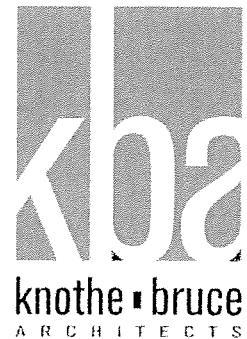


June 20, 2018

Ms. Heather Stouder
Department of Planning & Development
City of Madison
146 S. Hamilton Street
PO Box 2985
Madison, Wisconsin 53701



Re: Letter of Intent
The Cider Farm
8210 Watts Road
KBA Project # 1826 (aka 0307)

Ms. Heather Stouder:

The following is submitted together with the plans and application for the staff and Plan Commission's consideration of approval.

Organizational structure:

Owner: Rouse Management
2428 Perry St.
Madison, WI 53713
608-251-7471
Contact: Fred Rouse
Fred@rousemgmt.com

Architect: Knothe & Bruce Architects, LLC
7601 University Avenue
Ste 201
Middleton, WI 53562
608-836-3690
Contact: Greg Held
gheld@knothebruce.com

Introduction:

The site is located at 8210 Watts Road and is the location of the former Brennan's Country Farm Market. The site was developed by Fred Rouse, of Rouse Management, with the original SIP being recorded in 2003. When Brennan's closed in 2017, Rouse purchased the property with the intent to maintain a specialty market at that location. Brennan's Cellars currently occupies the building operating on a business model similar to the original Brennan's but on a somewhat reduced scale. The building contains more square footage than Brennan's Cellars needs.

Rouse is proposing to fill the vacant space with a complimentary tenant, The Cider Farm, a local artisanal hard cider producer. The Cider Farm will use the space for cider production and storage, an indoor tasting room, a flexible seating area in the existing three-season greenhouse and seasonal outdoor seating located under the north roof overhang.

Project Description:

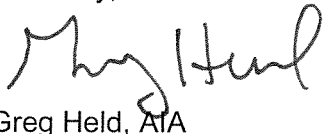
The applicant is requesting an alteration to an approved Planned Development. The existing grocery store will be partitioned to provide a tenant space for The Cider Farm. The existing north building entrance will be relocated to the northeast corner to allow access to both businesses from the north parking lot. A swinging exit door with glass sidelights will take the place of the former north entrance. Other than the change to the entrance, no exterior building or site changes are planned.

Project Schedule:

The owner intends to begin construction beginning immediately upon approval with a scheduled opening date of November 2018.

Thank you for your time reviewing our proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Greg Held". The signature is fluid and cursive, with the first name "Greg" and last name "Held" clearly distinguishable.

Greg Held, AIA