



The Home Depot  
West Madison  
4550 Verona Road  
Madison, WI 53711

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 2 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. As part of the events, the store is also proposing to stage take delivery and temporarily inventory products along the side the outdoor garden center as shown on the proposed plan. The staging on the side of the facility will allow the event areas in front of the building to remain more compact by providing an efficient and safe means to restock the areas in front (without overstocking in front).
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. In addition, the store's Tool Rental department would like the ability to display some of the rental tools and equipment available outside, near the Tool Rental Entrance during daytime hours. As part of this proposal, the store would also like to construct a fence enclosure behind the building (see site plan) for storage of some of the larger scale rental items that does not fit inside of the entrance door to the Tool Rental Center (currently kept outside, in front).