



Chocolate Shoppe Ice Cream Company, Inc.

2221 Daniels Street Madison, WI 53718

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www.chocolateshoppeicecream.com

Letter of Intent

To Whom It May Concern:

Chocolate Shoppe Ice Cream Company, Inc. would like to open a seasonal ice cream store at 2302 Atwood Avenue. Our ice cream store will serve 24 flavors of our super premium ice cream as well as malts, shakes, and sundaes. In addition, we will serve other snacks, treats, and beverages that complement our ice cream store.

Chocolate Shoppe Ice Cream would like to operate the ice cream store April through October. During the spring our store will be open Thursday through Sunday. During the summer our store will be open 7 days a week. During the fall our store will be open Thursday through Sunday. Our store hours may vary from day to day but will fall within 10am and 10pm.

Since the building at 2302 Atwood Avenue is very small (415 square feet), Chocolate Shoppe Ice Cream would like to serve its ice cream to its customers through a service window located on the Atwood Avenue sidewalk. The service window requires a conditional use permit from the City of Madison. Modification to the existing window to make it a pass through service window will cost approximately \$300.

The menu and flavor list signs will be hung next to the walk up service window during the hours of operation. While the store is closed, the menu and flavor list signs will be removed for the exterior of the building and stored inside the building.

All of the seating will be outside behind the building. There will be a nicely landscaped backyard patio with tables, chairs, and benches. The backyard is part of the East Rail Corridor and is owned by the City of Madison. The City of Madison leases the backyard to the property owner (Teresa Ouabel). The estimated cost of landscaping is between \$9,000 and \$14,000. Christy Bachmann, City of Madison Engineer, approved the proposed landscaping. In addition, there will be customer access to the bathroom located inside the ice cream store.

Alderperson Marsha Rummel, District 6, as well as the Schenk-Atwood-Starkweather-Yahara Neighborhood Association support the proposed walk up service window at the ice cream store.

Chocolate Shoppe Ice Cream would like to start this project April 1, 2014 and open the ice cream store on May 1, 2014.

I personally have lived in the Atwood/Willy St neighborhood for the last 20 years. I truly believe that an ice cream store will be a great addition to the neighborhood. A Chocolate Shoppe Ice Cream store located at 2302 Atwood Avenue will be easy to walk, bike, and drive to making it a perfect gathering spot for family and friends.

I welcome questions, comments, and concerns related to our proposed ice cream store. You can contact me at dave@chocolateshoppeicecream.com or 608-334-8644.

Thank you very much for your time and consideration.

Cheers,

Dave Deadman
Owner
Chocolate Shoppe Ice Cream Company, Inc.