

October 21, 2020

Ms. Heather Stouder  
Director, Planning Division  
City of Madison Department of Planning & Community & Economic Development  
215 Martin Luther King Jr. Blvd., Ste 017  
Madison, WI 53703

**RE: Letter of Intent**

Land Use Application – Conditional Use  
Silicon Prairie Parkway – Self Storage Facility  
**(JSD Project #: 20-10025)**

Ms. Heather Stouder,

On behalf of Welton Enterprises, LLC, the following is submitted together with plans and application for staff, Planning Commission and Common Council's review and consideration.

**Team Structure:**

**Owner:** Silicon Prairie Storage, LLC  
c/o Welton Enterprises, LLC  
Attn: Paul Molinaro, VP  
702 N Blackhawk Avenue, #109  
Madison, WI 53705

**Architect:** Angus-Young  
Attn: Jeff Davis, AIA  
Churchill Building  
16 N Carroll Street, Suite 610  
Madison, WI 53703

**Survey & Engineer:** JSD Professional Services, Inc.  
Attn: Jessica Vaughn, AICP  
161 Horizon Drive, Suite 101  
Verona, WI 53593

**Landscape Design:** Olson Toon Landscaping  
Attn: Aaron Olson, Owner  
3570 Pioneer Road  
Verona, WI 53593

**Project Overview:**

The Silicon Prairie Parkway Self Storage Facility is a three-story, climate controlled, indoor self-storage facility that will be located at the northeast corner of Silicon Prairie Parkway and Yard Drive. The project is currently comprised of two parcels addressed 9801 Silicon Prairie Parkway and 310 Yard Drive and is roughly 3.5 acres in size. It is our intent, following Conditional Use approval and prior to construction and permitting, to submit a Certified Survey Map will be submitted to eliminate Lot 13, Silicon Prairie Business Park and divide the lands amongst Lot 12 and Lot 14. The resulting Lot 12 is anticipated to be roughly 2.74 acres and Lot 14, 2.5 acres.

Today, the project site is vacant. Minimal infrastructure exists on site with the exception of the stormwater management and sanitary sewer easements located along the southwest property line. The site has more

than ten feet of grade change from the northeast corner of the site to the southwest corner, which lends itself to siting a stepped building with exposure on the south side of the site.

The site is located in close proximity to multiple residential subdivisions and within the Silicon Prairie Business Park, for which the facility is intended to provide an amenity.

**Proposed Uses.** The proposed development includes a self-storage facility with ancillary sales and management office. As part of the self-storage principle use, the storage of personal items, including household items (kitchen wares, furniture, family heirlooms, etc.), personal recreation items (i.e. kayaks, canoes, bicycles, etc.), and office and business off-site storage materials (records, etc.) are anticipated. The lease will restrict items that are not allowed to be stored in the facility including, but not limited to, any hazardous or toxic materials or any inherently dangerous or flammable substance.

The ancillary sales will include the sale of boxes, tape, packing materials, moving supplies, etc.

#### **Architectural Intent.**

The proposed building consists of a contemporary industrial design with transparent corner elements, low slope internally drained roof, with 2 variations of insulated metal panel with masonry material palette. The building's main entry is oriented towards the intersection of Silicon Prairie Parkway and Yard Drive with a tower element and is delineated with a metal awning and storefront window system. The building design also incorporates architectural elements and material variations to breakdown the scale of 2-story walls along Silicon Prairie Parkway. The building will have branding elements from the selected management company and will be incorporated into their signage. The signage package will be submitted at a later date.

The building will be accessed by a total of four overhead doors; two full glass doors on the east elevation, near the building's main pedestrian entrance, and two solid overhead doors (minimal glazing) located near the southwest corner of the building. The eastern overhead doors will be primarily utilized by passenger vehicles that will drive into the facility and park while unloading. The western doors are intended to serve large format vehicles, including box trucks and semis, and will be served by an external loading dock. Both have direct access to freight elevators.

The building construction will be steel framing with concrete floor slab floors. The building will be equipped with a full NFPA 13 sprinkler system, and necessary fire separation as required by IBC.

**Site Circulation.** The site will be served by three points of access, two from Yard Drive and one from Silicon Prairie Parkway. A one-way access drive has been incorporated into the site design to provide fire and vehicular access around the entire building, from Yard Drive to Silicon Prairie Parkway. All vehicles will enter the site from Yard Drive, passenger vehicles from the northern access point nearest the corner, and larger format vehicles from the southern access point. The Silicon Prairie Parkway access point will function as an exit only, and primarily serve large format vehicles.

**Landscape Intent.** The proposed landscaping consists of a blend of evergreen and deciduous species, with an emphasis on native plant types. The contemporary, industrial feel of the building is emphasized by groupings of similar species for visual impact. Long walls are broken up by shrubs and ornamental grasses of varying heights as well as upright tree species on both road exposures. Multi-season interest and texture is a focus with strong native grass presence, colorful twigs and flowering plants. Spruce, Pine and Arborvitae evergreen species are used to screen south and west exposures from surrounding lots, especially as it pertains to breaking up views of the western overhead doors where larger vehicles will be loading.

**Development Summary**

- Site Area: 2.74 Acres
- Building Coverage: 43,298 SF
- Building Gross Square Footage: 124,014 SF
- Existing Impervious Area: N/A, vacant site
- Existing Pervious Area: N/A, vacant site
- Existing Impervious Coverage: N/A, vacant site
- Proposed Impervious Area: 75,116 SF
- Proposed Pervious Area: 44,045SF
- Proposed Impervious Coverage: 0.63
- Building Height: 2-3 stories
- Northeast Corner: 30' 6"
- Southwest Corner: 42' 6"
- FAR: 1.039

**Parking**

- Surface spaces (includes a one ADA) 13
- Short Term Bike Parking 2

**Number of Employees:** One full-time and one part-time.

**Hours of operation:** While subject to change based on demand, the access hours for customers of this facility are currently planned for 7 days a week from 6 am to 10 pm. Office hours with on-site staff are currently planned for Monday-Friday from 9:30 am to 6 pm and Saturday from 9 am to 5:30 pm.

**Project Schedule**

Construction is expected to commence Spring of 2021 with completion in Spring of 2022.

Thank you for your time and consideration in review of this development proposal. Please do not hesitate to contact me regarding this matter or otherwise.

Respectfully submitted,



Jessica Vaughn, AICP  
Senior Planner