Statement of Purpose

The following document outlines the Planned Unit Development: General Development Plan/Specific Implementation Plan, and Demolition Plan, for the creation of a mixed use redevelopment project located on the 2500 block of University Avenue. This mixed use project implements the City's vision for transit oriented development along the major arterial and transit line of Campus Drive, while working with the neighborhood to create a site sensitive infill development and vibrant streetscape. The Mullins Group, LLC., along with Eppstein Uhen Architects and Vandewalle & Associates has been working with the Regent Neighborhood Association over the course of the year and are excited to move the project through the entitlement process towards implementation.

Zoning Request

Planned Unit Development: General Development Plan
Specific Implementation Plan
Demolition Plan

Project Information

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Existing Conditions

Address/PIN Information

	2508 University Avenue	0709-211-0205-3
	2518 University Avenue	0709-211-0204-5
	2522 University Avenue	0709-211-0203-7
	2524 University Avenue	0709-211-0202-9
	2544 University Avenue	0709-211-0201-1
	516 Highland Avenue	0709-211-0207-9
	518 Highland Avenue	0709-211-0208-7
Aldermanic District:	District 5 Alder Shiva Bidar-Sielaff	
Neighborhood Association:	Regent Neighborhood Association Darsi Foss, President	
Legal Description:	See Exhibit A	
Lot Area:	1.08 acres	
Existing Land Use:	Commercial Residential Surface Parking	
Existing Zoning:	C2 General Commercial	
Comp. Plan Designation:	Community Mixed Use Transit Oriented Design	
Survey	See Exhibit F: Project Plans	
Site Photos	See Exhibit E: Existing Conditions See Demolition Permit/Recycling Plan	
Surrounding Uses		
North:	Campus Drive Planned Commuter Rail/Freight Rail Corridor UW Hospital/Veterans Hospital University of Wisconsin Campus	
East:	Highland Avenue Inn Towner Hotel Multi-Family Residential	
South:	University Avenue Commercial Uses Multi-Family Residential	
West:	University Avenue DOT Parking Lot	
Development Schedule:	2011 Construction Start 14-18 Month Construction Period Target Occupancy: May/June 2012	

Project Timeline/Process

Staff Pre-Application Meetings:	May 14, 2010
	June 3, 2010
	August 4, 2010
	September 8, 2010
Alder/Neighborhood Notification:	May 10, 2010
Neighborhood Meetings:	
RNA Board #1:	March 24, 2010
Neighborhood Meeting #1:	May 24, 2010
Neighborhood Meeting #2:	June 14, 2010
Neighborhood Meeting #3:	July 19, 2010
Neighborhood Meeting #4:	August 16, 2010
RNA Board #2:	August 25, 2010
UDC Informational Presentation:	August 4, 2010
Application Notification:	August 16, 2010
Demolition Permit Notification	August 18, 2010

Project Description

Zoning

Permitted Uses	130 Multi-family residential units 8,583 square feet of retail Those that are stated as permitted uses in Exhibit B. Uses accessory to permitted uses as listed above
Lot Area:	1.08 acres
Floor Area Ratio:	Total Building Square Footage 208,184 Maximum floor area ratio permitted is 4.8 Maximum building height shall be as shown on approved plans.
Yard Requirements:	Yard areas will be provided as shown on approved plans.
Landscaping	Site landscaping areas will be provided as shown on approved plans.
Accessory Off-Street Parking & Loading	Accessory off-street parking and loading will be provided as shown on approved plans. 152 Total parking stalls
Lighting	Site lighting will be provided as shown on approved plans.
Signage	Signage for the project shall be limited to the maximum permitted in the C2 zoning district, and as shown on approved plans or as approved by the Urban Design Commission and/or Zoning Administrator. Conceptual signage locations are identified on the attached plans. Individual commercial tenants will be allowed to place signage within their appropriate designated area on the building façade with the following sign types allowed but not limited to: blade signs, individual letters, signage integrated with awnings, signage on glass storefront windows, plaque signs, three dimensional objects, etc.
Family Definition	The family definition of this PUD:GDP/SIP shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances for the R6 zoning district.
Alterations and Revisions	No alterations or revisions 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.

General Project Components

DOT Property

The property immediately to the west of the site is owned by the State of Wisconsin Department of Transportation as surplus right of way from the creation of Campus Drive. This parcel is currently used as surface parking for several businesses in the area during business hours, leased by the City of Madison, and public parking after 5:00 during weekdays. The applicant currently leases one parking stall in this lot. The applicant also maintains a 5' access easement along each side of the common property line along the eastern edge of the DOT Property. The applicant supports the conversion of this property from monthly to hourly public parking facility and encourages the City to explore options for greater public parking serving the neighborhood and in support of commercial components of the project and the surrounding commercial uses.

On-Street Parking

On-street parking forms a key component of maintaining the viability of the commercial components of the project and surrounding commercial uses. This project will create additional on-street stalls through the removal of several existing curb-cuts.

The development group encourages the City to study the potential for additional on-street parking, off-street public parking, and the use of hourly or metered parking to help assure the continued supply of convenient parking for a viable commercial district.

Traffic Study

The development group has hired KL Engineering to undertake a traffic study of the impacts of the proposal. KL Engineering has completed this document in concert with feedback from City of Madison Traffic Engineering and submitted it for review as part of a separate packet.

Bike Parking

Bicycle parking for residents of the building will be supplied within the parking/storage area of the building and will include a minimum of 86 stalls. Visitor and commercial bike parking will be supplied as part of the streetscape and ground floor landscaping.

Sound Study

The development group has hired Audio Design Specialists to undertake a sound study of the impacts of the proposal. The results of the study indicate that the building will be a significant improvement in sound attenuation to the neighborhood south of the project and that the HVAC system noise can be addressed through placement and screening techniques that will be evaluated as part of the system design.

Stormwater Management

The 2500 Block University Avenue project is a proposed commercial development that proposes to construct one multi-use building containing both commercial and residential space with associated sidewalk and underground parking in the City of Madison, Dane County located at the intersection of University Avenue and Highland Drive. The existing site consists of commercial land with buildings; gravel and bituminous parking areas and drives; and some small pervious surfaces. The proposed site will be considered entirely impervious for the purposes of this report, with the potential to include some "Green Roof" technology.

The proposed redevelopment site includes land disturbance exceeding four thousand square feet and creates more than 20,000 square feet of impervious surfaces. Therefore, according to Chapter 37.06(2) and 37.06(3) of the City of Madison Ordinances, the site requires Erosion Control and Stormwater Management permits. Weighted CN values for the Pre-Developed scenario were developed using 98 for all impervious surfaces, 85 for gravel surfaces, and 75 for pervious areas. The CN value for the proposed scenario assumes 98 for the entire site. The watershed modeling was developed using the TR-55 methodology with Eagle Point software. Pond Routing used Storage Indication.

This location has been identified as prone to flooding by the City of Madison and therefore in addition to reducing the Post-Developed Peak Runoff Rate for the 2 and 10-year, 24 hour storm events to rates equal to or less than the Pre-Development Peak Runoff Rate; the 100-year, 24 hour event will also be reduced.

To achieve the required reduction to the peak runoff rate, the project will store shallow depths of stormwater on the rooftops and utilize the roof drains to act as the controlling structures. The rooftops will have several 4" diameter storm drains running down various axes of the buildings. Each drain will control a "cell" of rooftop ranging in area from 1,700 sf to 3,400 sf. The depth of storage will not exceed 6" to minimize the loading on the structure. Volumes in excess of the 100-year storm shall be allowed to drain over the edges of the roof through a series of scuppers whose crest will be 6" above the drain outlet.

A separate stormwater management report has been filed as part of the submittal packet, per the City requirements.

Tree Preservation Plan

In consultation with the City Forestry Division the following tree preservation plan will guide the preservation efforts for the trees within the adjoining right of ways. It is intended that the existing trees along both University Avenue and Campus Drive will be preserved and protected from damage during construction of the building project and during renovation of the streetscape, consistent with preservation guidelines and practices. It is also intended that construction activities will adhere to the applicable requirements described in the City's Tree Protection Specifications.

Appropriate practices will be utilized during construction to protect the existing street trees along University Avenue, and those located in the sloped buffer area between the project site and Campus Drive. University Avenue has approximately seven mature Ash trees worthy of preservation, ranging in caliper from 11" to 16". The Campus Drive buffer area is a massing of volunteer trees consisting largely of Ash and Black Locust.

Preservation Guidelines

- Trees worthy of preservation are to be determined by City Forestry Division Staff, but consist of any trees that can logically remain while still allowing construction activities to occur.
- Any pruning work needed to allow for construction of the buildings will be performed by City Forestry Staff or other authorized City designee.
- It is understood that typically, if 25-30% of tree canopy needs to be removed to allow room for building, the City Forester may recommend removal. Any trees that need to be removed are the responsibility of the developer, and the developer will be required to compensate the City per the rate described in the City Specifications.

Protection Practices

City Specifications provide detailed requirements for tree protection. This project will follow those practices, including at minimum:

- Protective fencing will be erected around each tree or tree massing along University Avenue. Generally it is intended that this will be a snow fence at least 10' in length for the entire width of the terrace for each individual street tree. Groupings of trees may be fenced-off within the Campus drive buffer area.
- Fencing is intended to keep contractors from storing materials and driving heavy equipment over root zones, and to protect tree trunks from abrasions.
- Roots of existing trees will not be cut, for areas where sidewalks are in need of removal without prior approval from City Forestry Division or authorized designee. A new curb cut may require some root cutting, but this will be done in adherence to City Specifications.
- New laterals will be located if possible to be at least five feet from existing trees to avoid cutting of roots.
- City Forestry Staff will mark sidewalks with NRC (no root cutting) adjacent to trees where cutting of roots may be necessary, and the contractor will follow proper practices per the City Specifications for proper cutting under Staff direction.

Green Building/Sustainability

The following features and details are being considered and evaluated for cost and lifecycle value to the project.

Energy Saving Features

- High-efficiency sealed combustion central water heating system (solar water heating system under consideration)
- Energy Star appliances
- High efficiency LED and fluorescent light fixtures in common corridors and stairways
- Low-E insulated window glazing
- Programmable set-back thermostats
- Minimum R-19 insulation in exterior walls
- Minimum R-25 roof insulation
- Exterior air barrier at building perimeter to minimize energy loss
- Energy efficient fluorescent lighting at underground parking garage
- Occupancy sensors in common storage and general garage areas

Green Features

- This development will revitalize a property that was developed previously
- Not a Greenfield development, the surrounding area has been developed for decades
- The neighborhood is accessible by multiple bus, car and bicycle paths
- The site is adjacent to a rail corridor projected for commuter trains
- Adjacent to two major hospitals and the premier UW Campus
- Adjacent to major employers, accessible to pedestrians
- Storm water is harvested for irrigation
- High efficiency toilets and faucets installed throughout
- Photovoltaic system under consideration for site lighting
- Demolition and construction waste managed carefully for recycling
- Smoking prohibited in all common spaces
- Low-VOC products used for flooring, paint, adhesives, and agrifiber products
- Metal structure utilizes recycled steel throughout
- Formaldehyde-free insulation used in walls and floor system
- Green roof features at courtyard and roof-top patio
- On site parking for Community Car