APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

PROJECT ADDRESS:__5105-5117 University Ave & 610-702 N Whitney Way___

ALDERMANIC DISTRICT: ___19_____

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

_Paul Lenhart_____   Doug Hursh_____

_Krupp Construction_____   Potter Lawson, Inc._____

CONTACT PERSON: _Doug Hursh_____
        Address: __15 Ellis Potter Court_____
                     __Madison, WI 53711_____
        Phone: __608-274-2741_____
        Fax: __608-274-3674_____
        E-mail address: _dough@potterlawson_.com

TYPE OF PROJECT:
(See Section A for:)
_X_   Planned Unit Development (PUD)
    _X_   General Development Plan (GDP)
    _X_   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)
_X_   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 29, 2011

Developer: Paul Lenhart
Architect: Potter Lawson Inc. – Doug Hursh
Civil Engineer: D'Onofrio Kotke - Dan Day
Landscape Architect: Ken Saiki Design
Contractor: Krupp Construction
Major user: UW Hospital and Clinics

Site
Approximately 14 acres located at the southwestern corner of University Avenue and N. Whitney Way; Urban Design District 6; Aldermanic District 19 (Clear); Madison Metropolitan School District. The 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) and is within a well-head protection zone. The plan is to submit the GDP and an SIP for phase one by July 13th. Meet with Plan Commission on September 19th and Common Council on October 4th.

Area Summary
The concept master plan includes 7 buildings and 3 parking structures. The following is a potential full site build out summary.

Building 1	60,000 sf	Clinic – Digestive Health Center
Building 2	40,000 sf	Non-Profit Hospitality
Building 3	80,000 sf	Clinic
Building 4	70,000 sf	Clinic
Building 5	63,000 sf	Mixed Use, Retail, Service and Office
Building 6	72,000 sf	130 Room Hotel
Building 7	91,500 sf	65 Apartment Homes
Approximate Total New Area	476,500 sf	
Approximate Total Parking	1350 stalls	
Parking Ratio	1 stall per 353 sf or 2.83 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 project takes advantage of an existing underutilized site within the city to help to reduce suburban sprawl. 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 are intended to provide clinic space for the University of Wisconsin Hospital and Clinics. The buildings that the define the corner of University Avenue and Whitney Way will have a mix of uses including retail, service commercial, office and hospitality. It is the intent that the retail component will provide a public gathering place for the neighborhood and will include a shared outdoor dining/gathering common space between the mixed use building, the hotel and the apartments.

Apartment units surround the internal parking structure to provide definition and activity to the 2 north south streets. A non-profit hospitality/residential component is located internally on a donated site 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 comprehensive signage design guidelines.

Changes since the last UDC meeting on June 1st:

1. Additional apartments have been added to surround the parking structure in the center of the site on approximately 3 sides. This is an addition of approximately 34 units, and provides for better definition of the internal streets and public space.
2. The remainder of the buildings have been extended to provide further definition of the street edge.
3. Additional green space has been added to the internal surface parking area near building 4.
4. The common courtyard space between the retail and hotel has been further defined.
5. Building set backs along the western edge of the property have been increase to allow for additional landscape screening between the project and the residential development to the west.
6. The building areas have increased by 68,500 SF and the total parking count has been reduced by 50 stalls.

Buildings

1 60,000 SF Clinic
3 stories, 20,000 SF/floor
40 stalls below
270 stalls total req.

2 40,000 sf non-profit Hospitality
55 stalls

3 80,000 SF Clinic
3 stories
26,700 SF/floor
50 stalls below
360 stalls total req.

4 70,000 SF Clinic
4 stories
17,500 SF/floor
315 stalls total

5 63,000 SF Office and Retail
3 stories
21,000 SF/floor
4 cars/1,000 SF = 252 stalls

6 Hotel
6 floors/130 Rooms
130 stalls/65 shared

7 Residential
62 units
3 and 4 stories
Approx. 900 sf/unit

Parking Structures

A 343 stalls
3 levels

B 293 stalls
3 levels

C 426 stalls
3 levels

Parking Summary

Clinic Site - 210,000 SF
Structured   769 stalls
Below Building   90 stalls
Surface   74 stalls

Lenhart Site
Structured   293 stalls
Below Building   40 stalls
Surface   27 stalls

Non-profit Site
Surface   57 stalls

Total stalls: 1,350 stalls
on-street parallel stalls: 32

Potential Full Build-out Plan (GDP)

Buildings

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3 stories, 20,000 SF/floor
40 stalls below
270 stalls total req.

Phase One Plan (SIP)

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Existing Site

Existing Site

Plan from Last Meeting (6.8.2011)

Revised Plan (6.27.2011)

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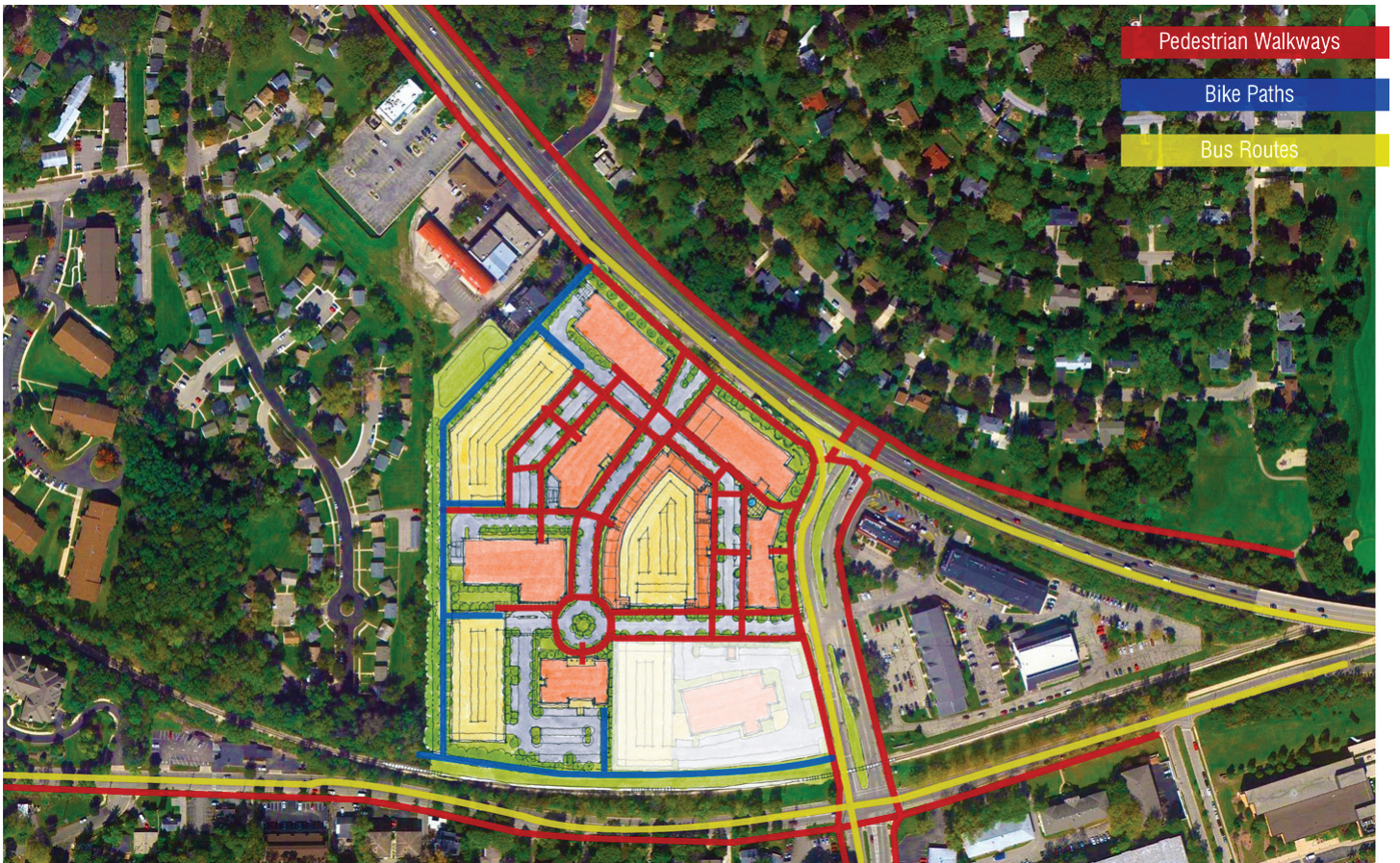**North East Aerial**

South East Aerial

West Aerial

University Bridge View

View from University Ave.

View from University Ave.

Pedestrian Walkways

Bike Paths

Bus Routes

Circulation Plan