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### **NEW CHAPTER FOR SEQUOYA LIBRARY ON MADISON'S NEAR-WEST SIDE**

Madison, WI (5/25/2007) – A new chapter unfolds on Madison's near west side when the redevelopment of Midvale Plaza and Madison Public Library's Sequoia Branch officially breaks ground Wednesday, April 25th at 3:00 P.M. Mayor Dave Cieslewicz is scheduled to be among the many in attendance.

The project is directed by co-owner and developer Joe Krupp, and Midvale Plaza Joint Venture, LLP, a family-owned real estate group led by Jack Kelly and sons Scott and Jerry Kelly.

One of the City's newest in-fill projects, Sequoia Commons will replace the older Midvale Plaza on the northeast corner of Midvale and Tokay Boulevards. Built in 1957 and home to local favorites such as The Chocolate Shoppe Ice Cream and LaBrioche Bakery, the Midvale Plaza retail building has seen better days; its outdated appearance is falling behind that of neighboring developments, and the general consensus reflects a need for change.

Upon completion, the new Sequoia Commons will include 17,000 square-feet of retail, 145 residential units, and Madison Public Library's 20,000 square-foot Sequoia Branch. Development will occur in two phases, beginning on the southern half of the 3.6 acre lot. The first phase of Sequoia Commons is estimated to cost \$18 million, with completion expected by May 2008. The current Midvale Plaza will remain open for business during the construction of the first phase.

Anchored on the corner of Midvale and Tokay Boulevards, the first phase of the development includes the 20,000 square-foot library and 7,000 square feet of retail, to be located on the first floor. The library's main entrance will extend along Tokay Boulevard, and the new retail spaces will be located along Midvale Boulevard.

Forty-five luxury condominiums units will extend two floors above the retail space and three floors above the library. The one, two, and three bedroom condominiums range in price from \$159,900 to \$449,900; square-footages range from 500 square-feet to 1,622 square-feet, and all but one condominium has a terrace or balcony.

Environmental sustainability has been a significant focus of this development. Additional improvements to the site include minimizing the site's storm water runoff.

Developer Joe Krupp describes how the site's storm water management strategy will be a significant environmental improvement. "By integrating a state-of-the-art storm water runoff system with more green landscapes, the new development will be able to retain over 65% of storm water runoff on-site. An additional 10% of storm water runoff will be treated before reaching the city storm sewer system and Lake Wingra," Krupp explains.

Perhaps the most excitement surrounding the project is having the Madison Public Library's expanding Sequoia Branch as the anchor tenant of this retail and residential development. The new library will offer a more convenient and user-friendly space, and will be able to accommodate more visitors, including Sequoia Commons' residents and retail shoppers.

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“The current 11,000 square-foot Sequoia Branch is the busiest library in the City, and in all central Wisconsin. In 2006, Sequoia welcomed over 400,000 visitors and circulated over 900,000 books and media. The new 20,000 square-foot library will nearly double our capacity to serve this active west side community,” said Barb Dimick, Library Director. “The Library is pursuing LEED-CI certification and our goal is to have the library building itself serve as a demonstration in sustainable design and materials,” Dimick added.

The new library, designed by the architectural firm Engberg Anderson Design Partnership, will include a much expanded children’s area, a new teen area, study rooms and a large community room. The glass atrium reading room, a prominent focal point positioned on the corner of Midvale and Tokay Boulevards, will offer a quiet reading space featuring an abundance of natural sunlight and comfortable seating.

The library portion of Sequoia Commons will be city-owned, rather than leased. The City of Madison is contributing \$4.2 million toward the purchase and build-out of the space; the Madison Public Library Foundation and the Sequoia Branch Capital Campaign Committee are in the midst of a campaign to raise another \$975,000 in private donations. The campaign is more than half way to its goal.

Developer Krupp adds, “Sequoia Commons will serve as a model for future in-fill projects. Integrating larger scale projects and density into already well-established neighborhoods will always generate controversy. However, success can be achieved by establishing a balance between the broader goals and interest of the city, the concerns of the neighborhood, and the constraints faced by the developer. In the end, I am confident that Sequoia Commons will be a great example of how an older neighborhood center can be repositioned to better serve the needs of the neighborhood and the city of Madison.”

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