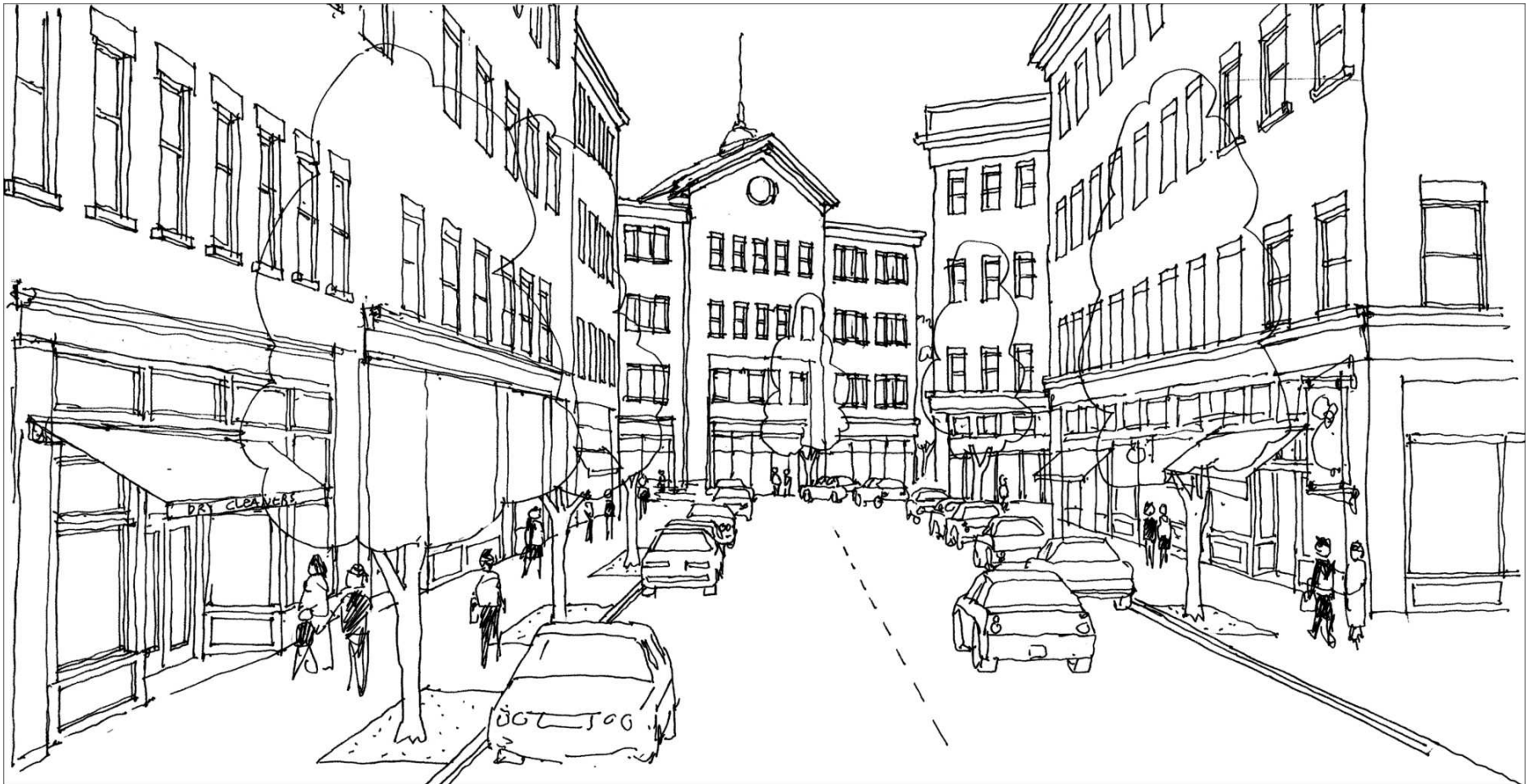


Erdman Center Project
5117 University Avenue, Madison, WI 53705
Erdman Real Estate Holdings, LLC

Informational Presentation for the Urban Design Commission

April 21, 2010



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A. Vicinity

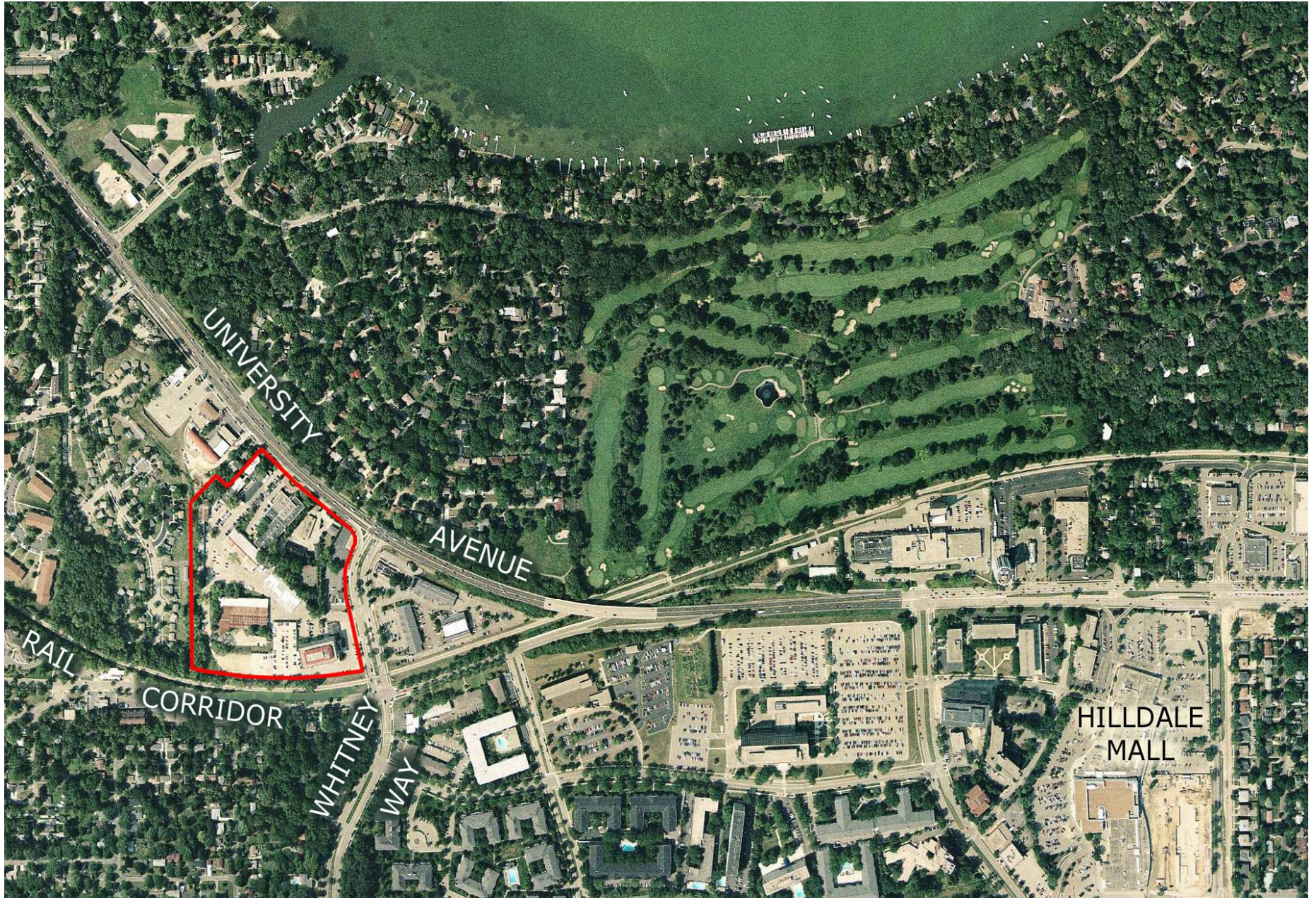


Figure A: Site outlined in red on air photo.

B. Project Narrative

The site is approximately 18 acres of land bordered by University Avenue to the north, Whitney Way to the east, the railroad tracks to the south and the veterinary clinic and Trillium housing to the west. The site is located at the intersection of two major arterial roads and is surrounded by commercial and residential uses.

This submittal is for a General Development Plan (GDP) for a new Planned Unit Development (PUD) for the entire site. Current uses on the site include office, hotel, warehouses, parking lots, and convenience retail. All of the existing buildings on the site are planned to be demolished with the exception of the Public Service Commission office building and a utility structure owned by AT&T. The proposed uses for the site are those designated in the Comprehensive Plan as well as the Spring Harbor Neighborhood Plan. Those uses are Employment and Neighborhood Mixed-Use which would include business offices, medical clinics, convenience retail, and complementary uses such as hotels, restaurants and related residential.

The proposed project has been presented to alders from the Spring Harbor Neighborhood Association and the Glen Oak Hills Neighborhood Association. On February 11th the project was presented to the Spring Harbor Neighborhood Association Board of Directors and on April 3rd a Neighborhood Informational Meeting was held. Surrounding landowners and residents were invited, including Spring Harbor, Glen Oaks and nearby business owners. The results of the neighborhood meetings have been very constructive, with primary concerns relating to storm water management and traffic impact.

The master plan concept for the project is based on incorporating new urbanist principles that include: creating a pedestrian friendly street with well designed buildings fronting it and parking behind, a mix of uses to encourage walking, accessibility to alternate modes of transportation to include buses, bikes and commuter rail, and pedestrian friendly outdoor spaces with a plaza, benches, sidewalks and paths. The site design is organized around a new internal street that is intended to be a design amenity as well as providing entry access to the buildings and the parking areas.

Parcels Included in the Site:

0709-184-1401-5	420,791 s.f.	
0709-184-1408-1	59,417 s.f.	
0709-184-1407-3	72,074 s.f.	
0709-184-1406-5	87,088 s.f.	
0709-184-1405-7	14,594 s.f.	
0709-184-1403-1	51,469 s.f.	
0709-184-1420-5	27,860 s.f.	
0709-184-1402-3	28,490 s.f.	
Totals:	761,810 s.f.	=17.5 acres

Summary of Building Square Footage (refer to drawings on pages 6 and 7)

<i>Building</i>	<i>Footprint (s.f)</i>	<i>Levels</i>	<i>Total (s.f.)</i>	<i>Parking spaces/1000 s.f.</i>	<i>Parking Spaces</i>
PSC Building (existing):	18,000	5	90,000	4	360
Proposed Hotel:	13,200	6	80,000	1/room +staff	135
Proposed Restaurant:	5500	2	11,000	7	77
Proposed Clinic:	16,000	5	80,000	4.5	360
Building A:	9000	3	27,000	4	108
Building B:	14,000	5	70,000	4	280
Building C:	9000	5	45,000	4	180
Building D:	16,000	5	80,000	4	360
Building E: residential	14,000	4	42,000	3	126
Building F:	17,000	5	85,000	4	340
Building G:	4500	5	22,500	4	90
Building H:	14,000	5	70,000	4	280
Totals:			724,500 s.f.		3162 cars

C: Project Plans

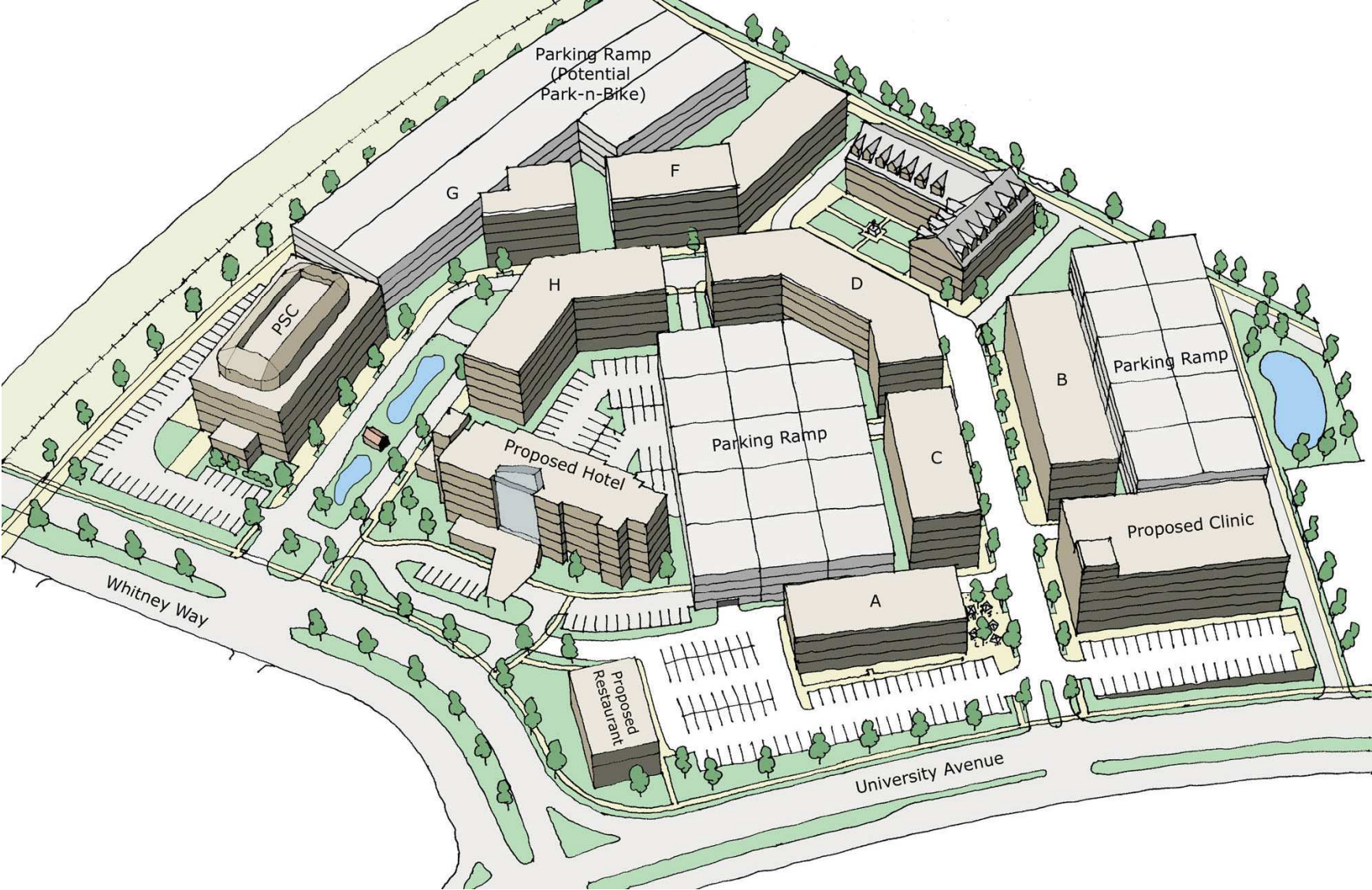


Figure C.1: Isometric View



Figure C.2: Plan View

D: Planning and Design Concepts

Concept 1: Urban Fabric vs. Suburban Sprawl.

1.1: Project is organized by a pedestrian street defined by buildings vs. office park buildings in parking lots.

1.2: New street connects through site vs. dead end streets.

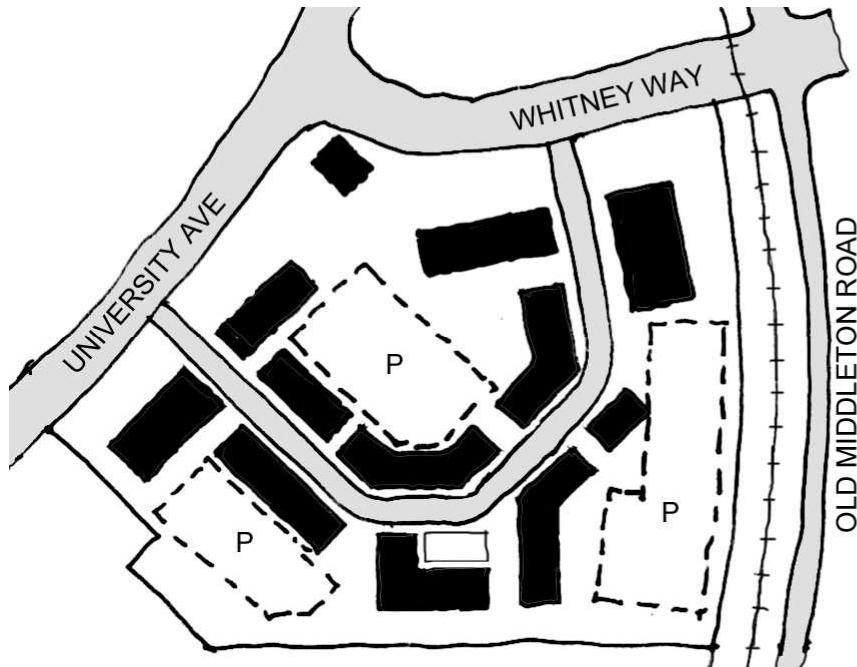


Figure 1.1a: Buildings define the public realm of the street.

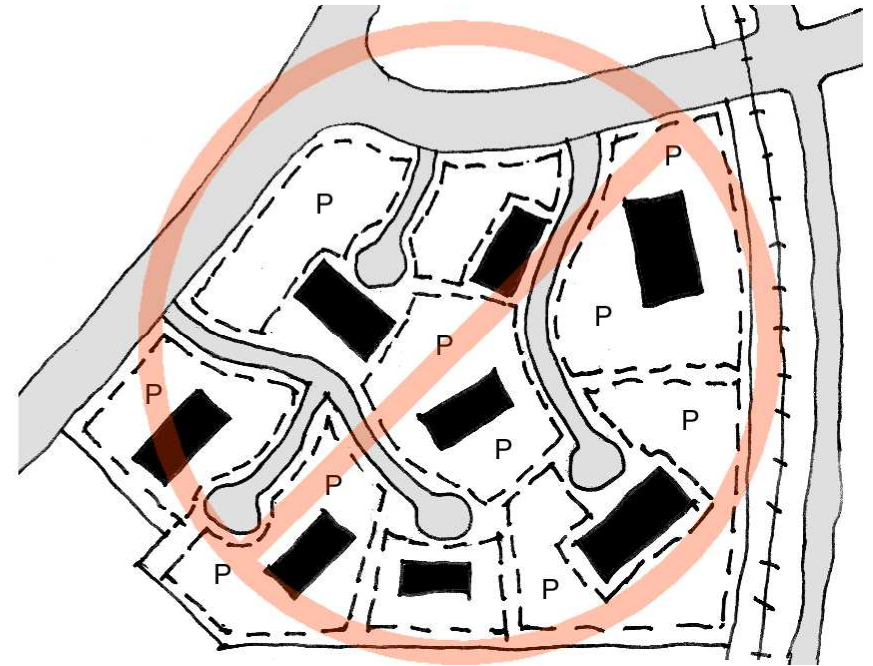


Figure 1.1b: Site showing typical office park pattern with buildings in the center of parking lots.

Concept 2: Relationship of Buildings to Streets.

2.1: Two different street types with different building-street relationships:

- Buildings facing arterial streets (University Ave. and Whitney Way) set back.
- Buildings facing internal street set close to right of way.

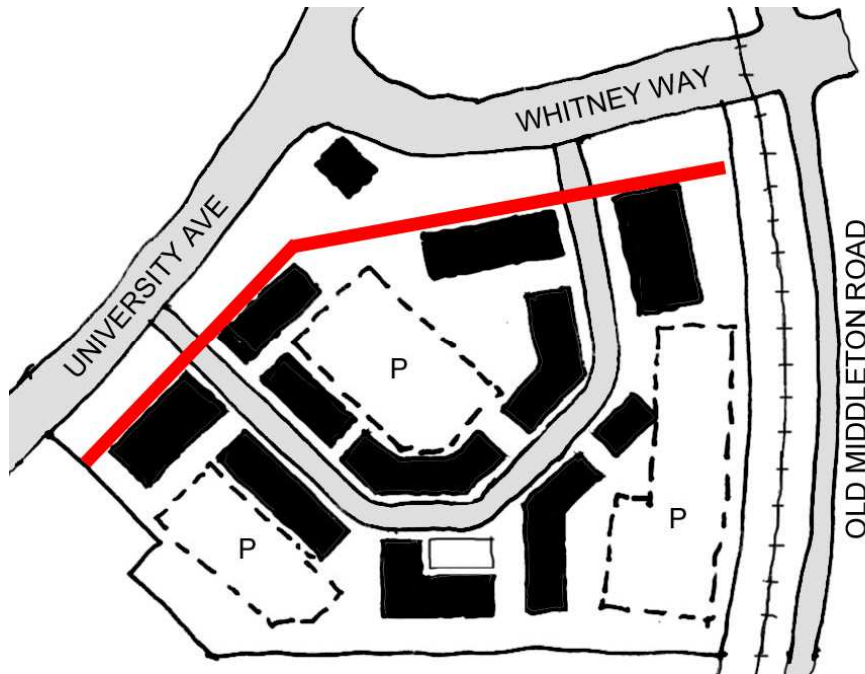


Figure 2.1a: Buildings facing arterial set back; restaurant is exception.

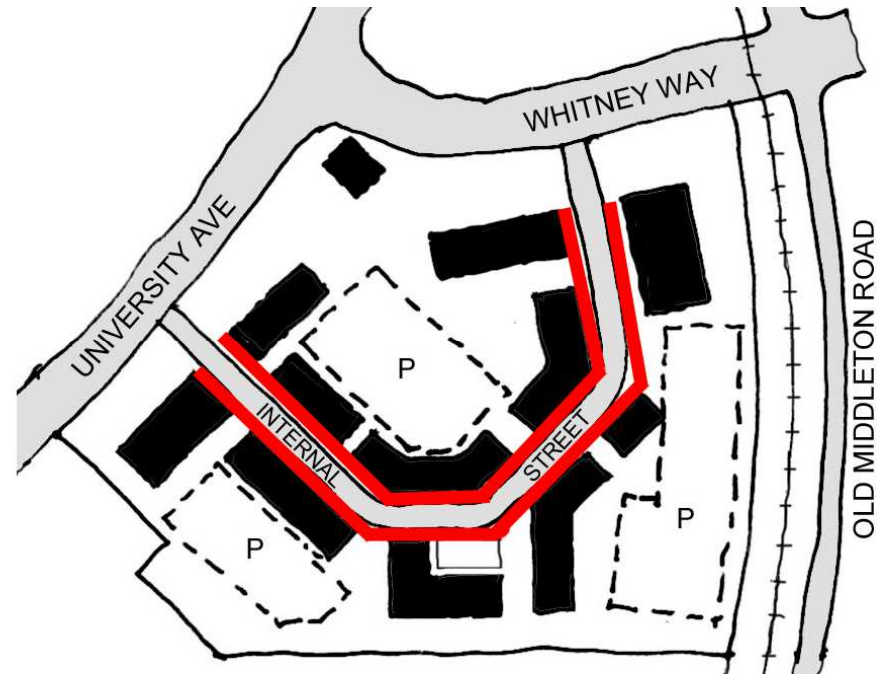


Figure 2.1b: Buildings facing internal street set close to street.

2.2: Maximum seven story building height; less than 100 feet in height.

2.3: Through street, no dead end.

Concept 3: Mixed Uses.

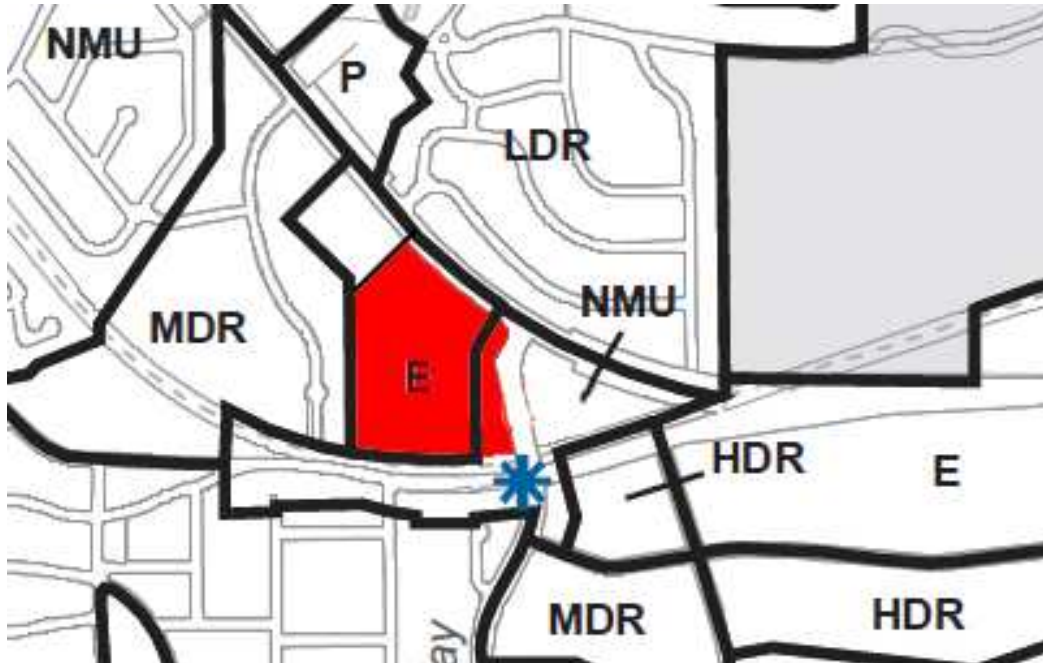


Figure 3: Project site in red, superimposed on the map from the Comprehensive Plan.

- 3.1: Site is currently designated for a combination of Employment and Neighborhood Mixed-Use.
- 3.2: Supporting uses include hotels, restaurants, retail, child-care, related residential.
- 3.3: Ground floors of buildings intended to accommodate either retail or commercial, per market demand.
- 3.4: Blue asterisk indicates Comprehensive Plan designation for transit-oriented development

Concept 4: Internal Street as Public Amenity.

- 4.1: Pedestrian-friendly, human-scaled.
- 4.2: Street as 'public room', buildings enclose space of the street.
- 4.3: Straight street segments facilitate build-to lines and view terminations.

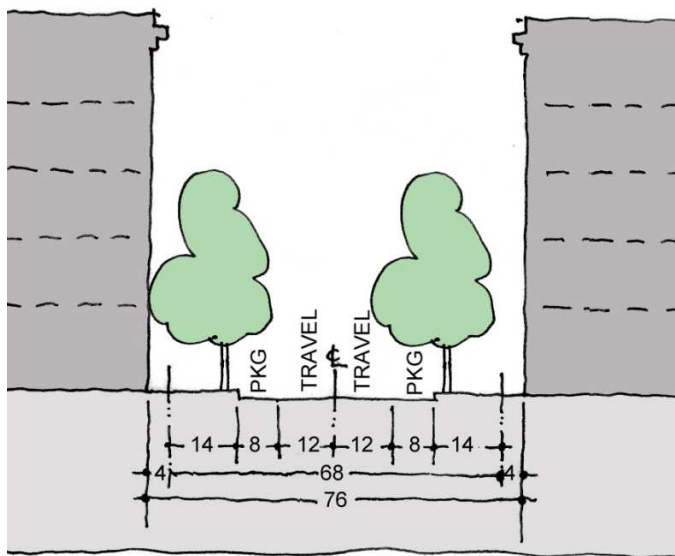


Figure 4a: Proposed cross section of street.



Figure 4b: Perspective sketch of intended streetscape with terminated street view.

Concept 5: Three-Part Parking Strategy

5.1: Surface convenience parking for retail anchors.

5.2: Maximize on-street parallel parking.

5.3: Structured parking behind buildings.

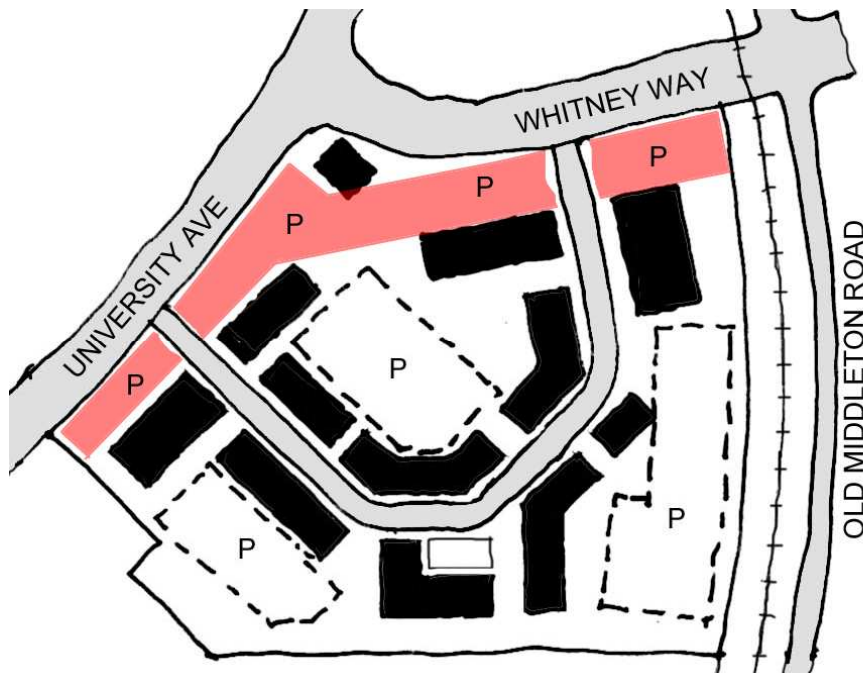


Figure 5a: Surface parking facing arterials for retail, hotel and PSC visitors.

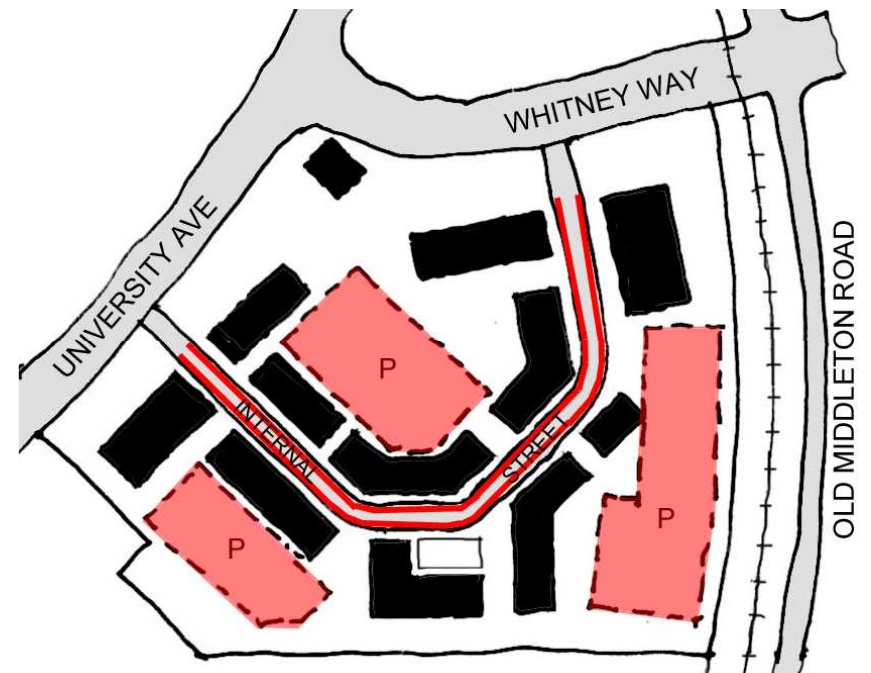


Figure 5b: On-street parking and parking ramps behind buildings

Concept 6: Open Space and Trails.

- 6.1: Green trail zone along residential edge.
- 6.2: Public square near the bend in the internal street.
- 6.3: Pedestrian and bicycle trails surround site with links to internal street.
- 6.4: Trails along site perimeter double as fire lanes.

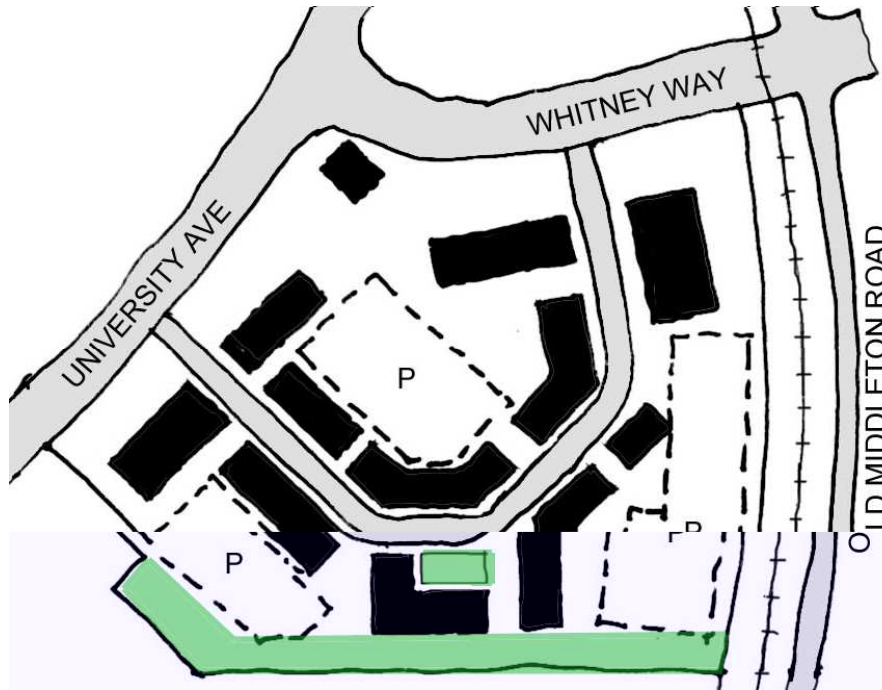


Figure 6a: Public square at bend in street, plus green buffer at lower edge.

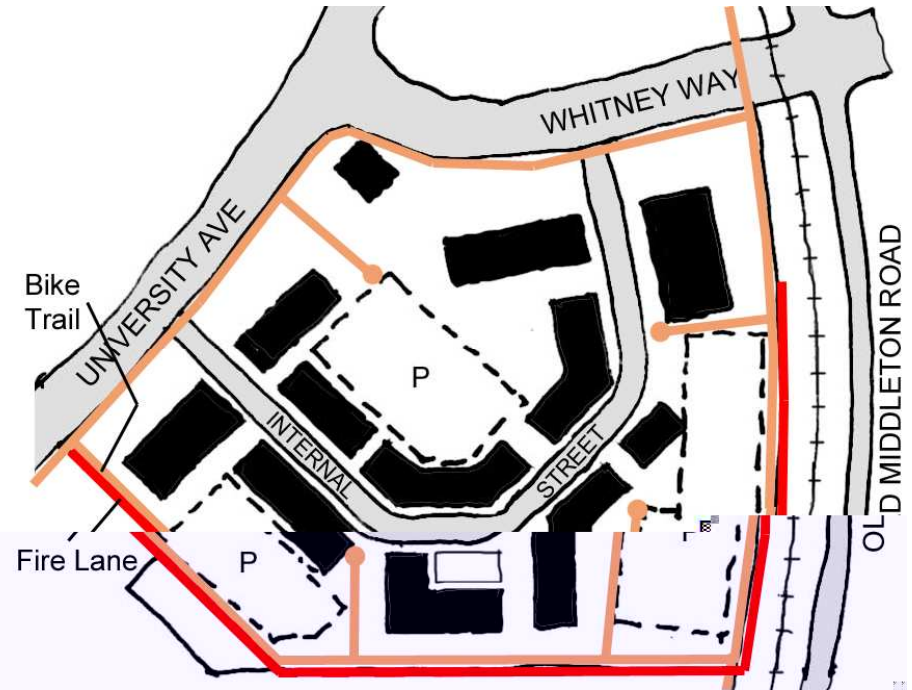


Figure 6b: Fire lane doubles as trail around site.

Concept 7: Support for multi-modal transportation.

7.1: Major bicycle path along rail corridor and along site edges, potential Park-n-Bike / Bike Center.

7.2: On major bus service route.

7.3: Walking connections to surrounding neighborhoods.

7.4: Potential commuter rail station with park-n-ride.

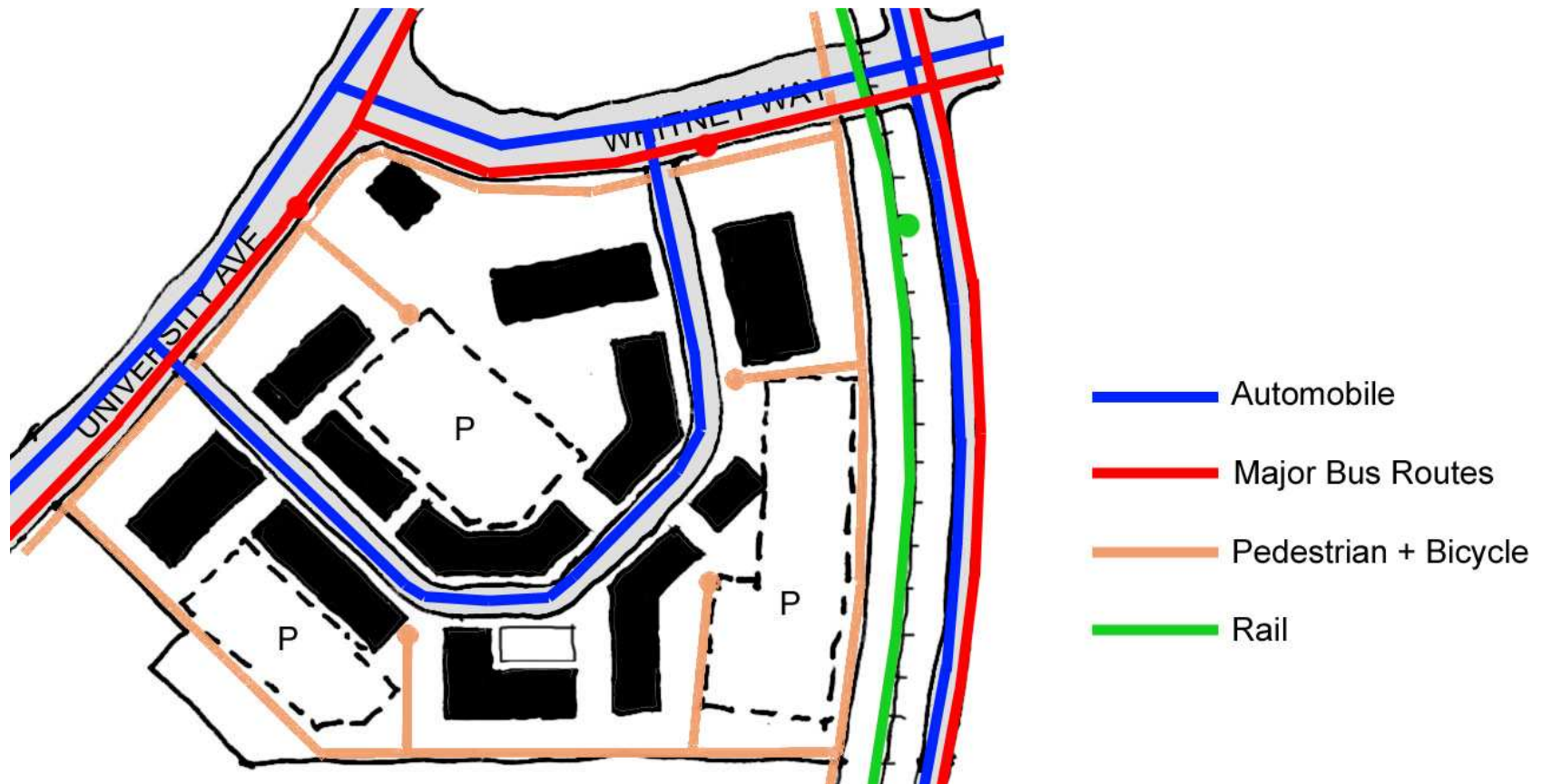


Figure 7: Multi-modal transportation options.

Concept 8: Two Part Retail Concept:

8.1: National/regional retail “cluster anchor” on University creates critical mass of retail; convenience surface parking.

8.2: Regional/local retail on internal street; parking on-street and in ramps.

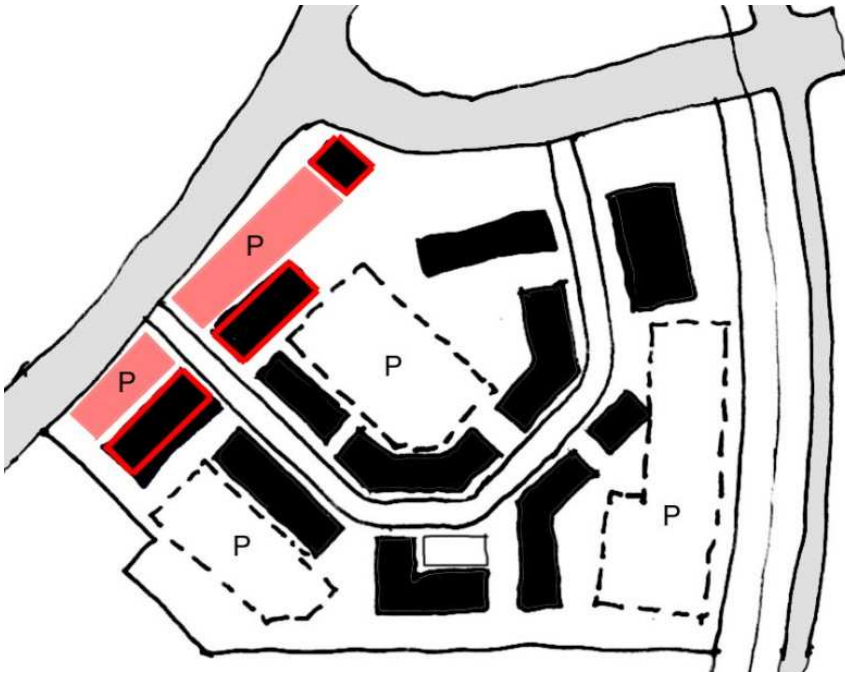


Figure 8a: National/Regional retail cluster on Univ. Ave.

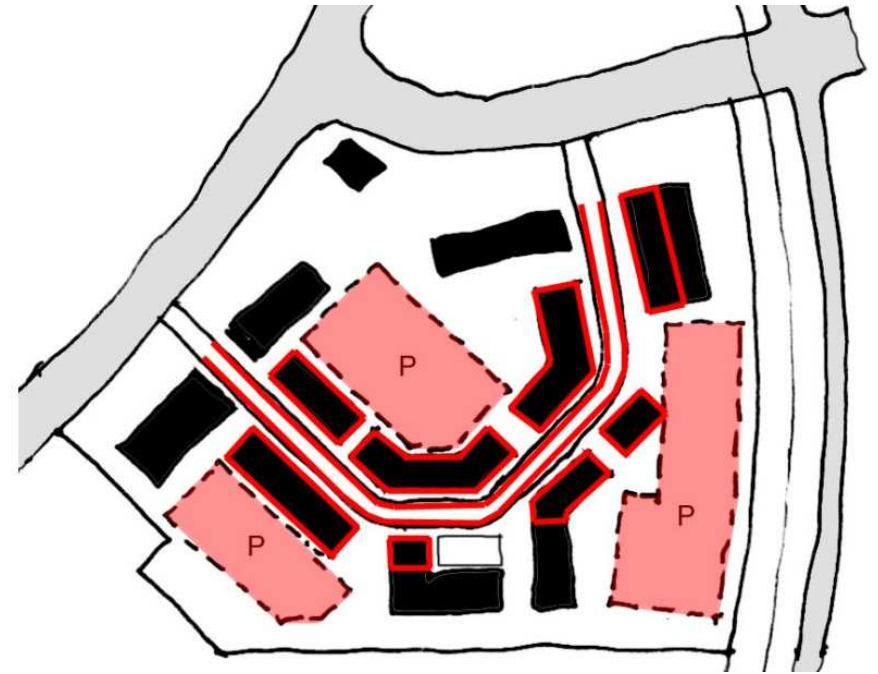


Figure 8b: Regional/local retail on internal street.

Concept 9: Sustainable practices, materials and technology

9.1: Recycling and reuse of demolished structures to extent possible.

9.2: Encourage LEEDS certified new construction.

9.3: Distributed storm water management and infiltration.

9.4: Renewable energy component, solar electric, ice storage.

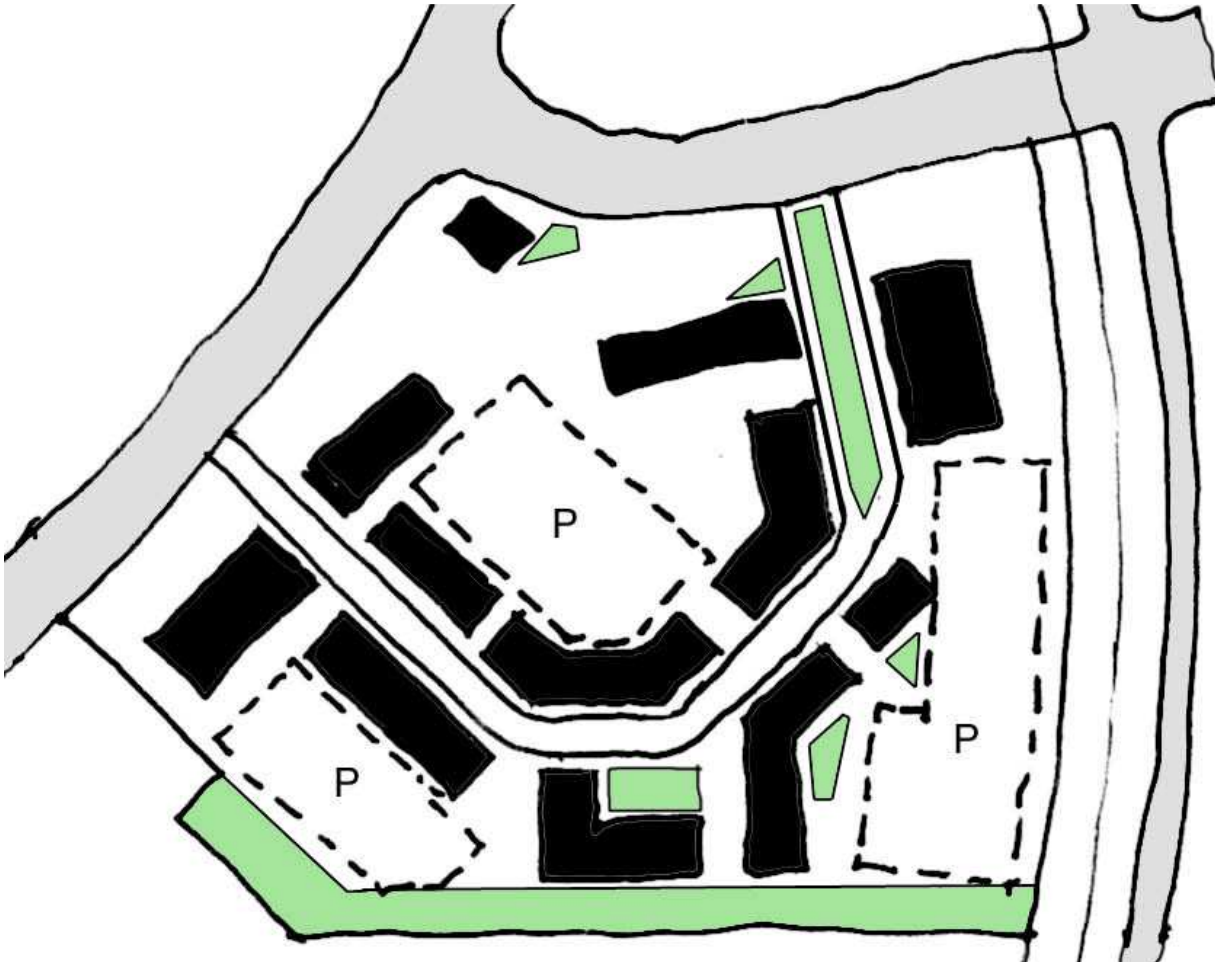


Figure 9: Stormwater intended to be managed in distributed locations around site.

Concept 10: Straight Street Segments with Terminated Views

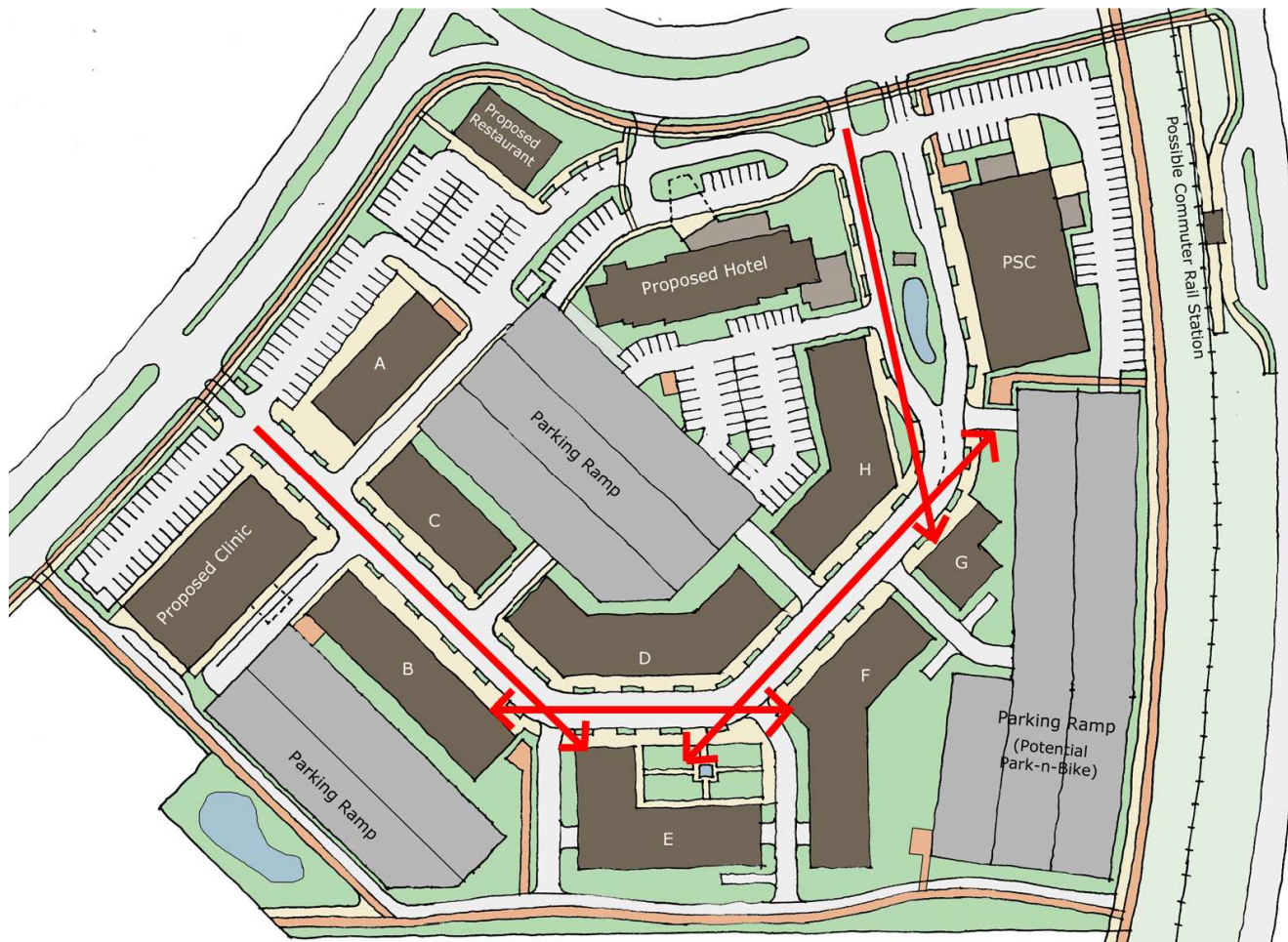
10.1: Instead of a curved street, we are proposing straight street segments joined by curves with a centerline radius of 75 feet.

10.2: It is easier to position orthogonal buildings close to the right-of-way if the street is straight.

10.3: Straight street segments allow buildings to be positioned in such a way as to terminate the view line of the street.

10.3: It is easier to parallel parking on a straight segment than a curved street.

10.4: Smaller curve radii facilitate traffic calming.



Concept 11: Form-Based Code.

11.1: Urban Design Guidelines; Lot diagrams, building form, frontage types, building heights.

11.2: Architectural Design Guidelines; architectural style, façade design, shopfront design.

11.3: Landscape Design Guidelines.

11.4: Business District Association (codes, covenants and restrictions).

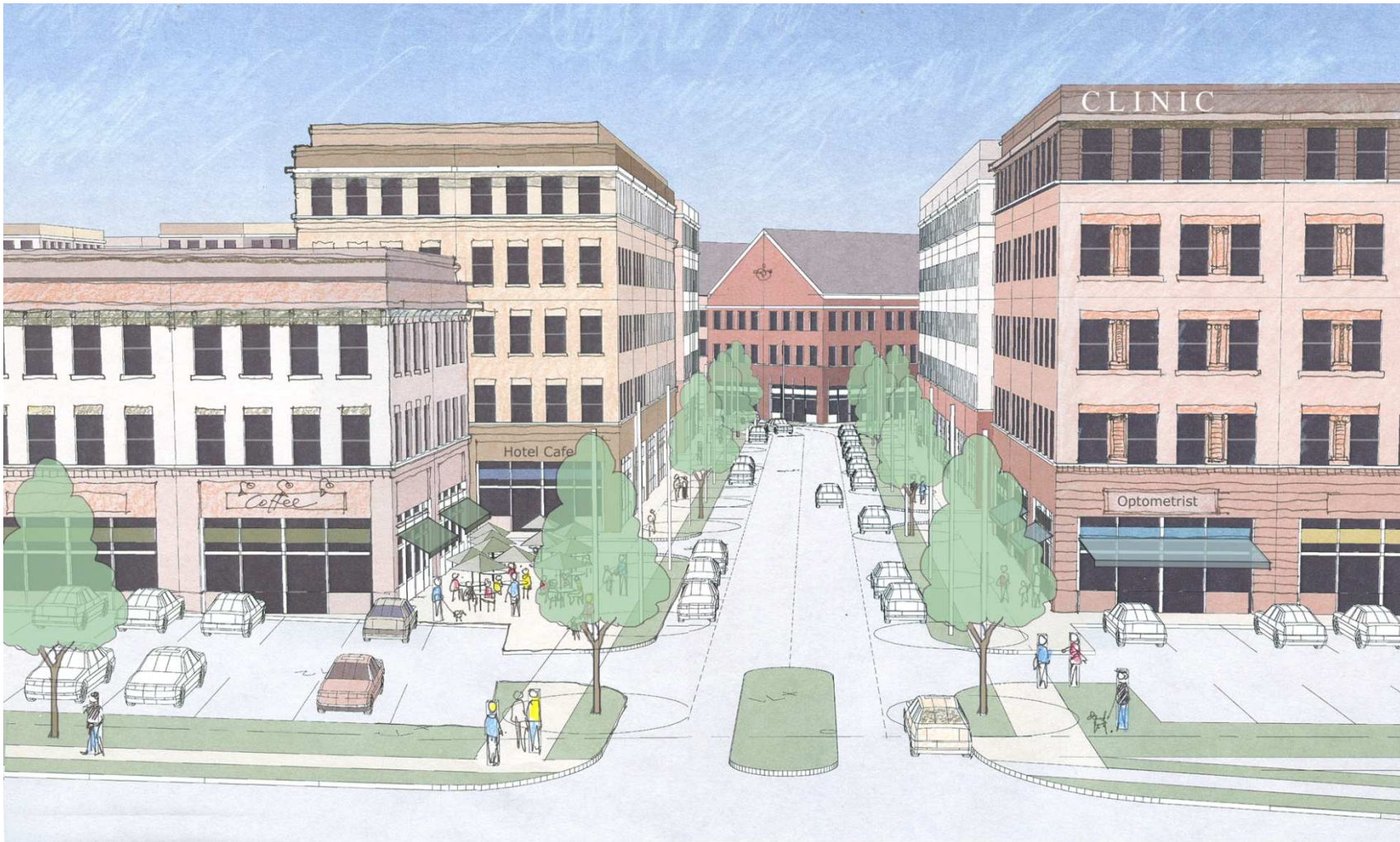


Figure 11: Perspective sketch showing intended traditional architectural style and straight street segment with terminated view.

Concept 12: Phasing.

12.1: First phase: Buildings fronting University and Whitney; internal street connects through site; surface parking.

12.2: Subsequent phases: Buildings fronting on internal street with parking ramps.



Figure 12: Phase 1 buildings with surface parking.