

1.1 LETTER OF INTENT

ZONING REQUEST

Planned Unit Development: General Development Plan
Amendment and Specific Implementation Plan for:

PROJECT NAME

University Crossing

Applicant & Developer:

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Land Owner

University Crossing, LLC
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Contractor

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Dietmar Bassuner
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Parcel Location

749 University Row - Office/Mixed Use (Building #4)
725 University Row - Apartments (Building #6)

SITE

The GDP site is 14.332 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 existing five-story, 90,000 square-foot Wisconsin Public Service Commission (PSC) Building located in the southeastern corner of the subject site will remain and is not included in this PUD.

The SIP site for the office/mixed-use building is 1.10 acres and is designated Lot 4 and Building 4. The SIP site for the apartments is 1.88 acres and is designated Lot 6 and Building 6.

Comprehensive Plan

The city of Madison Comprehensive Plan designates this site for Employment (E) and Community Mixed Use (CMU). 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.

Current Zoning

The entire site is currently zoned PUD/GDP/SIP and is within a well-head protection zone, WP-14.

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 a multi-phase redevelopment designed to create an urban campus environment that includes a mix of complimentary uses. The project takes advantage of an existing under-utilized site within the city to help to reduce suburban sprawl and utilize existing infrastructure. 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.

The 3 buildings in the Northwest portion of the site are intended to provide clinic space 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 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 after hours.

The mix of uses encourages walking, shared parking and activities in the evening.

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. The site provides accessibility to diverse modes of transportation including pedestrians, bikes, buses, cars, and future rail.

Proposed Uses

The General Development Plan (GDP) includes 7 buildings and 3 parking structures. The following is a potential full site build out summary of uses. The final building area, apartment count and parking count will vary based on the Specific Implementation Plans. See Section 5.3 for building data.

Building 1	Clinic – Digestive Health Center – SIP
Building 1A	Clinic
Building 2	Clinic
Building 3	Non-Profit Hospitality
Building 4	Mixed Use, Retail, Service and Office
Building 5	Hotel (approximately 130 Rooms), or Mixed-use, Retail, Services and Office
Building 6	Apartment Homes –Approximately 115 units

Approximate Total Area	538,020 sf
Approximate Total Parking	1,445 stalls
Approximate Parking Ratio	2.69 per 1,000 sf

Environmental Sustainability

This project will follow sustainability guidelines. The first proposed clinic building and the mixed use office building 4 will pursue LEED certification.

Sustainable Site

The project is a redevelopment of an existing site within the city. It provides increased density to reduce sprawl, utilizes existing infrastructure, and provides community connectivity with opportunities for biking, pedestrian access and transit use. The project includes a mix of uses including employment, retail and residential uses. The retail and residential uses compliment the employment use by allowing the employees to walk to the retail amenities and potentially walk to work. The mix of use also allows for sharing of parking stalls to reduce the amount of parking on the site. Landscaping will include indigenous species and will not include permanent irrigation.

LEED Certification

The first clinic building will be pursuing LEED for Healthcare designation. The mixed-use building #4 will be pursuing LEED NC Core and Shell.

Energy Efficient Buildings

The new buildings will be much more energy efficient than the previous buildings on the site. The building shell and mechanical systems will be designed to provide increased energy efficiency. Sustainable strategies may include energy recovery, harvesting natural daylight and solar hot water heating.

Water Efficiency – roof water collection and reuse

The building's plumbing fixtures will be chosen to save water. Strategies may include roof water collection for flushing of toilets.

Recycling during demo and construction

During demolition and construction the contractors will be looking for ways to recycle as much as possible to reduce waste that ends up in the landfills.

Materials and Indoor air quality

The project will utilize low and zero VOC products to create healthy interior spaces, regional materials to reduce transportation energy and materials with recycled content to reduce resource use.

Architectural Design

The Architectural design of the buildings will be of their time, energy efficient, utilizing clean contemporary lines with warm and inviting materials. Special care will be taken for the buildings to respond to the pedestrian scale along the streets.

The buildings are intended to define the public spaces of the streets and the common plaza area between the proposed hotel and the mixed use building. An architectural review board will be established that includes the developer and the major land user.

- External Mechanical Equipment will be screened.
- Trash dumpsters and service areas will be screened from public spaces.
- Building materials will be durable and low maintenance.

Signage

The signage for each of the buildings will be submitted in a separate signage package. The design of the signage within the UW Hospital and Clinics sites will be designed to help to designate the area as a campus. The remainder of the office and commercial areas will have unique signage.

Schedule

The first clinic building is intended to be occupied by early 2013, with construction starting in January of 2012. The office building is intended to be occupied by June of 2013, with construction starting in June of 2012. The apartments and parking garage are intended to be occupied by August 2013, with construction starting in June of 2012. The remainder of the site is intended to be completed within 5 years.

Demolition

It is the developer's intent to follow any and all City of Madison Demolition Recycling and Reuse regulations. As directed, ReStore will be contacted for items that can be removed for resale. Any and all appliances, which include HVAC equipment and water heaters, will be recycled and/or sold/reused. Devices that contain mercury, i.e. thermostats or fluorescent lights, will be recycled in the appropriate manner. Concrete, asphalt, and metal will be recycled for reuse.

Transportation Demand Management

The location of this site at the crossroads of University Avenue, Whitney Way and Old Middleton Road affords great opportunities for alternative forms of transportation. The design of the master plan includes amenities to encourage bike, pedestrian and bus usage. The UW Hospital and Clinics have a sophisticated TDM program to encourage multi modes of transportation to reduce single occupant vehicular trips for their employees.

Bike

The office building will include internal bike storage, showers, lockers and changing rooms to encourage bike use by employees. The apartment building will include internal storage for its residents. The site master plan includes a new North South bike path to connect to the new development. The bike path will provide a connection to the Trillium Neighborhood to the west and will allow for bike and pedestrian connections.

Transit

The UW provides complimentary bus passes to all employees. The passes work for any city bus and this site is currently served by several bus routes on University Avenue and Whitney Way.

Future Transit

The corner of Whitney Way and Old Middleton Road has been designated for a future Light Rail Station and would provide excellent connectivity for all users of the site including the employees of the UW Hospital and Clinics.

Park and Ride

Madison Metro provides 4 free Park and Ride lots

Carpool

Carpool matching is available through Dane County's Rideshare program.

Vanpool

WI Department of Administration runs a statewide vanpool which many UW employees use.

Custom Route Planning and Individualized Marketing

UW Transportation Services periodically sends out (or holds special events to distribute) targeted marketing information on alternatives to driving. For those with an interest, we can provide a tailored information packet including door-to-door transit and bicycle routes and/or advice on using our support services or taking alternative modes.

Trash and Snow Removal

The landlord and developer will contract for trash and snow removal.

GDP Amendment

The GDP is amended to allow a 4-story office building as well as a hotel on the site of building #5. The office building will reduce the total floor area. It is also amended to increase the number of apartment units from 65 units to 115 units. See Building Data and Site Masterplan drawing 4.3

749 University Row (Building #4) SIP Description

Use

The total proposed office use area for Building #4 is 53,877 GSF. 3,515 SF is proposed to be a Café. The total gross square footage above grade of Building #4 is 64,940. The area of the below grade parking level is 21,037 GSF. The occupant design load for the Assembly Café space is to be determined at a later date.

Sustainability

This project will follow sustainability guidelines. The mixed use building #4 is pursuing LEED Core and Shell Certification.

Building Design

The mixed use building will have brick, metal panel, glass fiber reinforced concrete panels and glass. Special care will be taken to have the building respond to the pedestrian scale along the streets. The campus will have comprehensive signage design guidelines.

725 University Row (Building #6) SIP Description

Use

The apartment units surround the internal parking structure to provide definition and activity to the adjacent streets. The apartments provide ownership on the site after hours. There will be 115 units on four floors with a small common area on the lower level. The total proposed residential area for Building #6 is 131,810GSF. There will be 5,800GSF of commercial space in the Northwest corner of the lower level. The 139,690GSF parking structure houses 337 parking stalls on three floors. These stalls will serve both commercial Buildings #4 and #5, in addition to the residences of Building #6. The parking structure will have a green roof with accessible terrace for the apartment residents.

Sustainability

The project will have an intensive vegetative green roof over the parking structure.

Building Design

Building #6 will be a contemporary building using a mixture of warm materials to foster a comfortable residential atmosphere. The apartment building will have brick, fiber cement siding, metal panel and Low-E windows. Each unit will have a private deck along with communal access to the interior green roof over the parking structure. Special care will be taken to have the building respond to the pedestrian scale along the streets and to provide adequate way-finding for visitors to both the residences as well as the surrounding commercial uses. The campus will have comprehensive signage design guidelines.