

August 4<sup>th</sup>, 2025

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635

**RE: 7-Brew – S Gammon Rd, Madison, WI 53719 – West Towne Mall (Parcel # 070826100996)**

To Whom it May Concern:

Please accept this Letter of Intent to apply for the proposed Seven Brew Coffee development.

## **A. Project Description**

7BMad1 LLC, doing business as Brew 4 You, LLC, and Plaza Street Partners, LLC are submitting a Land Use (LUA) Application, a CSM to split the developable area, and an Urban Design Commission (UDC) Application for a Site Plan ("SP") for a parcel of land containing approximately 0.9 acres (0.6 acres to be redeveloped) located at the west of S Gammon Rd (portion of Lot 1, CSM 15734) ("Site") in the city of Madison, Wisconsin ("City"). The property is situated in Part of the Southeast 1/4 of the Northeast 1/4 of Section 26, Township 7 North, Range 8 East, City of Madison, Dane County, Wisconsin 53719. It is bound on the north by Odana Rd at the Mall entrance, on the east by S Gammon Rd, on the south by a strip of landscaping, and to the west by the Mall parking lot. A vicinity map is included in Appendix A for reference.

The Site is currently vacant, being used as the West Towne Mall parking lot. The new proposed use comprises of a new Seven Brew Coffee with a double drive-thru and a dumpster enclosure. The main building structure is 2,267 sq. ft., being 1,505 sq. ft. on the main floor and 1,162 sq. ft. on the second floor (77% of the main area). The development includes a double drive-through covered by the second story, providing service with two menu boards for more efficient customer service, a dumpster enclosure, 4 parking spaces, being 1 ADA, and landscaped areas. The main car access is proposed from an internal Mall drive connected to Odana Rd, and sidewalks will provide connections to pedestrian and bike access from S Gammon Rd and to the Mall.

The proposed CSM will define the lot to be developed on the northern portion of the leased area with access and exit only on the western side of the parcel, while the remaining land—separated by a landscape buffer—will remain unchanged. The Shopping Mall will retain access to the southern parking area, which is important for its operations, with the primary entry point located on the south side. A CSM map is included in Appendix A for reference.

## **B. Public Benefit**

The Site is located along the major corridor of the City of Madison and the proposed improvements will greatly improve the appearance and use of the property to better serve the surrounding community. The development will incorporate high-quality materials and landscape design to accentuate the character of the City. The future business created by the proposed Site Plan will also result in the creation of a minimum of 40 jobs and sales tax benefits for the City.

Although 7 Brew is a national brand, they are owned and operated by a local franchisee. The brand also emphasizes the importance of kindness and community as a pillar of their mission. 7 Brew will participate with local charities and fundraisers to create awareness and promote community engagement and promote Fun Community Engagement & Promotional Marketing. More information can be found at <https://7brew.com/heroes/>.

## **C. Operations**

The proposed hours of operation are Sunday-Thursday 5:30am - 10pm; and Friday-Saturday 5:30am - 11pm. Peak Hours are in the morning from 7am-10am. The service time is a maximum of 4 minutes from order to pick up, and employees greet customers at their cars with iPads to take their orders for a friendlier service. Two drive-thru lanes and the ordering system create an efficient method of delivery and service to customers to prevent long wait times and reduce car stacking. Seven Brew will have a maximum number of 10-12 employees per shift for the first few months, and 5-8 once the team is fully trained.

## **D. Project Compliance, Compatibility, and Impact**

The Site is designated as RMX with Transit Oriented Development (TOD) Overlay District per the City of Madison Zoning Map. A link to this map is included in Appendix A for reference. The TOD establishes site standards for Automobile Infrastructure that require drive-thru to be “located under the building covered by upper floors” to reduce the area and impact caused by car structures and promote more pedestrian and bike-friendly access as well as quality public transit. The proposed Site Plan aligns with the City’s objective by addressing all requirements for building and site plan standards, providing sidewalk connections and bike racks.

It is not anticipated that the Site will have any adverse impacts on public facilities, including fire, police, sanitation, roads, parks, or schools.

There are no known water features, wetlands, or wildlife habitats located within the Site.

Brew 4 You and their development team will adhere to the City of Madison Land Use Code and specific requirements applicable to the subject applications. Brew 4 You and their development team intend to fully cooperate with city staff to ensure all comments are addressed for both the Site Plan and Building Plan review.

## **E. Development Plans and Timing**

Brew 4 You is anticipating starting construction upon permit approval by the City, which is currently being estimated for the Spring of 2026. The total length of construction is estimated to be between 120 and 150 days, depending on the weather. The first phase of construction will be the grading of the site and underground utility connections. The second phase of construction will be the construction of new improvements, also noted in our Site Plan(s). The goal is to have the Site ready for 7-Brew opening in the Fall of 2026.

## F. Summary

Brew 4 You and their development team are committed to providing a suitable development that upholds the vision and guidelines set forth in the City of Madison's Land Use Code. The proposed development is compatible with the surrounding community and the proposed improvements enhance the current state of the Site, as well as promote future employment opportunities and long-term economic growth.

References:

1. [City of Madison Land Use Code](#)
2. [Transit-Oriented Development \(TOD\) Overlay District](#)

**APPENDIX A**

VICINITY MAP

SITE DATA SUMMARY TABLE

[CITY OF MADISON ZONING MAP](#)

## APPENDIX A

### VICINITY MAP



PROJECT LOCATION



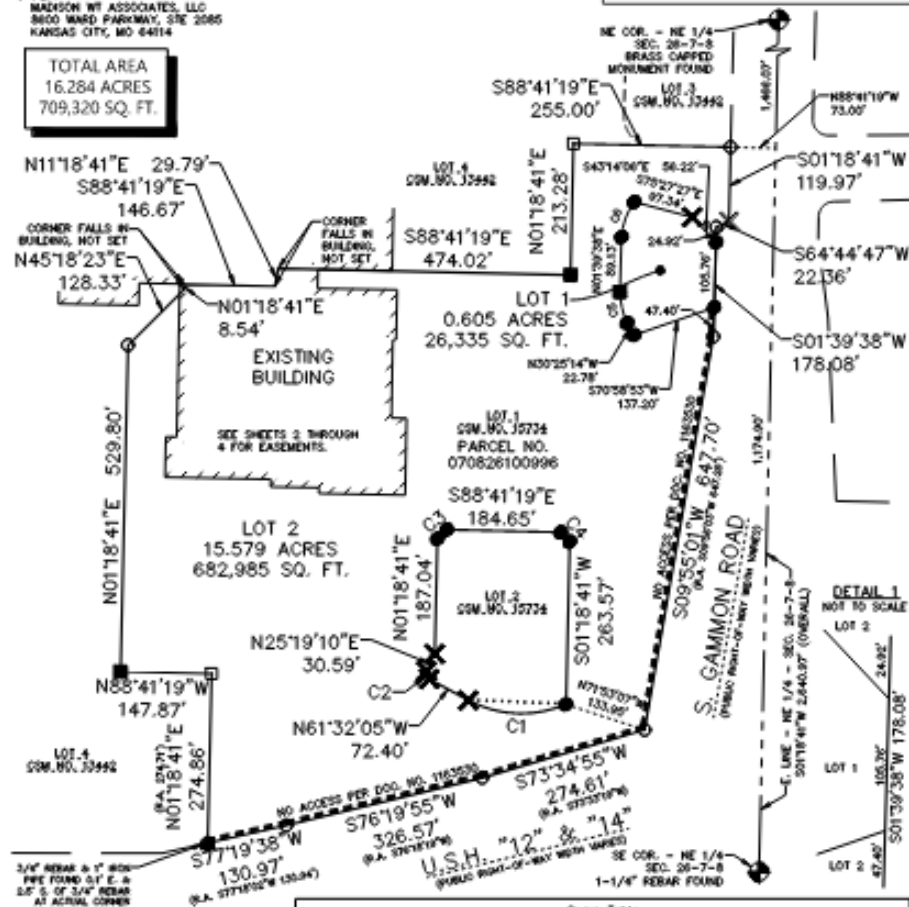
NTS



**CERTIFIED SURVEY MAP NO.**

OWNER:  
NADSON WT ASSOCIATES, LLC  
3800 WARD PARKWAY, STE 2080  
KANSAS CITY, MO 64114

TOTAL AREA  
16.284 ACRES  
709,320 SQ. FT.



Curve Table							
Curve	Length	Radius	Chord Bearing	Chord Length	Delta	Tangent	Tangential
C1	163.96'	179.65'	N87°40'53"W	158.33'	052°17'31"	N61°32'07"W	S66°10'21"E
C2	15.16'	10.00'	N18°06'28"W	13.75'	086°51'15"	N25°19'10"E	N61°32'05"W
C3	23.56'	15.00'	N46°18'41"E	21.21'	090°00'00"	S88°41'19"E	N61°18'41"W
C4	23.88'	15.20'	S43°41'19"E	21.80'	090°00'00"	S01°18'41"W	S88°41'19"E
C5	51.72'	157.00'	N33°05'21"W	51.49'	018°52'34"	N39°19'04"W	N22°31'38"E
C6	61.29'	115.00'	N9°56'28"E	60.57'	030°32'00"	N35°12'39"E	N64°40'30"E

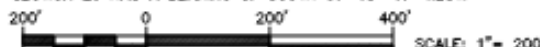
SHEET 1 OF 7 SHEETS

**LEGEND**

- - 3/4" x 18" REBAR SET  
WEIGHING 1.50 LBS./FT.
- - MAG NAIL SET
- X - CUT "X" FOUND
- - 3/4" REBAR FOUND
- ▲ - 1" IRON PIPE FOUND
- X - CUT "X" FOUND
- - MAG NAIL FOUND
- ⊙ - SECTION CORNER  
MONUMENT FOUND

(R.A.) "RECORDED AS" INFORMATION

NORTH POINT REFERENCED TO THE WISCONSIN COUNTY COORDINATE SYSTEM, DANE COUNTY. THE EAST LINE OF THE NORTHEAST 1/4 OF SECTION 26 HAS A BEARING OF SOUTH 01°-18'-41" WEST.



## **APPENDIX A**

### SITE DATA SUMMARY TABLE

<b>CURRENT PROPERTY OWNER</b>	Madison WT Associates, LLC 4500 Bissonnet St, Suite 200, Bellaire, TX 77401 Att.: Ingrid Silfvast-Kaiser, John Clinkscales <a href="mailto:ISilfvast-Kaiser@frpltd.com">ISilfvast-Kaiser@frpltd.com</a> , <a href="mailto:jclinkscales@frpltd.com">jclinkscales@frpltd.com</a>
<b>ADDRESS</b>	S Gammon Rd, Madison, WI 53719 – West Towne Mall
<b>PARCEL ID</b>	070826100996
<b>SITE AREA</b>	0.6 acre
<b>ZONING</b>	RMX / Transit Oriented Development (TOD) Overlay District
<b>DEVELOPER/APPLICANT</b>	7BMad1 LLC / Plaza Street Partners, LLC 3400 College Blvd, Suite 200, Leawood, KS 66211 Attn: Mylena Oliveira (Senior Project Coordinator) <a href="mailto:moliveira@plazastreetpartners.com">moliveira@plazastreetpartners.com</a>