

January 16, 2007

City of Madison Plan Commission
210 Martin Luther King, Jr. Blvd
Madison, WI 53710

Re: Letter of Intent for West Beltline Design Center (2711 W. Beltline Highway) Demolition Permit Application

Dear Plan Commission Members:

This submittal is for a demolition permit for 2711 W. Beltline Highway, located west of the intersection of Todd Drive and the West Beltline Highway Frontage Road in the City of Madison. The parcel is currently occupied by the former Midwest Billiards building.

The redevelopment of 2711 W. Beltline Highway will be a new infill retail project located between the existing Sergenian's Building (2805 W. Beltline Hwy) and the Selective Video store (2709 W. Beltline Hwy) south of the West Beltline Highway. The new building will house a design center to complement the existing Sergenian's Floor Covering store. The building will be one story with a partial mezzanine to house the Allen Kitchen and Bath Showroom and The Verlo Mattress Factory Store.

Relocating Allen Kitchen and Bath and The Verlo Mattress Factory Store from the east side of Todd Drive to the west side of Todd Drive will allow the eastern site to be redeveloped at a higher density. Development of the design center is the first step necessary to allow the redevelopment on the eastern side of Todd Drive.

In addition to the construction of the design center, this redevelopment project will include enhancements to the existing Selective Video and Sergenian's sites with improved parking configurations, paving, landscaping, and lighting throughout the area.

Existing Conditions

The Design Center site is currently occupied by the former Midwest Billiards building at 2711 W. Beltline Highway. This structure currently sits vacant between the existing Sergenian's building, which is occupied by Sergenian's Floor Coverings, Deonne Salon & Day Spa, and Members First Credit Union, and the Selective Video building, both of which will remain on their current sites. The three parcels provide a total land area of approximately 2.57 acres. Other uses in the immediate vicinity include Open Pantry and the Grand China Restaurant. The existing Midwest Billiards building (vacant) will be demolished to allow redevelopment of the site for the Design Center.

Along with the redevelopment of the parcel at 2711 W. Beltline Highway, the parking shared between the three parcels will be redesigned and paved to provide internal circulation, as shown on the attached site plans. Photographs documenting existing conditions and the structure to be demolished are attached.

Parties Involved

The following parties are involved in the redevelopment of this site:

- OwnerLG 1, LLC
- Developer..... Mortenson Investment Group
- Builder Ideal Builders
- Engineer/Planner/Project Coordinator Vierbicher Associates, Inc.
- Architect..... Potter Lawson, Inc.
- Landscape Architect..... Vierbicher Associates, Inc.
- Lighting Designer..... Potter Lawson, Inc.



Schedule

The intention is to substantially complete tenant spaces in the Design Center by June 15, 2007, as depicted in the following schedule:

Demolition of Existing Buildings	February 20 – February 27, 2007
Site Preparation	February 28 – March 9, 2007
Structural Concrete.....	March 12 – March 23, 2007
Structural Steel	March 26 – April 6, 2007
Building Envelope Construction	April 9 – May 4, 2007
Building Enclosed	May 4, 2007
Substantial Completion of Tenant Spaces	Jun 29, 2007

Legal Description

The Design Center site is one of three parcels that make up the conditional use application. The proposed legal description for the parcels and the access easement is as follows:

PARCEL "1" LEGAL DESCRIPTION

Part of the SE ¼ of the SE ¼ of Section 33, Township 7 North, Range 9 East, in the City of Madison, Dane County, Wisconsin, described as follows:

Commencing at the Southeast Corner of said Section 33; thence N 00°05'33" E, along the East line of the said SE ¼ of Section 33, 701.53 feet; thence N 89°35'53" W, (previously recorded as S 89°51'42" W) along the North line of McDivitt Road, 225.20 feet; thence N 00°22'58" E, (previously recorded as S 00°02'30" E) along the East line of the recorded plat of First Addition To Arbor Heights, 288.86 feet to the point of beginning of this description; thence N 00°22'58" E, along said East line, 22.57 feet to the South line of Lot 36 of said First Addition To Arbor Heights; thence N 87°10'01" W, along said South line, 227.54 feet, (previously recorded as N 87°42'30" W, 227.70'); thence N 00°19'27" E, (previously recorded as N 00°08'21" W) along the West line of said Lot 36 and an extension of said West line, 228.89 feet; thence S 87°20'37" E, along the South right of way of the West Beltline Highway, 489.73 feet; thence S 00°22'58" W, along the West line of Lot 2, Certified Survey Map (CSM) No. 343, Vol. 2 of Certified Surveys, Pages 104-105, Doc. No. 1266165 and the West line of Lot 2, CSM No. 2498, Vol. 10 of Certified Surveys, Pages 29-30, Doc. No. 1529657, 249.11 feet to the South line of lands described in Volume 4656 of records, page 48, Doc. No. 1787993; thence N 87°18'14" W, (previously recorded as S 87°48'18" E) along said South line, 181.92 feet; thence N 89°37'02" W, (previously recorded as N 89°51'42" E) along said South line, 80.00 feet to the point of beginning.
Containing 117,460 sq. ft., more or less.

Subject to all easements and agreements of record or use.

ACCESS EASEMENT LEGAL DESCRIPTION

Part of the SE ¼ of the SE ¼ of Section 33, Township 7 North, Range 9 East, in the City of Madison, Dane County, Wisconsin, described as follows:

Commencing at the Southeast Corner of said Section 33; thence N 00°05'33" E, along the East line of the said SE ¼ of Section 33, 701.53 feet; thence N 89°35'53" W, (previously recorded as S 89°51'42" W) along the North line of McDivitt Road, 225.20 feet; thence N 00°22'58" E, (previously recorded as S 00°02'30" E) along the East line of the recorded plat of First Addition To Arbor Heights, 288.86; thence N 00°22'58" E, along said East line, 22.57 feet to the South line of Lot 36 of said First Addition To Arbor Heights; thence N 87°10'01" W, along said South line, 227.54 feet, (previously recorded as N 87°42'30" W, 227.70'); thence N 00°19'27" E, (previously recorded as N 00°08'21" W) along the West line of said Lot 36 and an extension of said West line, 228.89 feet; thence S 87°20'37" E, along the South right of way (R/W) of the West Beltline Highway, 349.33 feet to the point of beginning; thence continuing S 87°20'37" E, along said South R/W line, 33.96 feet; thence S 00°57'29" W, 44.87 feet; thence N 89°57'31" W, 33.18 feet; thence N 00°00'20" E, 46.41 feet to the point of beginning.

Subject to all easements and agreements of record or use.



Zoning

The existing zoning of the Design Center site is C-3. This application is for a conditional use application under this zoning classification. The Design Center meets all dimensional standards under the C-3 zoning classification.

The other existing parcels included in the Design Center redevelopment plan are currently zoned as outlined below:

- 2707 W. Beltline Hwy C-3 (Commercial)
- 2805 W. Beltline Hwy C-2 (Commercial)

Proposed Uses

The proposed Design Center will have a total of approximately 14,500 square feet of space with a primary first floor showroom and warehouse area with a secondary mezzanine office level. Of this space, Allen Kitchen and Bath will occupy approximately 6,000 square feet, and Verlo Mattress will occupy approximately 8,500 square feet. In addition, two buildings will remain on their existing sites, including the Sergenian's building (28,000 square feet) and the Selective Video building (10,000 square feet). Combined, the site will include approximately 52,500 gross square feet of building area. This produces a Floor Area Ratio (FAR) on the site of 2.14.

	Total Square Feet	Square Feet of Retail
Sergenian's Building	28,000	
<i>Sergenian's Floor Coverings</i>		9,500
<i>Deonne's Salon & Day Spa</i>		2,830
Selective Video	10,000	3,800
Allen/Verlo Design Center	14,500	
<i>Verlo Showroom</i>	8,500	3,500
<i>Allen Showroom</i>	6,000	5,000
Total	52,500	24,630

Of this total area, only 24,630 square feet is utilized for retail purposes. Within the design center, 8,500 square feet is designated as retail showroom, Sergenian's currently has 9,500 square feet of retail area, Deonne Salon & Day Spa (inside of the Sergenian's building) has 2,830 square feet, and Selective Video has 3,800 square feet of retail space. The plans accommodate less than 25,000 square feet of retail space, so the requirements of the City's Planned Commercial Site designation do not apply.

Parking and Loading

The redevelopment will incorporate surface parking for both retail customers and employees. There are a total of 117 parking stalls on the site to serve three addresses, which equates to one space per 447 square feet (or 2.24 stalls per 1,000 square feet).

Trucks will access the Design Center site from the Beltline Highway Frontage Road and deliveries will be made on the southern side of the new building. The loading area will accommodate only one truck at any given time. The loading facilities for the Sergenian's and Selective Video facilities will not be altered from their current location.

Access

Access to the Design Center site will be provided by three separate drives from the West Beltline Frontage Road. Both WisDOT and the City of Madison Traffic Engineering Department have reviewed the revised access points.

Signage

Signage on the site will be provided as shown on the plans provided in the attached documents. The Developer shall install all signage when building construction has been completed. The existing billboard sign on the site will be removed before demolition begins.



Landscaping

Site landscaping will be provided as shown on the plans provide din the attached documents. The Developer shall install landscaping when building construction has been completed.

Hours of Operation

The Design Center is a retail development with some office components. It is anticipated that the showroom (retail) space will be open to the public seven days a week, which during the week will include extended evening hours.

Summary

The redevelopment of this site is only the first of several redevelopment opportunities within the Arbor Hills neighborhood that will spur an increase in the number of jobs, amenities, and quality of life in the area. We look forward to working with City Staff and Plan Commission to make the Design Center a successful project that will trigger further Todd Drive area redevelopment in the City of Madison.

Respectfully Submitted by,



Andrew Inman, P.E.
VIERBICHER ASSOCIATES, INC.

Enclosure

