

April 16, 2008.

To: City of Madison Plan Commission
Re: Sequoya Commons/Phase 2
Developer: Midvale Plaza Joint Venture

Letter of Intent

Dear Plan Commission Members:

Midvale Plaza Joint Venture LLP submits the following information as the developer of a two phase redevelopment of the Midvale Plaza Center, a 40,000 square foot neighborhood shopping center located at the intersection of S. Midvale and Tokay Blvd. The 3.61 acre site has been platted as a two lot CSM. Phase 1, currently under construction, occupies Lot 2 after receiving PUD/SIP zoning approvals in 2007. Cross easements have been provided to allow both lots to function as a single mixed-use site.

Phase 1 of the redevelopment is scheduled to be completed by 7/1/08 and will include a 20,000 square foot Sequoya Branch Library condominium purchased by the City of Madison, approximately 7000 square feet of grade level retail/commercial lease space, and 45 residential condominium units on levels two through four of the project.

Construction of Phase 2 will involve the removal of the current Midvale Plaza shopping center with demolition to occur after the Sequoya Library relocates into their new facility in Phase 1, scheduled for October 1, 2008. The applicant is seeking SIP approval for Phase 2 of a previously approved PUD/GDP. The GDP approval of the entire site, along with the SIP approval of Phase 1, has addressed all major neighborhood concerns related to density, traffic, site access, storm water management, and architectural related issues such as building materials massing. A neighborhood meeting was held in late February of 2008 as well as meeting individually with immediate neighbors on Caromar as well as the Midvale Heights apartment owner.

The redeveloped site will provide primary vehicle access off S. Midvale Blvd. between Phase 1 and 2 of Sequoya Commons. A new turn lane and median cut has been approved and is under construction to facilitate direct access for south bound Midvale traffic to the site. This primary S. Midvale access point aligns the main drive aisle of the site with another access drive on Caromar as well as S. Owen Dr, directly east of the project. Two additional curb cuts will be installed on Caromar Drive and will be limited to private residential access to underground parking for both phases of the project.

A storm water management plan will be implemented utilizing a bio-filtration system that will retain approximately 63% of the annual rainfall on paved parking areas through infiltration on the site. An additional 12% of the annual rainfall on this area will be treated prior to discharging into the city storm system. Additionally, when possible, roof

water will be directed to separate bio-filtration areas on the site. Currently, 100% of storm water leaves the site and flows into the Lake Wingra watershed.

Phase 2 of the redevelopment involves the construction of a three and four story mixed use building with approximately 10,650 square feet of grade level commercial retail space. The total amount of square footage of commercial/retail use will be dictated more specifically by the type of end users attracted to the site. The applicant wishes to retain the flexibility to reduce grade level residential area in exchange for increased commercial grade level use in the event of potential single tenant user requiring a larger footprint than the 5000 square foot bays currently proposed in this submittal. The applicant requests a maximum of an additional 3000 square feet of potential commercial use as part of this SIP approval.

Residential levels of the building incorporate architectural design techniques that utilize a rhythm of bay projections, residential materials and colors, along with decks to minimize the massing and scale of the building. The Midvale frontage is four stories of residential units and wraps the north elevation to a midpoint of the building where it drops to three stories. This three story height continues along Caromar Drive as well as over the commercial space on the south elevation of the building. The building is a U-shaped design, creating a courtyard into which all interior residential units face. This courtyard opens to the south towards the commercial parking court that provides 98 surface parking stalls for both phases of commercial uses on the site. The commercial portion of Phase 2 will architecturally relate to the commercial design elements of Phase 1, creating an integrated design connection of the two phases of the project.

The project will include 100 residential apartments. Unit sizes will range from 700 to 1300 square feet, with a 60% mix of one bedroom units and 40% two bedroom and two bedroom plus den units. All units will be served by dual elevators and will be handicap accessible. Underground parking will be provided for 136 vehicles in Phase 2 of the project, resulting in approximately 1.4 stalls per unit parking ratio. It is anticipated that underground parking stalls will be unassigned and shared with commercial tenant employees during weekday/daytime hours. The building gross square footage including underground parking is 178,486 square feet. The project is served by a bus stop at the corner of Midvale and Tokay and is within a quarter of a mile of the Capital City bike trail system, facilitating the use of alternative transportation modes. Consideration may also be given to providing a shared community car for residents of both phases of the development.

The developer submitted an IDUP for both phases of the project. IZ units in Phase 1 have been released after no units were purchased by IZ qualified buyers within the marketing period timeframe. As of the date of the recording of the GDP and Phase 1 SIP, the Court of Appeals has ruled that the IZ ordinance, as it pertains to rental housing, is illegal and unenforceable. The applicant request that the LURA be amended to waive and release all rental units designated as IZ units in the agreement since the project did not

Letter of Intent
April 16, 2008
Page 3

receive any special zoning consideration, i.e.; density bonuses or monetary benefits to offset any developer cost of providing IZ units.

The schedule for the project anticipates a fall of 2008 construction start with completion of Phase 2 by March 1 of 2010. Upon completion of Phase 1 and relocation of the current library branch into the expanded space, demolition associated with Phase 2 will commence on October 1, 2008. The project development team includes the following individuals and firms:

Developer/Members: Midvale Plaza Joint Venture LLP
Jack Kelly
Jerome Kelly
Scott Kelly
Joseph D. Krupp
Christopher Armstrong
120 East Lakeside Street
Madison, WI 53711
Phone: 608-284-0120 Fax: 608-294-9344

Architects/Landscape: SGN+A
1190 West Druid Hills Drive NE
Suite T65
Atlanta, GA 30329
Phone: 404-634-4466 Fax: 404-634-4433

Civil: Burse Surveying & Engineering
1400 East Washington Avenue #158
Madison, WI 53703
Phone: 608-250-9263 Fax: 608-250-9266

Contractor: Krupp General Contractors LLC
2020 Eastwood Drive.
Madison, WI. 53704
Phone: 608-249-2020 Fax: 608-249-2053

Contact Person: Joseph D. Krupp
2020 Eastwood Drive
Madison, WI 53704
Phone: 608-249-2020 Fax: 608-249-2053

Signed:

Date:



