



Location  
924 Williamson Street

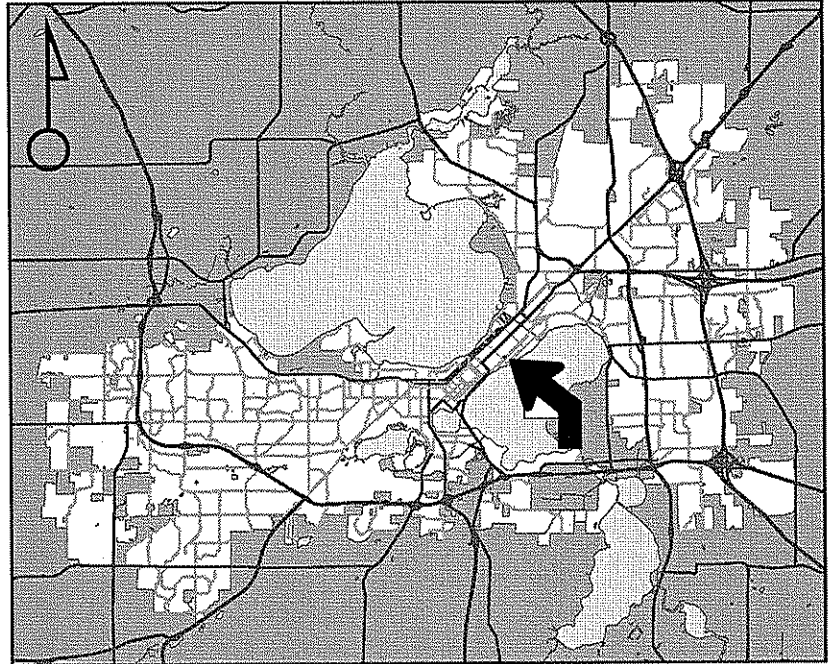
Project Name  
Plan B

Applicant  
Bill Mattison/Rico Sabatini

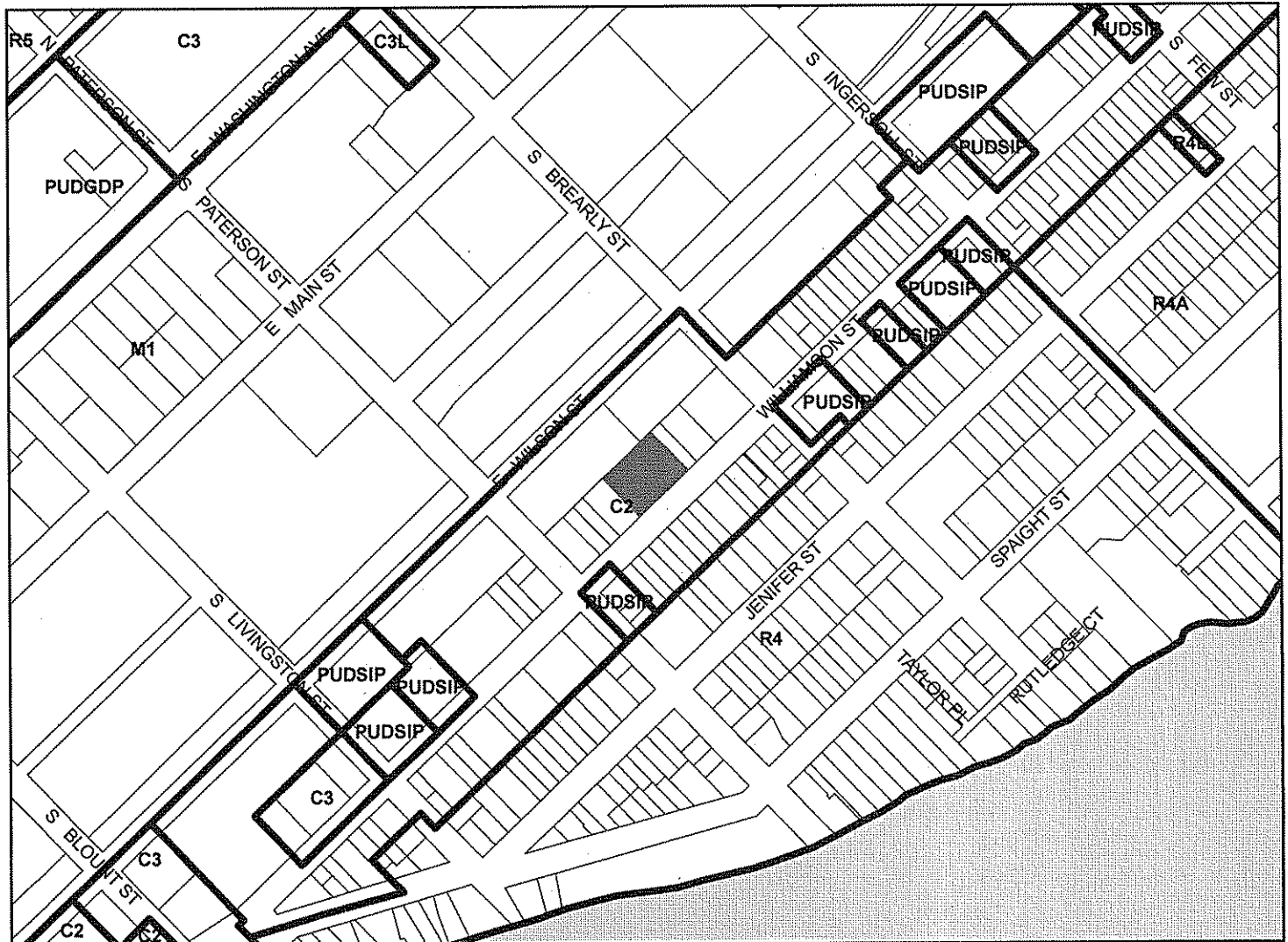
Existing Use  
Vacant Commercial Building

Proposed Use  
Parking Reduction to Allow Establishment  
of a Restaurant/Bar in Existing Building

Public Hearing Date  
Plan Commission  
09 March 2009



For Questions Contact: Kevin Firchow at: 267-1150 or [kfirchow@cityofmadison.com](mailto:kfirchow@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 24 February 2009





# LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html)
- All zoning applications should be filed directly with the Zoning Administrator.

OR OFFICE USE ONLY:	
Amt. Paid	<u>550</u> Receipt No. <u>97504</u>
Date Received	<u>1/21/09</u>
Received By	<u>RPJ</u>
Parcel No.	<u>0709-134-0708-1</u>
Aldermanic District	<u>6-Rommel</u>
GQ	<u>Third Lake Ridge HD.</u>
Zoning District	<u>C2 His</u>
<b>For Complete Submittal</b>	
Application	<input checked="" type="checkbox"/> Letter of Intent <input checked="" type="checkbox"/>
IDUP	<input type="checkbox"/> Legal Descript. <input checked="" type="checkbox"/>
Plan Sets	<input checked="" type="checkbox"/> Zoning Text <input type="checkbox"/>
Alder Notification	<input type="checkbox"/> Waiver <input type="checkbox"/>
Ngrhhd. Assn Not.	<input type="checkbox"/> Waiver <input type="checkbox"/>
Date Sign Issued	<u>1/21/09</u>

1. Project Address: 924 Williamson St. Project Area in Acres: \_\_\_\_\_

Project Title (if any): Plan B

2. This is an application for: (check at least one)

<input type="checkbox"/> Zoning Map Amendment (check only ONE box below for rezoning and fill in the blanks accordingly)		
<input type="checkbox"/> Rezoning from _____ to _____	<input type="checkbox"/> Rezoning from _____ to PUD/ PCD-SIP	
<input type="checkbox"/> Rezoning from _____ to PUD/ PCD-GDP	<input type="checkbox"/> Rezoning from PUD/PCD-GDP to PUD/PCD-SIP	
<input checked="" type="checkbox"/> Conditional Use	<input type="checkbox"/> Demolition Permit	<input type="checkbox"/> Other Requests (Specify): _____

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Corey Gresen & Rico Sabatini Company: Gretisman Investments LLC  
Street Address: 20 W. Blair St. #302 City/State: Madison, WI Zip: 53703  
Telephone: (773) 600-2555 Fax: ( ) Email: Corey@planbmadison.com

Project Contact Person: Rico Sabatini Company: \_\_\_\_\_  
Street Address: 3923 Claire St. City/State: Madison, WI Zip: 53716  
Telephone: (608) 335-2717 Fax: ( ) Email: rico@planbmadison.com

Property Owner (if not applicant): Bill Mattison  
Street Address: 1258 Sherman Ave City/State: Madison, WI Zip: 53704

4. Project Information:

Provide a general description of the project and all proposed uses of the site: The site will be a commercial entertainment venue with food & drink.

Development Schedule: Commencement \_\_\_\_\_ Completion \_\_\_\_\_

**5. Required Submittals:**

- Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
  - 19 **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
  - Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
  - **One (1) copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent: Twelve (12) copies** describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail.
- Filing Fee:** \$ 550 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*

**IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:**

- For any applications proposing demolition of existing buildings, **photos** of the interior and exterior of the structure(s) to be demolished shall be submitted with your application. Be advised that a **Reuse and Recycling Plan** approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits.
- A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate INCLUSIONARY DWELLING UNIT PLAN application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
- A **Zoning Text** must accompany all Planned Community or Planned Unit Development (PCD/PUD) submittals.

**FOR ALL APPLICATIONS:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

**6. Applicant Declarations:**

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
  - The site is located within the limits of the: Comprehension Sub Plan, which recommends: Community mixed-use for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30** days prior to filing this request:
  - List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:

NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.

- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.
 

Planner Kevin Pinchow Date 1-20-09 | Zoning Staff MATT Tucker Date 1-20-09

**The signer attests that this form is accurately completed and all required materials are submitted:**

Printed Name Rigo Subuting Date \_\_\_\_\_

Signature [Handwritten Signature] Relation to Property Owner \_\_\_\_\_

Authorizing Signature of Property Owner William Mattison Date 1-20-09



20. N. Blair Street # 302 Madison, WI 53703

January 20, 2009

#### Madison Plan Commission:

Gretisman Investments is seeking approval for a conditional use parking reduction variance from the Madison Plan Commission.

Gretisman Investments, LLC, (DBA Plan B) seeks to establish Southern Wisconsin's ultimate LGBT experience. Plan B will be an urban escape restaurant/bar, designed to make its guests feel as if they are enjoying a "Big City" experience in the heart of the Midwest. The decor and theme will be centered around clean organic lines and shapes; with a West coast luxury laid-back vibe and an East coast high-end chic. Everyone who walks through Plan B's doors should feel as they are part of Madison's "it" scene.

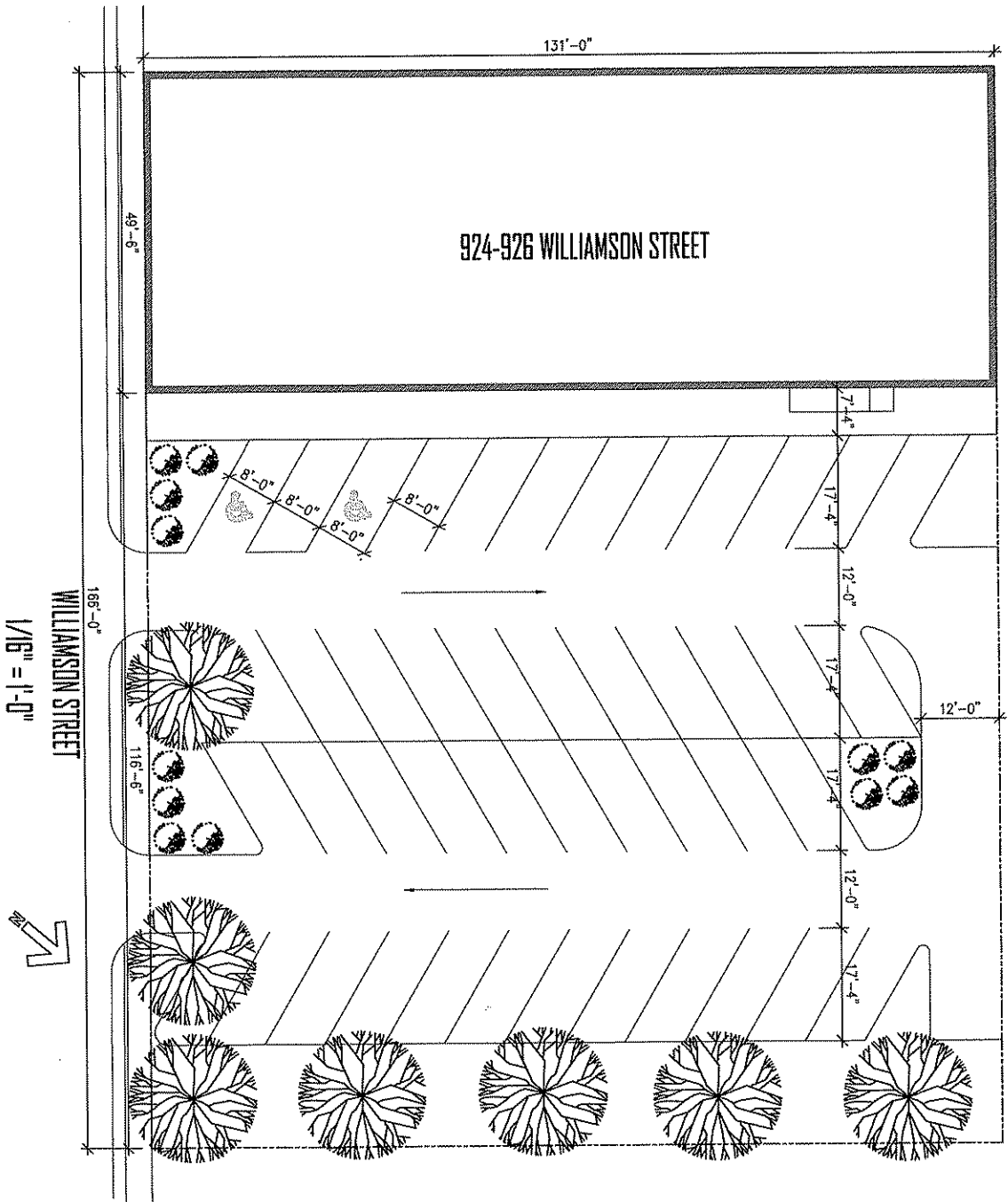
Plan B will be located in a 6,100 square feet building at 924 Williamson Street in Madison, Wisconsin. This historic building will have exposed bricks, raw ceilings, iron beams, and will be designed with urban elements.

Plan B is close to its implantation stage, and has two very experienced and motivated managers/owners that come with years of food industry experience. Incorporated in December of 2006, Corey Gresen and Rico Sabatini have been busily preparing all aspects of Plan B to ensure its opening is a success. An estimated 17 employees will help launch Plan B in Mid spring of 2009. Our hours of operation throughout the week will be 4 pm- 2 am and weekends 11 am – 2 am.

Our capacity Sunday – Wednesday will be 225 and Thursday- Saturday will be 300. These capacity numbers have been negotiated and agreed upon with the Marquette Neighborhood Association. We have plans to extend the current parking lot to accommodate 45 parking stalls, and have other parking agreements in place with Gateway Associates for an additional 60 parking stalls to use parking during the evening hours when they are not in use. We also are close to securing other parking agreements with other parking near the site. Being extremely close to bike paths will affords us the benefits to installing bike racks on the premise to encourage other forms of transportation. In addition to bus lines and cab routes will also be another advantage to the location.

Thanks for time and energy as we move forward.

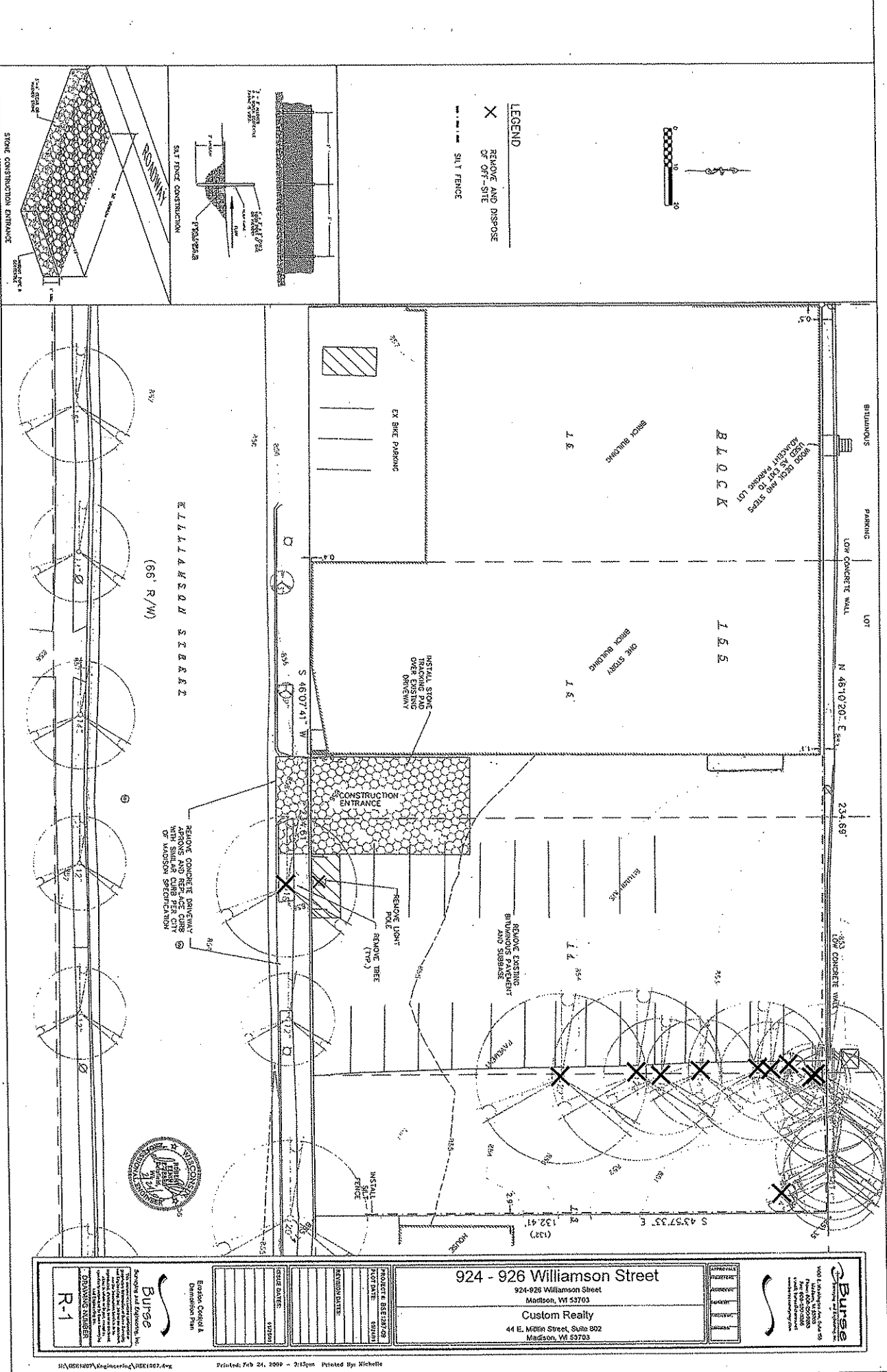
Corey Gresen & Rico Sabatini



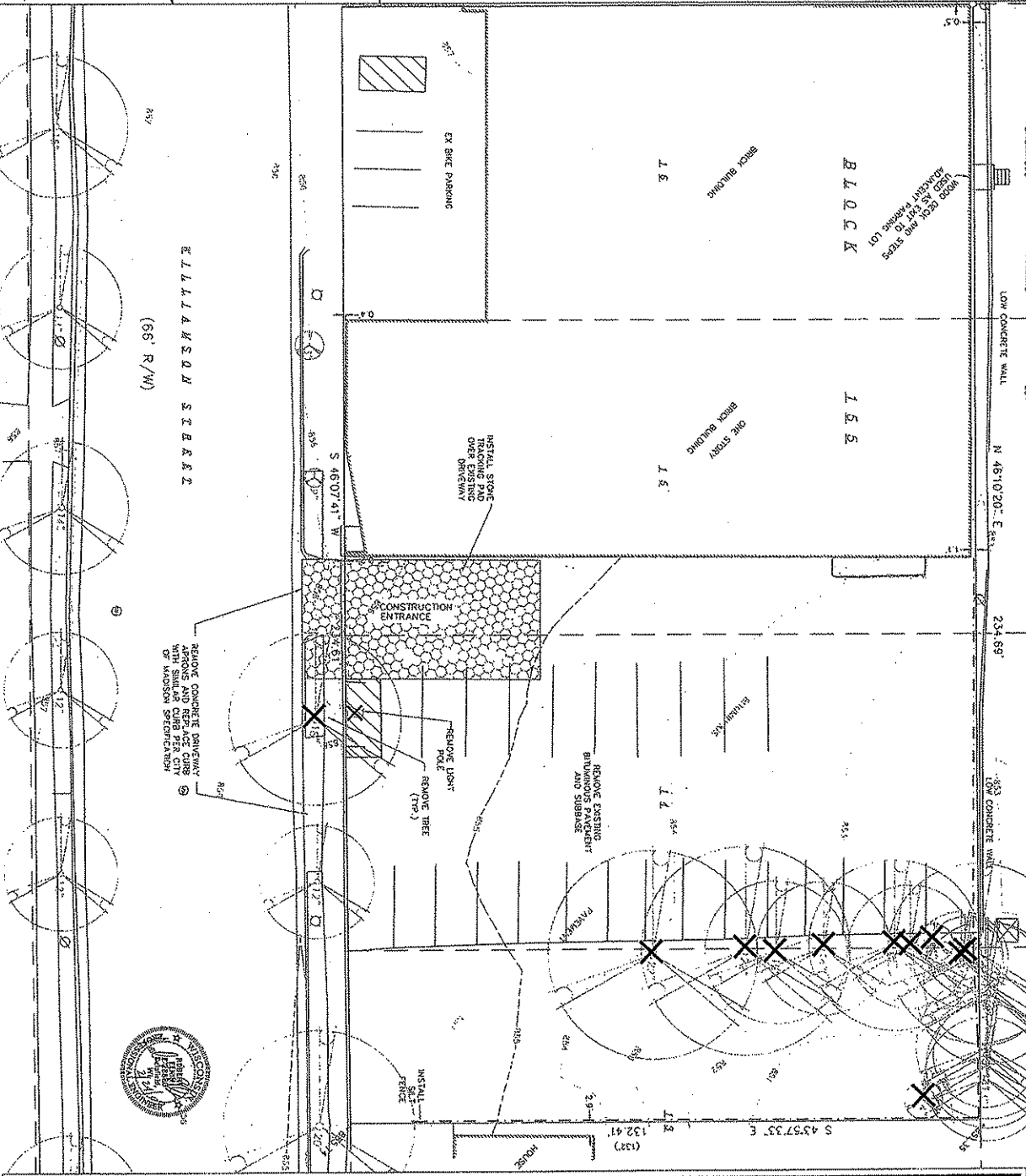
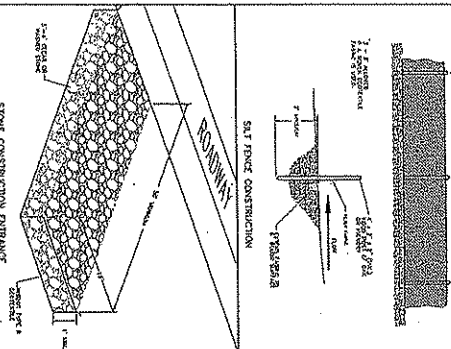
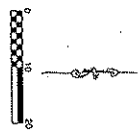
JANUARY 21  
 SITE PLAN



2/22 PLANS CONT.



- LEGEND**
- X REMOVE AND DISPOSE OF OFF-SITE
  - - - - - SILT FENCE



<p>1000 J. Independence, Suite 600 Madison, WI 53703 Tel: 608.277.0322 Fax: 608.277.0323 www.burse.com</p>	<p><b>924 - 926 Williamson Street</b> 924-926 Williamson Street Madison, WI 53703 Custom Realty 44 E. Millin Street, Suite 802 Madison, WI 53703</p>	<p>DATE PLOTTED: 2/24/2010 12:00 PM DATE PLOTTED BY: [blank] DATE PLOTTED BY: [blank]</p>
		<p>PROJECT: 082129-08 TYPICAL: 0101 REVISION: 0101</p>
<p>DATE: 02/24/10 SCALE: 1/8" = 1'-0"</p>	<p>DATE: 02/24/10 SCALE: 1/8" = 1'-0"</p>	<p>DATE: 02/24/10 SCALE: 1/8" = 1'-0"</p>
<p>DATE: 02/24/10 SCALE: 1/8" = 1'-0"</p>	<p>DATE: 02/24/10 SCALE: 1/8" = 1'-0"</p>	<p>DATE: 02/24/10 SCALE: 1/8" = 1'-0"</p>



2/26 LANDSCAPE PLAN

**LANDSCAPE WORKSHEET**  
 Prepared by: [Name] and [Name]  
 Drawing No. [Number]  
 Date: [Date]

1. GENERAL INFORMATION: [Project Name], [Address], [City], [State], [Zip].

2. PROJECT INFORMATION: [Client Name], [Project Description].

3. DESIGN INFORMATION: [Design Type], [Scale], [Date].

4. APPROVALS: [Professional Seal], [Name], [Title], [Date].

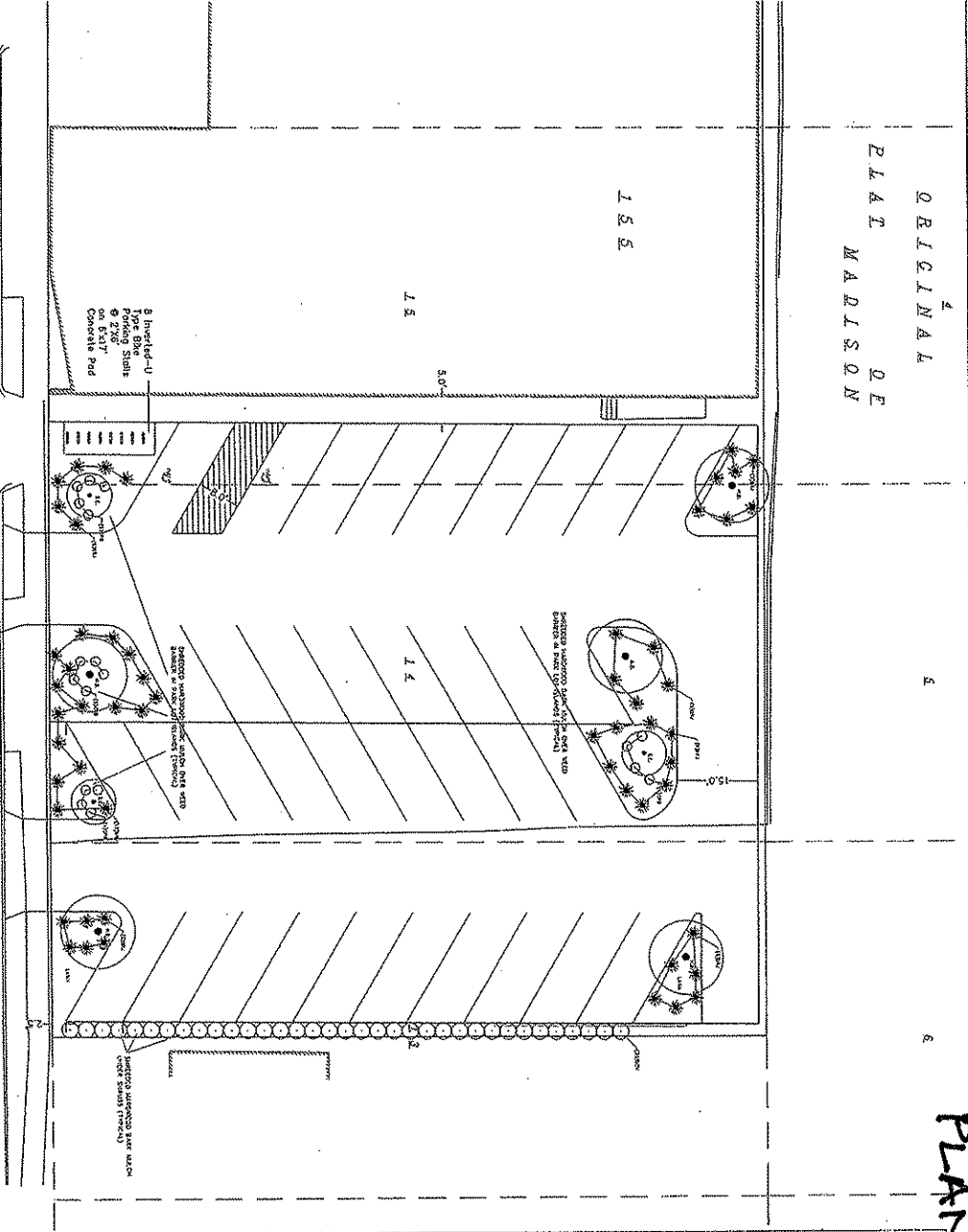
5. NOTES: [Additional Information]

6. MATERIALS: [List of Materials]

7. SPECIFICATIONS: [List of Specifications]

8. LEGEND: [List of Symbols]

9. SCHEDULE: [List of Items]



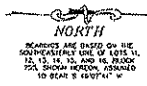
**Burpee**  
Landscape Architecture & Engineering, Inc.  
1400 E. Main Street, Suite 100  
Madison, WI 53703  
Phone: 608.263.8300  
Fax: 608.263.8301  
www.burpee.com

924 - 926 Williamson Street  
924-926 Williamson Street  
Madison, WI 53703  
Custom Realty  
44 E. Millin Street, Suite 202  
Madison, WI 53703

PROJECT #	152-002-02
PROJECT NAME	924-926 WILLIAMSON STREET
CLIENT	CUSTOM REALTY
DATE	02/26/10
DESIGNER	MS/MS
CHECKED BY	MS/MS
DATE	02/26/10
DRAWING NUMBER	LS-1

Landscape Plan

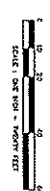
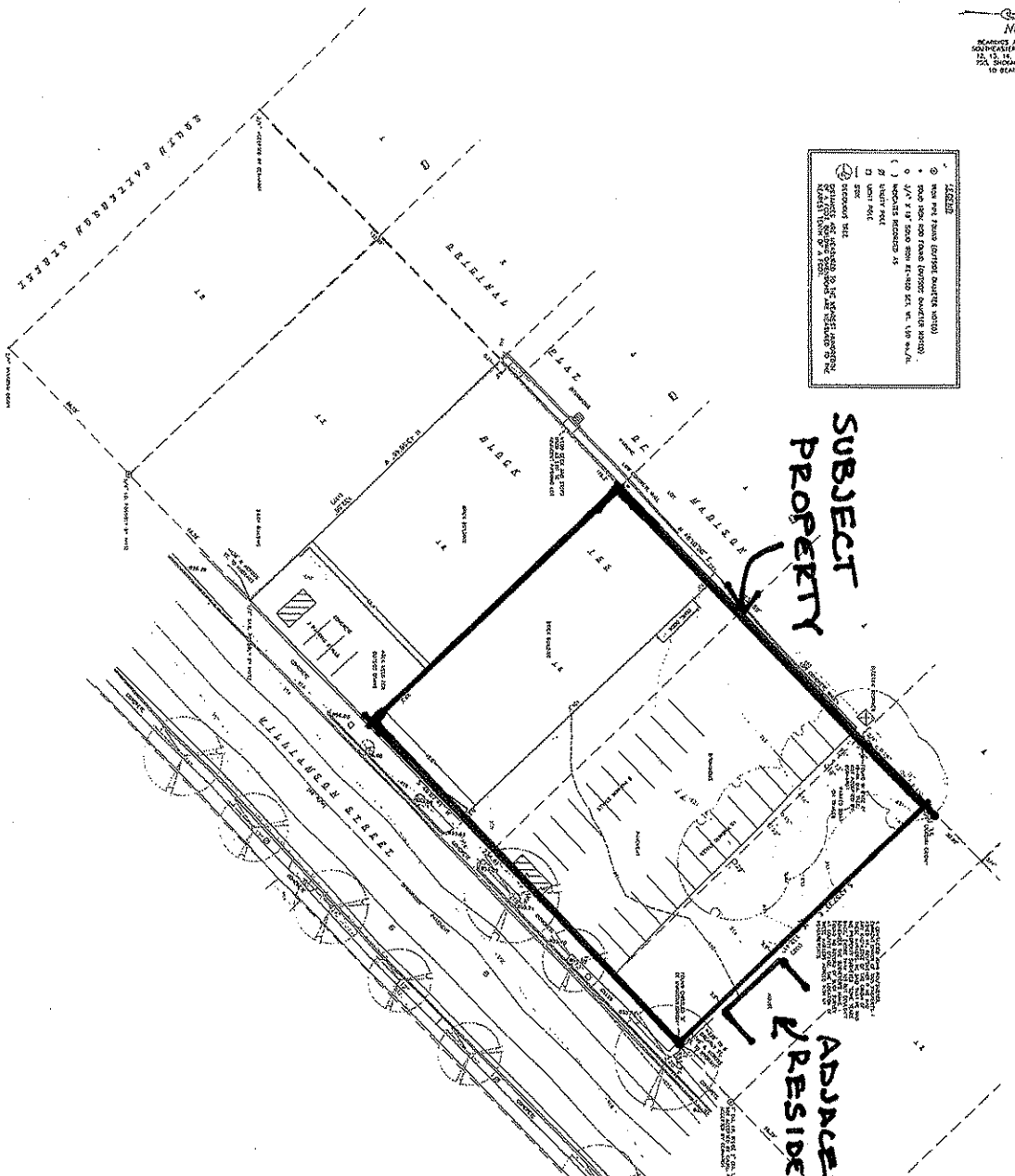
Printed: Feb 24, 2010 - 5:07pm Printed By: hettl



LOTS 14, 15, 16, AND PART OF LOT 13, BLOCK 255, LOCATED IN THE NORTHEAST 1/4 AND THE NORTHWEST 1/4 OF THE SOUTHEAST 1/4, SECTION 13, TOWNSHIP 07 NORTH, RANGE 09 EAST, CITY OF MADISON, DANE COUNTY, WISCONSIN

**EXISTING SITE SURVEY**

- LEGEND**
- ① show new found (offset) quantity (units)
  - ② show new found (offset) quantity (area)
  - ③ 1/4" x 1/4" scale from PL-402-201, W. L. B. & A.
  - ( ) MONUMENT RECORDED AS
  - ④ SURVEY MARK
  - ⑤ CORNER MARK
  - ⑥ RECORDED TITLE
- STIPPLED AREA INDICATES 30% ARCHITECTURAL MATERIAL AND 70% CONCRETE OR STONE



**SUBJECT PROPERTY**

**ADJACENT RESIDENCE (936 WILLIAMSON)**

**NOTES:**

- 1) SHOWS 14 PROPERTY'S SURVEY OF 2001 FOR THE 1/4. THE SURVEY DOES NOT COMPARE TO THE 1/4 SURVEY OF 1997. THE 1997 SURVEY IS THE BASIS FOR THE 2001 SURVEY. THE 1997 SURVEY IS THE BASIS FOR THE 2001 SURVEY. THE 1997 SURVEY IS THE BASIS FOR THE 2001 SURVEY.
- 2) THE 1997 SURVEY IS THE BASIS FOR THE 2001 SURVEY. THE 1997 SURVEY IS THE BASIS FOR THE 2001 SURVEY. THE 1997 SURVEY IS THE BASIS FOR THE 2001 SURVEY.
- 3) THE 1997 SURVEY IS THE BASIS FOR THE 2001 SURVEY. THE 1997 SURVEY IS THE BASIS FOR THE 2001 SURVEY. THE 1997 SURVEY IS THE BASIS FOR THE 2001 SURVEY.
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- 20) THE 1997 SURVEY IS THE BASIS FOR THE 2001 SURVEY. THE 1997 SURVEY IS THE BASIS FOR THE 2001 SURVEY. THE 1997 SURVEY IS THE BASIS FOR THE 2001 SURVEY.

<p><b>BURGE</b> Surveying and Engineering, Inc. 1000 E. Washington Ave., Suite 200 Madison, WI 53703 Phone: 608-261-0000 Fax: 608-261-0001 www.burge.com</p>		<p><b>924 - 926 Williamson Street</b> 924-926 Williamson Street Madison, WI 53703 Custom Realty 44 E. Wilson Street, Suite 802 Madison, WI 53702</p>		<p>PROJECT: 0523004 LOT DATE: 2/2005</p>
<p>DATE: 02/23/05 DRAWING NUMBER: S-1</p>	<p>DATE: 02/23/05 DRAWING NUMBER: S-1</p>	<p>DATE: 02/23/05 DRAWING NUMBER: S-1</p>	<p>DATE: 02/23/05 DRAWING NUMBER: S-1</p>	

**Parking Lot Agreement  
Addendum to Lease for 926 Williamson Street**

It is mutually agreed this 19 day of January 2009 by and between  
Gateway Associates (hereinafter referred to as "Lessor"), \_\_\_\_\_ and  
Citizens Investments LLC (hereinafter referred to as "Lessee").

**1. DEMISED PREMISES:**

Lessor does hereby allow access and parking to the Lessee and its guests and customers ingress and egress access rights for approximately 60 parking spaces, more or less at The Gateway Center, 600-Williamson Street, Madison, WI, from 10:00 p.m. until 3:00 a.m. Thursday, Friday, & Saturday evenings.

**2. TERM:**

The term of the agreement shall run with the lease for 926 Williamson Street, Madison.

**3. INSURANCE:**

The Lessor shall not be responsible for any loss or damage to the Lessee's property. It shall be the responsibility of the Lessee to provide insurance coverage for any of the Lessee's or their client's property which shall be on the premises. Lessor is not responsible for items left in any vehicle parked in the designated space. **Articles left in vehicle are not the responsibility of the Lessor.** Lessee understands and expressly agrees that the Lessor will not be responsible for loss or damage to any vehicle or its contents by fire, vandalism, theft or any other cause, nor for loss, damage or injury by or to other customers or any other individual personal injury of any nature. Lessee expressly acknowledges that the Lessor shall have no duty to provide security, and expressly does not assume any obligation to provide for the security of the parking lot or to protect individuals using the parking lot, or vehicles or property in the parking lot, from criminal activities.

**4. ADDITIONAL OBLIGATIONS AND COVENANTS:**

Lessor shall remove snow and keep clean the demises premises. Lessee shall assist in keeping the parking lot free of liter and debris from its customers and invites.

**5. MISCELLEOUS PROVISIONS:**

The Lessee and the Lessor shall obey all lawful orders, rules and regulations of all governmental authorities.

All notices, requests, demands, or other communications provided for herein shall be in writing.

A. The Lessee and the Lessor shall obey all lawful orders, rules and regulations of all governmental authorities.

B. If Lessor has a new lessee that requires night time parking that conflicts with this agreement, Lessor will have the right to reduce the number of parking spaces available to Plan B to accommodate Lessor's new tenant.

6. **VALET/ATTENDANTS** Lessee affirms his understanding that Lessor does not furnish attendants for the parking of automobiles, and if any employee of Lessor shall, at the request of the Lessee, handle, move, park or drive any vehicle placed in the parking area, then, and in every case, such employee shall be deemed the agent of Lessee, and Lessee, not the Lessor, shall be liable for any loss, damage, injury or expense that may be suffered or sustained in connection therewith or arising from the acts of Lessee or any employee who may be acting as agent of Lessee.
7. **LIABILITY AND INDEMNIFICATION.** Lessee shall defend, indemnify and hold harmless the Lessor, and their employees, and agents against any claims, causes of action, liability, or damages, including reasonable attorneys' fees, for (a) bodily injury or death to any person, and (b) damage to property of any person, including, but not limited to that of the Lessor's or Lessee's agents or employees, resulting directly from, or caused by, the willful misconduct or negligence of Lessee or Lessee's agents or employees.
8. **ATTORNEY'S FEES.** If the Lessor is required to file suit to collect any amount owed it under this Agreement, Lessee shall be responsible for all Lessor's attorney fees used for its prosecution of the suit.
9. **ENTIRE AGREEMENT/AMENDMENTS.** This Agreement constitutes the entire Agreement between the parties, and supersedes any and all previous written or oral agreements or representations between the parties. This Agreement may only be amended in writing signed by both parties.
10. **TOWING.** The parties agree that Lessor shall have the right, without further notice to Lessee or to Lessee's employees or guests, to have towed any vehicle that is parked in the Parking lot illegally or in violation of this agreement. Any vehicle belonging to a Plan B employee, patron, or owner found in Lessee's designated spaces, or in Lessor's lot between 3:30am and 10:00pm on any day of the week will be immediately towed at Lessee's expense.

IN WITNESS WHEREOF, we have set our hands and seals the 19<sup>th</sup> day of JANUARY, 2009.

LESSOR: GATEWAY ASSOCIATES BY: Louis G. Fortis  
LOUIS G. FORTIS

LESSEE: Grishman Investments DBA Plan B Rico Sabatini  
Rico Sabatini