



June 21<sup>st</sup> 2005

City of Madison  
Dept of Planning and Development  
Madison Municipal Building  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2984  
Madison WI 53701-2984

RE: Letter of Intent for Rezoning and Plan of Operation

Dear Members of Urban Design, Plan Commission, Common Council and Planning Staff:

At this time PDQ Food Stores Inc a privately owned and operated company with headquarters located in Middleton WI is applying for a Rezoning for the property located at 401 North Third Street in Madison WI. Included in this request is a Plan of Operation for your review.

Currently the property which is located on the Southeast side of Pennsylvania Avenue and Northeast side of Third Street is not being used for any commercial propose. The property was the home of Consolidated Freights a 24-hour trucking operation. The company filed for bankruptcy and property was sold at public auction to PDQ Food Stores Inc.

The property about 2.6 acres is currently zoned M-1. On the property is a masonry building with an attached office and many loading docks. Parts of the rooflines are pitched and some is flat.

Environmental Testing of property and past studies have determined the property has contamination and poor soil conditions that will need to be corrected.

PDQ Food Stores Inc. would like to clean up the existing environmental contamination up to standard required by the governing agencies and redevelop the property into a PDQ convenience store with car wash.

PDQ Food Stores will own and operate the facility in its entirety, relying on its 50 years of experience in the convenience store industry.

PDQ is planning on building a masonry wood structure around 6,000 square feet in size. The building will be approximately 100 feet long and 60 foot wide with a shingled hip roof. Incorporated into the building are many windows. The entire front side of the building and part of the western side of the building will have large windows.

The dumpster area is made out of the same material as the building and is completely enclosed. The area will be approximately seven and half feet high to shield any and all items enclosed in area. PDQ puts the condensers and HVAC equipment in this enclosure to give a clean attractive looking appearance. Part of PDQ's security is to allow garbage removal only during daytime hours and with double coverage. Access to the dumpster area is through a door from the store. This area is monitored by a camera and recorded.

PDQ is proposing seven gasoline dispensers under one canopy and three diesel islands under a separate canopy. The gasoline canopy will be orientated towards Pennsylvania Avenue. Entrance to the sight will be from a driveway located on Third Street and one from Pennsylvania Avenue. The diesel islands are separated for the convenience of our customers. Most of our diesel customers are landscapers and contractors with trailers requiring additional turning space for their vehicles and attachments. We feel this will be a great addition and convenience to the neighboring businesses in the industrial park.

The car wash will be constructed with the same materials as the convenience store, with a shingled hip roof. PDQ is proposing one building approximately 55 feet by 60 feet with two brushless washes. The wash will have windows on the side of the building allowing natural light into the bays and adding to the architectural integrity of the entire operation.

PDQ believes quality is of great importance and strives to provide the highest quality products possible. PDQ prepares a tempting variety of croissants, pastries, muffins, cinnamon rolls, turnovers, cookies and much more in our stores. We also offer a variety of fresh sandwiches to fit your every need. This store will prepare breakfast sandwiches sold hot with eggs, sausage/ham, and cheese served on an English muffin.

PDQ will also be offering a full service deli allowing customers to get made to order sandwiches or purchase a freshly prepared sandwich from the deli case. Other items of interest are Hot Dogs, Hamburgers, Cheeseburgers, hot soups, fresh salads, vegetable salads, fruit salads, pasta, potato and macaroni salads along with rotisserie chicken and beef.

PDQ will provide around 16 cooler doors stocked with cold beverages, meats, cheeses and other cool snacks. Freezer space will be from four to six doors for a large product mix for the consumers from the adjoining industrial park.

PDQ operation is 24 hours to serve the neighboring community. The surrounding area is mainly industrial with many sights operating 24 hours. PDQ believes are costumers come from the neighboring properties or are part of the traffic that drives by on a daily basis. PDQ would anticipate six to eight full time employees with another eight to ten part time employees. The store will have a full time manager that will be making around \$40,000 a

year with benefits. The manager will hire one or two assistants who will make around \$30,000 per year with benefits. The part time employees will start around \$8.50 to \$9.00 per hour and advance based on hours worked and job duties accepted.

All employees are required to go through a screening process before hire and complete required training. PDQ has their own in house training staff along with an employee manual that needs to be reviewed by all employees.

Security of our employees is of great importance. PDQ takes many measures to protect are employees and it all begins with training during the hiring stage. All employees are taught to handle different situations that might occur at a store.

Visibility and lighting are used to help are costumers and employees feel safe. Lighting comes from flush mounted fixtures that direct the light down and not outward. This allows PDQ to get a bright appearing lot without contributing to light pollution off sight. PDQ has many windows on the store and strive to keep them clean and uncluttered. This allows good visibility from inside the store out and vise versa.

PDQ has cameras that record twenty-four hours a day. These cameras are located and placed by a professional in the security industry. We use these tapes for educational and instructional proposes beside the security issues.

Landscaping is an item that is not normally associated with security but plays an important part of the overall program. PDQ like landscaping but we want to make sure it is clean and not over grown providing a place for individuals to hide.

Our sight plan contributes to the safety of all by being wide open and attractive in appearance. PDQ makes sure to provide adequate trash receptacles and keeps them emptied. We provide plenty of parking near the store with easy turning movements. In this case we will have around twenty-five parking stall near the store with another twenty on the sight for employees and deliveries. This does not include the handicap stalls that will be placed according to code.

With an operation like PDQ's deliveries are required. Based on past experiences I believe the following deliveries will be taking place:

Groceries	once a week	mid-morning
Pop (3 companies)	once a week	mid-day
Beer (3 companies)	once a week	mid-day
Bread	3 times a week	5:00-6:00 AM
Milk	2 times a week	5:00- 6:00 AM
Hostess	3 times a week	5:00-6:00 AM
Chips (2 companies)	2 times per week	mid-day
Gasoline	5 times per week	during operational hours
Donuts	Dailey	early morning
Ice	once per week	mid-day

There is ample room on sight for parking and delivery of products. No parking will need to take place on the street adjoining the property. Parking will most likely take place on north of the store and south of the car wash and diesel islands.

Since this property is located in an industrial area and near a couple of major transportation routes deliveries should not cause a problem for anyone. In fact all road designs and our internal design make traffic flow very smooth. This includes all turning and backing motions that might be encountered. At no time will any vehicle need to back or maneuver on the street. All truck movements can take place private property with no affect on the street traffic.

The properties surrounding the area are as follows and in my opinion will not be negatively affected by our project. In fact I think we will provide a service that many of the adjoining property owners will use.

Directly to the west and across the street are industrial uses. To the south is a used car lot and educational facility. To the north is a vacant field used for Madison East physical education classes and evening sport activities.

In a plan of operation you try to discuss and plan for negatives of this operation or potential problems it may cause. I'm having a tough time thinking of anything negative about this sight. The roads accessing the property have been built to handle large volumes of traffic including trucks and cars. The turning radius for vehicles is more than acceptable. The property is currently contaminated and not being used and will be cleaned up and redeveloped into an attractive viable business. Internal circulation has been reviewed and appears acceptable for the entire operation. Services not now being offered to this industrial area will possibly be available with the approval of this operation.

This type of use is acceptable in this district with a conditional use permit for automobile laundry. Selling of Motor Fuels is a permitted use in M-1. PDQ after consulting with Planning Staff has determined it would be in everbodies best interest to rezone to PUD and have entire operation reviewed. This will assure a high quality development compatible to all involved.

PDQ will be using the experience from 50 years of store operation and the talents of highly trained individuals to operate this store. Our sight plan is designed with both pedestrian and vehicular traffic in mind. Our entire staff is required to complete the PDQ training course. We also have supervisors who inspect and review store operations on a weekly basis. This supervisor or one is available 24 hours a day for phone calls and questions from store personnel.

PDQ Food Stores will offer product and services consistent with our other stores located in Madison and Milwaukee area. If you would like to see an operational store similar to the one we are proposing hear feel free to visit our store located at 4741 Lien Road in Madison WI, or one of our other many locations. If you happen to be in Waukesha WI

stop by and visit or store located at 2106 S. West Avenue. I have included a separate photo display of some stores. This will give you an idea of construction materials, colors and services offered.

The grocery category will include: milk & dairy, meats, cheese, breads, produce, chips, snacks, cereal, cigarettes, soft drinks, beer juices, bottled water, frozen food, ice cream, ice, paper products, detergents, cleaning supplies, pet foods, etc...

The health and beauty aid category will include: aspirin, cold medicines, first aid supplies. Toothpaste, shampoos, deodorants, shaving supplies, diapers, ect...

The general merchandise category will include: school supplies, greeting cards, fresh flowers, newspapers & magazines, toys, automotive products, batteries, cameras, flashlights, ect...

PDQ Food Service will include fresh cookies, muffins, and pastries baked at the store, fresh sandwiches prepared at the store or special order from the deli, fountain drinks/juices, delivered bakery, and fresh gourmet coffee World Cup coffee, including varieties of House Blend, Decaffeinated House Blend, Columbian, French Roast, Hazelnut, Decaffeinated Hazelnut, Irish Crème, Sumatran, and special flavor each month. The coffee offering will include 3-4 flavors of cappuccino.

PDQ will offer three grades of fuel at each of the seven self- service gasoline dispensers. The dispenser will have credit card readers allowing costumers to complete their transaction at the island if they wish. One or two of the dispensers will have a diesel product for the consumer driving a diesel-operated car.

Additional services PDQ will offer are an automated teller machine (ATM) located inside the store, money order, PDQ accepts checks for purchases, air machine, and photocopier are part of the additional services provided for our costumer's.

I have tried to provide as much information as possible about our operation to assist you in making an informed decision. If you have further questions or comments please feel free to contact me at 608-444-2813.

Thanks in advance for your time and consideration on this matter.

Take Care,

  
Randy J. Manning  
Director of Real Estate