



March 18, 2009

Plan Commission
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Via: Hand Delivery

Re: Letter of Intent
Request for Plan Commission Zoning Review - Plan Commission Meeting on May 4, 2009
Steinhafels Project Located at 2101, 2109 and 2115 East Springs Drive

Dear Plan Commission Members:

We are respectfully requesting attendance to the Plan Commission Meeting on May 4, 2009. Please accept our application and request for the Plan Commission Zoning Review.

The existing site for the proposed development is environmentally and ecologically sensitive to development due to the proximity of the Starkweather Creek located directly adjacent to the bounds of the property. Advocacy groups and local agencies have taken a vested interest in the development of this property. They include the local alderperson (Joe Clausius), Friends of Starkweather Creek, the local neighborhood association, and Madison's Urban Design Committee. We have had numerous meetings with these groups over the past two years (see attached summary) and we have made numerous changes to our plans to implement their suggestions.

The proposed project is situated on a 14.5-acre parcel located on Madison's East side between Interstate 90/94 and East Springs Drive. The development includes plans for a 99,000 square foot furniture store on a 9.1 acre site and (2) outlots for small retail development. The (2) proposed outlot sites are divided into a 2.6 acre site for building #2 which is 16,500 s.f. and a 2.8 acre site for building #3 which is 10,000 s.f. The intent for the outlot buildings is to attract tenants that would compliment Steinhafels. We are targeting retail specialty such as flooring/kitchen cabinet, pool/spa/patio, lighting or home accents, recreation/game room or fireplace stores. Our home center development concept will minimize traffic and be pedestrian friendly.

The total parking for the overall development is 378 stalls or 3.0 stalls per 1,000 gross square feet of building. The parking ratios for the individual sites are as follows:

Building #1 (Steinhafels): 274 stalls or 2.7 per thousand gross square feet of building.

The occupant load for Steinhafels will be 3256 people.

Building #2: 66 stalls or 3.9 per thousand gross square feet of building.

Building #3: 38 stalls or 3.8 per thousand gross square feet of building.

A trash enclosure for each building has been indicated on the site plan and trash will be removed on a weekly basis by a local trash company. Snow will be plowed into designated areas on the site that will divert the melting snow to retention areas. Large snow removal

equipment will not be stored on site. The hours of operation for all buildings would be approximately 8:00 A.M. to 9:00 P.M. 7 days a week. The number of employees for the Steinhafels store will be approximately 75 in the store and 10 in the warehouse. The employee counts for the outlot buildings are undetermined at this time.

A master plan has been established for the entire development and with conditional approval, Steinhafels plans to begin construction in 2010. The development of the outlots will take place as tenants are acquired or if a developer or owner purchases the vacant land. We are hopeful the outlots will be developed at the same time as the Steinhafels' store, however, the outlot buildings are indicated as future at this time. During construction of the Steinhafels store, the outlot sites will be rough graded and the retention ponds will be constructed at a minimum. Iconica (formally Planning Design Build Inc. of Madison) has been hired as the design builder for this project. The landscape architect is Paul Skidmore and the land surveyor / civil engineer is Arnold and O'Sheridan Inc.

Steinhafels is committed to making this a quality development. We have found that consulting with local groups and government advisory teams has resulted in a development that we are not only proud of, but enhances the community we will become part. We are committed to protecting the Starkweather Creek and implementing sustainable practices. Steinhafels will bring good paying jobs to the community and supports its workforce with excellent benefits. We welcome your thoughts and suggestions regarding our plan and hope to meet with your approval.

Sincerely,



Ellen Steinhafel-Lappe, Member
Madison East Store, LCC

Larry Stone
Iconica

LS/ko

cc: Project File