

Letter of Intent – Land Use Application
May 31, 2022

To Whom It May Concern: **Project Description**

It is my intent to open a small, exclusive women’s clothing boutique in one of the suites (#115) located in a commercially zoned building (437 S. Yellowstone, Madison WI 53715). My store, Hart Beat Boutique will cater to women who are seeking a personalized, customized shopping experience that is more focused on quality than quantity. This type of boutique is well suited to the neighborhood and surrounding community. The motto for Hart Beat Boutique is “Clothing so unique it makes your heart skip a beat.”

The existing site/suite is ideal for this boutique. It consists of two rooms (423 sq. ft.) that can easily be configured to display clothing and accessories. The space is in good condition and will require minimal work to set it up for the intended use. A section of the back room will be partitioned off for a fitting room. No structural changes are necessary. The suite may be painted and minimally decorated. Floor coverings (rugs) may be used temporarily. Restrooms are across the hall from suite #115 and the space and building is fully accessible and ADA compliant. Clothing racks and minimal furnishings will be used for the duration of the lease. I will be committing to a one-year lease with the option to renew for a second year and beyond pending success of the business.

Pending conditional use approval, the projected timeline for occupying the space would be August 1, 2022. The boutique would open for business on September 7, 2022. The hours of operation for Hart Beat Boutique would be: Wednesday, Thursday, Friday, Saturday, 12:00-6:00 pm. Other hours by appointment will be an option. These hours are in keeping with the hours the building is currently generally open. There will not be any paid employees. I will conduct all business for the foreseeable future. The exclusive nature of this boutique will limit the number of clients shopping at any one time.

This letter has detailed the nature of the set up and operation of Hart Beat Boutique for the initial and ongoing duration of the business. If additional information or details are requested, I will gladly and promptly comply.

Sincerely,

Contact Information

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Project Address

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