



April 24, 2019

Heather Stouder  
Planning Commission  
City of Madison  
210 Martin Luther King Jr. Blvd  
Madison, WI 53703

RE: 4501 Vernon Blvd. / Demolition Permit

Dear Ms. Glaeser,

**Letter of Intent**

The Applicant, Vernon Price LLC, proposes to demolish the existing BMO Harris Branch at 4501 Vernon Boulevard in order to construct a new consolidated BMO Harris Bank branch and office at this location. The existing on-site facilities consist of an approximate one-story 2,715 square-foot building (bank branch), six (6) lane 1,810 square-foot drive-thru canopy with teller window, and seven (7) parking spaces inclusive of one (1) ADA parking space which will be demolished as part of this application. The existing site is accessed via separate right-in only and right-out only driveways along Vernon Boulevard, and an extended width egress-only driveway along Price Place.

The proposed development will consist of a two-story 9,400 square-foot building (bank branch and office), three (3) lane drive-thru canopy with teller window, thirty-seven (37) parking spaces inclusive of two (2) ADA spaces, stormwater improvements, and landscaping and lighting enhancements. Access will be consolidated to a right-in/right-out driveway along Vernon Boulevard, and full movement driveway along Price Place. The facility has been designed in accordance with the Suburban Employment District (SE) standards, and in character with the University Hill Farms Neighborhood Plan and City of Madison Comprehensive Plan.

We are working closely with BMO Harris as we begin the process of consolidating their operations to a single facility, and want to ensure the community that throughout construction, they will remain local and operational. We continue to seek opportunities to further improve the City of Madison and believe the proposed development will have a positive impact on the University Hill Farms Neighborhood.

Sincerely,

Louis C. Masiello  
Senior Vice President of Development  
For: Vernon Price LLC  
By: WS Asset Management, Inc., its property manager

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## Existing Conditions:

Existing Zoning: SE (Suburban Employment District)  
Address: 4501 Vernon Boulevard  
Parcel Identification Number: 0709-201-1904-1  
Aldermanic District: District 11  
Alder Arvina Martin  
Neighborhood Association: Hill Farms Neighborhood Association  
Notifications: Alder  
Legal Description: Refer to Enclosures  
Lot Area: 33,494 SF (0.77 AC)

## Project Team:

### APPLICANT:

Vernon Price LLC  
33 Boylston Street  
Chestnut Hill, Massachusetts 02467  
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