

July 6, 2009

Plan Commission
City of Madison, Wisconsin
215 Martin Luther King Jr. Boulevard, Room LL-100
Madison, Wisconsin 53701-2985

Re: West Town Mall Outparcel
Land Use Application Letter of Intent
Proposed retail and restaurant development at northeast corner of West Towne Mall
ka/jn: 09007-01

Dear Plan Commission Members:

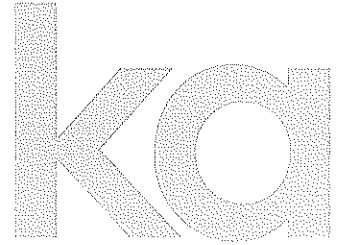
On behalf of CBL and Associates Properties, Inc., it is our pleasure to present to you this letter of intent regarding proposed development on the northeast corner of the West Towne Mall site, at the intersection of Gammon Road and Mineral Point Road. The development will be 6,000 square feet of restaurant and retail space on a 2.529-acre parcel. Construction is slated to begin in the early fall, following acquisition of all necessary building permits from the City of Madison. The building shell will be completed and ready for tenant occupancy in the winter of 2010.

The site is currently an aging parking lot on the periphery of the Greater West Towne development. Developing this parcel was the next logical step following recent improvements to the mall, including a renovation, an expansion, and the addition of a Dick's Sporting Goods and a Granite City restaurant. A future LongHorn Steakhouse is slated to open on the same parcel to the south of the proposed building in January of 2010. LongHorn and the proposed building will join an existing Olive Garden restaurant to the west of the project site and provide much-needed massing and activity on the prominent corner of Gammon and Mineral Point Roads.

In pursuing this venture, CBL and Associates Properties, Inc., represented by Tom Reddy, Director of Peripheral Property, has employed for architectural services **ka**, represented by myself, Christine Meske, ALSA. **ka** in turn has retained the following consultants: civil engineers and surveyors RA Smith National, represented by Richard A. Smith Jr., P.E; MEP engineers TES Inc., represented by Steve Chase and Daniel Jackson; and structural engineers Thorson Baker & Associates., represented by Gordon Baker and David Morgan. EMJ Corporation, represented by Neil Pratt, will handle pre-construction. No other contractors have been selected at this time.

Of its six thousand square feet, two thousand will be occupied by a proposed SmashBurger. The fast casual restaurant will bring its novel dining concept to the project and will offer made-to-order sandwiches and sides for lunch and dinner. Seating will be provided for 72 patrons on the inside (94-person capacity per State building code) and 36 patrons outside on a dining patio. Six employees will be on site during peak shifts, with three daily shifts employing twenty-five total part- and full-time employees. The building's remaining four thousand square feet will be leased to one or two retail tenants. The type of retail and nature of these tenants' businesses, as well as the number of employees will be determined upon lease of the space.

SmashBurger will be open and serving lunch and dinner daily between the hours of 10 a.m. to 10 p.m. The future retail tenants will likely operate concurrent to the mall's business hours of 10 a.m. to 9 p.m. Monday through Saturday, and 11 a.m. to 6 p.m. on Sunday.



In accordance to the General Plan Requirements, the submitted site plan includes calculation and provision of the required number of parking stalls, per the Zoning Ordinance. As the proposed development will be on the same parcel as the future LongHorn, the required number of spaces was calculated for the entire parcel with LongHorn as recently approved by the Plan Commission. 130 parking spaces are required to serve both developments on the parcel; 142 spaces are proposed. The proposed building alone will require 42 spaces; 42 are provided immediate to the building. A 10' x 35' loading space is shown on the west side of the building, also in accordance with the Zoning Ordinance. Further, bicycle parking is required at a rate of one bicycle space per 10 required parking spaces, although it was suggested by the Urban Design Commission that we greatly exceed this requirement in order for our project to be viewed favorably. Therefore, our plan indicates a total of 10 bike spaces in two separate "parking" areas in addition to the eleven provided at the LongHorn—an excess of eight spaces overall.

SmashBurger typically requires one 3-yard container for trash and two 50-gallon oil disposal drums. A second trash container will serve the future retail tenants and will be provided in the same area, screened by walls and gates. Trash pickup and snow removal will be handled by private agencies currently serving the rest of the mall property.

If you should have any questions or need additional information, please do not hesitate to contact me at 216.781.2904 or via e-mail at cmeske@kainc.com.

Very truly yours,

ka architecture

Christine A. Meske, ASLA, LEED-AP
Senior Landscape Architect – Site Planner

c: File