

COCOAAA LLC

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Urban Design Planner
Department of Planning & Development
215 Martin Luther King Jr. Blvd, Suite 017
Madison, WI 53703

RE: Letter of Intent Land Use/Conditional Use Submittal

Date: July, 26 2024

Project:

CocoVaa Chocolatier
10 Odana Ct
Madison, WI 53719

All,

The following Letter of Intent is submitted together with the required plans and application for Land Use/Conditional Use.

1. Project Overview

CocoVaa Chocolatier, a Madison based artisanal chocolate company renowned for its globally awarded creations, is expanding its operations with a new facility at 10 Odana Ct, Madison, WI 53709. This project aims to transform an existing commercial property into limited production and processing of chocolate with an accompanying retail space/café that will serve customer-facing functions. The expansion is crucial for increasing production capacity, providing community engagement opportunities, and ensuring long-term stability for our business, as well as investing in keeping the business in the Madison community.

10 Odana Ct is zoned SE (Suburban Employment). We will be employing the same uses as our location at 1815 E Washington St. (which we will be moving out of). 10 Odana Ct allows for our main function - limited production and processing - so we are seeking conditional use permits for:

- general retail
- coffee
- incidental alcohol sales
- seasonal outdoor seating

2. Existing Site Conditions

The property at 10 Odana Ct currently houses a split level commercial building with approximately 4300 square feet of space. The building is structurally sound but requires significant interior renovations to meet the specific needs of a chocolate production facility. The site includes ample parking space and is accessible via public transportation, making it convenient for both employees and customers. The site also will require some exterior work to make it ADA accessible and to incorporate an outdoor fenced in patio for seasonal dining.

3. Project Schedule

The project is scheduled to begin in Q4 2024, with an anticipated completion date in Q1 2025.

4. Phase Plan

The project is planned to be executed in three main phases:

Phase 1: Design and Permitting (3 months)

- Engage architects and engineers to design the layout and interior of the chocolate factory and retail space.
- Submit design plans and applications for necessary permits and approvals.
- Secure financing and finalize contracts with contractors and suppliers.

Phase 2: Construction and Renovation (3 months, approx 11/1/2024-2/1/2025)

- Begin interior renovation and construction to install equipment, build production areas, and set up retail space.
- Upgrade existing utilities, including HVAC, electrical, and plumbing systems tailored for food production.
- Design and build the retail area, including candy cases and display units for chocolates and cakes.

Phase 3: Finalization and Launch (we hope to get occupancy between Feb 1-14, 2024)

- Conduct final inspections and obtain occupancy and health inspection certificates.
- Train staff and set up operational processes.
- Launch marketing campaign and prepare for grand opening.

5. Proposed Uses and Facility Layout

The new facility will serve multiple purposes:

- **Retail Space:** A dedicated area where customers can purchase a wide range of CocoVaa products, including chocolates, pastries, and other specialty items.
- **Production:** we do not manufacture chocolate. Rather, as most Madison chocolate companies, we take manufactured chocolate and process it into bonbons, bars, barks, and other confections. We also do some light baking.

- **Cafe:** The retail space will include an indoor seating area and a seasonal outdoor seating area where our patrons can enjoy our goods and services.
- **Alcohol Sales:** We are seeking to relocate our liquor license for incidental alcohol sales consistent with what's allowed under our current license. (Note: alcohol sales and consumption are limited per our license. Alcohol comprises less than 5% of our total sales).
- **Outdoor Seating:** We intend to add a fenced in outdoor patio for seasonal consumption of our goods as well as alcohol consumption, that will be open from April 15 to November 15 as weather permits.

6. Hours of Operation

The facility will operate with the following hours:

- Production: Monday to Friday, 8:00 AM - 5:00 PM
- Retail/Cafe Space: Thursday to Sunday, 10:00 AM - 6:00 PM
- Workshops and Events: As scheduled, primarily during evenings and weekends

7. Staffing and Employment

The expanded facility will initially employ approximately 3-4 full-time and part-time staff, with plans to increase staffing levels as production and sales grow. Roles will include production assistant and retail associates.

8. Gross Square Footage and Layout

The building's total gross square footage is approximately 4300 square feet, that will be allocated as follows:

- Production: 2100 sq ft (upper level)
- Packaging area (includes storage for packaging) 500 sq ft (lower level)
- Cold storage (includes space to store packaged goods): 300 sq ft (upper level)
- Retail: 600 sq ft (lower level)
- Breakroom: 300 (lower level)
- Shipping packing and staging: 500 sq ft (lower level)
- Total: 4300 sq ft

9. Project Team

- Owner/Operator: Syovata Edari, Founder and Master Chocolatier, 414-779-0074, info@cocovaa.com
- Architect: Angus-Young Associates Angus-Young, 316 W. Washington Ave - Ste 800 Madison, Wisconsin 608-756-2326
- Contact: Jeff Davis and Brandon Adler
- j.davis@angusyoung.com, b.adler@angusyoung.com
- General Contractor: Syovata Edari, owner

Please don't hesitate to contact me for any additional information.

Syovata Edari



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