



April 7, 2015

Mr. Matt Tucker
Zoning Administrator
City of Madison Zoning
215 Martin Luther King Jr. Blvd.
Madison, WI 53709

Re: 434 Gammon Place Land Use Application – Conditional Use

Dear Mr. Tucker:

On behalf of the owner, 434 Gammon Investors LLC, thank you for your consideration of our intent to construct a drive thru addition to the existing development located at 434 Gammon Place in the City of Madison. In addition to the drive thru this submittal includes façade improvements and upgrades. It is our understanding the proposed improvements will require a Conditional Use Permit in accordance with the City of Madison Zoning Code Ordinance.

The property is a multi-tenant retail center with four tenants occupying the entire building. The current tenants are Starbucks (2000SF), 2nd Wind Exercise (3036SF), Scottrade (1685SF) and Stanton Optical (4009SF). There is also a UW Credit Union ATM in the parking lot with a dedicated drive lane. The existing tenants will remain in the building. The hours of operation vary by tenant but generally the property is open from 5am -10pm.

The proposal consists of installing a drive thru for Starbucks and renovating the exterior of the building. As indicated by the site plan the existing trash enclosure would be relocated and a drive lane constructed which wraps around the building to serve Starbucks. Due to the restricted access on Gammon Road from the property the drive lane must wrap around the front of the property. Also the position of Starbucks on the south end of the property limits alternate drive lane options. In addition to the drive lane a new patio is created for Starbucks. Additional linkages to the public sidewalk on Gammon Road will also be created and three new bioretention devices are constructed.

As part of the construction, Starbucks will rebuild the inside of their store to align with the new sales and service window. Starbucks anticipates closing the business for 3 months and completely renovating the interior with the latest design concept for the brand. The kitchen, service line, seating and ancillary spaces will be shifted from the north side of the space to the south side. The main entrance will shift south from the current location which will bring customer directly into the Starbucks space. This major renovation is viewed by Starbucks as a new store and thus every aspect of the interior will be rebuilt. The drive thru will also free up parking spaces which are currently used by Starbucks customers for short term parking needs.



In addition to the drive thru, the ownership is interested in renovating the exterior of the building to position the property for long term success. As indicated by the architectural elevations you will see the west, south and east sides of the building will be renovated to give the building a more up-to-date appearance. The property was originally constructed in 2001 however some of the design elements suggest the building is much older. In an effort to establish a relevant long term design, the owner is planning to invest significantly in the building. These modifications will increase the curb appeal, allow for further subdividing of tenant spaces (in the future) and provide more connectivity to Gammon Road. Future tenants will have the option of creating another "front door" facing Gammon Road. The new storefront on the northwest corner of the building will allow the tenant (Stanton Optical) to create a more interactive space. Currently the eye lab is in this location however because of the sloped windows the eye lab function is not visible from the street. The new store front will open this area up and create visual interest on Gammon Road.

The Site Information Block on sheet C100 contains area calculations including Lot coverage and usable open space calculations. Specifically, please also note the following:

Building Details:

10,730 square feet
4 tenant suites
48 surface parking stalls
Bike rack for 5 bikes

Project Team:

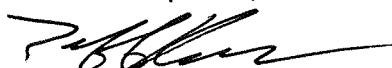
Kraemer Development, LLC
Wyser Engineering, LLC
Gary Brink & Associates, Inc.
Olson Toon Landscaping, Inc.

The project would start in July with completion estimated in November. The project cost and number of construction jobs created have not been determined. There is no public subsidy requested.

Again, thank you for your consideration. If you have any questions or require additional information, please do not hesitate to contact our office.

Respectfully,

Kraemer Development, LLC


Jeff Kraemer

Enclosures: Project Plans, Filing Fee