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June 20, 2007

Mr. Brad Murphy
Director of Planning
Department of Planning and Development
City of Madison
215 Martin Luther King Jr. Blvd.
Madison Wisconsin 53701

Re: Letter of Intent
Project Name: Hawk's Ridge Apartments & Condominiums
PUD-GDP & PUD-GDP-SIP
9401 Midtown Road
Madison, WI

Dear Mr. Murphy:

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

Project Team:

Owner: Mr. Willy Keuler
Keuler Construction, Inc.
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Legal: Mr. Ron Trachtenberg
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Engineer/Surveyor: Arnold & O'Sheridan, Inc.
1111 Deming Way
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Madison, WI 53717
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Land Planning: Studio 801
801 Bear Claw Way
Madison WI 53711
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Phone: 608-798-1771 ♦ Fax: 608-798-2207
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Introduction:

The subject site is located along Midtown Road approximately .8 miles west of HWY M and directly across the street to the south from Hawk's Landing. The site is currently zoned Temporary Agriculture. Within the 9.79-acre site, there will be a five (5) lot and one (1) outlot subdivision as shown on the attached Plat plan. Lots 1-4 of the attached Plat plan will be reserved for the development of single family and duplex homes. Lots 1-4 will also be subject to a master condominium declaration to be known as Hawk's Ridge Condominium. Lot 5 will be reserved for a multi-family apartment homes as was envisioned in the Mid-town Road Neighborhood Development Plan. OutLot 1 will be reserved for the project detention basin and will be under public ownership.

This application requests PUD-GDP-SIP zoning for Lots 1,2,3 and 4 and Outlot 1 for the uses specified above and PUD-GDP for Lot 5 for the use specified above.

Site and Property Characteristics:

The subject site is presently a mix of an unoccupied single family structure and numerous outbuildings in various states of disrepair. A demolition permit from the City of Madison (dated October 24, 2006) has already been issued to raze the buildings and it is the owner's intention to commence demolition work in the month of June 2007. The site is virtually treeless and has over 45 feet of grade fall across the site.

Lots 1-4 Only:
Site Development Data

<u>Densities:</u>	Lot 1	Lot 2	Lot 3	Lot 4
Dwelling Units	10	5	5	8
Lot Area	74,183	43,157	44,274	68,001
Lot Area/D.U.	7,418 SF/DU	8,631 SF/DU	8,855 SF/DU	8,500 SF/DU
Density	5.88 DU/acre	5.05 DU/acre	4.90 DU/acre	5.12 DU/acre

<u>**Site Coverage:</u>	Lot 1	Lot 2	Lot 3	Lot 4
Building Coverage	34.5%	27.2%	29.2%	25.6%
Pavement Coverage	10.2%	9.2%	10.0%	8.9%
Open Space	55.3%	63.6%	60.8%	65.5%
Usable Open Space	40.6%	40.2%	40.5%	46.0%
Usable Open Space/Unit	2280.3 SF/DU	2120.6 SF/DU	2369.6 SF/DU	2533.1 SF/DU

<u>**Vehicular Parking</u>	Lot 1	Lot 2	Lot 3	Lot 4
Garage	21	11	11	17
Surface Parking	21	10	10	16
Total Parking	42	21	21	33
Parking Ratio	4.2	4.2	4.2	4.1

**Values subject to slight changes as final plans may vary from samples shown.

Site Planning and Building Architecture

The buildings within the development will have a common architectural theme and will have common exterior materials and elements. Public streets will provide vehicular access to attached 2 and 3-car garages. Since few of the homes will be developed as a "speculative endeavor", it is envisioned that the majority of the buildings will be custom designed to reflect each homeowner's individuality. There will be a variety of building configurations, sizes, and materials all lending to a rich and interesting neighborhood. The majority of the home sites will have generous yards of usable openspace.

Building Design Guidelines

Building Envelopes

The location of the homes has been predetermined and is indicated by a designated building envelope as shown on the attached Site Plan. The building envelope represents the absolute outside limits of the available building footprint area. Building elements (decks, additions, etc) will not be allowed to extend outside of the predetermined envelope, although patios and foundation and building landscaping may extend outside the envelope.

Building Massing and Height Requirements

The overall mass and size of each building is limited by the building footprint and the building height. The building height maximum for single family and duplex homes is 2 ½ stories at entries with a max. ht. of 34'-0" at the entries.

Exterior Materials & Details

The material choices for all buildings will be used consistently throughout the development. Materials will include masonry, natural stone, cement board horizontal siding, wood trim elements, EFIS, and a very limited use of vinyl siding predominately on the rear of buildings. Similar architectural details will be used throughout the development to provide cohesive architecture.

City Administrative Review Process

City staff will be granted administrative power to review the individual buildings under the following guidelines:

- A. Final architectural and landscaping details for individual buildings shall be approved by staff of the Urban Design Commission and Plan Commission prior to issuance of permits using the Building Design Guidelines included herein. Submittal for approval of individual buildings shall include a detailed site plan, contextual site information, building elevations with materials and colors, and the size and species of landscaping materials to be planted. Any appeal of a staff decision shall be made to the Urban Design Commission for consideration.

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B. Landscaping for individual buildings shall be determined at the time plans for the buildings are approved as set forth in the process in A. above

Project Landscaping

A conceptual amount of open space trees is shown on the attached plans as well as a depiction of the approximate amount of City Street Trees. It is envisioned that due the nature of the custom built homes, there will be not only a variety of landscaping, but also paver and stone patios, custom designed retaining walls, and specialty plantings like finely detailed perennial beds. Applicable areas for raingardens/infiltration are also shown on the attached plans and are required as part of the overall stormwater management design of the site.

Using a point system of Landscape Elements, the following minimum number of points are required to be provided with each individual building submittal:

Duplex Homes: 280 pts.

Single Family Homes: 140 pts.

Landscape Element Values are:

Canopy Tree	(2 1/2" cal. min.)	35 pts.
Deciduous Shrub	(18" ht. min.)	2 pts.
Evergreen Shrub	(18" ht. min.)	3 pts.
Evergreen Trees	(4' ht. min.)	15 pts.
Canopy Tree or Small Tree	1 1/2" cal. min.	15 pts.
Raingarden	100 s.f. min.	35 pts.

A tabulation of points achieved must be illustrated on Final Landscape Plans when submitted to UDC Staff. Final Landscape Plans must be stamped by a registered Landscape Architect.

Project Schedule and Management

Since all buildings will be served by public utilities, construction would start immediately following the completion of the public roads and utilities necessary to serve this project. An estimate for the completion of this road and infrastructure work would be Fall of 2007. Construction will proceed as market conditions warrant with the entire project currently schedule for completion by Spring of 2011.

Lot 5:

General Information

In keeping with the Neighborhood Plan, Lot 5 occupies the north-eastern portion of the subject property. Lot 5 offers a medium density transition to the east to the approved and presently being developed multi-family site located at 9201 Midtown Road. General Data on Lot 5 and the associated building includes:

1. The site is 1.32 acres and the project should be designed to provide an integrated, medium density housing environment.
2. Setbacks are as shown on attached plans
3. A conceptual vehicular parking arrangement is shown on the attached plans.
4. The unit range of the building is estimated at 18-24 units. A single, three-story building (45' above mean grade) is envisioned with underground parking

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5. Some stormwater will be handled on-site with a combination of infiltration and raingardens. A private stormwater easement will granted across Lot 4 for stormwater piping to connect to the project detention basin (Outlot 1) A private sanitary easement will also be granted across Lot 4 for san. feed to the public system in the street.
6. Landscaping should be a combination of open space plantings and generous foundation plantings.
7. Building materials and elements will need to be similar to those listed in the above Building Design Guidelines.
8. Ample open space is provided on the south side of the building site suggesting an outdoor gathering space would be appropriate here.

Outlot 1

Outlot 1 is to be dedicated to the public for stormwater detention and is to be developed as such consistent with the attached plans.

Economic/Socioeconomic Impact

The development is readily accessible to a variety of employment centers, retail services, daycare centers, and recreation areas. The creation of 28 new "units" on Lots 1-4 will add approx. \$18,200,000 of new tax base and will have a positive social impact by providing quality built custom homes.

Thank you for your consideration.

Willy Keuler
Keuler Construction, Inc.