



February 27, 2023

City of Madison
Planning Division
215 Martin Luther King, Jr. Blvd.
PO Box 2985
Madison, WI 53701-2985

RE: 2002 Pankratz St., Madison
Land Use Application – Conditional Use Permit

Planning and Zoning Staff:

On behalf of my client, Keva Sports, please accept this Land Use Application, as we collectively seek a conditional use permit for the property at 2002 Pankratz Street, Madison.

This property is recognized as the former Ale Asylum brewery and tasting room. Having recently been closed, and the property for sale, Keva intends to repurpose the property for an indoor volleyball athletic facility.

Owner:
Keva Sports
Attn: Eric Fritz
8312 Forsythia St.
Middleton, WI 53562

Architect / Agent:
Sketchworks Architecture
Attn: Steve Shulfer
2501 Parmenter St., suite 100B
Middleton, WI 53562

Intent

Keva is intending to purchase the building and establish it as an indoor volleyball facility. There are many club volleyball teams in the area, and a severe lack of space in which to practice and hold tournaments. This facility is laid out well to be able to construct 8 indoor courts. The existing restaurant and bar area will remain and be used in a similar fashion as previously, though a new operator has not been identified at this time.

There will be no work done on the exterior of the building or site at this time (aside from maintenance upkeep and new signage).

Existing Conditions

Zoning: SE
Primary Use: Indoor Recreation (indoor volleyball facility)
Secondary use: Restaurant and Bar (operator TBD)

The use has been described as Indoor Recreation per zoning staff, thus require a Conditional Use Permit in the SE zoning district. It should be note that Health / Sports club, Fitness Center or Studio is a permitted use, which is very similar.

Site Plan: Refer to existing site plan attached with submittal.

There are no site improvements intended to be made at this time, only new signage (which will be submitted for approval and permitting at a later date). Maintenance to re-establish conformance with zoning as needed will be performed.

Existing Parking: 151 parking stalls on site (7 accessible)
Existing Bicycle Parking: 20 stalls
Existing Loading Areas: 1 overhead door; 3 loading dock-height doors
Existing trash enclosure to remain
Existing stormwater management and landscape to remain
Existing site lighting to remain

Schedule

It is optimal that this facility be granted an occupancy permit before the fall season, in order to allow teams to secure space. Responding to that timeline, we are hoping to begin the approval process immediately, and begin construction of the indoor courts, as soon as possible in April / May.

Operations

Description - The building would be used as a recreational sports facility. Keva would have volleyball courts for classes, camps and leagues. This would be for both youth and adult. Our experience has been that 56% of our business would come from adults.

Hours of operation: M - F 12-11pm, S and S - 8am-10pm.
7 days a week, year round. Closed for holidays.

Capacity – there will be 8 courts. It can be expected to have 16-20 people playing per court. When there are youth tournaments there may be 1-2 spectators for each player. Capacity 160 players, and up to 160 spectators at tournaments

Currently there is a restaurant in the building. The owner will be searching for a respectable operator who would lease that space and work with Keva when tournament events are scheduled.

Conclusion

Keva has established itself as respected and conscientious business, catering to kids and adults alike. Their operations are professional and experienced, making this a solid neighborhood partner.

There are many club volleyball teams in the area, and a severe lack of space in which to practice and hold tournaments. This existing facility is laid out well to be able to construct 8 indoor courts.

The existing restaurant and bar area will remain and be used in a similar fashion as previously, though a new operator has not been identified at this time. We recognize that use of the restaurant and adjoining outdoor patio space may require a resubmittal, though we do prefer to gain conditional use for the patio space as it exists.

Please feel free to contact us with any questions you may have regarding this request.

Respectfully,

SKETCHWORKS ARCHITECTURE, LLC



Steve Shulfer, AIA
Sketchworks Architecture, LLC