



Via E-Mail @ JGlaeser@cityofmadison.com

March 30, 2020

Ms. Janine Glaeser
Urban Design Planner
Department of Planning & Community & Economic Development Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701-2985

Re: ***Project Introduction to Planned Multi-Use Site for New Development to be located at 7213 Mineral Point Road, West Towne Mall, Madison, WI***

Dear Ms. Glaeser:

The project is a proposed multi-tenant building with at least two national tenants that complement the regional shopping, services and dining options located in the greater West Towne Mall regional trade area. The underlying property is located in the former parking lot area that sits in front of the JC Penney department store and is currently owned by Madison WTM, LLC, which is a special purpose entity created to purchase the property and develop the subject project.

Ownership representatives had a project staff meeting to discuss the proposed project on December 17, 2019, then later brought the project to a preliminary informational review meeting in front of the UDC on January 15, 2020. Ownership is now making its formal submission in order to procure a spot on the May 27, 2020 UDC agenda for project review for a "Planned Multi-Use Site for New Development". Assuming that the requisite city approvals and permits are received in order to move forward with the project in a timely manner, ownership desires to start construction this summer and deliver tenant spaces this fall/winter, 2020.

The proposed building's location is sited where feasible, given the allowable lot curb cut locations along the interior ring road of the mall, the required cross-access with the adjoining Firestone property and the existing sewer easement (no building structures allowed) that traverses the southwest corner of the site. The proposed building cannot be larger than 7,000 sf of gross building area nor can the building be higher than 20 feet in height (or one story), given our requisite mall owner approvals that were obtained in order to create the lot and move forward with the proposed project. The proposed façade creates a "four-sided" building" with excellent street presence along Mineral Point Road that has been "simplified", given the comments that we received at the preliminary UDC meeting that we received. The underlying land comprising the project is the only land that we own and/or control at West Towne Mall. We are, therefore, not in a position to address larger master plan concerns that were raised during the preliminary UDC meeting.

Sincerely,

A handwritten signature in blue ink, appearing to read "Andrew S. Goodman", is written over a horizontal line.

Andrew S. Goodman,
Co-Manager, GMX Real Estate Group, LLC
As Development Agent for Madison WTM, LLC