

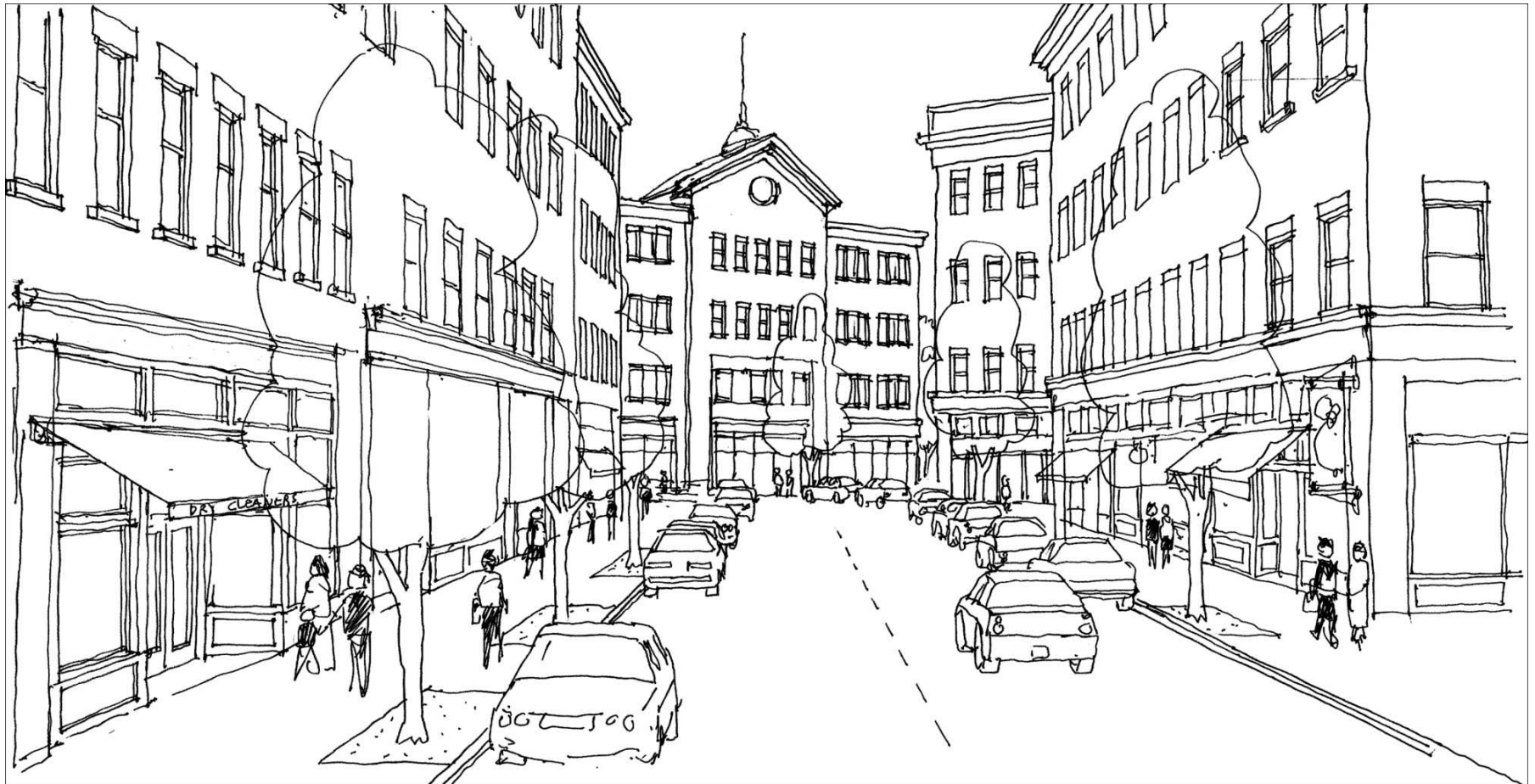
Erdman Center Project

5117 University Avenue, Madison, WI 53705

Erdman Real Estate Holdings, LLC

Informational Presentation for the Madison Plan Commission

May 10, 2010



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A. Vicinity



Figure A: Site outlined in red on air photo.

B. Project Narrative

The site is approximately 18 acres of land bordered by University Avenue to the north, Whitney Way to the east, the railroad tracks to the south, and the veterinary clinic and Trillium housing to the west. The site is surrounded by commercial and residential uses.

We are proposing a General Development Plan (GDP) for a new Planned Unit Development (PUD) for the entire site. Current uses on the site include office, hotel, warehouses, parking lots, and convenience retail. All of the existing buildings will be demolished except the Public Service Commission building and an AT&T utility structure. The proposed uses for the site are those designated in the Comprehensive Plan and the Spring Harbor Neighborhood Plan. These uses include Employment and Neighborhood Mixed-Use such as business offices, medical clinics, convenience retail, and complementary uses such as hotels, restaurants and related residential.

The concept for the project is a mixed-use walkable district: a pedestrian friendly street with well designed buildings fronting it and parking behind, a mix of uses to encourage walking, accessibility to alternate modes of transportation to include buses, bikes and rail, and pedestrian friendly outdoor spaces with a plaza, benches, sidewalks and paths. The site design is organized around a new internal street that is intended to be a design amenity as well as providing entry access to the buildings and the parking areas.

The proposed project has been presented to alders from the Spring Harbor Neighborhood Association and the Glen Oak Hills Neighborhood Association. A Neighborhood Informational Meeting was held for surrounding landowners and residents, including Spring Harbor, Glen Oaks and nearby business owners. Another informational meeting with the Spring Harbor Neighborhood Association is planned for May 13th. We made an informational presentation to the Urban Design Commission on April 21st.

Parcels Included in the Site:

0709-184-1401-5	420,791 s.f.
0709-184-1408-1	59,417 s.f.
0709-184-1407-3	72,074 s.f.
0709-184-1406-5	87,088 s.f.
0709-184-1405-7	14,594 s.f.
0709-184-1403-1	51,469 s.f.
0709-184-1420-5	27,860 s.f.
0709-184-1402-3	28,490 s.f.
Totals:	761,810 s.f.
	~ 17.5 acres

Summary of Conceptual Building Sizes:

<u>Building</u>	<u>Footprint (s.f)</u>	<u>Levels</u>	<u>Total (s.f.)</u>	<u>Parking /1000 s.f.</u>	<u>Parking Spaces</u>
PSC Building (existing):	18,000	5	90,000	4	360
Proposed Hotel:	13,200	6	80,000	1/room +staff	135
Proposed Restaurant:	5500	2	11,000	7	77
Proposed Clinic:	16,000	5	80,000	4.5	360
Building A:	9000	3	27,000	4	108
Building B:	14,000	5	70,000	4	280
Building C:	9000	5	45,000	4	180
Building D:	16,000	5	80,000	4	360
Building E: residential	14,000	4	42,000	3	126
Building F:	17,000	5	85,000	4	340
Building G:	4500	5	22,500	4	90
Building H:	14,000	5	70,000	4	280
	Totals:		724,500 s.f.		3162

C: Project Plans

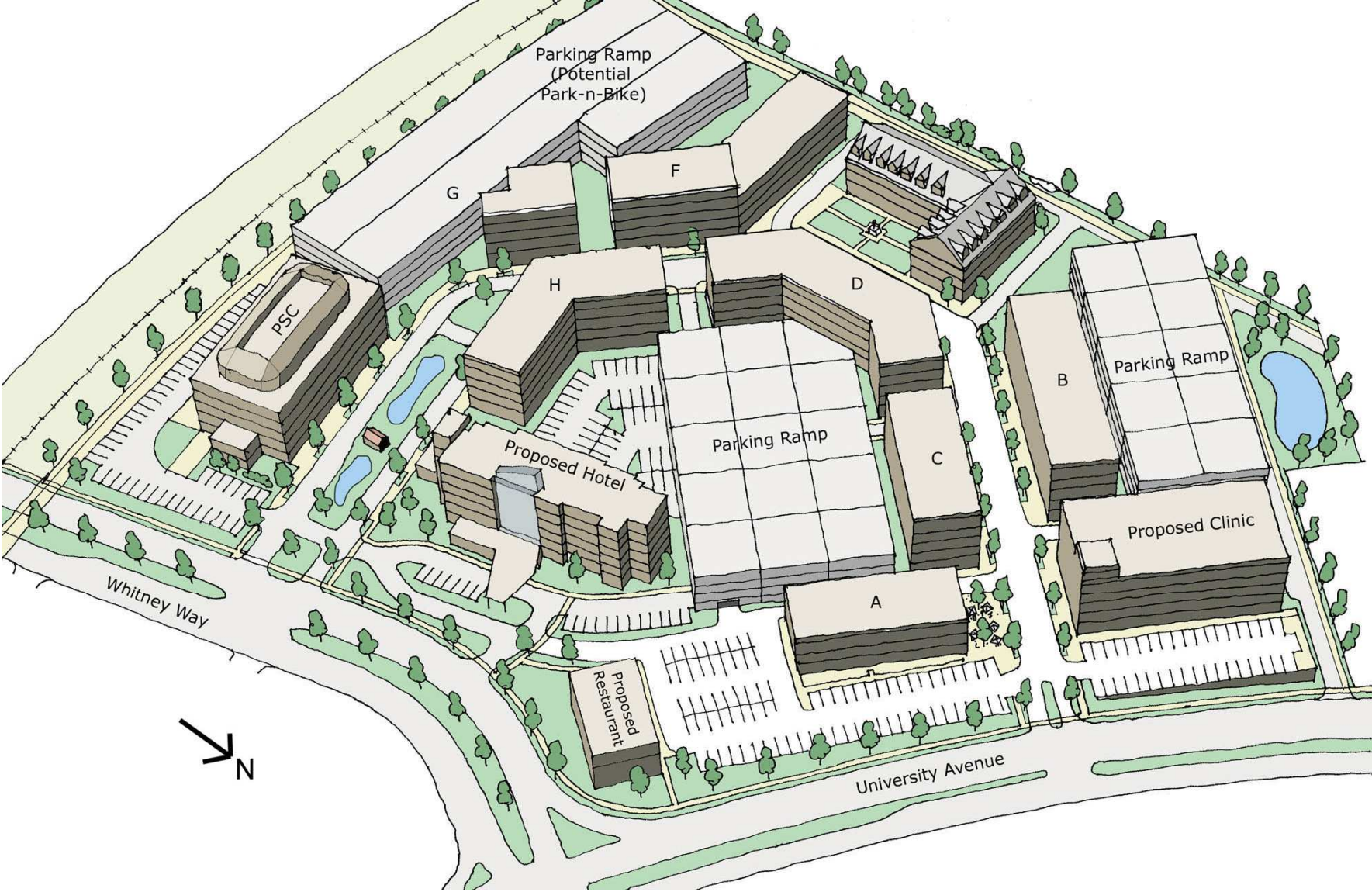


Figure C.1: Isometric View



Figure C.2: Plan View

Concept 1: Mixed Uses.

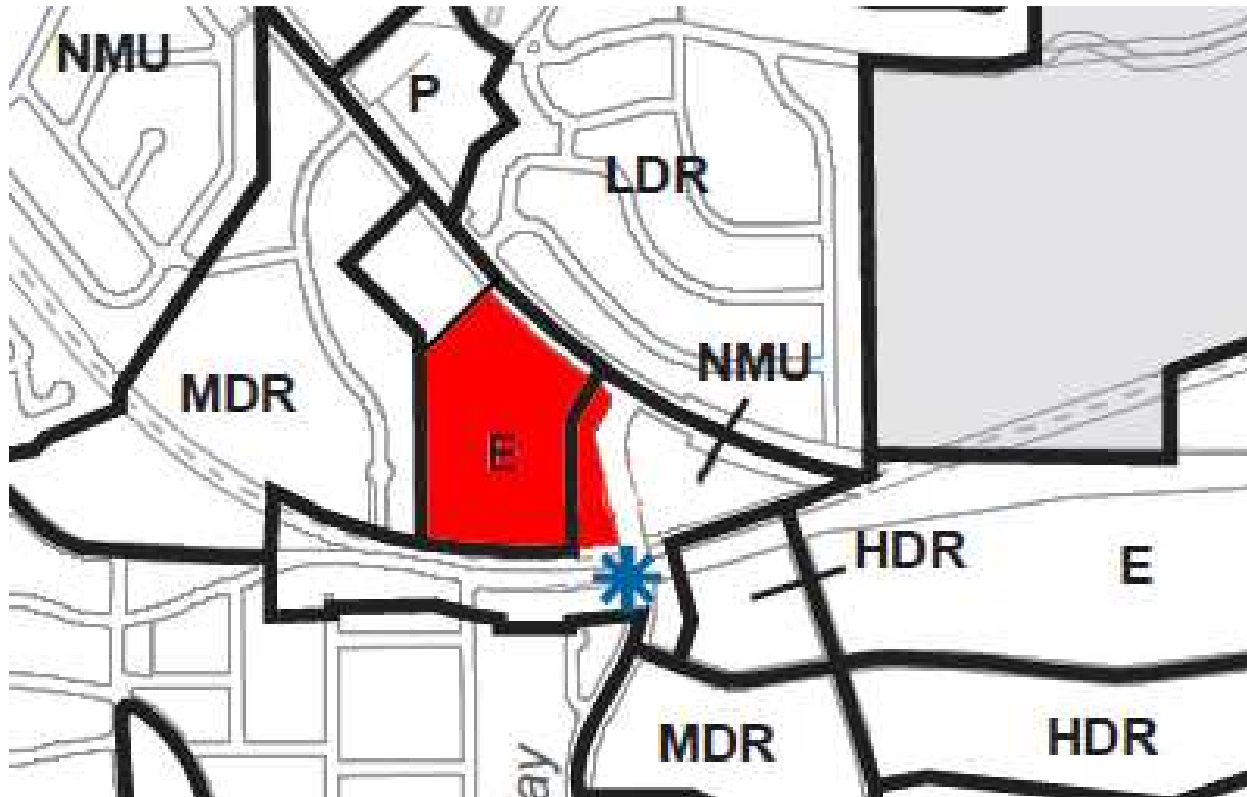


Figure 1: Project site in red, superimposed on the land use map from the Comprehensive Plan.

- 1.1: Site is currently designated for a combination of Employment and Neighborhood Mixed-Use.
- 1.2: Supporting uses include hotels, restaurants, retail, child-care, related residential.
- 1.3: Ground floors of buildings intended to accommodate either retail or commercial, per market demand.
- 1.4: Blue asterisk indicates Comprehensive Plan designation for transit-oriented development

Concept 2: Internal Street as Public Amenity.

2.1: Pedestrian-friendly, human-scaled.

2.2: Street as 'public room', buildings enclose space of the street.

2.3: Straight street segments facilitate build-to lines and view terminations.

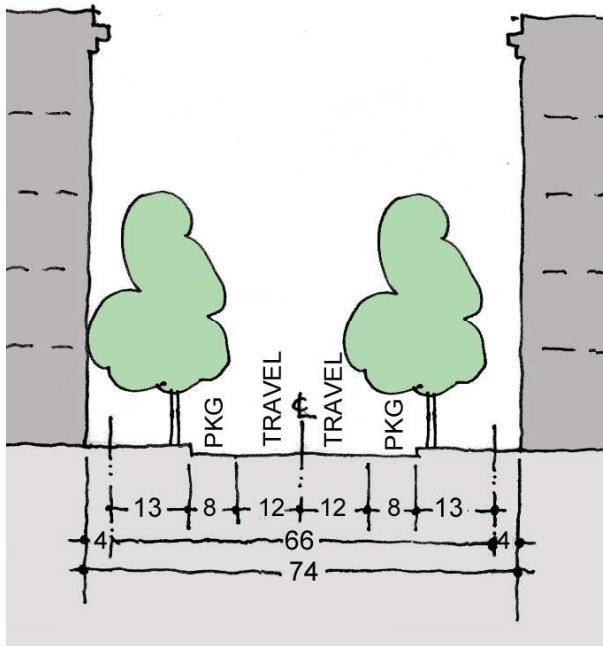


Figure 2a: Proposed cross section of street.



Figure 2b: Perspective sketch of mixed-use streetscape with terminated street view.

2.4: Maximum seven story building height; less than 100 feet in height.

Concept 3: Mixed-Use Employment vs. Suburban Office Park.

- 3.1: Project is organized by a pedestrian street defined by buildings vs. office park buildings in parking lots.
- 3.2: New street connects through site (vs. dead end streets).

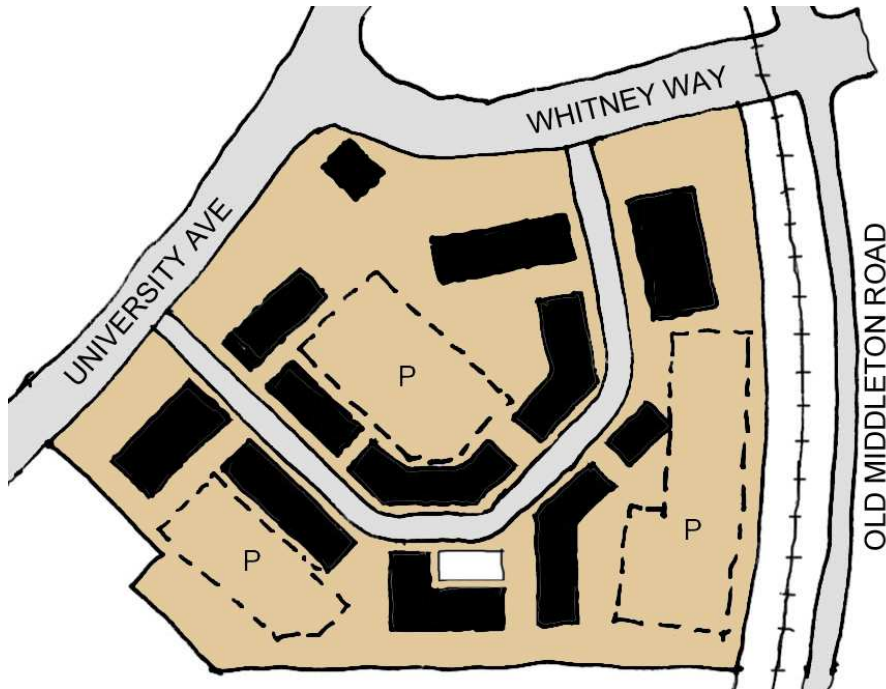


Figure 3a: Buildings define the public realm of the internal street.

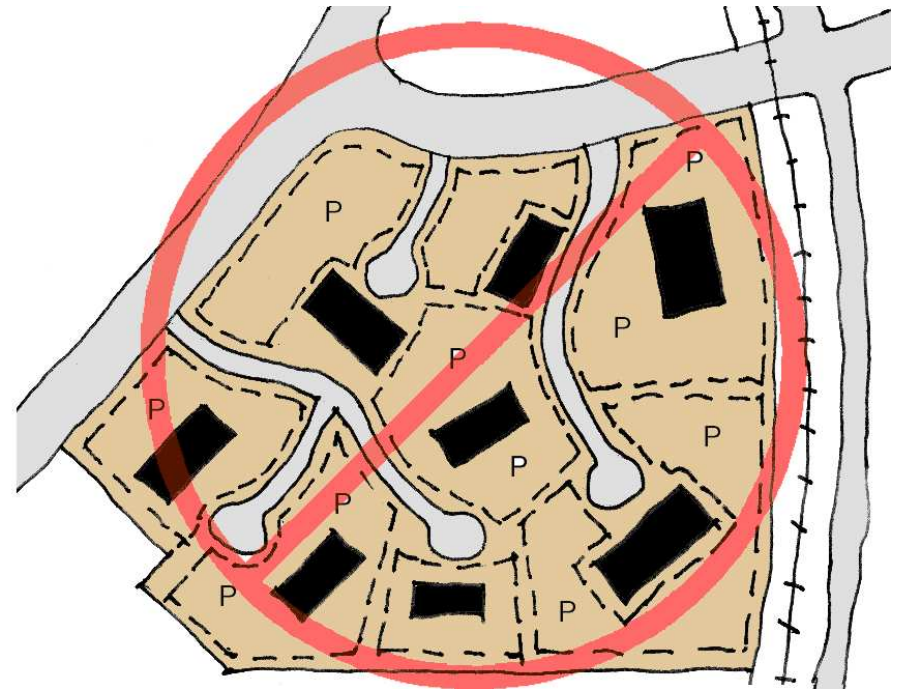


Figure 3b: Site showing typical office park pattern with buildings in the center of parking lots.

Concept 4: Support for multi-modal transportation.

4.1: Major bicycle path along rail corridor and along site edges; potential Park-n-Bike.

4.2: Site served by major bus service routes.

4.3: Walking connections to surrounding neighborhoods.

4.4: Potential commuter rail.

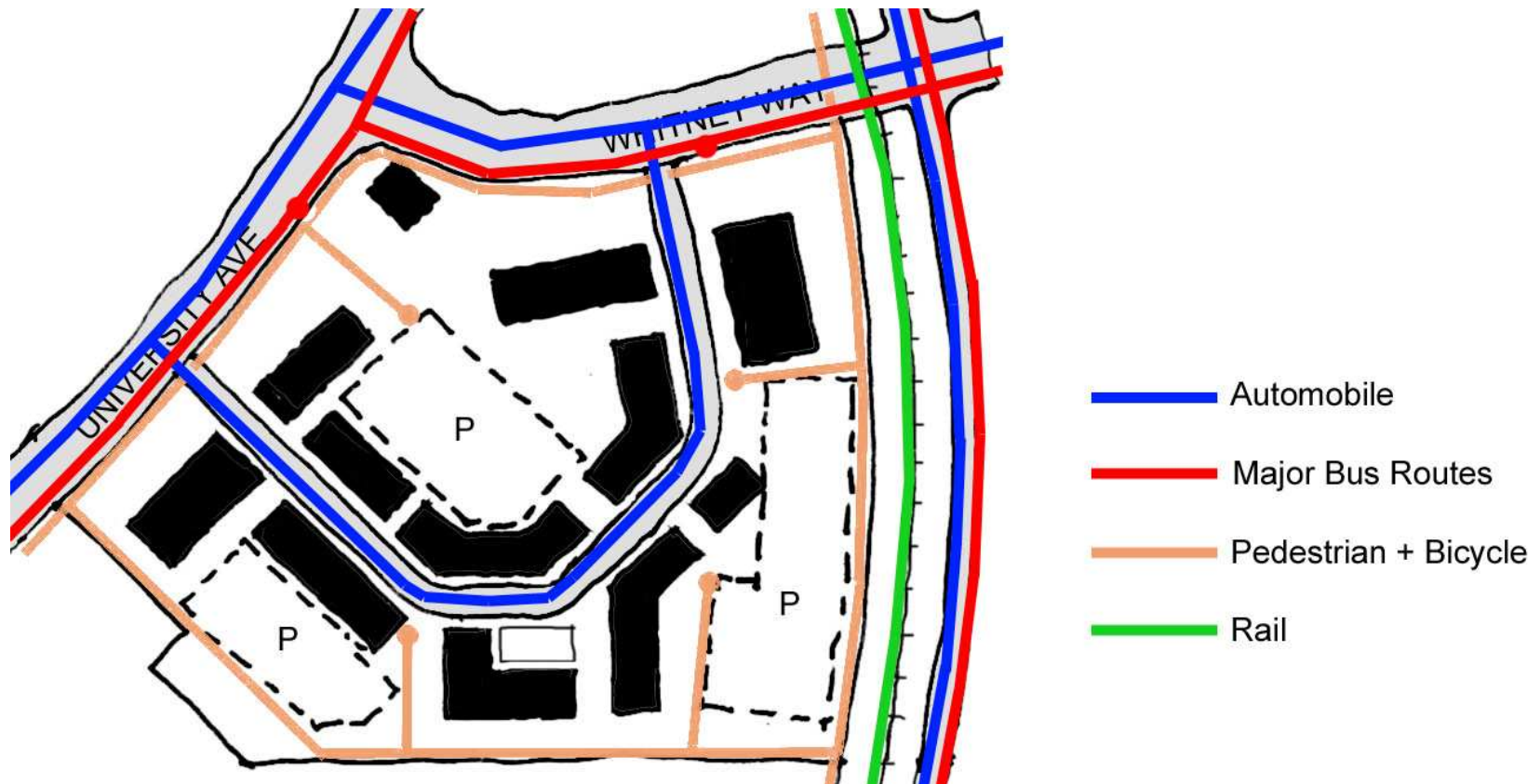


Figure 4: Multi-modal transportation options.

Concept 5: Two Part Retail Concept:

5.1: High visibility retail “cluster anchor” on University draws critical mass of customers (convenience surface parking).

5.2: Neighborhood-serving retail on internal street (parking on-street and in ramps).

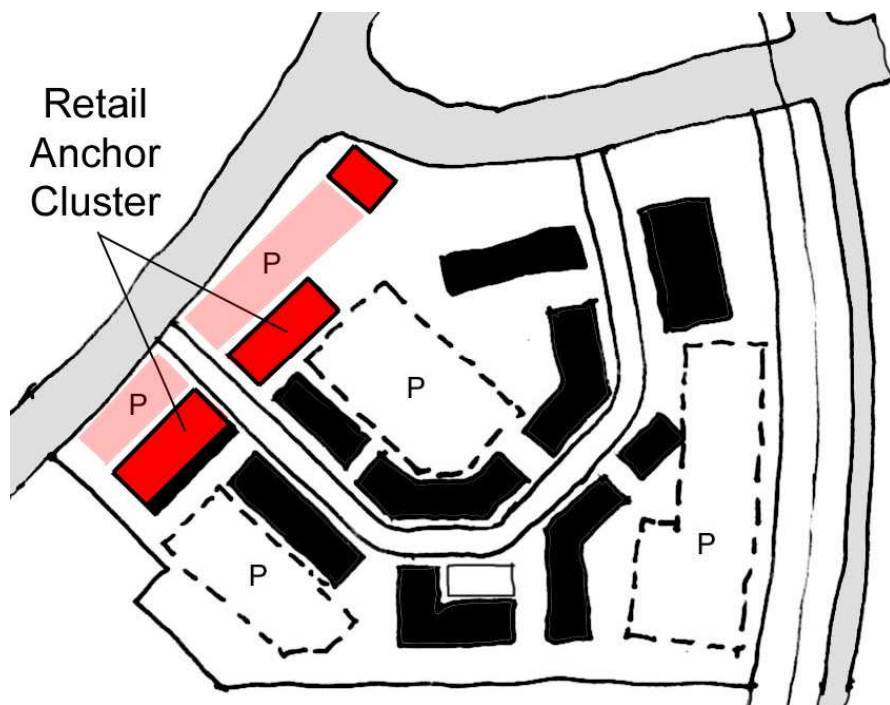


Figure 5a: National/Regional retail cluster on Univ. Ave.

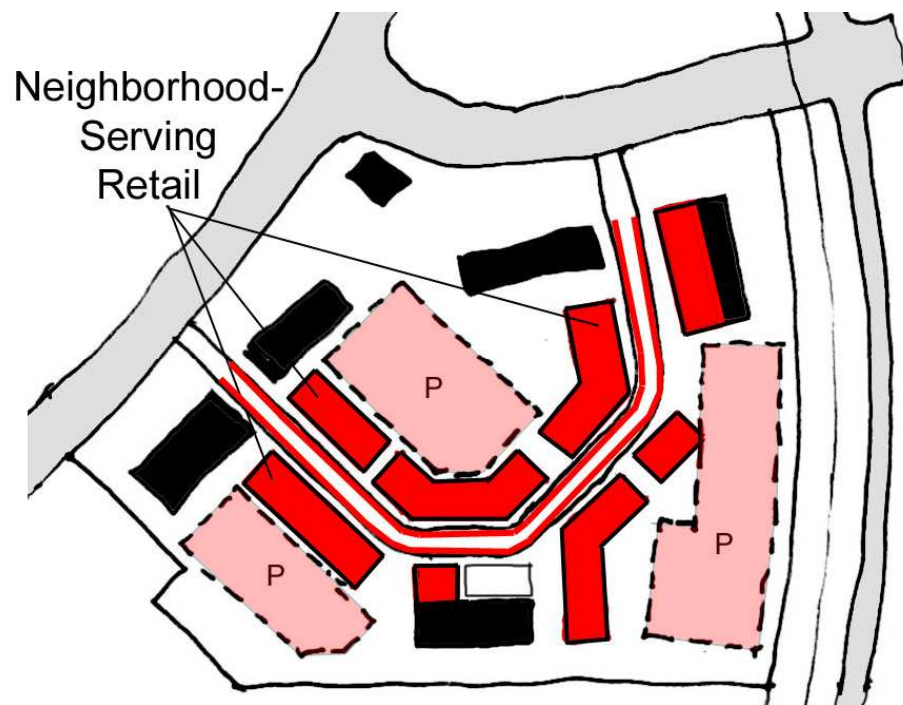


Figure 5b: Regional/local retail on internal street.

Concept 6: Relationship of Buildings to Streets.

6.1: Project has two fundamentally different street types: arterials and a local street

6.2: Different street types should have different relationships to improvements:

- Buildings facing arterial streets (University Ave. and Whitney Way) have larger setbacks.
- Buildings facing internal street have smaller setbacks.

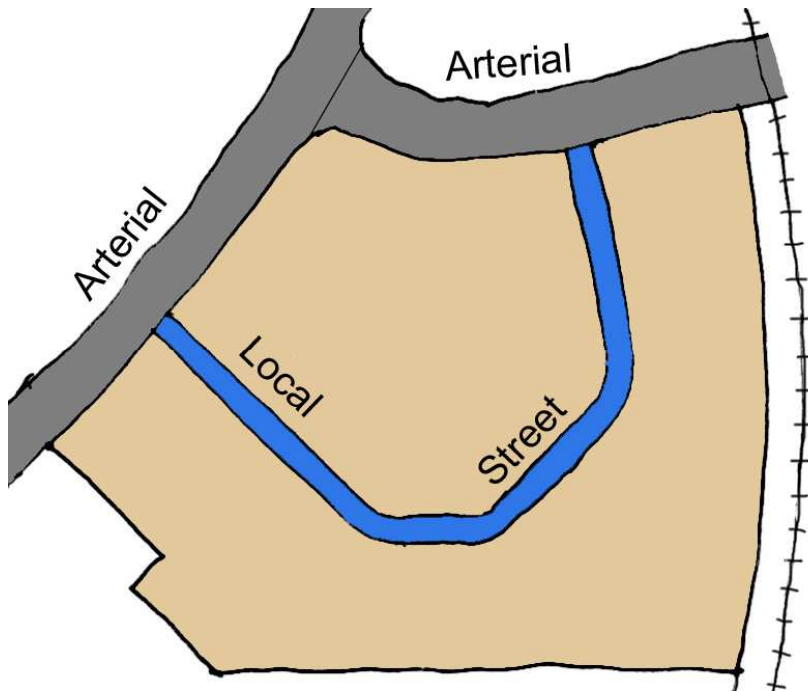


Figure 6a: Two different street types.

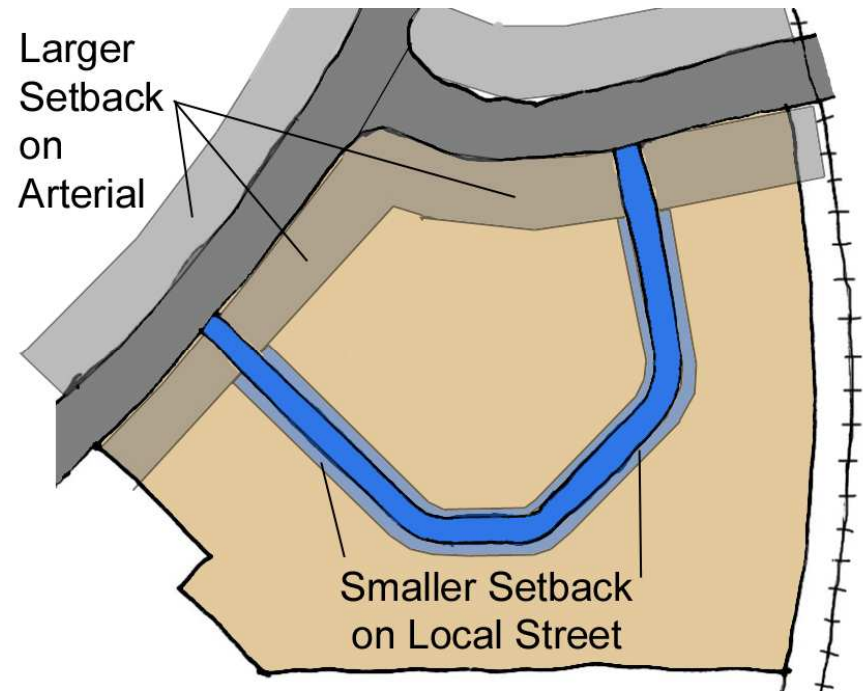


Figure 6b: Different street types have different setbacks.

Concept 7: Open Space and Trails.

- 7.1: Green trail zone along residential edge.
- 7.2: Public square near the bend in the internal street.
- 7.3: Pedestrian and bicycle trails surround site with links to internal street.
- 7.4: Trails along site perimeter double as fire lanes.

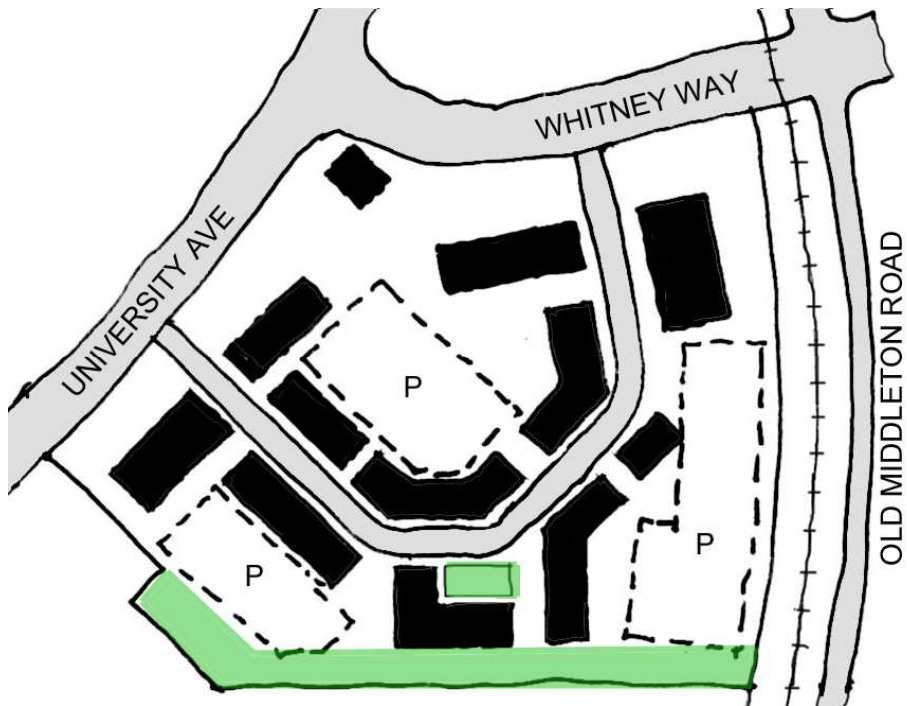


Figure 7a: Public square at bend in street, plus green buffer at lower edge.

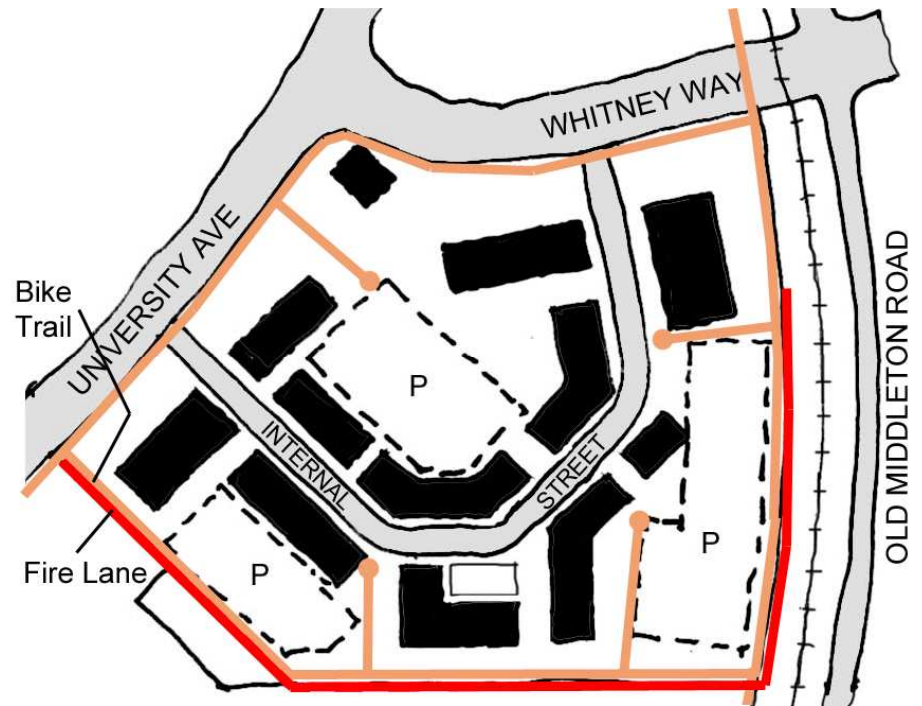


Figure 7b: Fire lane doubles as bike/walking trail around site.

Concept 8: Sustainable practices, materials and technology

- 8.1: Recycling and reuse of demolished structures to extent possible.
- 8.2: Encourage LEEDS certified new construction.
- 8.3: Distributed storm water management and infiltration.
- 8.4: Renewable energy component, solar electric, ice storage.

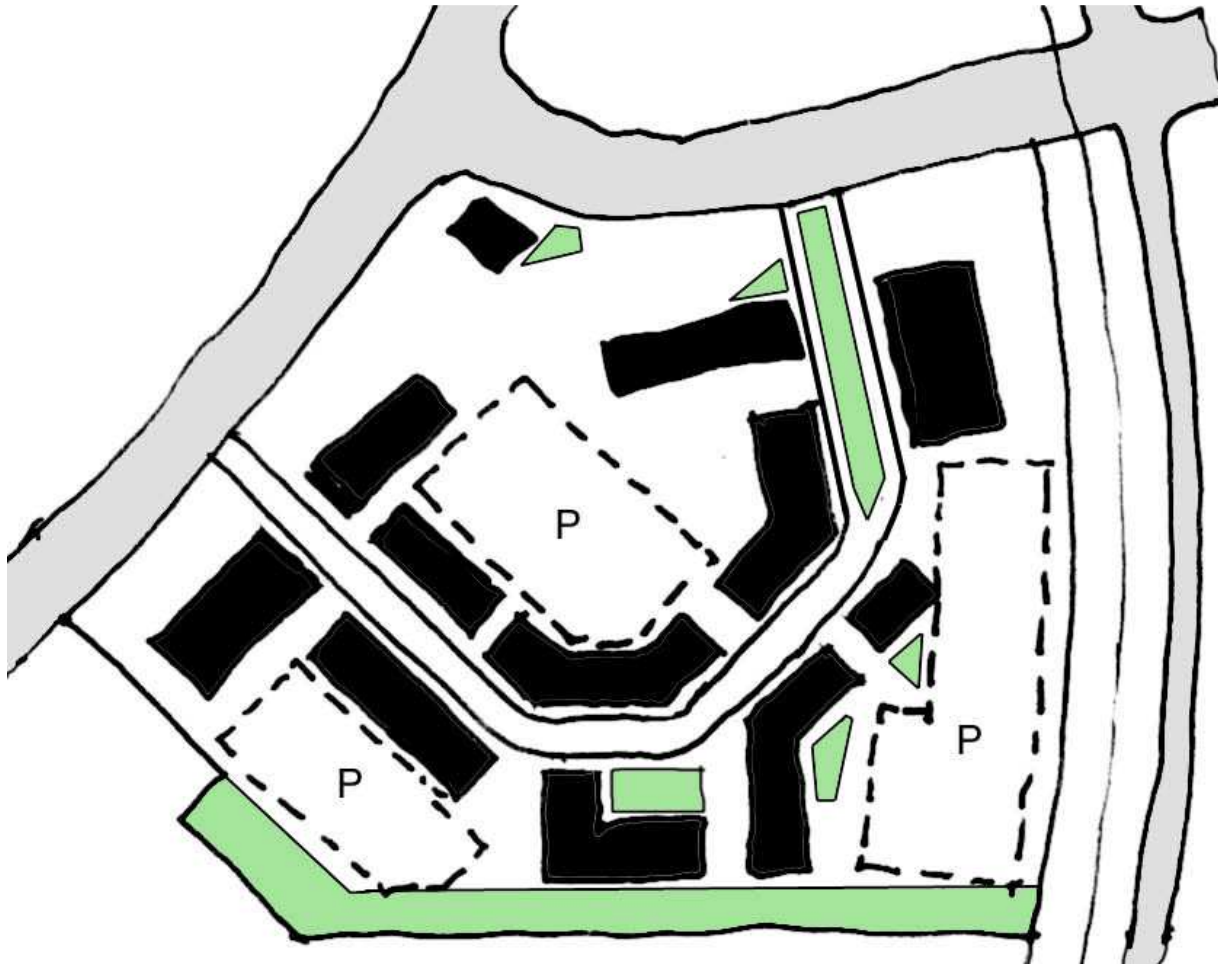
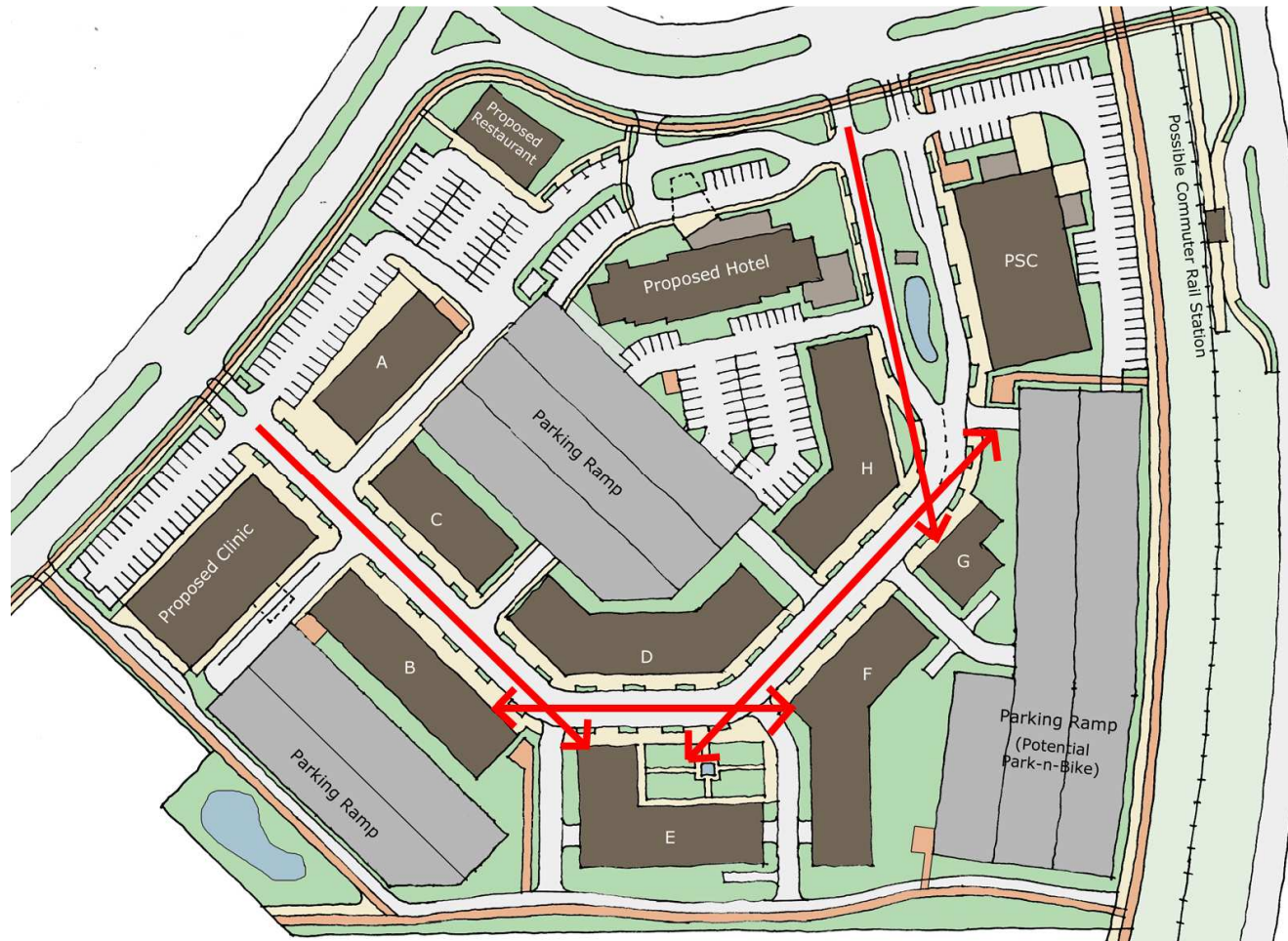


Figure 8: Stormwater intended to be managed in distributed locations around site.

Concept 9: Straight Street Segments with Terminated Views

- 9.1: Instead of a curved street, we are proposing straight street segments joined by curves with a centerline radius of 75 feet.
- 9.2: It is easier to position orthogonal buildings close to the right-of-way if the street is straight.
- 9.3: Straight street segments allow buildings to be positioned in such a way as to terminate the view line of the street.
- 9.3: It is easier to parallel parking on a straight segment than a curved street.
- 9.4: Smaller curve radii facilitate traffic calming.



Concept 10: Form-Based Code.

10.1: Urban Design Guidelines; lot diagrams, building form, frontage types, building heights.

10.2: Architectural Design Guidelines; architectural style, façade design, shopfront design.

10.3: Landscape Design Guidelines.

10.4: Business District Association (codes, covenants and restrictions).

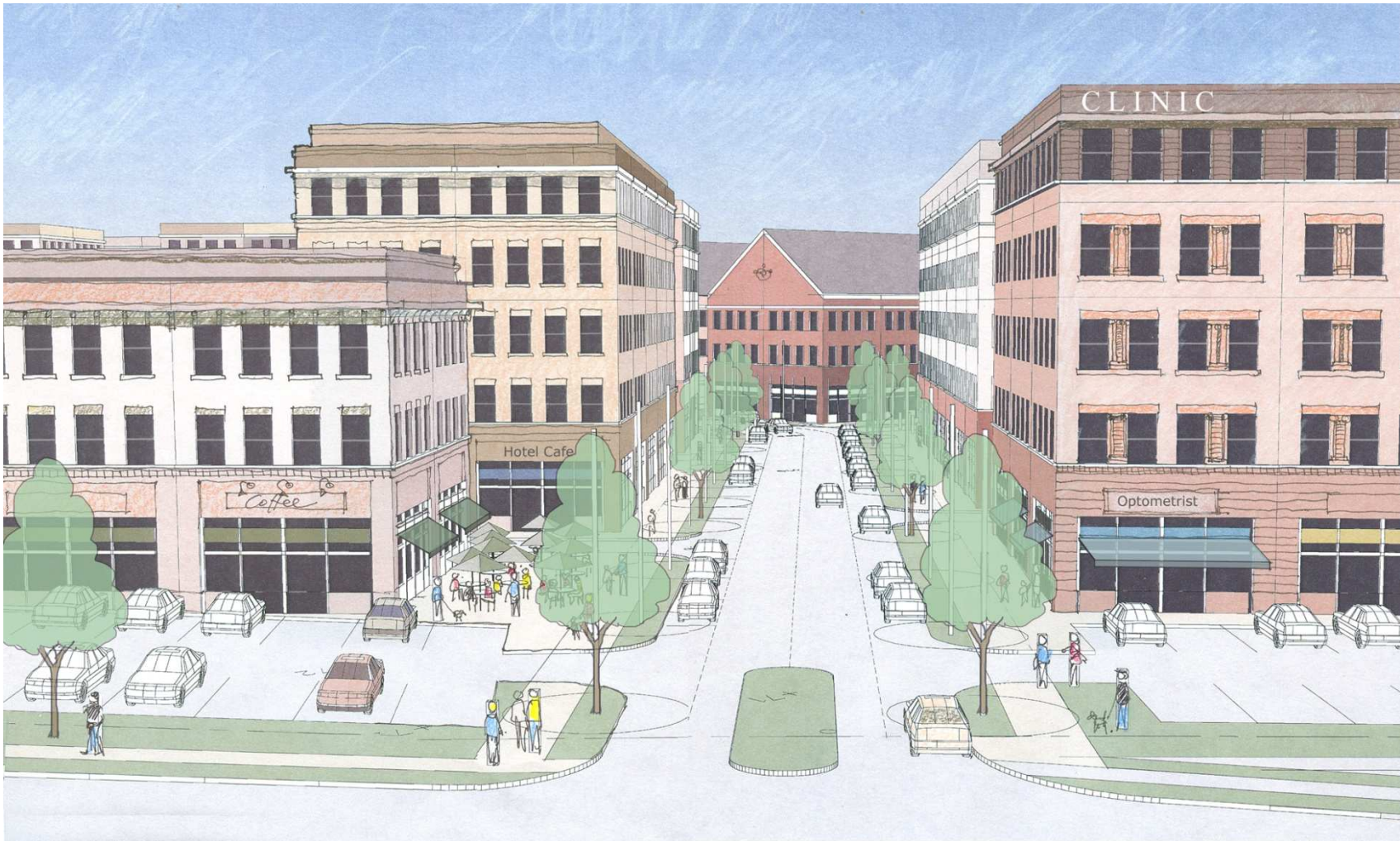


Figure 10: Perspective sketch showing proposed traditional architectural style, plus straight street segment with terminated view.

Concept 11: Phasing.

11.1: First phase: Hotel, restaurant and building “A”; keep existing ramp, add new surface parking.

11.2: Subsequent phases: Clinic on University Ave., buildings fronting on internal street.



Figure 11a: Phase 1 buildings with surface parking.

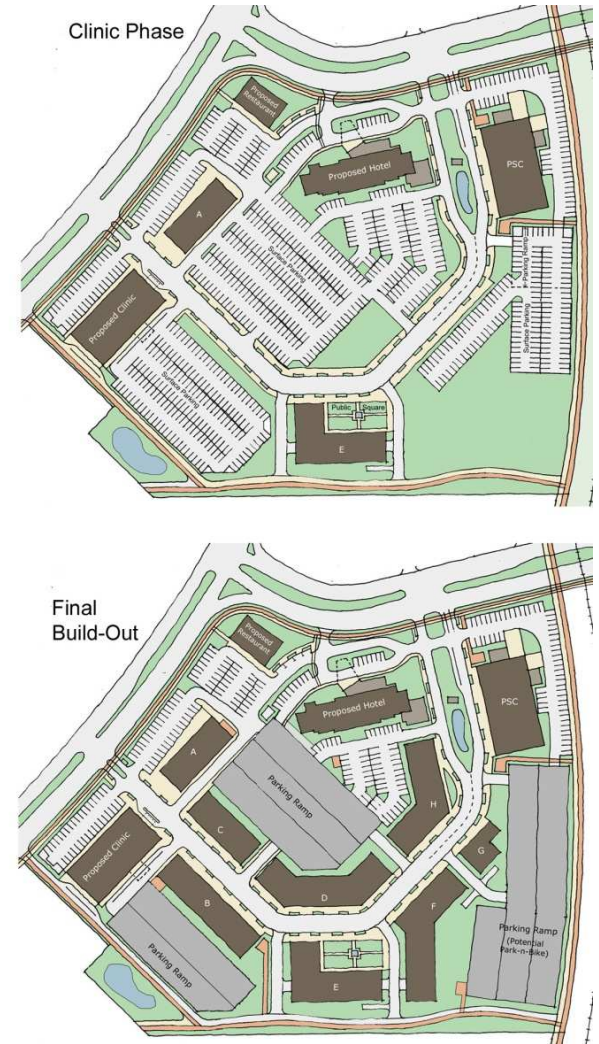


Figure 11b: Clinic Phase (top) and final build-out.