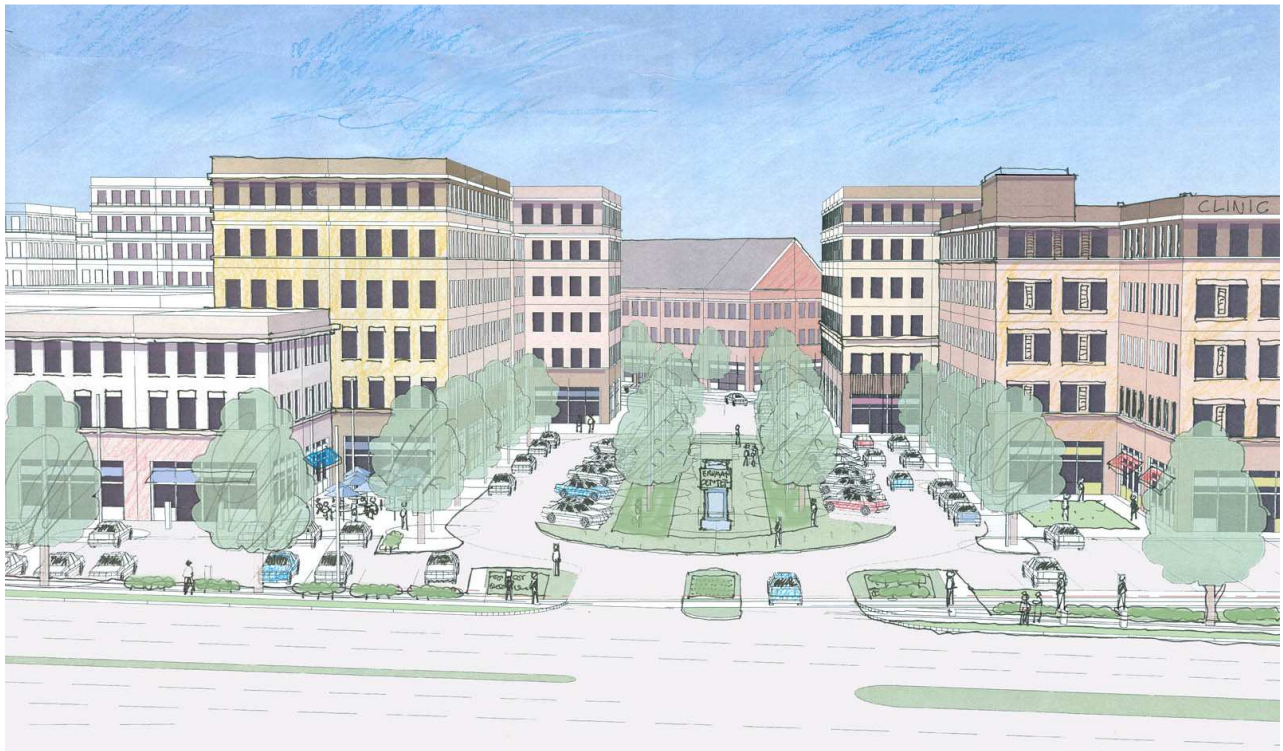


Erdman Center Redevelopment

5117 University Avenue

Planned Unit Development: General Development Plan

August 20, 2010



5117 University Avenue, Madison, WI
Erdman Development Group, LLC

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1.0 Letter of Intent

Intent of Document

This document summarizes elements of the proposed Erdman Center and requests Planned Unit Development: General Development Plan and Zoning necessary to facilitate the redevelopment of the parcel into a mixed-use urban employment center. The entire document frames the intent, character, and framework for the development of the project and will be adopted and recorded in its entirety.

1.1 Zoning Request

Planned Unit Development: General Development Plan
Demolition Permit

1.2 Project Information

Project Name

Erdman Center

Project Owners

Erdman Real Estate Holdings, LLC, Erdman Future, LLC, and University Avenue Properties, LLC

Contacts

Applicant and Design Team:

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Phone: 608.663.1218
Kim Lobdell KLobdell@KLEngineering.com

Approximate Development Schedule

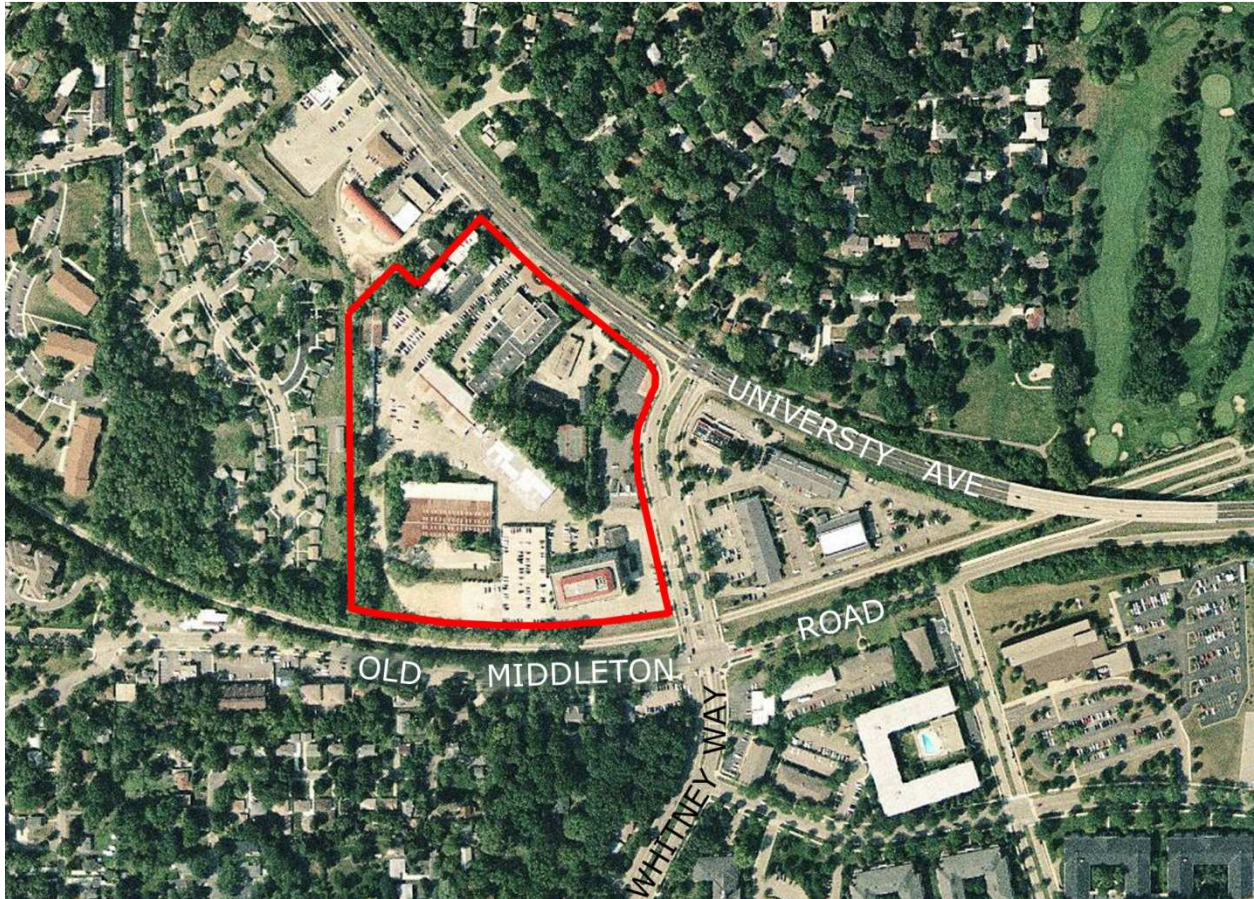
5-15 years.

Total Parcel Size

Approximately 17.48 acres.

Parcel Location

5117 University Ave, Madison.



PIN Numbers	Address	Owner
0709-184-1408-1	5117 University Avenue	Erdman Real Estate Holdings, LLC
0709-184-1401-5	5115 University Avenue	Erdman Real Estate Holdings, LLC
0709-184-1420-5	650 N. Whitney Way	Erdman Real Estate Holdings, LLC
0709-184-1402-3	650 N. Whitney Way	Erdman Real Estate Holdings, LLC
0709-184-1407-3	5105 University Avenue	Erdman Future, LLC and University Avenue Properties, LLC
0709-184-1406-5	5101 University Avenue	Erdman Future, LLC and University Avenue Properties, LLC
0709-184-1405-7	5063 University Avenue	Erdman Future, LLC and University Avenue Properties, LLC
0709-184-1403-1	702 N. Whitney Way	Erdman Future, LLC and University Avenue Properties, LLC

Existing Land Use

Office, restaurant (vacant), convenience retail (vacant), motel (vacant), warehousing (vacant)

Existing Zoning

C3 Highway Commercial

WP-14 Wellhead Protection

Existing Conditions:

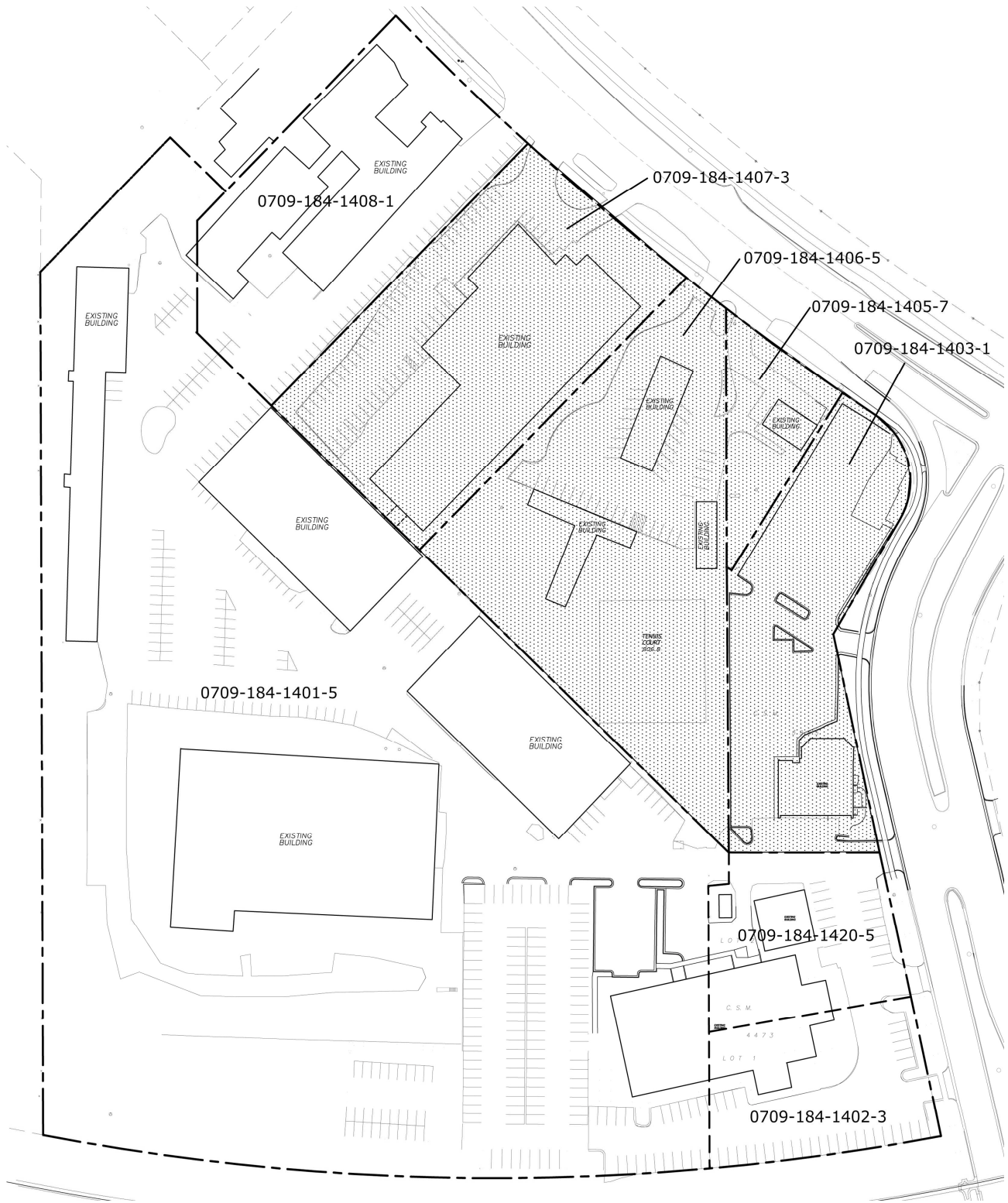
The primary uses located onsite include approximately 160,000 square feet of office space in multiple buildings, a 36 room motel building (vacant), a 5000 s.f. restaurant building (vacant), a 2000 s.f. convenience store building (vacant), 90,000 s.f of warehouse space (vacant), a 200 car 2-level parking ramp, and surface parking for 838 cars.

Access to the site is limited to three driveway cuts on University Avenue, and three driveway cuts on Whitney Way. The Wisconsin and Southern railroad defines the south edge of the property, and the Trillium condominiums about the western property line, eliminating any street connections. Bus service is available on University Avenue, with pedestrian access supplied by sidewalks on University Ave. and Whitney Way.

Existing Conditions Aerial Photo



Existing Conditions Plat



Existing Conditions Photos

5117 University Avenue, "building 1"



5105 University Avenue, "Building 2"



5063 University Avenue, "Merrill Springs Inn"



5063 University Avenue, "Merrill Springs Inn"



5119 University Avenue, "Quonset Hut"



5107 University Avenue, "Lower Warehouse".



5115 University Avenue, "Upper Warehouse"



702 N. Whitney Way, "Irish Waters"



610 N. Whitney Way, "Open Pantry".



610 N. Whitney Way, "PSC Building"



610 N. Whitney Way, "PSC Parking Ramp"



Easement, "AT+T Utility Shed"



Adjacent Land Uses

South: Wisconsin and Southern Railroad
Glen Oak Hills Neighborhood
Single Family Residential
Multi-Family Residential
Office
Commercial

West: Spring Harbor Neighborhood
Trillium condominiums
Spring Harbor Animal Hospital

North: University Avenue.
Spring Harbor Neighborhood
Single Family Residential

East: Whitney Way
Office
Commercial/Retail

1.3 Comprehensive Plan Designation

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.

1.4 Legal Description

Lots 1 and 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 S50°25'02"E, 601.56 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, 278.60 feet to the north right-of-way line of the Wisconsin and Southern Railroad and a point of curve; thence northwesterly along said north right-of-way line on a curve to the right which has a radius of 2,406.20 feet and a chord which bears N89°56'19"W, 870.90 feet; thence N00°11'21"W, 343.86 feet to the point of beginning. Containing 761,459 square feet (17.48 acres).

2.0 General Project Description

The Erdman Center project is a multi-phase infill redevelopment focused on creating an healthcare anchored urban employment center with ancillary hospitality, retail, commercial and limited residential uses.

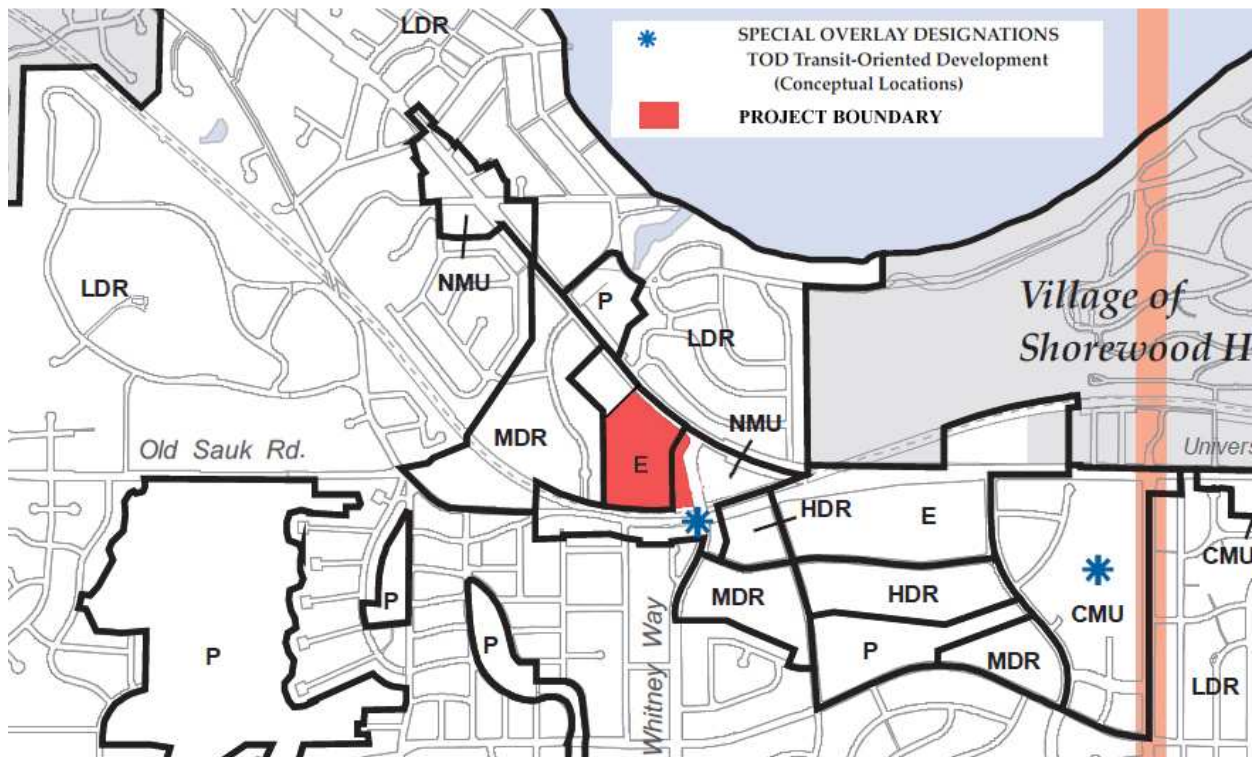
This project stands in contrast to Marshall Court in Shorewood Hills, which represented a pioneering concept in the 1950's: clustered healthcare facilities in an auto-oriented office park with a single-use focus. Much has changed in healthcare delivery and urban design since the 1950's, including:

- The desire to integrate healthcare into an urban neighborhood setting vs. an isolated medical campus;
- The need to accommodate visiting family members during patients' treatment and recovery;
- The trend to locate specialty healthcare services away from overcrowded hospital complexes;
- The desire to make walking opportunities available to recovering patients through easy and safe access to "main street" sidewalks and trails.

The concept for the project is a mixed-use walkable district incorporating the following ideas:

- A new pedestrian friendly street with well designed buildings fronting it and parking behind;
- A mix of uses to encourage walking, shared parking, and activity in the evenings;
- Accessibility to diverse modes of transportation including cars, buses, bikes and future rail;
- A linear park, a public plaza, plus with paths and trails for pedestrians and bicycles.

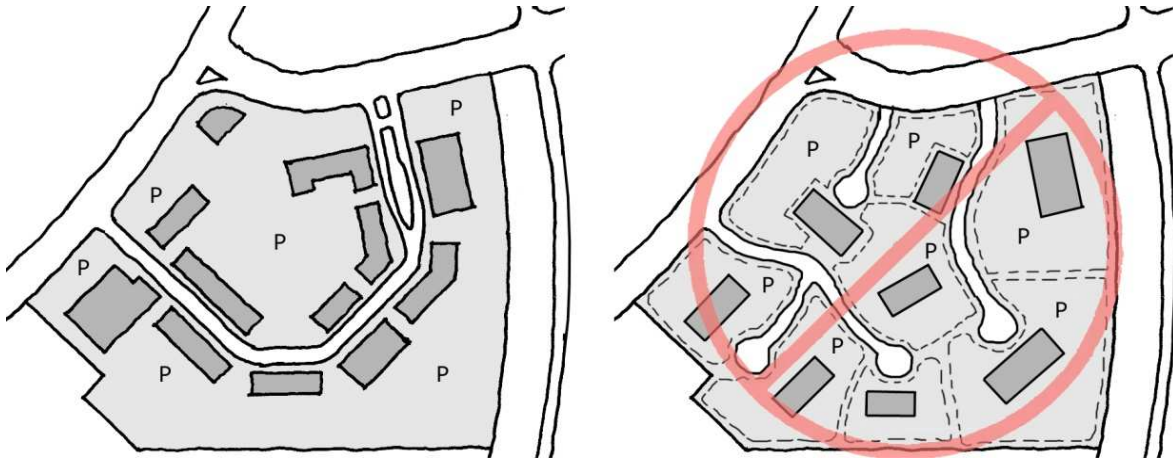
The site design is organized around a new public street that is intended to be the primary amenity for people working or staying in the district, and for residents of the surrounding neighborhoods. The principal uses anchoring the project include health care and hospitality with neighborhood-serving retail. Residential facilities that fit the project's health care focus are a possibility.



2.1 Core Concepts of the Project

The urban character of the project is built from the following core concepts:

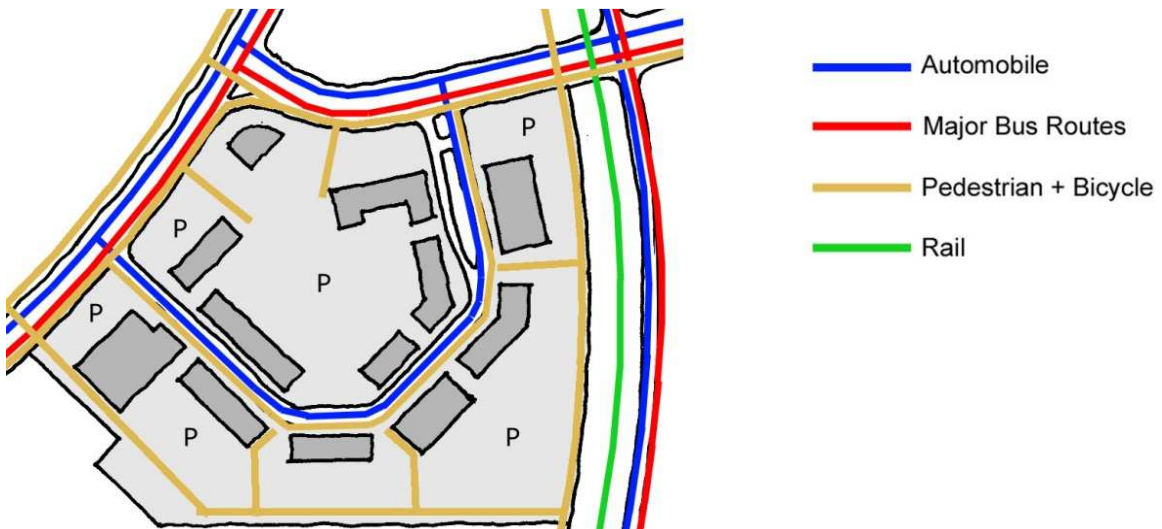
Concept 1: Buildings placed close to the street define a clear public realm, as opposed to isolated buildings in the center of parking lots typical in suburban single-use office parks.



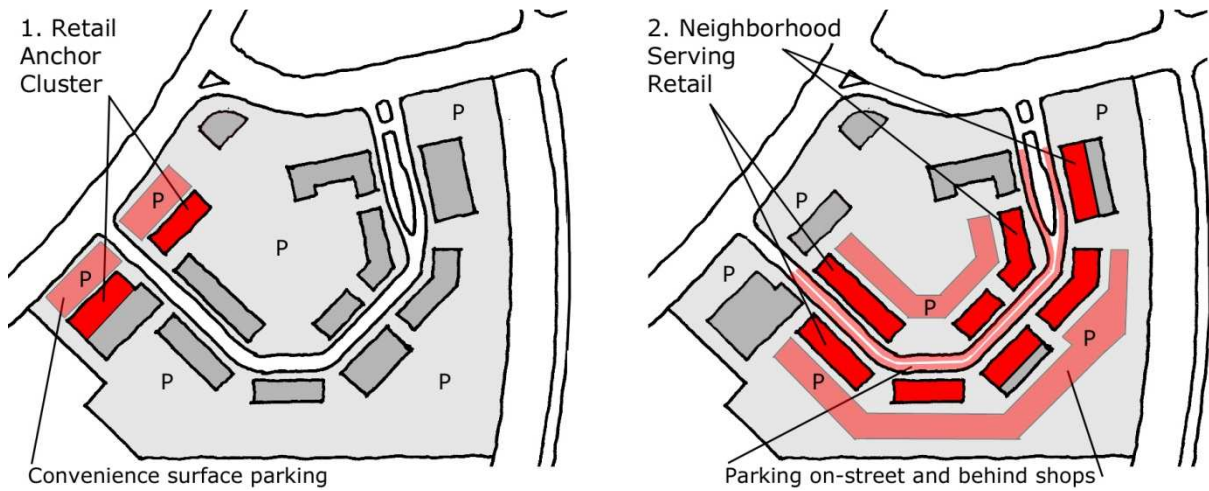
Concept 2: The new public street is intended to be the primary open space amenity for workers and neighbors by creating a vibrant, interesting and walkable environment:



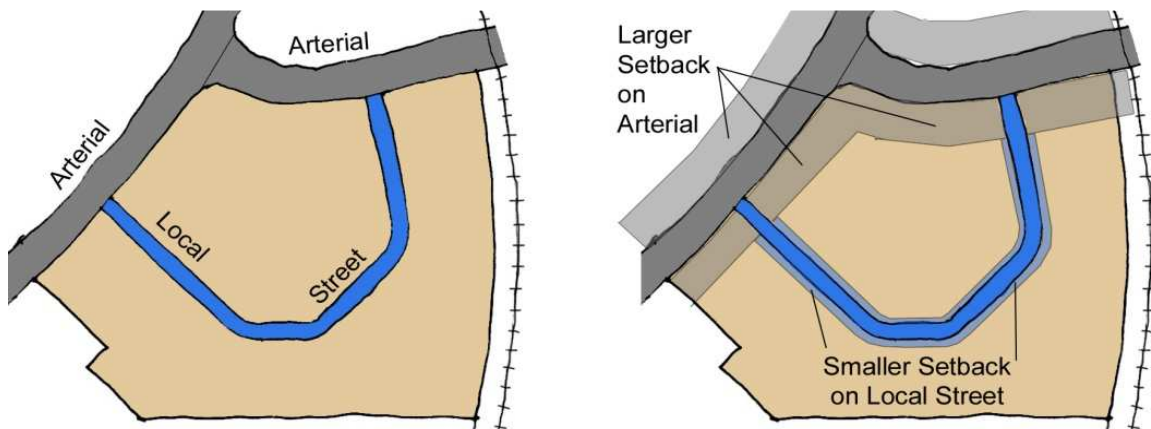
Concept 3: Support for multi-modal transportation:



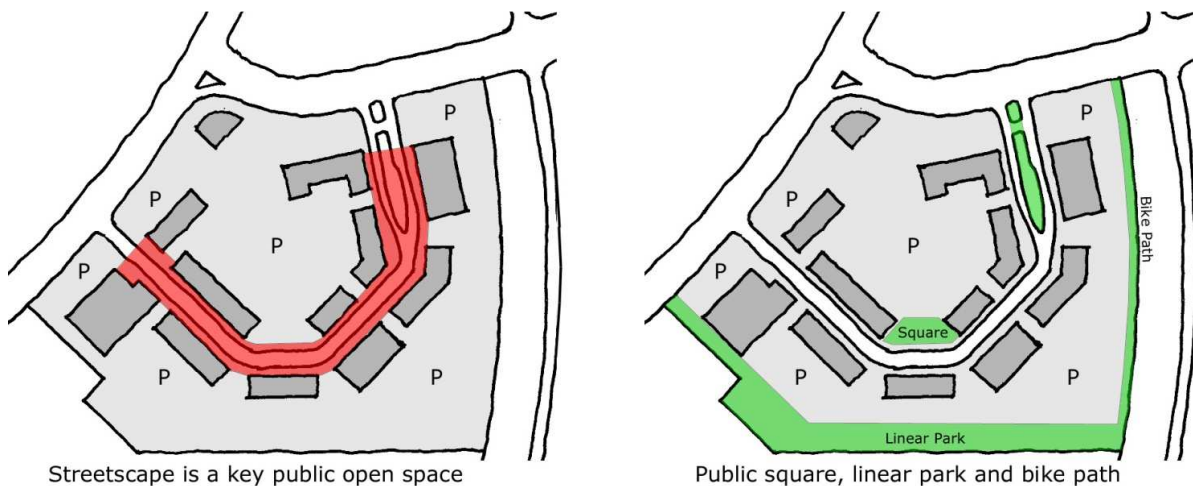
Concept 4: Two-part retail concept: retail anchors on University Ave. and neighborhood-serving retail on the new street. Convenient surface parking on University Avenue supports the high-visibility retail anchors, and neighborhood-serving retail on the ground floor of the internal street is supported by on-street parking and parking behind buildings.



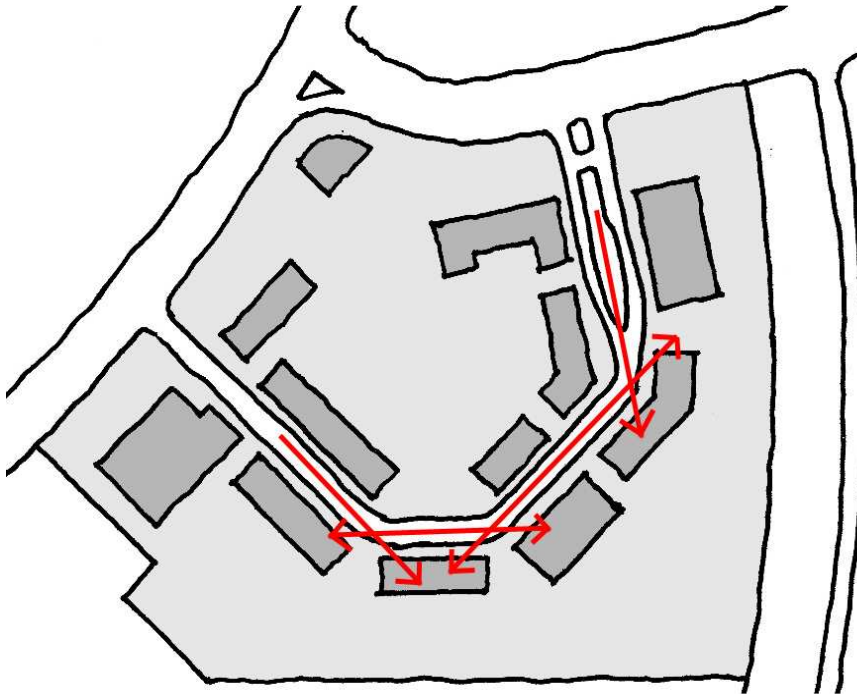
Concept 5: The relationship of buildings to arterials is different than their relationship to the new local street. Buildings fronting the arterials have a 20 to 80 foot setback. Buildings fronting the local street have setbacks ranging from 4 to 20 feet.



Concept 6: Public open space in the project includes the streetscape, a square, a linear park and bike paths. See Appendix 1 for a more detailed discussion of this issue



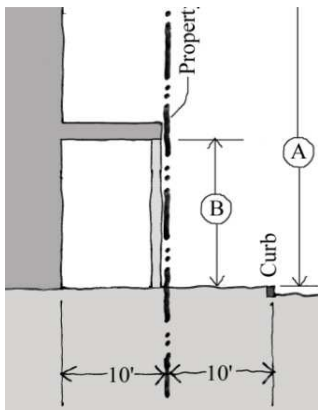
Concept 7: The street is designed with straight segments that enable views to be terminated with buildings.



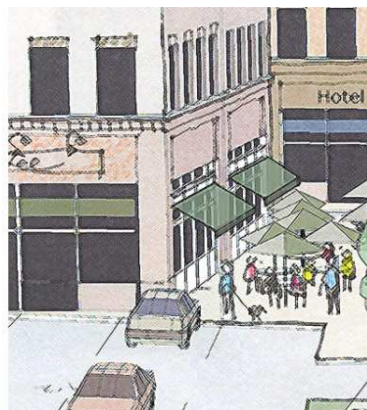
Concept 8: Detailed Design Guidelines will be created to govern the following issues (see Section 2.7 for details) :

- a. Urban Design, including building massing, façade location, frontage types, etc.
- b. Architectural Design, including style and character, materials, colors, shopfront design, etc.
- c. Landscape design, including street landscaping, public square landscaping, linear park, bike path, etc.

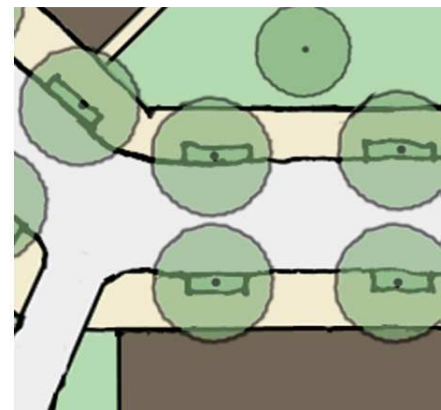
These design guidelines will be a companion document (but not part of) to the GDP, so that changes and clarifications will not require a GDP amendment. A design review process will also be specified, including the role and membership of the Design Review Committee for implementation.



Urban Design Guidelines:
(building massing, façade placement, frontage types, etc.)



Architectural Design Guidelines:
(character, materials, colors, signage, etc.)



Landscape Design Guidelines:
(street landscaping, public square, linear park, bike path, etc.)

2.2 Proposed Land Uses

Primary Use:

Employment

Employment forms the primary use in the development district with the focus on Healthcare and hospitality. These uses are intended to be the anchor uses, forming a strong presence to attract other related employment uses. Through the creation of an urban employment district, this project seeks to leverage its unique access from the two key arterials, University Avenue and Whitney Way, and the its proximity to University Hospital, Hilldale shopping center and surrounding residential neighborhoods to attract retail and high quality jobs in Madison's near west side.

Supporting Uses:

Hospitality

Overnight stays are a common element of family healthcare, and the project intends to include hotel facilities to place a support facility within the walking district of the healthcare facility. The hospitality facilities that support healthcare may include a select service hotel, extended stay hotels, and/or a non-profit extended-stay facility for family members visiting seriously ill patients.

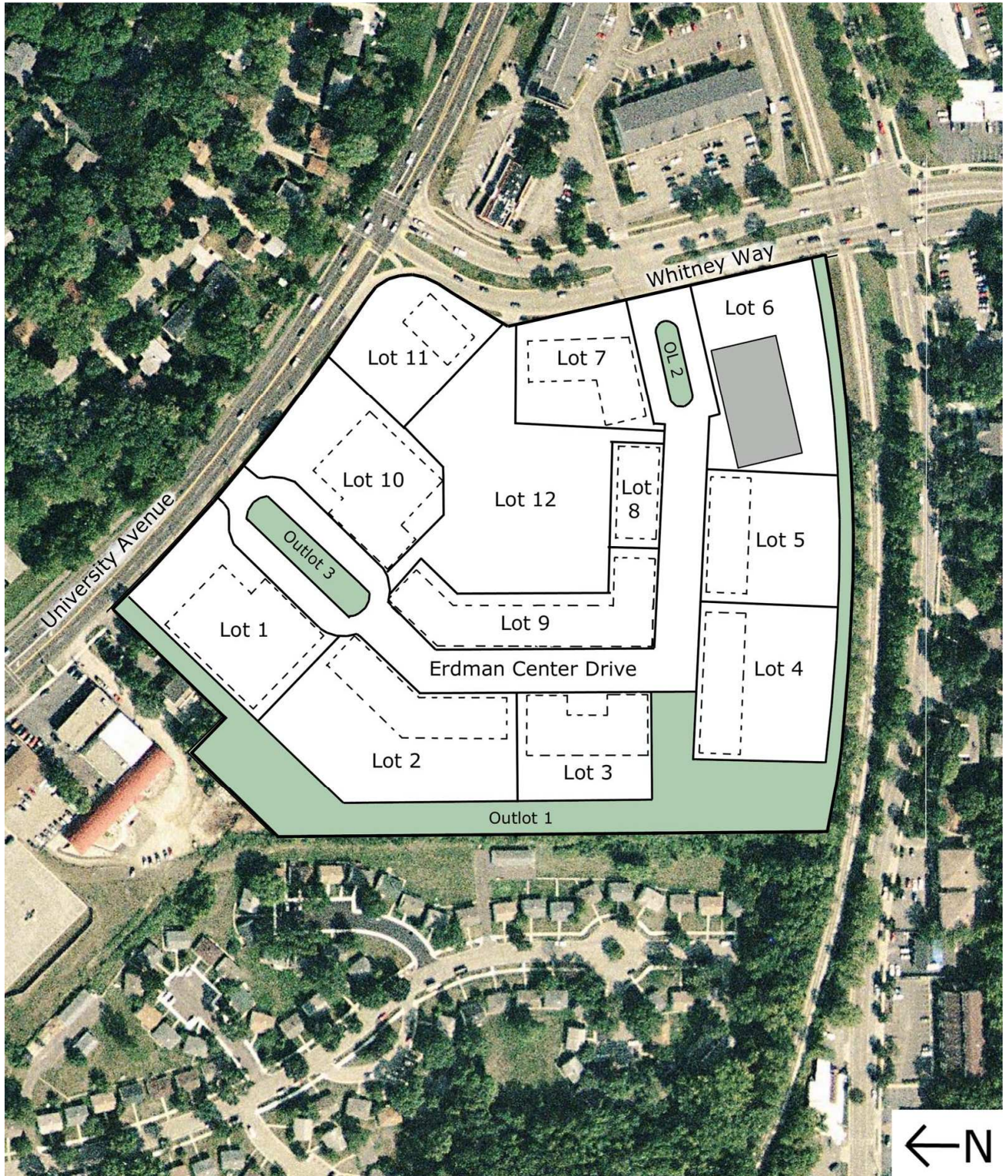
Neighborhood Mixed Use

Commercial and service uses are focused at creating opportunities for ground floor locations in support of office and healthcare uses and the surrounding neighborhoods.

Housing

Housing within the district offers the opportunity to diversify the residential options for surrounding neighborhoods. It also could create additional nighttime and weekend activity within the project. Residential uses would most likely be related to the presence of healthcare facilities. It is envisioned that up to 100 units of housing may be integrated into the project as part of mixed use buildings. The incorporation of housing will be determined in response to market demand at the time of Specific Implementation Plan submittal.

Site Concept



2.3 Transportation

The Erdman Center project is designed to create an environment that moves beyond a typical suburban office park into a mixed use walkable employment center. Key to implementing this goal is the creation of appropriately scaled multi-modal transportation options ranging from automobile access, pedestrian & bicycle facilities, to accommodating regional transit options.

Transportation Improvements

The Traffic Impact Analysis (TIA) study, completed by KL Engineering and submitted on August 5, 2010, will guide the design and implementation of the transportation improvements to create the structural improvements to accommodate the increased intensity of use on the site. This plan analyzed vehicular access issues and opportunities for the site, placed in the context of the regional arterials serving the site and surrounding area. The information gathered in the report will help guide the design team and City Engineering department during the street design phase both within the site and as part of the pending corridor reconstruction.

Transportation improvements are detailed as part of this TIA study, and will be phased through the construction of the site as buildings are built.

Vehicular Site Access

Site access enhancements are designed to offer additional travel routes to and from the development with a focus on moving traffic onto the arterials and regional transportation network, and away from local neighborhoods. These include:

- a. Erdman Street/University Avenue intersection with full access through the future median.
- b. Erdman Street/Whitney Way intersection with full access through the existing median.
- c. University Avenue right-in/right-out access at the north-western edge of the site.
- d. Whitney Way right-in/right-out access at the existing driveway south of the intersection with University Avenue.



Street Connecting University Avenue and Whitney Way.

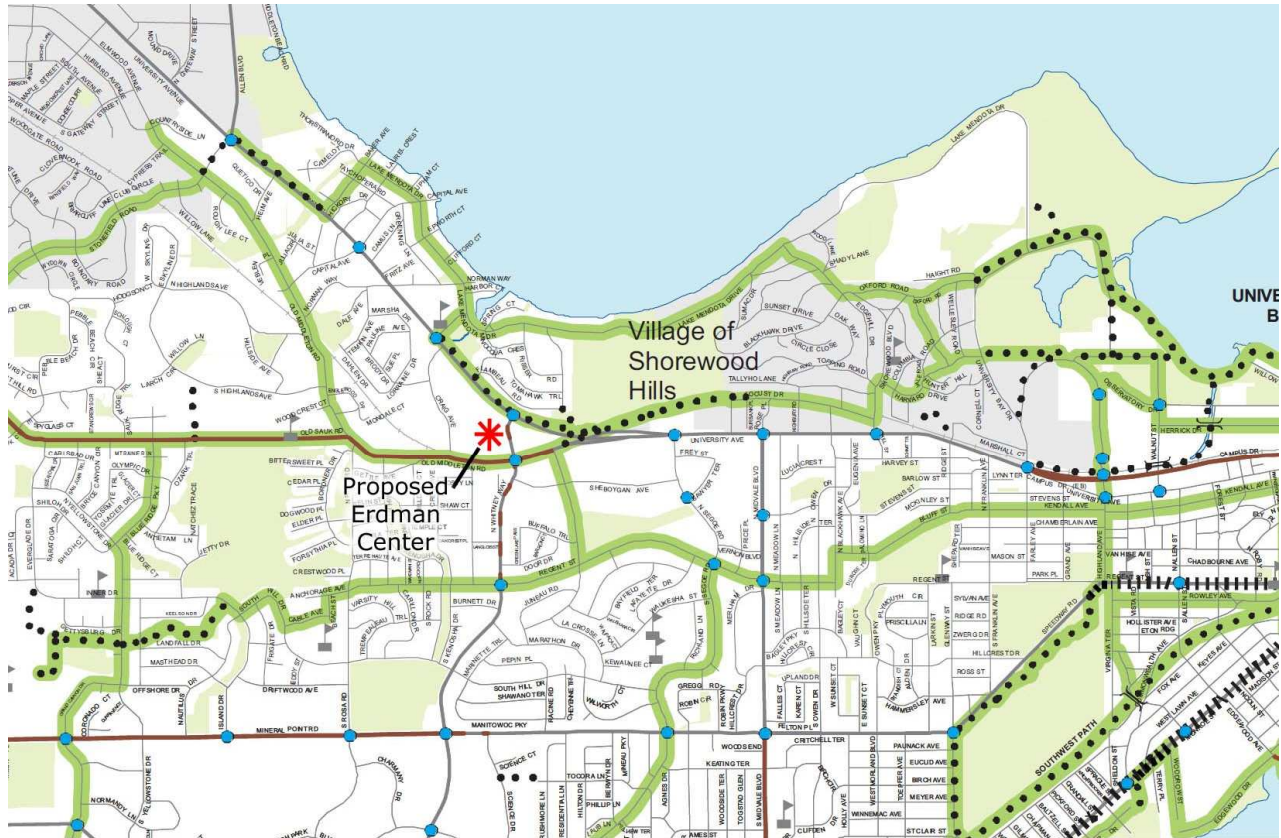
The project creates a new public street that provides a through connection between University Avenue and Whitney Way. Designed with a cross section that balances the needs of cars, fire department accessibility, pedestrians and bikes, this street will function as a unique “outdoor room” with generous room for street furnishings, bike racks, tree planters, and outdoor cafes.

Pedestrian/Bike Site Access

Walkability and bike access are key components of the design of the development, with facilities woven throughout the project. Pedestrian facilities created as part of the project include:

- Sidewalks along both sides of the new internal street.
- Sidewalks along University Avenue and Whitney Way.
- Walking/bike path along the southern and western edges of the site.
- Bike spurs leading from the perimeter of the site to bike storage areas adjacent to the internal street.
- Potential connections in the northwest direction of Perkins and the Trillium Condominiums.

City of Madison Bike System Map (excerpt)



Legend

- | | | | | |
|-------------------------------|---|---|---|--|
| — Local Street | — Through Street Suitable for Most Bicyclists | — Through Street Lacking Accommodations for Most Bicyclists | — Bicycle Boulevard | — Bicycle Route |
| — Bike Lane or Paved Shoulder | — Wide Curb Lane | Rush Hour Parking Restriction | ●●●● Bicycle Path | — Bicycles Prohibited or Not Recommended |
| — Future Bicycle Path | — Bicycle Route on Sidewalk | □ City Limits | □ Municipalities Outside of City Limits | ● Traffic Signal |
| | | | | ▲ School |
| | | | | ⌋ Overpass/Underpass |
| | | | | W Madison Metro Bus Stop |

Transportation Demand Management

The project will include Transportation Demand Management (TDM) plans as components of the overall plan and each individual Planned Unit Development: Specific Implementation Plan (SIP) submittal. These plans will strive to diversify the trips to and from the site to foster a true multi-modal transportation district that stresses transit, walking, and biking. The Overall TDM plan will be submitted as part of the first SIP submittal and will be expanded with each subsequent SIP.

Transit

Existing Bus Service:

The site is currently served by several bus routes along University Avenue and Whitney Way. Accommodations for stop placement, and passenger facilities will be evaluated as part of the project street design and arterial street design and included as part of the infrastructure agreements.

Future Transit Accommodations:

The intersection of Whitney Way and the railroad corridor is identified as a Transit Oriented Design Overlay in the Comprehensive Plan. The proposed Erdman Center Project allows for the potential of future rail based transit on the Corridor, but due to the preliminary stages of the discussions regarding the transit type, station needs, and station placement it does not attempt to place specific transit facilities on the site at this time. The development of sites along the corridor or any redevelopment of the PSC site should be reviewed based upon the information available and status of the transit planning at the time of SIP submittal.

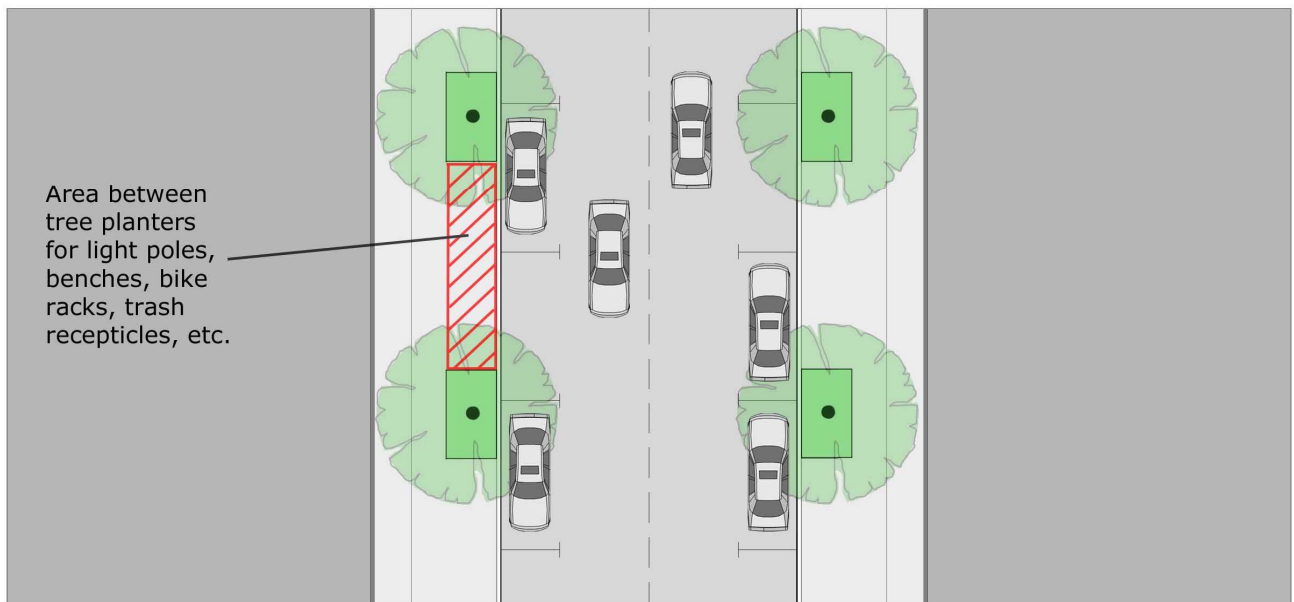
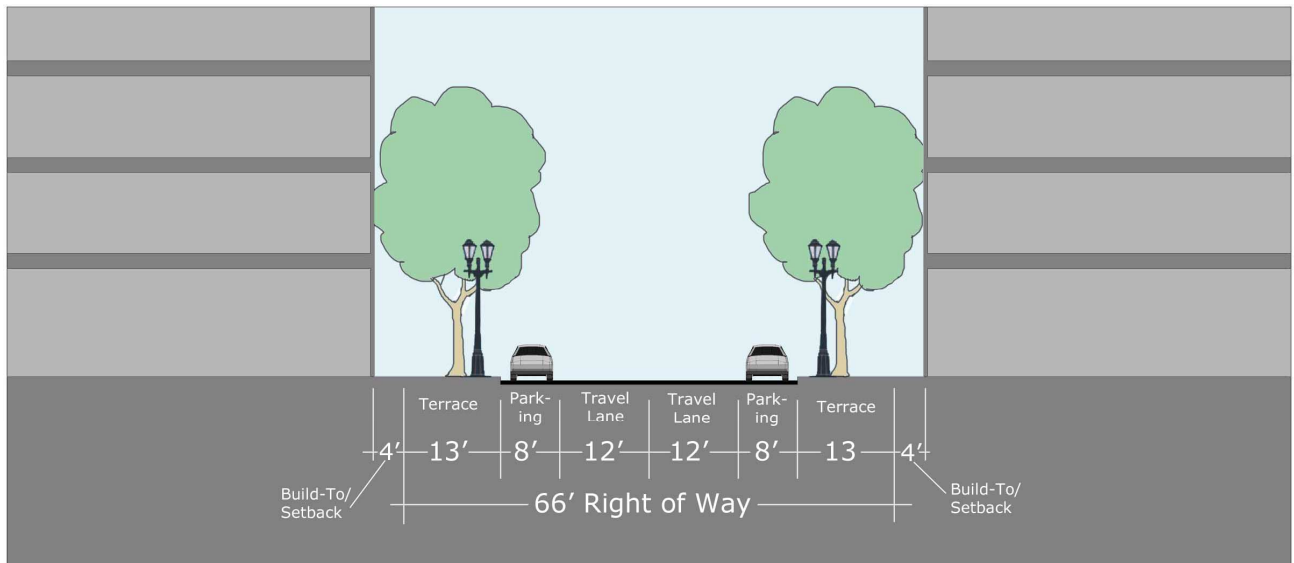
2.4 Conceptual Street Configuration

The new public street through the district has been designed to provide enhanced pedestrian, bicycle and vehicular access between University Avenue and Whitney Way, and through the site. While the street design accommodates buses and service trucks, traffic-calming strategies are used such as narrow lanes, small radius bends in street alignment, and on-street parking. These street cross sections will serve as a template for the development of the physical street layouts with a goal of implementing balanced pedestrian and vehicular components.

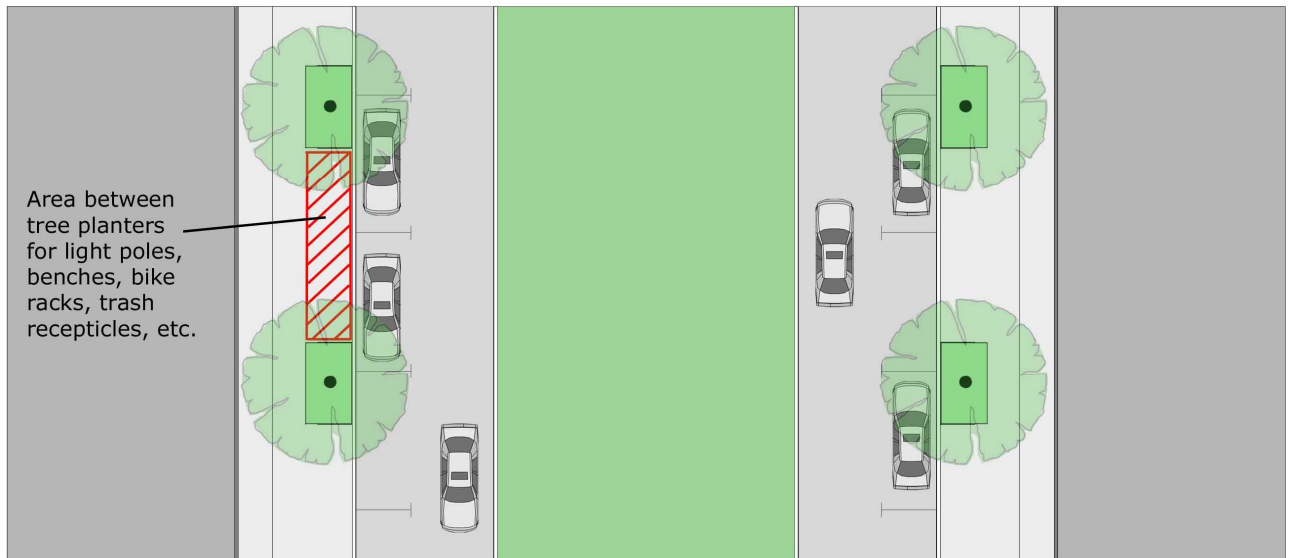
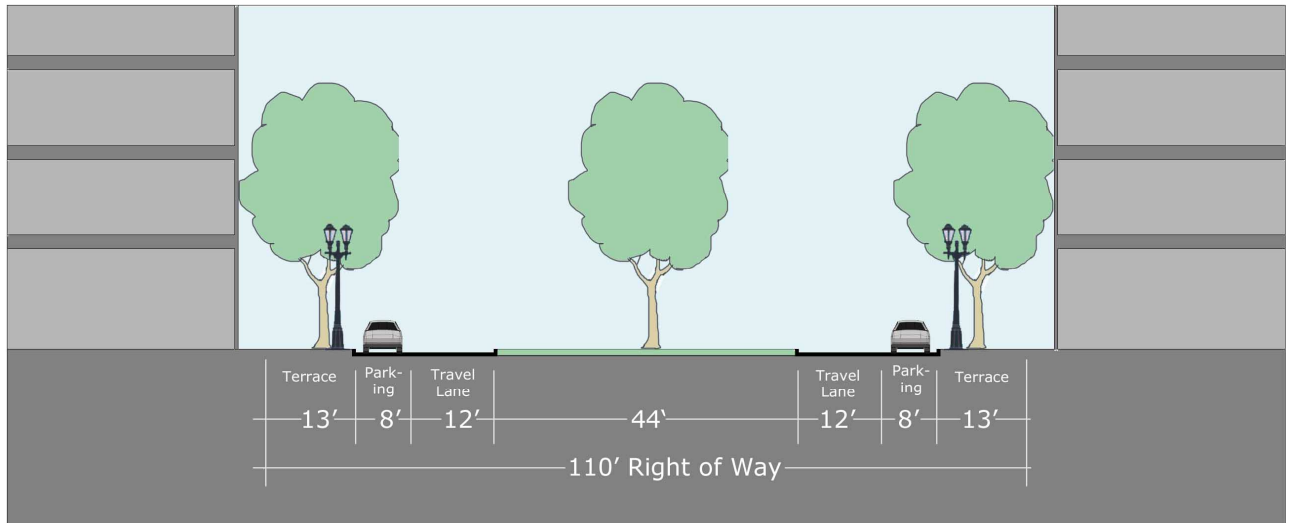
The following conceptual cross sections are included for informational purposes, and will be finalized as part of the subdivision/development agreements and plat submittals.

Conceptual cross sections for new street include a) near the University Avenue intersection, b) the central portion of the street, and c) the boulevard section near Whitney Way.

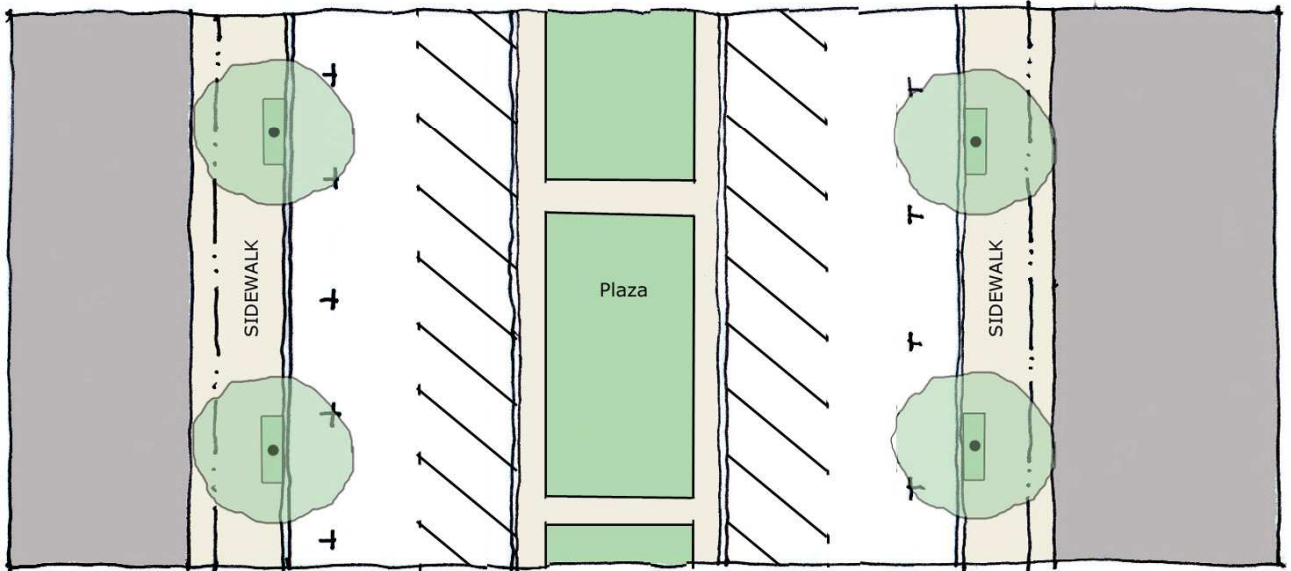
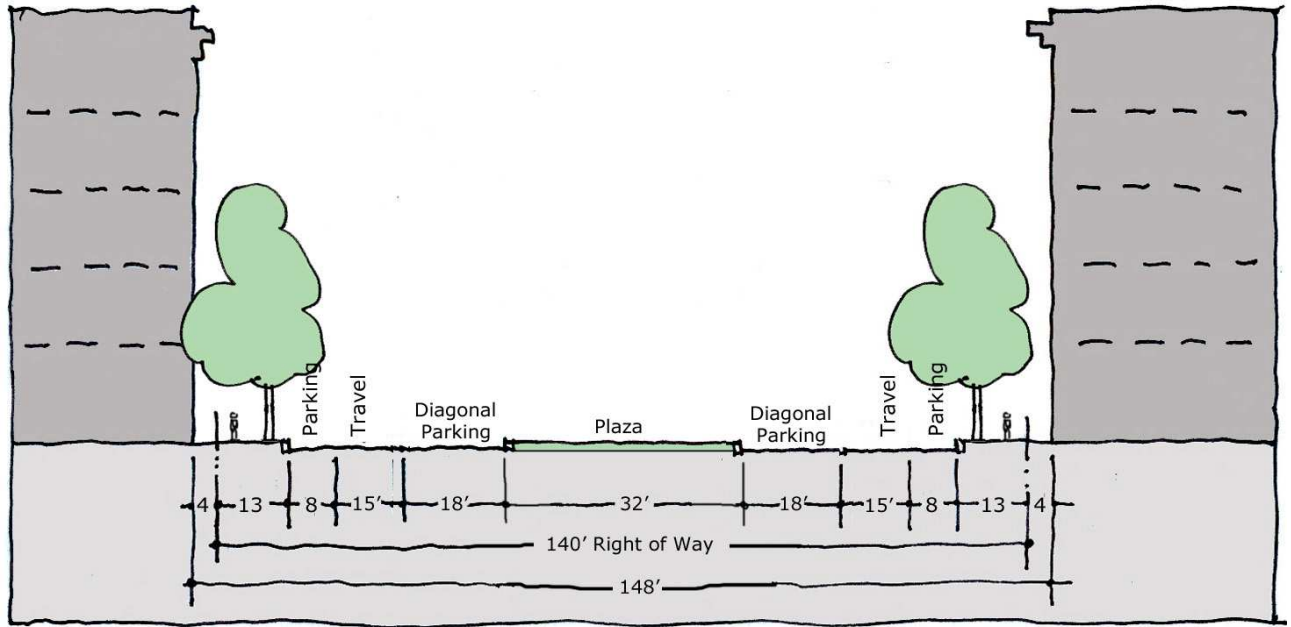
A. Typical cross section at interior of the district



B. Boulevard cross section at Whitney Way.



C. Plaza cross section at University Avenue.



2.5 Environmental Sustainability

Sustainability forms a cornerstone element for the formation of the Erdman Center. Strategies for environmental sustainability include renewable energy, distributed storm water management, green architecture, and high density urban infill development. The goal is to enhance both the on-site conditions and reduce the impact on surrounding neighborhoods & region. While specific sustainability initiatives will be determined at the time of the Specific Implementation Plan submittal, the overall goal is to exceed the minimum standards whenever feasible. The following items outline the sustainability approaches that will be advanced through the development of the project.

Wellhead Protection

The entire property falls within the Wellhead Protection District 14 Zone "A" designation. This designation identifies the area surrounding the well where groundwater and potential contaminants will take 5 years or less to reach to the pumping well. The PUD-GDP and all future PUD-SIP submittals will be required to submit detailed land use proposals for review and approval by the Water Utility General Manager or his/her designee, per sections 13.22 and 28.107 of the Madison General Ordinances (copy of text as of July 14, 2010 is attached as appendix 5.2 for reference purposes, see City of Madison General Ordinance for current language). Review will be based on the presence, use, or storage on the lot of hazardous chemicals, as defined by the environmental Protection Agency. Consideration will be given to factors including but not limited to the following: effective storage or containment of particular hazardous chemicals, and the magnitude and/or frequency of use of the hazardous chemicals. Approval of the use may be contingent on specific conditions being met.

The detailed listing of uses (page 41) has been carefully selected from the City of Madison Commercial and Office uses list to eliminate potential uses that could pose contamination issues.

The proposed redevelopment of the entire parcel offers an excellent opportunity for project wide remediation efforts to be coordinated with City, County, State, and Federal agencies. This project has undergone Phase One assessments by URS Corporation in 2003 for 5101, 5063, 5107, 5115, and 5111 University Avenue and 650 North Whitney Way. A portion of the site required soil remediation which has already been performed and the case has been satisfactorily closed. The project team is currently working to refresh the Phase One Assessment for the entire project. The application will follow all Phase Two recommendations and meet all standards for remediation of the site.

Renewable Energy/ Green Architecture

The existing PSC building within the district contains strategies demonstrating reduction of energy demand and generation of renewable energy. Utilizing off-peak electricity at night, 9600 gallons of water on the roof is frozen, and then used to cool the building during the daytime. In addition, 10,000 watts of solar electric panels are installed on the roof to generate electricity that is sent into the MG&E power grid. These are two of many carbon-reducing energy strategies that we will encourage to be incorporated into the district. Individual SIP submittals will integrate a wide range of strategies towards meeting the goal of integrating energy efficiency and renewable

Green architecture will be encouraged throughout the district, and specific recommendations for green roofs, innovative structural stormwater treatments, on-site materials recycling, use of sustainable products, and energy efficiency. Specific approaches will be determined at time of Specific Implementation Plan submittal; however, the developers of each parcel will have incentives for including LEED certification or other innovative environmental approaches in their proposals.

Stormwater Management

Storm Water Management for the Erdman Center Development will be an important component of the design and the final system design will meet, and exceed where feasible, all applicable City, County, and State ordinances. This development is in very close proximity to Spring Harbor and water quality and volume are a major concern. By not increasing the runoff from the site and installing measures to enhance water quality this development will have a positive impact to Spring Harbor. Best Management Practices (BMP's) will be incorporated throughout the site not only to enhance water quality but to also provide natural aesthetic landscaping. By incorporating BMP's throughout the site Storm Water Management can be accomplished in a natural looking setting. The use of Bio-Retention and rain gardens for example can remove pollutants and sediment from the storm water prior to being infiltrated back

into groundwater. Through the use of BMP's we will seek to maximize pollutant removal while keeping down the annual maintenance costs.

A comprehensive storm water report will be prepared for review and comments by City Engineering, as part of the infrastructure design and developers agreement. This report will further detail how BMP's will be incorporated into the site as well as how the Storm Water Management Basin located in the northwestern corner of the site will tie together to provide a system that meets or exceeds City Ordinances. Through the use of BMP's we will be able to provide volume controls, sediment and pollutant removal as well as providing ground water recharge. It is also anticipated that site runoff will be segregated from pass through runoff thus allowing more opportunities to enhance runoff directly from the Erdman Center Development.

Typical BMP's may include:

- Storm Water Detention/Retention
- Rooftop Infiltration
- Grassed Swales
- BIO Retention Beds
- Rain Gardens
- Reuse of Rooftop Runoff

District wide BMP systems will be installed as part of the first phase of construction. Individual SIP Submittals will detail on-site techniques to enhance and expand the district wide stormwater management BMP's.

2.6 Open Space

The creation of a vibrant mixed-use district requires careful thought and consideration to the design, development and use of open space. Several different types of public open spaces are incorporated into the district:

- a. *The Street.* Through the use of build-to lines, the facades that front the street align to clearly define the space of the street. By careful design of the volume of the street, it becomes an orderly and understandable public 'room' that supports the activity and gatherings of both daily life and special events. Encourages uses include sidewalk cafes, public seating, bike storage, etc.
Approximate Street Acreage: 2.6 acres
- b. *The Green.* Through the creation of the new mixed use retail node along University Avenue, the project has created a new urban green along University Avenue. This green space will be programmed in support of the surrounding active mixed use walking district to offer opportunities for urban open space activities. The green will contain a mix of hard and soft surfaces, trees, and a special feature such as a sculpture, or fountain.
Approximate Green Acreage: 0.3 acre
- c. *The Park.* A public parks space has been created at the Southwest corner of the project, immediately adjacent to the linear park and bike path. The Park is intended as a place of capable of supporting a range of activities, including quiet reflection, gatherings of people and special events.
Approximate Park Acreage: 0.7 acre
- d. *Linear Park.* The west edge of the district is defined by a linear park over 800 feet in length. The linear park plays a dual role, providing a buffer to the residential neighborhood to the west and also as a large green open space with trees, landscaped areas, play areas, and paths for pedestrians and bicycles. A portion of the northern end linear park will accommodate stormwater management structures. A portion of the area near University Avenue may be used for vehicular access to parking. A portion may also be used as a fire lane.
Approximate Linear Park Acreage: 1.2 acres
- e. *Regional Bike Path Extension.* A 20 foot easement is provided along the 900 feet of the site paralleling the railroad property for the purpose of extending the regional bike path in the westerly direction, forming a key addition to the path currently extending from the University of Wisconsin Campus to the east and eventually to the City of Middleton to the west. Portions of this easement may be used as fire lanes serving structures that may be built adjacent to it.
Approximate Regional Bike Path Acreage: 0.4 acre

The detailed design and final acreage of these open spaces will be determined at the time of the SIP submissions for adjacent lots or as part of the street geometrics and streetscape design as part of the phase one infrastructure. Each open space will be evaluated to maximize its contribution and enhancement of a vibrant urban center and the surrounding neighborhoods. Public dedications and final acreages will be determined as part of the first final plat for the project.

2.7 Architectural Design Code

The design code will guide applicants and purchasers of property within the Erdman Center project to develop appropriate architectural styles, building configurations, and site plans that are in keeping with the goals of creating a vibrant, urban employment center. This code establishes rules, constraints and guidelines governing building form, frontage design, architectural style, landscaping, lighting and signage. This pre-application process will be undertaken in cooperation with the private Architectural Review Committee with a goal of screening design issues prior to the application of the Specific Implementation Plan submittals. This additional review step seeks to augment the public review process, but does not replace the public review and approval of the Specific Implementation Plans.

Although based on traditional planning and design principles, the design code is intended to encourage design creativity. Our intent is to balance unity and diversity in the design of the buildings and public spaces to achieve a human-scaled and high quality environment.

The design code will seek to implement both a higher standard for development within the project through the private design code as well as seeking to implement the guidelines set forth in the Spring Harbor Neighborhood Plan. See appendix 5.3 for a copy of the specific pages from the plan regarding the overall design principals for commercial projects (pages 53-56 of the Spring Harbor Neighborhood Plan).

The Erdman Center Design team will provide the City staff and neighborhood representatives an opportunity for input on the draft design code details prior to the submittal of the first Specific Implementation Plan.

Design Code Concepts

1. The primary task of architecture and landscaping is the physical definition of streets and public spaces as places of shared use.
2. Individual buildings should fit congruently with the surrounding buildings and open spaces; this issue is more important than architectural style.
3. The design of streets and buildings should reinforce safe and secure environments, but not at the expense of accessibility and openness.
4. Development must adequately accommodate automobiles. It should do so in ways that respect the pedestrian and the form of public space.
5. Streets and squares should be safe, comfortable, and interesting to pedestrians. Properly configured, they encourage walking and enable neighbors to know each other and protect their neighborhood.
6. Architecture and landscape design should grow from local climate, topography, tradition, and building practice.
7. Techniques of heating, cooling, lighting and water management should be resource-efficient and minimize the emission of greenhouse gases.

General Design Principles

The following text outlines district-wide general design principles that will guide the implementation of the project. Detailed design guideline will be prepared and administered by the private design review committee to help refine and enhance buildings designs prior to application for public review and approval per the PU:SIP review process.

1. **Entrances.** Primary building on the internal street shall have entrances oriented toward the street. Entrances for office use on upper floors shall have an operating door that opens to the street. Additional secondary entrances may be oriented to a secondary street, lane or parking area. Entries shall be clearly visible and identifiable from the street.
2. **Façades.** Principal building facades shall be set on or close to the build-to line, and are intended to define the space of the street. Permitted frontage types include awnings, canopies, galleries, arcades and forecourts. Frontages set back from the build-to line shall accommodate amenities such as outdoor seating, art, displays, fountains or landscaping. Vertical articulation of buildings shall be based on a three-part concept, including base, middle and top elements. Ground floor shop fronts shall have a three part design consisting of a lower bulkhead, display windows in the middle, and a cornice above serving as a sign band. No blank walls shall be permitted to face the street, sidewalk or public open space.
3. **Doors, Windows and Openings.** For commercial office uses at the ground floor, windows, doors and other openings shall comprise at least 50% of the ground floor façade. For retail uses at the ground floor, windows, doors and other openings shall comprise at least 60% of the ground floor façade. Glass in retail shop fronts shall be clear, un-tinted glass.
4. **Residential Uses.** Residential uses at the ground floor, fronting a public street or walkway, shall be separated from the street by means that may include a raised floors, stoops, forecourts, landscaping, low fences and walls.
5. **Service Area Screening.** Outdoor storage, service and loading areas should be screened from an abutting public street or walkway by a wall, fence or screen of plant material at least six feet in height.
6. **Screening of Rooftop Equipment.** All rooftop equipment, with the exception of solar and wind energy equipment, antennas and dishes shall be screened from view of abutting streets and public walkways. Rooftop equipment shall be screened from adjacent buildings and neighbors to the extent possible.
7. **Building Materials.** Buildings shall be constructed of durable, high quality materials that are appropriate for a mixed-use district surrounded by residential neighborhoods.
8. **Architectural Style.** The overall architectural character of the district will be enhanced by the presence of a range of architectural styles. Traditional styles are encouraged, but high quality designs of other styles will be permitted based on design merit. Individual buildings should fit congruently with the surrounding buildings and open spaces; this issue is more important than architectural style.
9. **Parking Structures.** The ground floor of any parking structure abutting a public street or walkway should be designed and architecturally detailed in a manner consistent with mixed-use or commercial buildings. Sloping parking ramps should not dominate the design of the façade. Openings or windows should appear consistent with those of mixed-use or commercial buildings.

Process:

All buildings within the project will be subject to review and approval by the Erdman Group Architectural Review Committee (ARC) and will meet the design criteria of the General Development Plan and district architectural design guidelines. Applicants are required to achieve approval for their project by the ARC prior to submitting their project for City review and approval.

The Architectural Review Committee will review any future remodeling plans that will change the outward appearance of any building in the district. This review standard includes both minor and major modifications of the exterior or site plan.

Review by the Architectural Review Committee does not constitute nor guarantee approval by the City of Madison. Any changes required by the City of Madison during the review of the formal Specific Implementation Plan will require renewal of the approval of by the ARC prior to issuance of building permit.

The Architectural Review Committee retains the right to enforce all design guidelines and standards found within the Design guidelines. The Committee also retains the right to grant exceptions to these rules for superior design proposals on a case-by-case basis.

2.8 Public Development Assistance

Build-out of the project at densities requiring parking ramps is dependent upon tax incremental financing or comparable public development assistance. Preliminary discussions have occurred with the Alder and City staff regarding this need.

3.0 Conceptual Site Development Plan

Exhibit 1: Employment Mixed Use District Guiding Plan:

Potential Uses:

- | | |
|--|--|
| Lot 1: Clinic w/ ground floor retail | Lot 7: Hotel, 130 rooms |
| Lot 2: General office w/ ground floor retail | Lot 8: General office w/ground floor retail |
| Lot 3: Hotel with suites, 40 rooms | Lot 9: General office w/ground floor retail |
| Lot 4: Clinic w/ ground floor retail | Lot 10: General office w/ground floor retail |
| Lot 5: General office w/ ground floor retail | Lot 11: Restaurant |
| Lot 6: Existing PSC building; proposed ground floor retail | Lot 12: Shared Parking |

Outlot 1: Park, Bike Path, Fire Lanes, car access to parking

Outlot 2: Boulevard Median, existing AT+T shed

Outlot 3: Plaza

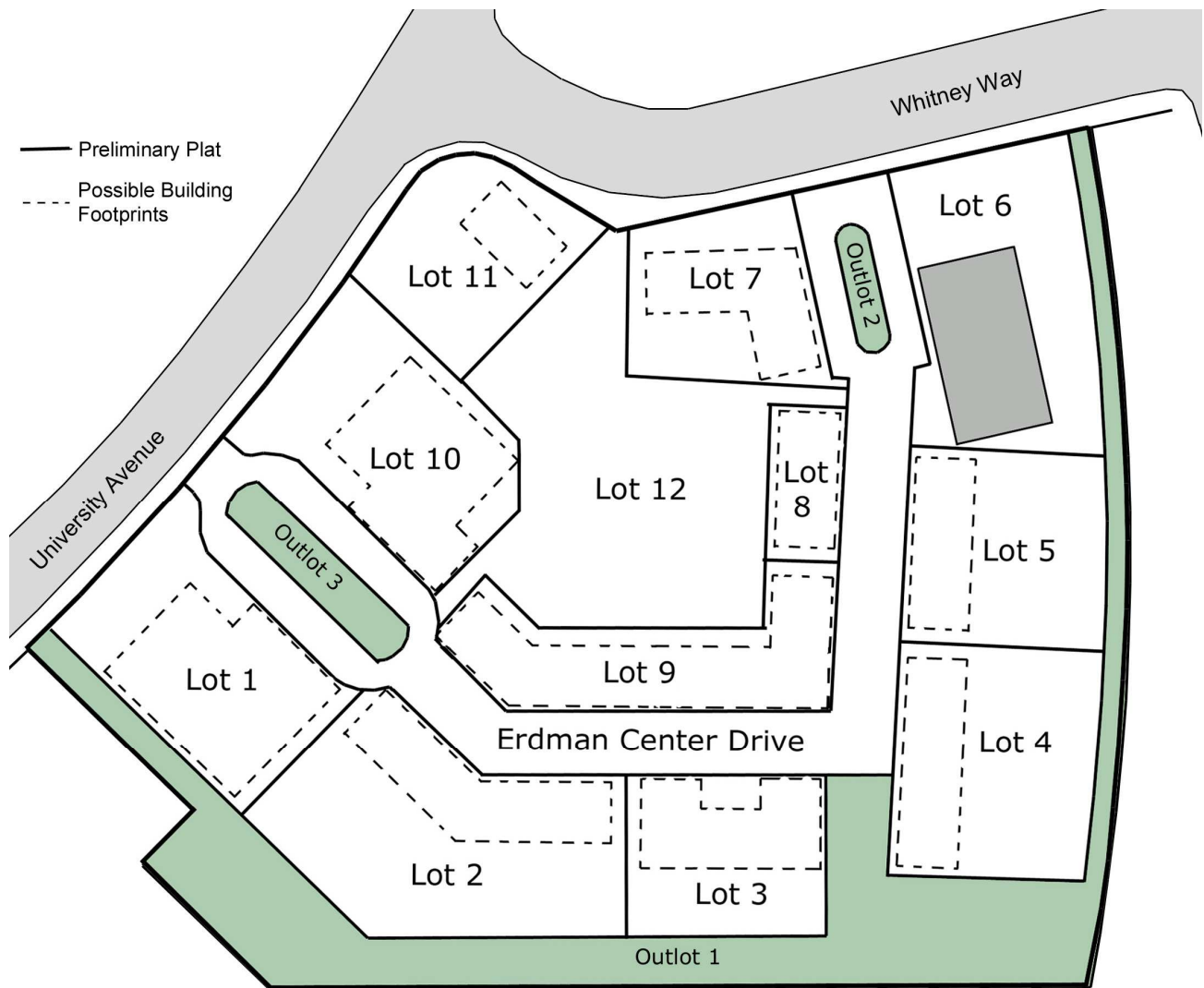
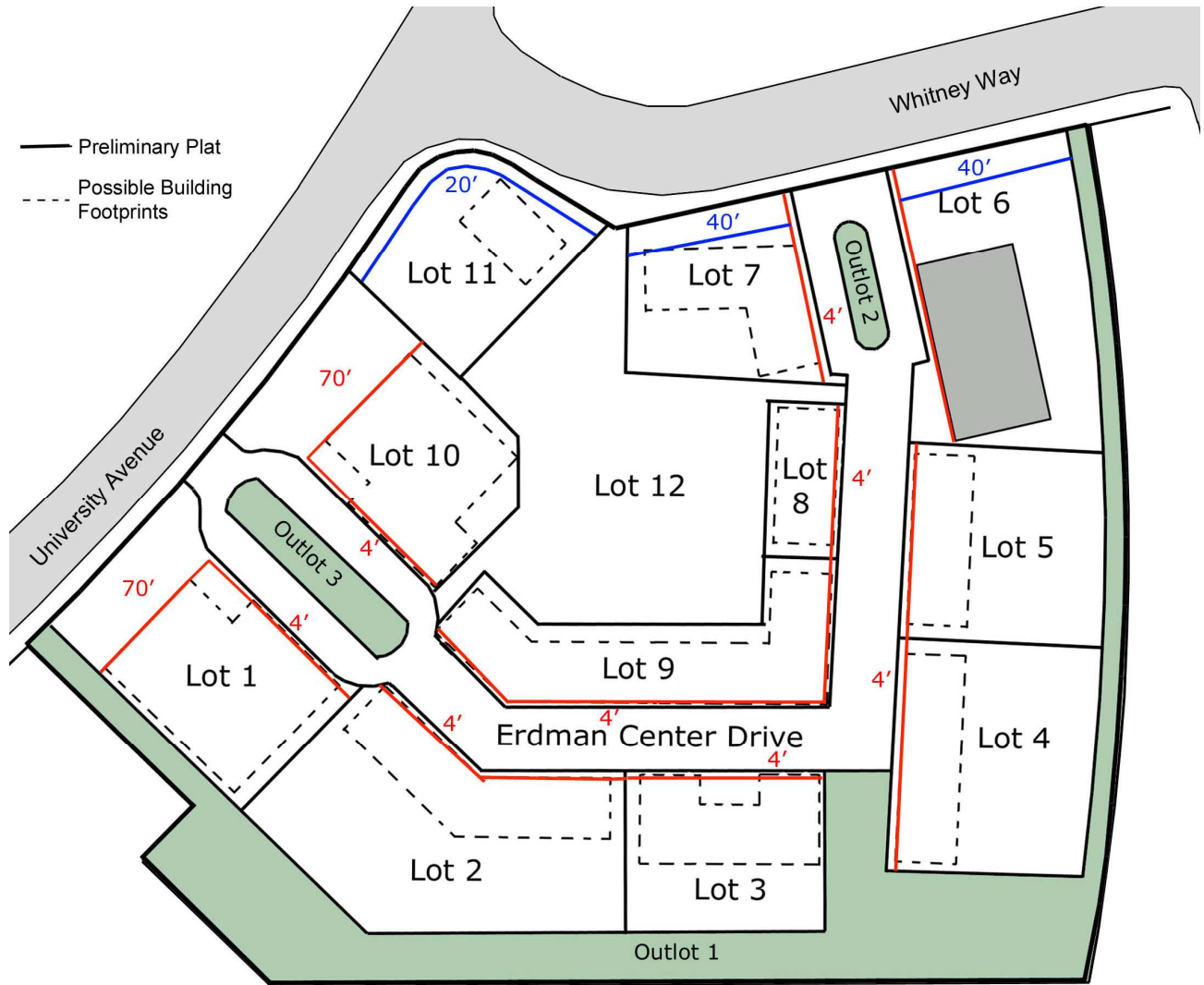


Exhibit 2: Build-To and Setback Lines governing location of building facades.



Exhibits 3a, 3b and 3c. Potential Full build-Out

Exhibit 3a: Example of Potential Full Build Out.

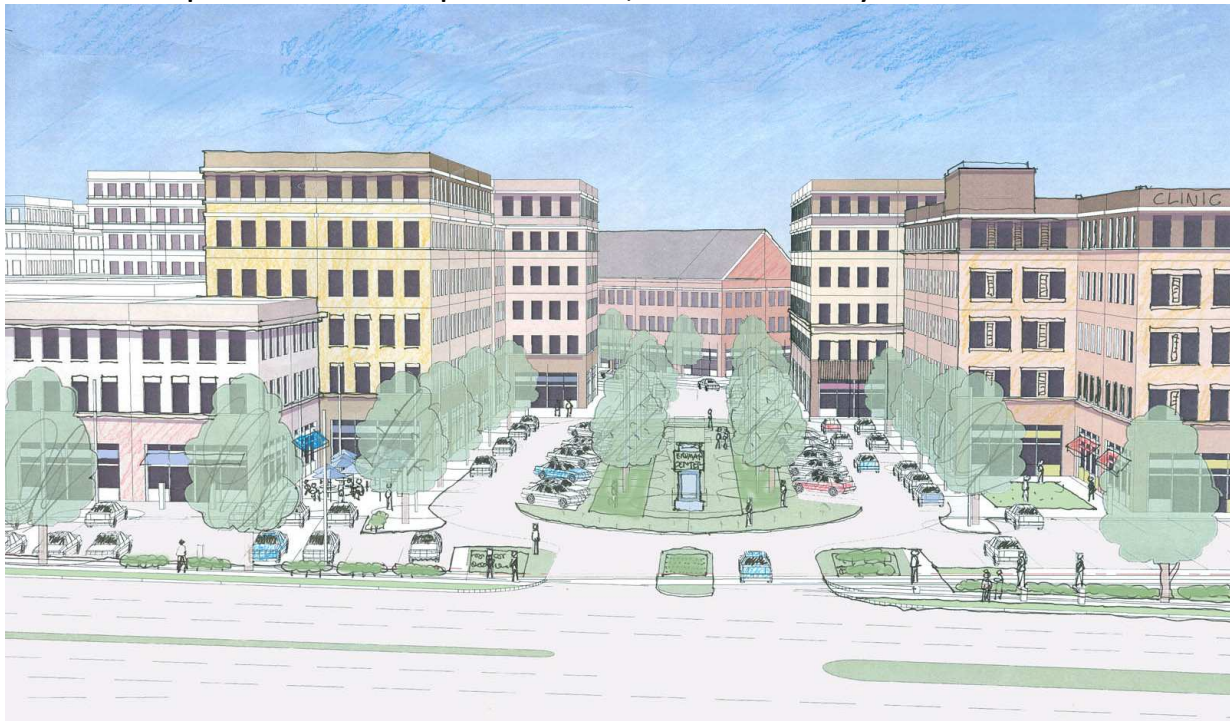


Note: This plan is for illustrative purposes only, and is subject to change at time of SIP submittal. Not intended to indicate final drive locations, sidewalk locations, parking configuration or building configurations.

Exhibit 3b: Example of Potential Full Build Out.



Exhibit 3c: Example of Potential Development Character, view from University Ave.



Note: These exhibits are for illustrative purposes only, and are subject to change at time of SIP submittal. Not intended to indicate final drive locations, sidewalk locations, parking configuration or building configurations.

Exhibit 5: Preliminary Plat



Exhibit 6: Land Use Projections

The building heights and development intensities included in the General Development Plan allow for a range of development intensity, to be determined based upon market demand at the time of the submittal and approval of each Specific Implementation Plan.

Potential Low Density Development Scenario:

Lot #	Potential Land Use	(Assumed Parking Ratio)	Net Lot Areas (s.f.)	Floors	Approx. Footprint (x1000 s.f.)	Approx. Building s.f.	Parking Spaces
1	Clinic/Retail	(4.5/k sf, 5/k sf)	42,394	3	26.0	78,000	364
2	Office/Retail	(3/k sf, 5/k sf)	68,780	3	16.0	48,000	224
3	Suited Hotel	(1/room + 10)	31,775	3	14.0	42,000	50
4	Clinic/Retail	(4.5/k sf, 5/k sf)	40,681	3	11.0	33,000	154
5	Office/Retail	(3/k sf, 5/k sf)	48,060	3	11.0	33,000	154
6*	(Existing PSC, see below)						
7	Hotel	(1/room +10)	31,918	3	13.0	39,000	80
8	Office/Retail	(3/k sf, 5/k sf)	13,285	3	12.0	36,000	168
9	Clinic/Retail	(4.5/k sf, 5/k sf)	35,747	3	20.0	60,000	280
10	Clinic/Retail	(4.5/k sf, 5/k sf)	45,232	2	22.0	44,000	209
11	Restaurant + Office	(7/k sf)	30,062	1	7.0	7,000	49
12	Shared Parking		95,401	-	-	-	-
Outlot 1	Park + Bike + Fire Lanes		107,916	-	-	-	-
Outlot 2	Boulevard @ Whitney		5,030	-	-	-	-
Outlot 3	Plaza @ Univ. Ave.		9,997	-	-	-	-
New Development Totals			606,278			420,000	1,732
*6	Existing PSC Building		55,942	5	18	90,000	360

Potential High Density Development Scenario:

Lot #	Potential Land Use	(Assumed Parking Ratio)	Net Lot Area (s.f.)	Floors	Approx. Footprint (x1000 s.f.)	Approx. Building s.f.	Parking Spaces
1	Clinic/Retail	(4.5/k sf, 5/k sf)	42,394	4	26.0	104,000	481
2	Office/Retail	(3/k sf, 5/k sf)	68,780	5	16.0	80,000	368
3	Suited Hotel	(1/room + 10)	31,775	3	14.0	42,000	50
4	Clinic/Retail	(4.5/k sf, 5/k sf)	40,681	6	11.0	66,000	303
5	Office/Retail	(3/k sf, 5/k sf)	48,060	6	11.0	66,000	303
6*	(Existing PSC, see below)						
7	Hotel	(1/room +10)	31,918	6	13.0	78,000	140
8	Office/Retail	(3/k sf, 5/k sf)	13,285	5	12.0	60,000	276
9	Clinic/Retail	(4.5/k sf, 5/k sf)	35,747	5	20.0	100,000	460
10	Clinic/Retail	(4.5/k sf, 5/k sf)	45,232	4	22.0	88,000	407
11	Restaurant + Office	(7/k sf, 3/k sf)	30,062	3	7.0	21,000	98
12	Shared Parking		95,401	-	-	-	-
OL 1	Park, Bike, Fire Lanes, etc.		107,916	-	-	-	-
OL 2	Boulevard @ Whitney		5,030	-	-	-	-
OL 3	Plaza @ Univ. Ave.		9,997	-	-	-	-
(Assume residential included in project, 100 units x 1000 s.f./unit; location of residential undetermined, but included in total new s.f.)							100
New Development Totals			606,278			705,000	2,985
6*	Existing PSC Building (4/k sf)		55,938	5	18	90,000	360

Phasing Possibilities: Exhibit 7a and 7b

The following plans illustrate two alternative scenarios for the initial phases of development, each with different parking solutions. The first shows all surface parking, the second show a mix of ramps and surface parking.

Exhibit 7a: Possible initial phases of development are shown, with parking provided on surface lots only. Individual phases will be determined by market demand. The plan shows the surface parking area required for Lot 1 at 3 floors, lot 3 at 3 floors, lot 10 at 4 floors, and lot 11 at 1 floor. This development intensity would require approximately 715 parking spaces, as shown below.



Exhibit 7b: Preferred development scenario showing Initial phases of development, with a combination of surface and ramped parking. Individual phases will be determined by market demand.



4.0 Zoning Text

Permitted Use:

Office
 Retail/Commercial
 Multi-Family Residential
 (See Permitted Uses: Detailed)

Lot Area:

17.48 acres
 Will be further subdivided at time of Specific Implementation Plan

Floor Area Ratio:

Minimum Floor Area Ratio:	Varies
(Will be set in Specific Implementation Plan Submittals)	
Maximum Floor Area Ratio:	Varies
(Will be set in Specific Implementation Plan Submittals)	

Yard Requirements:

Bulk Standards:

Minimum Building Setbacks	
University Avenue Setback	20'
Whitney Way Setback	20'
Street "A" Setback	4'
Lot Line Setback	Varies
(Will be set in Specific Implementation Plan Submittals)	
Minimum Side Yard Setback	0'
Minimum Rear Yard Setback	Varies
(Will be set in Specific Implementation Plan Submittals)	
Minimum Building Separation	0'
(With all applicable building code requirements)	
Minimum Building Height	1 Story
Maximum Building Height	6 Stories or 95'
Maximum Square Footage	795,000
Retail/Commercial Square Footage	30,000-100,000
Office Square Footage	500,000-795,000
Maximum First Floor Retail/Commercial User Square Footage	
No first floor use will be allowed to exceed 30,000 for an individual retail/commercial tenant	
Maximum Residential Units	100

Parking

Parking will be supplied within the development through a variety of techniques including ramp, surface, and under buildings. Shared parking will also be utilized to reduce un-utilized parking stalls. Final parking counts and techniques will be set in Specific Implementation Plan Submittals.

Parking Ratios:

General Office Parking	3.0-3.5 stalls/1,000
Clinic Parking:	4.0-4.5 stalls/1,000
Retail Parking:	3.5-5.0 stalls/1,000
Restaurant Parking:	4.5-7.0 stalls/1,000

Possible Lot Development Descriptions:

Lot 1	Target Use: Building Height: Building Intensity:	Clinic, Retail 3-4 floors 78,000 – 104,000 s.f.
Lot 2	Target Use: Building Height: Building Intensity:	Office, Retail 3-5 floors 48,000 – 80,000 s.f.
Lot 3	Target Use: Building Height: Building Intensity:	Suited Hotel 3 floors 42,000 s.f.
Lot 4	Target Use: Building Height: Building Intensity:	Clinic, Retail 3-6 floors 33,000 – 66,000 s.f.
Lot 5	Target Use: Building Height: Building Intensity:	Office, Retail 3-6 floors 33,000 - 66,000 s.f.
Lot 6	Target Use: Building Height: Building Intensity:	Existing PSC Building, office 5 floors, 85 feet 90,000 s.f.
Lot 7	Target Use: Building Height: Building Intensity:	Hotel 3-6 floors 39,000 – 78,000 s.f.
Lot 8	Target Use: Building Height: Building Intensity:	Office, Retail 3-5 floors 36,000 – 60,000 s.f.
Lot 9	Target Use: Building Height: Building Intensity:	Clinic, Retail 3-5 floors 60,000 – 100,000 s.f.
Lot 10	Target Use: Building Height: Building Intensity:	Clinic, Retail 2-4 floors 44,000 – 88,000 s.f.
Lot 11	Target Use: Building Height: Building Intensity:	Restaurant, Office 1-3 floors 7000 – 21,000 s.f.
Lot 12	Shared Parking	
Outlot 1	Target Use:	Park, bike paths, fire lanes, limited car access to parking.
Outlot 2	Target Use:	Stormwater management, AT+T shed, green space
Outlot 3	Target Use:	Plaza, green space, stormwater management.

General Requirements:

Landscaping:

Will be set in Specific Implementation Plan Submittals

Accessory Off-Street Parking & Loading:

Will be set in Specific Implementation Plan Submittals

Lighting:

Will be set in Specific Implementation Plan Submittals

Signage:

Will be set in Specific Implementation Plan Submittals

Family Definition:

The definition of this PUD-GDP shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances for the R6 zoning district, or comparable zoning classification as assigned by the City of Madison as part of the on-going zoning code rewrite.

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 Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.

Encroachments

Porches and balconies may encroach into the required setbacks provided that there are no conflicts with vision triangles, pedestrian access, or utilities.

Sidewalk cafes, outdoor seating areas, and other movable street furnishings may utilize setback areas, provided there are no conflicts with vision triangles, pedestrian access, or utilities.

Covered customer drop offs may utilize setback areas, provided there are no conflicts with vision triangles, pedestrian access, or utilities.

Phasing

The project will be phased over time to allow appropriate market absorption and adaptation of the project.

Transportation Demand Management

Transportation Demand Management Plans will be prepared as part of the first new building Specific Implementation Plan submittal.

Permitted Uses: Detailed

Accessory uses, including but not limited to the following:

a. Signs as regulated in this section

b. Temporary buildings for construction purposes, for a period not to exceed the duration of such construction

Antique shops

Art galleries and museums

Art and school supply stores
 Artisan studio
 Auction rooms
 Banks and financial institutions
 Barbershops
 Beauty parlors.
 Bicycle sales, rental and repair establishments.
 Blueprinting and photostating establishments
 Book, magazine and stationery stores
 Brewpubs
 Business machine sales and service establishments
 Camera and photographic supply stores
 Candy and ice cream stores
 Carpet and rug stores
 Catering establishments
 China and glassware stores
 Clothing and costume rental stores
 Coin and philatelic stores
 Data processing centers
 Department stores
 Drugstores
 Dry goods stores
 Educational or training centers
 Emergency electric generator per the O3 Office District conditional use standards
 Employment agencies
 Florist shops and conservatories
 Food stores--grocery stores, meat stores, fish markets, bakeries employing not more than eight (8) persons, and delicatessens
 Furniture sales
 Gift shops
 Hardware stores
 Health clubs
 Hobby shops
 Hospitals
 Hotels
 Interior decorating shops
 Jewelry stores, including watch
 Leather goods and luggage stores
 Libraries, municipally owned and operated
 Liquor stores, packaged goods only
 Locksmith shops
 Massage therapy
 Meat markets
 Medical, dental and optical clinics

Musical instrument sales and repair
 Nursery schools or day care centers
 Offices, business and professional
 Optical sales
 Outdoor eating areas of restaurants
 Paint and wallpaper stores
 Parking facilities, open and accessory, for the storage of private passenger automobiles only, when located elsewhere than on the same zoning lot as the principal use served
 Parking facilities, accessory and located outside of the central area
 Accessory off-street parking facilities
 Parking lots, garages and structures, non accessory and publicly owned and operated, for the storage of private passenger automobiles only
 Personal computers and home electronics, sales and service
 Phonograph, record, and sheet music stores
 Photography studios, including the development of films and pictures when conducted as part of the retail business on the premises
 Physical culture and health services and reducing salons
 Physical fitness and other similar type recreational facilities for employees
 Picture framing
 Printing and publishing establishments, including newspaper, letter press, business cards, mimeographing and other similar job printing service, provided that there shall be not more than five (5) employees, and further provided that the hours of operation shall be limited to the hours between 7:00 a.m. and 9:00 p.m.
 Post offices
 Public service signs
 Public utility and public service uses as follows:
 Electric substations
 Radio and television towers
 Sewerage system lift stations

Telephone exchanges, microwave relay towers and television transmission equipment buildings
Water pumping stations and water reservoirs
Emergency electric generator per the O3 Office District conditional use standards
Radio and television studios and stations
Recording studios
Recreational buildings and community centers, not operated for profit
Reproduction processes, including printing, blueprinting, photostating, lithographing, engraving, stereotyping, publishing, and bookbinding
Research and development activities, and testing laboratories
Restaurants, except adult entertainment taverns
Schools—music, dance, business or trade

Shoe and hat repair stores
Sporting goods stores
Tailor shops
Taverns, except adult entertainment taverns
Telecommunications centers and facilities
Temporary parking lots for a total period not to exceed three (3) years, provided such lot complies with the provisions of Section 10.08(6)(c), driveway and parking facility ordinance
Theaters, indoor
Tobacco shops
Toy shops
Travel Bureaus and transportation ticket offices
Variety stores
Video rental establishments not including adult entertainment establishments
Wearing apparel shops

5.0 Appendices

Appendix 5.1: Discussion of Larger Setbacks on Arterials

This project proposes to set the buildings on University Avenue and Whitney Way approximately 70 feet back from the street. This setback allows space for surface convenience parking in front of the buildings. The reasons why this is needed are shown below.

Reason #1: The Economic Realities of Retail are Unforgiving.

- The retail strategy for Erdman Center has two elements:
 1. A retail anchor on University Avenue composed of a cluster of national and regional stores;
 2. Neighborhood-serving retail on the internal street composed of local stores.
- The anchors on University Avenue are required to draw customers to help support the neighborhood-serving retail located on the internal street.
- The anchors require convenience parking at front doors of the stores at about 4 cars/1000 s.f.
- The anchor storefronts must face University Avenue for maximum visibility.
- If these conditions do not exist, retailers will not sign leases, and no retail will be planned within the project.



Figure 1a: Successful retail with convenience parking.



Figure 1b: Unsuccessful retail without adequate parking.

Reason #2: Retail is Essential for a Pedestrian-Friendly Mixed-Use Project.

- Without retail, the internal street will have only office uses, with pedestrian activity limited to working hours.
- Without mixed-use, the concept of a pedestrian-friendly street edge is compromised (see photos below).
- The project will effectively be an office park, but with buildings close to University Avenue.



Figure 2a: Street frontage with single-use office.



Figure 2b: Street frontage with single-use office.

Reason #3: The Fronts of Retail Buildings Should Face the Street.

- Retail stores require a front and a back. Shop fronts must be oriented towards the parking.
- If retail buildings are required to be close to the University Avenue with parking behind, then the front of the building will face the parking lot, and the back of the store will face University Avenue.
- The photos below show what happens when the back of retail stores face the street: paper signs in windows, storage and dumpster stockades, service and emergency access doors, grease traps, exhaust vents, etc.



Figure 3a: Back of a retail building facing University Ave.



Figure 3b: Back of a retail building facing University Ave.

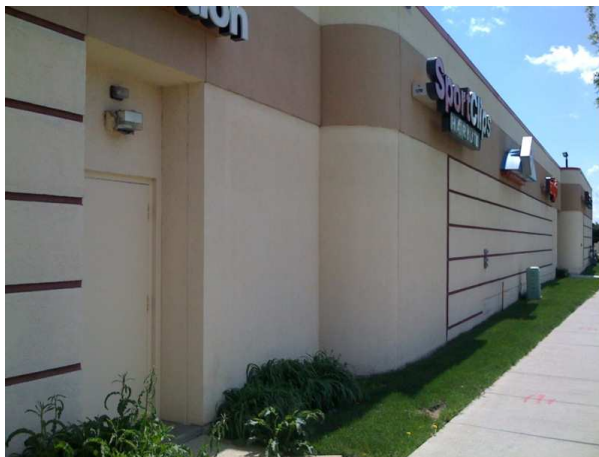


Figure 3c: Back of retail building facing Gammon Road.



Figure 3d: Back of retail building facing Gammon Road.



Figure 3e: Fronts of retail stores facing the street: people, window displays and activity create a pleasant face to the street.

Reason #4: The Land Use On the Other Side of University Avenue is Residential.

- The most developed parts of University Avenue have commercial uses on both sides of the street.
- This site is very different because University Avenue has low density residential uses on the other side, and homes are set back 60 to 80 feet from University Avenue.
- Setting buildings in this proposed district back further from University Avenue helps maintain privacy for residents backing up to University Avenue.
- Residents have indicated a preference for commercial buildings to not be close to the street, but instead set back to respect their privacy.



Figure 4: Aerial photo of University Avenue showing the proposed development (below University Ave) and the existing low density residential uses across the street.

Reason #5: Madison has Recent Precedents for Convenience Parking in Front of Buildings.

- Two recent projects in Madison were permitted with convenience parking in front of the buildings.
- Old Sauk Row west of the Beltline, and Arbor Gate on Todd Drive.
- The retail stores in both projects would not succeed without this convenience parking in front.



Figure 5a: Old Sauk Row west of the Beltline: customer parking in front, employee parking and service behind.



Figure 5b: Convenience parking in front of the Arbor Gate project.

Reason #6: Lessons We Learned at Middleton Hills About Retail and Parking.

- The original plan for the village center at Middleton Hills included convenience parking in front of the buildings along Century Avenue (Figure 6a).
- This original layout had two fundamental problems. First, the single-loaded parking lot along Century Avenue did not provide enough parking for the retail buildings; a double-loaded parking lot was required to meet retail needs. Secondly, the village center lacked a retail anchor to attract sufficient customer traffic to enable the smaller retailers to survive.
- Figure 6b shows the final build-out as it exists today, with the Grocery Store anchor. The Century Avenue frontage is mostly parking, and only a small portion of the frontage has buildings close to the arterial.

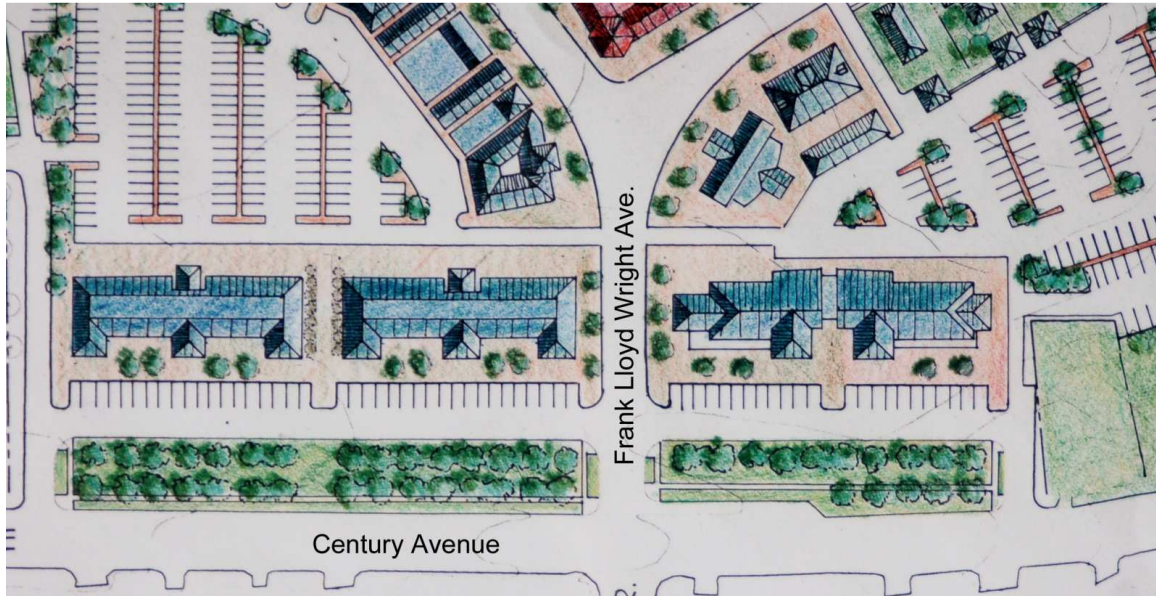


Figure 6a: The original Middleton Hills plan with retail fronting Century Avenue.

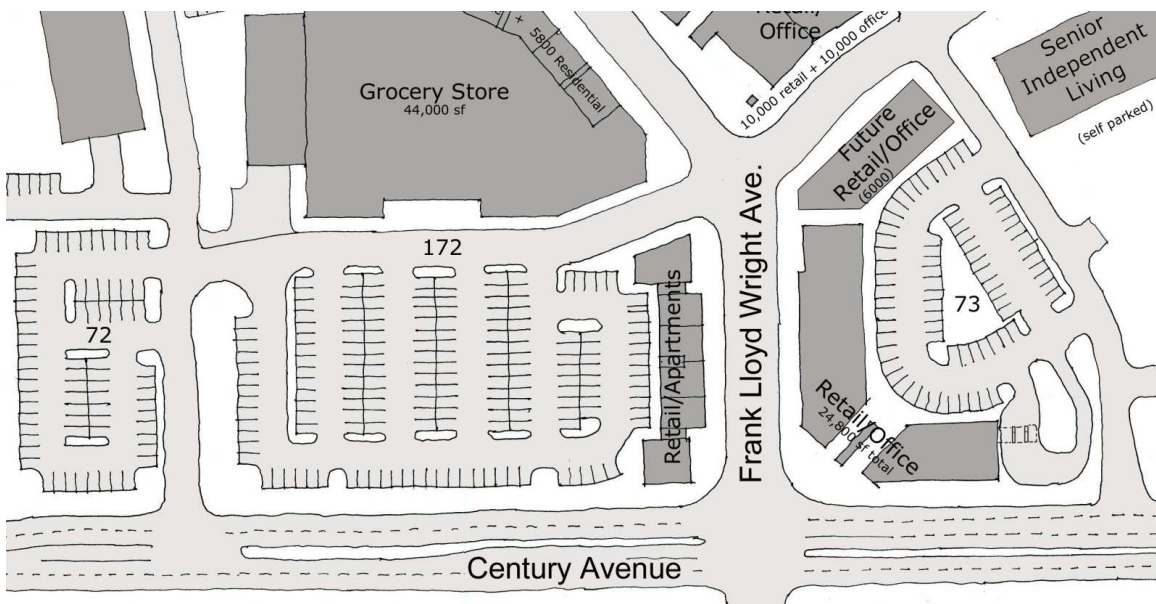


Figure 6b: Middleton Hills as built out today along Century Avenue.

Reason #7: Clinic Drop-Off Too Close to Intersection.

- Potential clinic tenants require high visibility on University Avenue.
- A clinic will require a drop-off visible from University Avenue.
- If the clinic is set close to University Avenue, the drop-off is too close to the intersection for safe vehicular movements (Figure 8a).
- With the clinic set back from University Ave., the drop-off is moved away from the intersection to facilitate vehicular movement (Figure 8b).

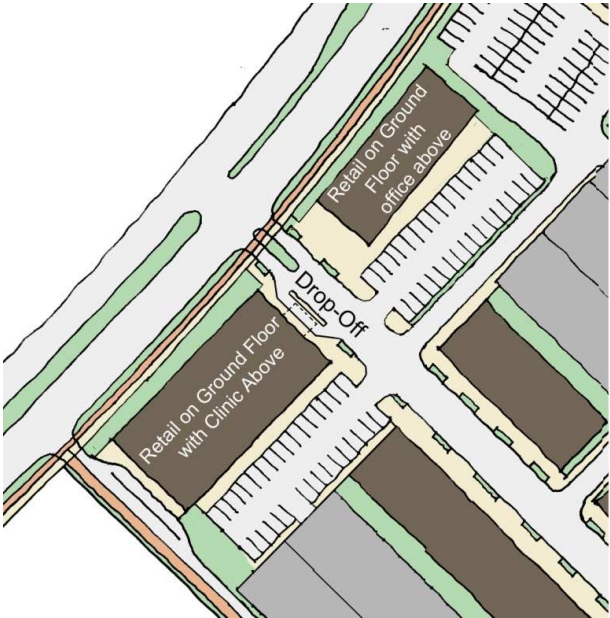


Figure 7a: With surface parking in front, the clinic drop-off is moved further back from the intersection.

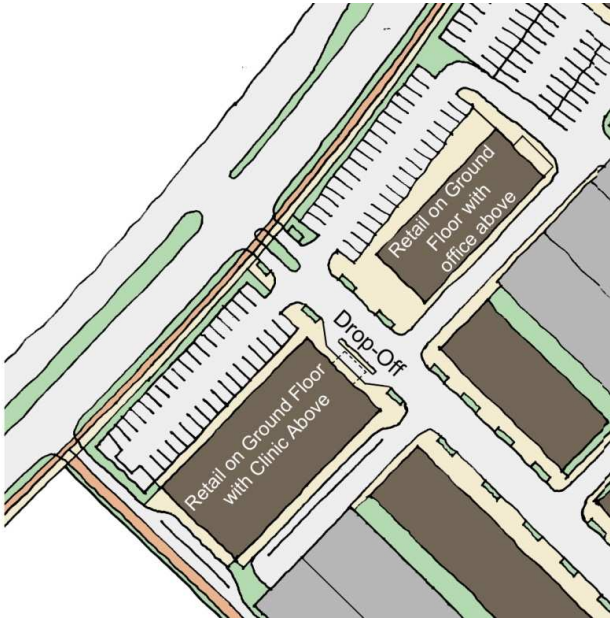


Figure 7b: With the clinic positioned close to University Avenue, the clinic drop-off is too close to the intersection.

Appendix 5.2: Wetland Protection District

28.107 WELLHEAD PROTECTION DISTRICTS.

(1) Statement of Purpose. The Common Council of the City of Madison finds that certain uses can seriously threaten or degrade groundwater quality. To promote the public health, safety, and general welfare of the City of Madison, the Wellhead Protection Districts are created to protect municipal water supplies.

(2) Applicability. The requirements of the Wellhead Protection Districts shall apply to all zoning lots located in such districts in addition to all requirements in the Madison General Ordinances that apply to the principal zoning district classification of said zoning lots.

(3) Protection Zones. Each wellhead shall have two (2) zones of protection around it.

(a) Zone A shall be the area around the well in which it has been determined that groundwater and potential contaminants will take five (5) years or less to reach the pumping well.

(b) Zone B shall be the smaller of the area around the well in which it has been determined that groundwater and potential contaminants will take one hundred (100) years or less to reach the pumping well, or the area within a twelve hundred (1,200) foot radius around the well, except for the area in Zone A.

(4) Uses. All uses in Zones A and B of any Wellhead Protection District shall be approved by the Water Utility General Manager or his/her designee. A use may be approved with conditions. Approval by the Water Utility General Manager or his/her designee shall be in addition to all other approvals required for the proposed use.

(a) Permitted Uses In Zones A and B. Any use allowed as permitted in the principal zoning district, except those uses not approved pursuant to Sec. 13.22.

(b) Conditional Uses In Zones A and B. Any use allowed as a conditional use in the principal zoning district except those uses not approved pursuant to Sec. 13.22. All conditional uses are subject to the provisions of Sec. 28.12(11).

(5) Existing Uses. Any lawful use existing at the time of the creation of a Wellhead Protection District may be continued, however, no expansion or enlargement of such use is allowed without approval pursuant to Sec. 13.22 by the Water Utility General Manager or his/her designee.

13.22 WELLHEAD PROTECTION.

(1) To prevent contamination of wells supplying municipal water systems, the Water Utility General Manager or his/her designee shall review all proposed uses on zoning lots in Zones A and B in Wellhead Protection Districts.

(2) Review will be based on the presence, use, or storage on the lot of hazardous chemicals, as defined by the Environmental Protection Agency. Consideration will be given to factors including but not limited to the following: whether the zoning lot is in Zone A or Zone B, effective storage or containment of particular hazardous chemicals, and the magnitude and/or frequency of use of the hazardous chemicals. Approval of the use may be contingent on specific conditions being met. A current list of hazardous chemicals, as defined by the Environmental Protection Agency, shall be maintained. (Cr. by Ord. 13,106, 7-23-02)

Overall Design Principles

(To be used for all commercial properties within the Spring Harbor Neighborhood Association)

- Provide high quality and attractive buildings and site designs that build on the neighborhood's role as a gateway to the City of Madison.
- Provide a building and site design that ensures safety and security for all users.
- Promote sustainable building and design practices.
- Provide entrances at the front of the building, where people can enter from the street and sidewalk.
- Vary roof and façade designs to provide architectural interest.
- Discourage blank monotonous walls with little detail or variety.
- Design all sides of buildings that are visible from public streets.
- Create buildings with details and proportions that are scaled to the pedestrian.
- Trash, utility, and loading docks should be located at the rear of the property and should be screened from view.
- Roof top mechanical support on buildings should be screened.
- Redevelopment should add social, economic, and aesthetic value to the neighborhood.



FIGURE 4.1 Buildings placed next to the sidewalk make an inviting pedestrian environment



FIGURE 4.2 Benches and shade trees allow for pedestrians to rest as they walk along the street



FIGURE 4.3 Wide sidewalks allow for added pedestrian amenities



FIGURE 4.4 Distinguishing feature, such as the above clock and walkway, help to define the space for the visitor

Overall Design Principles (Continued)

- Use compelling, informative, and consistent signage.
- Signs should be simple and easy to read.
- Provide open spaces and green spaces in and around redevelopment sites that complement the character of the neighborhood.
- Provide attractive landscaping to establish a "green" character for all sites; encourage native species.
- Provide a landscape buffer between the development site and existing residential areas.
- Preserve existing, mature, vegetation to the extent possible.
- Promote site designs that will facilitate the improvement of Lake Mendota water quality.
- Emphasize landscaping and buildings closer to University Avenue and Whitney Way. Place parking strategically on the side of the site.
- Install pedestrian amenities within redevelopment sites to enhance the use and character of these sites as neighborhood gathering spaces.
- Create attractive walkways and configure sidewalks so people feel safe and comfortable. Make sidewalks wide, visually appealing, and shaded.
- Provide safe, efficient, and convenient multi-modal access to and throughout redevelopment sites.
- Utilize rain gardens to filter parking runoff and control stormwater drainage.



FIGURE 4.6 Façade variation and attention to detail, such as balconies and awnings, help to break up the mass of a large building



FIGURE 4.7 Pedestrian crossing should be clearly identified



FIGURE 4.8 Simple structure to hide trash bins can make a large aesthetic difference

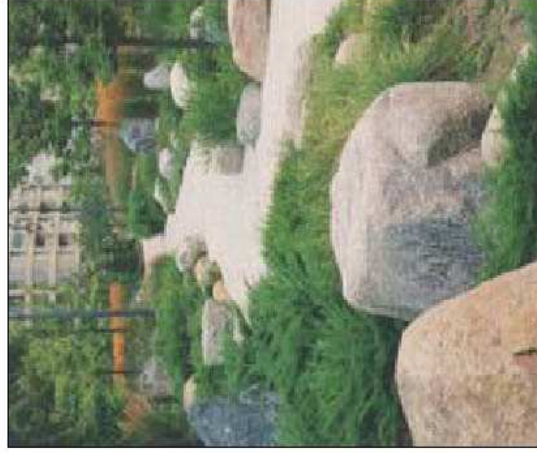


FIGURE 4.5 A clear, but visually engaging path should connect the retail areas of the neighborhood to the residential parts

Overall Design Principles (Continued)

- Sidewalks and multi-use trails should be provided within the site as should connections to adjoining residential areas.
- Parking lots should be landscaped and areas for stormwater infiltration are encouraged.
- Parking lot lighting should be from "downward-aimed" sources to limit light pollution and to minimize light spill onto adjoining properties.
- Parking areas should include sidewalks for safe pedestrian access to building entrances.
- Parking for new buildings should generally be located at the rear and on the sides of the building.
- For properties where front parking cannot be removed, walkways, landscaping, architectural features, and lighting should be provided to make these areas more attractive and inviting.
- Shared parking areas are encouraged. Whenever possible, adjoining parking lots should be linked to provide internal traffic circulation. Internal walkways should be provided to interconnect parking lots with building entrances. Driveways along University Avenue should be minimized to improve traffic flow and reduce pedestrian conflicts.

Neighborhood Mixed Use (Properties adjacent to University Avenue from Norman Way to Capital Avenue)

- Buildings should be close to the street.
- New redevelopment should promote high quality building and site design.
- Windows should be used at the street level to enhance the pedestrian experience.



FIGURE 4.9 Aesthetically pleasing bus shelters add to the transit experience and to the street aesthetic



FIGURE 4.10 Windows at street level, awnings, and quality materials are all design elements that should be considered during redevelopment



FIGURE 4.11 Pedestrian scale entrances located on sidewalks are important

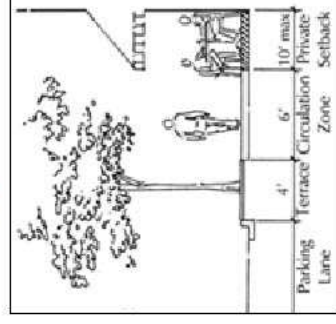


FIGURE 4.12 Potential public right of way design

Community Mixed Use and Employment

(Bounded by the following: Eastern neighborhood planning boundary to Perkin's Restaurant and from Old Middleton Road to University Avenue)

- Provide a detailed master plan for the Community Mixed Use sites including: connections to the neighborhood, public gathering spaces, coordinated access and internal transportation networks, and high quality buildings and site design.
- Provide a balance between buildings, parking, and open public spaces within the development.
- Emphasize landscaping and buildings, not parking, closer to University Avenue and Whitney Way and internal streets.
- Maintain an attractive "green edge" between active street corridors and the development.
- Create an internal street network that connects all uses.
- Promote traffic calming features to ensure pedestrian safety.
- Enclosed parking for new developments is encouraged.
- Promote shared parking lots with internal circulation between properties to limit curb cuts on public streets and to limit the area that needs to be used for parking.
- Freestanding signs should be architecturally integrated with the building and incorporate distinctive architectural materials and features.
- Providing friendly and safe internal pedestrian and bicycle connections in new development, especially the larger scale projects.

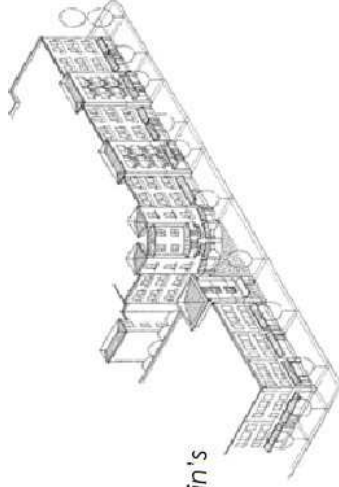


FIGURE 4.13 Potential larger development with wide sidewalks and pedestrian access that supports prominent civic entrances to buildings



FIGURE 4.14 Permeable surface parking lot that incorporates stormwater



FIGURE 4.15 Wide sidewalks, storefronts at street level and places for people to rest create an inviting, active street