

June 8, 2010

Land Use Application
215 Martin Luther King Jr. Blvd.
Room LL100
Madison WI 52701-2985

Re: Conditional Use Letter of Intent – Accessory Offsite Parking Lot

The following is a letter of intent accompanying the conditional use application for 4701 American Parkway, Madison, WI, also known as Lot 10 of The American Center Plat – First Addition.

The proposed conditional use for Lot 10 will be accessory off-site parking for existing commercial and retail business adjacent to Lot 10. Lot 11 (4601 American Parkway) directly to the south of the proposed site has an existing restaurant. Lot 12 has mixed use retail. As part of the original master plan for The American Center commercial service complex (C2) zoning Lot 10, 11 and 12 were anticipated to share parking through cross parking easements and internal driveways. As Lot 11 and Lot 12 have developed, they have required more demand for parking than currently exists. Parking overflows the available sites and causes parking strain on other businesses, the park and ride and on the streets around the area. Because Lot 10 was originally planned to provide parking availability for this area, it is proposed to construction a portion of the parking that Lot 10 will have in the future today to help alleviate the parking need situation.

The American Center currently is located to the east of the interstate 90/94/39 limiting the access for bikes, walking, transit or other services that may also alleviate the parking situation. Due to a limited transit schedule and operating hours of businesses past transit service hours, many choose to drive vehicles, thus the shortage of parking in the area.

As proposed in this conditional use application, American Family Insurance is seeking to develop additional parking on Lot 10, currently owned by them, to fulfill the intent of the original cross parking easement. After study over the past 12 months, it was determined that an additional 25-30 stalls would greatly alleviate the parking issues in the area. American Family has met with existing business owners and agreed to propose a 26 stall accessory offsite parking area on their undeveloped Lot 10 adjacent to the existing restaurant on Lot 11. Lot 10 is the preferred location for the parking due to its proximity to the existing businesses. The location of the proposed parking lot also agrees with the overall master plan for the area. The intent is to carefully plan and build permanent parking that would remain when Lot 10 would develop in the future. Due to the type of situation, the proposed parking lot is considered an accessory offsite parking need and qualifies as a conditional use in the C2 zoning district.



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The existing condition of Lot 10 (1.7 acre) is undeveloped. The lot is covered with grass and generally drains from north to south. A small drainage swale is located on the south side with an inlet to the storm sewer system. To the north side of the Lot 10 is Lot 9, also undeveloped. The east side of the lot has an internal private street (Amcenter Drive). The west side of the lot is buffered by a 50-foot image control corridor that separated the lot from American Parkway. The south side of the lot is bordered by a private internal drive system that services Lot 10, Lot 11 and Lot 12 of The American Center Plat First Addition.

The development schedule for the accessory offsite parking area will be based on favorable approval for conditional use and site plan approval of the parking area. The anticipated schedule will be start of construction August 15, 2010 with completion approximately October 15, 2010.

The current owner of Lot 10 is American Family Insurance. The following persons will be involved in the construction of lot 10 accessory offsite parking.

Owner's Representative – Richard Wilberg, Real Estate, Design, Construction and Moves Director

Owner's Engineer – Jason Lietha – Ruekert Mielke

Contractor – To be determined

The type of business for the conditional use is not applicable as this will be support parking for the existing businesses in the commercial services complex. The proposed parking area will serve a restaurant and mixed retail. The existing restaurant's hours of operation are currently 11 a.m. to 2 a.m. weekly.

The total square footage of Lot 10 is 1.7 acres. The proposed parking area will encompass 0.5 acres of disturbance on the south and west corner of the lot. The remainder of the site will remain undeveloped. The proposed parking lot meets the requirement of the existing master plan developed by American Family Insurance for development in the commercial service complex (C2 zoning). The south and west area of Lot 10 have been identified as parking for future planned use of this area. The total number of parking stalls planned for the proposed parking lot will be 26.

Because the proposed parking lot is adjacent to the restaurant on Lot 11, the requirement for ADA compliance is proposed to be added to Lot 11. The enclosed plan shows adding the two required additional accessible parking stalls near the main entrance of the restaurant on Lot 11. Additional bike parking will also be added to Lot 11 as a requirement for the total number of stalls proposed for Lot 10 and 11.



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Lighting to serve the proposed parking lot on Lot 10 will be provided from a connection to the Lot 11 site lighting system. Lastly, a walkway with a crosswalk will be added between Lot 11 and the proposed accessory offsite parking on Lot 10 to safely convey pedestrians between the parking area and the restaurant.

Please accept this letter as the required letter of intent for the conditional use application.

Please contact me if you have any questions regarding the above stated information at (608) 819-2600.

Respectfully,

RUEKERT/MIELKE

Jason P. Lietha, P.E.
Office Manager

JPL:crp
cc: File