



February 14, 2007

City of Madison
Dept. of Planning & Development
215 Martin Luther King Jr. Blvd.
Madison WI 53703

Via: hand delivery

Re: Letter of Intent for Demo and Conditional Use Application
4622 East Washington
PLANNING Project #20070090

On behalf of High Life LLC, PLANNING Design Build, Inc. would like to submit the attached documents for Plan Commission approval for a Demolition Permit and Conditional Use Application for the property located at 4622 East Washington Avenue. The total acreage of the site is 1.194 acres.

The following information is relative to this application:

Name of Project: 4622 East Washington Avenue
Description of Existing Conditions:

Located near the intersection of Zeier Rd and East Washington Avenue Frontage Rd, across from East Towne Mall, the site is home to an existing Ponderosa Restaurant. The existing building's design is strongly programmed to meet the needs of the current tenant and does not lend itself to refurbishing for reuse. The building is also sited away from the street and pedestrian walk.

The proposed project will replace the restaurant with a +/- 10,588 sf, multi-tenant development that will heal the site by orienting itself to the street and pedestrian while closing off one of two curb cuts. An outdoor eating patio is also proposed for one of the tenants which will create an energy and accessibility to foot traffic. On the opposite side of the building, adequate parking has been designed to serve automobile traffic. Updated landscaping will soften edges.

Exterior material will include a mixture of brick masonry along the building base and decorative piers, EIFS, metal panels, aluminum storefront and a variety of canopy types. The elevation is broken up to give each tenant an individual identity, while orchestrating the composition to work as a whole. All four sides of the building are visible and treated with similar materials. Rooftop units will be screened with tall parapet walls.

The goal is for demolition and construction to start in the spring of 2007 with building completion and occupancy occurring in early December.

Owner: High Life LLC
:
2275 Deming Way
Middleton WI 53562

Design-Build Contractor: PLANNING Design Build, Inc.
901 Deming Way, Suite 102
Madison WI 53717
608-836-8055

Civil Engineer:	Bill Suick D'Onofrio Kottke and Associates, Inc. 7530 Westward Way Madison, WI 53717 608-833-7530
Landscape Architect	Brad Fregian Olson Wills 4387 Schwartz Road Middleton, WI 53562 608-827-9401
Building Uses:	Restaurant and Retail
Gross Square Footage of Proposed Building:	10,588 s.f.
Number of Employees:	12-14
Number of Parking Spaces:	73
Hours of Operation:	Typical Restaurant and Retail hours
Site Square Footage (Acreage)	52,000 s.f. / 1.194 acres
Description of Trash Removal and Storage,	Dumpster enclosure located away from the street on the north-west corner of the site.
Snow Removal, and Maintenance Equipment:	Trash removal, snow removal, and lawn services will be contracted out to others.

We respectfully submit this application for Plan Commission approval. Thank you for your consideration.

Sincerely,

Robert G. Feller
Design Project Manager

Attachments

jf