

## Memorandum / Letter of Intent

[www.jsdinc.com](http://www.jsdinc.com)

To: City of Madison Plan Commission, Urban Design Commission & City Staff  
From: Justin Frahm, JSD Professional Services, Inc.  
Re: Portillo's Restaurant – East Towne Mall, 4505 East Towne Blvd. Madison, WI  
JSD Project #: 16-7567  
Date: November 8, 2017  
cc: Skip Alexander, CBL; Wendy Hunter, Hunter Development Group; Peggy Hart, Portillo's; Walter Sydor, Portillo's; Jarrett Jensen, Jensen & Jensen

---

City of Madison Staff, Plan Commission & Urban Design Commission:

On behalf of CBL & Associates Properties, Inc, and Portillo's Hot Dogs, LLC, JSD is submitting and requesting an initial-final Urban Design Commission review and subsequent Plan Commission review and approval for the issuance of a Conditional Use Permit and construction of a Portillo's Hot Dogs restaurant at the East Town Mall, in Madison, WI.

CBL and Portillo's are proposing a 9,075 SF restaurant with a drive through vehicle service window to be constructed on an outlot to be subdivided via CSM on an underlying parcel owned by JC Penney northwest of East Towne Mall. The City anticipates the address of the restaurant outlot to be 4505 East Towne Blvd, Madison, WI 53704-3713.

The proposed Portillo's restaurant building will include 209 interior seats and 26 additional seats on the covered, outdoor patio. Hours of operation will typically be 10:30 AM to 11 PM.

Portillo's new freestanding building design will include an upgraded brick structure with accents of clear stainless steel, creating an Art Deco-based diner building. Access to the site will be limited to the interior mall ring road, with no vehicular access to adjacent public right-of-ways. The building entrance will face the parking lot, with drive through circulation circling the building. Parking is provided on site, along with bicycle parking and pedestrian sidewalks connecting to the public sidewalks along East Towne Blvd and existing bus stops, as well as the rear of the JCPenney facility for Mall access. An outdoor patio, accessible from the interior of the restaurant, will provide seasonal outdoor service. Site parking area, foundation and site landscaping will provide screening of the drive through lane, with foundation planting accenting the building design.

CBL and Portillo's have worked together with the City Staff, Development Assistance Team and UDC to review and inform plan development for the proposed site layout/circulation, building design, and sign package. Further, the project information has been presented to Alder Samba Baldeh at a public neighborhood meeting, with attendance of local constituents.

Construction is proposed to start in the spring of 2018, with an opening in fall 2018.

### **Enclosures**

- Letter of Transmittal – Land Use Application
- Letter of Transmittal – Urban Design Commission Application (Initial & Final Combined Request)
- Land Use Application (Conditional Use Request – Vehicular service window)
- Land Use Application Checklist

- Land Use Application Fee (\$700 for Conditional Use - \$600 + \$100 for each addt'l acre 2-7)
- Urban Design Commission Application (Initial-Final Combined Request)
- Urban Design Commission Fee (\$300)
- Memorandum / Letter of Intent
- Legal Description of Proposed Parcel
- Pre-Application Notification to Alder
- Development Plans:
  - Ex. A – Location Map
  - Ex. B – Context Photos
  - C1.0 - Title Sheet
  - C2.0 – Existing Conditions Survey
  - C3.0 – Demolition Plan
  - C4.0 – Site Plan
  - C5.0 – Grading and Erosion Control Plan
  - C6.0 – Utility Plan
  - C7.0 – Fire Access Exhibit
  - C8.0 – Details
  - C8.1 – Details
  - L1.0 – Landscape Plan
  - L2.0 – Landscape Details Notes and Specifications
  - Photometric Plan
  - Photometric Specifications (2 copies)
  - Architectural Plans
    - Floor Plans
    - Roof Plan
    - Line Elevations w/ Material Callouts
    - Color Elevations w/ Material Callouts
    - Material Board
    - Renderings
  - Signage Plans
    - Aerial Site Plan
    - Proposed Site Plan / Locator Map
    - Site Photographs
    - Building Signage – Elevation
    - Building Signage – Details
    - Site Signage - Details
- Stormwater Management Memorandum (2 copies)

Additional requests for information and/or questions can be directed to JSD Professional Services, Inc.