The Home Depot
East Madison
2425 E. Springs Drive
Madison, WI 53704

Narrative Statement/Letter of Intent:

As part of the continued store operation and sales and in conjunction with the City of Madison's newer ordinance requirements, The Home Depot is seeking to revise the conditional use permit to allow certain outdoor sales events and limited displays areas. As part of the proposal, Home Depot is proposing to reduce much of the existing outdoor sales event areas, provide clearer order and organization of exterior sales areas, and upgrade the facility aesthetics associated with the event areas. The proposal is to provide for outside sales and operations for various major events throughout the year, and clearly identify certain limited areas that are appropriate for temporary outside display of merchandise that will be utilized during business hours.

1. Outdoor sale events: The site plan illustrates areas along the storefront and within the parking lot that would be used for specific sale events annually. There will be 3 primary events during the year. The first would be for the Spring planting season which would run from March 15 through August 1. The second sale for the Fall, Halloween, and Holiday season would run from September 1 through January 1. These outdoor areas also include an area of the parking lot that would be used solely for the Spring Live Plant event. This area will also include an upgraded temporary fence enclosure and street side screening. A 3rd event is for the fence promotional season and would provide for limited display areas near the contractor pick up area for various fence products. This smaller display area would be from April 15 to October 15.

2. Temporary Outdoor Displays: In between the various events, the store would like to utilize the sidewalk display areas for the possibility of temporary displays during business hours for some seasonal items. If these areas are utilized during the day, the store understands that the displays would not remain overnight during non-event periods.