



July 17, 2013

City of Madison Planning Commission
c/o Kevin Firchow
Department of Planning and Development
215 Martin Luther King Jr. Blvd., Room LL100
Madison, WI 53703

Re: Johanssen's Greenhouse Demolition - Letter of Intent
Site Address: 2600 West Beltline Highway

Dear Planning Commission:

This letter is to accompany the Land Use Application for a Demolition Permit for the current Johanssen's Greenhouse property at 2600 West Beltline Highway, Madison, WI. Mustang Properties, LLC, the owner of the property, intends to raze existing structures and prepare the 1.58 acre site for future redevelopment.

Existing Conditions

Johanssen's Greenhouse opened in this location in 1960 and has operated as a family-owned business since that time. The business will close its doors on August 4, 2013 according to its website. The Johanssen family will pursue retirement and/or other interests. The current owner is unrelated to the Johanssen family.

The existing property includes a retail shop (principal structure), four hoop-house greenhouses, a former farmhouse turned warehouse, and lath houses. As part of the closure of the business, hoop-houses and lath houses will be reused. Reuse and recycling will be encouraged for all existing structures where possible.

Proposed Use

A proposed use is not yet identified for this site. The applicant intends to complete demolition and market a development ready site for one or more commercial tenants.

The demolition of the existing structures on the property is a critical step to the ultimate redevelopment of the property. The initial plan for this property was to create more dealership space for adjacent Kayser Nissan; however, that plan is no longer under consideration. The plan is now to remove structures, make the site development ready, and market the site to one or more potential tenants. The applicant intends to be the long-term owner of the site. A reuse of the site for commercial purposes is consistent with the adopted City comprehensive plan for the site.

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Leaving the existing structures vacant until a land use is identified does not provide a benefit to the applicant, neighborhood, or City. The vacant structures will become a blight influence and could be used for illegal activities if left as-is. The site is readily accessible to trespassers at this location, so securing the site if the structures remain vacant could be difficult. The applicant cannot predict the timing of a potential tenant and redevelopment activity. The applicant believes that it is in their interest and in the interest of the public to remove the existing structures. As the accompanying pictures show, in the reuse and recycling plan, the existing structures are single-use commercial structures and are not the highest and best use of the site, so preserving the existing buildings for re-use at this location is not a viable option.

The applicant's proposed schedule for demolition and site restoration is September and October of 2013. The structures will be removed by a qualified demolition contractor in compliance with City requirements, including a recycling plan and erosion control plan. After the structures are removed and utilities properly abandoned, the site will be restored with grass.

Once a tenant and use are identified, a site plan application will be prepared and submitted for review by City staff. The use, bulk and design requirements of the existing zoning district are adequate to ensure that development will conform to existing adopted City plans.

If you have any questions concerning the above information or attached plans, please contact me at tsch2@vierbicher.com or 826-0532.

Sincerely,



Travis Schreiber, PE

Attachments: Land Use Application Form
Reuse and Recycling Plan (Building Photos of 2600 West Beltline Highway)
Site Plan Packet for 2600 West Beltline Highway
Correspondence with Alder, Neighborhood Association, on-line City notification