



NEW LAND

ENTERPRISES

Urban Design Commission

City of Madison

2030 Pennsylvania Avenue - Hooper Site



NEW LAND

ENTERPRISES

WHY WE
ARE HERE





NEW LAND

ENTERPRISES

WHO
WE ARE



NEW LAND ENTERPRISES PROFILE

- 28 projects developed
 - Value of ~\$740,000,000
- Specialty: market-rate mixed-use residential & commercial
- Committed to cultural, community, and civic impact
- Long-term focused
- Vertically integrated with award-winning property management, asset management, and maintenance



2030
PENNSYLVANIA





	ADDRESS	PARCEL NUMBER
1	1902 E. JOHNSON STREET	251/0710-063-1601-4
2	2010 PENNSYLVANIA AVE	251/0710-063-1602-2
3	2030-2034, 2076 PENNSYLVANIA AVE	251/0710-063-1603-0





Project Site

Pennsylvania Ave

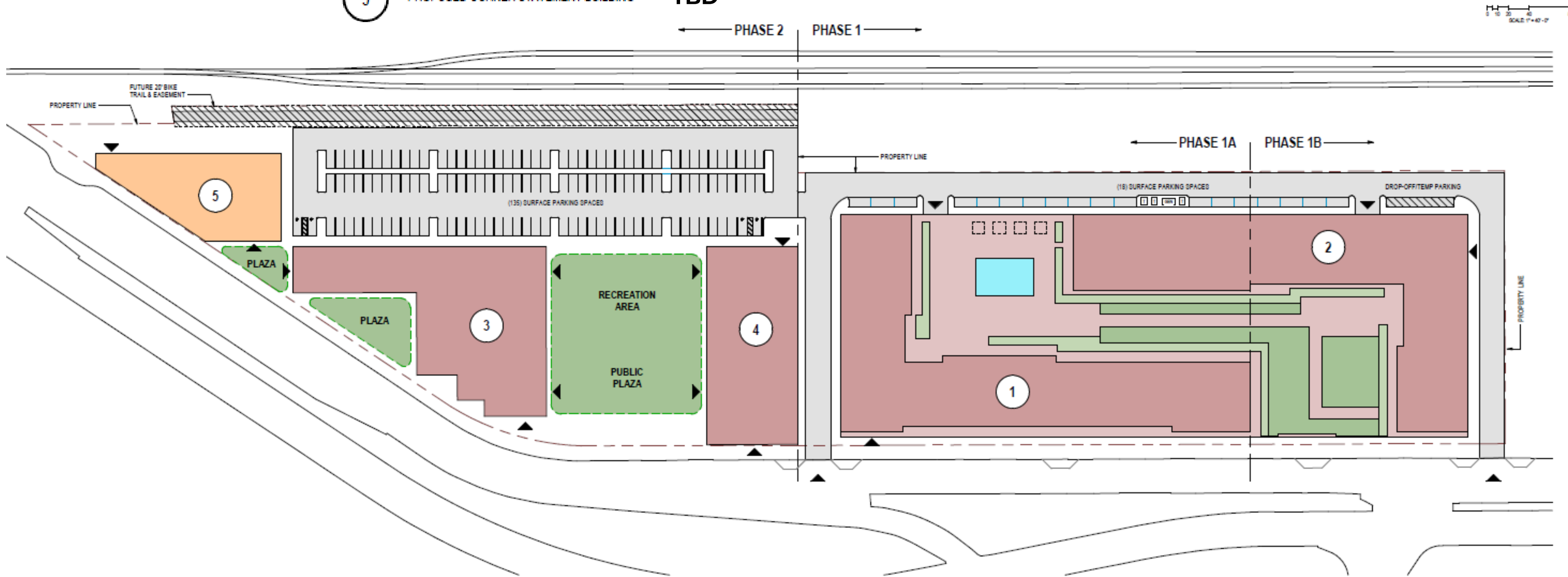
E. Johnson Street



CONCEPTUAL DESIGN MASTER PLAN

- | | | |
|---|--|--|
| 1 | PHASE 1A MULTIFAMILY BUILDING | Combined:
+/- 500 residential units |
| 2 | PHASE 1B MULTIFAMILY BUILDING | |
| 3 | 1902 E JOHNSON - SCANLAN MORRIS BUILDING | 44,000 GSF |
| 4 | 2010 PENNSYLVANIA - BOW TRUSS BLDG | 20,600 GSF |
| 5 | PROPOSED CORNER STATEMENT BUILDING | TBD |

OVERALL SITE PLAN





PHASE 1: MULTIFAMILY

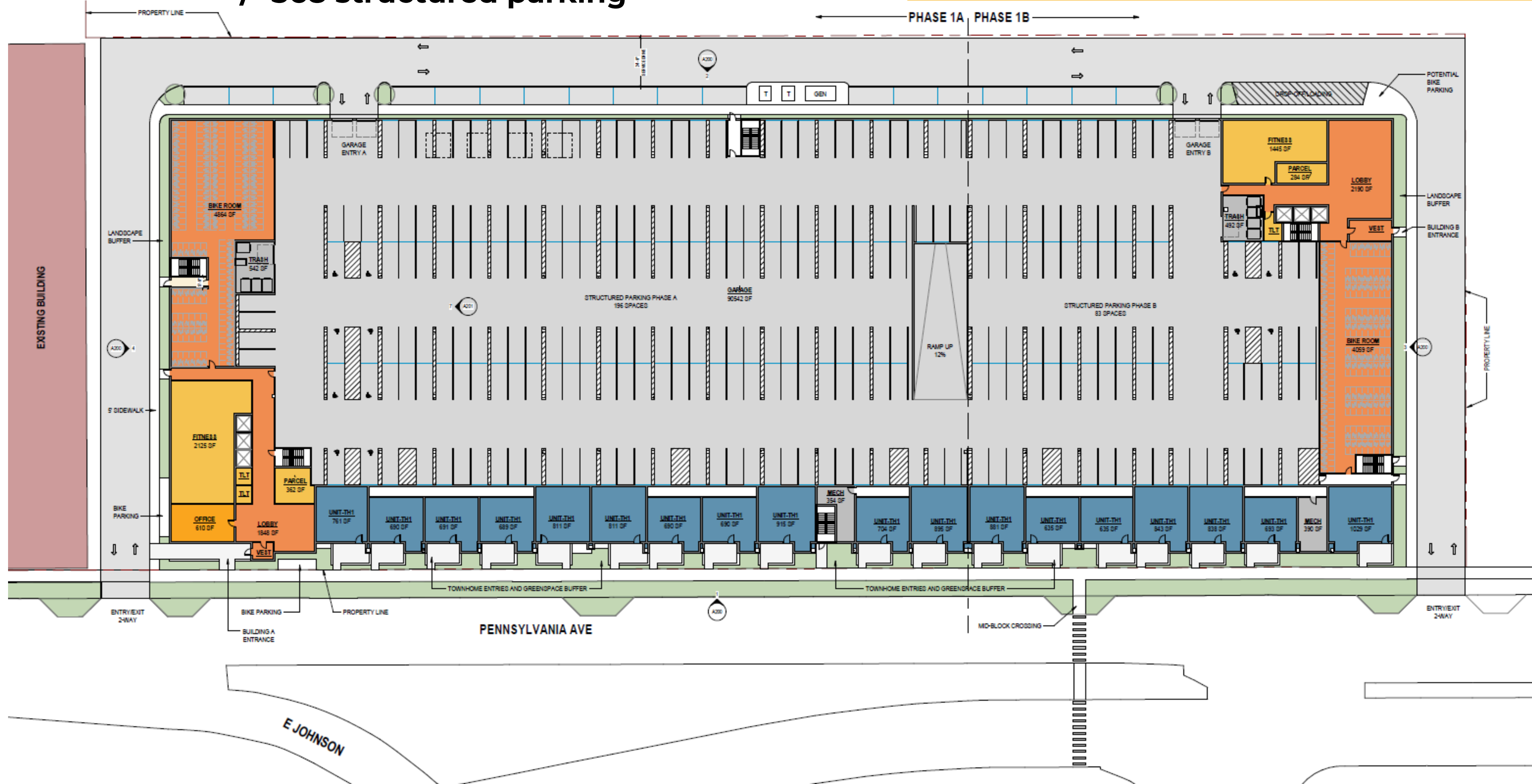
+/- 500 units
+/- 600 bedrooms
+/- 568 structured parking

PHASE 1 – MULTIFAMILY



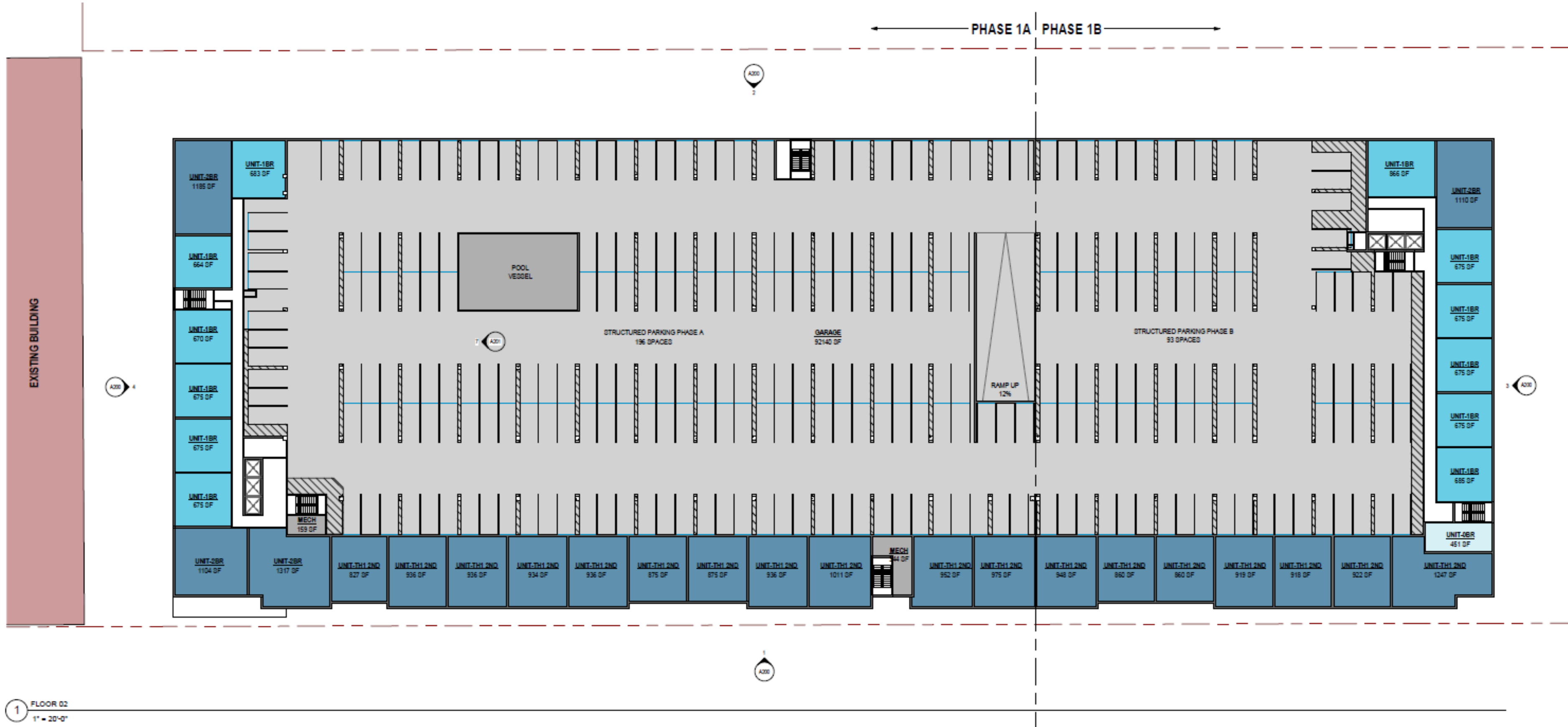
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PHASE 1 - MULTIFAMILY



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PHASE 1 - MULTIFAMILY



PHASE 1 – MULTIFAMILY



PHASE 1 – MULTIFAMILY



PHASE 1 – MULTIFAMILY

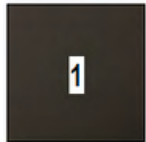







PHASE 1 – MULTIFAMILY



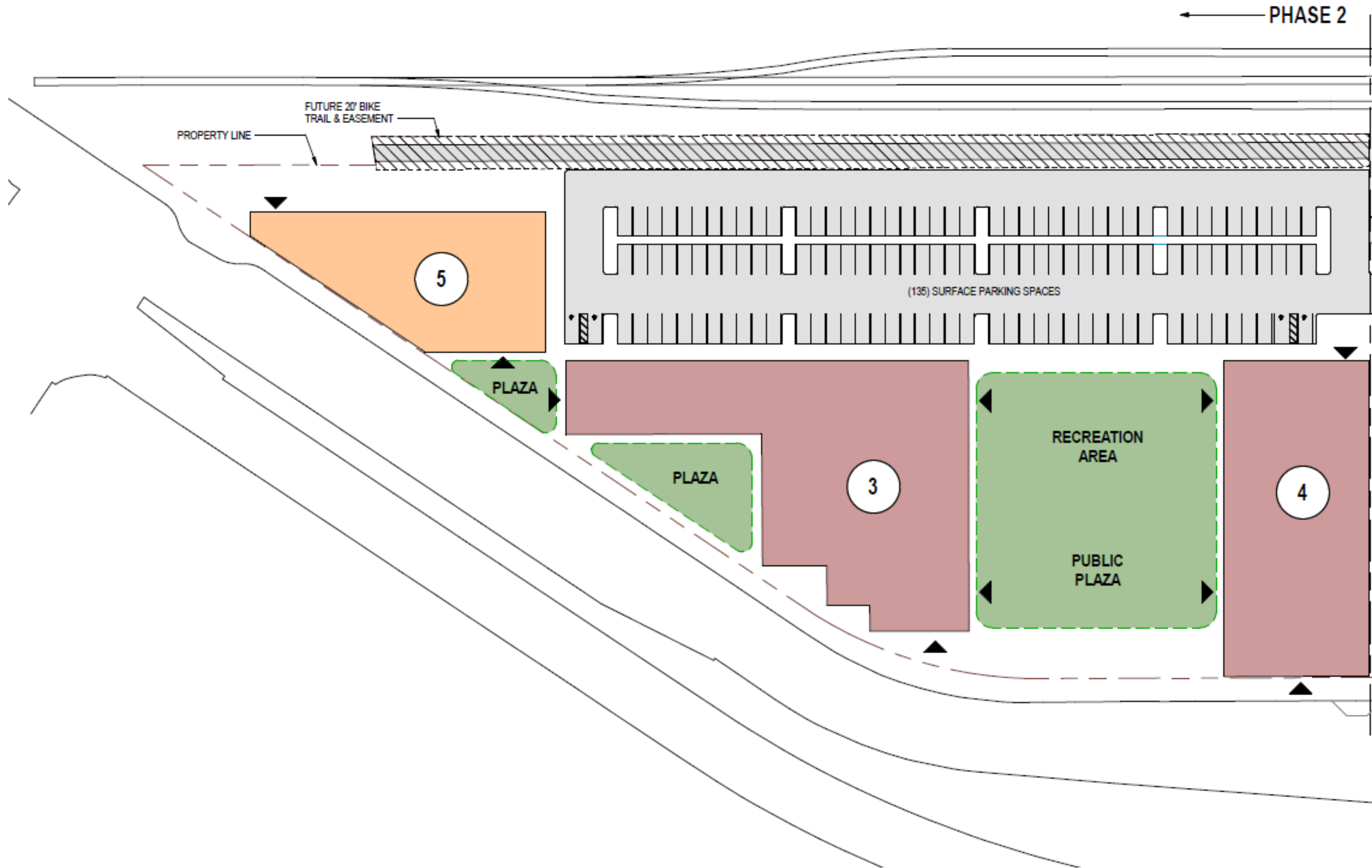
ELEVATIONS & MATERIALS



-  1 METAL PANEL ACCENTS
-  2 DARK FIBER CEMENT CLADDING
-  3 LIGHT COLORED BRICK VENEER
-  4 DARK COLORED BRICK VENEER
-  5 METAL PANEL ACCENTS
-  6 METAL PANEL ACCENTS



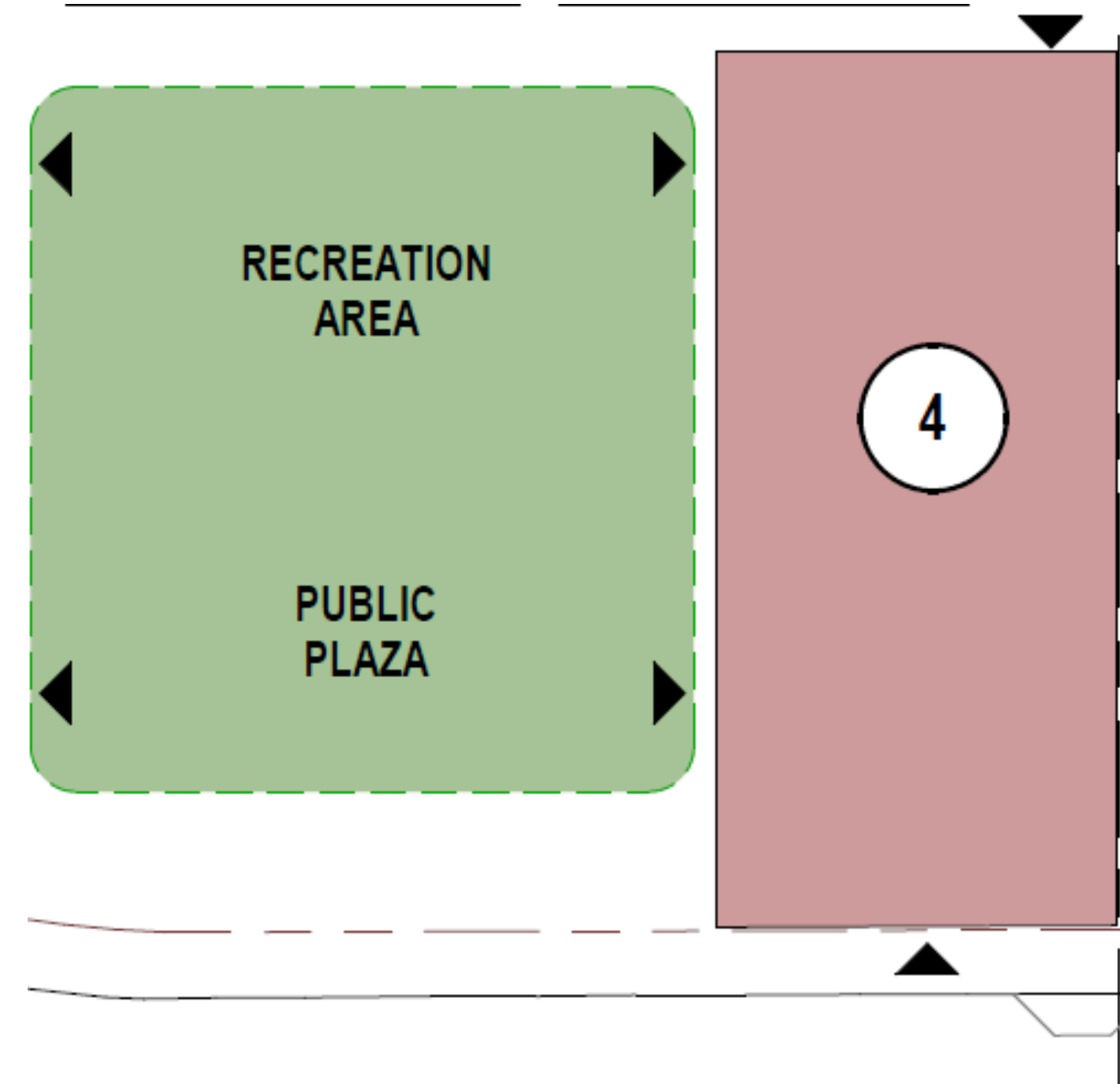
PHASE 2: COMMERCIAL



**Approximately
20,600 GSF**

Connections out to open plaza space

BOW TRUSS BUILDING

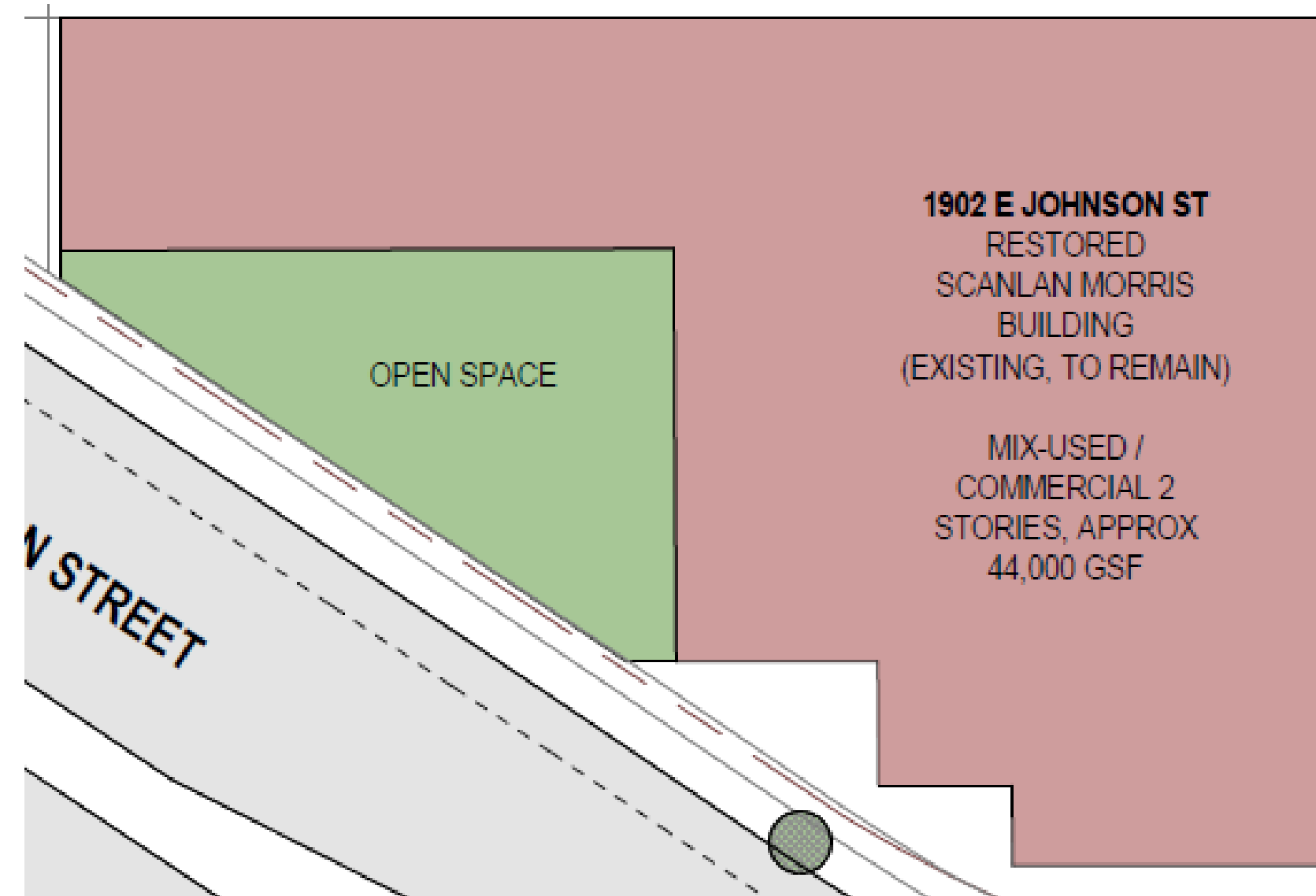




Approximately
44,000 GSF



SCANLAN MORRIS





SITE FLEXIBILITY TRANSIT HUB

PHASE 2: TRANSIT HUB OPTION

1

PHASE 1A MULTIFAMILY BUILDING

2

PHASE 1B MULTIFAMILY BUILDING

3

1902 E JOHNSON - SCANLAN MORRIS BUILDING

4

2010 PENNSYLVANIA - BOW TRUSS BLDG

5

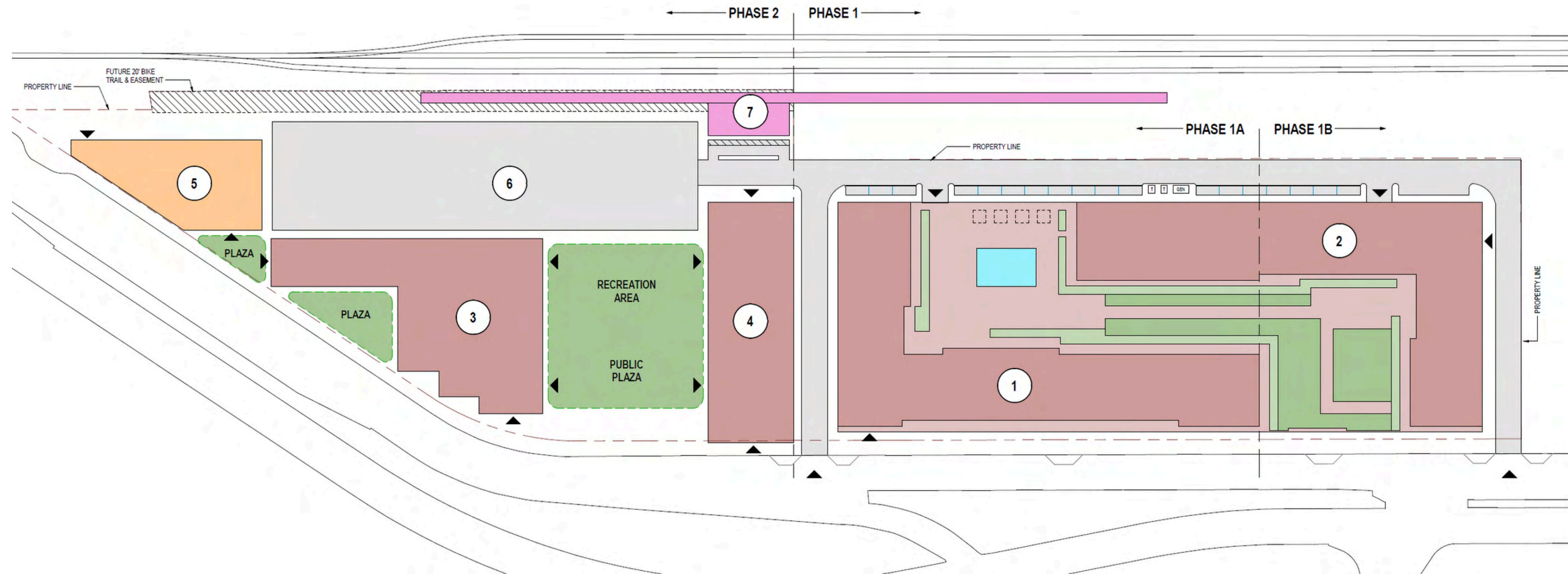
PROPOSED CORNER STATEMENT BUILDING

6

FUTURE VERTICAL PARKING STRUCTURE WITH
POTENTIAL DEVELOPMENT ABOVE

7

FUTURE RAIL TRANSIT HUB





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