

WELTON ENTERPRISES

February 18, 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 and Silicon Prairie™ Business Park 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 and of the re-zoning of lots 1 through 5 of the Silicon Prairie™ Business Park. Please find the following information enclosed:

- I. Land Use Applications for Silicon Prairie™ Community Plat and Silicon Prairie™ Business Park.
- II. Proposed Silicon Prairie™ Community Plat re-zone and platting request from Agricultural to RDC, and the re-zone request of Silicon Prairie™ Business Park from RPSM to RDC.
- III. The Exhibits
 1. Map of the location & Legal Description of Silicon Prairie™ Community Plat
 2. Pictures of buildings on site on Silicon Prairie™ Community Plat
 3. Overview map of surrounding developments
 4. Final Plat of Silicon Prairie™ Community Plat
 5. Preliminary Conceptual Master Plan of Silicon Prairie™ Community Plat
 6. Preliminary Conceptual Master Plan & Legal Description of Silicon Prairie™ Business Park Lots 1 – 5

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

February 18, 2009

Page 2
Brad Murphy

Civil Engineering and Land Planning:

Michelle L. Burse
Burse Surveying & Engineering
1400 E. Washington Avenue
Suite 158
Madison, WI 53703
(608)250-9263
burse@chorus.net

Location

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 is far below city standards and demolition is indicated. (Photos of the farm house is **Exhibit 2**).

Silicon Prairie™ Business Park. Lots 1 – 5 are currently zoned RPSM and located across South Point Road to the west of the proposed Silicon Prairie™ Community Plat.

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 are 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 legally 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 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.

The proposed second re-zone location is the 19.22 acres (lots 1 – 5) currently zoned as RPSM. They are directly west along Mineral Point Road from our proposed rezone of Silicon Prairie™ Community Plat. Our vision is to compliment the uses of the two proposed rezone sites. Their synergy of uses will create a beautiful gateway into the Silicon Prairie™

February 18, 2009

Page 3
Brad Murphy

community. Finally, our goal very much complements the current City of Madison's Pioneer Neighborhood Development Plan. Please look at **Exhibit 3**.

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 RDC zoning, and a re-zone of lots 1 - 5 of the Silicon Prairie™ Business Park from the current RPSM to RDC zoning. The final Silicon Prairie™ Community, the preliminary Silicon Prairie™ Community Plat master plan and the preliminary Silicon Prairie™ Business Park master plan are **Exhibit 4, 5 and 6** respectively.

Furthermore, we will deed restrict the property to eliminate the following land uses:

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."

February 18, 2009

Page 4
Brad Murphy

Current Neighborhood Plan

The proposed Silicon Prairie™ Community Plat and the Silicon Prairie™ Business Parks are 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 is now the home to growing companies such as Full Compass and Coated Metals, and includes a daycare (the Academy for Little Learners). The success of this 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 3** for an overview of surrounding developments.

Additional Information

We are happy to provide you with any additional information or materials you require to help you make an informed decision. 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



18 FEBRUARY 2009

WELTON ENTERPRISES, INC.
SILICON PRAIRIE™ BUSINESS PARK

Land Summary

Lot 1	300,017
Lot 2	154,526
Lot 3	<u>165,175</u>
Sub Total	619,175 SQFT (14.72 Acres)

Lot 4	102,448
Lot 5	<u>115,201</u>
Sub Total	217,649 SQFT (5.0 Acres)

Total 837,367 SQFT (19.72 Acres)

Plan Summary

Building A	40,000 SQFT/ Level	100 Cars Below
Building B	50,000	125 Cars Below
Building C	50,000	125 Cars Below
Building D	<u>25,000</u>	<u>50 Cars Below</u>
Sub Total	165,000 SQFT/ Level	400 Cars Below

Building E	30,000 SQFT/ Level	75 Cars Below
Building F	<u>30,000 SQFT/ Level</u>	<u>75 Cars Below</u>
Sub Total	60,000 SQFT/ Level	150 Cars Below

Concept Summary

Option 1.1

One level of parking below all buildings. Surface parking elsewhere.
550 Cars Below + 550 Cars on Surface = 1,100 Cars
1,100 cars/ 4 cars/1,000 SQFT = **275,000 SQFT Rentable Total**

Option 1.2

One level of parking below all buildings. Two level parking structure.
550 Cars Below + 870 Cars Structure + 100 Surface Stalls = 1,520 Cars
1,520 cars/ 4 cars/1,000 SQFT = **380,000 SQFT Rentable Total**

Option 1.3

One level of parking below all buildings. Three level parking structure.
550 Cars Below + 1420 Cars Structure + 100 Surface Stalls = 2,070 Cars
2,070 cars/ 4 cars/1,000 SQFT = **517,500 SQFT Rentable Total**

333 E. Chicago St.
Milwaukee, WI 53202
414 271 5350 : main
414 271 7794 : fax

222 W. Washington Ave.
Suite 650
Madison, WI 53703
608 442 5350 : main
608 442 6680 : fax