



January 3, 2017

Via Email and Hand Delivery

Plan Commission and Urban Design Commission
City of Madison
215 Martin Luther King Jr. Blvd.
Room LL-100
Madison, WI 53703

**Re: Letter of Intent for Proposed Development
Development of a Conditional Use-Planned Site
Proposed Discount Tire – 4645 Verona Road**

Dear Commission Members:

On behalf of Halle Properties, LLC, we are pleased to submit the enclosed materials for a Conditional Use-Planned Site for the property located at 4645 Verona Road, Madison, WI. We are very excited about the project and its contributions to revitalizing the property and enhancing the area along the East Verona Frontage Road.

Project Summary

Halle Properties, LLC is proposing to develop the existing 43,687 sq. ft. lot and developing an approximate 7,680 sq. ft. Discount Tire store with new parking and landscaping. The store will be used to sell automobile tires to the public, and will not be used for automobile service.

Existing Site Conditions

The existing site is located at 4645 Verona Road in the City of Madison (PIN 251/0709-323-0089-4), constituting 1.0 acres (43,687 sq. ft.) on the southwest corner of East Verona Frontage Road and Atticus Way.

The site is part of the CC-Commercial Center Zoning District and is currently being used to stage construction equipment. Direct access to the site is provided to East Verona Frontage Road.

Project Objectives and Benefits

The Project will benefit the City of Madison in the following ways:

- Revitalizing the southwest corner of Verona Road & Atticus Way by developing a new store on the existing vacant lot.
- Additional employment opportunities to the area by providing new full-time and part-time positions.

Project Data

<u>Location:</u>	4645 Verona Road, Madison, WI
<u>Building Sq. Ft.:</u>	7,680 sq. ft.
<u>Start Construction:</u>	Approximately June 2017
<u>Complete Construction:</u>	Approximately April 2018
<u>Type of Building:</u>	Commercial
<u>Land Area:</u>	1.0 acres (43,687 sq. ft.)
<u>Vehicle Parking:</u>	Approximately <u>35</u> vehicle parking spaces
<u>Site Access:</u>	East Verona Frontage Road
<u>Lot Coverage:</u>	<u>36,814 sq. ft. (84.3%)</u>
<u>Usable Open Space:</u>	<u>6,873 sq. ft. (15.7%)</u>
<u>Hours of Operation:</u>	Approximately 8:00 a.m.-6:00 p.m. Monday through Friday / 8:00 a.m.-5:00 p.m. Saturday. Closed on Sunday.

Project Financial Information

Estimated Project Cost: \$ 2.0 million

Number of Full-time and Part-time Jobs Created: 10-15

Public Subsidy Requested: None.

Deliver excellence, vision, and responsive service to our clients.

Project Team

Owner/Developer: Halle Properties, LLC
Architects: Plump Group Architecture & Engineering
Civil Engineering: R.A. Smith National Inc.
Landscape Design: R.A. Smith National Inc.

We look forward to presenting these materials to you and seeking your approval of this proposal to develop a new national retail store on East Verona Frontage Road.

Sincerely,

A handwritten signature in black ink, appearing to be 'JM' followed by a long horizontal line.

Todd Mosher
Senior Development Director
R.A. Smith National, Inc.

cc: (all via email)
Maurice S. Cheeks, District 10 Alderperson
Tim Parks, Planning Division
Matt Tucker, Zoning Administrator
Jenny Kirchgatter, Zoning Inspector

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