Project # URBAN DESIGN COMMISSION **REVIEW AND APPROVAL** Legistar # Action Requested DATE SUBMITTED: 07.28.10 X Informational Presentation Initial Approval and/or Recommendation UDC MEETING DATE: 08.04.10 Final Approval and/or Recommendation PROJECT ADDRESS: 2500 University Avenue ALDERMANIC DISTRICT: 5 OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT: Mullins Group LLC **Eppstein Uhen Architects** 401 North Carroll Street 222 W. Washington Ave. Suite 650 Madison, WI 53703 Madison, WI 53703 CONTACT PERSON: Mr. Steve Holzhauer 222 W. Washington Ave. Suite 650 Address: Madison, WI 53703 608.442.5350 Phone: 608.442.6680 Fax: E-mail address: steveh@eua.com TYPE OF PROJECT: (See Section A for:) Planned Unit Development (PUD) General Development Plan (GDP) Specific Implementation Plan (SIP) Χ 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 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:)

AGENDA ITEM # _____

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

Other ____

Comprehensive Design Review* (Fee required) Street Graphics Variance* (Fee required)

APPLICATION FOR

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



July 28, 2010

City of Madison Urban Design Commission 210 Martin Luther King, Jr Blvd. Madison, WI 53703

RE: Informational Presentation
University Avenue Apartments
2500 University Avenue

Dear Urban Design Commission Members,

On behalf of our client, Mullins Group LLC we have attached an application and supporting information for a mixed-use development proposed for the 2500 block of University Avenue. Mullins Group LLC, Eppstein Uhen Architects and Vandewalle & Associates have conducted three (3) neighborhood meetings in the process of preparing the design concepts for this project. Meetings were held at the InnTowner Hotel, adjacent to the site of this proposal, on May 24th, June 14th, and July 19th to present ideas and listen to neighborhood questions and concerns. In the process a project web site (http://www.2500block.com/) has been created to further communicate to interested stakeholders about the design and program for the building. Input provided by the Urban Design Commission will be factored into the design development as we prepare to conduct a fourth neighborhood meeting on August 16th.

The project will include the complete renewal of a multi-parcel triangular site that abuts Campus Drive, Highland Avenue and Old University Avenue. The four existing parcels total 47,089 square feet (1.081 acre). The site presently contains several dated one and two-story buildings and surface parking lots.

Redevelopment plans include a mix of apartments, townhomes with live/work sidewalk frontage, commercial space and indoor parking. Considering the shape of the site and the imposing height of Campus Drive as it rises over Highland Avenue, the building design was crafted to present multiple facets and features with varying heights and materials. The target market for occupants of the building is professionals that may work at the adjacent hospital or university. The close proximity to major employers at UW and VA Hospitals and also the University of Wisconsin are considered important to attracting this market. The quality of the materials and amenities intended here will further prove to attract this market.

The Project includes the following:

110 Apartments8 Townhomes166 Enclosed Parking Stalls (1.41 Stalls per Unit)

Parcel Size: 47,089 square feet
Residential Gross Area: 130,424 square feet
Parking Gross Area: 65,580 square feet
Live/ Work Suites: 3,420 square feet
Commercial: 3,940 square feet
Total: 201,364 square feet

333 E. Chicago St. Milwaukee, WI 53202 414 271 5350 : main 414 271 7794 : fax

222 W. Washington Ave. Suite 650 Madison, WI 53703 608 442 5350 : main 608 442 6680 : fax



The site is well connected to intermodal transportation alternatives. Pedestrian, bicycle, bus, and major arterial roadways intersect at this location. The City of Madison Long Range Transportation Plan includes a commuter rail stop within a block. Bicycle parking will be provided inside the parking structure and also outside.

There are a total of 166 parking stalls proposed. All spaces are indoor and accessible only through secure overhead doors. Access to the parking will be divided between Highland Avenue and University Avenue. The structure is internally divided so that the two entry points will share demand and keep movements as far from the adjacent Highland Avenue/ University Avenue controlled intersection as possible.

Off street loading/ unloading is provided on the west side of the building adjacent to an existing paved surface parking lot managed by the City of Madison and owned by the State of Wisconsin DOT. Waste and recycling dumpsters will be kept indoors and serviced privately.

Site landscaping plans have not been prepared at this time, but it is our intent to landscape the elevated plaza above the parking structure and create an attractive amenity for residents. Streetscape amenities like benches, planters and decorative lighting are anticipated.

The building is intended to be legacy asset for the Mullins family. Sustainable and green strategies will be used and incorporated into the design and construction plans. Details and materials for the exterior of the building will be of high quality. Brick and stone masonry, architectural metals and low-e windows will clad a wall system that will be highly insulated and energy efficient.

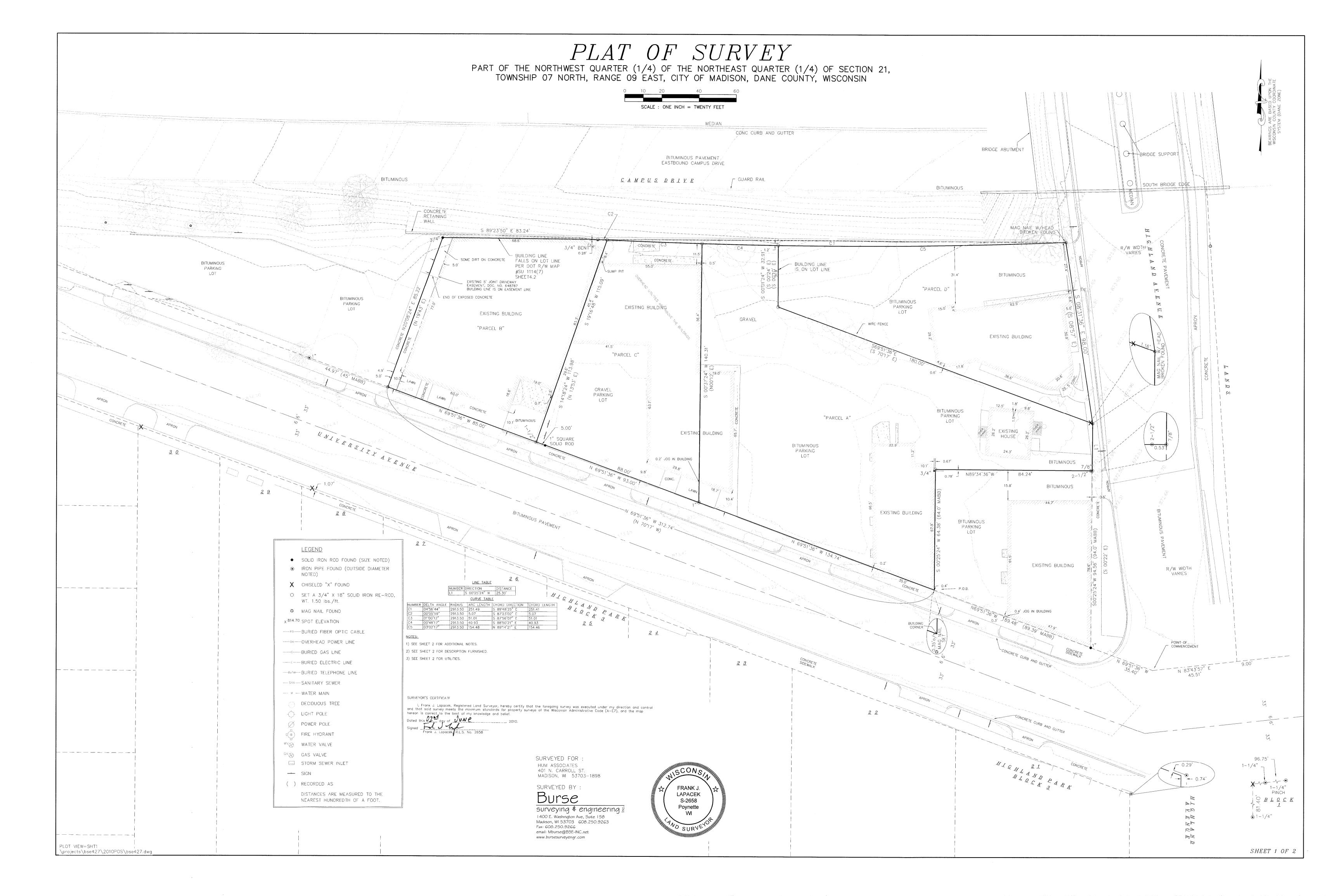
Thank you for your time and consideration of this submittal. We look forward to answering your questions and we are pleased to submit this quality concept for your input.

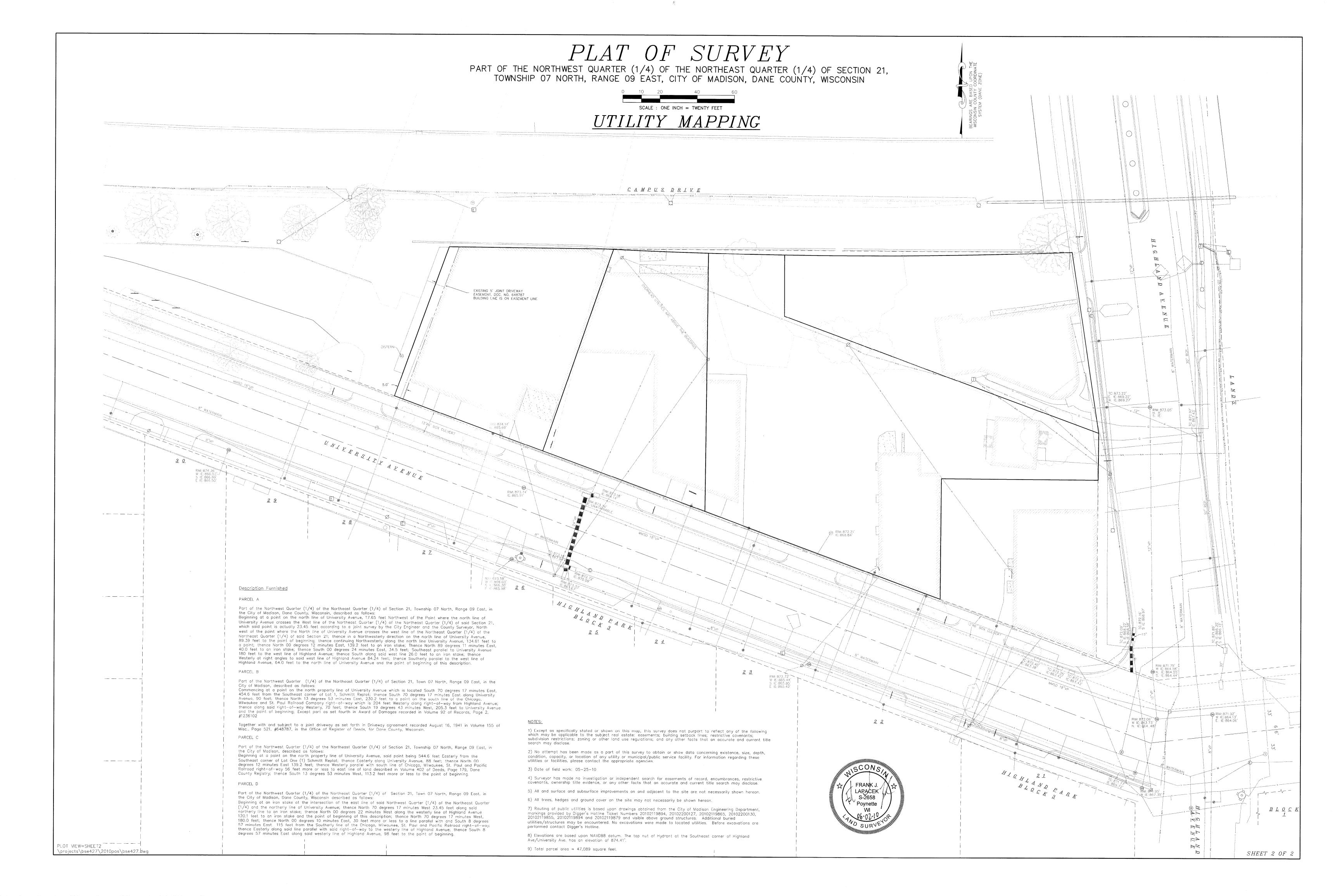
Sincerely,

Steve Holzhauer, AIA, LEED AP EPPSTEIN UHEN ARCHITECTS, INC.

Enclosure

C: Mullins Group Brian Munson, Vandewalle & Associates









MIXED-USE BUILDING

JULY 28, 2010 - Project # 710135-01





EXTERIOR IMAGE



2500 UNIVERSITY AVENUE

MIXED-USE BUILDING

JULY 28, 2010 - Project # 710135-01





EXTERIOR IMAGE



2500 UNIVERSITY AVENUE

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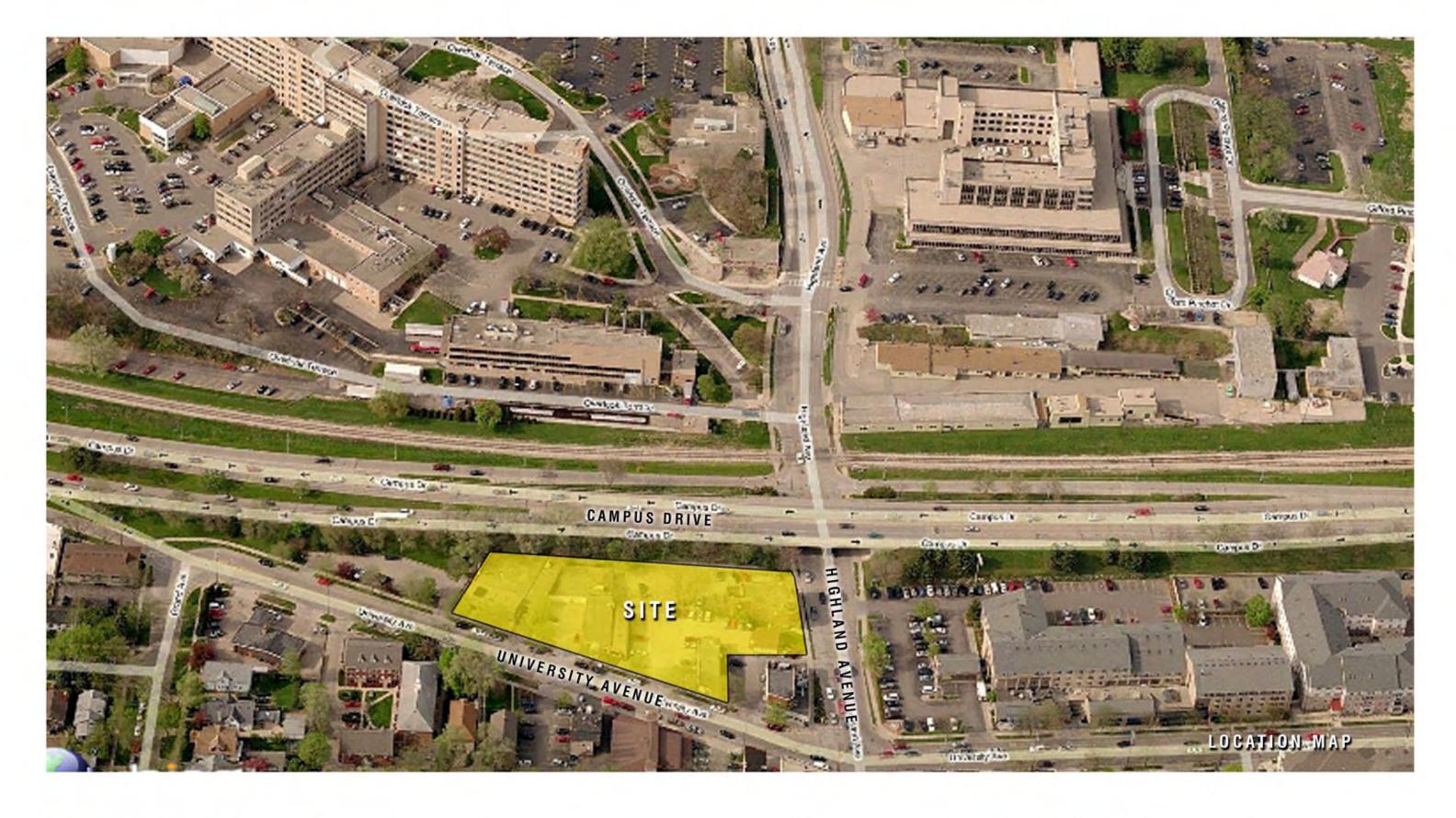




MIXED-USE BUILDING

JULY 28, 2010 - Project # 710135-01



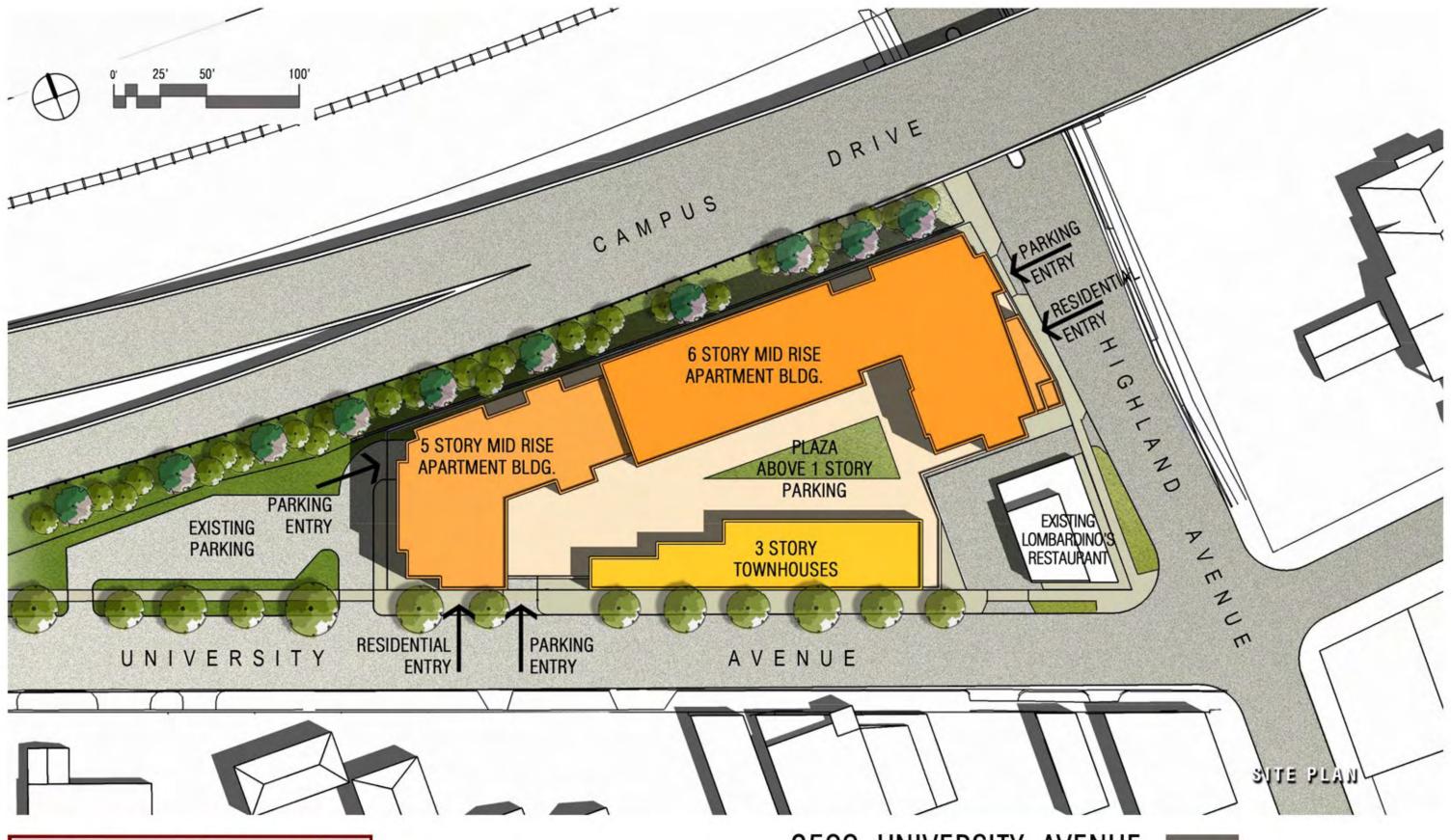




MIXED-USE BUILDING

JULY 28, 2010 - Project # 710135-01







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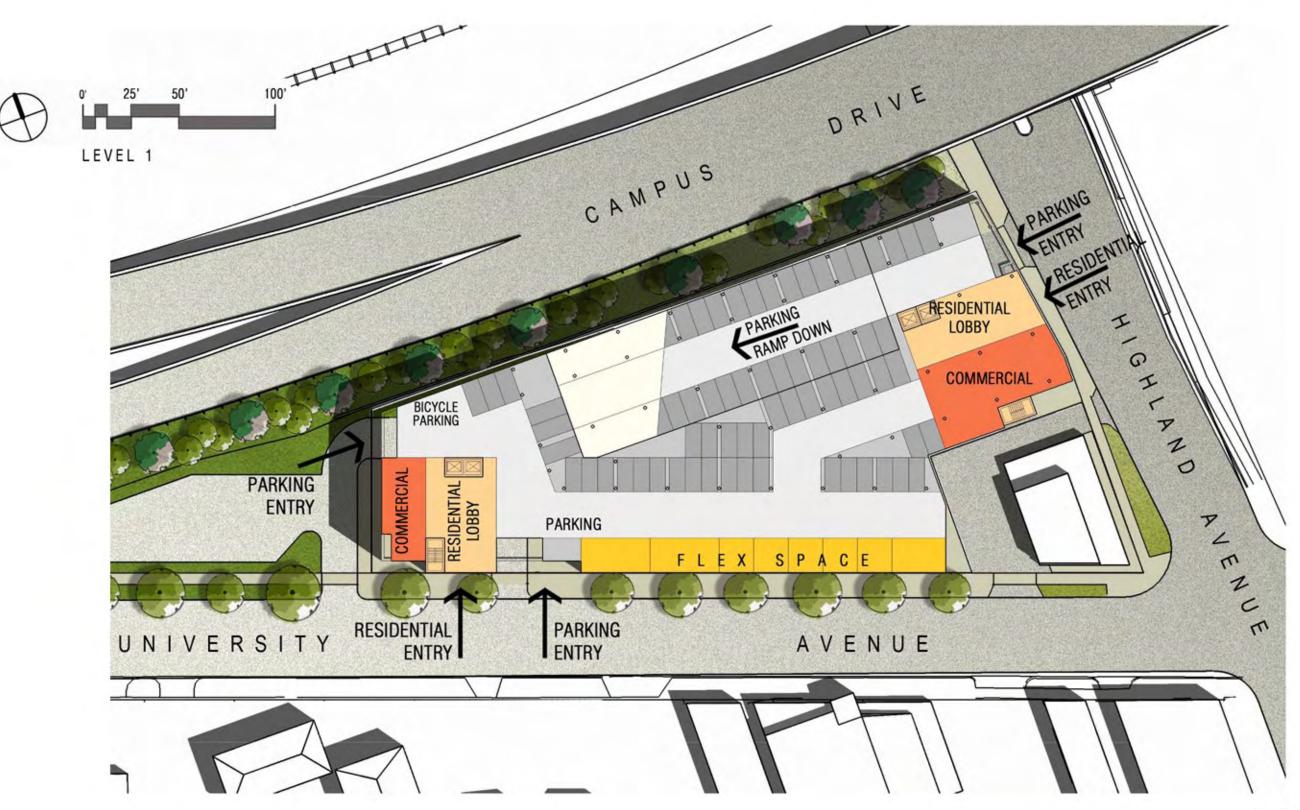




MIXED-USE BUILDING

JULY 28, 2010 - Project # 710135-01





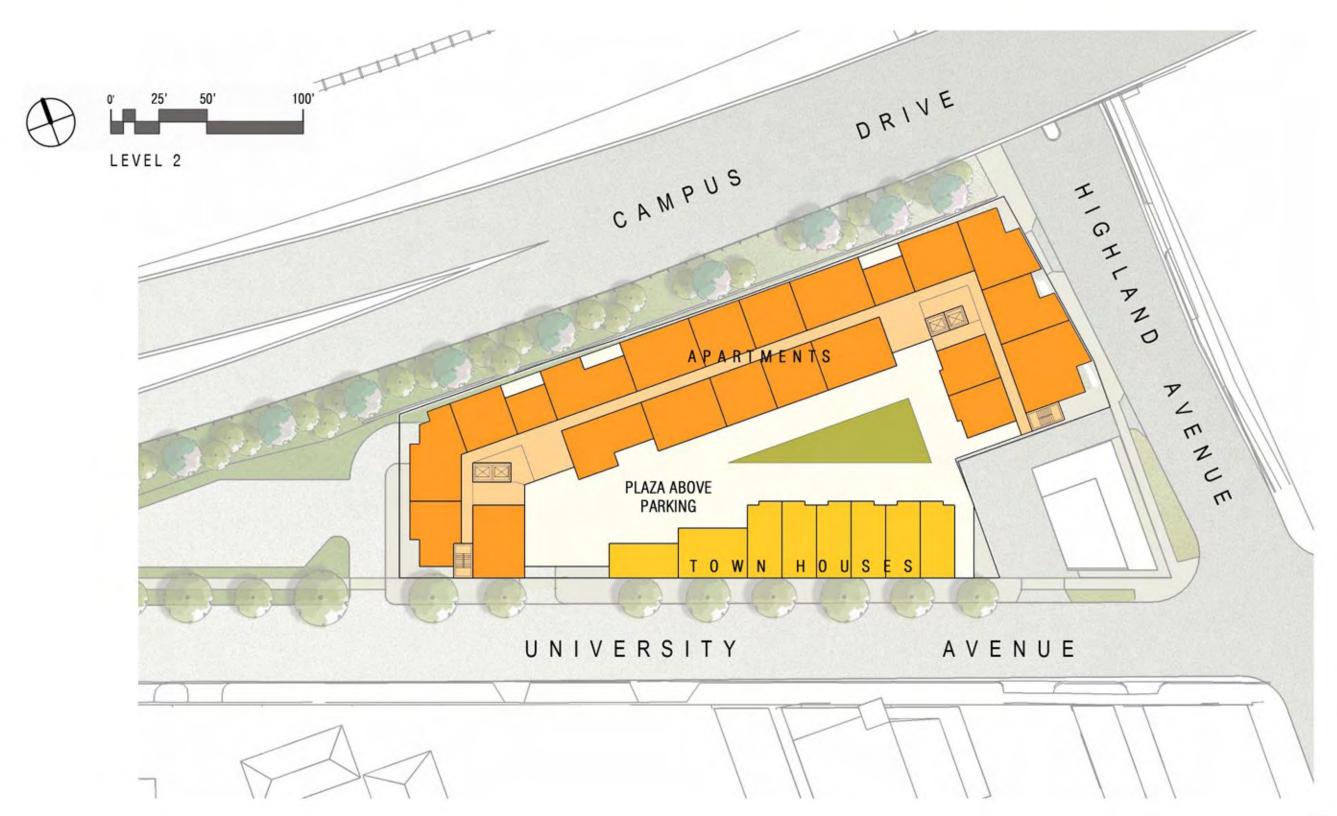




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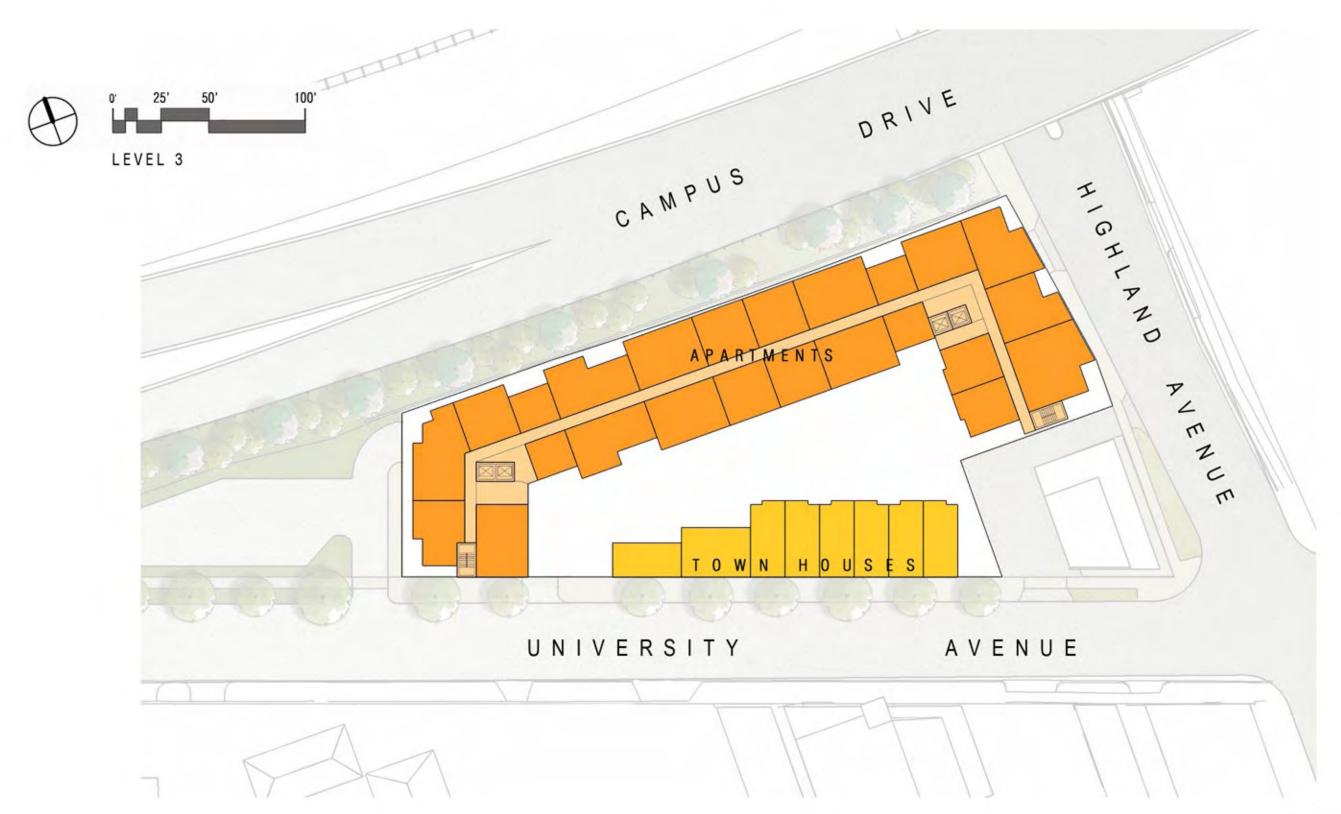


2500 UNIVERSITY AVENUE

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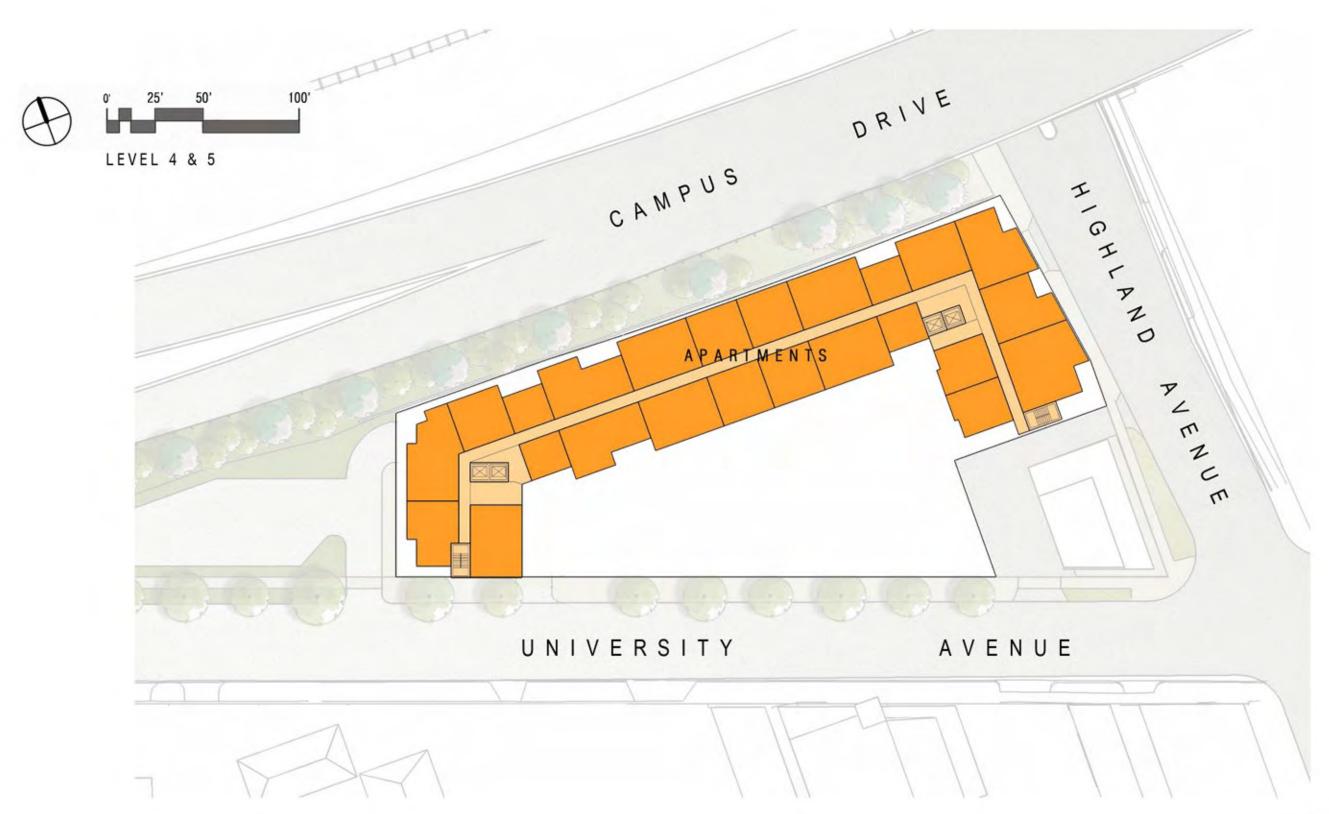






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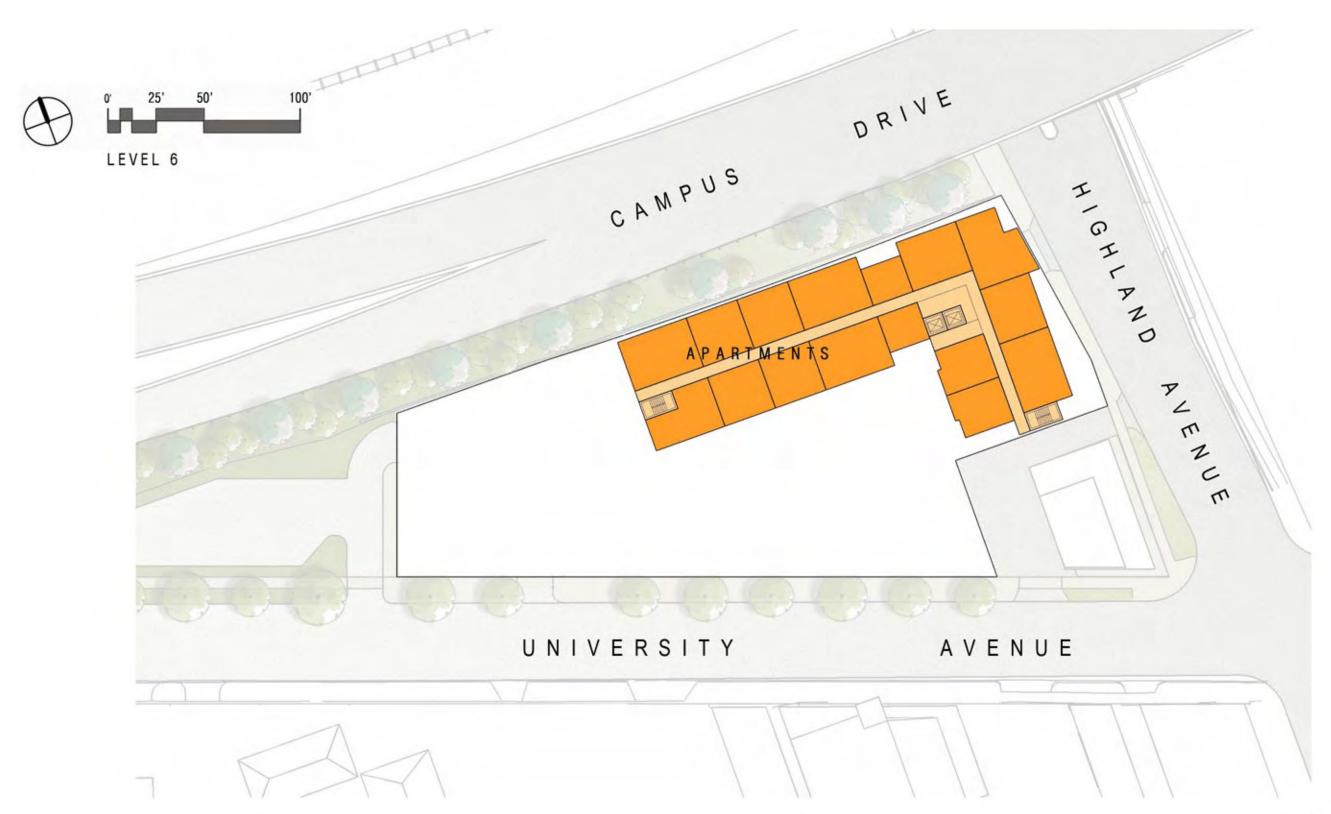






JULY 28, 2010 - Project # 710135-01





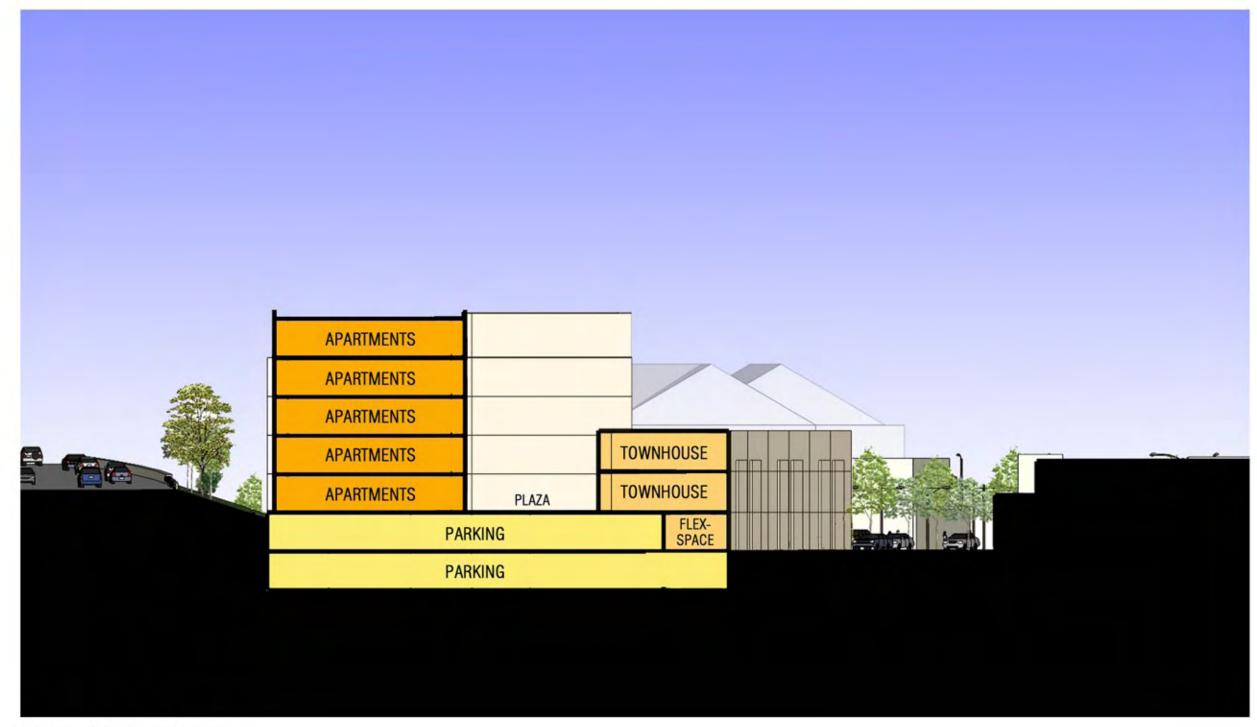




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NORTH SOUTH SECTION

SECTION





