



LOI: Winnebago_St_2015_PRE_LOI_2022-11-28

Subject: Letter of Intent for Herbiery Brewing Taproom at 2015 Winnebago Street Unit #101

Date: November 28, 2022

To City of Madison Planning Staff:

Please accept this letter of intent (LOI) for the conditional use approval request for Herbiery Brewing to open and operate a taproom at 2015 Winnebago Street, in Unit #101. Herbiery Brewing is the creation of Nicholas 'Pat' Ryan, a Wisconsin native, who has established a passion for developing a hop-free collection of beers for introduction to the local Madison craft beer industry. Having completed various Herbalism certifications from the Herbal Academy of New England and developing 17 unique, hop-free brews, Nicholas has chosen Madison as their location for their first taproom.

The taproom is to be located at 2015 Winnebago Street, in the heart of the Schenk-Atwood-Starkweather-Yahara (SASY) neighborhood – an intentional decision given the overall vibe and aesthetic of the local east-madison community. At the time of this LOI, current plan for the space is an occupancy of 49 persons per code requirements, with 27-28 seats designed for thus far. There are a few building modifications being discussed with City Building Inspection which may allow for an increased occupancy for special events – this understanding may be clarified prior to the January 9th Plan Commission meeting and can be provided prior or at that time. Please note, this occupancy total includes an anticipated two (2) employees at opening.

The hours of operation for the taproom are proposed as following:

- Monday: Closed
- Tuesday: Closed
- Wednesday: Closed
- Thursday: 4:00pm - 11:00pm
- Friday: 4:00pm - 11:30pm
- Saturday: 3:00pm - 11:30pm
- Sunday: 4:30pm - 11:00pm

Please let us know if you have any questions or comments regarding the above LOI. This is being provided as part of the Land Use Application component of the Conditional Use request for operation of a Taproom/Tasting Room in Traditional Shopping Street District Zoning in the City of Madison. Upon approval, interior alteration will begin to the existing space to prepare for the new taproom to open. There are no exterior building modifications taking place with the exception of new signage.

Thank you for your consideration,

A handwritten signature in black ink that reads "Joseph C. Gallagher".

Joseph C Gallagher, AIA - WI 12901-5
Ramaker Architectural Service Group Leader