

May 9, 2011

City of Madison Planning Commission
Attn: Nan E. Fey, Chairperson
c/o Mr. Bradley J. Murphy
Director, Planning Division
Department of Planning and economic Development
215 Martin Luther King, Jr. Boulevard, Room LL-100

RE: Proposed Amendments to City of Madison Comprehensive Plan
4018 Mineral Point Road- Mt. Olive Church

Dear Chair Fey:

We recently had an offer accepted to purchase the former Mount Olive Church, located at 4018 Mineral Point Road. Currently there is no neighborhood plan in place which includes this parcel. MSP seeks re-characterization of these lands under the City of Madison Comprehensive Plan to "High Density Residential" to allow for the construction of a senior housing campus that will include independent senior apartments, assisted living and memory care.

In support of this request, MSP Real Estate, Inc. offers the following information:

1. This land is currently planned for "Low Density Residential" given the layout of the site (see attached aerial) the current planning seems infeasible for the redevelopment for single family homes.
2. The highest and best use of this infill site is senior residential housing. The demographics of the adjacent neighborhoods support a strong need for senior housing now and in the future. Although we are seeking a "high density residential" classification we will minimize the impact on the neighborhood through our building design. The majority of our building is two stories and the three story section is in approximately the same place as the existing church.
3. Traffic impact analysis from similar projects show that the trips generated from our project will be less than the site's use as church. The TIA also shows that high density retirement community would only generates about 40% of the traffic of a general occupancy high density residential property. Fortunately the site is located on an existing bust route which will accommodate transportation for residents as well as staff and visitors to the property, further reducing the traffic impact on the neighborhood.

While we realize that this request is outside of the Plan Commission's March 21, 2011 target date for plan amendments, we request that it be considered by the Plan Commission along with other Comprehensive Plan Amendments. This is a highly visible infill site and while we have considered other sites on the periphery of the City that were in line with the

Comprehensive Plan this site is ideal for our use and will not require additional City infrastructure to accommodate our development.

We have discussed the development with Alder Schmidt and we will be holding the first of several neighborhood meetings related to this development on May 18, 2011.

We appreciate your consideration of our request and look forward to an opportunity to present further reasons that this change to the Comprehensive Plan should be considered by the City of Madison's Plan Commission.

Sincerely,

A handwritten signature in dark ink, appearing to read 'J. Klein', with a stylized flourish at the end.

Jacob T. Klein
Director of Development

cc: Alder Chris Schmidt (via email)
Brad Murphy (via email)

Overview of MSP Real Estate, Inc.

MSP Real Estate, Inc.

MSP Real Estate, Inc. (MSPRE) and its subsidiaries Heritage Assisted Living, MSP Construction and MSP Property Management make up a full service real estate development company.

Established in 1988 by Milo Pinkerton MSPRE has assembled a team with the experience and tenacity to get the job done. We are a long-term owner that owns over 90 percent of what we have built. Our philosophy is to develop high quality properties in strategic markets to ensure the best investment for us, our partners and the communities we build in.

MSPRE has experience with public/private development projects utilizing TIF, HOME Funds, Federal Home Loan Bank Funding, CBDG, Metropolitan Council grants, and DTED grants. MSPRE has extensive knowledge of real estate development gained over the past 20 years with 28 projects totaling over 140 million in value.

Senior Housing Development

MSPRE has become one of the Midwest's leading developers of senior housing communities. To date we have developed over 1400 units of senior housing in 12 communities in Wisconsin and Minnesota. MSPRE has developed senior condominiums, independent apartments, assisted living and memory care.

Over the past 5 years MSPRE has focused on developing senior housing campuses to provide a continuum of care for its residents. These communities consist of mixed income independent senior apartments, assisted living and memory care.

Affordable Housing Development

MSPRE specializes in Section 42 Affordable Housing Tax Credit development. To date MSPRE has received over \$10 million in tax credit allocations in three Midwestern states, constructing developments with a total project cost of over 95 million. This portfolio consists of approximately 1000 units of senior housing and 260 units of family housing.

MSPRE has experience developing properties using both 9% tax credits and 4% tax credits with tax exempt bond financing.

Market Rate Housing Development

Louisiana Oaks Apartments is a 200 unit market rate development in St. Louis Park, Minnesota. This property was recognized as the 2006 MADACS Award-winning ("Property Excellence Award – Best New Development – Market Rate") in the Twin Cities.

Heritage Assisted Living

Founded in 2000, Heritage Assisted Living is an industry leading manager of assisted living and memory care communities. Today we own and operate eight communities in Wisconsin totaling over 350 units. We are one of the fastest growing Assisted Living companies in the region and now employ over 300 people.

MSP Construction

MSP Construction is responsible for General Contracting service for MSPRE's developments. Acting as our own general contractor allows us to save costs and ensure quality on all our development projects.

In 2009 MSP Construction built 360 units with project costs totaling over 30 million.

MSP Property Management

MSP Property Management, LLC (MSPPM) was formed in 2006 to more fully service its affordable housing and market-rate housing in Minneapolis and Northwest Wisconsin. MSPPM currently manages over 500 units in six locations.

Management Team

Milo Pinkerton, President

Milo has developed more than 2000 units spanning over 27 years. Milo's unique background of architecture, real estate and construction has enabled MSP projects to be of consistent high quality, on time and on budget.

Milo is primarily responsible for overseeing and directing all aspects of the MSP Family of Companies. Ensuring steady growth, consistent profitability and increasing cash flows annually. Milo works hands on with the development and construction company and

coordinates management and direction of Heritage and MSPPM through its various staff directors.

Prior to forming MSP Real Estate, Inc. Milo was vice president and manager of special projects for ITT Real Estate Services, where he was in charge of the disposition of \$50 million of troubled real estate nationwide. Milo was also project director with a regional development/construction company, Orville E. Madsen and Sons, based in Madison, Wisconsin, in charge of developing over 450 units.

Milo has a Master's of Science in Business, Real Estate Investment from the University of Wisconsin and a Master of Architecture Degree from the University of Minnesota. He is licensed in Minnesota and Wisconsin as a real estate broker.

Jacob T. Klein, Director of Development

Since joining the MSPRE team in 2004 Jacob has overseen the development of 400 Units of Senior Housing totaling over \$45 million. Mr. Klein has developed Private Pay Assisted Living and Memory Care as well as Mixed Income Independent Senior Apartments.

Jacob is primarily responsible for project development, leading all facets of the development process, including site identification and acquisition, city approvals, financial layering, tax credit approval, construction and lease-up, financing -- identifying various forms of soft cost subsidies, TIF analysis, construction and long-term debt financing as well as Tax Credit Equity. Jacob is also responsible for soliciting bids and negotiating construction contracts, visits sites biweekly, and serves as Project Manager to manage the construction process.

Prior to joining MSPRE Jacob was Leasing Director for Oakbrook Corporation at Uptown Village Apartments, a 400-unit market rate apartment community in Denver, Colorado. He was in charge of preparing quarterly reports for investors, retention of residents, and managing leasing staff.

Jacob earned his Bachelor of Arts from the University of Colorado and is a licensed real estate agent in Minnesota.

MSP Real Estate Market Rate Apartments

	Units	Completion
Louisiana Oaks/St. Louis Park, MN	200	2002
Total	200	

Heritage Assisted Living Assisted/Memory Care

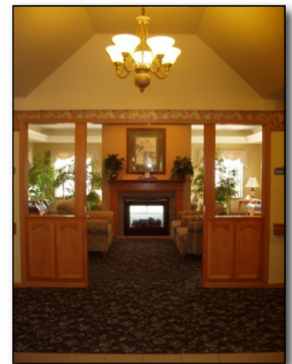
	Units	Completion
Heritage Court, Menomonee Falls	34	2004
Heritage Deer Creek, New Berlin	76	2004
Heritage Deer Run, Eau Claire	39	2002
Lexington Heritage, Greenfield	20	2000
Heritage Court, Eau Claire	34	2007
Heritage West Allis, West Allis	78	2009
Monona Heritage, Monona	75	2009
Total	356	

MSP Real Estate Section 42 Apartments

	Units	Completion
West Allis Senior Apts./West Allis, WI	122	2009
Monona Senior Apartments/Monona, WI	88	2009
Lincoln Village/Port Washington, WI	49	2002
Homestead Village/Chippewa Falls, WI	48	2003
Deer Creek Village/New Berlin, WI	145	2001
Silver Creek Village/Glendale, WI	65	2000
Lexington Village/Greenfield, WI	120	1998
Silver Lake Commons/Mounds View, MN	50	1997
Cityside/Marshall, MN	50	1996
Parkside/Redwood Falls, MN	30	1997
Valley Farms/Westfield, IN	92	1996
Silver Lake Pointe/Mounds View, MN	83	1995
Courtyard/West Allis, WI	63	1995
Oakwood Homes/Eau Claire, WI	63	1995
Lincoln Square/Chisholm, MN	38	1995
Mill View/Kiel, WI	24	1995
City Walk/Wausau, WI	48	1993
London Square/Eau Claire, WI	56	1993
Station House/Antigo, WI	40	1991
Village Plaza/Paddock Lake, WI	24	1991
Total	1298	

Contact Information

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Bird's eye view maps can't be printed, so another map view has been substituted.