

To: Plan Commission  
 From: Friends Applaud/1602 Near Neighbors  
 Re: CUP Application for Eating Establishment at 1602 Gilson Street  
 Date: April 8, 2026

Occupancy of 1602 Gilson Street by a tasting room in 2018 brought change to the lives of the neighbors in the tree streets area of Bay Creek. Many neighbors appreciate the positive impact this establishment had in this area and are looking forward to the positive addition of the proposed establishment of Friends Applaud. However, neighbors also report at times having been inconvenienced by the noise and parking congestion in an area where houses are located close to the establishment. It is important to note that the neighborhood remains largely unchanged since the last CUP was instituted, and the geometry and therefore the proximity and potential impact of 1602 on its neighbors remains the same.

**Information about the Immediately Surrounding Residential Community**

With the exception of this business and a few low-traffic businesses on Gilson Street, the triangle bounded by Gilson, Beld, and Pine is a low-density, remote residential area—not an industrial district as the applicant’s CUP application states. With Wingra Creek to the south, railroad tracks to the east, and Park Street to the west, near neighbors live in close proximity to one another in modest homes. In fact, the proposed Friends Applaud site’s closest residential neighbors are 25 feet from 1602’s front patio and 70 feet from their proposed sound stage.

**Incomplete/Inconsistent Information (CUP application # 92235, Alcohol application #91041, Entertainment application #91043)**

There are a considerable number of inconsistencies among the CUP application # 92235, Alcohol application #91041, and Entertainment application #91043. The number and type of events (amplified or acoustic) proposed is not specified. Nor is the hour at which events will end consistent. One application talks about the back patio being open until midnight and another says that events will end at a “reasonable” hour. The letter of intent says the amplified patio sound will end at 9PM.

**Chief Differences Between Past Businesses at 1602 Gilson (2017-2025) and Friends Applaud**

According to Friends Applaud’s CUP application, the change they propose to bring to the neighborhood constitutes a major change. We agree. The addition of outdoor dining to the front and back of the establishment and of music, plays/spoken word performances, and comedy are significant.

1. The number of potential occupants increases by about 500% from 80 to 390.
2. The use of the outdoor patio for acoustic and amplified music increases from 4 events a year to all day every day that the establishment is open.

	<b>Friends Applaud</b>	<b>Funk Factory</b> (as specified in the CUP)
<i>Square footage (as stated in CUP app)</i>	4,150 (900 indoors, 3,000 outdoors back, 250 outdoors front)	3,900 (900 indoors, 3,000 outdoors)
<i>Indoor &amp; Outdoor Capacity</i>	Total combined capacity of 390 people 90 people indoors, 300 outdoors	Total combined capacity of 80 people
<i>Indoor &amp; Outdoor Hours</i>	Indoors: 10 – Midnight Outdoors: 10AM – Midnight (CUP app #92235 – no time), Entertainment app #91043 states closing at “reasonable” hours)	Indoors: M – S: (not specified in CUP) Outdoors: M – Su: 10:00 am – 9:00 pm (on event nights, outdoor patio open until 10 PM)
<i>Back Patio</i> *Info compiled from CU app #92235, Alcohol app #91041, Entertainment app #91043 (Apps do not contain all of the same info.)	Rear patio to include outdoor dining, a children’s play area, and possibly a stage for music, DJs, plays/spoken word performances, and comedy, both acoustic and amplified. Location of stage unspecified*  Open 10 AM to various times mentioned Seats 36	Rear patio on the southwest portion of the site to include a fire pit, picnic tables, a children’s play area, and outdoor performance platform (stage). Stage to be located on the northern portion of the outdoor area, facing towards the center of the space.

<i>Front Patio Arrangements</i>	Open 10 AM to 8 PM Seats 22	Open all hours the taproom was open
<i>Amplified Sound</i>	Indoor: 10AM to 11 PM weekends Outdoor: 10AM to 8PM weekdays 10AM to 9PM weekends (Letter of Intent)	Four event dates with amplified sound: <ul style="list-style-type: none"> <li>• Four dates for the outdoor amplified events submitted to the Zoning Administrator no later than 5/25</li> <li>• Rear patio may be open until 10:00 PM for events</li> </ul>
<i>Fire Pit</i>	None proposed (at present)	One approved per MFD

### **Surrounding Community (Tree Street) Concerns**

The primary concern of 1602 Gilson Street’s near neighbors pertains to second-hand noise arising from the all-day everyday ambient music on the outdoor patio and the various events proposed for the back patio sound stage. Also of concern is the noise contributed by the increased occupancy proposed for both indoors and outdoors.

### Noise Concerns

The CUP application introduces the idea that outdoor events will wrap up at either midnight or a “reasonable” hour. The letter of intent states otherwise—that back patio events will end at 8 PM weekdays and 9 PM weekends. However, it proposes to have low-level ambient amplified music at all hours that the back patio is open. Neither application nor letter specifies a number of outdoor events per year. Hours of operation, number of events, sound level, and all hours of amplified sound need to be clearly specified.

It bears noting that the proposed sound stage at the location used by the Funk Factory was 70 feet from the closest homeowner and right under the windows of apartments that border the rear patio. The front patio area is a mere 25 feet from the closest neighbor’s property. Patio noise from both acoustic and amplified events as well as the noise from conversations on both patios can and will be heard by nearby neighbors.

It is also worth noting for comparison:

- 1) Café Coda – 1224 Williamson St – Sound at the property line not to exceed 60 decibels.
- 2) Lazy Jane’s –1358 Williamson St. – Sound to be kept at a level not heard beyond the property line; no outdoor amplified music.
- 3) Gibb’s Bar – 1380 Williamson St. -- Inside music at a reasonable sound level.
- 4) The Ideal -- Atwood Music Hall – 216 Atwood Ave. – No music.
- 5) Lakeside Coffee House – 401 W. Lakeside St. – No outdoor music.

Proposed Solution: The past CUP for this site allowed only 4 amplified events per year, understood as roughly one a month for the summer months; however, nearby neighbors propose some more lenient changes:

- Ambient music for dining to begin at 4 PM and end at 8PM on the back patio.
- Up to one back patio event per month during the summer months of May through August.
- Weekend-only outdoor music events (acoustic and voice events preferred) with some low-volume amplified sound with outdoor sound amplification ending at 9PM.
- All patio sound whether acoustic or amplified must be held to a to-be-established decibel level modeled after the agreed-to sound limit-agreement developed in District 6.

### Summary/Conclusions

Near neighbors support the food/entertainment concept of Friends Applaud and want it to succeed. We believe in supporting new businesses and making room for them in our community. However, we do not support taking a wait-and-see approach about the impacts of the patios or proposed ambient and amplified sound and events. The details of Friends Applaud’s patios and their compliance with the city’s standards of approval for CUPs are still unclear and in flux in the CUP application.

Given neighbors’ concerns about the noise pollution that could result from the sound stage and patios, we urge a referral on this CUP application until there is more solid information from Friends Applaud about what they plan to do. Because CUP must include mandatory specific requirements whose purpose is to set limits and to protect

existing neighboring uses and enjoyments of residential properties (among others)—all details about how, when, and where Friends Applaud will operate need to be worked out and laid forth in writing in detail before a CUP is granted.

Therefore we propose referring the decision on this CUP application for a period of 2 to 3 months, during which time the proprietors of Friends Applaud and the city meet to work out an effective plan for integrating the new establishment into the community while respecting and protecting neighbors' uses and enjoyments of their nearby properties. After these details have been worked out, the applicant's CUP application can return to Plan Commission for a decision. Neighbors will be kept in the loop on this process.

According to the applicant's Letter of Intent, he is willing to work with neighbors to "find a good compromise to my events." That is encouraging and will ensure the endorsement and patronage of the nearby neighbors for years to come.

In summary, we urge:

1. All patio and stage use will end at 9 PM or earlier.
2. There may be evening amplified events on Fridays and Saturdays during the months of June, July and August in addition to the dinner ambient sound (low-level amplified or acoustic) from 4 PM – 9 PM.
  - Events on weekends must not exceed reasonable noise levels (about 70 decibels).
  - Near neighbors, working with city staff and the alder, will establish guidelines for decibel level based on those created in other neighborhoods, such as in District 6.
3. Weekday use of the stage from 4 PM to 8PM is allowed for quiet ambient acoustic dining music.

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3. Weekday use of the stage from 4 PM to 8PM is allowed for quiet ambient acoustic dining music.

Constance Juday 521 Cedar St

Heather Watts, 521 Cedar St.

Karl Kendrick 1502 Gilson St — NEXT DOOR  
~~Karl Kendrick~~

Dawn Ling 602 Pine St.

~~Dawn Ling~~

Debbie Thorp 602 Pine St

~~Debbie Thorp~~

Laura Zingible 512 Pine St

~~Laura Zingible~~

Lilah Summerbell 512 Pine St

~~Lilah Summerbell~~

Elizabeth Snodgrass 504 Pine St

~~Elizabeth Snodgrass~~

**From:** [L L J Z](#)  
**To:** [Punt, Colin](#)  
**Subject:** Re: Letter regarding CUP for 1602 Gilson St.  
**Date:** Thursday, April 9, 2026 11:59:45 AM

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Hello again,

Here is the list of names and addresses in case any of the handwriting on the photo is difficult to read:

Constance Juday 512 Cedar St.  
Heather Watts-512 Cedar St.  
Karl Kendrick -1502 Gilson St.  
Dawn Line-602 Pine St  
Debbie Thorp-602 Pine St  
Laura Zirngible-512 Pine St  
Lilah Summerbell-512 Pine St  
Elizabeth Snodgrass-504 Pine St.

Laura

On Thu, Apr 9, 2026 at 9:51 AM L L J Z <[jollygiants@gmail.com](mailto:jollygiants@gmail.com)> wrote:

Good morning Colin,

Here are the signatures from last night. Let me know if this works or if you prefer I scan all three pages together and re-send.

Thank you,

Laura

On Wednesday, April 8, 2026, Punt, Colin <[CPunt@cityofmadison.com](mailto:CPunt@cityofmadison.com)> wrote:

Just to confirm – does Laura want this posted to the Legislative File?

Colin Punt, AICP (he, him, his)

Planner - City of Madison Planning Division

[cpunt@cityofmadison.com](mailto:cpunt@cityofmadison.com) |608.243.0455

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**From:** Kitchel, Lisie E - DNR <[Lisie.Kitchel@wisconsin.gov](mailto:Lisie.Kitchel@wisconsin.gov)>

**Sent:** Wednesday, April 8, 2026 3:30 PM

**To:** Punt, Colin <[CPunt@cityofmadison.com](mailto:CPunt@cityofmadison.com)>

**Cc:** Laura Zirngible <[jollygiants@gmail.com](mailto:jollygiants@gmail.com)>; Carrie Rothburd <[crothburd@gmail.com](mailto:crothburd@gmail.com)>; Kitchel, Lisie E - DNR <[Lisie.Kitchel@wisconsin.gov](mailto:Lisie.Kitchel@wisconsin.gov)>

**Subject:** Letter regarding CUP for 1602 Gilson St.

**Importance:** High

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Colin, I have been asked on behalf of Laura Z. to send you this letter regarding the CUP for 1602 Gilson.

She is unable to send it at this time, and wanted to ensure you received it sooner than later.

She will be sending along her signature and that of other neighbors this evening or tomorrow.

I appreciate your receipt of this letter on behalf of Laura Z., let me know if you have any questions or would like additional information.

Lisie Kitchel

608-220-5180

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Laura Zirngible  
EXP Realty LLC  
608-669-8512

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608-669-8512