

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

**AGENDA ITEM # \_\_\_\_\_**  
**Project # \_\_\_\_\_**

	<b>Action Requested</b>
DATE SUBMITTED: <u>June 1, 2011</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>June 8, 2011</u>	<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

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

<u>Paul Lenhart</u>	<u>Doug Hursh</u>
<u>Krupp Construction</u>	<u>Potter Lawson, Inc.</u>

CONTACT PERSON: Doug Hursh

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Madison, WI 53711

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E-mail address: dough@potterlawson.com

**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 Demolition Permit

\*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  
Urban Design Commission  
Informational Narrative  
June 1, 2011

Developer: Paul Lenhart – Krupp Construction  
Architect: Doug Hursh – Potter Lawson Inc.  
Civil Engineer: Dan Day – D’Onofrio Kotke

**Site** Approximately 17.5 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 project requires the demolition of approximately 11 vacant existing commercial buildings located throughout the subject site. 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 follow the PUD/GDP/SIP rezoning process. The entire site is currently zoned C3 (Highway Commercial District). The plan is to submit the GDP and an SIP for phase one by July 13<sup>th</sup>. Plan Commission on September 19<sup>th</sup> and Common Council by October 4<sup>th</sup>.

**Proposal** The concept master plan includes 7 buildings and 3 parking structures.

Building 1	60,000 sf	Clinic
Building 2	40,000 sf	Non-Profit Hospitality
Building 3	80,000 sf	Clinic
Building 4	60,000 sf	Clinic
Building 5	60,000 sf	Mixed Use, Retail, Service and Office
Building 6	72,000 sf	130 Room Hotel
Building 7	36,000 sf	36 Unit residential

Approximate Total New Area 408,000 sf  
Approximate Total Parking 1400 stalls  
Parking Ratio 1 stall per 291 sf or 3.43 per 1000 sf

**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:** This infill master plan is designed to create an urban campus environment that includes a mix of complimentary uses. 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 3 buildings to the North West of the site create a small sub-campus of clinic use for the University of Wisconsin Hospital and Clinics. The buildings that define the corner of University Avenue and Whitney Way will have a mix of uses including retail, service commercial, office and 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 space between the mixed use building and the hotel.

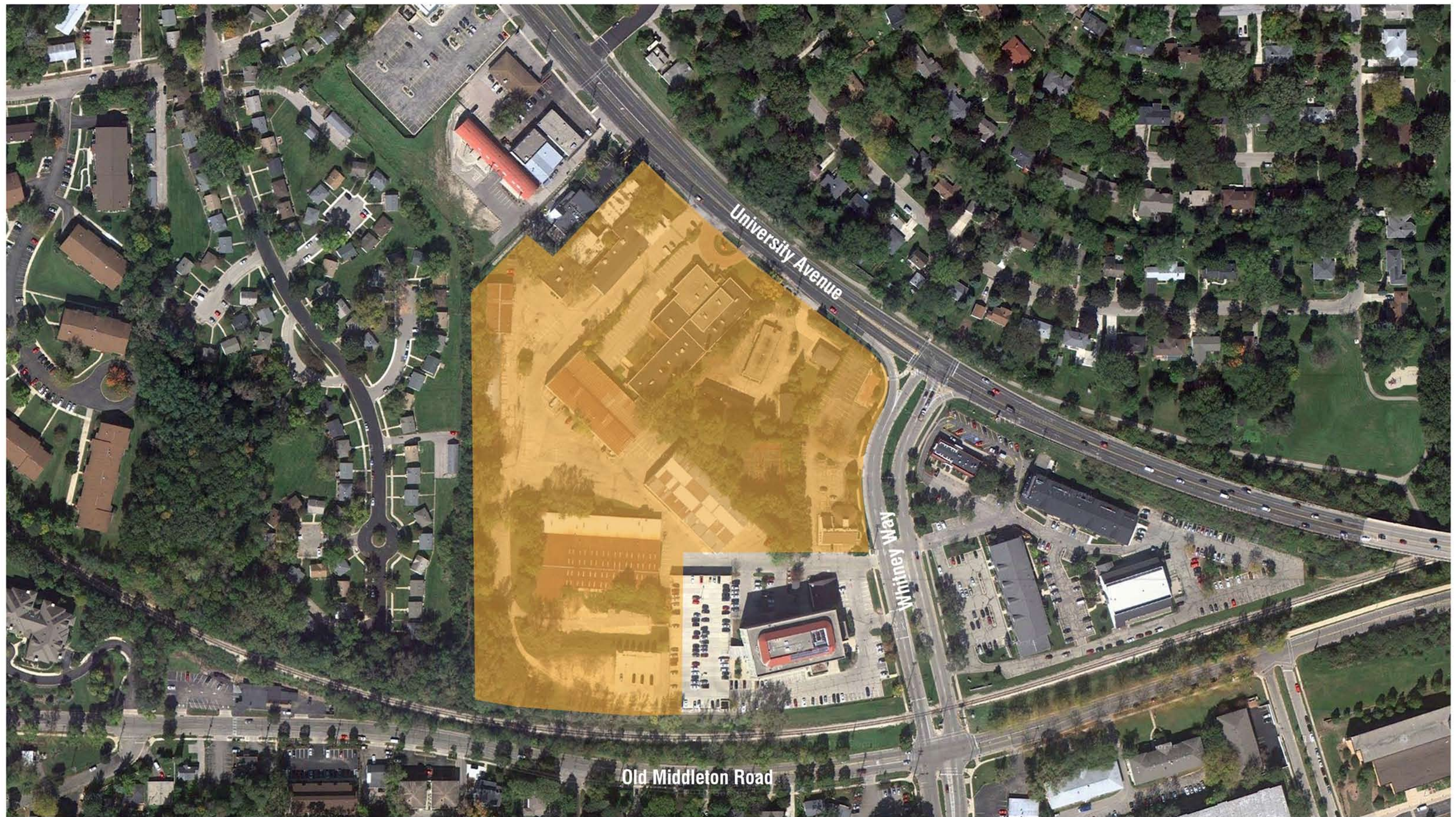
The 2 residential components are located internally near the round-about intersection. Along with the hotel, these buildings provide activity and ownership on the site afterhours.

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 first proposed clinic building is pursuing LEED Healthcare certification.

Building Design: Architectural design guidelines will be developed for the project as this is planned to be built in phases over 5 years. The buildings will be contemporary, energy efficient, warm and inviting, utilizing clean contemporary lines with warm and inviting materials. Special care will be taken to have the buildings respond to the pedestrian scale along the streets. The campus will have a comprehensive signage design and guidelines.





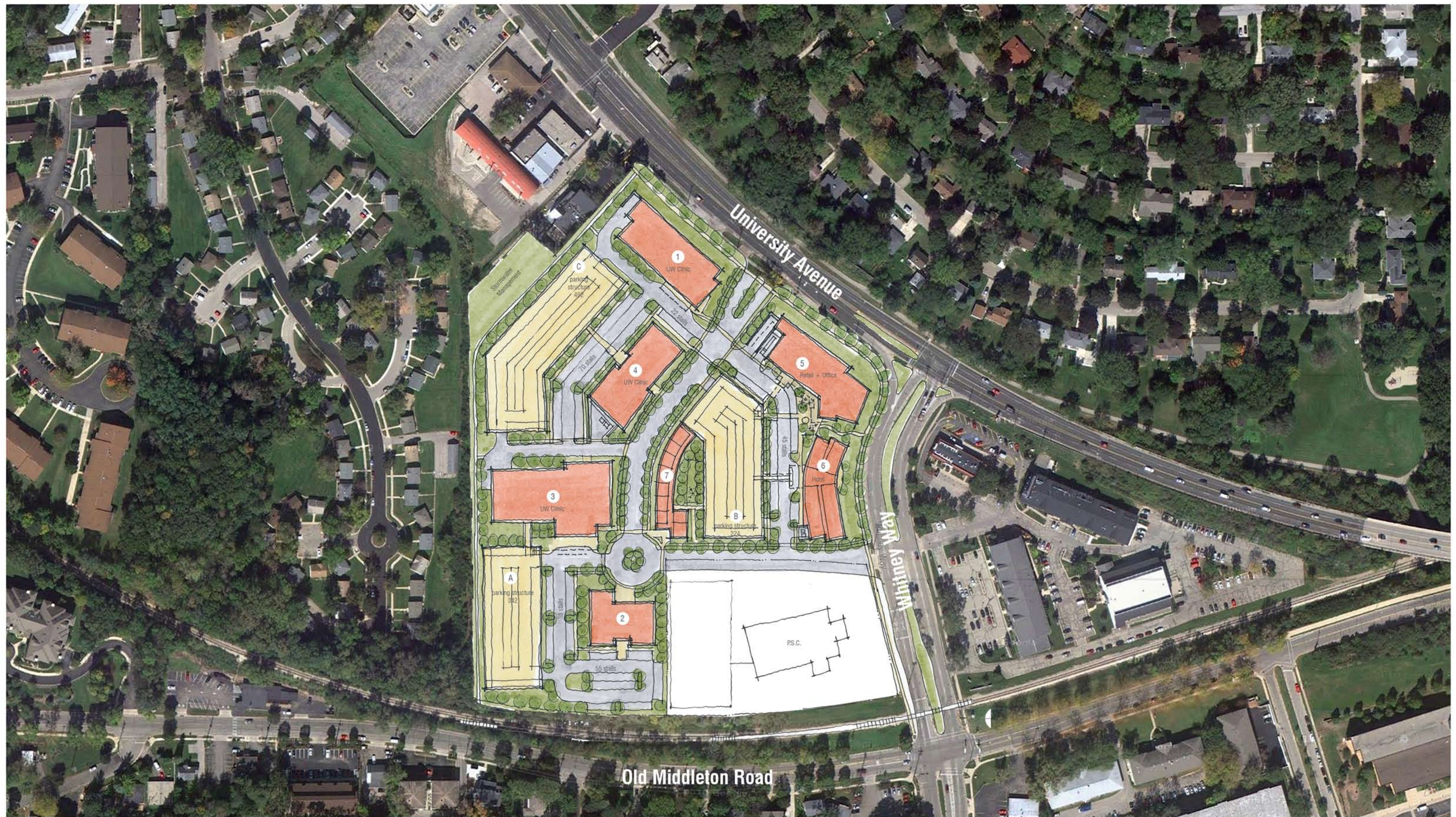
University Avenue / Whitney Way Development - Site Boundaries

KRUPP Construction - PLI - D'Onofrio Kottke

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University Avenue / Whitney Way Development - Site Boundaries

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## Buildings

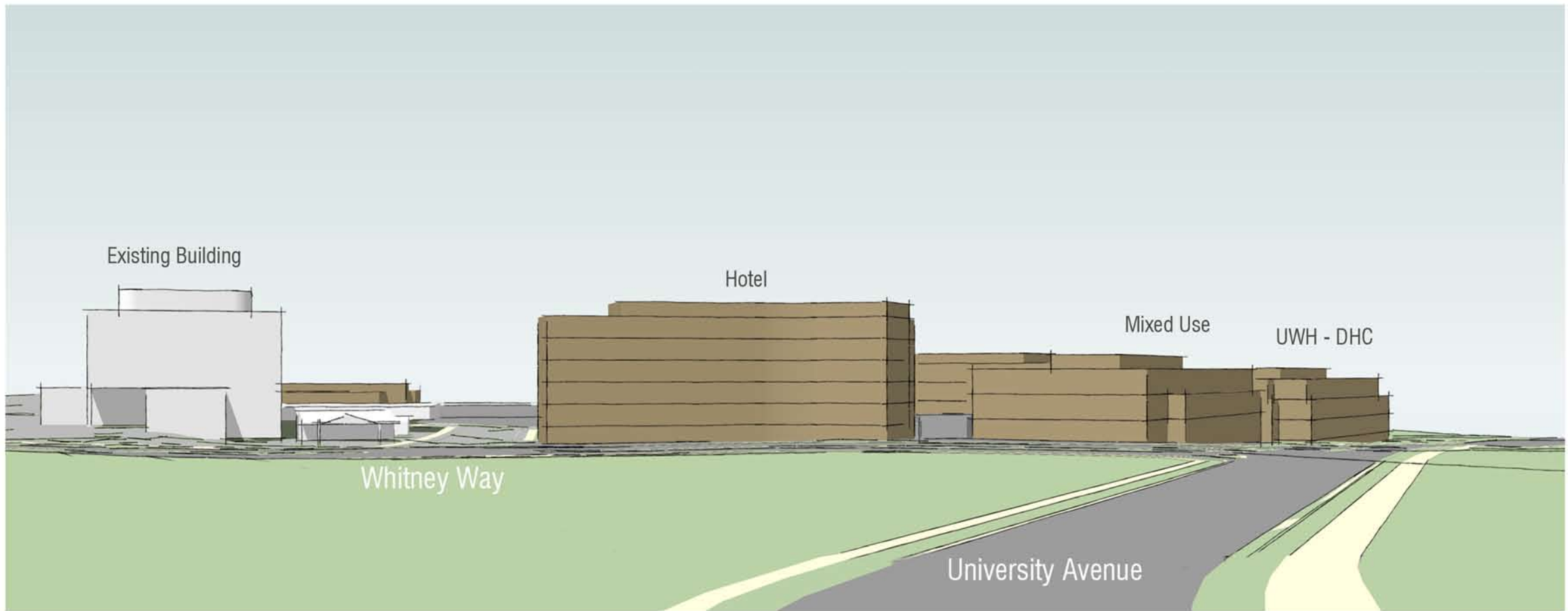
- 1 60,000 SF Clinic  
3 stories, 20,000 sf/floor  
50 stalls below  
300 stalls total
- 2 40,000 sf Non-profit Hospitality  
55 stalls
- 3 80,000 SF Clinic  
3 stories  
26,700 sf/floor  
50 stalls below  
400 stalls total
- 4 60,000 SF Clinic  
4 stories  
15,000 sf/floor  
300 stalls total
- 5 60,000 sf Office and Retail  
3 stories  
20,000 sf/floor  
4 cars/1000 = 240 stalls
- 6 Hotel  
5 floors  
130 rooms  
130 stalls/65 shared
- 7 Residential  
36 units, 9 units/floor  
Approx. 900 sf/unit  
4 stories

## Parking Structures

- A 342 stalls  
114 per level  
3 levels
- B 222 stalls  
111 per level  
2 levels
- C 492 stalls  
164 per level  
3 levels







View from bridge along University Avenue - Looking West

