

ONE UNIVERSITY PLACE

University Heights Presentation

A Sense of Place

One University Place is a proposed mixed-use (*mikst-'yüs*):
Used or suitable for several different functions <a *mixed use* building>)

***“A Mixed use can be magic. Take a space with potential;
Apply inspired design and a deep understanding of the community
and presto: People suddenly live.... labor... and linger in a place where
there was nothing but promise”***

We are pleased to introduce you to One University Place will be located at 1300 Melrose Avenue on the current property of St Andrews Presbyterian Church in University Heights Iowa City, IA. “City Place” a commercial building will face Melrose Avenue with one level of commercial space for locally known tenants. For example we contacted local businesses in the following areas that have shown a strong interest in locating in “City Place” Businesses such as a Food Market, Drug Store, Coffee/Bakery, Financial Private Banking, Drop off Dry Cleaners, Sit Down Restaurant and Pub, Realty Sales office, Attorney’s office, Dental office, and a common office receptionist for small one person businesses. There is an open landscaped plaza terrace directly on the corner of Melrose Ave. and the proposed new alignment of Sunset Street for gathering, reading or playing board games. In addition to City Place commercial we will be introducing “The Residences at One University Place” there will be a condominium building which is in the drawing stages now

The design and concept of the proposed mixed use development was based on the material in the University Heights produced “Comprehensive Plan” dated November 2006. Our team of professionals feels we have addressed the items that the city is looking for and the residents will support which will maintain the unique character of University Heights as it is today yet add a walk able destination neighborhood plaza retail area with a local feel that the residents can identify with and utilize frequently.

I would like to mention that “One University Place” has evolved around many ideas and meetings with local potential buyers, commercial tenants, and the architectural firm of Neumann Monson a name well known around the Midwest for superior architectural designs and service. In addition local real estate professionals from many offices have contributed as well.

I am noting by page and heading the areas that I feel we have addressed with our One University Place Community.

Commercial The St Andrews Church property is already in proximity of two commercial areas with in University Heights.

Open Space: The natural ravine between St Andrews church and Sunset Street is under contract to purchase which will be a part of the proposed realignment of Sunset Street with the area west of St Andrews abutting Birkdale and UAC will remain a protected open space based on the steep slopes and heavily wooded natural terrain.

Pg. 8 Scenario one: Report Stated “Commercial development should be concentrated near the existing commercial and business zones” The site is well within the UAC area.

Scenario Two: Report Stated “Identifies that IF more multi family becomes a reality, it should occur near the existing commercial areas; mixed —use may be acceptable along Melrose”. Concluding that the St Andrews is one of the most likely and most well received location for mixed-use in University Heights.

Pg. 9 Scenario three: expands the multifamily and mixed-use along Melrose. In all 3 scenarios the residents have expressed that this area is an acceptable location for commercial, multi-family and or a mixed-use plan for this property.

Scenario two: By approval of higher density (Smart Growth In-Fill) housing and commercial which is well thought out in design location and acceptance then this mixed-use project in University Heights will help achieve a better place to live with an increased tax base.

Pg. 19 The Report Heading States in Bold Letters “Sense of Place”: Hmmm we could be on to something here “One University Place” sure sounds like University Heights and One University Place is **THE PLACE** to be!

The report states further that

”A common gathering place is needed to foster community attachment and involvement”

With the unique presence of “One University Place” with the open terrace on the corner of Melrose and Sunset Street provides an area for outside activities, seating for the restaurant, a fireplace for cool fall evenings, and most of all provide the requested Place to Gather.

One University Place will provide that gathering “Place” to foster community attachment and involvement and to help define the existing fine assets of University Heights and create new ones

Pg.21 Infrastructure and Public Services: Any increase of expenses for the infrastructure can be off set by the new taxes being received by the city from the commercial and residential. A TIF can be used for many of the public area redevelopment.

Pg. 26 Melrose Avenue: We are in agreement in keeping Melrose a two lane driving surface Street .We would include in our proposal a turning lane into our property for a center turning lane going west to east and the realignment of Sunset Street.

Parking: All parking for the commercial building tenants and residential condominiums will be provided for underground out of site with adequate surface parking for users of the terrace and retail space.

Pg. 29 Property Rehabilitation and Development: The residents of University Heights recognize that development of the northwest area is inevitable, primarily because of the recent purchase by the University of Iowa of the familiar UAC building and land. But want to insure such changes occur in a cohesive manner with plenty of forethought and with the residents in mind.

Pg. 30 Housing Composition: The city already has a significant number of high density multi-family units and has added additional PUD's in the past such as the successful Birkdale Court homes east of UAC property. We are proposing to serve two requests that were stated by the report of University Heights residences.

A centrally located "City Center" meeting area for residents together and converse, with their own commercial/retail outlets within walking distance of many of the residents homes. Introduce New housing of all prices for all ages including new updated designed condominium residences in 8 different floor plans from studio to penthouse meeting most of today's buyer's needs.

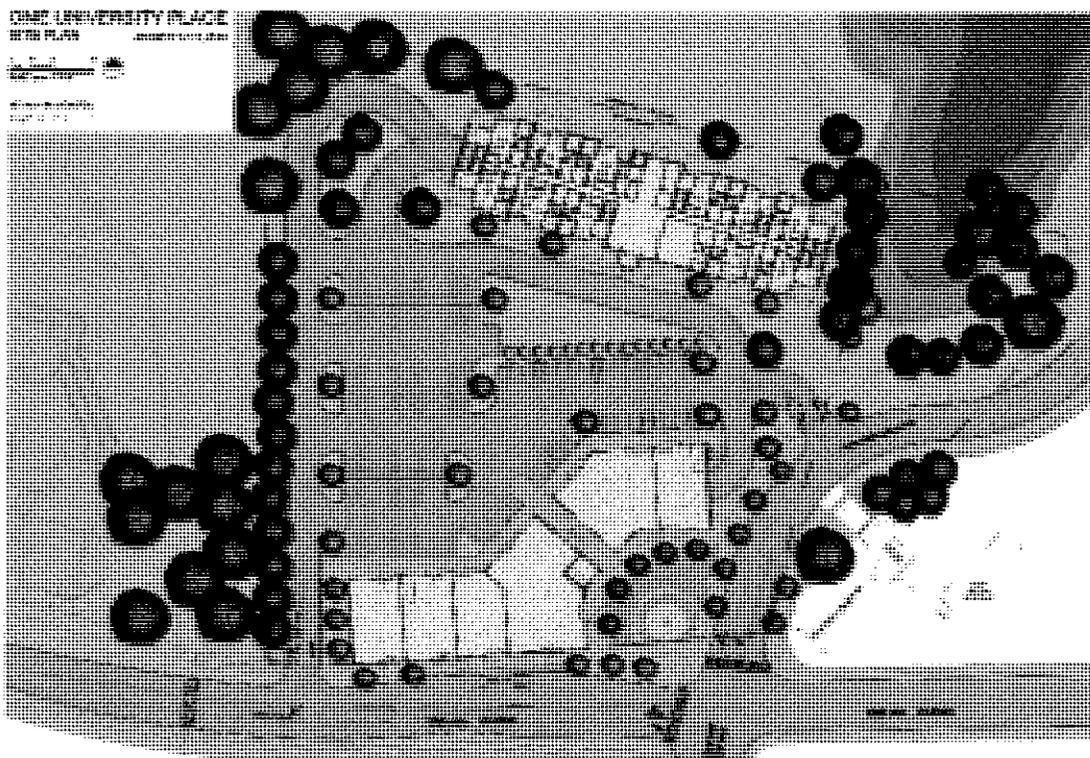
Pg. 31 Future Development: The City has resolved that it should seek new "High" quality' housing, using sustainable and environmentally "Green" materials, with consistent design standards. To maintain a strong residential character with the best choice of mixed-use type developments that would help mix and add to all economic segments that desire to live in University Heights and limit intensive nondescript commercial space. This community development will bring noted recognition of "Green" building technology to the University Heights nationally and set the trend for all future streetscapes and developments in this area.

Pg. 31 Finance: The increased commercial taxes from" City Place" is good for the city with the likely hood that UAC will become a non-tax payer at some time in the future and currently the only commercial site and proposal in front of the city for approval.

In reading the comprehensive plan that had input by many residents of University Heights we couldn't help but think that each and every one of them seek a higher quality of life than they could have living else where in Johnson county. They want more of an identity in the area but not at the risk of giving up the character of University Heights as they know it. They agree that change is good and inevitable if it includes consistent designs and it's a carryover of the University Heights style with a "Sense of place" to gather.



AERIAL OF MELROSE AVENUE, SUNSET STREET AND PROPOSED SITE



SITE PLAN SHOWING MELROSE AVENUE, THE REALIGNMENT OF SUNSET TREET, PATIO TERRACE WITH WATER FEATURE



RENDERING OF CITY PLACE
COMMERCIAL MAIN LEVEL WITH CONDOMINIUMS ABOVE
BENCH SEATING OUTDOOR ARE FOR GATHERING

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