



September 5, 2007

City of Madison
Department of Planning & Development
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985 Street

RE: Conditional Use Permit Application
1513 Lake Point Dr., Madison

Dear Commission members and Planning and Development Staff:

On behalf of the owner, Scott Norton, I am submitting this letter of intent and application for conditional use. We are seeking approval of a proposed drive-thru to be located within a new retail and office development, located at 1513 Lake Point Drive.

We have presented this design to the City of Madison Planning and Development at its regularly scheduled all-agency meeting. We have also been in communication and shared the design with the District Alder, Mr. Tim Bruer. If advised by the Alder, we will meet with the neighborhood association prior to the October 15 Plan Commission meeting. We have incorporated most of the review comments to date, and anticipate this process to be mutually beneficial to the City, the neighborhood and the developer.

Project Overview:

Proposed is a two-building, two-story retail and office development of approximately 38,000 square feet. The buildings will be phased over the course of the next one to two years.

The retail space will be leasable square footage, for tenants mostly yet to be identified. One tenant that has come forward is a franchise restaurant requiring a drive-thru. The drive-thru is a conditional use, thus requiring Plan Commission approval.

The buildings will be architecturally pleasing and presentable on all four sides - understanding that there is residential apartments to the north and Broadway Avenue traffic to the south.

Accessing the site will be one drive from Broadway Avenue, and one drive from Lake Point Drive. Truck loading will occur at the north side of the buildings, and will occur "off-hours". There will not be a raised loading dock, and the "rear" of each retail tenant will be treated in an architecturally pleasing manner.

City services will be used for all primary utilities. Trash collection, snow removal, and general grounds maintenance will be contracted privately.



In summary, the project will consist of the general criteria listed below:

Project Data:

Project Name: Broadway Station
Address: 1513 Lake Point Drive
Lot size: 139,262 sf / 3.2 acres
Proposed Use: Mixed Retail (first floor) and Office (second floor)
Total Building Area: 37,841 sf in two buildings, two floors
 Retail area (first floor): 19,012 sf
 Office area (second floor): 17,910 sf
Floor Area Ratio: .27
Parking Required: 125
Parking Provided: 125

Zoning District:

The property is currently zoned C2, commercial zoning – the proposed use is allowable for this zoning district.

Project Schedule:

The project will be phased with construction of each building as follows:

Construction Start: November, 2007
Phase 1 complete: May, 2008
Phase 2 complete: November, 2008

Project Design Team:

The key individuals and firms involved in this planning and design process include:

Owner:
Scott Norton
Norton Building Systems
5121 Hilltop Rd.
Madison, WI 53711

Civil Engineer:
Roxanne Johnson, PE
Professional Engineering, LLC
3830 Manito Ct.
Middleton, WI 53562

Building General Contractor:
Adam Sauter
Wingra Construction
5018 Voges Rd.
Madison, WI 53718

Landscape Architect:
Jeffrey DeLaura
801 Bear Claw Way
Madison, WI 53717

Architect:
Steve Shulfer, AIA
Shulfer Architects, LLC
1918 Parmenter St., Suite 2
Middleton, WI 53562

Structural Engineer:
Mark Puccio, PE
MP-Squared Structural Engineers, LLC
583 D'Onofrio Dr.
Madison, WI 53719



I hope that you find this development proposal acceptable and invite you to contact our office should you have any further questions.

Respectfully,

A handwritten signature in black ink, appearing to read 'Steve Shulfer', with a long horizontal flourish extending to the right.

Steve Shulfer, AIA.
Shulfer Architects, LLC

Attachments:

- Seven copies large-sized site and building plans
- Seven copies reduced (11x17) size site and building plans