demolition Permit</b>	<input type="checkbox"/> <b>Other Requests (Specify):</b> _____

3. **Applicant, Agent & Property Owner Information:**

Applicant's Name: Paul Lenhart, President      Company: The Lenhart Company  
 Street Address: 2020 Eastwood Dr.      City/State: Madison/WI      Zip: 53704  
 Telephone: (608) 249-2020      Fax: ( )      Email: plenhart@kruppconstruction.com

Project Contact Person: Doug Hursh, Executive Vice President      Company: Potter Lawson, Inc.  
 Street Address: 15 Ellis Potter Dr.      City/State: Madison.WI      Zip: 53711  
 Telephone: (608) 274-2741      Fax: ( )      Email: dough@potterlawson.com

Property Owner (if not applicant): Erdman Real Estate Holdings, LLC      Erdman Future, LLC University Avenue Property  
 Street Address: 6720 Frank Lloyd Wright Ave      City/State: Middleton/WI      Zip: 53562

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: \_\_\_\_\_  
 In-fill redevelopment creating an urban campus environment including clinic, hospitality, retail, office, and housing uses.

Development Schedule:    Commencement Nov 2011      Completion Jan 2013 (SIP), Jan 2019 (GDP)

J.S.  
LLC

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**5. Required Submittals:**

- Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
  - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
  - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
  - **1 copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper
- Letter of Intent (12 copies):** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee:** \$ 4,050 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer*.
- Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

**In Addition, The Following Items May Also Be Required With Your Application:**

- For any applications proposing demolition or removal of existing buildings, the following items are required:
  - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
  - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
  - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- Zoning Text (12 copies):** must accompany Planned Community or Planned Unit Development (PCD/PUD) submittals


**6. Applicant Declarations:**

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
  - The site is located within the limits of the City of Madison Comprehensive Plan, which recommends: (E) Employment, (NMU) Neighborhood Mixed Use, (TOD) Transit Oriented Design for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing no later than **30** days prior to filing this request:
  - List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:  
27 April 2011 - Alder Mark Clear; 10 May 2011 -Spring Harbor Neighborhood Association
  - NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.
- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.
 

Planning Staff: Brad Murphy Date: 4/18/11 Zoning Staff: Matt Tucker Date: 4/18/11
- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

The signer attests that this form is accurately completed and all required materials are submitted:

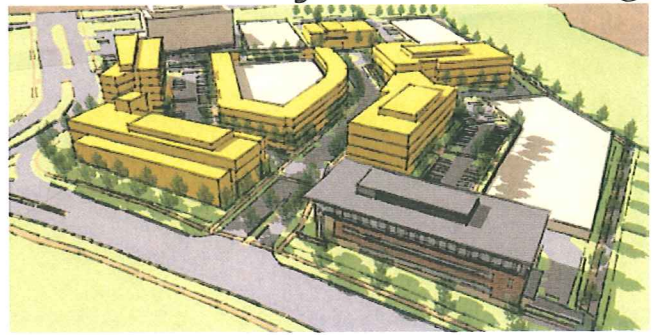
Printed Name Douglas R. Hursh, AIA, LEED AP Date 13 July 2011

Signature  Relation to Property Owner Architect, Potter Lawson

Authorizing Signature of Property Owner For Erdman Real Estate Holdings, Inc, Erdman Future, LLC an University Avenue Properties, LLC Date 13 July 2011

Effective May 1, 2009 | By Erdman Holdings Inc., Solo member and Agent  
Jon Howden, Vice President

# University Crossing



Planned Unit Development  
General Development Plan  
Specific Implementation Plan

Potter Lawson No. 2011.06.00  
Urban Design Commission  
Initial Approval Application  
July 27, 2011

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# 1

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## SECTION ONE

- 1.1 Letter of Intent
- 1.2 Urban Design Commission Application

## 1.1 LETTER OF INTENT

### ZONING REQUEST

Planned Unit Development: General Development Plan and Specific Implementation Plan

### PROJECT NAME

University Crossing

### Applicant & Developer:

The Lenhart Company  
2020 Eastwood Drive  
Madison, WI 53704  
Paul Lenhart  
608-249-2020, plenhart@kruppconstruction.com

### Land Owner

Erdman Real Estate Holdings, LLC  
6720 Frank Lloyd Wright Ave.  
Middleton, WI 53562

### Architect

Potter Lawson Inc.  
15 Ellis Potter Court  
Madison, WI 53711  
Doug Hursh, AIA, LEED AP  
608-274-2741, dough@potterlawson.com

### Civil Engineer

D'Onofrio, Kottke & Associates, Inc.  
7530 Westward Way  
Madison, WI 53717  
Dan Day, PE  
608-833-7530, dday@donofrio.cc

### Landscape Architect

Ken Saiki Design  
303 South Paterson Street Suite 1  
Madison, WI 53703  
Ken Saiki  
608-251-3600, ksaiki@ksd-la.com

### Contractor

Krupp General Contractors, LLC  
2020 Eastwood Drive  
Madison, WI 53704  
Dietmar Bassuner  
608-249-2020, dietmar.bassuner@kruppconstruction.com

### 1st Clinic Building Use

UW Hospital and Clinics – Digestive Health Center  
600 N Highland Ave.  
Madison, WI 53792  
Andrew Howick  
Director of Facilities Planning  
608-263-9160, ahowick@uwhealth.org

### Parcel Location

5117 University Avenue, Madison

### SITE

The GDP site is 14.332 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 and is not included in this PUD.

The SIP site is 3.74 Acres and is designated Lot 1 and Building 1.

### Comprehensive Plan

The city of Madison Comprehensive Plan designates this site for Employment (E) and Neighborhood Mixed Use (NMU). The southeast corner of the site is also designated as a Transit Oriented Design (TOD) overlay located at the intersection of Whitney Way and Old Middleton Road.



**Existing Zoning**

The entire site is currently zoned C3 (Highway Commercial District) and is within a well-head protection zone, WP-14.

**Existing Uses**

Vacant Office, Vacant Restaurant, Vacant Warehouses, and Vacant Motel

**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**

This infill master plan is a multi-phase redevelopment designed to create an urban campus environment that includes a mix of complimentary uses. The project takes advantage of an existing under-utilized 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.

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.

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 after hours.

The mix of uses encourages walking, shared parking and activities in the evening.

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. The site provides accessibility to diverse modes of transportation including pedestrians, bikes, buses, cars, and future rail.

**Proposed Uses**

The General Development Plan (GDP) includes 7 buildings and 3 parking structures. The following is a potential full site build out summary of uses. The final building area, apartment count and parking count will vary based on the Specific Implementation Plans. See Section 5.3 for building data.

Building 1	Clinic – Digestive Health Center – SIP
Building 1A	Clinic
Building 2	Clinic
Building 3	Non-Profit Hospitality
Building 4	Mixed Use, Retail, Service and Office
Building 5	Hotel, approximately 130 Rooms
Building 6	Apartment Homes –Approximately 65 units

Approximate Total Area	488,200 sf
Approximate Total Parking	1,377 - 1,477 stalls
Approximate Parking Ratio	2.82 to 3.03 per 1,000 sf

### **Environmental Sustainability**

This project will follow sustainability guidelines. The first proposed clinic building is pursuing LEED Healthcare certification.

#### *Sustainable Site*

The project is a redevelopment of an existing site within the city. It provides increased density to reduce sprawl, utilizes existing infrastructure, and provides community connectivity with opportunities for biking, pedestrian access and transit use. The project includes a mix of uses including employment, retail and residential uses. The retail and residential uses compliment the employment use by allowing the employees to walk to the retail amenities and potentially walk to work. The mix of use also allows for sharing of parking stalls to reduce the amount of parking on the site. Landscaping will include indigenous species and will not include permanent irrigation.

#### *LEED Certification*

The first clinic building will be pursuing LEED for Healthcare certification.

#### *Energy Efficient Buildings*

The buildings will be much more energy efficient than the existing buildings on the site. The building shell and mechanical systems will be designed to provide increased energy efficiency. Sustainable strategies may include energy recovery, harvesting natural daylight and solar hot water heating.

#### *Water Efficiency – roof water collection and reuse*

The building's plumbing fixtures will be chosen to save water. Strategies may include roof water collection for flushing of toilets.

#### *Recycling during demo and construction*

During demolition and construction the contractors will be looking for ways to recycle as much as possible to reduce waste that ends up in the landfills.

#### *Materials and Indoor air quality*

The project will utilize low and zero VOC products to create healthy interior spaces, regional materials to reduce transportation energy and materials with recycled content to reduce resource use.

### **Architectural Design**

The Architectural design of the buildings will be of their time, energy efficient, utilizing clean contemporary lines with warm and inviting materials. Special care will be taken for the buildings to respond to the pedestrian scale along the streets.

The buildings are intended to define the public spaces of the streets and the common plaza area between the proposed hotel and the mixed use building. An architectural review board will be established that includes the developer and the major land user; the UW Hospital and Clinics.

- External Mechanical Equipment will be screened.
- Trash dumpsters and service areas will be screened from public spaces.
- Building materials will be durable and low maintenance.

### **Signage**

The signage for each of the buildings will be submitted during the SIP process. The design of the signage within the UW Hospital and Clinics sites will be designed to help to designate the area as a campus. The remainder of the office and commercial areas will have unique signage.

### **Schedule**

The first clinic building is intended to be occupied by January 2013, with construction starting in November of 2011. The remainder of the site is intended to be completed within 5 years.

**Demolition**

It is the developer's intent to follow any and all City of Madison Demolition Recycling and Reuse regulations. As directed, ReStore will be contacted for items that can be removed for resale. Any and all appliances, which include HVAC equipment and water heaters, will be recycled and/or sold/reused. Devices that contain mercury, i.e. thermostats or fluorescent lights, will be recycled in the appropriate manner. Concrete, asphalt, and metal will be recycled for reuse.

**Transportation Demand Management**

The location of this site at the crossroads of University Avenue, Whitney Way and Old Middleton Road affords great opportunities for alternative forms of transportation. The design of the master plan includes amenities to encourage bike, pedestrian and bus usage. The UW Hospital and Clinics have a sophisticated TDM program to encourage multi modes of transportation to reduce single occupant vehicular trips for their employees.

*Bike*

The clinic building will include internal bike storage, showers, lockers and changing rooms to encourage bike use by employees. The site master plan includes a new North South bike path to connect to the new development. The bike path will provide a connection to the Trillium Neighborhood to the west and will allow for bike and pedestrian connections.

*Transit*

The UW provides complimentary bus passes to all employees. The passes work for any city bus and this site is currently served by several bus routes on University Avenue and Whitney Way.

*Future Transit*

The corner of Whitney Way and Old Middleton Road has been designated for a future Light Rail Station and would provide excellent connectivity for all users of the site including the employees of the UW Hospital and Clinics.

*Park and Ride*

Madison Metro provides 4 free Park and Ride lots

*Carpool*

Carpool matching is available through Dane County's Rideshare program.

*Vanpool*

WI Department of Administration runs a statewide vanpool which many UW employees use.

*Custom Route Planning and Individualized Marketing*

UW Transportation Services periodically sends out (or holds special events to distribute) targeted marketing information on alternatives to driving. For those with an interest, we can provide a tailored information packet including door-to-door transit and bicycle routes and/or advice on using our support services or taking alternative modes.

**Traffic Study**

A traffic study is partially completed and will be part of the final SIP submittal.

**Public Assistance**

Build out of the project at densities requiring parking ramps is dependent on Tax Incremental Financing. Preliminary discussions have occurred with the city and a TIF application is in the process.

# 2

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## SECTION TWO

### 2.1 Planned Unit Development Zoning

## 2.1 PLANNED UNIT DEVELOPMENT ZONING

1. **Legal Description:** Part of Lot 2 Certified Survey Map No. 4473, recorded in Volume 19 of Certified Survey Maps on Pages 181 and 182 as Document No. 1850622 and a parcel of land located in the SE1/4 and SW1/4 of the SE1/4 of Section 18 and in the NE1/4 and NW1/4 of the NE1/4 of Section 19, T7N, R9E, City of Madison, Dane County, Wisconsin to-wit: Commencing at the north quarter corner of said Section 19; thence N88°39'15"E along the north line of said NE1/4, 662.06 feet to the point of beginning; thence N00°11'21"W, 486.39 feet; thence N44°18'07"E, 182.13 feet; thence S43°38'23"E, 74.49 feet; thence N44°17'58"E, 237.90 feet to the southerly right-of-way line of University Avenue and a point of curve; thence southeasterly, along said southerly right-of-way line, on a curve to the left which has a radius of 2,925.00 feet and a chord which bears S46°42'50"E, 224.44 feet; thence S46°06'07"E, 90.04 feet to a point of curve; thence southeasterly on a curve to the left which has a radius of 2052.00 feet and a chord which bears S54°17'02"E, 171.45 feet to a point on a curve; thence southeasterly on a curve to the left which has a radius of 2925.00 feet and a chord which bears S55°10'19"E, 117.15 feet to a point of reverse curve; thence continuing along said southerly right-of-way line and westerly right-of-way line of Whitney Way, on a curve to the right which has a radius of 75.00 feet and a chord which bears S13°47'28"E, 105.21 feet; thence S30°19'22"W along said westerly right-of-way line, 127.18 feet; thence S12°03'20"E along said westerly right-of-way line, 215.17 feet; thence S12°19'04"E along said westerly right-of-way line, 4.96 feet; thence N85°21'00"W, 144.57 feet; thence N89°34'30"W, 271.00 feet; thence S00°25'30"W, 319.96 feet to the State of Wisconsin Department of Transportation north right-of-way line and a point on a curve; thence northwesterly on a curve to the right which has a radius of 2406.20 feet and a chord which bears N84°14'42"W, 397.06 feet; thence N00°11'21"W, 343.86 feet to the point of beginning. Containing 624,281 square feet (14.332 acres).
2. **Statement of Purpose:** This Planned Unit Development zoning is established to allow for the development of a mixed-use redevelopment project containing a mix of office, medical, retail and housing uses with accessory parking, as shown on the attached General Development Plan. Implementation of the Planned Unit Development is likely to occur in phases following approval of individual projects on one or more Specific Implementation Plans.
3. **Permitted Uses:** Uses as permitted on Exhibit A, attached hereto.
4. **Lot Area, Floor Area Ratio and Building Heights:** Lot Area, Building Heights and Floor Area Ratio shall be as shown on approved specific implementation plans.
5. **Yard Requirements:** Yard Areas and Usable Open Space for any residential units shall be provided as shown on approved specific implementation plans.
6. **Landscaping:** Site Landscaping shall be provided as shown on the approved specific implementation plans.
7. **Accessory Off-Street Parking & Loading:** Accessory Off-Street Parking & Loading shall be provided as shown on the approved specific implementation plans.
8. **Lighting:** Site Lighting shall be provided as shown on the approved specific implementation plans.
9. **Signage:** Signage will be provided per Chapter 31 of Madison General Ordinances (MGO), as compared to the C2 district, and as approved by the Urban Design Commission or its secretary and by the Zoning Administrator.
10. **Family Definition:** The Family Definition for any future multi-family dwelling units (including apartments, townhouses, etc.) shall coincide with the definition given in MGO Sec. 28.03, for the R4 zoning district.

11. **Alterations and Revisions:** No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Community & Economic Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.

12. **Outdoor Eating Areas:** Outdoor Eating Areas for restaurants shown on approved specific implementation plans approved by the Plan Commission, or as minor alterations to approved and recorded specific implementation plans for existing restaurants when approved by the District Alderperson and Planning Division Director, with the following conditions or as otherwise provided for through the alteration process:

a. **Hours of Operation:** Sunday-Thursday – 7:00 am to 10:00 pm; Friday-Saturday – 7:00 am to 11:00 pm

b. **Music:** No outdoor amplification of sound is permitted

c. **Outdoor eating areas:** shall be subject to the Plan Commission's continuing jurisdiction, as provided for in Section 28.12(11)h.4.

#### EXHIBIT A – PERMITTED USES

The following uses shall be permitted in this Planned Unit Development:

1. Amusement arcades.
2. Appliance stores.
3. Art and school supply stores.
4. Art galleries, antique shops and museums.
5. Automobile accessory stores.
6. Banks and financial institutions, including drive-up service windows for same when shown on an approved specific implementation plan.
7. Barbershops and beauty parlors.
8. Bedding sales.
9. Beauty supply stores.
10. Bicycle sales, rental and repair establishments.
11. Book, magazine and stationery stores, excluding adult bookstores.
12. Building supply stores.
13. Camera and photographic supply stores.
14. Candy, ice cream stores, and other food establishments.
15. Card and gift shops.
16. Carpet and Floor covering stores.
17. China and glassware stores.
18. Clothing and costume rental stores
19. Coffee shops
20. Coin and stamp shops
21. Dance studios.
22. Day care centers for children and adults.
23. Department stores.
24. Drugstores and pharmacies including drive-up service windows for same when shown on an approved specific implementation plan.
25. Dry cleaning and laundry establishments provided that no cleaning or laundering occur on premises.
26. Dry goods stores.

27. Electronic stores, including the sale and service of computer, audio, radio, telecommunications and television – video equipment and accessories.
28. Entertainment Uses, including Theater Uses.
29. Engraving businesses.
30. Express and parcel delivery establishments.
31. Financial institutions, including automated teller machines, banks, savings banks and credit unions, insurance agencies and securities dealers.
32. Florist shops and nurseries.
33. Food stores – grocery stores, meat stores, fish markets, bakeries, delicatessens, and catering establishments.
34. Furniture stores.
35. General Merchandise Retail Stores.
36. Gift shops.
37. Hardware stores.
38. Hobby shops.
39. Home Furnishings stores.
40. Hotels and hospitality uses as shown on approved specific implementation plans.
41. Household appliance stores, including radio and television sales and service.
42. Jewelry and watch stores, including repair.
43. Leather goods and luggage stores.
44. Libraries.
45. Liquor stores (packaged goods only).
46. Locksmith shops.
47. Luggage and travel stores.
48. Massage therapy.
49. Hospital, medical, dental, hearing, optical and allied medical clinics and offices and research laboratories, including accessory laboratories.
50. Musical instrument lessons, sales and repair.
51. Multi-family and senior residences as shown on the approved specific implementation plans, including home occupations as defined in MGO Sec. 28.04(26).
52. Nail salons.
53. Office supply and stationery stores.
54. Offices, business, government and professional.
55. Optical sales.
56. Orthopedic and medical appliance and supply stores.
57. Outdoor seating and recreation areas.
58. Parking lots, garages and structures.
59. Personal computers and home electronics, sales and service.
60. Pet stores and pet kennels, provided however there shall be no outdoor pet runs.
61. Phonograph, record and sheet music stores.
62. Physical culture, health services, reducing salons and health clubs/ gyms.
63. Physical therapy and therapeutic massage services.
64. Picture framing.
65. Post offices, including private parcel business.
66. Record, compact disc and cassette stores.
67. Restaurants, including brewpubs and restaurant-taverns and excluding adult entertainment taverns. Outdoor eating areas associated with the approved uses.
68. Sewing machine sales and service, household appliances only.
69. Shoe and hat repair stores.
70. Sporting goods stores.
71. Tailor shops.
72. Tobacco shops.
73. Toy shops.
74. Travel bureau and transportation ticket offices.
75. Upholstery and interior decorating shops.
76. Variety stores.
77. Veterinary clinics (outside kennels prohibited).
78. Video and video game rental and sale establishments, excluding adult video stores.
79. Wearing apparel and shoe shops.
80. Farmers markets for the sale of personally prepared food and handcrafted goods.
81. Secondhand and rummage shops.
82. Outdoor charging stations for electric and alternative vehicles.
83. Shared bicycle stations
84. Accessory uses directly associated with the permitted uses listed herein.

# 3

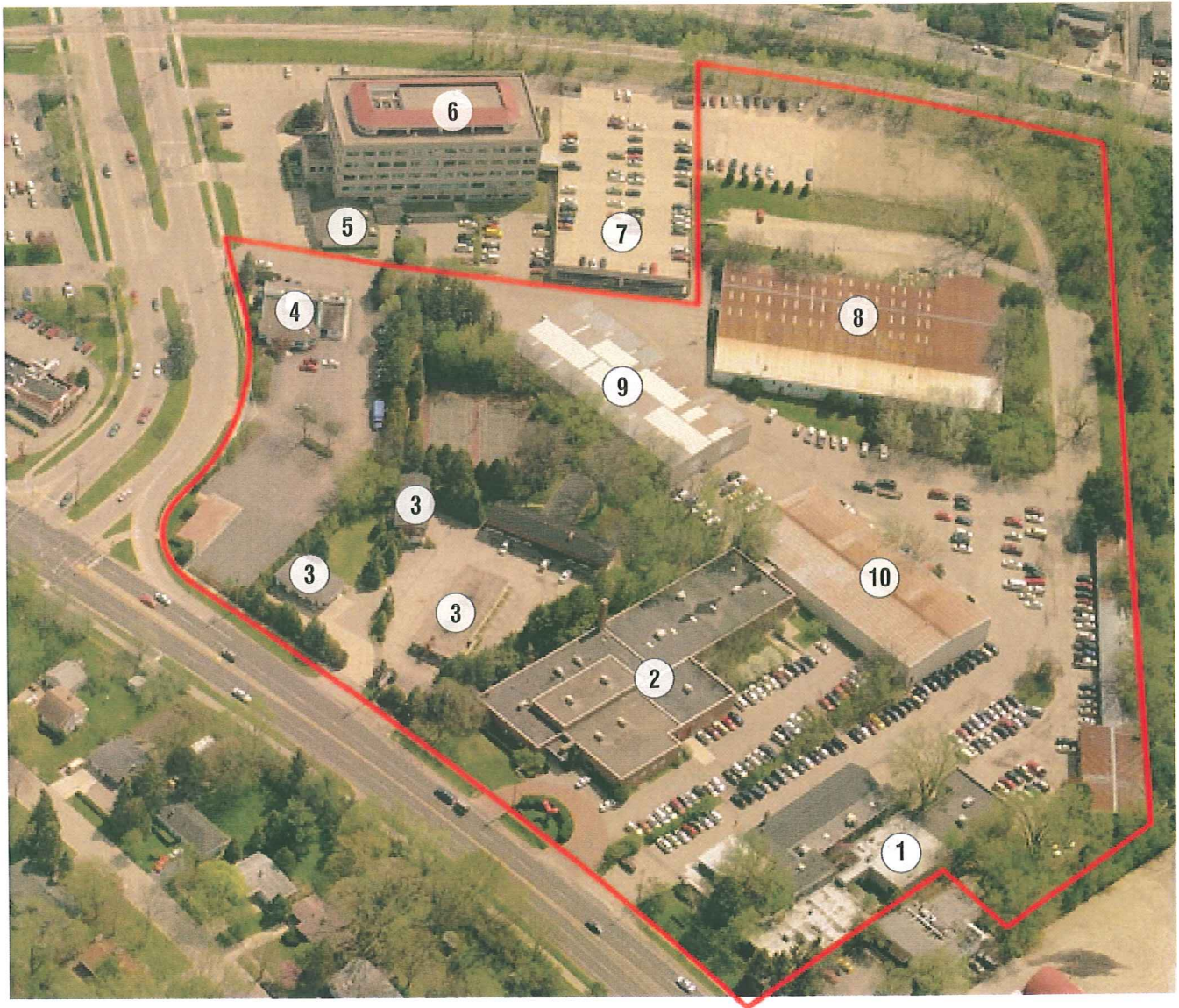
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## SECTION THREE

- 3.1 Existing Site Aerial Photograph
- 3.2 Existing Site Plan
- 3.3 Photographs of Adjacent Structures

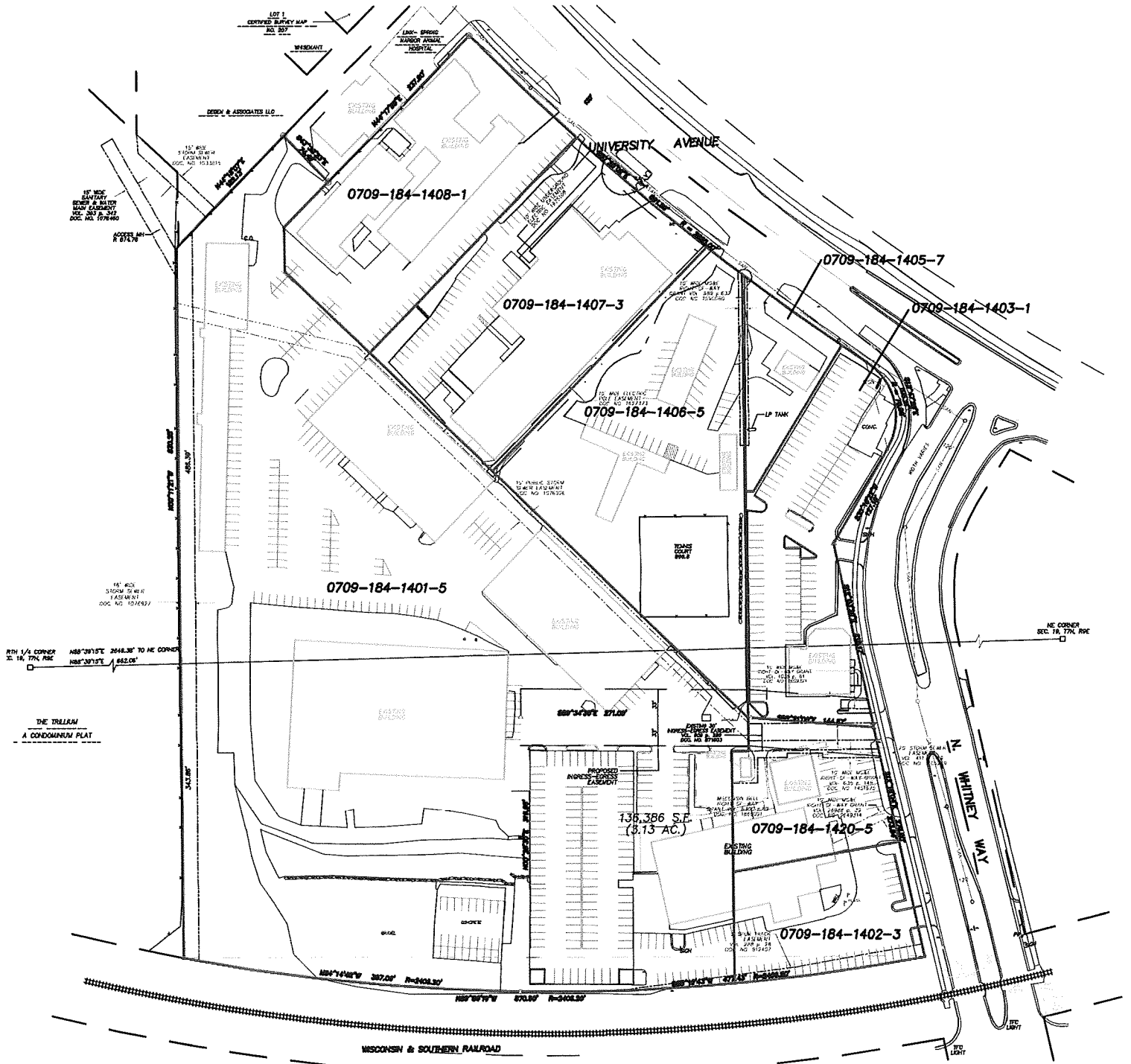


### 3.1 EXISTING SITE AERIAL PHOTOGRAPH



1. 5117 University Ave
2. 5105 University Ave
3. 5063 University Ave
4. 702 N Whitney Way
5. 650 N Whitney Way
6. 610 N Whitney Way
7. 610 N Whitney Way
8. 5111 University Ave
9. 5115 University Ave
10. 5107 University Ave
11. 5119 University Ave

### 3.2 EXISTING SITE PLAN AND PARCEL NUMBERS



\*Drawing not to scale

15-17

### 3.3 PHOTOGRAPHS OF ADJACENT STRUCTURES

5129 UNIVERSITY AVENUE, SPRING HARBOR ANIMAL HOSPITAL



650 N. WHITNEY WAY, OPEN PANTRY



610 N. WHITNEY WAY, PSC BUILDING



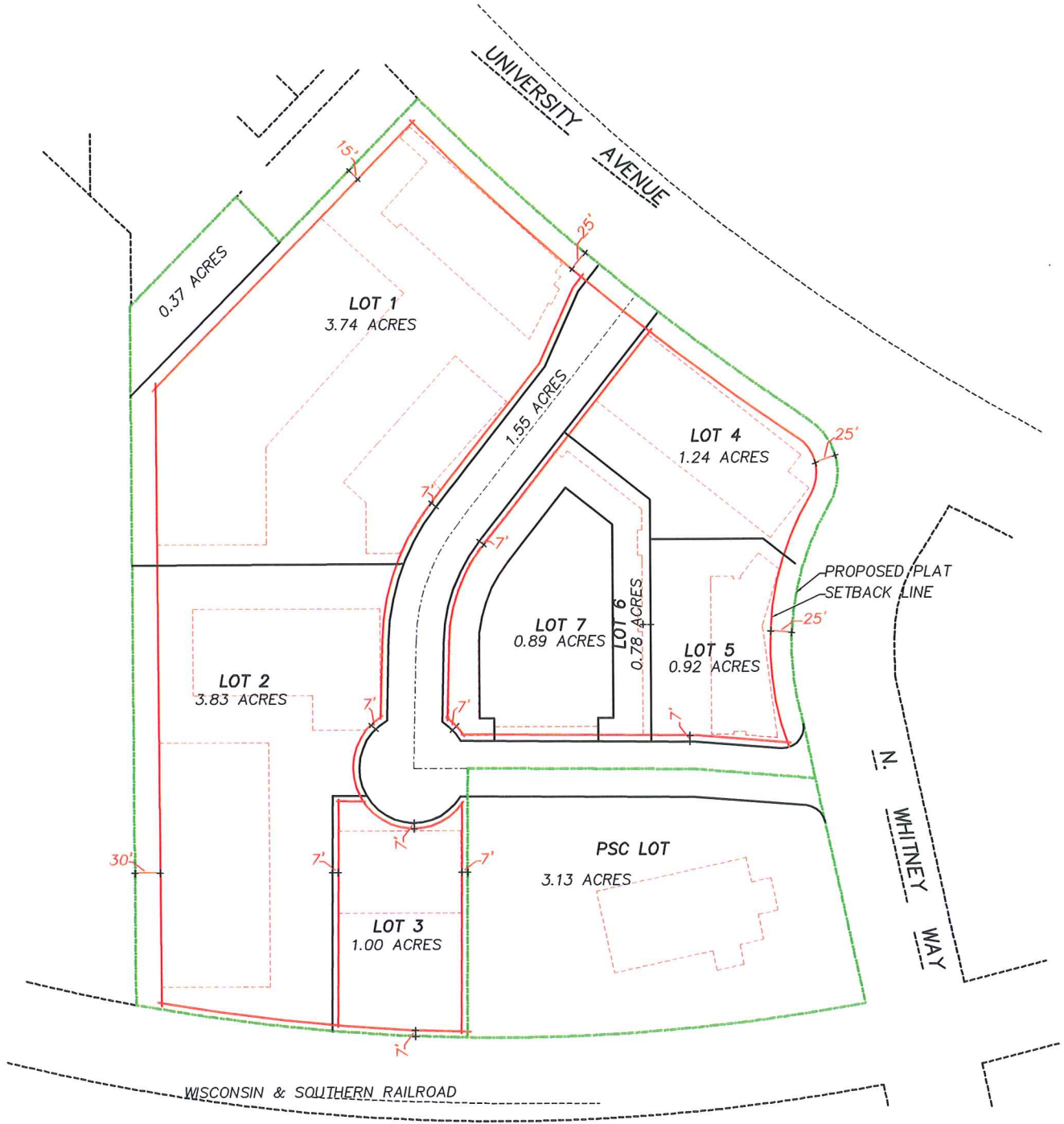
# 4

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## SECTION FOUR

- 4.1 Lot and Yard Diagram
- 4.2 Build-to Diagram
- 4.3 Development Master Plan
- 4.4 Building Data and Utilization
- 4.5 Development Massing Study
- 4.6 Development Street Sections
- 4.7 Community Connectivity Diagram
- 4.8 Specific Implementation Plan Design Concepts

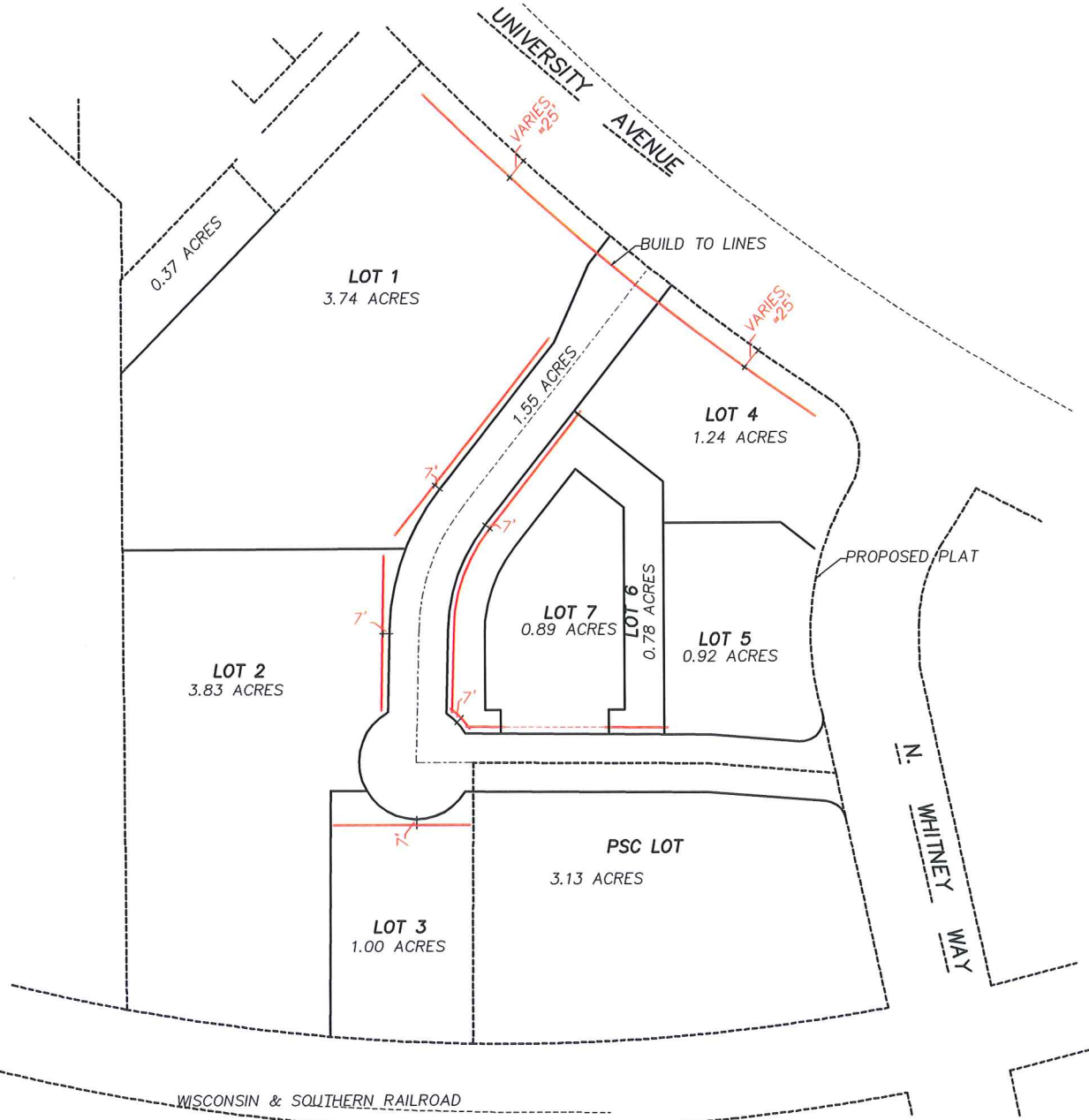
### 4.1 LOT AND YARD DIAGRAM



\*Drawing not to scale

- PRELIMINARY PLAT
- BUILDING SETBACK LINE
- POSSIBLE BUILDING FOOTPRINTS

### 4.2 BUILD-TO DIAGRAM



— BUILD-TO LINES

NOTE: BUILDINGS SHOULD BUILD UP TO THE BUILD-TO LINES IN ORDER TO DEFINE THE PUBLIC SPACE.

"BUILD-TO LINES" ARE TYPICALLY WITHIN 5' OF MINIMUM SETBACK LINES AT POTENTIAL BUILDING LOCATIONS. THE LOCATION OF BUILD-TO LINES MAY VARY AT CURVED R.O.W.'S. PORTIONS OF BUILDINGS CAN BE SET BACK FROM THE BUILD TO LINE BUT THE INTENT IS FOR MOST OF THE BUILDING TO BE BUILT UP TO THE BUILD-TO LINE. FINAL BUILDING LOCATIONS ARE TO BE DETERMINED IN S.I.P. PROCESS.

- - - - - STRUCTURES CAN BE RECESSED FROM THE BUILD-TO LINE TO ALLOW FOR ADDITIONAL LANDSCAPING

\*Drawing not to scale

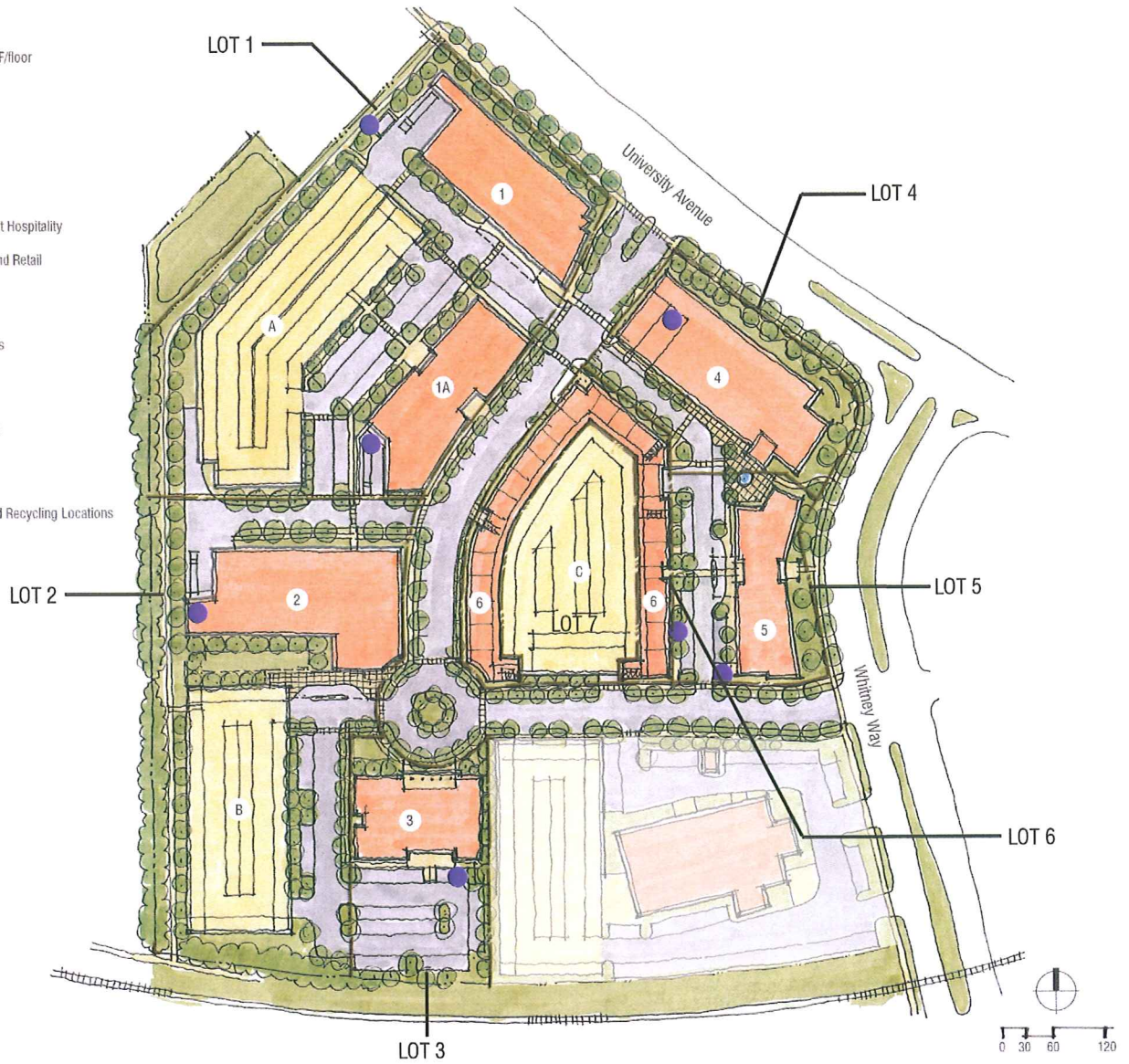
15-17

### 4.3 CONCEPT MASTER PLAN

**Buildings**

- ① 60,000 SF Clinic  
3 stories, 20,000 SF/floor
- ①A 70,000 SF Clinic  
4 stories  
17,500 SF/floor
- ② 80,000 SF Clinic  
3 stories  
26,700 SF/floor
- ③ 40,000 sf non-profit Hospitality
- ④ 63,000 SF Office and Retail  
3 stories  
21,000 SF/floor
- ⑤ Hotel  
6 floors/130 Rooms
- ⑥ Residential/Retail  
Approx. 65 units  
3 and 4 stories  
Approx. 900 sf/unit

● Proposed Trash and Recycling Locations



**\*\*This is a Concept Masterplan. Final building footprint uses and sizes will be determined during the SIP submittals.**

### 4.4 BUILDING DATA AND UTILIZATION

Building Data and Utilization Chart

Lot #	Potential Land Use	Net Lot Area (sf)	Proposed Footprint Area (sf)	Proposed Height (stories)	Proposed Building Area (sf)	F.A.R.	Proposed Parking Stalls
1	Clinic	186,000	Bldg 1: 20,000 Bldg 1A: 17,500	3 4	Bldg 1: 60,000 Bldg 1A: 70,000	.70	Surface: 47 Structure A: 456 Below Bldg: 38
2	Clinic	144,184	Bldg 2: 26,700	3	Bldg 2: 80,000	.55	Surface: 19 Structure B: 342 Below Bldg: 50
3	Non-profit hospitality	43,560	Bldg 3: 13,400	3	Bldg 3: 40,000	.92	Surface: 56
4	Office/Retail	54,014	Bldg 4: 21,000	3	Bldg 4 retail: 9,500 Bldg 4 office: 43,500	1.17	Surface: Below Bldg: 9 38
5	Hotel	40,075	Bldg 5: 14,000	6	Bldg 5: 84,000	2.10	Surface: 29
6	Residential/Retail	33,977	Bldg 6: 25,800	4	Bldg 6 retail: 4,200 Bldg 6 res: 87,000	2.68	0
7	Parking*	38,768	-	-	-	-	Structure C: 293-393

Total Building Area: 488,200 Total Parking Stalls 1,377-1,477

3.03 stalls/ 1,000 sf

\*Parking Structure C for Buildings 4, 5, & 6

**Parking**

Parking Structure A: 3 Levels

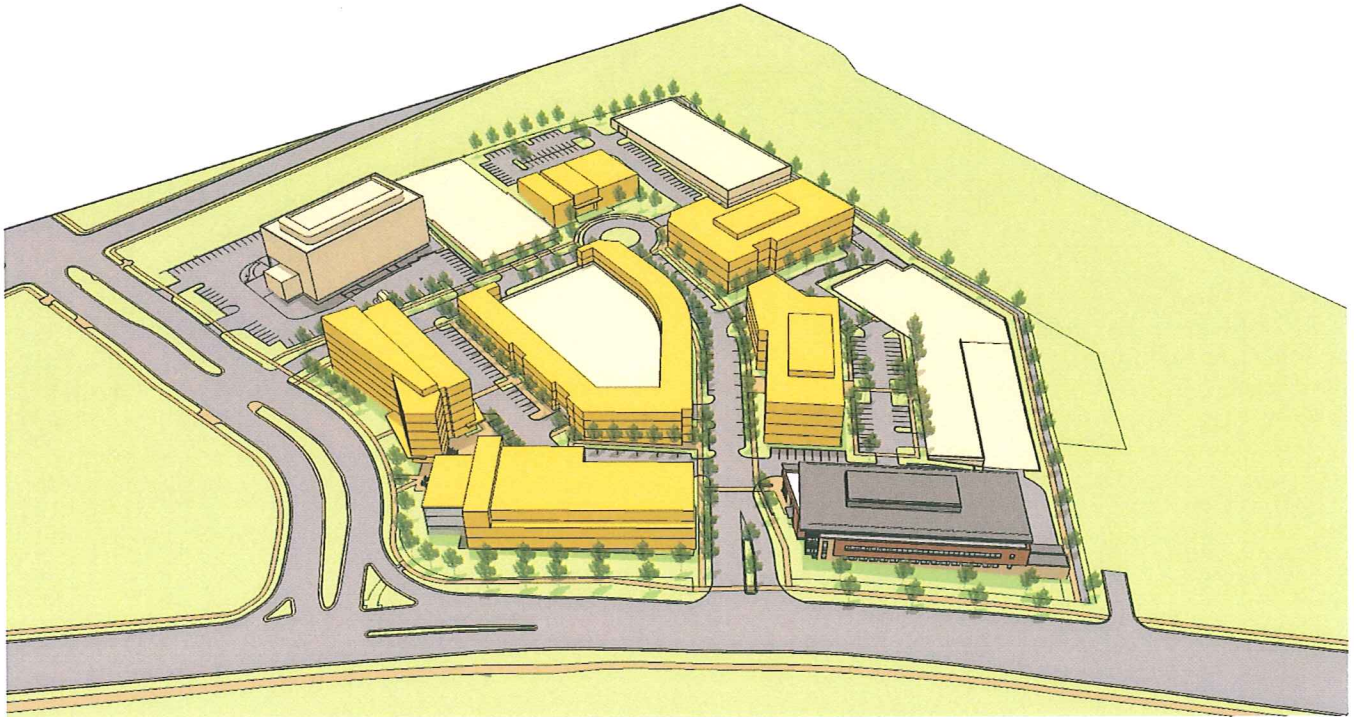
Parking Structure B: 3 Levels

Parking Structure C: 3-4 Levels

15-17

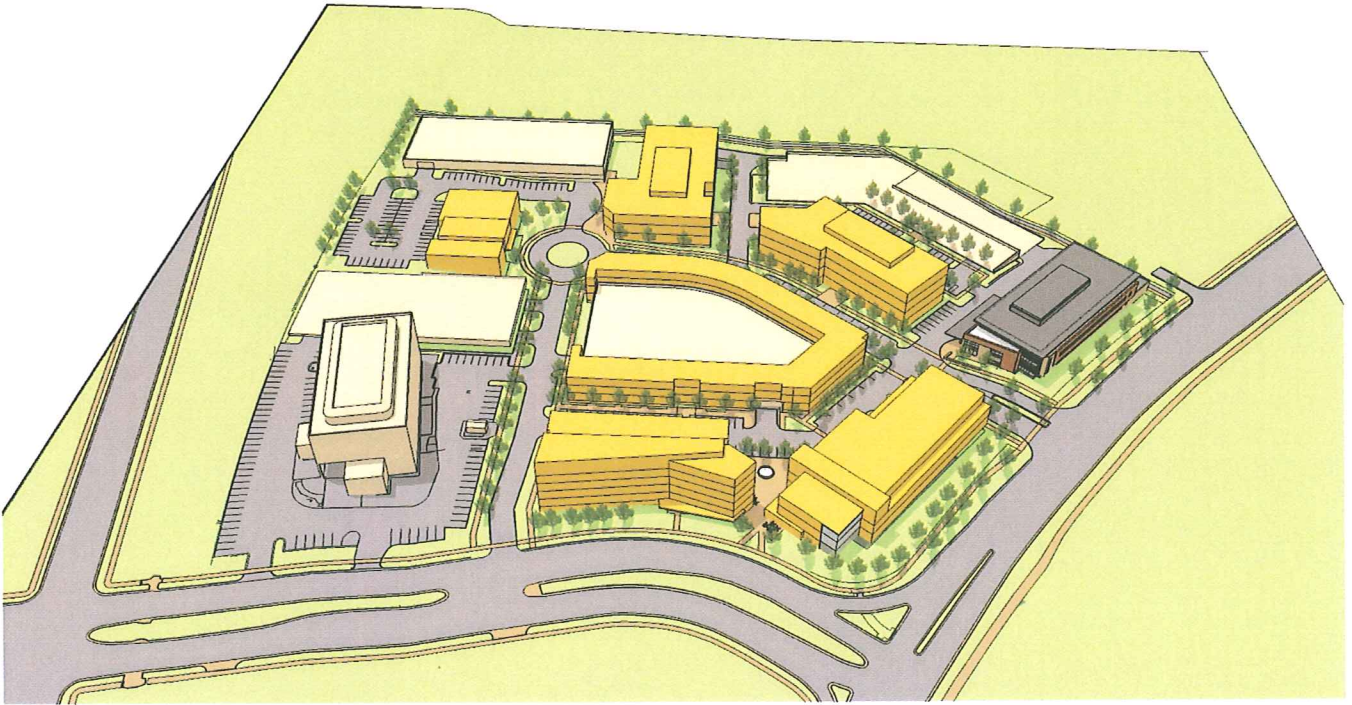


## 4.5 DEVELOPMENT MASSING STUDIES



NORTH AERIAL

## 4.5 DEVELOPMENT MASSING STUDIES



EAST AERIAL

## 4.5 DEVELOPMENT MASSING STUDIES

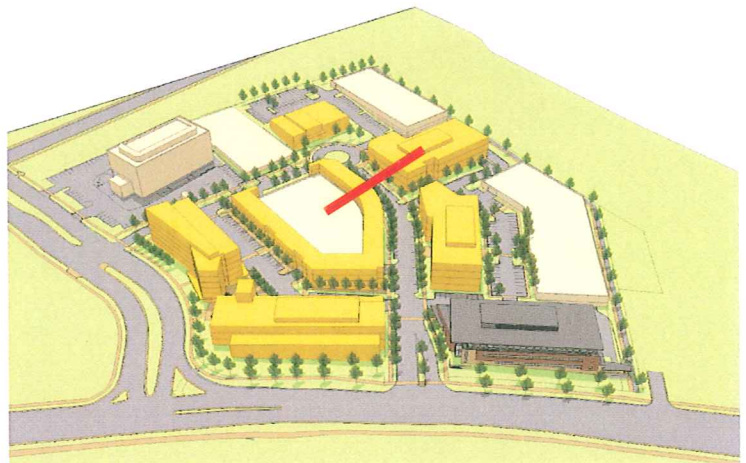
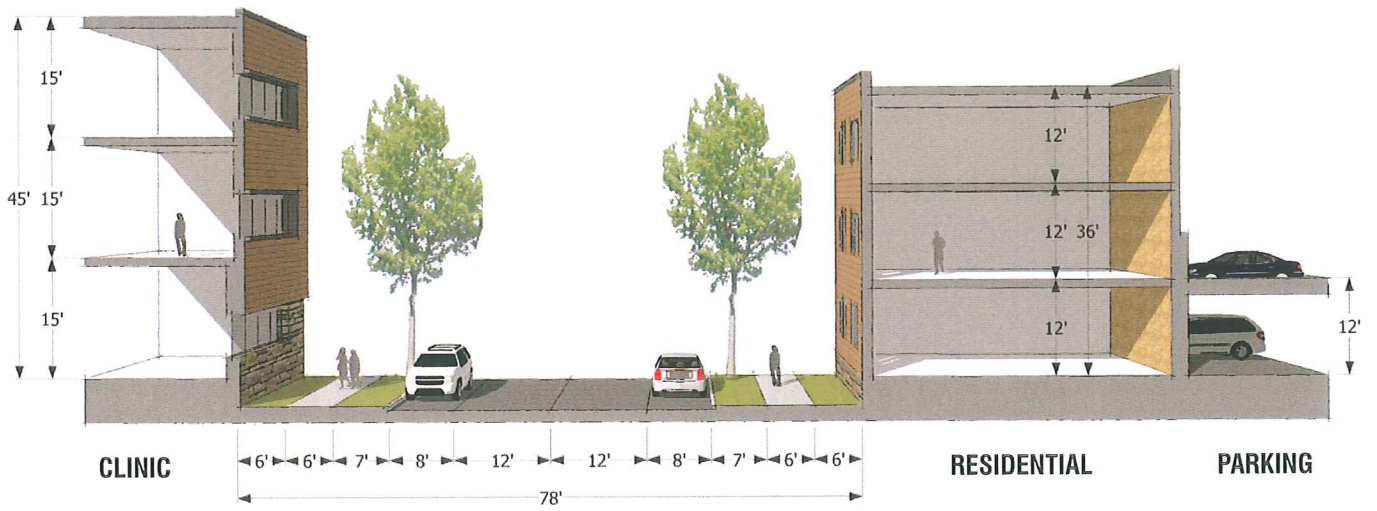


## 4.6 DEVELOPMENT STREET SECTIONS

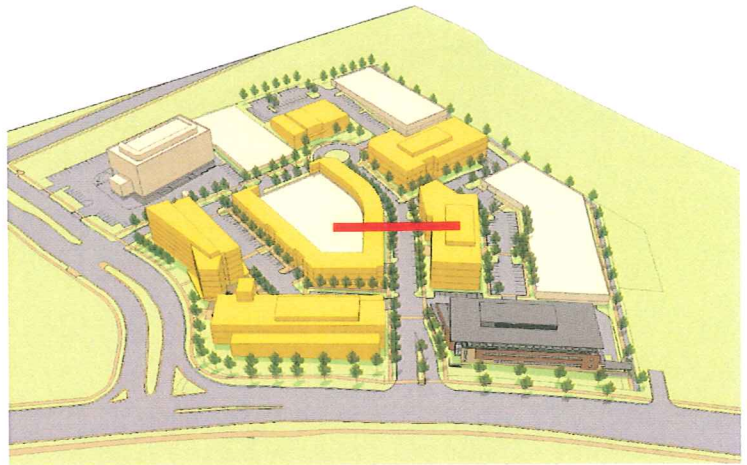
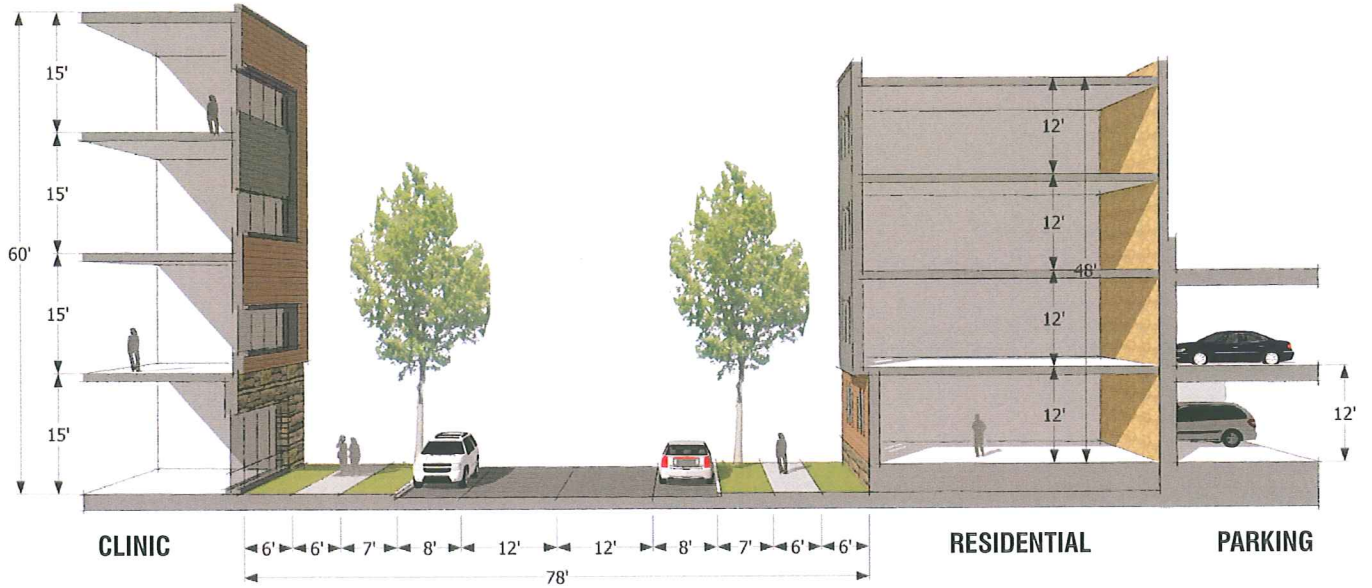
### CONCEPTUAL STREET DESIGN

The following diagrams illustrate the street sections as shown in the GDP master plan. The buildings are shown with minimal set backs to create definition of the public street space and enhance pedestrian access on the site. The street cross sections will serve as a template for the development of the street layouts with the goal of implementing balanced pedestrian and vehicular uses. The conceptual street designs will be finalized as part of the development agreement.

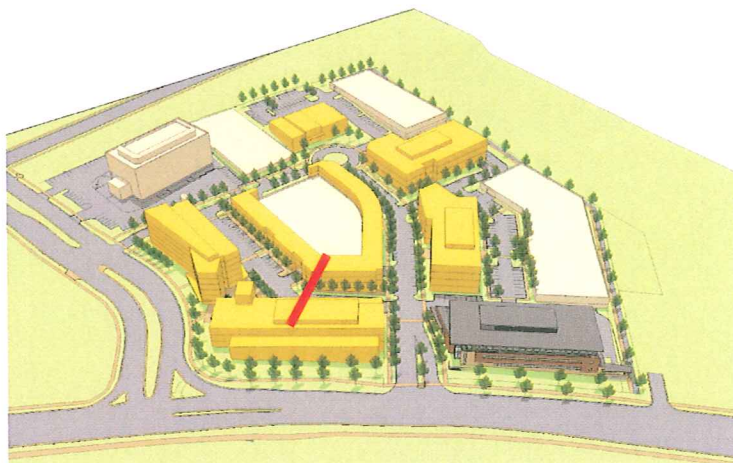
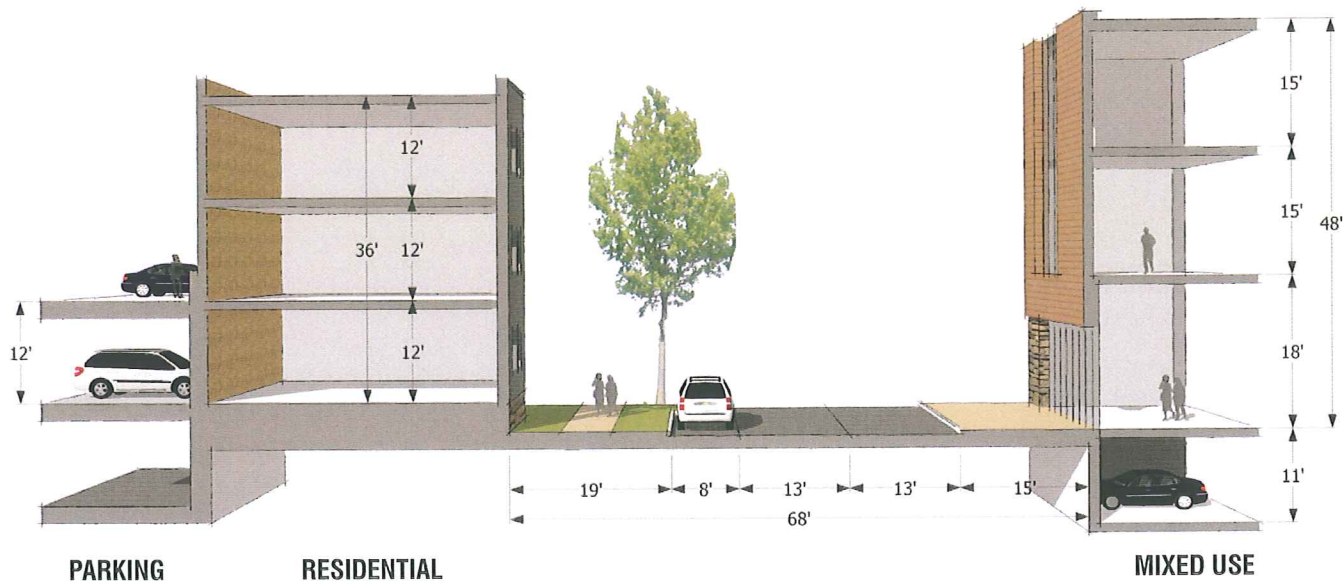
### 4.6 DEVELOPMENT STREET SECTIONS



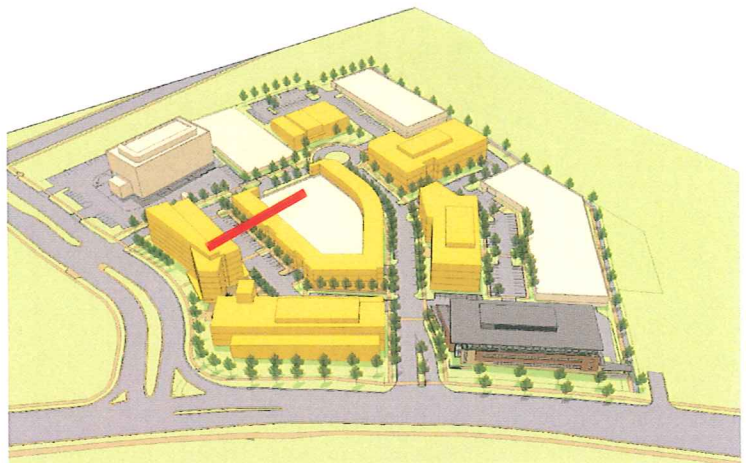
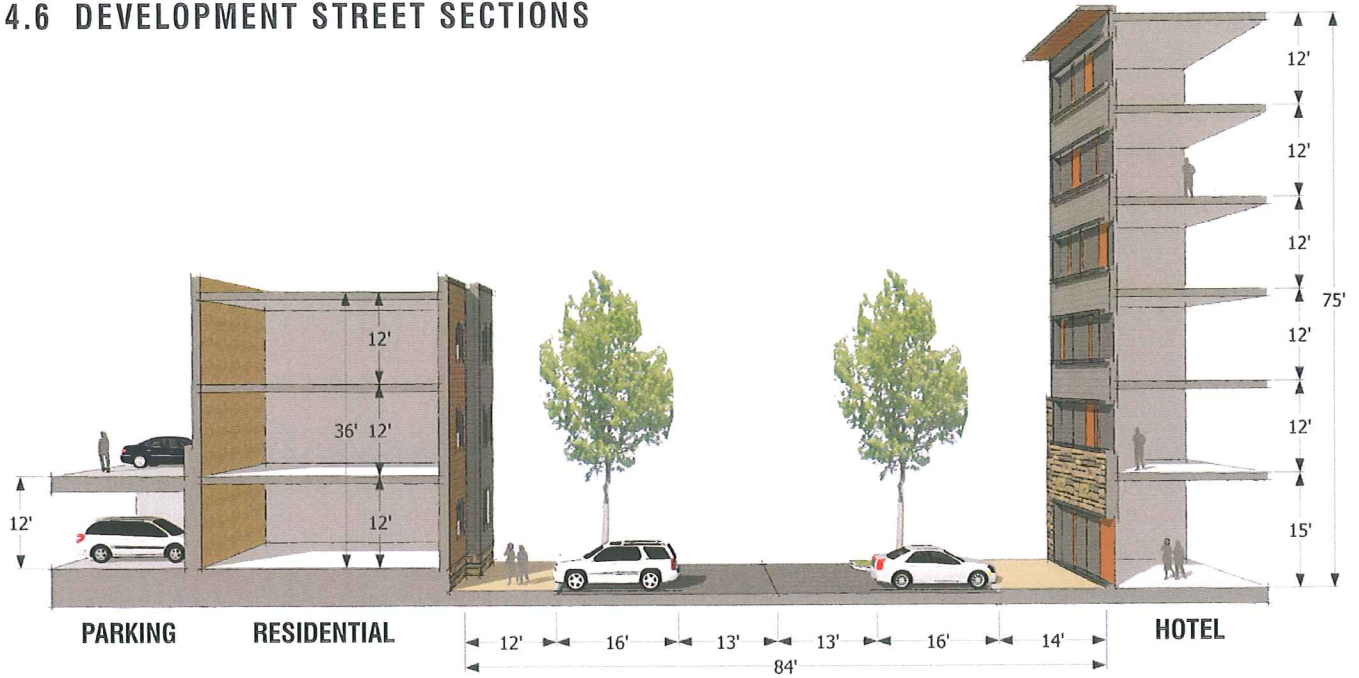
### 4.6 DEVELOPMENT STREET SECTIONS



### 4.6 DEVELOPMENT STREET SECTIONS

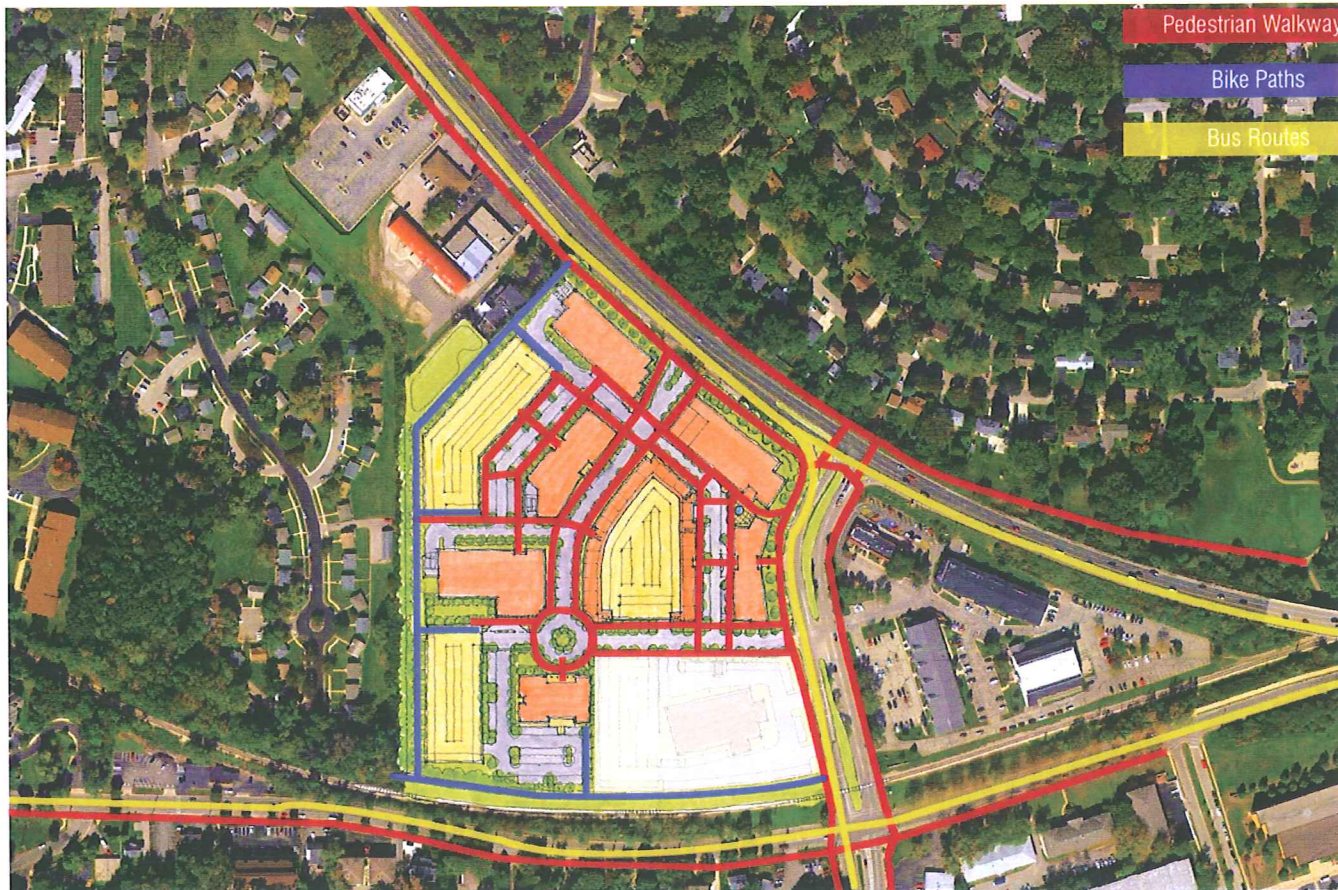


### 4.6 DEVELOPMENT STREET SECTIONS





### 4.7 COMMUNITY CONNECTIVITY DIAGRAM



#### 4.8 Specific Implementation Plan (SIP) Design Concepts



#### 4.8 Specific Implementation Plan (SIP) Design Concepts



#### 4.8 Specific Implementation Plan (SIP) Design Concepts

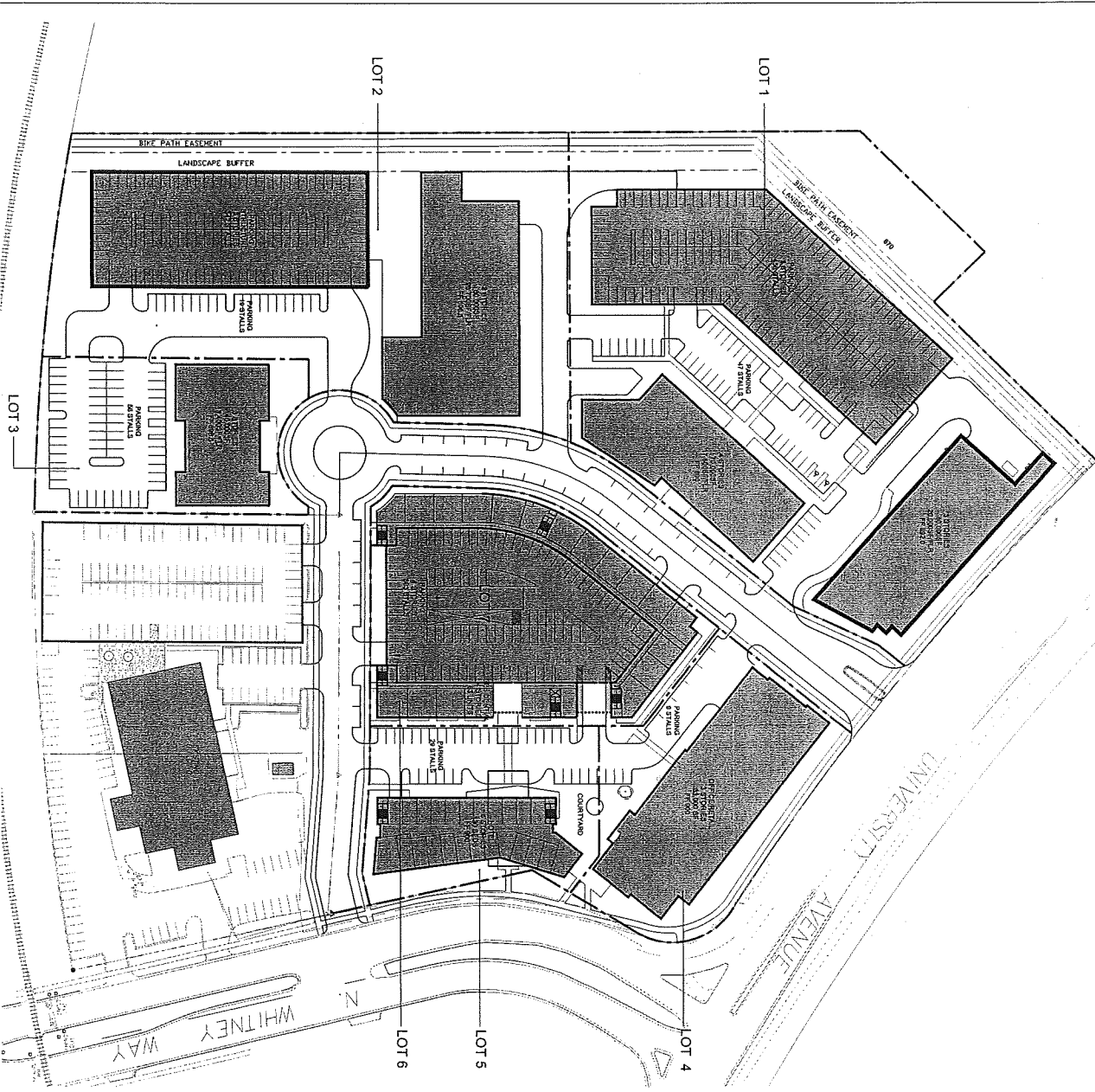


# 5

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## SECTION FIVE

- 5.1 General Development Plan (GDP) Drawings
  - C101 Site Plan
  - C102 Grading Plan
  - L200 Landscaping Plan
  
- 5.2 Specific Implementation Plan (SIP) Drawings
  - C101 Site Plan
  - C102 Grading/Erosion Control Plan
  - L100 Landscaping Plan and Details
  - E101 Site Lighting Plan
  - Proposed Site Lighting Fixture Information
  - A201 Building Elevations
  - A202 Building Elevations



1 CONCEPTUAL SITE PLAN



© 2011 Potter Lawton Architects

NO.	DATE	DESCRIPTION	BY	CHECKED
1	7/27/11	ISSUE FOR CONSTRUCTION PERMITS		
2		REVISED/REVISION		
3				
4				
5				
6				
7				
8				
9				
10				

UNIVERSITY AVENUE/  
WHITNEY WAY  
DEVELOPMENT

THE DESIGN COMPANY  
KRUPP GENERAL CONTRACTORS  
5115 UNIVERSITY AVENUE  
MADISON, WISCONSIN

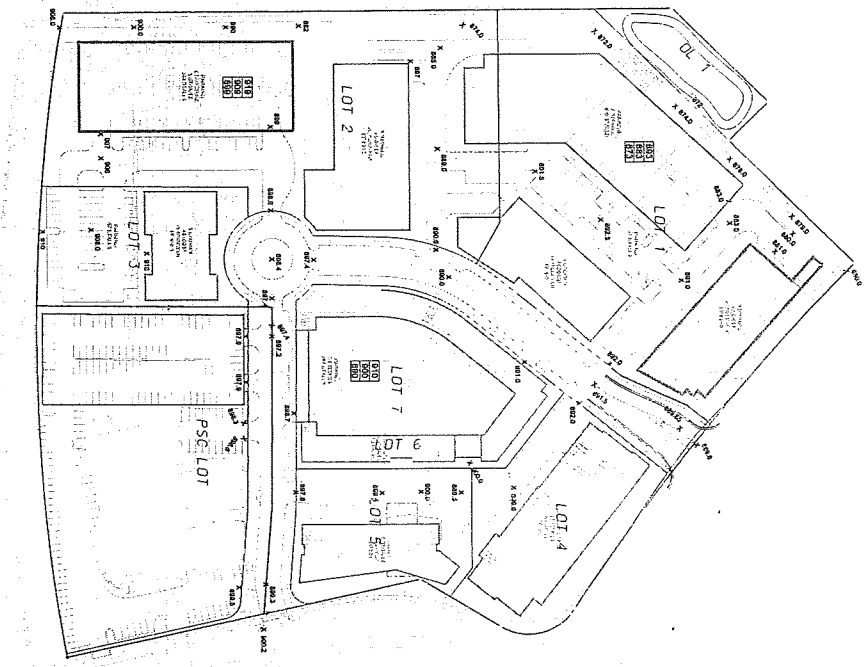
GDP CONCEPTUAL SITE PLAN

Potter Lawson  
**KRUPP**  
GENERAL CONTRACTOR, LLC

Consultant:

Index:

C101



**LEGEND**

X 10.0  
 10.0  
 10.0  
 10.0  
 10.0

PROPOSED SPOT GRADE

PROPOSED PARKING RAMP GRADES



**Potter Lawson**  
 GENERAL CONTRACTORS, LLC

**CRUPP**  
 GENERAL CONTRACTORS, LLC

10-20-10

NO.	DESCRIPTION	DATE	BY	CHECKED
01	ISSUED FOR PERMITTING	10/20/10	PLD	PLD
02	ISSUED FOR PERMITTING	10/20/10	PLD	PLD
03	ISSUED FOR PERMITTING	10/20/10	PLD	PLD
04	ISSUED FOR PERMITTING	10/20/10	PLD	PLD
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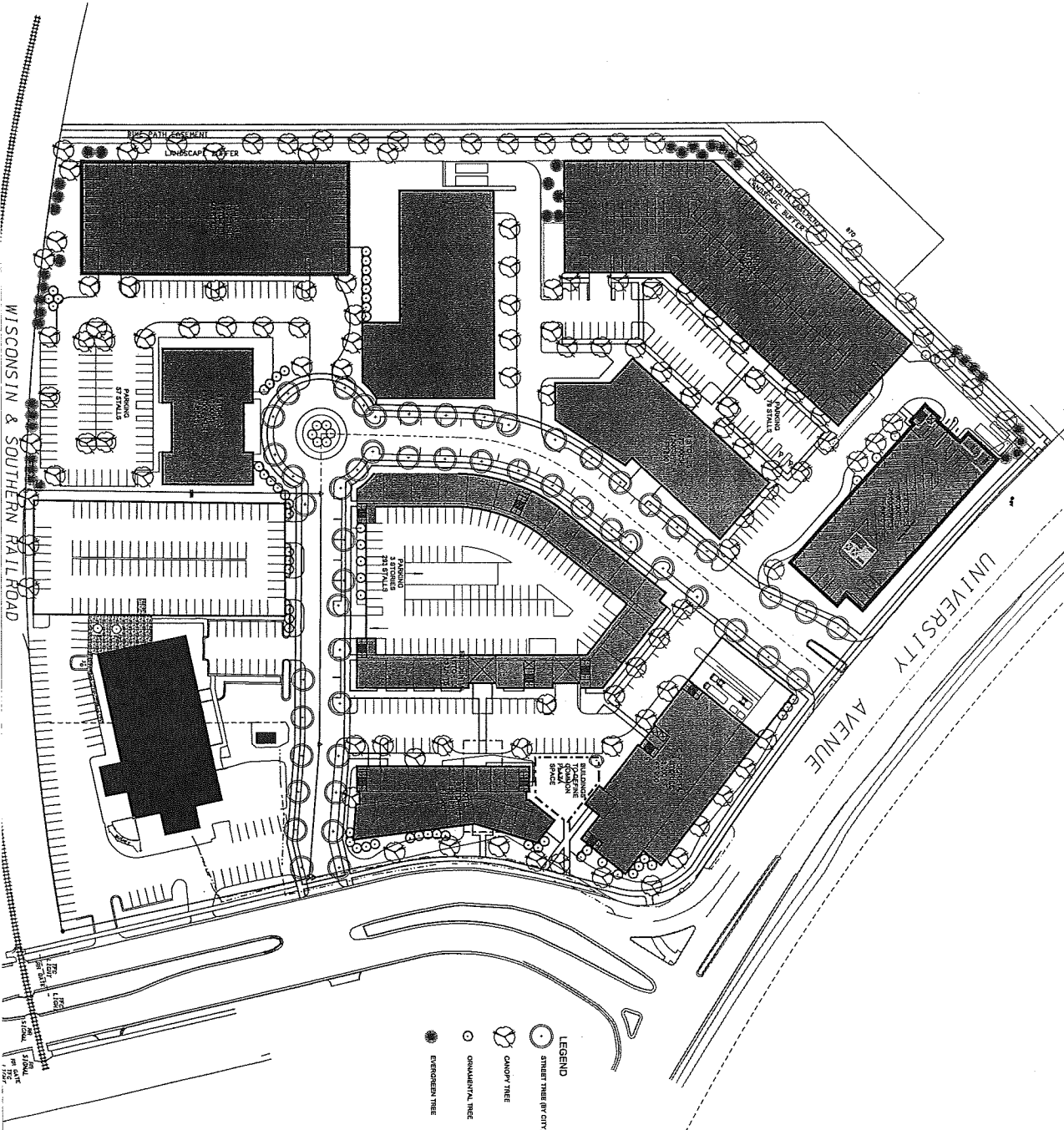
**UNIVERSITY CROSSING**

**THE DESIGN COMPANY**  
 1515 UNIVERSITY AVENUE  
 MADISON, WISCONSIN

**PLD - GDP**  
**PRELIMINARY GRADING**  
**PLAN**

C102

15-17



8/2011 Plan: Update Approved

Scale: 1/8" = 1'-0"

NO.	DATE	BY	DESCRIPTION
1	7/2/2011	GP	ISSUED FOR PERMIT
2			
3			
4			
5			
6			
7			
8			
9			
10			

UNIVERSITY AVENUE/  
WHITNEY WAY  
DEVELOPMENT

THE LEHMAN COMPANY  
KRUPP GENERAL CONTRACTORS  
6116 UNIVERSITY AVENUE  
MADISON, WISCONSIN

GP PLANTING PLAN

L200

REVIEW SET - NOT FOR CONSTRUCTION

Consultant:

**Potter Lawson**  
GENERAL CONTRACTORS, LLC

**KRUPP**  
GENERAL CONTRACTORS, LLC

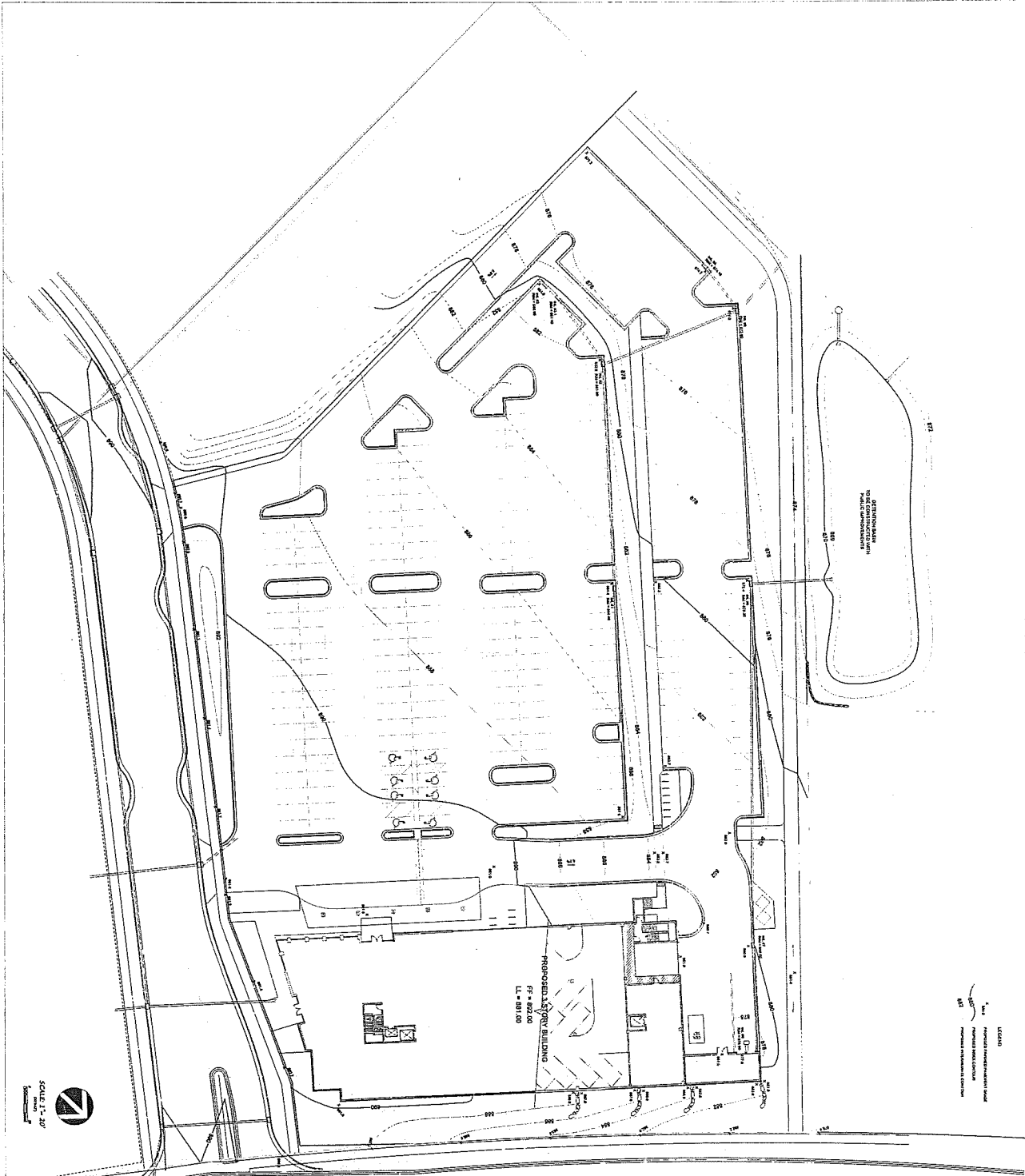
Number:

CONSISTENT

15-17







UNIVERSITY AVENUE

LEGEND  
 PROPOSED FINISHED GRADE  
 PROPOSED EXISTING GRADE



UNIVERSITY CROSSING  
 THE LEINANT COMPANY  
 1514 UNIVERSITY AVENUE  
 MADISON, WISCONSIN

NO.	DATE	DESCRIPTION	BY	CHECKED

**Butler Lawson**  
 CONSULTING ENGINEERS, INC.  
 2300 UNIVERSITY AVENUE, SUITE 200  
 MADISON, WISCONSIN 53706  
 PHONE: 608/263-1111  
 FAX: 608/263-1112

**KRUPP**  
 CONSULTING ENGINEERS, LLC  
 1111 UNIVERSITY AVENUE, SUITE 100  
 MADISON, WISCONSIN 53706  
 PHONE: 608/263-1111  
 FAX: 608/263-1112

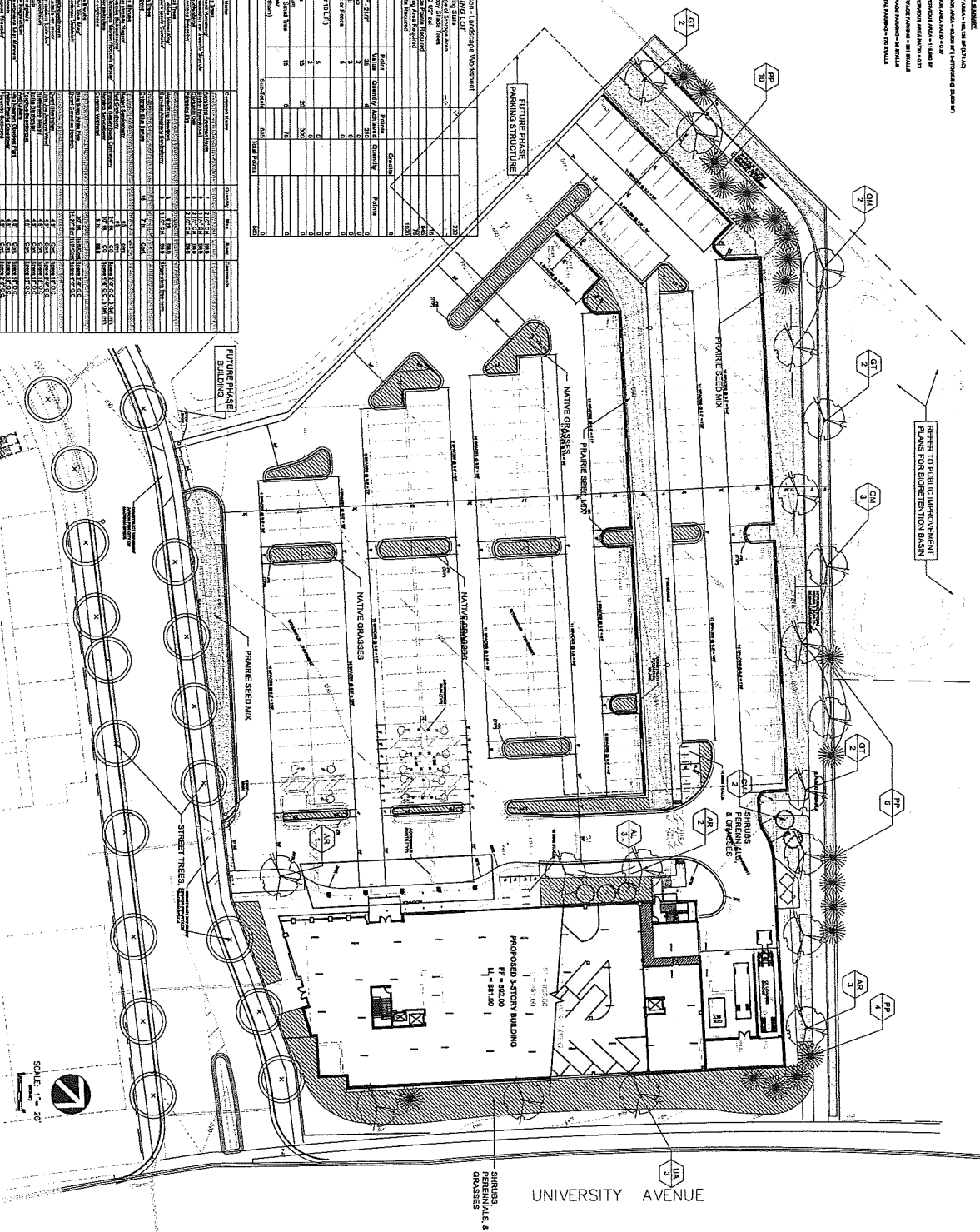
15-17

100% BIDDING  
LIMIT AREA - SEE SET OF CIVILS  
PLANTING AREA - SEE SET OF CIVILS  
PROPOSED ASPHALT DRIVE - SEE SET OF CIVILS  
PROPOSED ASPHALT DRIVE - SEE SET OF CIVILS  
PROPOSED ASPHALT DRIVE - SEE SET OF CIVILS  
TOTAL TREES - 278 STALLS

City of Madison - Landscaping Worksheet	
Plant	Quantity
Red Maple	12
Green Oak	12
... (other plants) ...	...

Plant	Quantity	Plant	Quantity
Red Maple	12	Green Oak	12
... (other plants) ...	...	... (other plants) ...	...



Note: In the practice of good landscaping and in alignment with Urban Design Commission recommendations, native plants and grasses are being substituted in the parking lot for same and replaced with a future building and parking structure. The required number of trees will be provided at final time.



Potter Lawson  
GENERAL CONTRACTORS, LLC

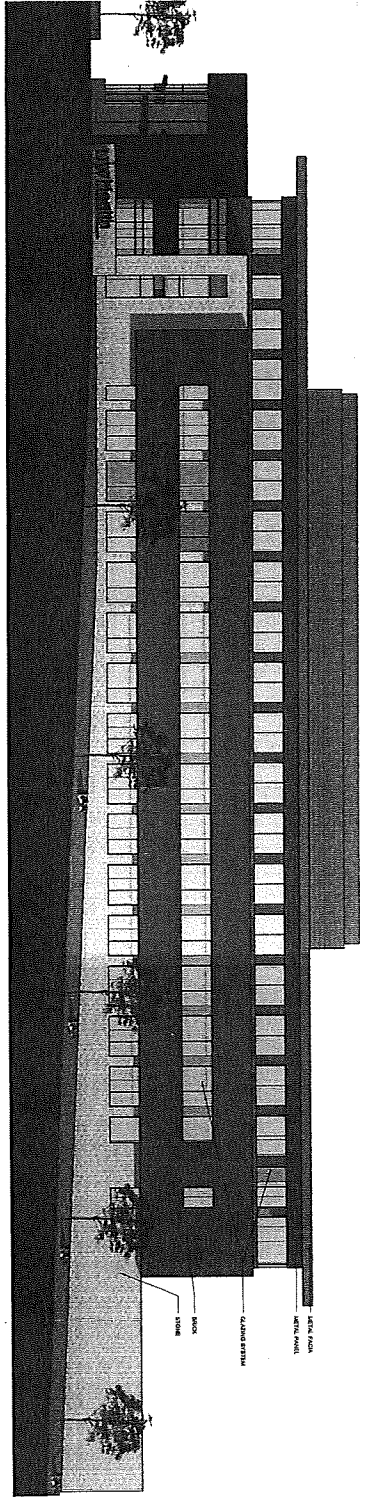
Krupp  
GENERAL CONTRACTORS, LLC

REVIEW SET - NOT FOR CONSTRUCTION

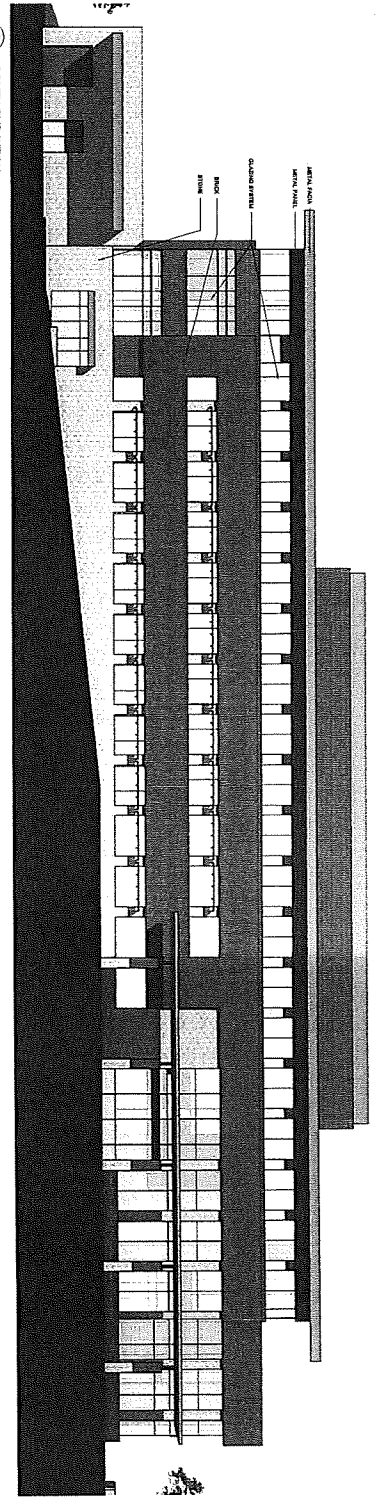
UNIVERSITY AVENUE/ WHITNEY WAY DEVELOPMENT
THE LEHART COMPANY KNIPP GENERAL CONTRACTORS
5115 UNIVERSITY AVENUE MADISON, WISCONSIN

L100

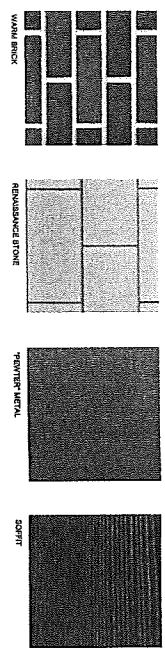
13-17



1 NORTH ELEVATION  
1/8" = 1'-0"



2 SOUTH ELEVATION  
1/8" = 1'-0"



**Puler Lawson**  
 GENERAL CONTRACTORS, LLC  
**Krupp**

Contractor

Name:

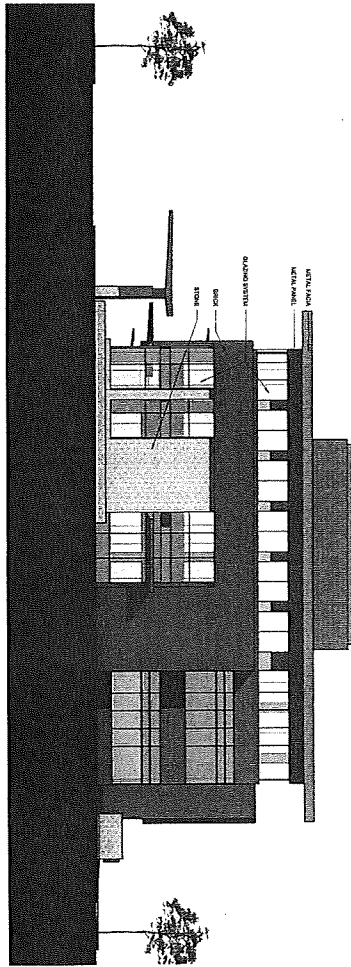
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2				
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6				
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8				
9				
10				

**JW Health Digestive Health Center**  
 The Lambert Company & Neigis General Contractors  
 \_\_\_\_\_  
 Owner address here

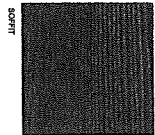
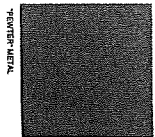
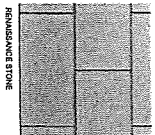
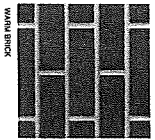
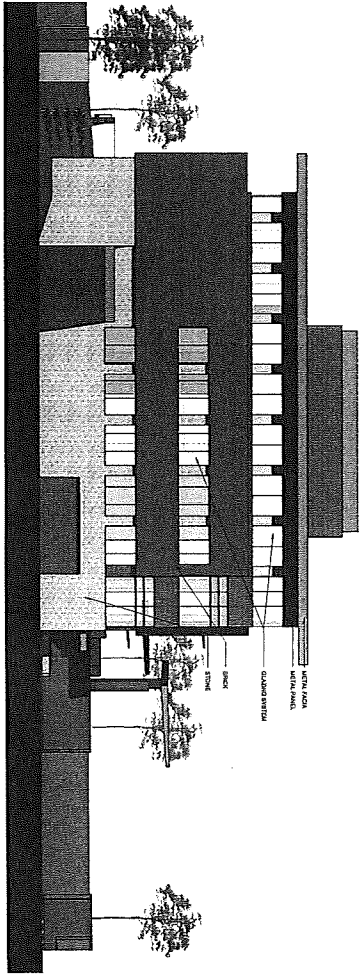
BUILDING ELEVATIONS

A201

1 EAST ELEVATION  
1/8" = 1'-0"



2 WEST ELEVATION  
1/8" = 1'-0"



 <b>Potter Lawson</b> GENERAL CONTRACTORS, LLC 	
Consultant: Name: Date:	Project: Date:
JW Health Digestive Health Center The Leibel Center & Kluge Clinical Center Extra Address Line:	
BUILDING ELEVATIONS	
A202	