

December 16th, 2024

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635

RE: 7-Brew – 3915 Lien Rd, Madison, WI 53704 (Parcel # 081033209257)

To Whom it May Concern:

Please accept this Letter of Intent to apply for the proposed Seven Brew Coffee development.

A. Project Description

Brew 4 You, LLC, doing business as 7 Brew, and Plaza Street Fund 350, LLC, doing business as Plaza Street Partners, LLC are proposing a Land Use (LUA) Application and an Urban Design Commission (UDC) Application for a Site Plan ("SP") for a parcel of land containing approximately 0.826 acres located at the southeast of E Washington Ave (portion of Lot 1, CSM 983) ("Site") in the city of Madison, Wisconsin ("City"). The property is situated in Section 33, Township 8 North, Range 10 East, City of Madison, Dane County, Wisconsin 53704. It is bound on the north by E Washington Ave, on the east by Mobil Gas Station, on the south by the Hotel The Point on Washington, and to the west by a vacant lot where a new car wash will be built. A vicinity map is included in Appendix A for reference.

The Site is currently vacant, being used as the hotel parking lot. The new proposed use comprises of a new Seven Brew Coffee kiosk with a drive-thru, a remote walk-in cooler, and a dumpster enclosure. The main building structure is 1,443.44 sq. ft., being 715.59 sq. ft. on the main floor and 727.85 sq. ft. on the second floor (101.7% of the main area). The development includes a double drive-through covered by the second story, providing service with two menu boards for more efficient customer service, a dumpster enclosure, 10 parking spaces, being 1 ADA, and landscaped areas. The main car access is proposed from an internal drive connected to Lien Road, and sidewalks will provide connections to pedestrian and bike access from E Washington Ave and to the hotel.

B. Public Benefit

The Site is located along the major corridor of the City of Madison and the proposed improvements will greatly improve the appearance and use of the property to better serve the surrounding community. The development will incorporate high-quality materials and landscape design to accentuate the character of the City. The future business created by the proposed Site Plan will also result in the creation of a minimum of 40 jobs and sales tax benefits for the City.

Although 7 Brew is a national brand, they are owned and operated by a local franchisee. The brand also emphasizes the importance of kindness and community as a pillar of their mission. 7 Brew will participate with local charities and fundraisers to create awareness and promote community engagement and promote Fun Community Engagement & Promotional Marketing. More information can be found at <https://7brew.com/heroes/>.

C. Operations

The proposed hours of operation are Sunday-Thursday 5:30am - 10pm; and Friday-Saturday 5:30am - 11pm. Peak Hours are in the morning from 7am-10am. The service time is a maximum of 4 minutes from order to pick up, and employees greet customers at their cars with iPads to take their orders for a friendlier service. Two drive-thru lanes and the ordering system create an efficient method of delivery and service to customer to prevent long wait times and reduces car stacking. Seven Brew will have a maximum number of 10-12 employees per shift for the first few months, and 5-8 once the team is fully trained.

D. Project Compliance, Compatibility, and Impact

The Site is designated as CC-T with Transit Oriented Development (TOD) Overlay District per the City of Madison Zoning Map. A link to this map is included in Appendix A for reference. The TOD establishes site standards for Automobile Infrastructure that require drive-thru to be “located under the building covered by upper floors” to reduce the area and impact caused by car structures and promote more pedestrian and bike-friendly access as well as quality public transit. The proposed Site Plan aligns with the City’s objective by addressing all requirements for building and site plan standards, providing sidewalk connections and bike racks.

It is not anticipated that the Site will have any adverse impacts on public facilities, including fire, police, sanitation, roads, parks, or schools.

There are no known water features, wetlands, or wildlife habitats located within the Site.

Brew 4 You and their development team will adhere to the City of Madison Land Use Code and specific requirements applicable to the subject applications. Brew 4 You and their development team intend to fully cooperate with city staff to ensure all comments are addressed for both the Site Plan and Building Plan review.

E. Development Plans and Timing

Brew 4 You is anticipating starting construction upon permit approval by the City, which is currently being estimated in the second quarter of 2025. The total length of construction is estimated to be between 120 and 150 days, depending on the weather. The first phase of construction will be the grading of the site and underground utility connections. The second phase of construction will be the construction of new improvements, also noted in our Site Plan(s). The goal is to have the Site ready for 7-Brew opening in the Winter of 2025.

F. Summary

Brew 4 You and their development team are committed to providing a suitable development that upholds the vision and guidelines set forth in the City of Madison’s Land Use Code. The proposed development is compatible with the surrounding community and the proposed improvements enhance the current state of the Site, as well as promote future employment opportunities and long-term economic growth.

References:

1. [City of Madison Land Use Code](#)
2. [Transit-Oriented Development \(TOD\) Overlay District](#)

APPENDIX A

VICINITY MAP

SITE DATA SUMMARY TABLE

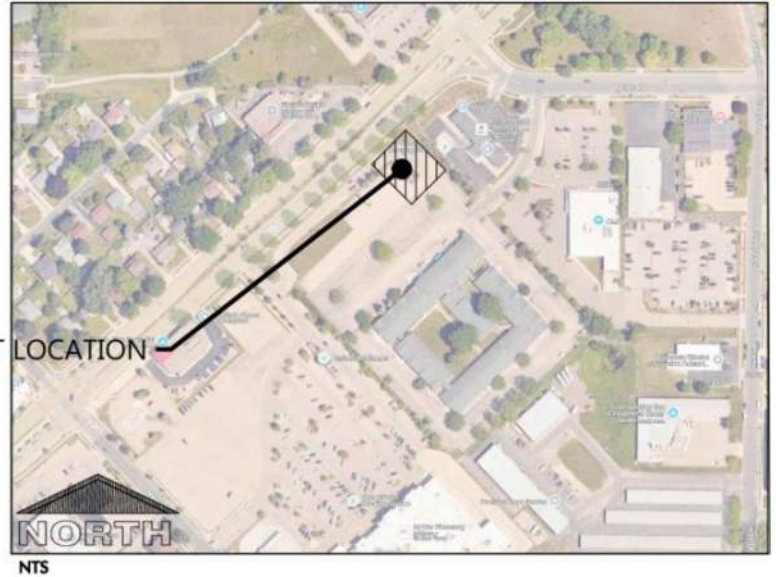
[CITY OF MADISON ZONING MAP](#)

APPENDIX A

VICINITY MAP



PROJECT LOCATION



APPENDIX A

SITE DATA SUMMARY TABLE

CURRENT PROPERTY OWNER	Repvblik Madison Outparcels LLC 1784 Hamilton Road, Okemos, MI 48864 Att.: Colin Hooper colin@therepvblik.com
ADDRESS	3915 Lien Rd, Madison, WI 53704
PARCEL ID	081033209257
SITE AREA	0.826 acre
ZONING	CC-T / Transit Oriented Development (TOD) Overlay District
DEVELOPER/APPLICANT	Plaza Street Fund 350, LLC (dba Plaza Street Partners, LLC) 3400 College Blvd, Suite 200, Leawood, KS 66211 Attn: Mylena Oliveira (Pre-Development Coordinator) moliveira@plazastreetpartners.com