

# MICHAEL BEST

& FRIEDRICH LLP

**Michael Best & Friedrich LLP  
Attorneys at Law**

One South Pinckney Street  
Suite 700  
Madison, WI 53703

P.O. Box 1806  
Madison, WI 53701-1806

Phone 608.257.3501  
Fax 608.283.2275

**William F. White**

Direct 608.283.2246  
Email [wfwhite@michaelbest.com](mailto:wfwhite@michaelbest.com)

May 14, 2014

Members of the City of Madison Common Council  
City-County Building  
210 Martin Luther King, Jr. Blvd, Room 417  
Madison, WI 53703

Re: Legistar Numbers 33394 and 33220

Dear Friends:

This letter is sent on behalf of James Stopple (Venture II Properties, LLC), the developer of a proposed 115 unit apartment building to be located at 617 North Segoe Road in the City of Madison. On May 20, 2014, the City of Madison Common Council will consider a proposal requesting a demolition permit and the rezoning of the property from a Neighborhood Mixed-Use District (NMX) to a Planned Development District (PD). We request approval of the proposal at that time.

The subject property is located in the heart of the University Hill Farm neighborhood at the intersection of North Segoe Road and Sheboygan Avenue. The proposal seeks to raze the existing vacant two-story bank building and construct a new, high-quality, energy-efficient apartment building comparable in height, massing and architecture to the neighboring Weston Place condominiums. This matter has been favorably considered by the City of Madison Plan Commission at its meeting of May 12, 2014 and the building's design was given final approval at the Urban Design Commission meeting on May 7, 2014.

Working closely with city staff and the surrounding community, the new development seeks to achieve the following goals:

- Provide secure and energy efficient upscale housing for young working adults, graduate students, young families and empty nesters;
- Embrace four-sided architecture;
- Be consistent with densities, bulk, height and massing of surrounding buildings and the level of density that is being recommended by the Neighborhood Planning process currently underway;
- Accommodate the concerns of neighboring property owners, including Weston Place, by moving the building as far to the South as possible to increase open space, preserve sunlight, improve sightlines, maintain a comfortable distance between structures, and create a building that is 15 feet shorter than Weston Place;

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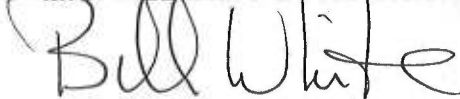
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- Modify the building to remove many impacts from Weston Place, including stepping the building back and away from Weston Place, eliminating roof top uses and relocating the parking garage entrance to the South side of the building.
- Promote density of the project to a level consistent with Staff recommendation and the goals of the Comprehensive Plan through the Transit-Oriented Development Overlay District and the site's location in the recommended intensively-developed Community Mixed-Use District. The density of the project is higher than Weston Place because it is an apartment building comprised of smaller dwelling units than the neighboring condominium, however, the units are significantly larger than downtown apartments targeting similar renters;
- Agree to limit the number of unrelated occupants of each unit, pursuant to a suggestion by the Plan Commission; and
- Ultimately, provide a high-quality alternative to downtown for renters seeking to reside, work and enjoy such an active, livable, and transit-oriented neighborhood which is walking distance to shopping and entertainment venues.

For the foregoing reasons, we respectfully request that this matter be approved by the Common Council. If there are any questions, comments or concerns prior to that time, please do not hesitate to contact me at either 283-2246 or over the weekend at 695-4946. We look forward to seeing you Tuesday evening.

Sincerely,

**MICHAEL BEST & FRIEDRICH LLP**



William F. White

WFW:cmm

cc: Honorable Paul R. Soglin  
Steven Cover  
Katherine Cornwell  
Kevin Firchow  
Matthew Tucker  
James Stoppie  
J. Randy Bruce, AIA

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