



Project Address: 2001 Atwood Avenue (6th Alder District – Ald. Benford)
Application Type: Conditional Use
Legistar File ID #: [65848](#)
Prepared By: Chris Wells, Planning Division
Report includes comments from other City agencies, as noted.
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant & Contact: Peter Gentry; One Barrel Brewing Company; 2001 Atwood Avenue; Madison, WI 53704

Property Owner: M&M Real Estate (Mark Jorgensen); 1947 Winnebago Street; Madison, WI 53704

Requested Action: The applicant requests consideration of a conditional use in the Traditional Shopping Street (TSS) District for an accessory outdoor cooking operation for a tasting room at 2001 Atwood Avenue.

Proposal Summary: The applicant, One Barrel Brewing Company, proposes to add a movable food trailer behind (to the southwest of) their tenant space in order to augment the limited kitchen space inside the building. All food will be cooked inside a commercial oven. According the applicant, this is intended to reduce, if not eliminate, the amount of smoke being vented from the trailer during the cooking operations.

Applicable Regulations & Standards: This proposal is subject to the approval standards for Conditional Uses [MGO §28.183] as the Supplemental Regulation (b) in MGO §28.151 for this use, notes: *“An outdoor cooking operation located within two hundred (200) feet from the property line of a lot with a residential use may be allowed with conditional use approval.”*

Review Required By: Plan Commission (PC).

Summary Recommendation: The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to establish an accessory outdoor cooking operation for a tasting room on a property zoned TSS (Traditional Shopping Street) District at 2001 Atwood Avenue. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

Background Information

Parcel Location: The subject site is a 2,640-square-foot (0.06-acre) parcel located along the south side of Atwood Avenue, to the southeast of the intersection with Winnebago Street. It is also within the limits of Alder District 6 (Ald. Benford), Tax Increment District #37, and the Madison Municipal School District.

Existing Conditions and Land Use: The site is developed with a two-story, roughly 4,775-square-foot commercial building with a full basement. The ground floor is commercial (occupied by One Barrel Brewing Company) while the second floor is residential (with a one-bedroom unit). According to City Assessor records, it was constructed in 1904 and remodeled in 1993. The site is zoned TSS (Traditional Shopping Street) District.

Surrounding Land Uses and Zoning:

Northeast: Across Atwood Avenue, two-story commercial building, zoned TSS (Traditional Shopping Street District);
Northwest: Across Winnebago Street, a mix of one- and two-story commercial and mixed-use buildings, zoned TSS;
East: Two and three-story mixed-use buildings, zoned TSS;
South: Russell Street alley right-of-way; and
West: Two-story mixed-use buildings, zoned TSS.

Adopted Land Use Plan: The [Comprehensive Plan](#) (2018) recommends Neighborhood Mixed Use for the subject site. The Schenk Atwood Business District Master Plan (2000) identifies transportation improvements in the immediate area, but has no specific recommendations for this site. The [Marquette-Schenk-Atwood Neighborhood Plan](#) (1994) includes several recommendations for the Schenk-Atwood Business District, but none specifically for this site.

Zoning Summary: The property is zoned TSS (Commercial Corridor-Transitional)

Requirements	Required	Proposed
Lot Area (sq. ft.)	None	2,643
Lot Width	None	22 ft
Front Yard Setback	5 ft	Existing, no change
Side Yard Setback	None	Existing, no change
Rear Yard Setback	None	Existing, no change
Maximum Lot Coverage	85%	Existing, no change
Maximum Building Height	3 stories/40 ft	2 stories

Site Design	Required	Proposed
Number Parking Stalls	15% capacity	Existing, no change
Accessible Stalls	1	Existing, no change
Loading	No	No
Number Bike Parking Stalls	5% capacity	Existing, no change
Landscaping	Yes	Existing, no change
Lighting	No	Existing, no change
Number Parking Stalls	15% capacity	Existing, no change

Other Critical Zoning Items	None
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Tables Prepared by Jacob Moskowitz, Assistant Zoning Administrator

Environmental Corridor Status: The property is not located within a mapped environmental corridor.

Public Utilities and Services: This property is served by a full range of urban services.

Project Description

The applicant proposes to establish an accessory outdoor cooking operation for a tasting room on the site at 2001 Atwood Avenue. It will consist of a movable 16-foot by 8-foot commercial trailer which will be positioned at the rear (southwest) of the building and the associated ground floor tenant space of One Barrel Brewing Company. The submitted materials note that the additional cooking space is needed “*due to the limited space we have available in our building for cooking.*” The trailer will be used to prepare the limited menu, which will consist of braised meats

(baby back ribs, brisket, wings, etc.), sandwiches (pulled pork, grilled cheese, etc.) and pre-made sides (baked beans, cauliflower, mac and cheese, etc.). A draft of the menu for the first month of operation has been submitted by the applicant and is included at the end of this staff report. Regarding the concern that the cooking/braising of the meat will generate large amounts of smoke which will be emitted into the trailer's vicinity, the applicant has stated to staff that this will not be the case due to the fact that the food will not be cooked/braised over an open grill or in a traditional "smoker" and then vented directly to the outside but rather it will be cooked/braised in a closed, high-tech, commercial-grade oven with steaming capabilities (a product sheet from the manufacturer is included at the end of this report). While there is always the potential of smoke when cooking/braising meat, the applicant notes that the oven unit is designed to capture any smoke in vaporized water and then use that smoke-filled steam to further cook the meat. As a result, they do not anticipate any smoke leaving the oven. Additionally, the applicant has noted to staff that they are focusing on barbeque sauces rather than on smoked meats. Altogether, the applicant believes the negative impact on the surroundings will be negligible.

As for the hours of operation, the applicant notes that the trailer will be used on site Thursday-Saturday with some prep work on other days. Food will be served from 4-9pm on Thursdays and Fridays and 12-9pm on Saturdays. The trailer will be used all year round, as long as there is demand. Regarding the time the trailer is allowed to remain on site at a time, it should also be noted that the Madison Fire Department (MFD) has recommended a condition which states, *"If the trailer remains on site for more than 30 days, it would no longer be classified as a trailer under DOT regulations and would fall under the building code as a structure/addition based on the proximity to the existing buildings."* In communications with Staff, the applicant has noted that they intend to use the trailer at the Atwood location Thursday-Saturday, and move the trailer offsite frequently enough to be in compliance. (MFD has clarified that moving it at least once per month from the site will satisfy their condition). Finally, the applicant has noted that food will not be vended to customers directly from the trailer but only sold to customers inside One Barrel (except for when the trailer is taken off-site to other events.)

Analysis & Conclusion

This proposal is subject to the approval standards for Conditional Uses [MGO §28.183] as the Supplemental Regulation (b) in MGO §28.151 for *outdoor cooking operations*, notes: *"An outdoor cooking operation located within two hundred (200) feet from the property line of a lot with a residential use may be allowed with conditional use approval."* This analysis begins with an analysis of adopted plan recommendations.

Conformance with Adopted Plans

Staff believes that this proposed use is compatible with the [Comprehensive Plan](#) (2018), which recommends neighborhood mixed-use (NMU) development for the subject site and surrounding properties on Atwood Avenue. The NMU category includes relatively small existing and planned Activity Centers that include residential uses, as well as retail, restaurant, service, institutional, and civic uses primarily serving nearby residents. The [Marquette-Schenk-Atwood Neighborhood Plan](#) (1994) has several recommendations for the Schenk-Atwood Business District, but none specifically for this site. This plan recommends ongoing support for development of businesses that would be compatible to neighborhood residents and the Madison shopping community, though it discourages the further growth in number or size of bars and taverns in the area. The [Schenk Atwood Business District Master Plan](#) (2000) identifies transportation improvements in the immediate area, but has no specific recommendations for this site.

Conditional Use Standards

The conditional use approval standards state that the Plan Commission shall not approve a conditional use without due consideration of the City’s adopted plan recommendations, design guidelines, supplemental regulations, and finding that all of the conditional use standards of MGO §28.183(6) are met. Please note, recent changes to state law requires that conditional use findings must be based on “substantial evidence” that directly pertains to each standard and not based on personal preference or speculation.

Given due consideration, the Planning Division anticipates that if well-managed, the addition of the proposed accessory outdoor cooking operation use should not result in significant negative impacts to the surrounding properties. The applicant has provided supplemental information intended to help justify that the addition of the trailer will not result in significant negative impacts. Finally, if approved, the Plan Commission retains continuing jurisdiction over this conditional use, meaning that should complaints be filed, the Plan Commission could take further action on this conditional use as allowed in MGO Section 28.183(9)(d).

Public Input

At the time of report writing, staff have not received any public comments. Staff do note that the applicant met with the SASY neighborhood association and the Alder and presented their proposal. Staff is not aware of specific issues being raised at the meeting.

Conclusion

Based on the presented information, staff believes that the proposed accessory outdoor cooking operation can be found to meet the Conditional Use Approval Standards and recommends that the requests be approved by the Plan Commission, subject to input at the public hearing and comments from reviewing agencies.

Recommendation

Planning Division Recommendations (Contact Chris Wells, (608) 261-9135)

The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to establish an accessory outdoor cooking operation for a tasting room on a property zoned TSS (Traditional Shopping Street) District at 2001 Atwood Avenue. This request is subject to the input at the public hearing and the following conditions:

Recommended Conditions of Approval: Major/Non-Standard Conditions are Shaded

Engineering Division (Mapping) (Contact Jeff Quamme, (608) 266-4097)

1. The site plan shall include and show the south line of the parcel and the 24' private right of way over the south 24 feet of the parcel per the deed of the property. Applicant shall be aware this food trailer will be within the 24' private right of way and is subject to any use by any party that may benefit from the private right of way.

Zoning Administrator (Contact Jacob Moskowitz, (608) 266-4560)

2. No vending shall occur from the cart used for outdoor cooking.

Fire Department (Contact Bill Sullivan, (608) 261-9658)

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| <ol style="list-style-type: none">3. If the trailer remains on site for more than 30 days, it would no longer be classified as a trailer under DOT regulations and would fall under the building code as a structure/addition based on the proximity to the existing buildings. Compliance with the commercial building codes would be trigger and a challenge to meet. |
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The following agencies have reviewed this request and has recommended no conditions or approval:

Engineering Main Office; Engineering-Mapping; Traffic Engineering; Parks Division; Forestry; Water Utility; Metro

OBBC Mad Food Menu for opening month

Sides...

Corn muffins (in house)
Cole slaw (in house vegan)
Kimchi (buy, Mother in Laws)
Mac and Cheese (in house everything)
Baked Beans (in house use burnt ends)

Apps...

Cauliflower (in house vegan)
Brussels Sprouts (in house vegetarian)
Wings (same all the time)

Sammies... (al a carte)

Pete's Pulled Pork (Always the same, classic, pickles and vinegar based bbq sauce, sweet bun)
Grilled Cheese (Rotate, make sure to have vegetarian option) (more to add brisket or pulled pork)
Impossible burger (all the time and classic, LTOP, Ketchup, Mustard)

Entrées... (Come with side of slaw and corn muffin)

Baby back ribs (Fischer Farms can two sauce options can change) ½ rack
Brisket (can rotate style) (8 oz. brisket)
Burnt Ends (can play with and rotate make different then brisket always though)
Tempeh Ribs (always the same, vegan all the way)

Datasheet

iCombi® Pro 6-half size E/G



Capacity

- > Six (6) Half-size sheet pans or Six (6) Steam table pans or Six (6) 1/1 GN accessories
- > Removable standard hinging rack with 2 5/8 inch rack spacing (68 mm)
- > Large selection of accessories for various cooking procedures, such as grilling, braising or baking
- > For use with 1/1, 1/2, 2/3, 1/3 GN accessories

Combi-steamer mode

- > Steaming 86 °F - 266 °F
- > Convection 86 °F - 572 °F
- > Combination of steam and convection 86 °F - 572 °F

Description

Intelligent, connectable cooking system with the operating modes poultry, meat, fish, egg dishes/desserts, side dishes/vegetables, baked goods and finishing as well as the cooking methods roasting, cooking, baking and grilling.

- > Combi steamer as per DIN 18866 (in manual mode).
- > For most cooking processes used in commercial kitchens.
- > For using steam and convection, individually, one after the other, or combined.

Ventilation approvals: The electrical appliance conforms to the EPA 202 test in accordance with ANSI/NFPA 96 "Ventilation Control and Fire Protection of Commercial Cooking Operations" Refer to UL Listing KNLZ.E148536 (America) or KNLZ7.E148536 (Canada).

The following intelligent assistants are available:

Intelligent assistant

iDensityControl  iProductionManager  iCookingSuite  iCareSystem 

iDensityControl

iDensityControl is the iCombi Pro's intelligent climate management. The interaction among intelligent sensors, a high-performance heating system and fresh steam generator, and active dehumidification ensures that the right cooking cabinet climate is always available. Intelligent air circulation ensures the best possible energy input into the food. Consequently, this ensures extraordinary productivity while maintaining high levels of food quality, even cooking and minimum energy consumption.

iCookingSuite

The iCookingSuite is the iCombi Pro's cooking intelligence. The user starts by selecting the right cooking path for the food, choosing from among 6 operating modes and / or 5 cooking methods. Users also specify the desired cooking result. The unit suggests settings for browning and degree of doneness. Intelligent sensors detect the size, quantity and condition of the food. While the cooking path is in progress, the system adjusts key parameters like cooking cabinet temperature, airspeed, and cooking time accurately to the second. The selected desired results are achieved, yielding the best possible quality in the shortest possible time. It is possible to optionally influence the cooking sequence and adapt the cooking result. Users can change to iProductionManager or manual mode at any time. Thanks to iCookingSuite you can simply save time, raw materials, and energy while maintaining a standardized food quality without having to check the procedure.

iProductionManager

iProductionManager intelligently and flexibly organizes the production process. This includes which products can be prepared together on different trays, the ideal sequence of dishes, and monitoring the cooking sequence. iProductionManager supports users with prompts to load or unload dishes. Depending on kitchen processes you can freely position orders (up to two per level) or schedule them on the basis of a certain target time. iProductionManager arranges the sequence of dishes accordingly and automatically specifies the correct settings. Users decide whether dishes are cooked based on optimum energy consumption or a certain target time. Simple monitoring activities are no longer required, saving you working time and energy.

iCareSystem

The iCareSystem is the intelligent iCombi Pro cleaning and descaling system. It recommends the amount of chemicals and ideal cleaning stage from the nine available programs based on usage and any limescale in the steam generator. Ultra-fast interim cleaning cleans iCombi Pro in only 12 minutes, all cleaning programs can also run overnight without the need for supervision. The iCareSystem is particularly efficient and environmentally friendly, consuming small quantities of phosphate-free care products, water, and energy. This means that the iCombi Pro is always hygienically clean without manual work and at minimal costs.

Unit description and functions

Intelligent functions

- > Intelligent climate management that measures, adjusts and controls the humidity down to the exact percentage
- > The actual measured humidity in the cooking cabinet can be adjusted and viewed
- > Dynamic air circulation in the cooking cabinet thanks to intelligent, reversible, high-performance five-speed fan with intelligent activation and manual programming capabilities
- > Intelligent cooking path regulation and automatic adjustment of cooking steps in order to achieve the target results, e.g., browning and degree of doneness, safely and efficiently - regardless of product size, load quantity, or who is using the unit
- > Monitoring accurate to the second and calculation of browning on the basis of the Maillard reaction to reproduce ideal cooking results
- > Adjust intelligent cooking methods or switch between iCookingSuite and iProductionManager for maximum flexibility
- > Intelligent cooking step to proof baked goods
- > Individual, intuitive programming of up to 1,200 cooking programs with up to 12 steps using drag-and-drop.
- > Easy transfer of cooking programs to other cooking systems through secure cloud connection with ConnectedCooking or via USB stick
- > iProductionManager, the automated, intelligent planning and controlling tool, organizes multiple cooking processes and mixed loads perfectly. Automatic closing of planning gaps. Automatically optimize schedules and energy consumption in planning and target time preparation to start or end cooking dishes at the same time.
- > Visual indication of loading and removal requests using energy-saving LED lighting
- > Automatically resumes and optimally completes cooking processes following power outages lasting less than 15 minutes
- > Intelligent cleaning system suggests cleaning programs and the required amount of care products based on the degree of soiling within the cooking system
- > Display of the current cleaning and descaling status
- > Condensation/exhaust air hoods (accessories) with situational adjustment of the extraction performance and transfer of service messages.

Cooking functions

- > High-performance steam generator for optimal steaming performance even at low temperatures below 212°F
- > Power-steam function: increased steaming power available for Asian applications
- > Integrated, maintenance-free grease separation system without an additional grease filter
- > Cool-down function to quickly cool down the cooking cabinet; additional fast cooling using internal water nozzle
- > Core temperature probe with six measuring points and automatic error correction in the event of incorrect positioning. Optional positioning tool for soft or very small cooking products (accessory)
- > Delta-T cooking for extremely gentle preparation with minimal cooking losses
- > Precise burst-steam injection; water quantities can be set to 4 different levels within a temperature range of 85°F – 500°F for convection or steam-convection combination modes
- > Digital temperature display, can be set to °C or °F, displays target and actual values
- > Cooking cabinet humidity and time displayed digitally; displays target and actual values
- > Time can be set to display in 12- or 24-hour format
- > 24-hour real-time clock with automatic adjustment for daylight savings time when connected to ConnectedCooking
- > Automatic pre-selected starting time with variable date and time
- > Integrated hand shower with automatic retraction and switchable spray/jet function
- > Energy-saving, long-lasting LED lighting in the cooking cabinet, with excellent color fidelity to allow quick determination of cooking progress
- > No-charge 4-hour RATIONAL certified chef assistance program

Occupational and operating safety

- > Electronic safety temperature limiter for steam generator and convection heating
- > Integrated fan wheel brake
- > Contact temperature of the cooking cabinet door max. 163 °F
- > Use of Active Green cleaning tabs and Care tabs (solid cleaning agent) for ideal occupational safety levels
- > HACCP data storage and output via USB or optional storage and management in the cloud-based networking solution ConnectedCooking
- > Tested according to national and international standards for unsupervised operation
- > Maximum tray height must not exceed 63 inch when using a RATIONAL stand
- > Ergonomic door handle with right- / left-handed door opening and swing-shut function

Networking

- > Integrated, IP-protected Ethernet interface for wired connection to the cloud-based ConnectedCooking networking solution
- > Integrated Wi-Fi interface for wireless connection to the cloud-based networking solution ConnectedCooking
- > Integrated USB interface for local data exchange
- > Cloud-based ConnectedCooking solution allows central unit management; recipe, shopping cart and program management; HACCP data management; maintenance management

Cleaning and care

- > Automatic, water pressure-independent cleaning and maintenance system for cooking cabinet and steam generator
- > Nine cleaning programs for unsupervised cleaning, also overnight, with automatic cleaning and removal of limescale deposits within the steam generator
- > Ultrafast cleaning in only 12 minutes for practically uninterrupted, hygienic production
- > Automatic cleaning routine following power outages, ensuring that cooking cabinet remains free of cleaning agents even after the cleaning process has been canceled
- > Use of phosphate and phosphorus-free Active-Green cleaning agent tabs and Care tabs
- > Hygienic setup that is flush with the counter without feet for simple, safe cleaning

- > Triple glass pane cooking cabinet door with rear ventilation, thermally reflecting special coating and swiveling glass panes for easy cleaning
- > Inside and outside material: stainless steel DIN 1.4301 / ASTM 304, seamless hygienic cooking cabinet with rounded corners and optimized air flow
- > Glass and stainless steel surfaces allow easy, safe external cleaning; IPX5-class protection against spraying water in all directions
- > Monitoring option for automatic cleaning using the cloud-based ConnectedCooking networking solution

Operation

- > High-resolution 10.1 inch TFT color display and capacitive touchscreen with self-explanatory icons for simple, intuitive operation with gestures like swiping and dragging
- > Acoustic prompts and visual messages when user action is required
- > Central dial with Push function for intuitive selection and confirmation of entries
- > User interface and help function can be set to over 55 languages
- > Basic national cuisine preferences can be selected regardless of language settings. Possible to select additional, local cuisine
- > Specially adapted cooking parameters for international or country-specific dishes can be selected and started regardless of unit language settings
- > Extensive search function including all cooking paths, application examples and settings
- > Context-sensitive support that always shows the current help content for the displayed screen content
- > Start application examples from help file
- > Simple selection of cooking paths using six operating modes and/or five cooking methods
- > Cockpit function to display information about the processes within a cooking path
- > Customization and control of user profiles to prevent operator errors
- > Interactive notifications regarding cooking paths, requested actions, intelligent functions and warnings thanks to Messenger

Installation, maintenance and environment

- > Professional installation by RATIONAL-certified technicians recommended
- > Fixed waste water connection conforming to SVGW requirements is permitted
- > Adaptation to the installation site (height above sea level) through automatic calibration
- > Operation without water softener and without additional manual descaling possible
- > Installation flush with the floor and wall through connection in the base area *
- > Service diagnostic system with automatic service message display, self-test function for active testing of unit functions
- > Remote diagnosis via ConnectedCooking by certified RATIONAL service partners
- > 2-year RATIONAL warranty including parts, labor, and travel and 5-year steam generator warranty**
- > Regular maintenance is recommended. Servicing by RATIONAL service partner according to manufacturer recommendations
- > Energy efficiency in accordance with ENERGY STAR tested and passed. Published at www.energystar.gov

* See the installation or planner manual for details

** Terms and conditions apply, see manufacturer warranty statement at www.rational-online.com

Options

- > Cooking cabinet door, left-hinged
- > MarineLine - marine version
- > SecurityLine – prison / security version
- > MobilityLine – mobile variant
- > HeavyDutyLine – particularly heavy-duty version
- > Integrated fat drain
- > Mobile oven rack package
- > Protection for control panel
- > Safety door lock
- > Lockable control panel