



January 18<sup>th</sup>, 2012

**City of Madison  
Department of Planning & Development  
215 Martin Luther King Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701**

Re: Rezoning Land Use Application  
6634 Watts Road, Madison, WI

Dear Commission members and Planning and Development staff:

On behalf of J&P International of Madison, Wisconsin, I am submitting this letter of intent and Land Use Application for rezoning the property located at 6634 Watts Road. The property is currently in the Town of Middleton and is presently in the process of being attached to the City of Madison. The attachment is scheduled for adoption by the Common Council on February 7<sup>th</sup>, 2012. Following the attachment, we are seeking approval of rezoning the property from Temporary-A to C3 Highway Commercial District.

We have conducted extensive discussions with City of Madison regarding the attachment process and improvements to the site which are necessary to meet current City ordinances. The primary reason for attaching the property to the City of Madison is to receive City water and sewer utilities. The project proposes minimal modifications to the existing site and building to accommodate the change of use for a new business. The proposed modifications and site improvements are described in further detail within the following pages.

A Development Assistance Team meeting was held in early November, 2011 at which time the attachment and proposed plans were discussed with City of Madison staff. Since this meeting we have received support from the City of Madison Department of Planning and Development for the attachment and rezoning. We have also been in communication and shared the project overview with the previous and current Alderpersons, Ald. Subeck and Ald. Clear respectively. Alder Mark Clear supports the project as a valuable addition to the area.

We anticipate the rezoning of this property to be mutually beneficial to the City and the neighborhood.



## Project Overview:

The current building and site was previously occupied by a building supplier and contracting company. The building is vacant at the present time. Proposed renovations to the site and building are intended to prepare the property to accommodate a new specialty foods grocery store and restaurant.



Aerial image of site; outlined area defines site boundaries.

The following is a brief description of the proposed business:

- Grocery Store Hours of Operation 9am-8pm every day of the week
- Restaurant Hours of Operation 11am-2pm Monday-Friday and 9am-8pm Saturday and Sunday
- Deliveries will be received 2-3 times each week and will be time managed in off-hours
- Approximate staff of 8 employees in the grocery/deli areas and 10 employees in the restaurant
- There will be no outdoor dining or outdoor retail areas

The existing building will be renovated to include interior spaces for the grocery store and restaurant. A new kitchen will be installed to serve both the grocery deli and restaurant which will seat 46 patrons. Maintenance of the building's exterior facades is proposed to repair brick, repaint portions of siding, and replace select windows. A new fabric awning and replacement of wall-mounted exterior light sconces is also proposed. No additions to the existing building or major modifications to the exterior and structure are proposed.

A sprinkler system is proposed to be added to the existing building. Receiving City water service is crucial for operating the proposed sprinkler system and is a primary reason for pursuing the attachment to the City of Madison from the Town of Middleton.



The existing building was previously used for occupancy types Group-M and Group-B for mixed mercantile and office use. We are proposing a change of use for the building for occupancy types Group-M and Group A-2 for a mixed mercantile and restaurant-assembly use. The grocery store is the primary focus for the new business, therefore construction and opening of the restaurant may be delayed until 2013.



Exterior photographs of existing South and West building elevations

The existing site will receive improvements to accommodate the change of use and to comply with current City of Madison ordinances. The intent of this project is to minimize modifications to the existing site as much as possible. Primary improvements will include landscaping at the street front, resealing the parking lot and repainting parking stall stripes. The existing site access will be maintained from Watts Road. City services will be used for all primary utilities. Trash collection, snow removal, and general grounds maintenance will be contracted privately.



Exterior photographs of existing loading zone and rear lot



In addition to the existing parking stalls on this site, new parking stalls may be added at the rear of the lot for employees and along the side of the building to provide parking for restaurant patrons. The proposed site improvements will increase the number of parking stalls to provide between 27 to 33 stalls, with areas at the rear of the lot designated for loading and dumpsters. The proposed changes to the parking lot have been preliminarily discussed with the City of Madison Traffic Engineering and Zoning Departments. The Zoning Administrator has indicated that a request to reduce the number of parking stalls by up to 19 stalls would be approved.

At the present time the project is in the design development phase, therefore the improvements outlined in the preceding overview are preliminary proposals. We are currently in communication with the City to define their requirements for stormwater drainage, sidewalk installation, and general site plan improvements. It is our intention to meet all current City of Madison ordinances and requirements with minimal remodeling of the existing building and site. Once the design has been finalized, all proposed modifications and improvements will be submitted to the City of Madison for formal building plan and site plan reviews prior to commencing construction.

In summary, the project will consist of the general criteria listed below:

**Project Data:**

Project Name:	J&P Fresh Market
Address:	6634 Watts Road
Lot size:	30,614 sf
Proposed Use:	Mercantile (M) Grocery Store and Assembly (A-2) Restaurant
Total Building Area:	Approximately 12,000 GSF
Parking Required:	46
Parking Provided:	27 (19 stall reduction requested)
Bike Parking Provided:	5

**Zoning District:**

The property is currently zoned Temp-A and the proposed rezoning would be C3, Highway Commercial District

**Project Schedule:**

The ideal project construction schedule will be as follows:

Construction Start:	April 2012
Substantial Completion:	September 2012



**Project Design Team:**

The key individuals and firms involved in this planning and design process include:

Owner:  
J&P International  
7201 New Washburn Way  
Madison, WI 53719

Architect:  
Jenny Dechant  
Shulfer Architects  
1918 Parmenter St., Ste 2  
Middleton, WI 53562

Building General  
Contractor:  
J.H. Findorff & Son Inc.  
300 S. Bedford St.  
Madison, WI 53703

I hope that you find this Land Use Application acceptable and invite you to contact us should you have any further questions.

Respectfully,

Jenny Dechant  
SHULFER ARCHITECTS, LLC

**Attachments:**

- 7 copies full-size existing survey and proposed site plans
- 7 copies reduced-size (11x17) existing survey and proposed site plans
- 1 copy reduced size (8½"x11) existing survey and proposed site plans