

April 2, 2008

Mr. Brad Murphy  
Director of Planning  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd  
PO Box 2985  
Madison, Wisconsin 53701-2985

Re: Letter of Intent  
PCD-GDP to Amended PCD-GDP and PCD-SIP  
Lot 95 Second Addition to Mid Town Commons  
1723 Waldorf Blvd.  
Madison, WI

Dear Mr. Murphy:

The following is submitted together with the plans, application and zoning text for staff, Plan Commission and Common Council consideration of approval.

**Organizational structure:**

Owner: Barrow Ridge, LLC  
Contact: Terrence Temple  
120 E. Wilson Street  
Madison, WI 53703  
608-442-1820  
608-442-1824 fax

Architect: Knothe & Bruce Architects, LLC  
7601 University Avenue, Ste 201  
Middleton, WI 53562  
608-836-3690  
608-836-6934 fax  
[rbruce@knothebruce.com](mailto:rbruce@knothebruce.com)

Landscape: Olson-Wills Landscaping, Inc.  
Contact: Brad Fregien  
4387 Schwartz Rd.  
Middleton, WI 53562  
608-827-9401  
[brad@olsonwills.com](mailto:brad@olsonwills.com)

Engineer: Calkins Engineering LLC  
Contact: Dave Glusick  
5010 Voges Rd.  
Madison, WI 53718  
608-838-0444  
608-838-0445  
[dglusick@calkinsengineering.com](mailto:dglusick@calkinsengineering.com)

**Introduction:**

Midtown Commons is a 79-acre development on the north side of Midtown Road east of Highway M on the City's far west side. The development has been designed to create a Town Center within the larger Highpoint/Raymond neighborhood plan. A mix of uses and densities was planned including retail and office, residential, civic and institutional uses, parking and dedicated parkland. A PUD-SIP for this particular site was previously approved on July 5, 2005, which provided for a mixed-use condominium development with 60 dwelling units. Given the market downturn in condominiums the developer is proposing an alteration to the previously approved PUD-SIP.

The revisions to the previously approved site plan and building exteriors are minimal. The building configurations, site plan and parking areas stay very similar to the approved PUD-SIP. The most significant change is the increase in the number of dwelling units to 74-79 apartments including approximately 5,200 square feet of live-work/commercial space. The dwelling unit count increases due to the smaller unit sizes of a rental housing development.

The first floor of Building 2 facing Waldorf Boulevard is designed to provide flexibility to the spaces fronting the street. Although the demand for commercial space is currently limited at this location, the design will allow for pedestrian-oriented neighborhood commercial uses in the future. At the project's inception the street frontage can accommodate live/work or traditional housing units and transition to commercial uses as the neighborhood demand develops. The floor to floor height and the building exteriors will accommodate the range of anticipated uses.

**Site Development Data**

Densities:

Dwelling Units	74 - 79 Units
Lot Area	65,340 sf (1.5 acres)
Lot Area / D.U.	883 - 827.5 sf /du.
Density	49.3 - 52.6 du/acre

Dwelling Unit Mix:

Efficiency	7
One bedroom	26
One Bedroom or live/work-commercial units	2
Two bedroom	37
Two bedroom townhouse	4
<u>Two bedroom or live/work-commercial units</u>	<u>3</u>
Total	79

Vehicular Parking Ratio:

Underground Garage	61 stalls
Garage	8 stalls
<u>Surface Parking</u>	<u>39 stalls</u>

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Total Parking	108 stalls
Parking Ratio	1.37 – 1.45 stalls/du

**Bicycle Parking Ratio:**

Underground Garage	18 stalls
Garage	4 stalls
<u>Surface Parking</u>	<u>43 stalls</u>
Total Parking	65 stalls
Parking Ratio	.82 - .87 stall/du

**Site and Building Architecture:**

The architectural design utilizes traditional neighborhood design concepts. Urban forms line the perimeter streets with limited surface parking internal to the site. The first floor of Building 2 provides pedestrian-oriented retail and service uses to the Waldorf Boulevard and Mayo Drive frontages.

The building height will be four stories for Buildings 2 & 3 and three stories for Building 1 to provide a scale that is compatible with the surrounding properties. Building 1 defines the plaza at the intersection of Waldorf Boulevard and Mansion Hill Avenue. The exterior materials will be a combination of a simulated stone base with upper levels of brick veneer and horizontal vinyl siding. The facades are well articulated and detailed and the effect is a high quality urban-style architecture.

**Project Schedule & Management:**

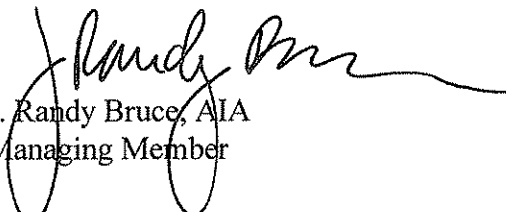
This project will be a phased development with construction of Phase I (Building 3) planned to start in the summer 2008 with completion scheduled for spring 2009. Construction will proceed as market conditions warrant with the entire project scheduled for completion in summer 2010.

**Social & Economic Impacts:**

This development will have a positive social and economic impact. Moderately priced housing will be provided within the development and the construction of the facilities will provide employment for local businesses and trades people.

Thank you for your time in reviewing our proposal.

Very truly yours,

  
J. Randy Bruce, AIA  
Managing Member