

LETTER OF INTENT
July 7, 2011
Conditional Use

Gas Station

1129 South Park Street

Proposed by

Mohammed Ehtasham
1129 South Park Street
Madison, WI 53715

(414) 460-4050

Prepared by

Sutton Architecture
104 King Street
Madison, WI 53703

(608) 469-2528

STATEMENT OF RATIONALE (MARKET)

This submittal is the redevelopment of the existing gas station. This will allow us to remove an undersized structure, and build a new larger mix use station, while also improving all finishing and landscaping.

FEASABILITY

With the poor condition and small size of the existing structure, this gives the new owner the opportunity to improve all areas for this location. The larger structure allows for more needs for patrons. And the improved finishes and landscaping adds to the improvements that have been made on South Park Street.

PROJECT DESCRIPTION

The new building will have 2,400 square feet. This will include an office, convenience store, and small walk-up take out restaurant. The convenience store will be typical with shelves of grocery and dry goods, and reach in coolers. The owner is also focusing on making this a green structure.

POTENTIAL IMPACTS (AMENITIES)

This redevelopment will help with the station's future needs, as well as make improvements to landscaping, parking, trash collection, maintenance, and access. The new structure will enhance the streetscape for South Park Street. Most of the existing infrastructure will remain, including the canopy structure, street curbs and driveway access. The existing pedestal sign will be replaced.

NEIGHBORHOOD CONTEXT (DENSITY)

With improvements that have made along South Park Street, this will be a timely update. It will be important to continue these kinds of infill projects for Madison's gateway entrance. We can meet most requirements of Design District 7 guidelines.

OPEN SPACE

This redevelopment will increase and improve the landscaping significantly. The structure will have landscaping adjacent to it. The largest landscaped areas will be used to define the access to this site. The existing fence will be replaced as well. The only existing tree is not seen, blocked by the station. This will be replaced by 3, better located on increased planting areas.

PARKING AND ACCESS

Seven stalls will be provided, with one stalls meeting ADA requirements. All stalls will be 9'-0" by 18'-0". The access to the pumps is being improved to not block

any cars in. MANAGEMENT

It will be managed by the owner, who has several businesses throughout the city and surrounding area. Their main office will be located at this site. We will provide additional on site manned security to eliminate undesired behaviors for the neighborhood, until it is not needed. We will also have security cameras throughout the store as well as around the site.

BIKE PARKING

With the improved landscaping, we will have locations for 10 bikes located near the entrance, with an additional 4 stalls for mopeds or motorcycles.

GENERAL DESIGN STANDARDS

Architectural Design

The structure will have a metal and masonry exterior with hollow metal windows. The front elevation has a two story entrance to break up the building mass and provide for a clear entrance. The structure is broken into 4 areas with different roof heights for additional interest and definition of use.

Utilities

All utility service within the proposed development will be provided underground. We will be able to reuse the existing laterals to the site. See utility plan.

Storm Drainage

All storm water for the structures will drain to an existing catch basin located on the south side of the paved area near the Olin Street entrance. There is also a catch basin to the north of the site in the existing alley.

Site Lighting

The design of all site lighting will be coordinated to complement the site design and architectural character of the building. We will reuse the canopy that is there now. There is new street lighting at the entrance. All fixtures will be replaced with LED units.

All fixtures will be positioned with care taken to direct light away from windows and street traffic.

Signs

The existing sign will be replaced. All signage will be shown on plans.

Service Area

Trash collection will be located near the building in a screened area accessed from the building directly. There will be trash collection at each pump and many spots around the site to make it easier for the patrons. We will also have employees pick up around the site as well as one block along Park and Olin to minimize trash that would be generated from this use littering the neighborhood.

Landscaping

The landscaping plan will be developed to provide easy maintenance, yet add significant interest.

Walkways

All walkways will be constructed of concrete to match existing sidewalks. The new sidewalk will connect South Park Street and Olin Street to the new building.

Parking Areas

We will have 7 parking with one meeting ADA requirements for van accessibility, 10 bicycle stalls, and 4 moped or motorcycle stalls.