



September 21, 2016

Matt Tucker,  
City of Madison Planning and Development  
215 Martin Luther King Jr. Blvd  
Madison, WI 53703

RE: Letter of intent – Willy Street Coop North

Dear Matt,

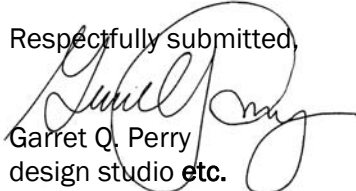
The Willy Street Co-op has recently added a third location in the Sherman Plaza Shopping Center located at 2921 North Sherman Avenue. They have teamed with Aro Eberle Architects to remodel the interior space of the old Pierce Foods location. The interior remodel was completed in August of 2016 and is now in open to customers. They are currently wrapping up the construction of the exterior façade improvements which should be completed by September of 2016. They are open to the public from 7:30 a.m. to 9:30 p.m. Monday thru Sunday and the seating area would be available during open hours only.

Part of the Willy Street Brand is to create an inviting exterior space to welcome the community to sit, engage and interact during their shopping experience. Willy Street Co-op wants to improve the current exterior setting to create an interactive seating space. The space will be use for meeting up with neighbors and friends have a snack or lunch after shopping or lounging around reading a book. Alcohol will not be allowed in the seating area.

The existing environment outside of the storefront is very vehicle oriented. The entry walk outside is a very narrow in width and does not allow enough space for any outdoor seating. Accommodating a new seating space would require widening the concrete out in front of the store, slightly realigning the drive lane around the bump out and defining the drive lane to the north with tree islands. We are requesting a conditional use in order to accommodate this new shopping center and community amenity. Willy Street has engaged the service of Aro Eberle Architects and Design Studio Etc. to assist in developing architectural and site plans for the store improvements. Attached is a plan showing the changes we would like to make to the parking lot in order to bring the seating area vision to a reality.

We are hoping to receive approval for this conditional use in November or 2016 with a construction start of March of 2017. Estimate of probable cost for the construction of this project is \$75,000.00. We are estimating 3 part time construction positions due to this project. No subsidies are requested for this project

Respectfully submitted,

  
Garret Q. Perry  
design studio etc.