

April 27, 2005

Mr. Brad Murphy  
Director of Planning  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd  
PO Box 2985  
Madison, Wisconsin 53701-2985

Re: Letter of Intent  
PCD-GDP to Amended PCD-GDP and PCD-SIP  
Lot 95 Second Addition to Mid Town Commons  
Waldorf Boulevard at Mayo Drive  
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: Barrow Ridge, LLC  
Contact: Terrence Temple  
429 Gammon Place Suite 200  
Madison, WI 53719  
608-833-9099  
608-833-9079 fax

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

Project: Lot 95 Mid Town Commons  
Waldorf Boulevard at Mayo Drive  
Madison, WI

Landscape: Olson-Wills Landscaping, Inc.  
4387 Schwartz Rd.  
Middleton, WI 53562  
608-827-9401

Engineer: Calkins Engineering LLC  
5010 Voges Rd.  
Madison, WI 53718  
608-838-0444  
608-838-0445

**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 has been designed to create a Town Center within the larger Highpoint/Raymond neighborhood plan. A mix of uses and densities were planned including retail and office, residential, civic and institutional uses, parking and dedicated parkland. The project obtained approvals from the Common Council for the preliminary plat and the amended General Development Plan (PDD-GDP) in September 2000. Since that time the majority of the residential portions of the development have been approved and constructed.

This project proposes a mixed-use development for Lot 95 of the Second Addition to Mid Town Commons (formerly lot 94 of the preliminary plat and GDP). The GDP proposed mixed-use or commercial uses for this site and a minimal number of dwelling units. As the Mid Town Commons development has progressed the site's use has been further studied. To obtain the urban scale, building heights and massing that the GDP envisioned a predominantly residential project is proposed.

This proposal will consist of three buildings with a total of 60 condominiums and approximately 5700 square feet of commercial space. The commercial space is designed to provide pedestrian oriented neighborhood services along Waldorf Boulevard and Mayo Drive. The commercial space is designed so that it may be independent of the residential use above or alternatively be combined with the townhouse above to provide a true live-work unit.

**Inclusionary Zoning:**

The development will offer a total of 15% of its owner-occupied units to buyers meeting the 80% AMI guidelines in compliance with the IZ Ordinance. An IZ Dwelling Unit Plan has been submitted along with this submittal providing details regarding the 9 IZ dwelling units created by this proposal. The developer will work City Staff to insure compliance with all inclusionary zoning policies and certifications.

The mixed-use nature of this development may provide added benefits to the IZ dwelling units. The commercial space allows for newly created small businesses to operate affordably in close proximity to their owner's residences.

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### **Site Development Data**

#### **Densities:**

Dwelling Units	60 Units
Lot Area	65,340 sf (1.5 acres)
Lot Area / D.U.	1,107.5 sf/du.
Density	40 du/acre

#### **Dwelling Unit Mix:**

One bedroom	16
Two bedroom	32
Two bedroom townhouse	4
<u>Two br townhouse (possible live/work units)</u>	<u>8</u>
Total	60

#### **Vehicular Parking Ratio:**

Underground Garage	60 stalls
<u>Surface Parking</u>	<u>28 stalls</u>
Total Parking	88 stalls
Parking Ratio	1.5 stalls/du

#### **Bicycle Parking Ratio:**

Underground Garage	<del>24</del> stalls
<u>Surface Parking</u>	<u>31 stalls</u>
Total Parking	<u>55 stalls</u>
Parking Ratio	<u>.92 stalls/du</u>

### **Site and Building Architecture:**

The architectural design utilizes traditional neighborhood design concepts. Urban forms line the perimeter streets with limited surface parking internal to the site. The first floor of Building 2 provides pedestrian oriented retail and service uses to the Waldorf Boulevard and Mayo Drive frontages.

The building height will be four stories for Buildings 2 & 3 and three stories on Building 1 to provide a scale that is compatible with the surrounding properties. Building 1 faces the plaza at the intersection of Waldorf Boulevard and Mansion Hill Avenue. The exterior materials will be a combination of brick veneer, stucco, and horizontal siding to provide an urban-style architecture. The facades are well articulated and detailed and the overall effect produces a high quality mixed-use environment.

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**Project Schedule & Management:**

This project will be a phased development with construction of Phase I (Building 3) planned to start in the fall 2005. Completion of Phase I is scheduled for late summer 2006. Construction will proceed as market conditions warrant with the entire project scheduled for completion in summer 2008.

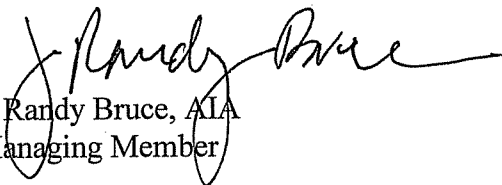
The development will have condominium ownership and will be managed by the condominium association to provide the required private services. The condominiums will be available to family residents although few school age children are anticipated.

**Social & Economic Impacts:**

This development will have a positive social and economic impact. Moderately priced housing will be provided within the development. Construction of the facilities will provide employment for local businesses and trades people.

Thank you for your time in reviewing our proposal.

Very truly yours,

  
J. Randy Bruce, AIA  
Managing Member