

January 26<sup>th</sup>, 2017

City of Madison, Wisconsin Permit Counter  
Attn: Jenny Kirchgatter  
Assistant Zoning Administrator  
215 Martin Luther King, Jr. Blvd Ste. LL-100  
Madison, WI 53703



Re: Letter of Intent for McDonald's: 6910 Odana Road

Dear Ms. Kirchgatter,

McDonald's Corporation is proposing improvements for the McDonald's restaurant located at 6910 Odana Road. The improvements will include removing the existing McDonald's building, parking lot and parking lot lighting. A new building, parking lot and parking lot lighting will be constructed in place of the existing store. The existing pole sign will remain and won't be affected as part of the project.

As part of this renovation, the function of the site will not change. The hours at this location will also stay the same with the lobby and drive-thru being open 5:00am-12:00am and the drive-thru open until 1am on Friday and Saturday nights.

The new site and building will be brought up to code with all City of Madison rules and regulations. In discussions with the city, the existing pole sign will remain and grandfathered in.

The only code we are asking for a variance on is the parking lot vehicle capacity. City code allows a maximum of 40% of the lobby seating capacity which would be only 40 stalls allowed. Below is a summary of a 2 week parking study that was conducted in November of 2016.

**November 2016 – 2 week long parking Study**

	<u>Average Cars in Lot</u>	<u>Range of Cars in Lot</u>
7am:	24	7-36
8am:	35.6	16-49
10am:	38.9	32-59
12pm:	50.5	32-81
5pm:	18	10-32
6pm:	19.9	13-28

**Additional variable shall be noted too in analyzing the parking study:**

- November is not one of the busiest months for this store.
- Over the large lunch shift, 26 employees work at the store, almost all of them drive to the store.
- The existing store has 83 parking stalls
- The operator is expecting a sales bump in excess of 10% after reconstruction based off similar stores that have been re-built in the region.

The new parking lot is being proposed at 64 parking stalls, which exceeds the amount the city allows but still we are at 19 stalls less than the existing store has. Based off the parking study above and additional information provided, all 64 parking stalls are going to be 100% full on many days over lunchtime. This will impact business and site circulation as people will not have spaces to park at peak times. We ask

that as part of the approval process, the City of Madison grants a variance as it relates to the maximum number of parking stalls allowed on this project.

Sincerely,

*Joel Jackson*

Joel Jackson, PE