

June 23, 2010

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

Re: Letter of Intent  
Amended PUD-GDP-SIP  
700 Block N. Segoe Road  
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: Stone House Development, Inc.  
321 East Main Street  
Madison, WI 53703  
608-251-6000  
608-251-6077 fax  
Contact: Rich Arnesen  
[rarnesen@stonehousedevlopment.com](mailto:rarnesen@stonehousedevlopment.com)

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

Engineer: Vierbicher Associates, Inc  
999 Fourier Drive , Suite 201  
Madison, Wisconsin 53717  
(608) 826-0532  
Contact: Dave Glusick  
[dglu@vierbicher.com](mailto:dglu@vierbicher.com)

Landscape Design: Ken Saiki Design  
303 S. Paterson St.  
Suite 1  
Madison, WI 53703  
(608) 251-3600  
Contact: Mike Sturm  
[msturm@ksd-la.com](mailto:msturm@ksd-la.com)

7601 University Ave, Ste 201  
Middleton, Wisconsin 53562  
p (608) 836-3690  
f (608) 836-6934  
[www.knothebruce.com](http://www.knothebruce.com)

### **Introduction:**

The proposed site is located on the east side of North Segoe Road on the remaining parcel of land adjacent to the recently approved Target. Other surrounding uses include Weston Place Condominiums to the south along Frey Road; the Pyare Square building and McDonalds to the north along University Avenue and the State office buildings to the west and North. The development team has been meeting with the alderperson and the neighbors while putting together this development proposal.

The apartments will be developed using WHEDA's Section 42 tax credit housing program. WHEDA recently announced that this project was successful in obtaining the tax-credit allocation. While the apartments will be affordably priced, they will also provide a high-quality living environment and the amenities that are consistent with the neighborhood.

The current Target lot, which will be created by a soon to be recorded CSM, will be further subdivided to create the subject parcel. That subdivision will be approved concurrently with this proposed PUD-SIP.

### **Project Description:**

The project consists of two linked 4-story apartment buildings with 96 units. The buildings step down the sloped site and are four stories in height with a flat roof. The high-quality exterior materials will be a combination of masonry, fiber-cement board siding and metal panels. The exterior materials were chosen to be compatible with the adjacent Weston Place and Target buildings while maintaining a modern residential aesthetic. The street-side elevations of the buildings are well detailed and landscaped, and are punctuated with individual entries to the dwelling units. Many of the first floor units are townhomes with entry porches along Frey Street and N. Segoe Road.

The buildings are placed close to the site perimeter to enhance the public streetscapes. Pedestrian access is planned throughout the site connecting the buildings and users to the perimeter streets and surrounding retail and office uses. Vehicular access is accommodated from Frey Street with access to both the parking areas. Parking is largely accommodated below the buildings with a two level underground parking garage. Convenient bicycle parking is provided in the courtyard area, entrances and basement parking. The trash collection will be accommodated from the University Avenue entry through a cross-access easement with Target.

The exterior open space of the development, while somewhat limited, is well designed and provides attractive areas for the residents and guests. A ground level plaza opens onto the landscaped lawns and provides an area for informal social gatherings. A generous Commons Room is provided on the upper floor which opens onto a roof terrace for additional usable open space. The Commons and roof deck will afford the opportunity to have a multitude of planned functions for the residents as well as extensive views to the north and east. In addition to the common open spaces, the overwhelming majority of the apartments will have a porch or balcony for private open space.

The new construction will be environmentally conscious and meet the standards of Wisconsin Green Built Homes.

**Site Development Data:**

**Dwelling Unit Mix:**

One-Bedroom	44
Two-Bedroom	42
Three-Bedroom Townhomes	10
Total Dwelling Units	96

**Densities:**

Lot Area	58,909 or 1.35 Acres
Lot Area / D.U.	613.6 SF/unit
Density	71 units/acre

**Building Height:**

Four Stories

**Vehicle Parking:**

Underground	120 stalls
Surface	20 stalls
Total	140 stalls or 1.45 stalls/unit

**Bicycle Parking:**

Underground	57 stalls
Surface- standard 2'x6'	17 stalls
Total	74 stalls (50 + .5(46)=73 required)

**Project Schedule:**

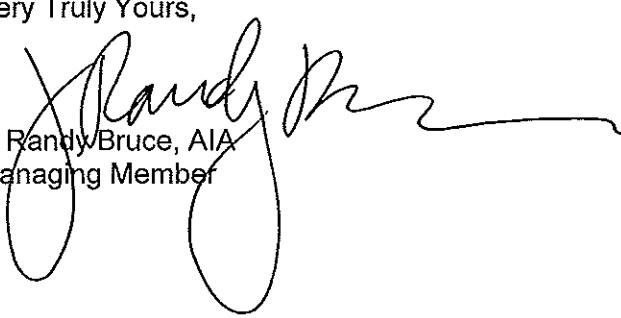
It is anticipated that the new construction phase will start in the fall of 2010 and be completed in summer 2011.

**Social & Economic Impacts:**

This development will have a positive social and economic impact. The development will substantially increase the City tax base with minimal, if any, increased costs to the City. The development will enhance the Hilldale area and provide new workforce housing while promoting pedestrian, bicycle and mass-transit circulation.

Thank you for your time in reviewing our proposal.

Very Truly Yours,

  
J. Randy Bruce, AIA  
Managing Member