

**WELTON**  
**ENTERPRISES**

May 12, 2009  
Brad Murphy  
City of Madison  
Department of Planning & Development  
215 Martin Luther King, Jr. Blvd., Room LL-100  
Madison, WI 53701-2985



RE: Silicon Prairie™ Community Plat Re-Zone Request

Dear Brad,

NEW WEI, LLC is presenting our proposal for the re-zone and platting of Outlot 15 of the Cardinal Glenn Plat. This location was previously submitted on February 18<sup>th</sup>, 2009 and the packet exhibits included the following items:

1. Map of the location
2. Pictures of buildings on site
3. Proposed lot layout options
4. Overview map of surrounding developments
5. Team member resumes
6. Team experience
7. Proposed Covenants
8. Welton Enterprises, Inc. Video (on disk drive included)

Per my conversation with Tim parks on May 8<sup>th</sup>, 2009 regarding this resubmission, those items listed above will not need to be resubmitted. This is due to the fact that the site information remains exactly the same with the exception of the type of requested zoning. In our efforts to be green, we ask that you refer to these previously submitted exhibits when reviewing this request and the number of each exhibit referred within this letter. Submitted here is the updated data to include the following:

- I. Proposed Silicon Prairie™ Community Plat re-zone and platting request
- II. The Land Use Application
- III. The Subdivision Application
- IV. The Proposed Covenants

## **Organizational Structure**

**Owner:** NEW WEI, LLC  
Kurtis D. Welton, President  
559 D'Onofrio Drive, Suite 222  
Madison, WI 53719  
(608)833-5590  
[kurtw@buildtosuit.com](mailto:kurtw@buildtosuit.com)

**Civil Engineering and Land Planning:** Michelle L. Burse  
Burse Surveying & Engineering  
1400 E. Washington Avenue  
Suite 158  
Madison, WI 53703  
(608)250-9263  
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## **Location**

The proposed Silicon Prairie™ Community Plat is located at 9414 Silicon Prairie™ Parkway (**Exhibit 1**). This location is at the corner of Mineral Point Road and South Point Road in Madison, WI. The existing site is a farmstead with 10 farm buildings in various states of disrepair including an old farm house. The integrity of these buildings and structures, as you will see in the included photos (**Exhibit 2**), is far below city standards and demolition is indicated.

## **Introduction**

The proposed Silicon Prairie™ Community Plat contains approximately 26.88 acres in total with approximately 22 acres available for development after roadways, stormwater and greenspace features subtracted. Our intention is to provide opportunities to business owners for growth of their companies, as well as balancing the growing needs and demand occurring on the west side of Madison, WI. Previously known as Outlot 15, Plat of Cardinal Glenn, it has rolling topography bordered by Mineral Point Road, South Point Road, Silicon Prairie™ Parkway and the Theis Farm. This site should be able to accommodate approximately 500,000 to 800,000 square feet of commercial and mixed-use developments. Along with the surrounding developments occurring, the requested zoning will accommodate a desired diversity in neighborhood land use. It builds employment opportunities within close proximity to residential developments. Hence, it will do a beautiful job of not only balancing the tax base allowing the city to avoid over reliance on one type of property tax, but will be a sustainable design with a minimal

carbon footprint. Finally, our goal complements the current City of Madison's Pioneer Neighborhood Development Plan.

Welton's philosophy of Beyond Green™ integrates thoughtful environmental design and places sustainability in the forefront of all aspects of our development process, including seeking the State's first ever Audobon International Signature certification for a commercial project as well as a Sustainable Land Development International certification.

### **Details of Rezoning Request**

The purpose of this letter is to detail our request that the City support a re-zone and platting of the land comprising the proposed Silicon Prairie™ Community Plat from its current agricultural zoning to commercial and mixed-use zoning. Please see **Exhibit 3** showing a couple suggested lot layouts with proposed zoning for each lot.

Furthermore, the following land uses will not be allowed:

1. amusement park (permanent or temporary) or amusement arcades
2. animal hospital, kennel or boarding establishment
3. feed mixing and grinding plants
4. animal slaughtering/processing
5. shell egg business (candling, cartoning, or distribution)
6. motor vehicle salvage operation
7. adult entertainment establishment (including, but not limited to retail, live entertainment, video sale/rental)
8. asphalt and concrete batching or ready mix plants
9. junk/salvage yard

Data supporting our request comes from the appraisal done by D.L. Evans Company Inc., for Anchor Bank on March 20, 2008. His suggestions include:

"Given the developing mixed-use character of the neighborhood, the representations made by the prospective property owner and by municipal officials regarding initial conversations about the prospective development of the property, and other property characteristics such as location, size and shape, the highest and best use of the property is viewed as being for a commercial development, or a mixed-use development with commercial and multi-tenant residential components."

### **Current Neighborhood Plan**

The proposed Silicon Prairie™ Community Plat is surrounded already by quite a few new successful developments. The City of Madison's Pioneer Neighborhood is on its way to being a wonderful place to work, socialize and call home. The mixed uses that are currently either present and/or planned bring many opportunities to both home and business owners.

Across South Point Road to the west of the proposed Silicon Prairie™ Community Plat is the existing Silicon Prairie™ Business Park. This is a 107 acre business park zoned with a mix of SM and RPSM. Now the home to growing companies such as Full Compass and Coated Metals, and including a daycare (the Academy for Little Learners) the success of its development is bringing great benefits to our city. Also currently located in the Pioneer Neighborhood are a blend of various density residential uses (with many more future developments platted), the UW's Research Park – Phase II, a new school and other neighborhood commercial mixed use offices. To the north across Mineral Point Road in the Elderberry Neighborhood there is the new Black Hawk Church complex including office uses. Please see **Exhibit 4** for an overview of surrounding developments.

### **Development Team Information**

We feel our team is an excellent blend of socially responsible and professionally competent members that will serve the public and private interests well. With their knowledge, experience, and years of solid reputation built on integrity, you will be able to trust that they will do what they say, and only say what they are willing to do.

1. Members and Duties (Bios attached in **Exhibit 5**)
  - a. Kurtis D. Welton, President of NEW WEI, LLC. - Team Leader
  - b. Joanna Burish – Director of Finance and Development - Project Manager
  - c. Michelle Burse – President of Burse Engineering, - Civil Engineering and Land Planning.
  - d. Scott Ciano – Anchor Bank - The Financial Member
  
2. List of Projects and References – **Exhibit 6** details the experience of the team as well as numerous projects they've accomplished. You will also see a list of character references for Kurt Welton. Please feel free to contact any of the tenants for references.

### **Financial Plan**

1. Equity and Debt Sources, Terms and Rates - We currently have financing arranged in the form of a fixed rate 3-year note at AnchorBank sufficient to complete all contemplated improvements in the plat. Under this financial model, NEW WEI, LLC's cash equity in the deal already totals approximately \$1,000,000 at this time. With little to no marketing to date, and based on receiving the requested zoning, we have already accepted deals that will in effect cover the bulk of our financing costs - fully allowing us to truly focus on the quality of this development without worrying about holding costs.
  
2. Evidence of Solvency and Track Record on Financing – In the entire history of the various Welton entities, we have never defaulted on any loan of any size – in fact we have never even missed a single payment. We would be happy to provide

May 12, 2009

Page 5

Brad Murphy

you with the names of the loan officers and financial institutions we work with for you to discover the solid relationships and standing we have built when it regards our financial condition and history in the Madison community.

### **Land Covenants and Bylaws**

We would propose to modify the existing Silicon Prairie™ Business Park covenants to include these new lands and their anticipated uses and zoning requirements (proposed modifications as well as exiting covenants are in **Exhibit 7**). The existing covenants have served well to protect the environmental systems (including the restoration of natural native prairie habitats, the installation of numerous rain gardens and bio-retention facilities, and groundwater recharge systems), and the physical appearances of not only commercial/industrial buildings, but a new “Frank Lloyd Wright” inspired daycare building. Our vision is improving in clarity and scope with each new building project and now includes a more dense urban landscape to better utilize this prime site along the major west side traffic corridor.

We look forward to working with the City on this new, and exciting mixed-use project. Please feel free to contact me if you have any further questions.

Thank you for your consideration.

Sincerely,  
WELTON ENTERPRISES, INC.



Kurtis D. Welton  
President & Treasurer

Enclosures