

To the City of Madison.

Attached is my Conditional Land Use Application.

Question 5 asked to provide a "brief description of the project and all proposed uses of the site" I will elaborate on that now.

General Style of the Restaurant

I would like to have a restaurant that serves the dish: raclette. It's a Swiss dish where you heat cheese on a big wheel and scrape it onto a plate of potatoes and dried meats. I will be using Alpinage Cheese made in Oak Creek, Wisconsin, by a Frenchman and his wife – the daughter of Wisconsin dairy farmers.

Along with this food I hope to serve wine from the Loire Valley particularly because of its high minerality, as well as, local beers from all around Wisconsin and spirits. I have already been approved by the ALRC.

Outdoor Dining

While people dine at Friends Applaud I'd like them to enjoy the "plain air" in the outdoor areas in both the front and back of the restaurant. Right now I think it would be best to operate in the front outdoor area as it is and under the previous guidelines that governed the Funk Factory including their occupancy for that area.

I will say that someday in the future I do hope to replace the broken metal fence with a stone wall. My dream would be to put in a stone wall with a vine covered pergola. I've added a picture of what I hope to do someday in the future just to give anyone that reads this a firm impression of how I'd like to upgrade the neighborhood. My understanding is that while it was Funk Factory it was a place where people drank beer and played cornhole along Gilson Street. I hope to create a quieter atmosphere of people eating breakfast and drinking coffee throughout the morning hours when the sun hits it from the east and the early afternoon hours when it's pleasantly shaded.

Events

In the evening I'd like people to spend time in the back courtyard which is 3000 square feet of open space for dining. It has a 14 foot brick wall on the north side and a 9 foot metal wall surrounding it on the other sides. I'd like to have a small stage that hosts plays, like MacBeth or A Midsummer's Night Dream, poetry events, stand up comedy and music - both amplified and acoustic. When I was before the ALRC they said they'd like to see me end amplified music outdoors by 9PM and indoors by 11PM. I agreed to both stipulations and also added that I am willing to work with the neighbors to find a good compromise to my events.

I do note that in the old zoning they made a stipulation that the Funk Factory could only have four events per year. I disagree with this limitation. I hope to have events that use the stage 3 or four nights a week. If it's stand-up-comedy that is amplified, I will manage the sound and make sure it's not too loud. It may be that in the courtyard sound will carry in a way we don't even

need to amplify people speaking on a stage. I have yet to put on an event here of any kind so I don't know. What I do know is that if this restaurant doesn't utilize the outdoor space to its advantage both seating people and creating some kind of energy that draws people it won't be a very successful restaurant. The restaurant's success hinges on the outdoor areas so we need to use that space.

"Amplified" also sounds excessively loud. Most times bands amplify their instruments just so they're heard clearly. That's what I mean when use that word. I don't mean "Amplified" like a show at Bree Stevens that you can hear two blocks away. The capacity of the space simply doesn't allow for big shows like that and it's not what I am interested in putting on at Friends Applaud.

To that end, I imagine having outdoor amplified music primarily between the hours of 11am and 9pm on the weekends and have any amplified music wrap up around 8 on weekdays. I have kids and recognize how difficult it is to get them to bed if it's too loud. I imagine that on the weekends families sit around and listen to bands while they eat food and drink beer the same way they do in Paoli. I want to make a kid and family friendly environment. Again, the ALRC said that they'd like to see all outdoor events end at 9pm and any live music wrap up indoors at 11pm.

Seeing that I am not the "Funk Factory" that was here before me, and a different business entirely, I did take some offense at the notion that I should be presumed guilty (i.e. loud and inconsiderate) before having been open for one day. Even so, I'm happy to follow the stipulations that Alderperson Tag Evers laid out during the ALRC meeting. Again, I don't know the people who did Funk Factory, I never went to the Funk Factory, I have no connection to them or how they operated in the neighborhood.

I can't stress enough that I'm approaching Friends Applaud as a community art piece and hope to create a space that the community feels it can't live without... much like the Weary Traveler in the Williamson Street Neighborhood. I do not want my restaurant to be considered a noisy bar. I want to be a good neighbor and serve the immediate community great food, drinks and atmosphere.

Hours of Operation

My hours of operation will eventually be from 10AM to Midnight. But it will take a while to build that business. In the near future, presuming I can open in April I will be open from 2pm to 9pm from Wednesday to Saturday. And after a few months I hope to open from 10AM to 9PM Wednesday to Sunday. And then eventually I will be open 7 days a week from 10AM to Midnight. That's my goal. I worked at Restaurant Magnus from 2000-2007 and found that if you offer good food and conversation people in Madison stay awake for it.

The outdoor areas will never be open when the indoor restaurant is not. Generally speaking, my intention is to close the patio in front of Friends Applaud around 8pm and direct people to dine in the back courtyard that is enclosed. I say "around 8pm" because if people are taking their time eating I'm not going to walk up and tell them to get up at 8pm and go to the back courtyard. I will quit seating it around 7pm and shift things to indoors and to the back courtyard. I recognize

that in documents like this the city wants clear and concise times, but this is an example of how I hope to be considerate to the neighborhood and also run a fluid business.

One last thing to note here; the reality of Madison's dining scene right now is that no one is out past 9pm. In the past three years I have worked at Fabiola's and Leopolds on Regent Street, The Settled Down Tavern on the Capitol Square and at Gates and Brovi on Monroe Street. None of them do business after 10pm. Most are done serving dinner by 9pm most nights. In spending time in Friends Applaud after 7pm there are only a few people walking their dogs and an occasional car passing. It is very quiet to say the least so when I say that I'd like to be open from 10AM to Midnight... that's so that on the few times there are people here past nine I can continue to serve. My guess is that a majority of the time things will wrap up by 9. In applying for Zoning and the Liquor License I have to try to give the restaurant as much freedom to operate as I can. If I have the customers I'll stay open, if not it won't make sense to. So when you read that I want to have the ability to have live music inside until 11 or be open until midnight you have to read that with a grain of salt.

Outdoor hours:

Front Patio 10AM-8PMish. (No live music out there)

Back Courtyard 10AM-Midnight (amplified music ending at 9PM on weekends and 8PM on weekdays)

Inside Restaurant 10AM-Midnight (amplified music ending at 11PM)

Neighborhood

In being part of the community, I hope to hire as many neighbors as I can. So far, I have had four people who live in the Bay Creek Neighborhood reach out asking for jobs. I have hired one so far and expect to hire the other three upon opening. If I eventually get to being open 7 days a week from 10AM to Midnight I will need to hire somewhere between 8-10 people, more if some are part time. I hope to hire from the neighborhood, people that can bike or walk here.

Biking

We already have all of the city mandated bike racks out front. However, I used to own a bicycle tourism company in NYC and I was also a bicycle mechanic at Machinery Row for a few years. I am connected to the local bicycle community, and I am actively trying to come up with ways to motivate people to bicycle here. I know people always think about parking when they think about businesses, but I chose to open a place in this location primarily because it is one block from the Wingra Creek Bicycle Path. I expect a large percentage of my business will come by bicycle.

Signage

Due to the fact that there are no other restaurants on this stretch of Gilson St we feel that a little neon would go a long way in bringing the block to life visually. We would like to have a professional sign company work with the Zoning to make that work. We have not even talked about what we want or what that would look like. For now, we will simply put a paper sign in the window that has our name and logo.