



DESIGNBUILD

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TO: Plan Commission
City of Madison

FROM: John J. Bieno, AIA
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RE: Letter of Intent – Animart Development

Two lots will be combined to create a 2.67 acre parcel nestled between the East Towne Mall Ring Road to the north, Lien Road to the south an existing oil lube facility to the west and low land area to the east. An existing vacant retail building on the eastern most of these two lots will be demolished as well as all of the site amenities associated with this facility. The only access point to this site is off of the East Towne Mall ring road to the north. The building is positioned to best take advantage of the existing natural contours which slope from west to east. This gives the building a better street presence as well as adding density to the intersection of Eagan and Lien Roads. We have also positioned the building to minimize the visual impact of the parking lot to Eagan and Lien Roads. Pedestrian access is incorporated with sidewalks leading out to Lien Road as well as one leading out to Eagan Road. Care has been taken in order to minimize the mingling of pedestrian and vehicular traffic through the site. Parking requirements are in line with the City requirements. There are several opportunities for green space on this site, including tree islands, buffer yards and side yard areas. At the request of the Urban Design Commission a landscape buffer has been added along the West edge of the project to help screen the utilitarian side and aspects of the project. A wall of arborvitae mixed with other dense foliage helps to create a visual barrier to this edge of the lot. Landscaping has also been incorporated along the southern edge of the parking lot next to the detention basin to help screen the parking lot from Lien Road as well as frame views to the building as you drive past it. Varying types of grasses have been utilized in the detention basins to help soften the visual impact as well as add interest to this portion to the project.

The anchor tenant for the development will be Animart, a locally owned pet supply center. They will be relocating from their existing east side facility to this new location. The remainder of the facility will be a multi-tenant arrangement. A common dock area has been incorporated into the west side of the building. This dock has been recessed into the massing of the Animart facility to minimize the visual impact that this functional necessity might pose. Entrances will be located along the east elevation facing the parking lot. Roof top mechanical units will be screened through the use of parapets and architectural features. The building is now a complete four sided architectural structure with articulation incorporated into the rear of the building which faces the intersection of Lien and Eagan Road.

Architectural character has been utilized on the facility to help in breaking up the massing. This character also aids in adding visual interest to the development. Varying parapet heights and roof forms help to make this 30,000 SF facility appear in a more approachable scale. The building also steps down in height from the Animart facility to the multi-tenant portion along Lien Road. This arrangement is in line with the currently built Quick Lube facility along Lien Road and larger big box facilities at East Towne Mall. Signage bands have been incorporated into the architecture to allow for easy installation of individual tenant signs without interrupting the architecture of the building. Natural lighting is also being incorporated through the use of several windows and the potential for skylights to help with natural light reaching the interior spaces. Accent lights on the building help to add visual interest at night. Colors and materials will unify the facility without making it seem monotonous. Currently proposed finishes are concrete block with varied accent colors and finishes, exterior insulation and finish systems, commercial grade pre-finished metal cap flashings and standing seam roofs and aluminum store front window systems.