

January 4, 2011

Planning Commission  
215 MLKJ Blvd; Rm LL110  
Madison, WI 53703

To Whom It May Concern:

As the Architects for Verizon Wireless we are submitting a proposal acquire a conditional use for the retail location at 4610 E. Washington Ave. Below you will find a narrative describing our proposed intentions.

**Verizon Wireless 4610 E. Washington Ave.**

Currently this location is retail and is a single-use building. Back in January 1996 it was a two tenant retail building and Verizon Wireless expanded into the other half and acquired the entire building and has operated as such to this day.

The project is slated for interior remodeling this year and the plans have been submitted for permit review already. The exterior work we are proposing would not take place until at least April of this year.

The parties involved in this project are as follows:

Architect – Gina Van Tine, AIA, LEED AP – inFORM studio

Engineer – Maxwell Franzen – Excel Engineering

Landscape Architect – Sharon Dickson, ALA – Dickson Design

There is no General Contractor yet.

The store maintains a permanent staff of 20 currently and operates 9 am- 9pm M-Sat. and Sunday 11 am- 6pm.

- The acreage of the site is .6 acres.
- The building is 3,491 gross square feet.
- The current parking is 11 spaces on the east property line along the length of the building and 20 in the rear. For a total of 31 spaces.
- The proposed parking would increase the rear lot to 25 and thus the total to 36.

We are proposing to rework the layout to provide 2-way traffic all around the parking lot while maintaining a landscaped island in the middle. This would allow us to maintain perpendicular parking throughout the site and provide easier and safer access for customers and the fire department. The layout we are proposing increases the total parking count by five spaces and with the pervious pavers we are proposing the total impervious pavement is increased by less than 1%.

The new landscaping proposed will greatly enhance the existing site while also being drought tolerant, native to the area and natural looking. The new plantings should only need watering during establishment and prolonged drought periods. (Please see attached rendered site plan).

On the following pages you will find existing photos that record the poor condition of the parking area overall.

Figure 1



Figure 2





Figure 3



Figure 4



Figure 5





Figure 6



Figure 7





Figure 8



Figure 9

