



Location  
4718 East Towne Boulevard

Project Name  
Qdoba East Towne Retail

Applicant  
Ray & Loraine Zeier/  
Bob Rowe - The Redmond Company

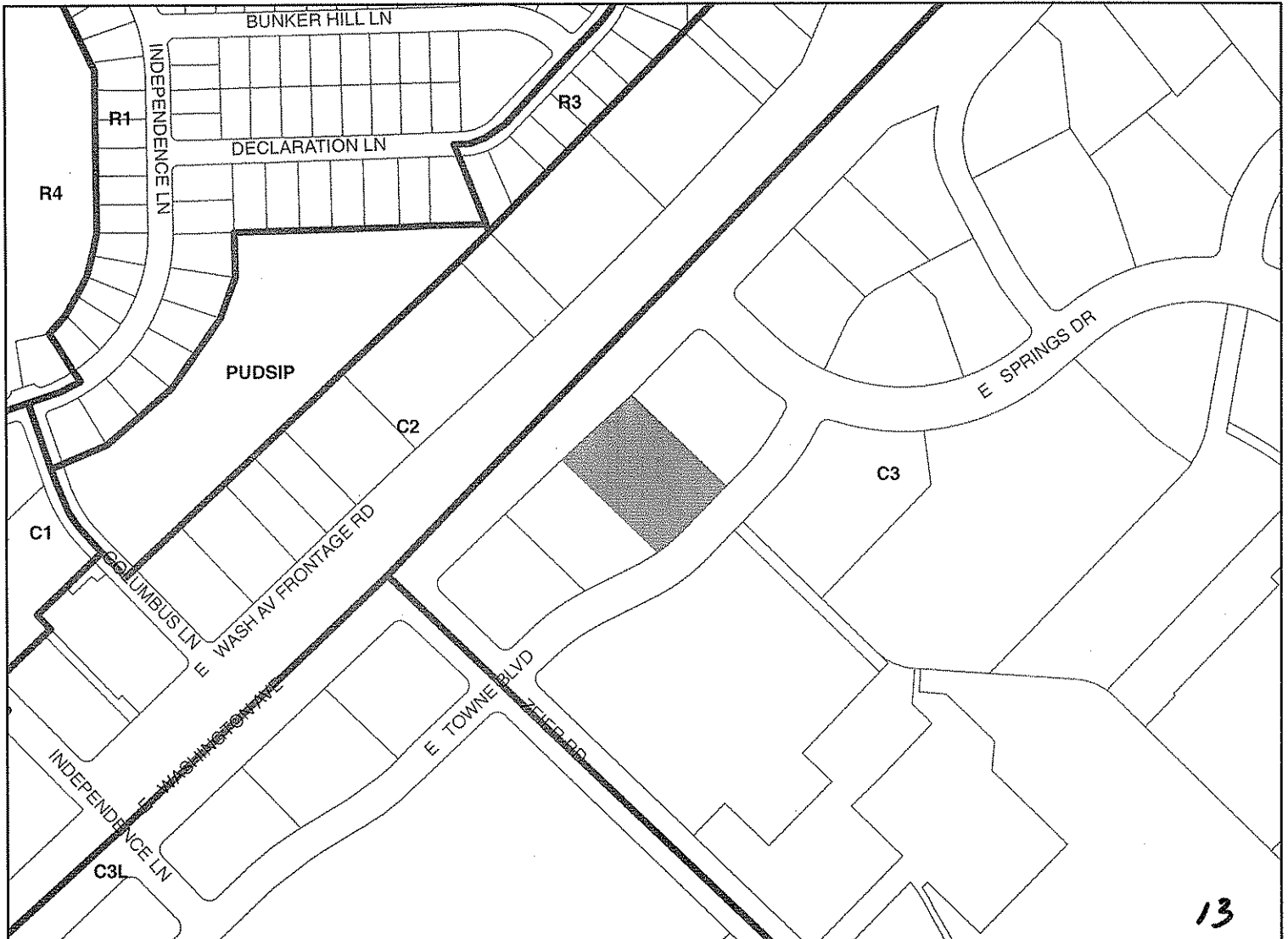
Existing Use  
Vacant Restaurant

Proposed Use  
Outdoor Eating Area for  
Two Restaurants

Public Hearing Date  
Plan Commission  
18 August 2008

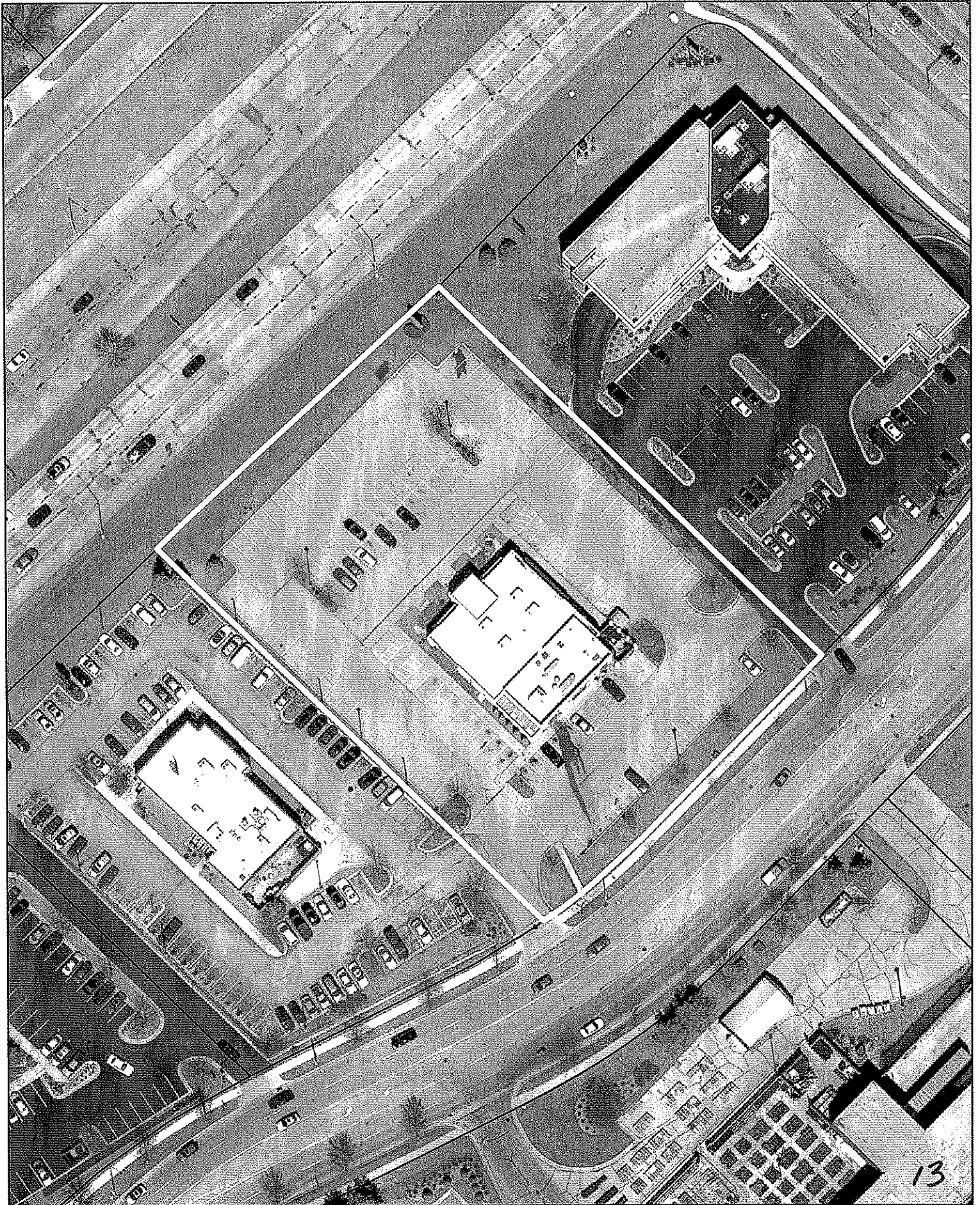


For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 04 August 2008



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# LAND USE APPLICATION

## Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100  
 PO Box 2985; Madison, Wisconsin 53701-2985  
 Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html)
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

### FOR OFFICE USE ONLY:

Amt. Paid 550- Receipt No. 92516  
 Date Received 7/3/08  
 Received By [Signature]  
 Parcel No. 0816-272-0503-9  
 Aldermanic District 17- Clausius  
 GQ ALC  
 Zoning District C2  
**For Complete Submittal**  
 Application  Letter of Intent   
 IDUP  Legal Descript.   
 Plan Sets  Zoning Text   
 Alder Notification  Waiver   
 Ngrbrhd. Assn Not.  Waiver   
 \* Date Sign Issued 7/9/08

1. **Project Address:** 4718 <sup>East</sup> TOWNE BOULEVARD **Project Area in Acres:** 1.75

**Project Title (if any):** GOODA EAST TOWNE PERMIT

2. **This is an application for:** (check at least one)

Zoning Map Amendment (check only ONE box below for rezoning and fill in the blanks accordingly)

<input type="checkbox"/> Rezoning from _____ to _____	<input type="checkbox"/> Rezoning from _____ to PUD/PCD-SIP
<input type="checkbox"/> Rezoning from _____ to PUD/PCD-GDP	<input type="checkbox"/> Rezoning from PUD/PCD-GDP to PUD/PCD-SIP

Conditional Use     Demolition Permit     Other Requests (Specify): \_\_\_\_\_

3. **Applicant, Agent & Property Owner Information:**

Applicant's Name: BOB ROWE Company: THE REDMOND COMPANY  
 Street Address: W 2228 N 745 WESTMOUND DR. City/State: WAUKESHA, WI Zip: 53186  
 Telephone: (262) 896-8748 Fax: (262) 549-1314 Email: BROWE @ THE REDMOND CO. COM

Project Contact Person: SAME AS ABOVE Company: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

Property Owner (if not applicant): RAY & Lorraine Zeier  
 Street Address: 2211 N. STOUTSTON RD City/State: MADISON, WI Zip: 53704

4. **Project Information:**

Provide a general description of the project and all proposed uses of the site: SMALL ADDITION TO EXISTING CARLOS O KELLY'S BUILDING. CONVERT FROM (1) TO (2) RESTAURANTS.  
NEED CONDITIONAL USE PERMIT FOR OUTDOOR SEATING.

Development Schedule: Commencement 7/1/08 Completion 11/15/08

CONTINUE → 13

See note on Redmond Co Letter of Transmittal



**5. Required Submittals:**

- Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
  - **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
  - **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
  - **One (1) copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent: Twelve (12) copies** describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor.
- Filing Fee:** \$ 550 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*

**IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:**

- For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.
- A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate **INCLUSIONARY DWELLING UNIT PLAN** application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
- A *Zoning Text* must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

**FOR ALL APPLICATIONS:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

**6. Applicant Declarations:**

**Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:  
 → The site is located within the limits of \_\_\_\_\_ Plan, which recommends: \_\_\_\_\_ for this property.

**Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30 days** prior to filing this request:  
 → List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:  
JOE CLAUSTEUS 4/14/08  
 \_\_\_\_\_  
 If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.

**Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.  
 Planner TIM FARWELL Date 1/15/08 | Zoning Staff ACARI MARTIN Date 1/15/08

**The signer attests that this form has been completed accurately and all required materials have been submitted:**

Printed Name BOB ROWE Date 05/06/08  
 Signature [Signature] Relation to Property Owner ARCHITECT  
 Authorizing Signature of Property Owner [Signature] Date 6/30/08

June 9, 2008

Madison Plan Commission  
215 Martin Luther King Jr. Boulevard  
Room LL-100  
PO Box 2985  
Madison, WI 53701

Dear Plan Commission:

**Qdoba East Towne – Letter of Intent**

There will be a small addition (1,251 sf) and renovation to the existing building (Carlos O Kelly's restaurant) located at 4718 E Towne Boulevard in Madison, WI. This exterior renovation will include new storefront, stone, brick, E.I.F.S. system, fabric canopies, etc. (2) Tenants will replace Carlos O Kelly's: Qdoba Mexican Grill and BD Mongolian Grill Restaurant. All existing sitework will remain (utilities, paving, landscaping, etc.). The site is 1.75 acres and the total building area including the addition will be 7,558 sf. A conditional use permit for an outdoor seating area is requested. There will be approximately (36) outdoor seats. Alcohol will be served and there will be an outdoor sound system. Hours of operation are anticipated to be 10am-11pm. BD Mongolian Grill will have 20 employees per shift (max.) and Qdoba will have 8 employees per shift (max.). The date of construction start is proposed to be 7/1/08 and the proposed construction completion date is 11/15/08. Bob Rowe (262.896.8748) is project architect and Will Cvengros (262.896.8735) is construction project manager, both from The Redmond Company in Waukesha, WI.

Please contact architect Bob Rowe with any questions.

Sincerely,

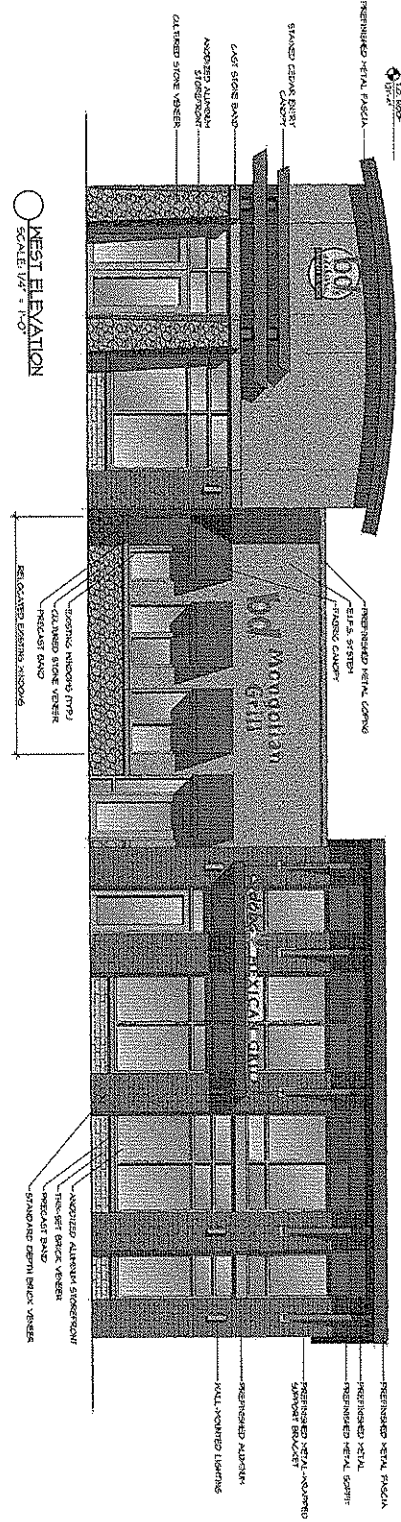


Bob Rowe, AIA

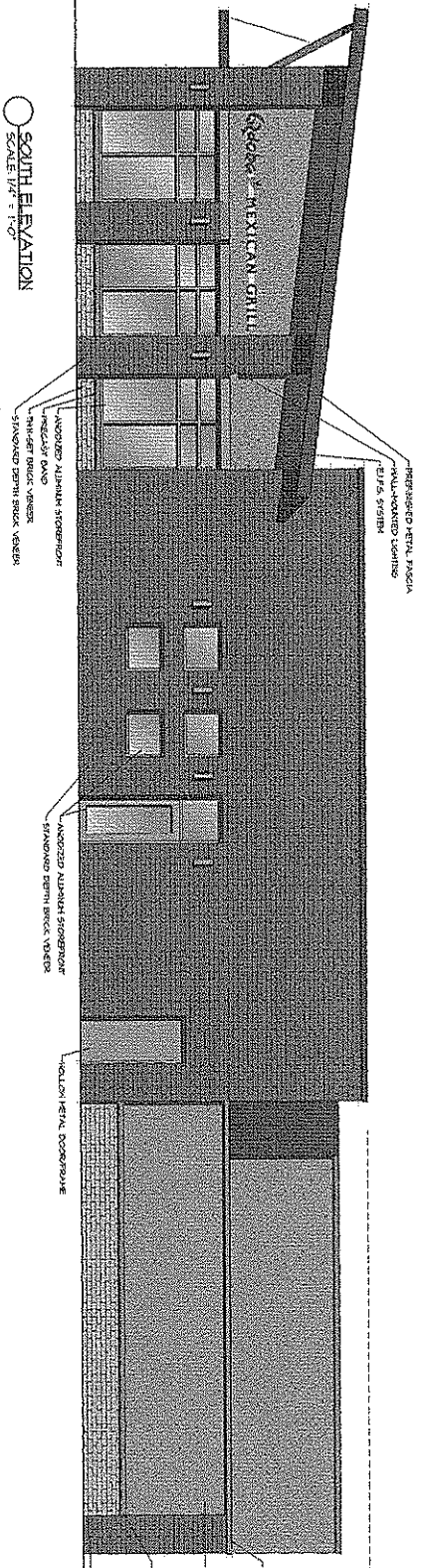
The Idea to Occupancy Leader

W228 N745 Westmound Drive  
Waukesha, Wisconsin 53186  
262.549.9600  
262.549.1314  
TheRedmondCo.com





WEST ELEVATION  
SCALE 1/4" = 1'-0"



SOUTH ELEVATION  
SCALE 1/4" = 1'-0"

**PROJECT DATA**  
 Date: 06/06/08  
 Drawn by: AJS  
 SHEET NO. A4.1

**REVISIONS**

NO.	DESCRIPTION

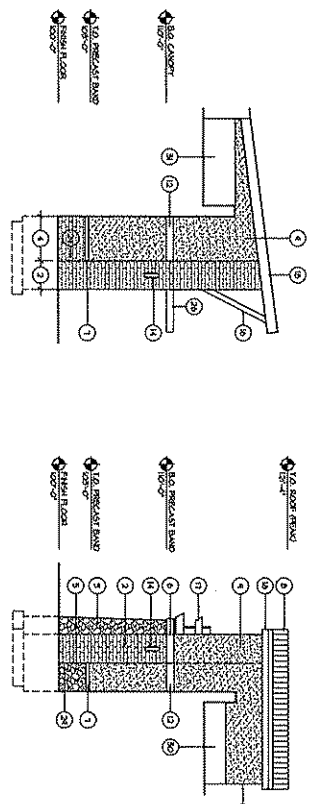
**GENERAL AND USE OF DOCUMENT**  
 1. This set of drawings is prepared for the purpose of...  
 2. The contractor shall be responsible for...  
 3. All dimensions shall be taken from the centerline...  
 4. The contractor shall verify all field conditions...  
 5. The contractor shall be responsible for obtaining all necessary permits...  
 6. The contractor shall be responsible for coordinating all construction activities...  
 7. The contractor shall be responsible for maintaining accurate records of all construction activities...  
 8. The contractor shall be responsible for ensuring that all construction activities are completed in accordance with the drawings and specifications...  
 9. The contractor shall be responsible for ensuring that all construction activities are completed in a timely and efficient manner...  
 10. The contractor shall be responsible for ensuring that all construction activities are completed in a safe and sound manner.

**Qdoba East Towne Retail**  
 4718 E. Towne Boulevard  
 Madison, WI

**THE REDMOND COMPANY**  
 DESIGN  
 CONSTRUCTION  
 MANAGEMENT  
 2000 Wisconsin Avenue, Suite 1000  
 Madison, WI 53706  
 Phone: 608.261.1111  
 Fax: 608.261.1112  
 www.redmondcompany.com





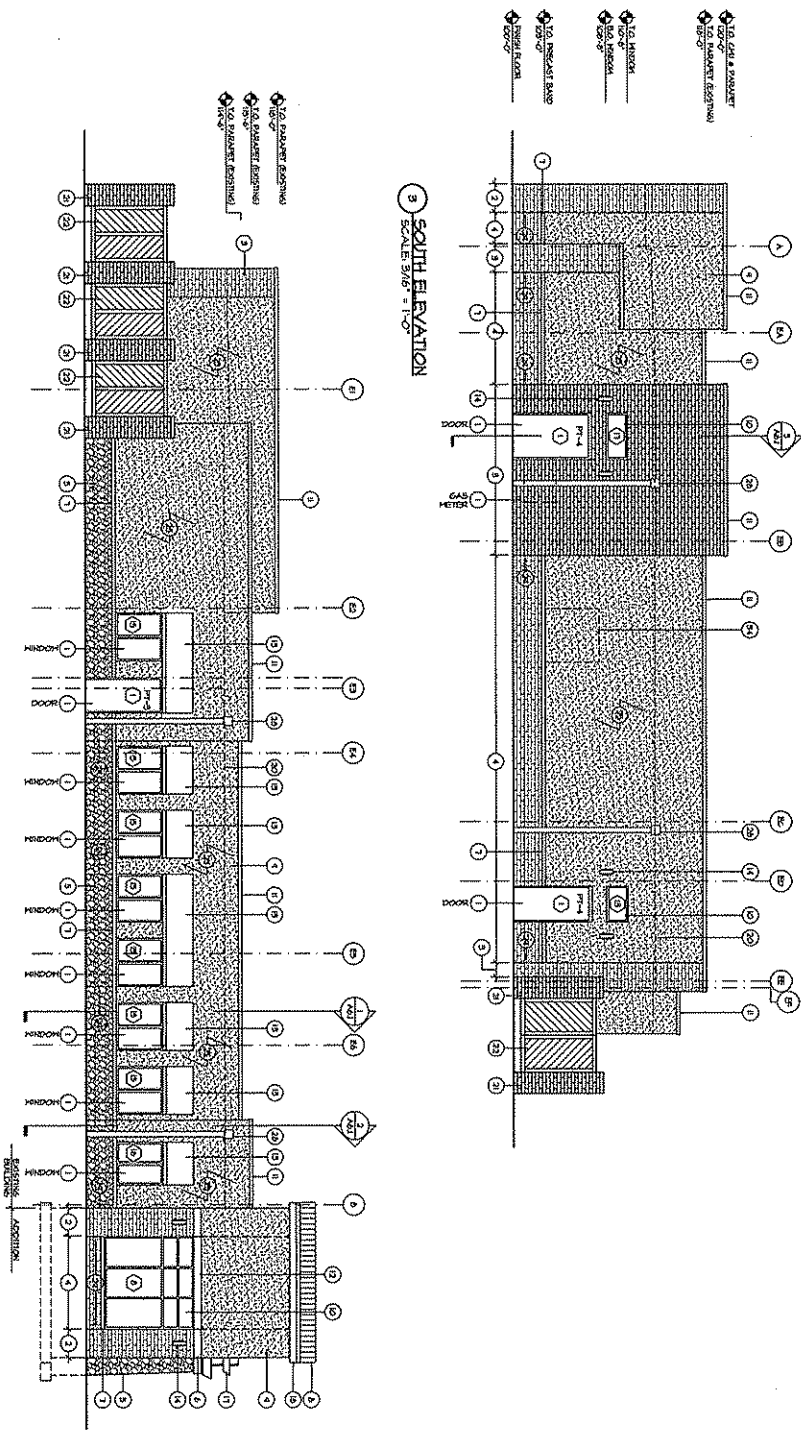


1 NORTH-EAST ELEVATION  
SCALE 3/16" = 1'-0"

2 SOUTH-WEST ELEVATION  
SCALE 3/16" = 1'-0"

3 SOUTH ELEVATION  
SCALE 3/16" = 1'-0"

4 EAST ELEVATION  
SCALE 3/16" = 1'-0"



ELEVATION NOTES

- 1 EXISTING TO REMAIN
- 2 STANDING BRICK VENEER
- 3 FINISH BRICK VENEER 4
- 4 FINISH BRICK VENEER 5
- 5 FINISH MANUFACTURED STONE VENEER
- 6 FINISH MANUFACTURED STONE VENEER
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PROJECT DATA  
 DRAWN BY: [Name]  
 DATE: [Date]  
 SHEET NO. A4.2

East Towne Restaurant Remodel  
 4718 E. Towne Boulevard  
 Madison, WI

