

9/14/2020

City of Madison
Zoning Administrator
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Letter of Intent
Proposed Starbucks
2501 South Stoughton Road
Madison, WI 53716

To whom it may concern,

It is our pleasure to submit this letter of intent to pursue land use and related approvals for the redevelopment of the recently razed building on a 0.90 acre property located at 2501 South Stoughton Road. This submittal is for building shell only, Starbucks will submit interior buildout drawings, occupancy applications, signage approvals, etc. under separate covers.

The included proposal is for an approximate 2,200 square foot Starbucks café with drive thru and approximately 500 square foot outdoor patio area. The café will provide an indoor seating capacity of 55 patrons and outdoor seating capacity of 25 patrons. Proposed business hours will be daily from 5am-9pm (may vary on weekends). The café anticipates employing 25-30 persons.

Currently zoned industrial-limited, we are requesting conditional approval for a coffee shop with drive-thru and outdoor patio use on the site. The site is bordered by South Stoughton Service Road to the west, Pflaum Road to the north, Seiferth Road to the east, and an existing business to the south. Wendy's and Subway are directly across Pflaum Road from the site, along with an auto repair shop and adjacent electric supply store.

The building will be situated with the main entrance facing the parking area, an outdoor seating area to the west, and drive thru facing Pflaum Rd. Driveway access will be along the east and west sides of the site, and off-street parking will be provided for approximately 31 vehicles. The trash enclosure will be located near Seiferth Road and will incorporate a brick enclosure and landscape screening.

As presented, this design is consistent with Starbuck's new prototype but also includes several upgrades (raised parapets, façade articulation, materials in contrasting yet complimentary colors and textures) to ensure consistency with the future vision of the surrounding neighborhood.

The project schedule anticipates construction start in late Fall 2020 with completion in late Spring 2021.

Project Team:

Architect: Logic Design & Architecture, Inc.
Civil Engineer: Pinnacle Engineering Group
Landscape Design: InSite Landscape Design
Structural Engineer: TBD
Mechanical Engineer: TBD

We look forward to working with the city throughout the approval process to transform this site and believe that the proposed site layout, new building, parking, and landscaping all contribute to a better use, circulation, and substantial improvement to the overall aesthetic of the parcel and surrounding environment.

Warm regards,



Adam J. Stein
Principal, Architect, NCARB