

September 23, 2011

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
Amended PUD-GDP-SIP
Hawks Landing Lot 62
1 Hawks Landing Circle-Building Address 31
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:	Rouse Management 2428 Perry Street Madison, WI 53713 608-251-7471 608-251-5350 fax Contact: Fred Rouse	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
Engineer:	Arnold & O'Sheridan Consulting Engineers 1111 Deming Way Madison, WI 53717 (608) 821-8500 (608) 821-8501 fax Contact: David Andruczyk DAndruczyk@arnoldandosheridan.com	Landscape Design:	The Bruce Company 2830 Parmenter St. Middleton, WI 53562 (608) 836-7041 (608) 831- 4236 Contact: Rich Carlson rcarlson@bruceco.com

7601 University Ave, Ste 201
Middleton, Wisconsin 53562
p (608) 836-3690
f (608) 836-6934
www.knothebruce.com

Project Description:

Hawks Landing is a golf course development along the Hawks Landing golf club located on the north side of Midtown Road and west of County Highway M. This submittal addresses Lot 62 of the Hawks Landing Golf Club Plat. The PUD-SIP for Lot 62 was approved and recorded in November of 2003.

The majority of the Lot 62 PUD-SIP has been constructed. Buildings B, C, E and F are complete and occupied. Building A will start construction this October. This submittal is for an alteration to the PUD-GDP-SIP that proposes to change the use and density of Building D from a 20 Unit Apartment building with Commercial Uses on the first floor to a 30 unit apartment building. There are minor revisions to the originally approved building footprint and site plans. The exterior building elevations have been revised to reflect the residential use and to remain consistent with the other apartment buildings in Hawks Landing development.

The change from commercial use reflects the market demand for such uses in that location. Much of the existing commercial space in Building C has been vacant for several years while an active marketing effort was underway. The site lacks the access and visibility that is demanded by commercial users.

The property has recently changed ownership. The current owner, Fred Rouse of Rouse Management is an experienced mixed-use developer including the development the Cortland Commons property at Watts Road and Commerce and the Parman Place mixed-use development on Monroe Street. In the experience of the developer, and as confirmed by the market, the Hawks Landing property will support just a limited amount of commercial activity. This request limits the commercial use and incrementally increases the residential densities.

Site Development Statistics

Previously Approved

(w/ July 15, 2009 Amendment)

Amended

Lot Area	487,291 sf or 11.2 Acres	same
Retail Area	6,767 sf	1,635 sf
Office Area	3,309 sf	same
Dwelling Units	184	194
Density	2,648 sf/du	2,512 sf/du
<u>Parking</u>		
Underground	195 spaces	198 spaces
<u>Surface</u>	<u>174 spaces</u>	<u>147 spaces</u>
Total	369 spaces	345 spaces

Building D Summary

Building Area	34,377 sf	31,569 sf Building
Use	Multi-family/Commercial	Multi-family

Building D Dwelling Unit Mix

Studio Apartments	4	3
1 Bedroom Apartments	8	13
1 Bedroom plus Loft	0	3
2 Bedroom Apartments	6	11
2 Bedroom + Den	<u>2</u>	<u>0</u>

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Total

20

30

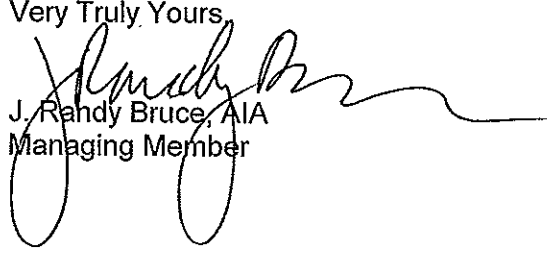
KNOTHE
& BRUCE
architects

Project Schedule:

This project will start construction as soon as development approvals are obtained in fall 2011 with completion scheduled for spring 2012.

Thank you for your time in reviewing our proposal.

Very Truly Yours,


J. Randy Bruce, AIA
Managing Member

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