



July 18, 2007

City of Madison
Plan Commission
210 Martin Luther King, Jr. Blvd, Room 201
Madison, WI 53703

Re: **LETTER OF INTENT FOR CONDITIONAL USE PERMIT**
Mad City Power Sports
Interstate Commerce Park, Lots 25 and 26
MSA PN 120474

Dear Plan Commission Members:

This letter is intended to serve as the Letter of Intent that is required as part of the Conditional Use Permit Application for the proposed construction of the new Mad City Power Sports facility. I have included the following information in the order listed on the plan guidelines for your convenience.

The proposed project on this site involves the construction of a retail facility for the sale and service of a variety of power sport products such as motorcycles, ATVs, watercraft, and related accessories. The existing Mad City Power Sports facility that is currently located in the City of Madison will be relocated to larger facility on this proposed site. Two buildings will be constructed on this site, including a large retail dealership and a smaller storage building. No employees will be dedicated exclusively to the operation of this storage building, which will be used for storing and receiving inventory. It is anticipated that a total of 27 employees will be employed at Mad City Power Sports, including 14 retail sales people, 7 office workers and 6 mechanics, however, it is expected that a maximum of only 13 employees will be on site at any one time.

- Name of Project: Mad City Power Sports
- Construction Schedule: Begin in September 2007, End in January 2008
- Description of Existing Conditions: Both of the existing lots are vacant and are part of the Interstate Commerce Park development completed by Interstate Commerce Park, Inc. and the City of Madison in 2006. Currently, the site is covered in tall grasses and storm water runoff drains to the easterly side of the of the site to the existing storm water detention basin; no structures or trees are present on the site. Lots 25 and 26 of the Interstate Commerce Plat will be used to construct this facility located on the east side of Manufacturer's Drive. The property is bordered on the east side by Interstate 39/90/94 and north and south by vacant lots within the plat.

Offices in Illinois, Iowa, Minnesota, and Wisconsin

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- People Involved in Design of Project:
 - Owner – George Vetesnik, Jr., Vetesnik Enterprises, LLC
 - Contractor – Dave Uttech, Project Manager, Keller, Inc.
 - Architect – Curtis Schroeder, AIA, Keller, Inc.
 - Site Engineer – Sara Withrow, P.E., MSA Professional Services, Inc.
 - Surveyor – MSA Professional Services, Inc.
 - Lighting Engineer – Timothy Ennis, Town & Country Electric
 - Landscape Architect – McKay Nursery
- Uses of All Areas of Building:
 - Dealership Building:
 - Retail: 12,300 sq ft main floor + 3,000 sq ft mezzanine
 - Service Area: 4,150 sq ft
 - Service Area Drop-off: 2,660 sq ft
 - Office: 3,000 sq ft
 - Storage: 470 sq ft
 - Surplus Storage Building:
 - Storage: 8, 500 sq ft
- Total Area of Buildings:
 - Dealership Building: 23,593 square feet
 - Surplus Storage Building: 8,748 square feet
- Gross square footage for retail, office, clinic or bank:
 - Retail: 12,300 sq ft main floor + 3,000 sq ft mezzanine
 - Office: 3,000 sq ft
- Number of Employees per type of use:
 - Retail: 14
 - Office: 7
 - Mechanic/Repair: 6
- Capacity of Buildings: Based on the applicable building codes, the maximum occupant capacity of the buildings are as follows:
 - Dealership Building
 - Retail: 510 people
 - Office: 30 people
 - Parts Storage: 1 person
 - Service Area: 2 people
 - Surplus Storage Building: 17 people
 - Total Maximum Occupancy for site: 560 people

- Number of parking spaces and loading spaces:

- Parking spaces: There are 36 parking stalls proposed as part of this project for employees and retail patrons, including 2 ADA accessible stalls. An application for a reduction in the number of parking stalls is included as part of this Conditional Use Permit application. According to Ordinance 28.11(3)(l)(5)(d) for the site use classified as "retail store", 78 parking spaces are required based on the square footage of the dealership building (1 stall per 300 square feet). However, the type of business being proposed for this site involves the sale of large power sport products (boats, ATVs, motorcycles, etc), which take up sizeable amounts of space when on display. As a result, the size of the building that is required is much larger than that of a standard retail facility, thus artificially inflating the number of parking spaces that are actually necessary.

In addition, the items being sold here can generally be considered "high end" items that will not be purchased at a high rate of demand by the general public. These items are targeted to a specific portion of the population that are power sport enthusiasts and will be purchased sporadically throughout the year. Mad City Power Sports carries a full line of products that can be used during all seasons of the year, thus there is no time of the year that they will experience a demand that would require the number of parking spaces required by the ordinance.

The business that will occupy this building is an existing business that is relocating to this site from another location in the City of Madison. The number of parking stalls being proposed is consistent with the historical requirement for parking that they have experienced at that facility as well as their sister store, Vetesnik Power Sports, located in Richland Center.

If the use of this building were ever to change to a retail facility that required more parking, it is possible to add only a small amount of pavement, and re-stripe portions of the existing pavement, to provide the required 78 parking stalls. A plan sheet that demonstrates the location of these potential parking stalls is included with the site plan for your use.

- Loading Areas: There is one formal loading dock provided for the storage building. This elevated loading dock measures 14' by 70'. There will also be a drive through service area in the retail building that will serve as the second required loading area.

- Hours of Operation:

- Monday & Thursday: 9 am – 7 pm
- Tuesday, Wednesday & Friday: 9 am – 6 pm
- Saturday: 9 am – 5 pm
- Sunday: closed

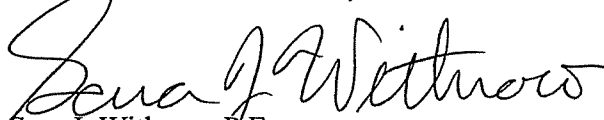
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- Total area of site:
 - Lot 25 – 64, 179 sft (1.47 acres)
 - Lot 26 – 117,030 sft (2.69 acres)
 - Total: 181,209 sft (4.16 acres)
- Number of dwelling units: Not Applicable
- Number of bedrooms per dwelling: Not Applicable
- Number of school children generated: Not Applicable
- Description of Trash and Snow Removal: A trash dumpster enclosure will be located on the northwest side of the proposed storage building away from the view of customers entering the site and vehicles traveling down Manufacturer's Drive. As the site will not be curbed, snow storage will be along the edges of the paved areas on within the property limits.

If you have any questions regarding or need any additional information regarding this project, please feel free to contact either Tom Pinion or myself at 608-242-7779 or Dave Uttech with Keller, Inc. at 262-250-9710. Thank you for your timely consideration of this matter.

Sincerely,

MSA Professional Services, Inc.



Sara J. Withrow, P.E.
Project Engineer

SJW:

Cc: Brad Murphy, Planning and Development
Matt Tucker, Planning and Development
Timothy Parks, Planning and Development
Don Marx, Community and Economic Development
Michael Gay, Office of Business Resources
George Vetesnik, Jr., Vetesnik Enterprises, LLC
Dave Uttech, Keller, Inc.
Curtis Schroeder, Keller, Inc.