

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>December 14, 2011</u>	Action Requested
UDC MEETING DATE: <u>December 21, 2011</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 5105-5117 University Ave & 610-702 N Whitney Way
ALDERMANIC DISTRICT: 19 Bldgs. 4, 6 and 7

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Paul Lenhart & Joe Krupp Doug Hursh
Krupp Construction Potter Lawson, Inc.

CONTACT PERSON: Doug Hursh
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Madison, WI 53711
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TYPE OF PROJECT:
(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

University Avenue and Whitney Way Development

Phase 2 – Lots 4, 6 and 7

Urban Design Commission

Informational Narrative

December 21, 2011

Developers

Paul Lenhart & Joe Krupp

Architect

Potter Lawson Inc. – Doug Hursh

Civil Engineer

D’Onofrio Kotke - Dan Day

Contractor

Krupp Construction

SITE

This submittal is for Phase 2 of the University Avenue and Whitney Way Development. It includes lots 4, 6 and 7 of the previously approved General Development Plan (GDP). The attached site plan shows the lot boundaries. The GDP includes 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 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 continue the PUD/GDP/SIP rezoning process that was previously approved by the Plan Commission and the Common Council. The entire site was zoned C3 (Highway Commercial District) and is within a well-head protection zone. The plan is to submit an alteration to the GDP and an SIP for phase two by February 8, 2012. The development team will meet with Plan Commission on April 9, 2012 and Common Council on April 17, 2012.

AREA SUMMARY

Phase 2 includes lots 4, 6 and 7 of the development. The concept master plan includes 7 buildings and 3 parking structures. See attached Building Data and Utilization Chart for the modifications to the GDP site build out summary.

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

The 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.

The buildings that the define the corner of University Avenue and Whitney Way will have a mix of uses including retail, service commercial, office and possibly 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 future hotel or office building, and the apartments.

Apartment units surround the internal parking structure on lots 6 and 7 to provide definition and activity to the 2 north south streets. Along with the possible hotel, these buildings provide activity and ownership on the site after hours. The parking structure will have a green roof with an accessible terrace for the apartment residents.

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.

SUSTAINABILITY

This project will follow sustainability guidelines. The mixed use building #4 is pursuing LEED Core and Shell Certification.

BUILDING DESIGN

The buildings will be contemporary, energy efficient, warm and inviting, utilizing clean contemporary lines with warm and inviting materials. The mixed use building #4 will have brick, metal panel, glass fiber reinforced concrete panels and glass. The apartment building will use masonry and metal panel. 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.

Previously Approved Building Data and Utilization Chart - November 14, 2011

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: 67,420 Bldg 1A: 70,000	0.74	Surface: 47 Structure A: 456 Below Bldg: 28
2	Clinic	144,184	Bldg 2: 26,700	3	Bldg 2: 80,000	0.55	Surface: 19 Structure B: 342 Below Bldg: 50
3	Non-profit hospitality	43,560	Bldg 3: 13,400	3	Bldg 3: 40,000	0.92	Surface: 42
4	Office/Retail	54,014	Bldg 4: 22,800	3	Bldg 4: 64,000	1.18	Surface: 9 Below Bldg: 36
5	Hotel	40,075	Bldg 5: 14,000	6	Bldg 5: 84,000	2.10	Surface: 29
6	Residential	33,977	Bldg 6: 22,735	4	Bldg 6: 135,600	3.99	0
7	Parking*	38,768	-	-	-	-	Structure C: 285
Total Building Area: 541,020						Total Parking Stalls 1,343	

65 Units

2.48 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 Levels

(Parking Structures to be 10-11 feet floor to floor)

Proposed Building Data and Utilization Chart - December 21, 2011

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: 67,420 Bldg 1A: 70,000	0.74	Surface: 47 Structure A: 456 Below Bldg: 28
2	Clinic	144,184	Bldg 2: 26,700	3	Bldg 2: 80,000	0.55	Surface: 19 Structure B: 342 Below Bldg: 50
3	Non-profit hospitality	43,560	Bldg 3: 13,400	3	Bldg 3: 40,000	0.92	Surface: 42
4	Office/Retail	54,014	Bldg 4: 22,800	3	Bldg 4: 64,000	1.18	Surface: 9 Below Bldg: 36
5	Hotel (or Office)	40,075	Bldg 5: 14,000	6 (or 4)	84,000 (or 64,000)	2.10 (or 1.60)	Surface: 29 Below Bldg: 37 24
6 + 7	Residential + Parking	68,000 33977	21,875 Bldg 6+7: 22735	4 & 5	146,870 135600	2.16 3.99	0 334
7	Parking*	38768	-	-	-	-	Structure C: 285

115 Units

Total Building Area: 541,020
552,290
(or 532,290
w./ #5 Office)

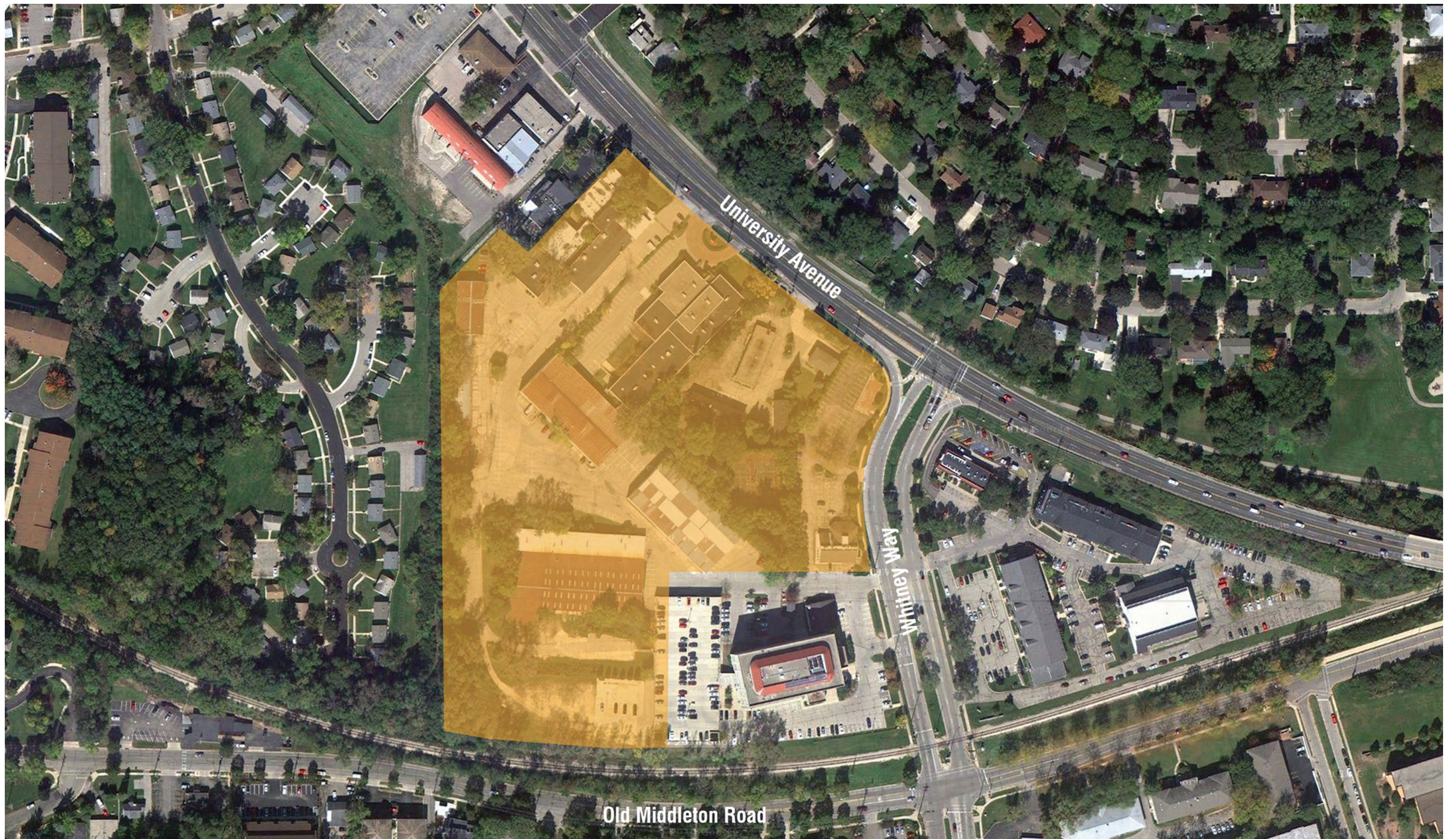
Total Parking Stalls 1,343
1424
2.48 stalls/ 1,000 sf
2.58
(or 2.68 w./ #5 Office)

(+ 81 Stalls)

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

Parking

Parking Structure A: 3 Levels
 Parking Structure B: 3 Levels
 Parking Structure C: 3 Levels
 (Parking Structures to be 10-11 feet floor to floor)



University Avenue / Whitney Way Development - Existing Site

University Crossing
December 21, 2011



University Avenue / Whitney Way Development - Master Plan

University Crossing
December 21, 2011

Buildings

- 1 67,420 SF Clinic
3 stories, 20,000 SF/floor
38 stalls below
- 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 64,000 SF Office and Retail
3 stories
22,800 SF/floor
36 Stalls Below
- 5 Hotel or Office
6 floors/130 Rooms or 4 floors / 64,000 SF
16,000 SF/floor
- 6 Residential
100-115 units
4 and 5 stories

Parking Structures

- A 456 stalls
3 levels
- B 342 stalls
3 levels
- C 334 stalls
3 levels

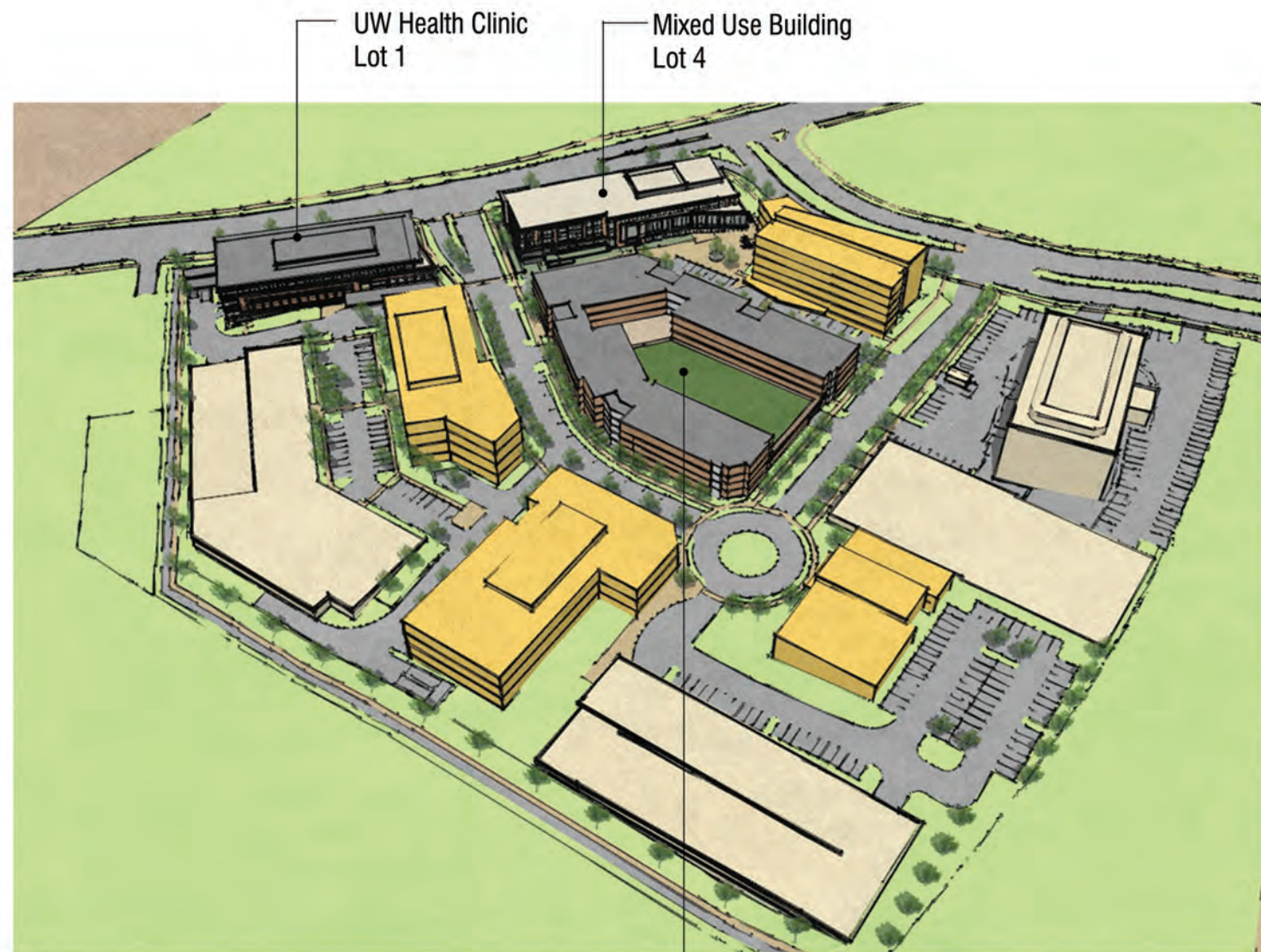
Parking Summary

- Clinic Site
 - Structured 798 stalls
 - Below Building 78 stalls
 - Surface 66 stalls
- Lenhart Site
 - Structured 334 stalls
 - Below Building 60 stalls
 - Surface 65 stalls
- Non-profit Site
 - Surface 42 stalls
- Total stalls: 1,424stalls**
2.6-2.7 stalls/1,000 sf



University Avenue / Whitney Way Development - Master Plan

University Crossing
December 21, 2011



SW Aerial



NE Aerial

Apartments & Parking Structure
Lots 6 & 7

Mixed Use Building
Lot 4

UW Health Clinic
Lot 1

University Avenue / Whitney Way Development - Master Plan Images

University Crossing
December 21, 2011