



September 7, 2016

Ms. Heather Stouder
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, Wisconsin 53701

Re: Letter of Intent
Rezoning to PUD-SIP
489 Commerce Drive

Dear Ms. Stouder:

The following is submitted together with the plans, application and zoning text for staff for approval.

Organizational structure:

Owner: Fred Rouse
Rouse Management
2428 Perry Street
Madison, WI 53713
608-251-5382
608-251-5350 fax
Contact: Fred Rouse
info@rousemgmt.com

Architect: Knothe & Bruce Architects, LLC
7601 University Avenue, Ste 201
Middleton, WI 53562
608-836-3690
Contact: Randy Bruce
rbruce@knothebruce.com

Engineer: Vierbicher
999 Fourier Drive Ste 201
Madison, WI 53717
608-826-0532
608-826-0530 fax
Contact: Joe Doyle
jdoyle@vierbicher.com

Landscape Design: The Bruce Company
2830 Parmenter Street
Middleton, WI 53562
(608) 836-7041
Contact: Sarah Ricker
sricker@brucecompany.com

Introduction:

The proposed site is located on the northwest corner of Commerce Drive and Watts Road. It is part of the PUD that contains the Princeton Health Club, a dental office and two existing hotels: Hampton Inn & Suites and Homewood Suites. Other surrounding uses in this mixed-use neighborhood include professional offices, a grocery, restaurants, coffee shop, a senior living community and market-rate multifamily housing.

A development proposal for a third hotel is being submitted at this same time for the site immediately east of the subject property. The site planning and civil engineering have been coordinated between the two sites.

In addition to this proposal and the proposed PD-SIP for the hotel, an Alteration to a PD-GDP is being submitted which will expand the allowable uses within the GDP area. A CSM will also be submitted that will redefine the lot line separating the two proposed developments.

Project Description:

The project consists of an 80 unit, four-story multi-family building with enclosed parking at the basement and first floor levels. The building takes advantage of the topography and is set into the site to provide vehicular access to the two parking levels. The " L-shaped " building will front both Commerce Drive and Watts Road and features strong architecture at the street corner. Pedestrian access is located off the parking (north) and the Watts Road (south) sides of the building. Vehicular access is achieved from Homewood Way, the private internal street that serves the properties within the PUD.

Site Development Data:

Densities:

Lot Area	80,617 S.F. or 1.85 acres
Dwelling Units	80 units
Lot Area / D.U.	1,007 S.F./unit
Density	43 units/acre
Building Height	4 stories
Usable Open Space	15,586 S.F. (194 S.F./unit)
Lot Coverage	48,859 S.F.

Dwelling Unit Mix:

Efficiency	13
One Bedroom	47
One Bedroom + Den	4
Two Bedroom	14
Two Bedroom + Den	2
Total	80

Vehicle Parking Stalls:

Basement Level	63
First Floor Level	18
Surface	43
Total	124

Parking Ratio	1.5 stalls/unit
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Bicycle Parking:

	<u>Floor Mount</u>	<u>Wall Mount</u>	<u>Total</u>
Underground	23	12	35
First Floor	30	7	37
Total-Secured	53	19 (24%)	72 (90%)
Surface			8
<u>Surface-Short Term</u>			<u>8 (10% of units)</u>
Total			88 bike stalls

Project Schedule:

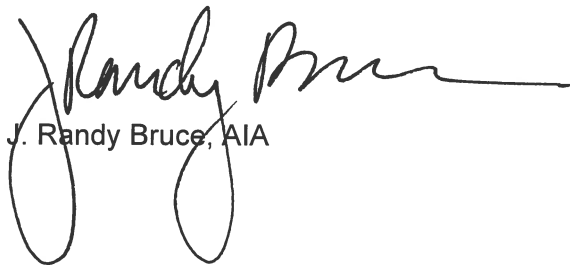
The project is a single building and will be constructed starting in spring 2017 and be completed in summer 2018.

Social & Economic Impacts:

This development will have a positive social and economic impact. Many construction industry jobs will be supported and additional high-quality, energy efficient housing will be provided to the marketplace.

Thank you for your time reviewing our proposal.

Sincerely,



J. Randy Bruce, AIA