



# City of Madison

## Conditional Use

Location  
222 West Washington Avenue

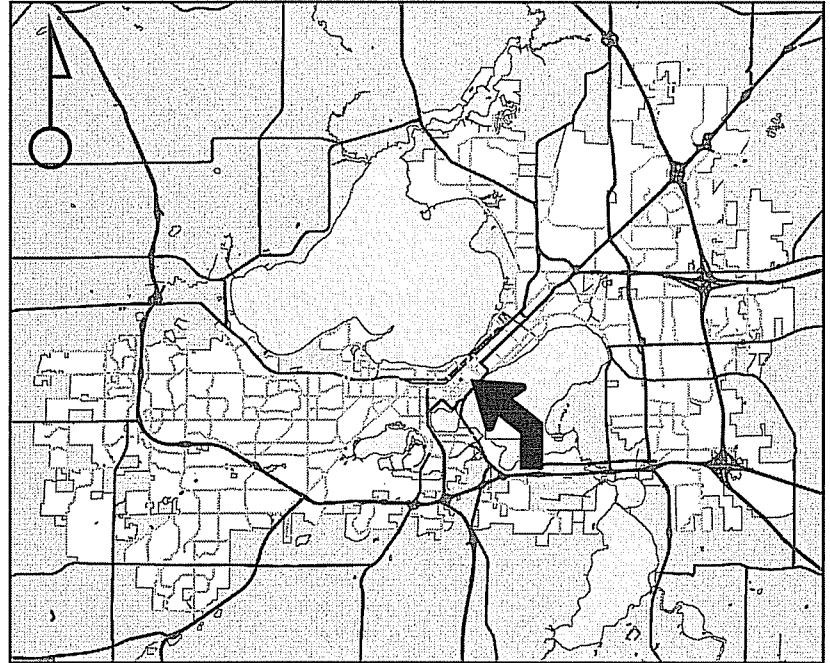
Project Name  
Bluephie's Downtown  
Outdoor Eating Area

Applicant  
Fiore Companies/Bill Horzuesky -  
Bluephies Downtown Deli

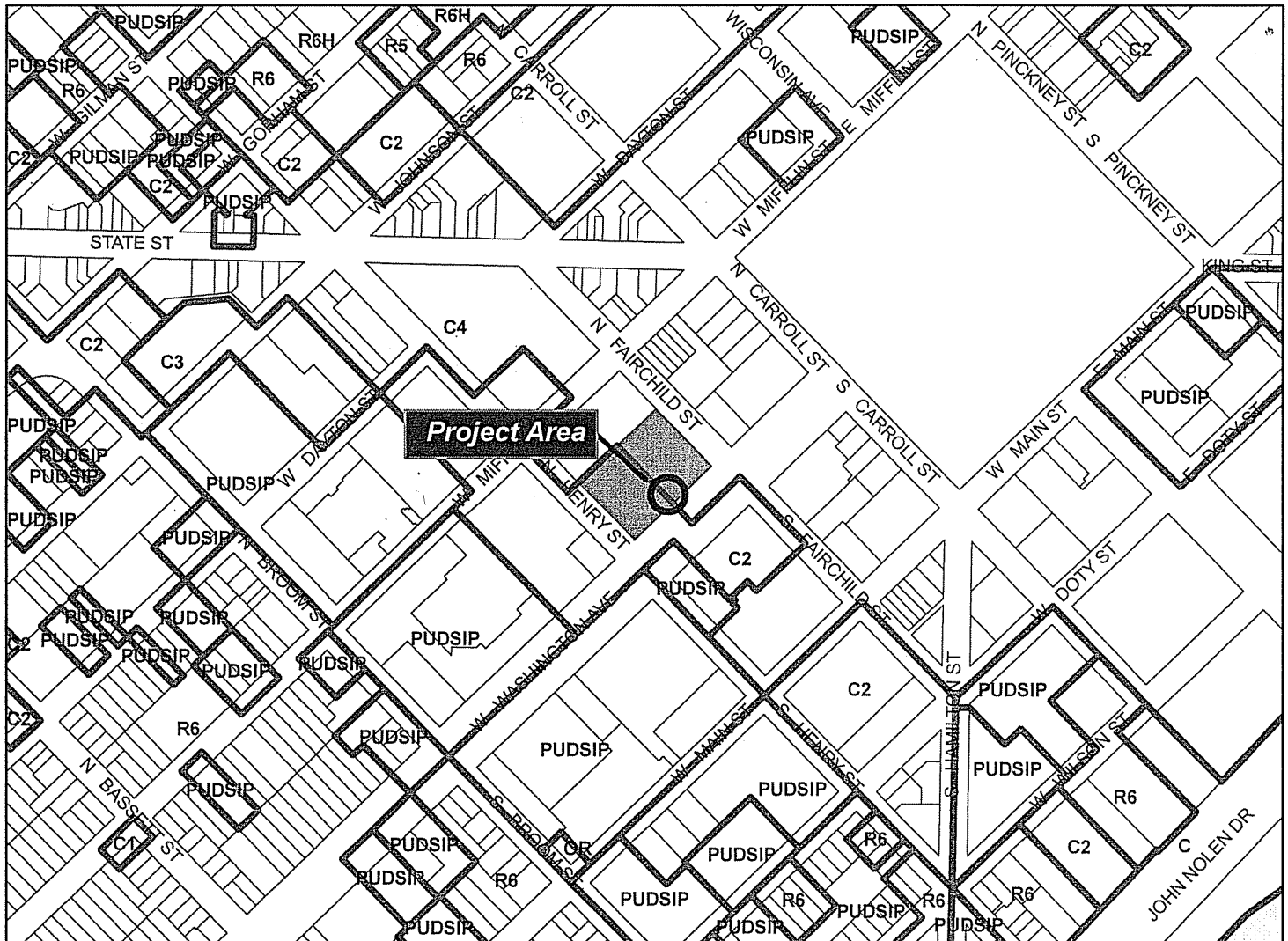
Existing Use  
Building entryway/patio

Proposed Use  
Establish outdoor eating area  
for restaurant

Public Hearing Date  
Plan Commission  
20 June 2011

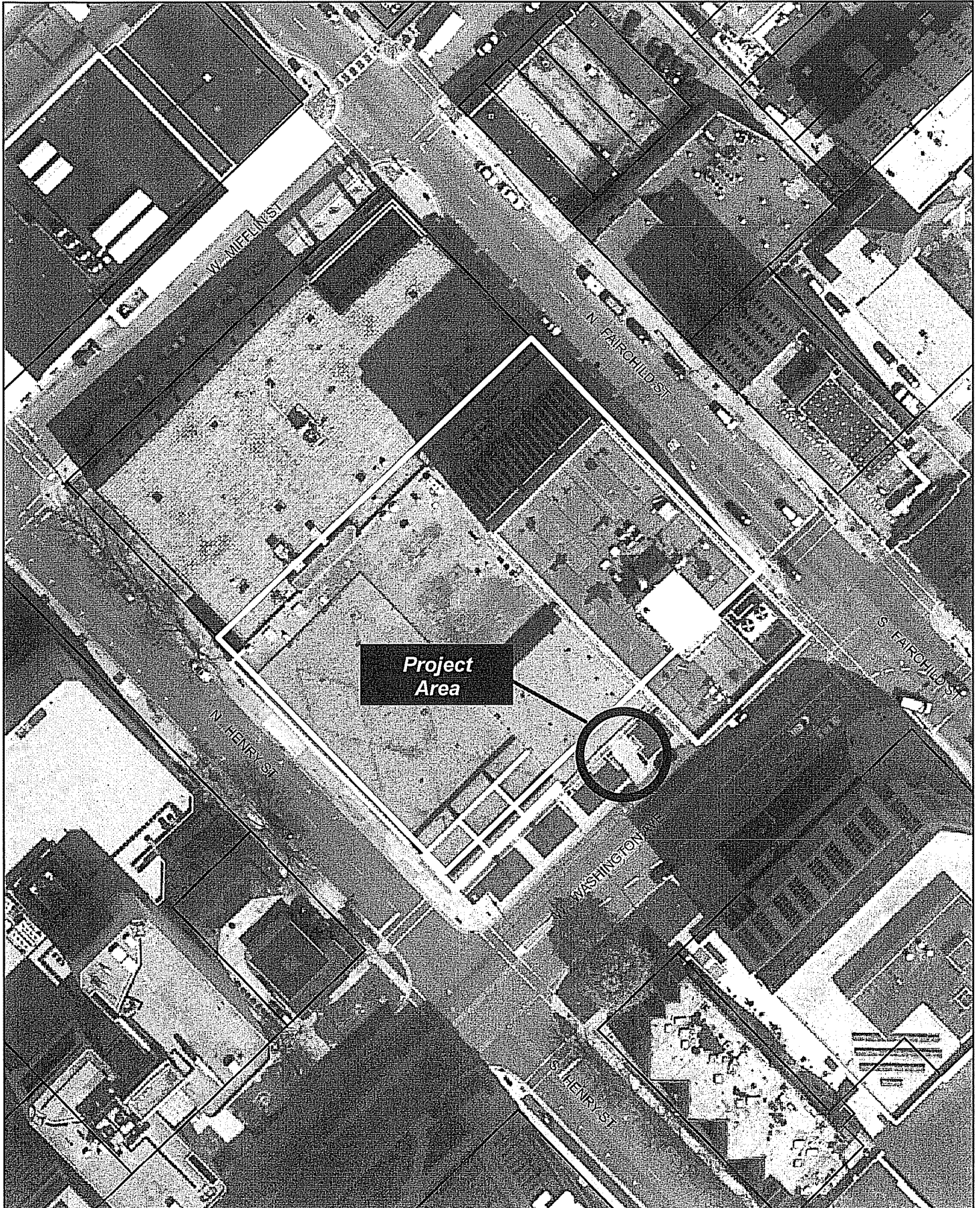


For Questions Contact: Kevin Firchow at: 267-1150 or [kfirchow@cityofmadison.com](mailto:kfirchow@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 06 June 2011



Date of Aerial Photography : Spring 2010



# 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 Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid	<u>550</u> Receipt No. <u>120243</u>
Date Received	<u>5/11/11</u>
Received By	<u>PPA</u>
Parcel No.	<u>0709-231-0801-7</u>
Aldermanic District	<u>4 MIKE VERVEER</u>
GQ	<u>o.k.</u>
Zoning District	<u>C2/C4</u>
For Complete Submittal	
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"/>
Ngrhd. Assn Not.	<input type="checkbox"/> Waiver <input type="checkbox"/>
Date Sign Issued	<input type="checkbox"/>

1. Project Address: 222 W. WASHINGTON AVE Project Area in Acres: \_\_\_\_\_  
SUITE 30

Project Title (if any): \_\_\_\_\_

2. This is an application for: Outdoor Seating at Blueprints Downtown Deli

**Zoning Map Amendment** (check the appropriate box(es) in only one of the columns below)

<input type="checkbox"/> <b>Rezoning to a Non-PUD or PCD Zoning Dist.:</b> Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____	<b>Rezoning to or Amendment of a PUD or PCD District:</b> <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP <input type="checkbox"/> Amended Gen. Dev. Plan <input type="checkbox"/> Amended Spec. Imp. Plan
<input checked="" type="checkbox"/> <b>Conditional Use</b>	<input type="checkbox"/> <b>Demolition Permit</b>
<input type="checkbox"/> <b>Other Requests (Specify):</b> _____	

**3. Applicant, Agent & Property Owner Information:**

Applicant's Name: Bill Horzewsky Company: Blueprints Downtown Deli  
 Street Address: 222 West Washington City/State: Madison WI Zip: 53703  
 Telephone: (608) 231-3663 Fax: ( ) Email: bhorzewsky@fighting.com

Project Contact Person: \_\_\_\_\_ Company: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: ( ) Fax: ( ) Email: \_\_\_\_\_

Property Owner (if not applicant): Five Companies  
 Street Address: 150 E. Gilman City/State: Madison WI Zip: 53701

**4. Project Information:**

Provide a brief description of the project and all proposed uses of the site: To add 5 tables and 20-24 seats for outdoor seating

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:
  - **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 including, but not limited to: 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. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- +  **Filing Fee: \$550** See the fee schedule on the application cover page. Make checks payable to: *City Treasurer*.
- +  **Electronic Submittal:** 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 Adobe Acrobat PDF files 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 unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

**In Addition, The Following Items May Also Be Required With Your Application:**

- For any applications proposing demolition or removal of existing buildings, the following items are required:
  - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
  - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
  - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- A **Zoning Text** must accompany all Planned Community or Planned Unit Development (PCD/PUD) submittals.

**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: COMPREHENSIVE PLAN Plan, which recommends: \_\_\_\_\_ for this property.
- +  **Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing 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 and Planning Division staff; note staff persons and date.

Planning Staff: KEVIN FIECHAW Date: 3/24/2011 Zoning Staff: PAT ANDERSON Date: 3/24/2011

- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

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

Printed Name Bill Horzuch Date 5-11-11  
 Signature [Signature] Relation to Property Owner tenant

Authorizing Signature of Property Owner [Signature] Date 5-11-11

Effective April 27, 2009

Stacy M. Nemeth  
 Senior V.P. Fioreco.  
 Insect Washington Associates LLC

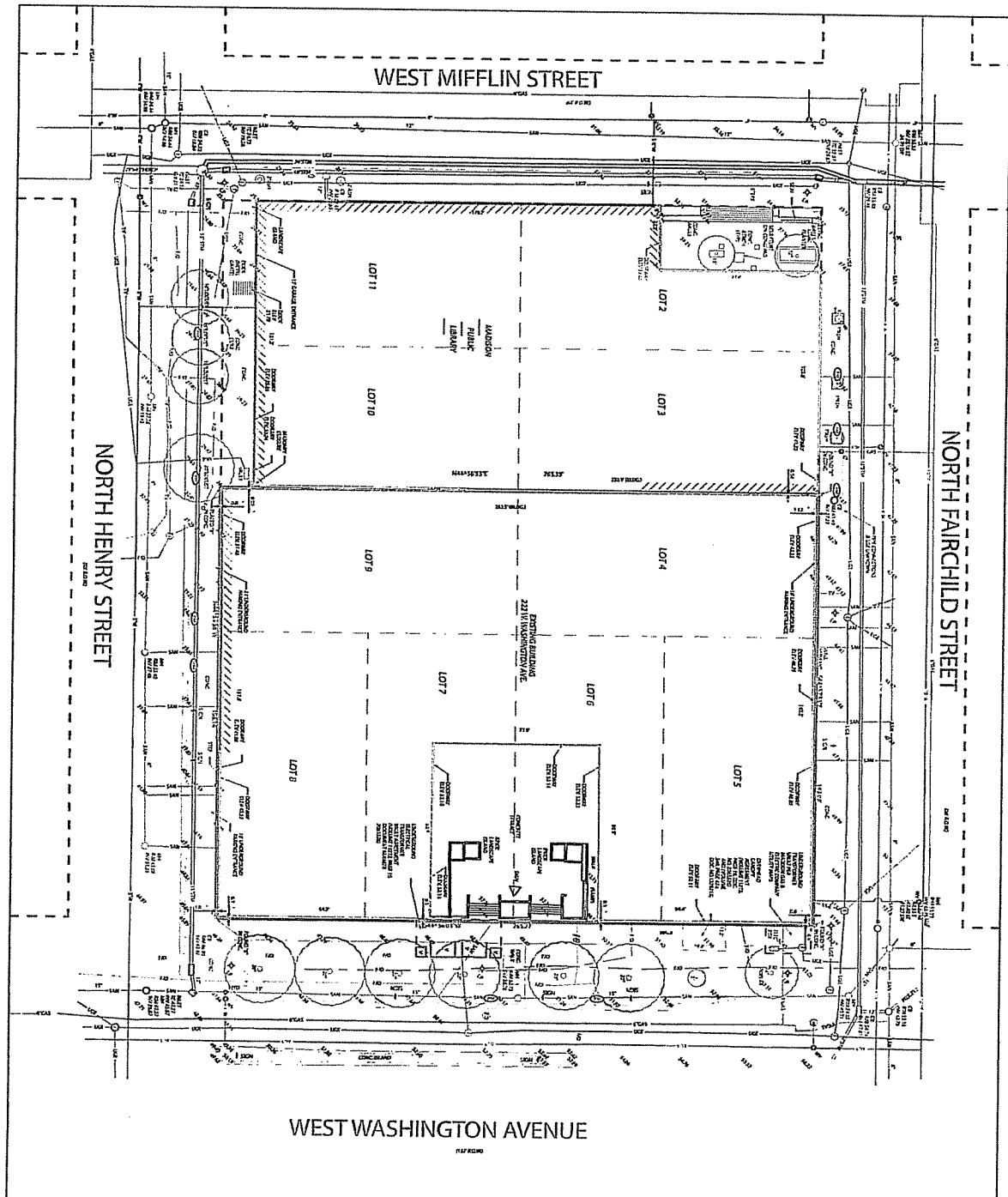
## Outdoor seating at Bluephies Downtown Deli

Bluephies Downtown Deli, located at 222 West Washington opened April 25, 2011.

We currently have a seating capacity of 44 people. We would like to add 6 tables and 24 chairs to our restaurant. Our hours of operation are Monday through Friday

7am to 3 pm. We might possibly open on Saturdays for Farmers Market. The aluminum patio tables and chairs will be brought in at the end of business each day.

Thank you for the time in considering this proposal.



ARCHITECTURAL SURVEY  
 222 W. WASHINGTON AVE.  
 BLOCK 45 & 1788 1/2  
 NE 1/4 OF THE LAMP  
 SEC. 23 T1N18E  
 CITY OF MADISON  
 DANE COUNTY WISCONSIN

LEGEND

- WORKING DRAWING
- UNDERGROUND UTILITIES
- UNDERGROUND WATER
- UNDERGROUND ELECTRIC
- UNDERGROUND TELEPHONE
- UNDERGROUND GAS
- UNDERGROUND SANITARY
- UNDERGROUND SEWER
- UNDERGROUND CABLE
- UNDERGROUND FIBER OPTIC
- UNDERGROUND DRAINAGE
- UNDERGROUND CONDUIT
- UNDERGROUND DUCT
- UNDERGROUND TRENCH
- UNDERGROUND TUNNEL
- UNDERGROUND PIPE
- UNDERGROUND CULVERT
- UNDERGROUND STRUCTURE
- UNDERGROUND WALL
- UNDERGROUND FLOOR
- UNDERGROUND CEILING
- UNDERGROUND ROOF
- UNDERGROUND FOUNDATION
- UNDERGROUND STRUCTURE
- UNDERGROUND WALL
- UNDERGROUND FLOOR
- UNDERGROUND CEILING
- UNDERGROUND ROOF
- UNDERGROUND FOUNDATION

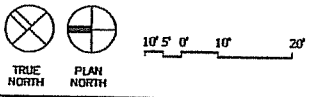
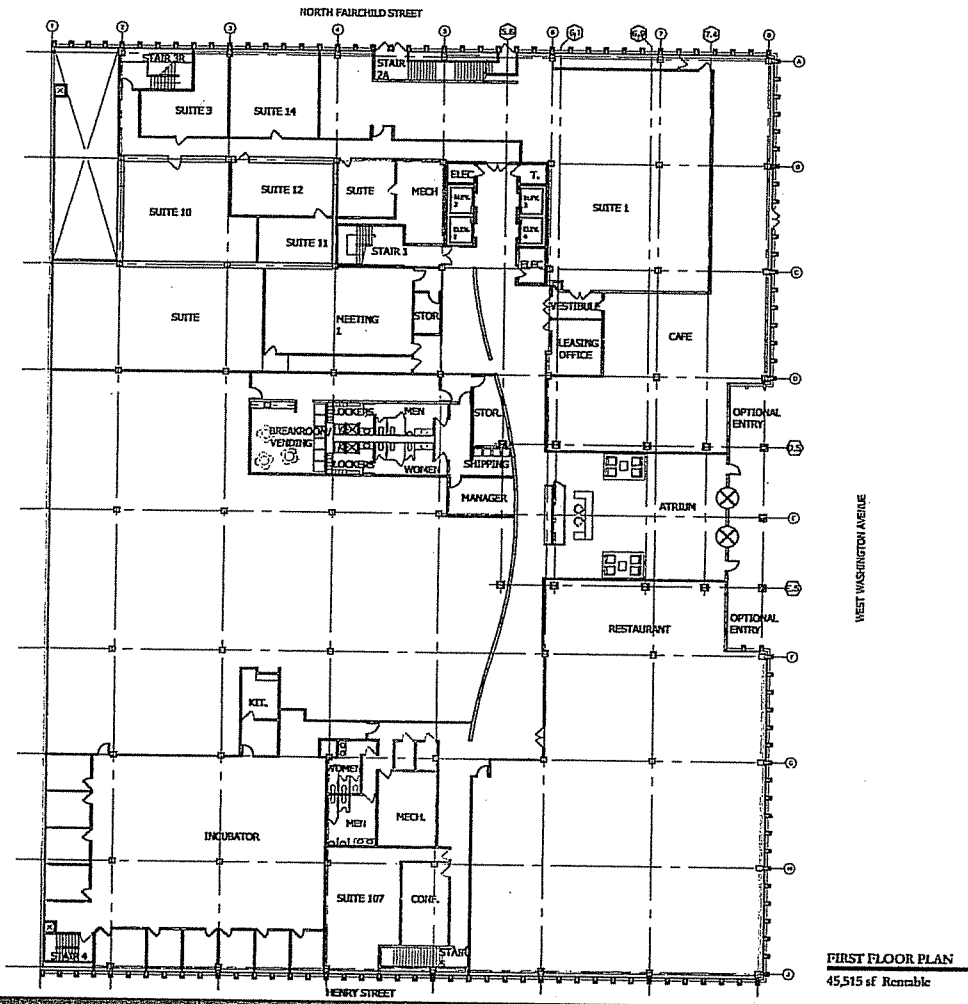
NOTES

1. All dimensions are in feet and inches.
2. All dimensions are to the center of the line unless otherwise noted.
3. All dimensions are to the center of the line unless otherwise noted.
4. All dimensions are to the center of the line unless otherwise noted.
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10. All dimensions are to the center of the line unless otherwise noted.
11. All dimensions are to the center of the line unless otherwise noted.



Scale: 1" = 20'

DATE: 11/11/11



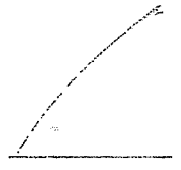
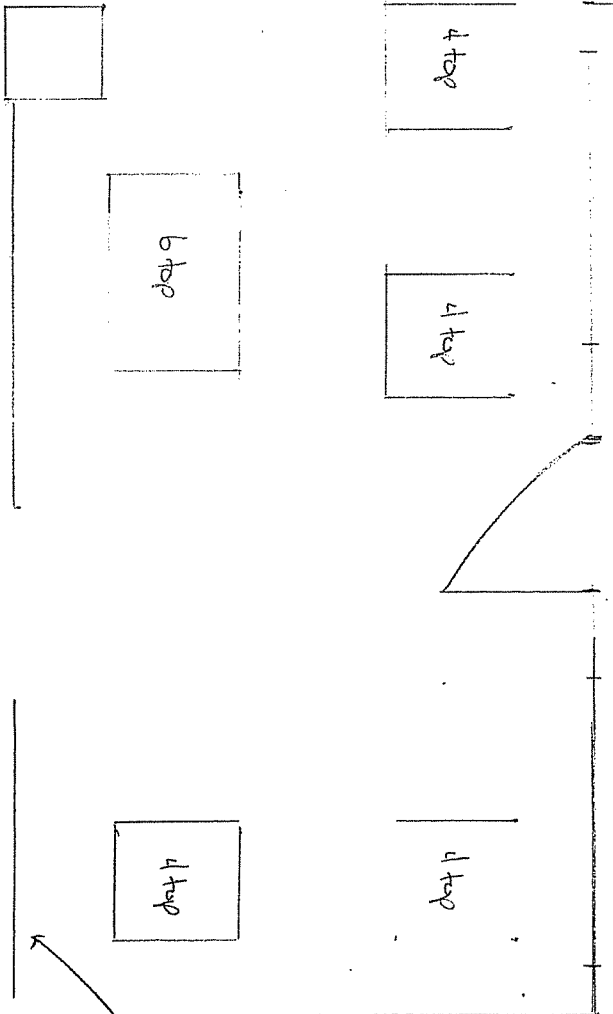
**FIRST FLOOR PLAN**  
45,515 sf Remble

**Fiore Companies, Inc.**  
150 East Gilman Street  
Madison, Wisconsin 53703  
(608) 255-5060

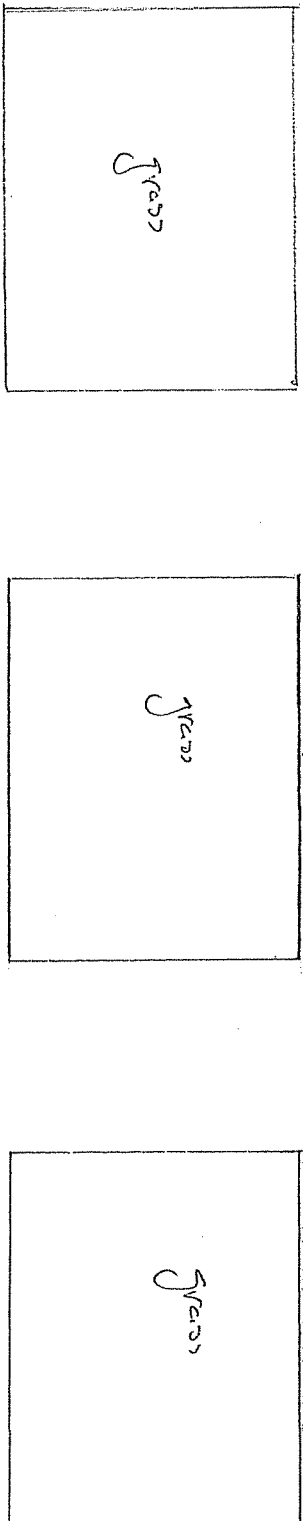
**Network 222**  
222 West Washington Avenue  
Madison, Wisconsin

**HA**  
Architects | Engineers | Planners  
Howard, Gray and Associates, Inc.  
130 West Wells Street • Suite 100  
Milwaukee, Wisconsin USA 53203-4629  
Telephone 414.279.8282 Facsimile 414.279.2724

Blackburn Davenport Deli

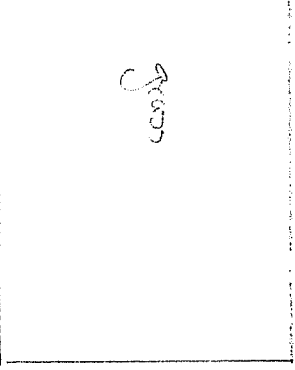


Side walk



Encasement

4.20 ft. (0.20 ft. for)





## Anderson, Patrick

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**From:** Bill Horzuesky [BHorzuesky@foodfightinc.com]  
**Sent:** Wednesday, May 11, 2011 10:32 AM  
**To:** Anderson, Patrick  
**Subject:** FW: bluephies downtown deli at 222 west washington

Pat,  
Here is the support letter from Adam Plotkin from the neighborhood.

Bill

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**From:** "Adam J. Plotkin" <[plotkinaj@gmail.com](mailto:plotkinaj@gmail.com)>  
**Date:** Thu, 24 Mar 2011 19:43:43 -0500  
**To:** Microsoft Office User <[bhorzuesky@foodfightinc.com](mailto:bhorzuesky@foodfightinc.com)>  
**Cc:** "[district4@cityofmadison.com](mailto:district4@cityofmadison.com)" <[district4@cityofmadison.com](mailto:district4@cityofmadison.com)>, Melanie Horzuesky <[mhorzuesky@foodfightinc.com](mailto:mhorzuesky@foodfightinc.com)>, "[jhutch@fontanasports.com](mailto:jhutch@fontanasports.com)" <[jhutch@fontanasports.com](mailto:jhutch@fontanasports.com)>  
**Subject:** Re: bluephies downtown deli at 222 west washington

Bill,

I think that all sounds great. I don't see any reason not to support the application. If Ald. Verveer is agreeable I could support waiving the time frame.

Thank you,  
Adam

On Mar 24, 2011 5:36 PM, "Bill Horzuesky" <[BHorzuesky@foodfightinc.com](mailto:BHorzuesky@foodfightinc.com)> wrote:

Good afternoon gentlemen,

My name is Bill Horzuesky, executive chef and managing partner of Bluephies. We are very excited to inform you of our upcoming opening in the Network 222. Bluephies has been serving our guest for almost 16 years from our location on Monroe Street and also a café in an office building on Gilman Street for almost 2 years. Construction on our upcoming space started last week and is slated to be completed by April 15<sup>th</sup>. I am sending you this email asking for your support in our hopes to have an outdoor seating area. The location of this space will be set back away from the sidewalk, on the buildings property. I met with Kevin Firchow and Pat Anderson from the Planning and Zoning staff. They gave me your email addresses and asked us to contact all of you.

Alder Vaveer, I was informed we needed to send a notice of presentation earlier than this. I was informed you could grant a waiver to this step. I would greatly appreciate your consideration in that matter. I was not aware of the timeline for this process. We have contacted Warren Hansen and he informed us that due to the location of the seating, it fell in the Planning and Zoning scope of work.

I have also received the paper work to fill out for the capacity expansion approval that I plan on submitting Monday morning. I will also be in contact with John Leach from City Traffic and Bill Sullivan from Madison Fire Department, to inquire about possible gating or barriers they may require.

Our plan is to add about 24 seats at 6 tables in the space that is under the buildings canopy. We are planning on contemporary tables and chairs for seating.

Bluephies Downtown Deli will be open 8am until 3pm serving pastries, salads, sandwiches and desserts. We will not be serving any beer, wine or alcohol. The focus of this restaurant is to serve the downtown area fun and good food at an affordable price.

I appreciate your attention in this matter and I look forward to seeing you in the restaurant!

Respectfully,

Bill Horzuesky

608-231-3663