



July 11, 2006

Plan Commission
City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Letter of Intent

Erin's Snug Irish Pub
4601 American Parkway
Lot 11
The American Plat First Addition

Project Description

The attached Land Use Application is for conditional use approval for an outdoor dining patio in a C2 zoning district.

The intent is to construct a new restaurant on currently vacant land located at the northeast corner of American Parkway and Eastpark Boulevard in The American Center Development located on the northeast edge of the City of Madison. This use is consistent with both the American Center land use plan, "commercial service complex – restaurant and entertainment" and the Rattman Neighborhood Development Plan land use plan, "retail/service".

This project has received approval from the American Center Project Review Committee.

Erin's Snug is a full service, sit-down pub/restaurant that offers an extensive menu focused primarily on lunch and dinner service with the potential to expand to include breakfast/brunch service. An outdoor dining option for patrons is an integral part of restaurant's operational goals and financial success. The patio space is integrated with the building architecture and creates a positive and inviting "street image".

The restaurant will have a seating capacity of approximately 220 people inside the restaurant and the outdoor dining area will seat approximately 50 people.

Restaurant operating hours will be from 10:30 am to 12:00 midnight, Sunday through Wednesday, and 10:30 am to 2:00 am Thursday through Saturday. If breakfast is added operating hours will begin at 6:30 am. Erin's has a "take-out" window for phone-in

orders. It does not offer “drive-up” or “drive-thru” service. Patrons will need to park and enter the building to pick-up their take-out orders.

Approximately 65 full and part-time employees will be needed to operate the restaurant.

Trash will be stored in an enclosed trash area constructed of materials that compliment the building. Trash will be removed weekly.

Snow removal and property maintenance will be preformed be private vendors.

Signage will be reviewed under a separate submittal.

The anticipated construction schedule is to start construction in late summer 2006 and have the restaurant operational in four to five months.

Project Data

Lot Area – 63,681 sf or 1.46 acres

Building Square Footage

Main Level Restaurant and Kitchen	8253 sf
Basement Storage	2317 sf
Outdoor Patio	1079 sf
Total	11,649 sf

Parking

Required	81 stalls
Provided	81 stalls

(see site plan for additional information)

Project Team

Owner:

Lead Dog, LLC.
510 Main Street
Plain, WI 53577
608-326-2237
Jerry Waller

Architect:

JGS Architects, Inc.
102 S. Washington Street
Spring Green, WI 53588
608-588-3691
Brian Stoddard

Civil Engineer:

Calkins Engineering, LLC
5010 Voges Road
Madison, WI 53718
608-838-0444
Dave Glusick

Landscape Architect:

Landscape Architecture
5806 South Hill Drive
Madison, WI 53705
608-233-6909
Joe Hanauer