

February 07, 2007

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  
PUD-GDP  
8102 Mid Town Road  
Madison, Wisconsin

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: W.C. Development  
3553 University Avenue  
Madison, WI 53705  
608-310-8133  
608-236-0573  
Contact: Karyl Rice  
[rice@mailbag.com](mailto:rice@mailbag.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: Calkins Engineering  
5010 Voges Road  
Madison, WI 53718  
(608) 838-0444  
(608) 838-0445 fax  
Contact: Dave Glusick  
[dglusick@calkinsengineering.com](mailto:dglusick@calkinsengineering.com)

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

### **Introduction:**

Midtown Commons is a 79 acre development on the north side of Mid Town Road east of Highway M on the City's far west side. The development was designed to create a Town Center within the larger Highpoint/Raymond neighborhood plan with a mix of uses and densities planned. The original plat and PUD-GDP were approved in 2000 with construction beginning soon after.

This parcel is located at the northeast corner of Waldorf Boulevard and Mid-town Road and extends north to Mayo Drive and east to Carns Drive. It is the last remaining portion of the Midtown Commons development. It was originally designated as larger parcels. The developer is proposing a re-plat of the parcel and an amended PUD-GDP to provide a framework for the marketing and development of the sites.

### **Project Description:**

The General Development Plan provides for a series of six sites that line the perimeter of the site. Flexibility in use is allowed for in the GDP. See the following site development statistics for a summary of the allowable uses and areas. Generally commercial uses are proposed for the southern portion of the parcel with residential uses to the north. Several of the sites within the GDP area may contain a mix of commercial and residential uses allowing for a traditional residential over commercial uses. Building heights are proposed as up to four stories for sites 1, 2 and 3, and up to three stories for sites 4, 5, 6, and 7.

The intent of the plan is to place the buildings close to the street edge and sidewalk continuing the traditional design principles of the neighborhood. Vehicular access is accommodated from Mid-town Road where a median cut is proposed. An interior east-west street provides circulation and access from Waldorf Boulevard and Carns Drive. Diagonal parking and sidewalks are located along this private street to improve its function. Additional parking is located in surface parking areas that will serve as a shared parking facility for all of the sites. A cross-access easement and management agreement will be recorded with the plat and PUD-GDP that will cover this shared parking facility. Parking for sites 1, 2, and 3 is largely accommodated below the buildings with smaller surface areas between the proposed buildings with access off of Mayo Drive. Pedestrian access is planned throughout the site connecting to the perimeter streets.

### **Inclusionary Zoning:**

Since this project is a PUD-GDP plan and the specific dwelling unit count, mix and ownership is not determined, an Inclusionary Dwelling Unit Plan cannot be provided. As future PUD-SIP plans are prepared an IDUP plan will be submitted as appropriate to the specific submittal. This requirement to conform to the Inclusionary Zoning ordinance will be included on the plat as notice to future owners.

### **Design Guidelines:**

In addition to the City review and approval process, Midtown Commons has a set of architectural, site design and landscape standards that are provided in the Covenants and Restrictions. An Architectural Control Committee administers the regulations and standards. Prior to an application for a building or foundation permit, the committee will review and approve the proposed plans for construction on each individual lot. Reviews include site and landscape plans, building elevations, construction details, color scheme and exterior lighting.

It is the developer's intent that the site and buildings within the GDP tie together architecturally while allowing for an interesting variety of facades and specific architectural treatments.

**Site Development Statistics**

Outlot

Lot Area 11,978 S.F.

Lot 1

Lot Area 35,655 S.F.  
 Commercial Space 6,000-14,500 S.F.  
 Living Units 46-52  
 Maximum Building Height 4 stories  
 Parking  
     Underground 40  
     Surface 1  
     Total 41  
 Target Parking Ratio 1.0

Lot 2

Lot Area 34,796 S.F.  
 Commercial Space N/A  
 Living Units 40-48  
 Maximum Building Height 4 stories  
 Parking  
     Underground 36  
     Surface 16  
     Total 52  
 Target Parking Ratio 1.0

Lot 3

Lot Area 33,853 S.F.  
 Commercial Space N/A  
 Living Units 48-60  
 Maximum Building Height 4 stories  
 Parking  
     Underground 42  
     Surface 8  
     Total 50  
 Target Parking Ratio 1.0

Lot 4

Lot Area 38,761 S.F.  
 Commercial Space 17,000-21,000 S.F.  
 Living Units 12-14  
 Maximum Building Height 3 stories  
 Parking  
     Underground 18  
     Surface 42  
     Total 60  
 Target Parking Ratio 3/1,000 (commercial)  
 Target Parking Ratio 1.0 (residential)

**Lot 5**

Lot Area	46,637 S.F.
Commercial Space	17,000-25,500 S.F.
Living Units	N/A
Maximum Building Height	3 stories
Parking	
Underground	26
Surface	46
Total	72
Target Parking Ratio	3/1,000

**Lot 6**

Lot Area	44,570 S.F.
Commercial Space	14,000-21,000 S.F.
Living Units	N/A
Maximum Building Height	3 stories
Parking	
Underground	21
Surface	51
Total	72
Target Parking Ratio	3/1,000

**Lot 7**

Lot Area	34,275 S.F.
Commercial Space	16,000-18,000 S.F.
Living Units	10-12
Maximum Building Height	3 stories
Parking	
Underground	15
Surface	35
Total	50
Target Parking Ratio	3/1,000 (commercial)
Target Parking Ratio	1.0 (residential)

**Totals**

Lot Area	280,525 S.F./6.44 acres
Commercial Space	63,000-100,000 S.F.
Living Units	156-186
Parking	
Underground	198
Surface	205
Total	403

**Project Schedule:**

It is the developer's intent to obtain the necessary approvals for the final plat and the General Development Plan by May 2007. A portion of the internal street and parking network may be constructed late spring or summer, 2007. Future PUD-SIP plans will be submitted on a lot-by-lot basis as the market conditions dictate, with the first PUD-SIP anticipated for submittal in summer, 2007. Landscaping will be completed with construction of each lot. It is expected that this PUD-GDP will be completed and built-out by 2010.

Letter of Intent – PUD-GDP  
8102 Mid Town Road  
January 17, 2007  
Page 5 of 5

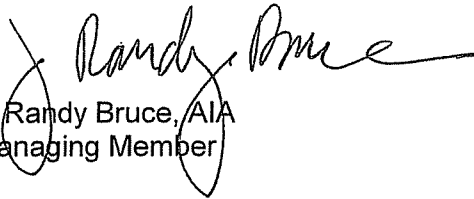
**Social & Economic Impacts:**

The Midtown Commons was designed to meet the needs of the City as stated in the High Point-Raymond Neighborhood Plan. More specifically it implements Land Use Objective 3 to: "Provide and maintain an economically viable neighborhood commercial/mixed-use district or town center as a source of local employment, a focus of neighborhood activity, and a centralized convenient shopping and service center for residents in the neighborhood". The development provides a diversity of housing, minimizes vehicular travel and encourages pedestrian use.

This last phase of Midtown Commons completes this mixed-use development. The GDP will provide the framework for the commercial uses that are needed for the overall Midtown Commons development.

Thank you for your time in reviewing our proposal.

Very Truly Yours,



J. Randy Bruce, AIA  
Managing Member