



City of Madison

Conditional Use

Location

3116 Commercial Avenue

Project Name

Alabaster Ducking Nightclub and Taproom

Applicant

Jason Sochua, Alabaster Holdings, LLC / Michael Desbarres, MBD Design, LLC

Existing Use

Repair Shop

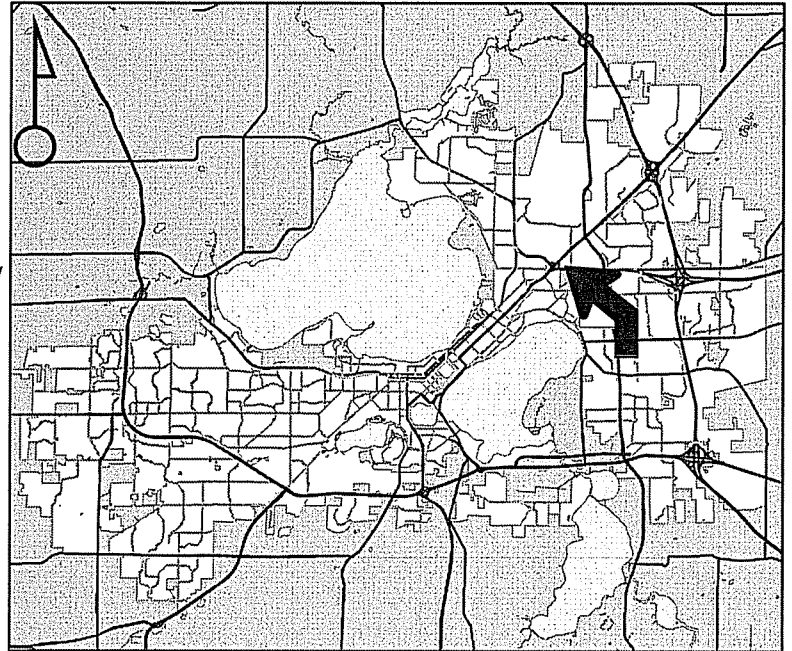
Proposed Use

Convert existing commercial building into night club

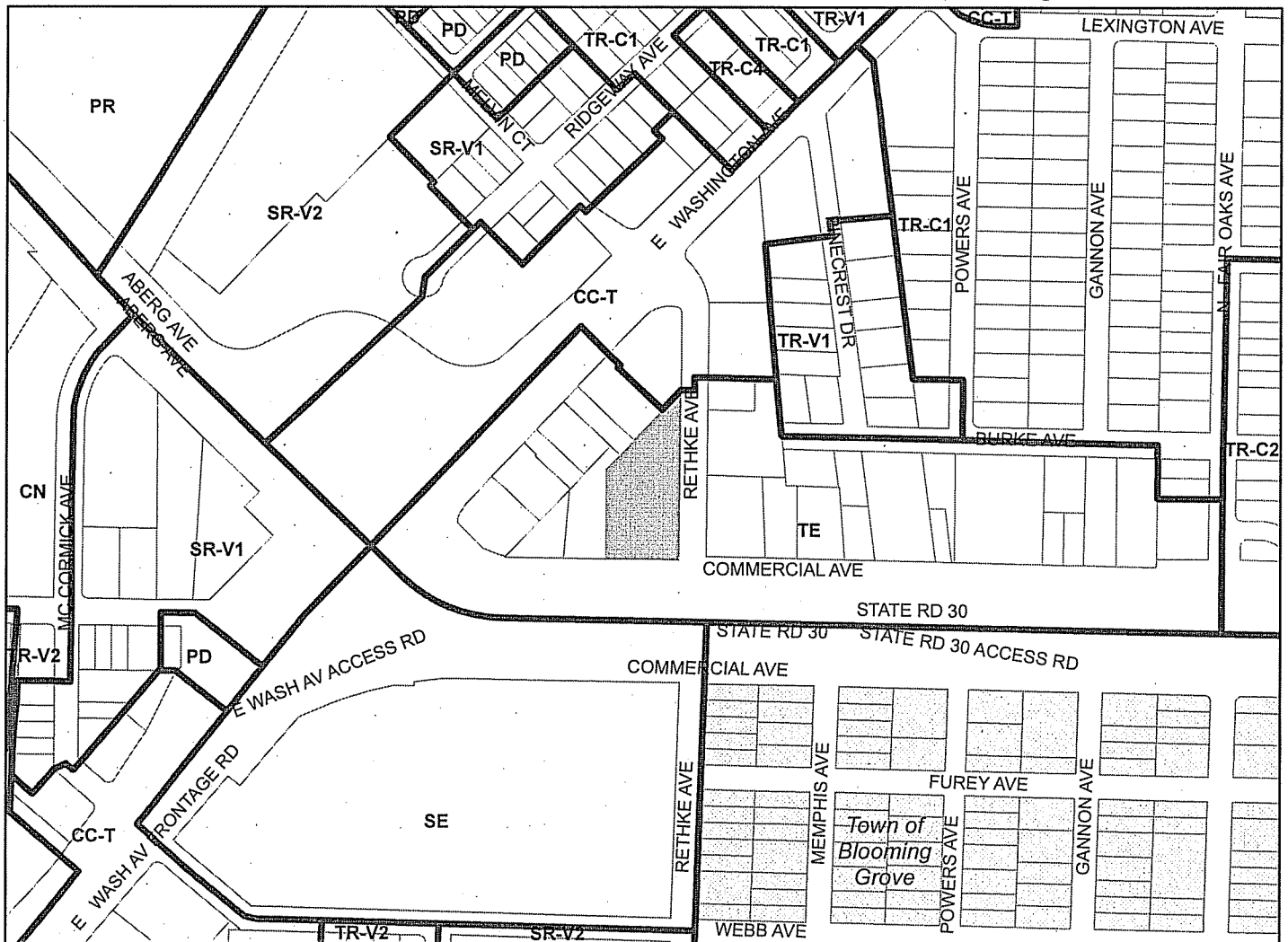
Public Hearing Date

Plan Commission

18 September 2017

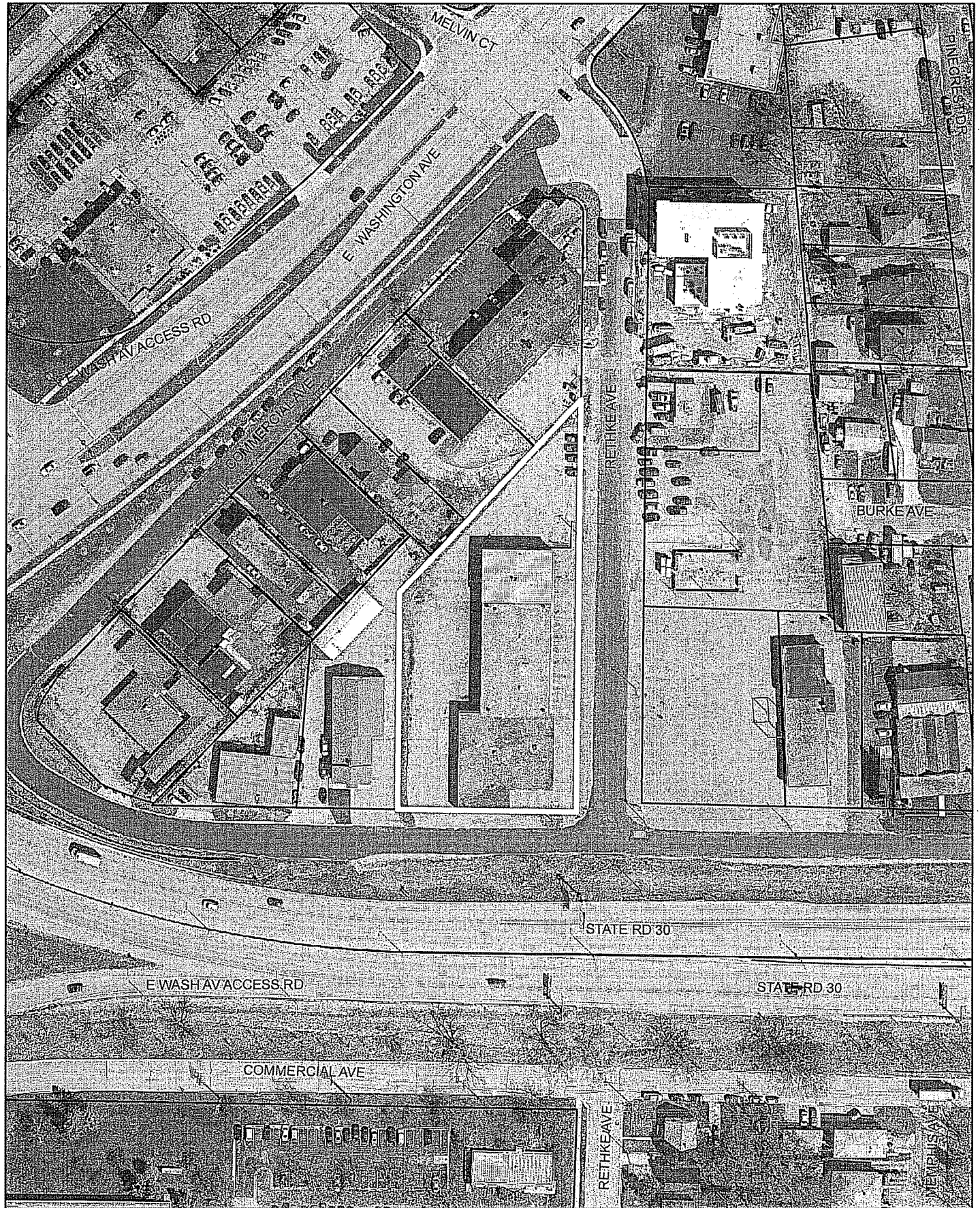


For Questions Contact: Chris Wells at: 261-9135 or cwells@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : PPE : Date : 12 September 2017



LAND USE APPLICATION

LND-B

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid 700 - Receipt # 033228-0004
Date received 8/2/17
Received by [Signature]
Parcel # 0810-323-0601-2
Aldermanic district 15-AHRENS
Zoning district TE
Special requirements [Crossed out]
Review required by _____
 UDC PC
 Common Council Other _____
Reviewed By _____

All Land Use Applications must be filed with the Zoning Office at the above address.

This completed form is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application found on the City's web site.

1. Project Information

Address: 3116 COMMERCIAL AVENUE - MADISON, WI 53714
Title: ALABASTER DUCKLING - NIGHTCLUB + TAP ROOM

2. This is an application for (check all that apply)

- Zoning Map Amendment (rezoning) from _____ to _____
- Major Amendment to an Approved Planned Development-General Development Plan (PD-GDP) Zoning
- Major Amendment to an Approved Planned Development-Specific Implementation Plan (PD-SIP)
- Review of Alteration to Planned Development (PD) (by Plan Commission)
- Conditional Use or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other requests

3. Applicant, Agent and Property Owner Information

Applicant name JASON SOCHA Company ALABASTER HOLDINGS, LLC
Street address 140 STONEHAVEN DR. City/State/Zip SUN PRAIRIE, WI 53590
Telephone 608 213.9838 Email SOCHA.JASON@SOCHADEV.COM
Project contact person MICHAEL DESBARRES Company MOB DESIGN, LLC
Street address 624 W. MADISON ST. City/State/Zip SPRING GREEN, WI 53588
Telephone 608.334.2661 Email MJD2333@GMAIL.COM
Property owner (if not applicant) GALT, LTD
Street address 4695 KRISTY RD City/State/Zip MADISON, WI 53718
Telephone NA Email NA

4. Project Description

Provide a brief description of the project and all proposed uses of the site:

SEEKING CONDITIONAL USE APPROVAL TO CONVERT THE PROPERTY AT 3116 COMMERCIAL AVENUE INTO A NIGHTCLUB & TAPROOM.

Scheduled start date DEC 2017 Planned completion date SPRING 2018

5. Required Submittal Materials

Refer to the Land Use Application Checklist for detailed submittal requirements.

- Filing fee
- Land Use Application
- Letter of intent
- Legal description
- Pre-application notification
- Vicinity map
- Survey or existing conditions site plan
- Development plans
- Land Use Application Checklist (LND-C)
- Supplemental Requirements
- Electronic Submittal*

*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to papplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

For concurrent UDC applications a separate pre-application meeting with the UDC Secretary is required prior to submittal. Following the pre-application meeting, a complete UDC Application form and all other submittal requirements must be submitted to the UDC Secretary. An electronic submittal, as noted above, is required. Electronic submittals should be compiled on a CD or flash drive, or sent via email to udcapplications@cityofmadison.com.

6. Applicant Declarations

- Pre-application meeting with staff.** Prior to preparation of this application, the applicant is strongly encouraged to discuss the proposed development and review process with Zoning and Planning Division staff. Note staff persons and date.

Planning staff MATT TUCKER / KEVIN FIRCHOW Date 2017-06-29
 Zoning staff _____ Date _____

- Demolition Listserv**
- Public subsidy is being requested (indicate in letter of intent)
- Pre-application notification:** The zoning code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request. List the alderperson, neighborhood association(s), business association(s), AND the dates you sent the notices:
ALDERMAN DAVID AUBENS - CARPENTER-ROGEMAN NEIGHBORHOOD ASSOC.
NOTIFIED VIA EMAIL DATED TUESDAY, MAY 23, 2017

The alderperson and the Director of Planning & Community & Economic Development may reduce the 30-day requirement or waive the pre-application notification requirement altogether. Evidence of the pre-application notification is required as part of the application materials. A copy of the notification letters or any correspondence granting a waiver is required as part of the application materials.

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

Name of applicant ALABASTER HOLDINGS, LLC
JASON SOCHA & GREGORY KVERBERG Relationship to property POTENTIAL OWNER

Authorizing signature of property owner _____ Date _____

City of Madison - Planning Commission

Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985

RE: Conditional Use Proposal - Letter of Intent

Wednesday, August 2, 2017

Alabaster Holdings, LLC

Jason Socha & Gregory Kveberg - Owners
140 Stonehaven Dr., Sun Prairie, WI 53590

To whom it may concern,

Alabaster Holdings, LLC respectfully submits the following proposal regarding the property located at **3116 Commercial Avenue in Madison, Wisconsin**. We are seeking approval of a Conditional Use to convert a portion of an existing vacant 20,000SF warehouse into a 7500SF nightclub and taproom. **Our intent is to transform the unused space and property into a vibrant and active music and arts venue without dramatically altering the character of the property or neighborhood.**

We selected this property for several reasons including its proximity to downtown, its proximity to Hwy 30 and E. Washington Ave. (both busy and noisy thoroughfares), the commercial and industrial nature of the neighborhood, and the architectural character and quality of the building. The project has already received approval from the City of Madison Alcohol and License Review Committee, with an initial approved occupancy of 325 patrons. The business will be open Tuesday - Saturday from 7PM to 2AM and closed most Sundays and Mondays (unless rented for special events). The business would employ up to 20 people including both owners who intend to manage the venue.

It is also our intention to contribute positively towards the development of the neighborhood by upgrading the site as required by the City with new street terraces and sidewalks in addition to converting the existing asphalt covered yard into better organized automobile and bicycle parking for our future guests. Our proposal entails minimal modifications to the exterior of the building and instead focuses our resources on the interior and the surrounding site to improve parking, visibility, public safety and aesthetic appeal. In addition to new curbs and sidewalks, we are proposing to introduce shade trees and flowering shrubs by removing portions of the currently impermeable asphalt surface. Through the addition of site and landscape lighting, safety for our guests and neighbors will be improved. These renovations will help ensure that the project only improves the character of the neighborhood

The proposed nightclub will be located in the Southwest portion of the existing building (a concrete masonry structure) to assist in mitigating amplified sound. In addition we have provided a sound mitigation plan outlining the various strategies employed in the design to help ensure that the business doesn't disturb our neighbors. Again, our intention is to play a positive role in the redevelopment of the property and activate the area with new life and vibrancy. Both of the business owners live in the neighborhood, play an active role in the community, and are eager to contribute to its development.

Attached you will find a selection of architectural drawings documenting the existing conditions of the property and proposing a preliminary design for the new business as provided by our architect (Michael DesBarres, AIA of MdBDesign, LLC) and landscape architect (Jared Vincent PLA, ASLA of ZDA Outdoor Creative).

We welcome your review, questions and comments on what we've proposed and look forward to formally presenting the project for the public at the Planning Commission public meeting, scheduled for October 2, 2017. With your approval we plan to complete the design of the project and begin construction as soon as possible in anticipation of opening for business near the start of 2018.

Thank you for your time, thoughtful review and consideration.

Jason Socha & Gregory Kveberg - Owners

3116 Commercial Ave. Master Plan & Proposal

- Introduction
- Community Impact
- Leadership
- Events and Audience
- Hours of Operation
- Location, Parking & Traffic
- Security & Compliance
- Market Analysis
- Financial Projections
- Appendix A: Monthly expense detail
- Appendix B: Monthly revenue detail
- Appendix C: Startup expenses
- Appendix D: Security & Compliance

Introduction

This project seeks to establish a new venue for creative and alternative nightlife. In part, this venture is intended to replace the Inferno Nightclub, a popular Madison-area nightclub which closed in 2015. (The fact that the Inferno closed down primarily because the owner had a lucrative opportunity to sell for development, rather than as a result of the collapse of the underlying business, indicates that a market niche exists).

This club will feature a mixture of dance/DJ entertainment, live music, variety and theater acts and lower-key community activities including: art exhibitions, fund-raisers and benefits, classes and workshops, and other miscellaneous events that are of interest to our patrons.

Community Impact

Any great city needs a vibrant nightlife. People need places to celebrate, relax, dance, form social connections and enjoy performances. A properly-managed nightclub can fill many of these needs, and its impact can be very positive, contributing to the standard of living, reputation, atmosphere and economy of the city. It is our belief that success in such a venture comes from delivering positive experiences to our customers and also making every effort to be a positive and constructive force in our neighborhood and the community.

The clientele that we aim to attract makes being a good neighbor and citizen easy. The Inferno Nightclub was directly across the street from a residential neighborhood. It was on a narrow road and had a relatively small parking lot. Despite these shortcomings, the police confirmed that the club very rarely generated any complaints or calls.

Our proposed location, at 3116 Commercial Avenue, has stood empty for many months at this point. We aim to rehabilitate this structure, and to turn approximately half of the available square footage into a nightclub. Our medium-term plan is to offer the remainder of the building as rental workshop space for Madison's industrial arts community. We believe that this venture can both turn a profit and be a positive asset to the local community, and this is our objective.

Leadership

Jason Socha - Mr. Socha has lived in Madison for over 20 years and has owned or co-owned several businesses in the area. He currently owns and operates Socha Dev, a software development company with over \$1.1 million in annual revenues. Mr. Socha will act as general business manager for the venture, handling bookkeeping, payroll, tax management, and other such day-to-day operations.

Gregory Kveberg - Dr. Kveberg is also a long-time resident of the Madison area. He holds a Ph.D. in history and teaches Russian History at Columbia College in Chicago. Dr. Kveberg has connections in the goth / industrial music scene (he has studied the history of underground music, in the US and in Russia). Dr. Kveberg will be directly involved with the operations of the nightclub, serving as community and artistic liaison, ensuring that the club is booked with popular performers and is properly promoted.

Tanya Kapp - Ms. Kapp has over 20 years of experience as a bartender and bar manager in several different venues. Ms. Kapp will serve as the Bar Manager, in charge of all alcohol-related service, staffing, and training.

Events and Audience

The club will offer both conventional entertainment events and events that are designed to serve the alternative cultural community in Madison.

Entertainment Events

The venue will offer a mixture of DJs, live music, and variety performances. This entertainment will be offered on most weekend nights and some weeknights. Live music will consist of local and smaller touring acts. Being a niche venue, the goal is to attract performing arts talent not suited for Madison's more mainstream venues like the Majestic, Orpheum, or the new Frank Enterprises facility.

Community Events

The club will offer a games night once per week, and we are hoping to offer a low-key alternative arts and crafts evening as well. We are planning to offer exercise classes to alternative and industrial music.

The club will also feature gallery walls to exhibit works by local visual artists, and will be available for use or rental for other sorts of parties, exhibitions, and events – we hope to provide a different and congenial space to showcase some work by Madison's artistic community.

Audience

The expected audience for events at the club will range between ages 21 and 50, with an average age in the mid-30s. The anticipated audience consists primarily of young and middle-aged professionals with an interest in alternative culture, art, and theater as well as dance and live music.

The club also plans to offer occasional truly all-ages dance nights, at which alcohol will not be served, in order to offer a nightlife option to young people who might otherwise not have one, and as a way of recruiting new patrons.

Hours of Operation

The club will be open from 7PM - 2AM on five days per week, and will be dark on most Sundays and Mondays, unless the club has been rented or for infrequent special events. Most patrons of entertainment events will arrive after 9 PM. The club's busiest nights will be Fridays and Saturdays. Community events or private rental events may take place earlier in the day, especially on Saturdays and Sundays.

Location, Parking & Traffic

The club will be located at 3116 Commercial Avenue. This structure is a large, durable concrete and steel building. It is located at a good distance from the nearest residential properties, and should pose little risk of noise pollution to the local neighborhood. Unlike the downtown area, this part of the east side of Madison is not saturated with bars and entertainment venues, and this club significantly increase the number of entertainment options for the local area.

This location is regularly patrolled by police and is easily accessible from East Washington Avenue, ensuring that police will easily be able to monitor conditions at the club, should they choose to do so.

This building includes parking for a large number of vehicles – at least 100 could be comfortably accommodated, even if the city requires us to rebuild the terracing around part of this property. This provides ample off-street parking for our patrons, as we are aiming for a maximum capacity of 400 patrons. (The City of Madison guidelines require parking stalls to be 15% of capacity; e.g. 60 stalls for a capacity of 400.) Should more parking be needed, we would face no competition for street parking; there are no other bars or nightclubs in the vicinity.

This venue allows easy access to both Highway 30 and East Washington Avenue, and the comings and goings of the club's patrons should have a minimal impact on local traffic patterns.

Security & Compliance

The club will operate under a safety plan derived from the city of Madison's sample security plan illustrating best practices for taverns and nightclubs, with a few key modifications. These modifications incorporate newer security technologies, primarily point-of-sale systems, improved security camera technology, and technological tools to aid in checking IDs and managing patrons. A full draft of the security plan is attached to this document as an appendix.

Market Analysis

We anticipate that there will be a sizable audience for our venue. We base that assumption several different pieces of information:

- Several of the nights from the Inferno have continued on at new locations, and the promoters of many of these nights have expressed interest in relocating their events to a permanent home, should one become available. Our club is intended to fill that niche. We have accurate headcounts for these specific nights over the course of the last year at the Inferno, and in the intervening months, and use those numbers to gauge potential attendance at these nights after our club opens. We anticipate being able to grow these events modestly as well, as we plan to provide a space that offers better dancing and socialization than the current venues in which these events are held.
- We have created and maintain a presence on social media (primarily in the form of a Facebook group). This group has 300 active followers (over 200 in the first 24 hours), despite the fact that we do not yet have an operational venue. These individuals are very likely to become regular club patrons.
- We plan to create and grow additional club and performance nights, in an effort to fill in underserved areas of the Madison alternative art and culture scene, but our projections for these new nights begin more modestly, as they will not enjoy the same initial advantages as will inherited legacy events.
- The Inferno, on which our club is partially modeled, remained profitable up until the point at which it was sold, despite limited funds being invested in promoting the club during its final years (as the club's sale had already been arranged). An indication of this enduring popularity is the fact that the club's final official event sold out within an hour (capacity was 350), and there was tremendous additional interest.

- We are also planning to be a niche market venue. Our proposed location is substantially cheaper than the prime downtown real estate occupied by many other entertainment venues. As such, we are not under the same pressure to pack the house every night that we are open, or even every weekend night. We aim to draw excellent crowds, but have structured our business in such a way as to allow it to be modestly profitable even if we have several slow nights per week or month.

Competition

There are many clubs and taverns in the Madison area, of course, but only a few are comparable. No club in the Madison area caters to the niche we target.

Notable Madison clubs and music venues:

- **Plan B** is a large, downtown nightclub, catering primarily to an LGBT crowd, but with substantial broader appeal. The club tends toward more mainstream music than our proposed club, and draws a generally younger crowd, with a greater emphasis on students and downtown residents. Our club will offer some of the same types of entertainment, such as drag shows, that appear at Plan B, but we will feature a different set of musical genres, and this will allow us to avoid a significant level of competition for patrons. Covers and prices are moderate to high at Plan B, and we would have a small edge in pricing.
- **Club 5** is a large club catering primarily to the LGBT community, and located far from downtown, just off the Beltline highway. Club 5's clientele is relatively static, and consists of a good number of regulars. The club provides a variety of themed dance nights, as well as some variety events, drag shows, and similar live entertainment. We will offer some similar events, but will differentiate ourselves from Club 5, as with plan B, through musical genre. Covers and prices are moderate at Club 5.
- **The Nomad** (formerly the Cardinal) is a medium-sized downtown bar with an eclectic clientele. Many of the nights at the Nomad cater to very specific groups of fans (for example, Salsa Night) and would not draw on the same clientele that we aim to recruit. Covers and prices are moderate at the Cardinal.
- **The High Noon Saloon** is a large downtown venue that caters almost exclusively to live music. The High Noon Saloon is routinely very heavily-booked, and many smaller acts and DJ nights are unable to find space at this very popular venue. We could and would provide a performance space for some of these acts, while not directly competing with the High Noon. Our club will offer a stage and sound system of similar quality to those in the High Noon; and will have a layout that is much more conducive to dancing. We will not, however, be quite so perfectly-configured to present a band on stage to the view of all club patrons. We could not and would not compete directly with the High Noon for live music acts. Covers and prices are both moderate at the High Noon.
- **The Majestic** is a large and expensive downtown nightclub. It draws a mix of mid-and upper tier touring acts, as well as a few variety shows. We would be in competition for a few of these touring acts, but would be in a position to offer easier access for touring musicians as well as substantially greater ease of access for patrons coming from outside of the downtown area. On the whole, though, we would not be drawing on the same crowd as the Majestic. Drinks here are quite expensive, and covers are high - this is an area where we can compete effectively with the Majestic, as our location, outside of the expensive downtown districts, allows us to charge lower prices.
- **The Frequency** is a small downtown bar and venue. It caters to a mixed alternative audience, with a special emphasis on the Electronic Dance Music scene. Our venue offers substantially better access for patrons who do not live in the downtown area, as well as a much larger space and superior sound system. Drinks here are inexpensive and covers relatively low.
- **Liquid** – Liquid is a large downtown dance club. It caters to the college crowd, aims for a posh, VIP, "bottle service" aura, and attempts to present itself as an upscale, mass-market dance club. We aim for a less conventional clientele than that attracted to Liquid, and are aggressively opposed to the culture of "elite" VIP club services and pricing. We anticipate little competition for patrons.

- **Frank Productions Sylvee** – This new venture will operate on a much larger scale than our proposed project. We aim for a maximum capacity of 400 patrons, and have no interest in booking the premier touring acts that will headline at the Sylvee. We will offer a less mainstream cultural option than this behemoth.
- **The Orpheum** – Another excellent venue that books larger shows and higher-profile acts while targeting a crowd drawn largely from the college-age population. We aim at a different demographic, both in terms of taste and age.
- **Connections (Murphy's)** – Connections, which has opened in the rebranded Murphy's tavern, may be our closest direct competitor. It currently houses some of the DJs who performed at the Inferno. Connections offers a smaller, congenial club space. We will offer a larger venue, with a better-quality sound system and stage. In addition, Murphy's caters to a wide variety of nights and acts, and we would be competing with them for patrons only on very occasional nights – perhaps twice per month.

Financial Projections

See Appendices A and B for average monthly projections of revenues and expenses. Appendix C details expected renovation & other startup costs.

A detailed monthly cashflow for the first 3 years of business is also available.

Key assumptions

- Upon opening, several popular club nights are expected to move into our venue (see Market Analysis section). These events are currently hosted at other clubs in the area since the closing of the Inferno. We expect these events will launch with nearly-full attendance.
- New events will launch with lower attendance, will slowly ramp-up to full potential attendance.
- Advertising budget will be substantial during first year, but will decrease rapidly after that point – most effective advertising for our venue will be conducted via social media.
- Monthly expenses include base salaries for the owners, which could otherwise be attributed to the profit margin. We feel this is appropriate since the owners will be operating the club in day-to-day management jobs.

Given these assumptions, we project that we will begin to make money on this venture during the second year of operation (earlier, if owner's salaries are factored out of the equation).

We plan to employ a rotating staff, with up to a dozen individuals on duty for busier nights, and only one or two employees on staff (in addition to management) on slower evenings.

Appendix A: Monthly expense detail

Our monthly expense estimates derive from figures taken from the Inferno, with limited adjustments made to reflect differences in our business models and specific physical venues.

Detailed expense breakdowns are available in a cash flow summary spreadsheet.

Expense Projections, Initial (first month after opening):

COS	6426
Staff	10,687
Marketing	5000
Facility (upkeep, utilities, etc.)	3180
IT/IS	100
Debt service (mortgage, interest, etc.)	8723
Equipment & Supplies	1000
Professional Fees	155
Taxes	2217
Insurance	1000
Misc	500
Total:	38,988

Expense Projections, end of 3rd year:

COGS	8693
Staff	11,357
Marketing	1400
Facility (upkeep, utilities, etc.)	3180
IT/IS	100
Debt service (mortgage, interest, etc.)	8723
Equipment & Supplies	1200
Professional Fees	150
Taxes	2671
Insurance	1100
Misc	500
Total:	39,074

Appendix B: Monthly revenue detail

Revenue projections are based on numbers derived from currently extant club nights that will relocate to our venue and new nights designed to work with those existing nights and promoters. We assume that attendance figures for current events will remain at roughly the same level after the nights relocate to our venue, and grow only slowly, over time. We anticipate that our new events will begin more slowly, but will grow more rapidly as people discover them.

Gross revenue calculations are based on:

- Little or no income from cover charges - especially in the early phases. All cover charges collected at the door will go directly to talent or promoters.
- 1560 patron visits per month initially, increasing to 2180 after the club's audience has fully developed over the course of the first three years (these numbers are based on compiled projections for individual nights). It is likely that with promotion and development, we can and will beat these numbers; but we'll start with conservative estimates.
- We are unable to accurately project revenue from our coat check, ATM fees, and merchandise sales with the same level of accuracy, but anticipate that these items will bring in a small amount of additional income.
- We intend to rent the venue for special events as well, but anticipate that this business will take some time to develop.

Income projections, initial:

Gross club income	26703
Taxes Collected	1,285
Initial Gross Income	27,988

Income projections, 3rd year

Gross club income	38512
Taxes Collected	1739
Rental income (property)	3994
3rd year Gross Income	41,906

Appendix C: Startup expenses

3116 Commercial Ave. is currently only one step removed from being a large, empty shell. The building is divided by a concrete interior wall into two large spaces. Our project would involve doing the minimal work needed to clear out one of these spaces, and then build out the club in that space. This club will not employ a great deal of expensive décor or theming, keeping buildout costs modest, and would make use of a sound system and set of technical equipment already owned by Alabaster Holdings.

Startup costs, by category:

Category	Projected Expense	Notes
Buildout	328,800	Includes interior and exterior work – details in projection
Fees	10,800	Includes 10,000 for reserve liquor license
Initial inventory and supplies	15,000	Liquor and food stock
Equipment	35,590	Bar Equipment + Electronics and security
Advertising	5000	Heavy use of Social Media
Total startup cost	395,190	

Appendix D: Security & Compliance

Number/Utilization of Security Personnel

For live music events, one in-house security person for each 50 patrons shall be on duty. All security personnel shall be attired in a manner to readily identify them as such. From the time a live music event ends and for 30 minutes thereafter, one-half of all security personnel shall be stationed outside the premises to assist and encourage patrons to leave safely. For live events, pre-sale and day-of-sale ticket sales shall not exceed capacity. Security staff shall regularly patrol both the women's and men's bathroom facilities. Software to track patrons and IDs will be used by staff at all times to ensure an accurate patron count.

ID Checking & Scanners

Licensee will ensure that all door and service staff are trained and certified to evaluate identification. ID Scanners will be used to verify and record all IDs. This data will be made available to police if requested, and will be used to maintain a list of banned patrons, should this become necessary.

All identification cards used to prove age must be valid (i.e., may not be expired), and must be government-issued. If the identification card is expired or appears at all questionable to the employee, the employee shall request a second form of identification. The employee shall make sure that the individual purchasing the liquor resembles the identification card. All employees are encouraged to ask purchasers questions relating to their identification in order to verify the information. If the employee checking an ID has a strong suspicion that an ID is false, altered, or belongs to someone other than the person presenting the ID, he/she shall confiscate the ID and turn it over to management, to be presented to the police.

Patrons who are Intoxicated

Licensee, its agents, and employees, may not sell, dispense, or give away alcohol to any person who is under the influence of alcoholic beverages at that term is defined in Madison General Ordinances Section 38.02, nor shall such a person be permitted on the premises. When a customer has been "cut off," the server will notify the other employees. Management will support the server's decision to terminate service to any customer. If a customer is too impaired to drive safely, licensee will try to persuade the customer not to drive, and arrange for a safe ride. If the customer refuses, management will notify the Madison Police Department with a description of the person and the license plate number of the vehicle, if possible.

Unruly Patrons

Licensee will familiarize all security staff with provisions of Madison General Ordinances Section 38.06(10), the unruly patron ordinance. When a patron acts in a manner that is violent, abusive, indecent, profane, boisterous, or otherwise disorderly, licensee will immediately contact the police and request that the police invoke the provisions of the ordinance.

Circumstances under which the Police will be called

The police will be called, in a timely manner, any time management or staff has information to believe a crime has been or is about to be committed and/or whenever a threat of or act of violence occurs on the premises or off premises in areas that would be considered in view or earshot of the establishment.

Handling of Physical Disturbances, including Fights

Security or management will ask anyone who is fighting to leave. If necessary, security or management will call the local law enforcement agency for assistance. Licensee will permanently refuse admittance to any chronic problem customer.

8/1/2017

Gmail - Fwd: Venue next steps - conditional use permit application for 3116 Commercial Ave.



michael desbarres <mjd2333@gmail.com>

Fwd: Venue next steps - conditional use permit application for 3116 Commercial Ave.

Jason Socha <socha.jason@sochadev.com>
To: michael desbarres <mjd2333@gmail.com>

Tue, Jul 25, 2017 at 10:45 AM

Hi Michael - here's a fwd of the "notification" email that I sent out in May.
-JS

----- Forwarded message -----

From: Jason Socha <socha.jason@sochadev.com>
Date: Tue, May 23, 2017 at 8:16 PM
Subject: Venue next steps - conditional use permit application for 3116 Commercial Ave.
To: Carpenter Ridgeway <CarpenterRidgeway@gmail.com>, "Ahrens, David" <district15@cityofmadison.com>
Cc: Gregory Kveberg <gkveberg@gmail.com>

To:
Alderman David Ahrens
Carpenter-Ridgeway Neighborhood Association

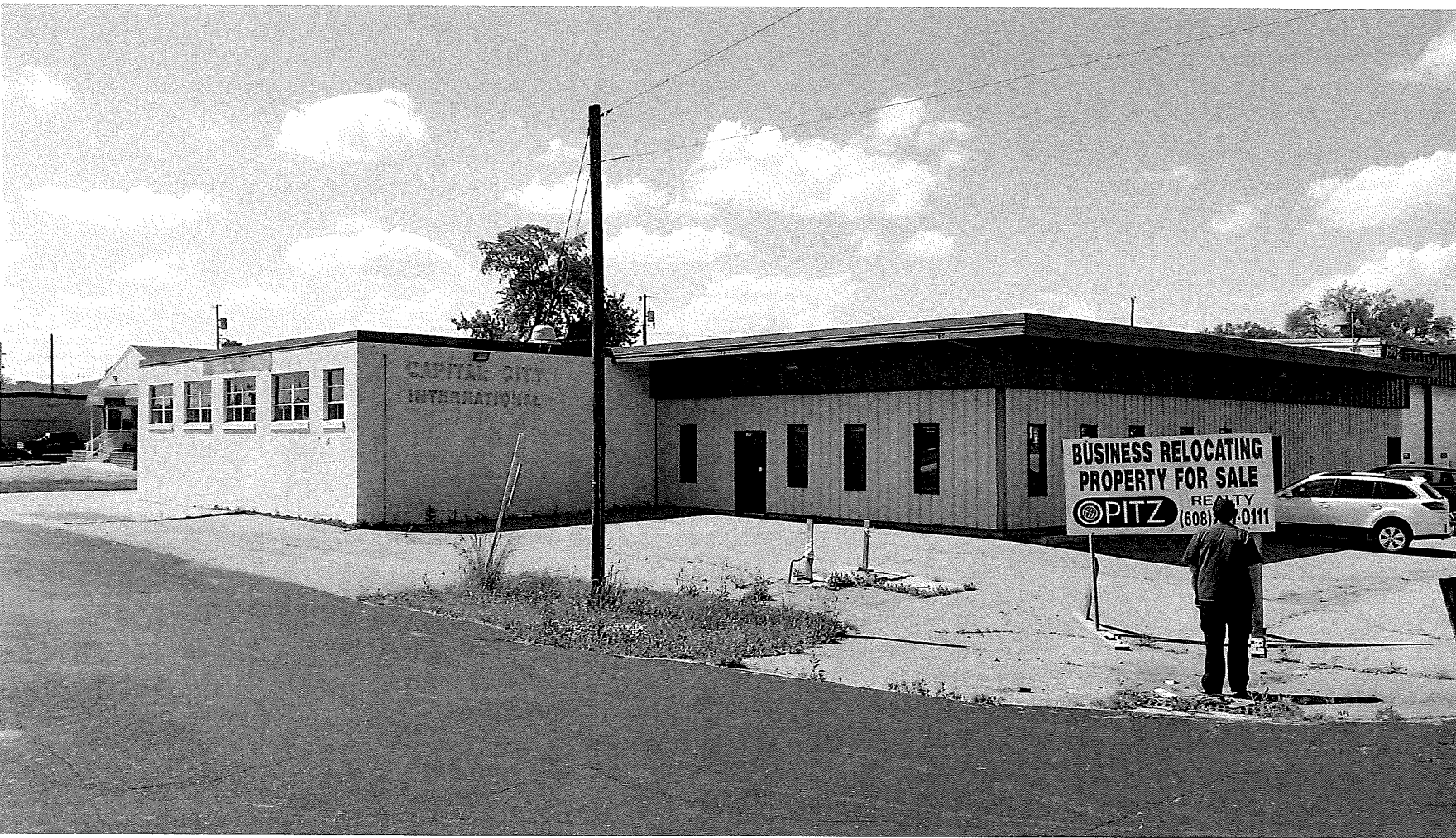
Hello folks -

As you know, our plans for a dance and performance venue at 3116 Commercial Ave. were heard and approved last Weds. by the Madison ALRC. The next step for us (among many!) is to submit an application for a Conditional Use Permit (CUP). Due to the nature of performance venues, city regulations require that this kind of business must always apply for a CUP regardless of other zoning considerations.

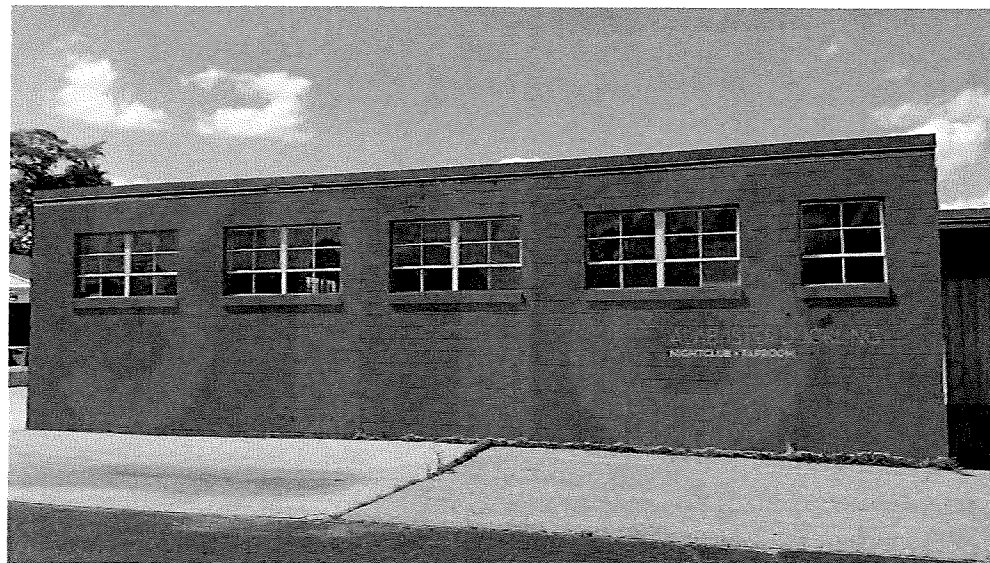
As part of the CUP process, we are required to notify our Alder and the neighborhood association that we will be submitting the application. Please consider this email as that notification.

As always, feel free to contact us any time with any question or concern.

Thanks!
-Jason Socha
608-213-9838



1
A01 SITE PHOTOGRAPH FROM INTERSECTION OF RETHKE & COMMERCIAL
SCALE: NTS



1
A01 CONCEPT RENDERING - COMMERCIAL AVENUE STREET FRONTAGE
SCALE: NTS

INDEX OF SHEETS

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A02	VICINITY MAP
A03	EXISTING SITE PLAN
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A07	PROPOSED FLOOR PLAN DETAIL NORTH SIDE
A08	EXISTING BUILDING ELEVATIONS
A09	PROPOSED EAST ELEVATION
A10	PROPOSED NORTH & SOUTH ELEVATIONS
A11	PROPOSED WEST ELEVATIONS
A12	PROPOSED FIRE SAFETY & EGRESS PLAN
A13	PROPOSED SOUND MITIGATION PLAN
A14	PROPOSED LANDSCAPE PLAN

SCOPE OF WORK

PROPOSAL SEEKING CONDITIONAL USE APPROVAL FOR THE CHANGE OF OCCUPANCY & SUBSEQUENT REDEVELOPMENT OF AN EXISTING VACANT AUTO GARAGE & WAREHOUSE LOCATED AT 3116 COMMERCIAL AVENUE IN MADISON, WI INTO A MUSIC VENUE NIGHT-CLUB.

SITE WORK REQUIRED FOR CHANGE OF OCCUPANCY. PROJECT INCLUDES INSTALLATION OF NEW CURBS AND SIDEWALKS ALONG RETHKE AND COMMERCIAL AVENUE STREET FRONTAGE, CONSTRUCTION OF INTERIOR CURBS AND ISLANDS, REPAIRS TO EXISTING ASPHALT PARKING AREA, INSTALLATION OF REQUIRED LANDSCAPING, DEMARCATION OF PARKING STALLS AND ROAD MARKINGS, & FLATWORK PER PLANS.

INTERIOR RENOVATIONS INCLUDE REMOVAL OF EXISTING WAREHOUSE SHELVING & GRATING, DEMOLITION OF PARTITION WALLS, REMOVAL OF DROP CEILING, CLEANING OF SURFACES, REPAIR OF CONCRETE FLOOR, INSTALLATION OF ENTRY-EXIT DOORS, INFILL OF SEVERAL EXISTING OPENINGS. NEW CONSTRUCTION OF RESTROOMS, TAPROOM, TAPROOM UTILITY AREAS, SOUND STAGE & RAMP, ENTRY VESTIBULE, SOUND BOOTH, & DJ BOOTH.

CLIENT

Alabaster Holdings, LLC
Jason Socha & Gregory Kveberg - Owners
 140 Stonehaven Dr., Sun Prairie, WI 53590

ARCHITECT

MdBDesign, LLC
Michael DesBarres AIA NCARB- Principal Architect
 WI Registered Architect LIC #11653-5
 624 W. Madison Street, Spring Green, WI 53588
 608.334.2661
 mjd2333@gmail.com

LANDSCAPE ARCHITECT

ZDA, Inc. Outdoor Creative
Jared A. Vincent PLA ASLA - Landscape Architect
 4797 Capitol View Road, Middleton, WI 53562
 608.831.5098
 jared@zdainc.com

CONTRACTOR

TBD

LEGAL DESCRIPTION

Parcel Number : 081032306012
 BURKE ASSESSOR'S PLAT NO. 1, PART OUTLOT 63, DESC AS
 FOL: BEG AT INTERS W LN RADKE AVE & N LN HWY
 30, TH W 180 FT, TH N 228.2 FT, TH NELY ALG C/L VAC
 ARMSTRONG AVE 263.9 FT, TH S 422.4 FT TO POB

CONDITIONAL USE PACKET

FOR PLANNING COMMISSION MEETING
 SUBMITTED AUG. 2, 2017 FOR OCT 2, 2017 HEARING

3116 COMMERCIAL AVENUE - MADISON, WISCONSIN 53714

COVER SHEET

[PRELIMINARY - NOT FOR CONSTRUCTION]

M D B DESIGN, LLC S H E E T
 MICHAEL DESBARRES - AIA **A 0 1** 07.29.17
 mjd2333@gmail.com | 608-334-2661



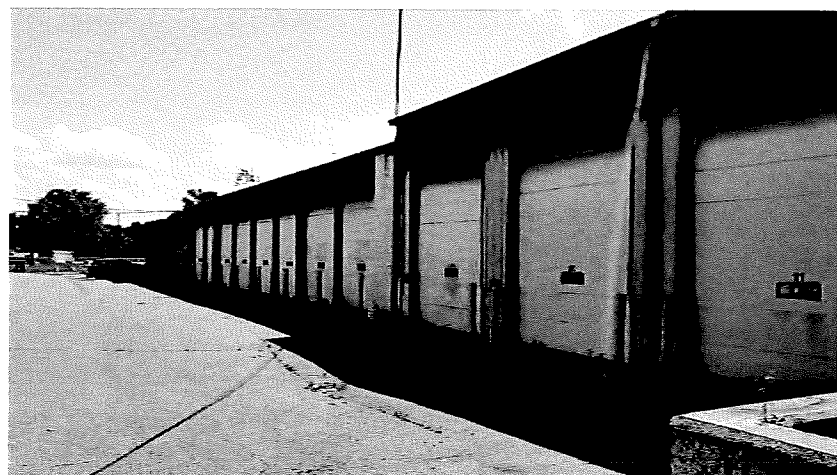
LOOKING NE FROM COMMERCIAL AVE.



LOOKING W FROM RETHKE AVE.



LOOKING N FROM COMMERCIAL AVE.



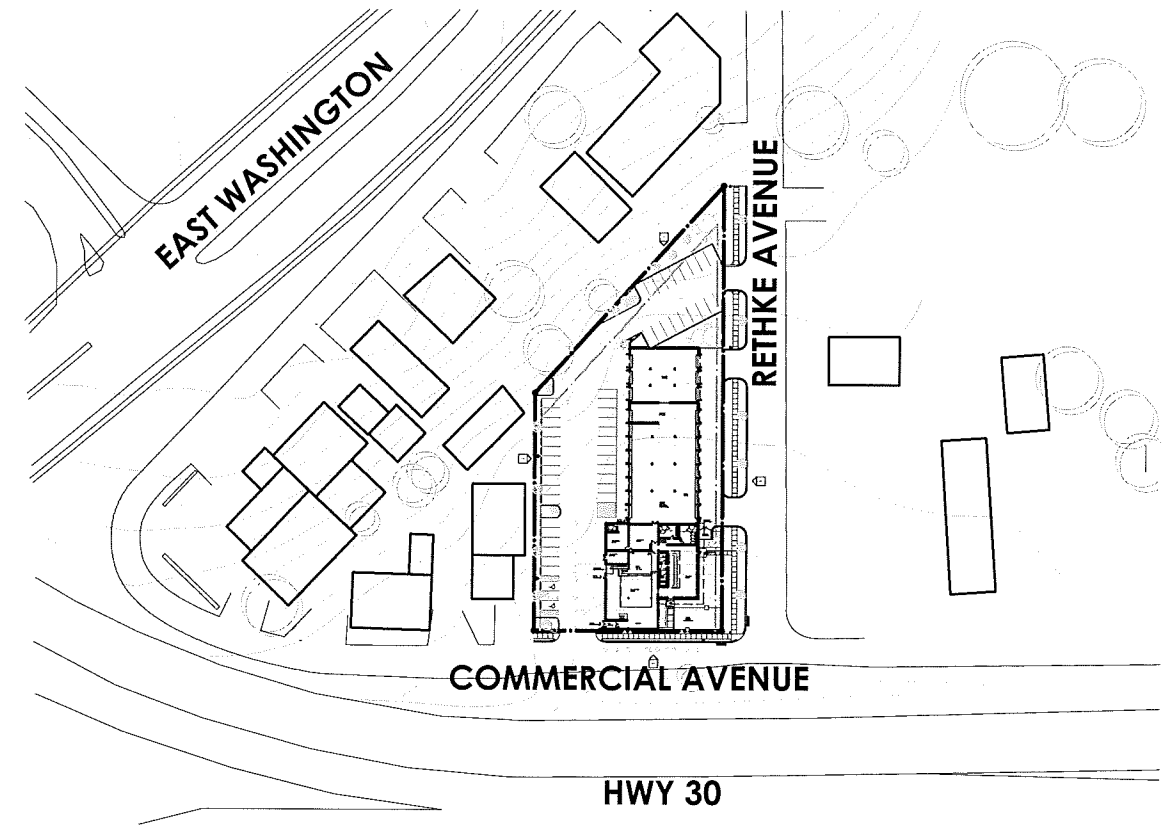
LOOKING SW FROM RETHKE AVE.



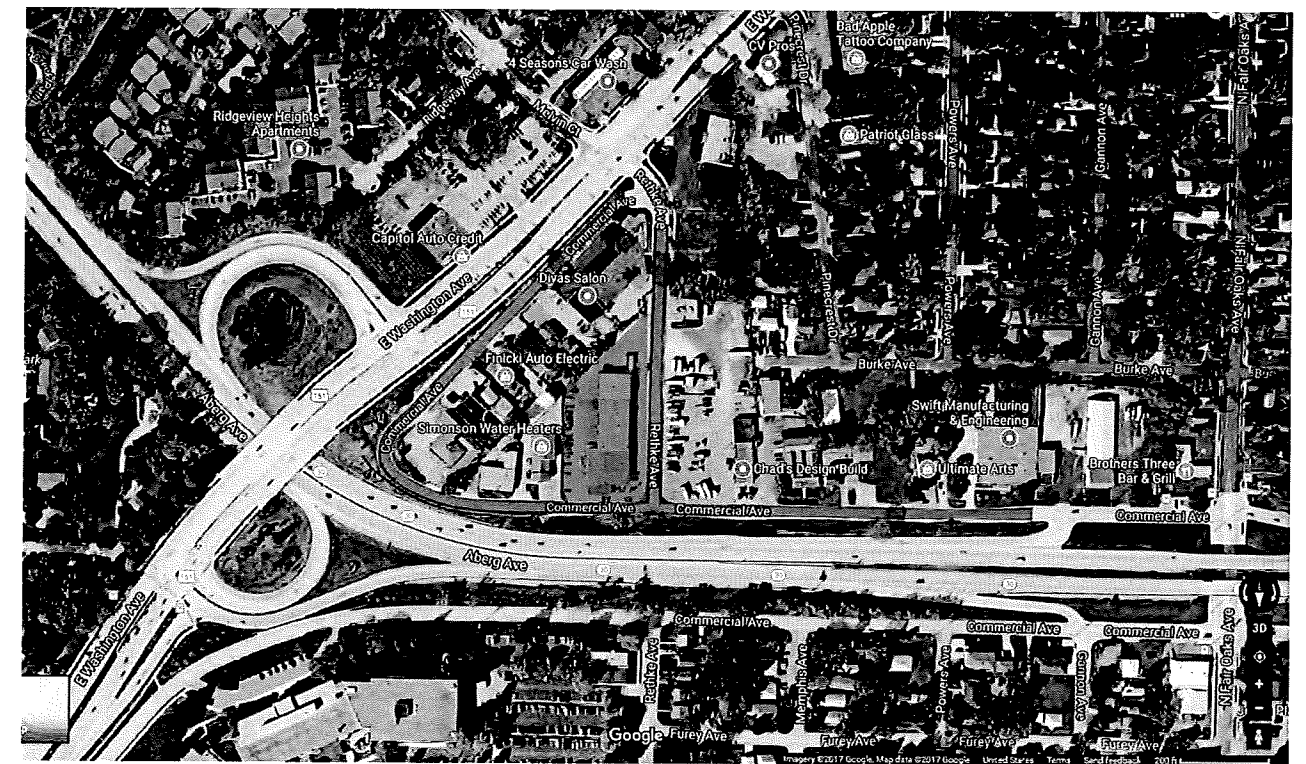
LOOKING S FROM BACK OF PROPERTY



LOOKING N FROM COMMERCIAL AVE.



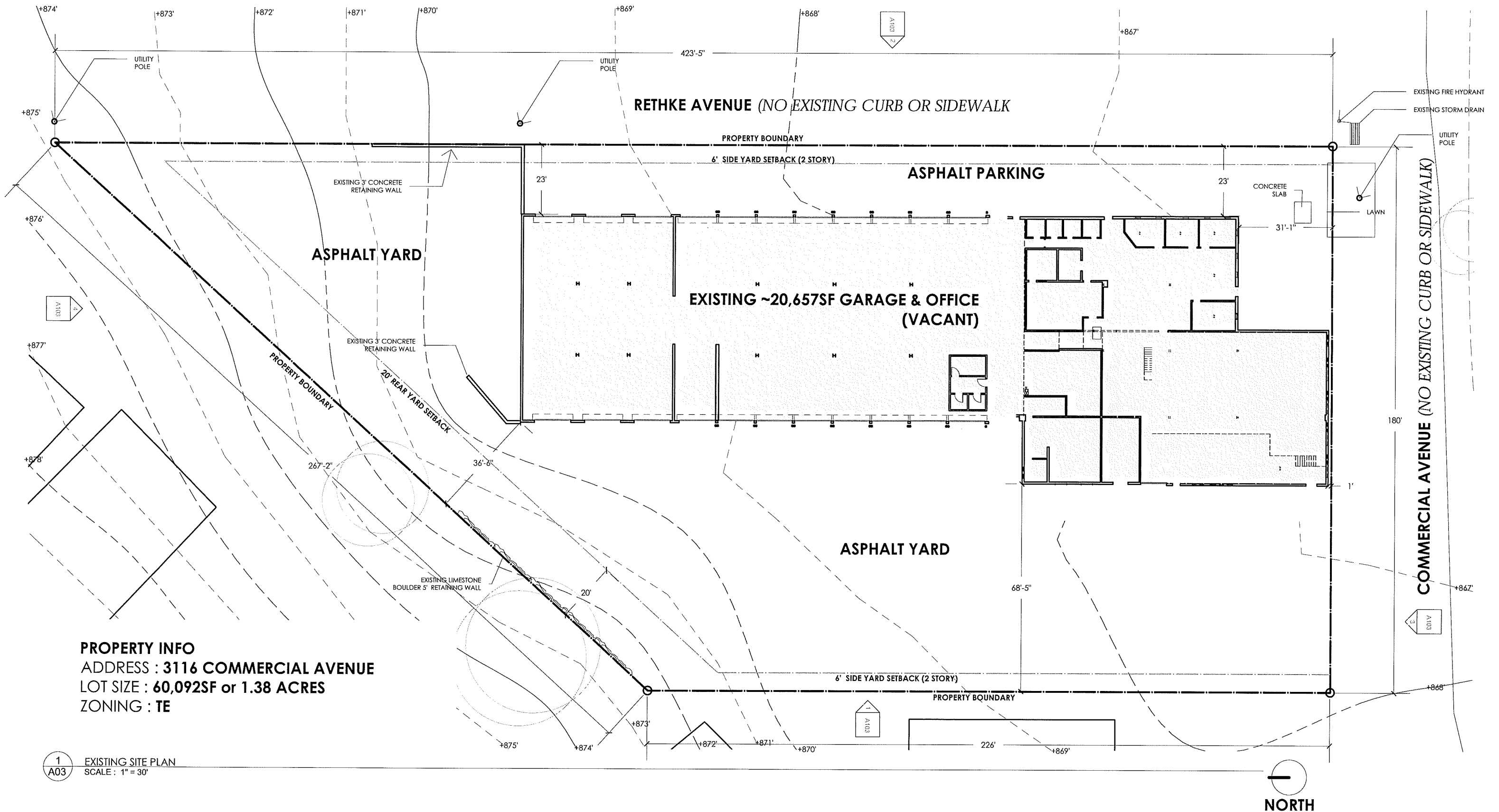
2 VICINITY MAP
A02 SCALE: 1" = 100'



3 GOOGLE MAPS IMAGE - SITE SHOWN IN RED HIGHLIGHT
A02 SCALE: 1" = 400'



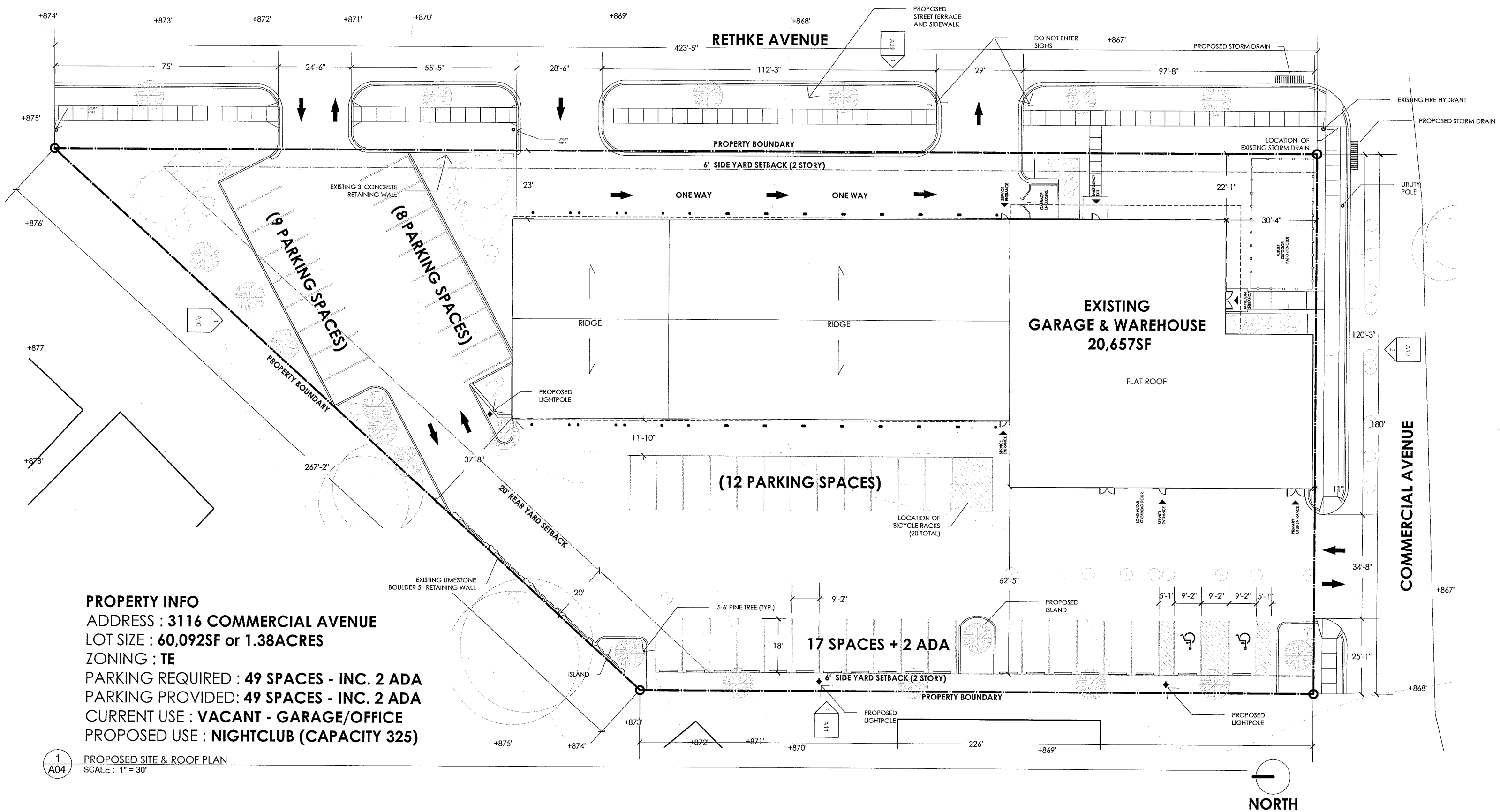
1 EXISTING CONDITIONS PHOTO SURVEY
A02 NTS



PROPERTY INFO
 ADDRESS : 3116 COMMERCIAL AVENUE
 LOT SIZE : 60,092SF or 1.38 ACRES
 ZONING : TE

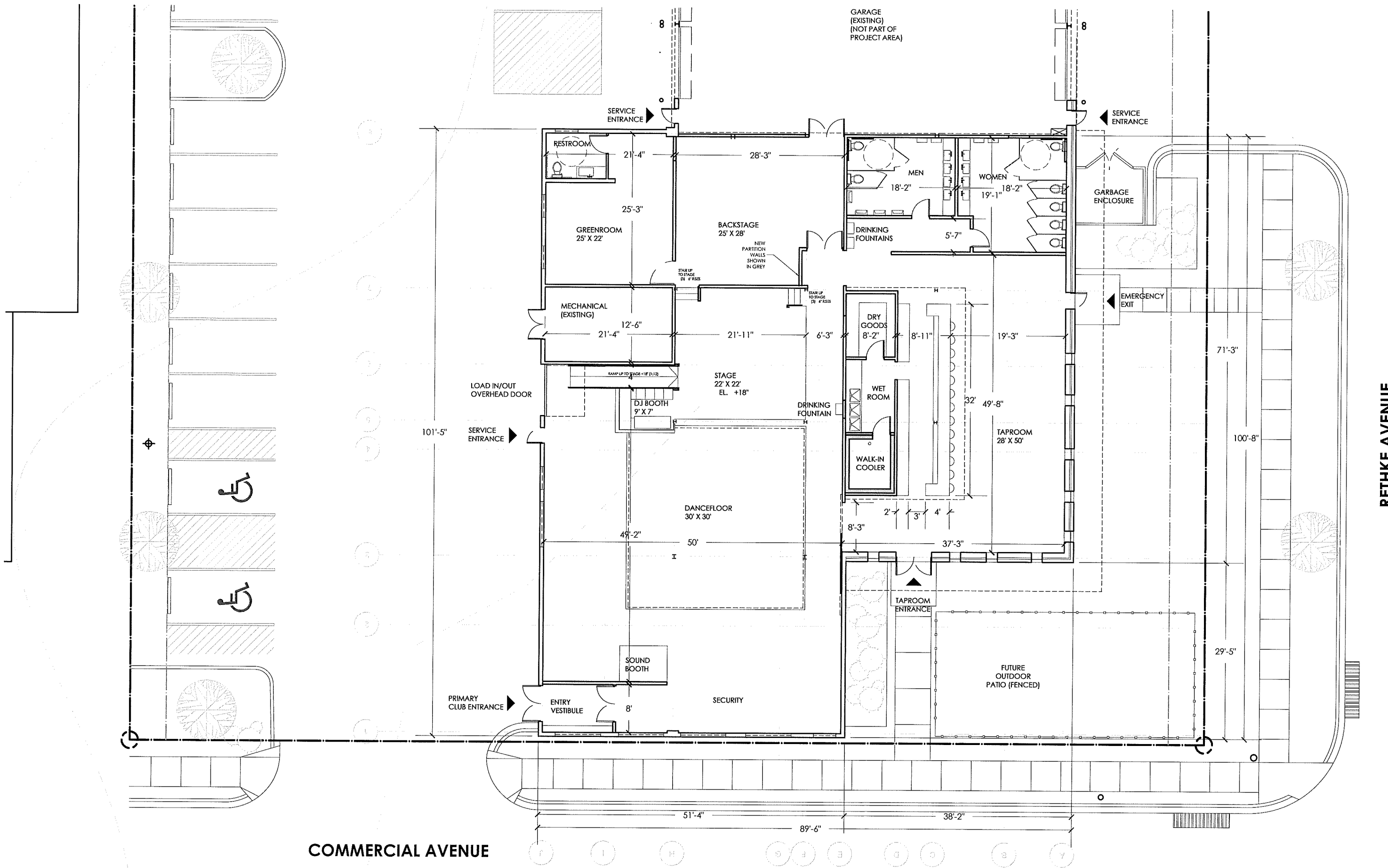
1
 A03 EXISTING SITE PLAN
 SCALE : 1" = 30'





PROPERTY INFO
 ADDRESS : 3116 COMMERCIAL AVENUE
 LOT SIZE : 60,092SF or 1.38ACRES
 ZONING : TE
 PARKING REQUIRED : 49 SPACES - INC. 2 ADA
 PARKING PROVIDED: 49 SPACES - INC. 2 ADA
 CURRENT USE : VACANT - GARAGE/OFFICE
 PROPOSED USE : NIGHTCLUB (CAPACITY 325)

1
 A04 PROPOSED SITE & ROOF PLAN
 SCALE: 1"=30'



1
A05 PROPOSED FLOORPLAN - PRELIMINARY (ENTIRE PROJECT)
SCALE: 1/16" = 1'

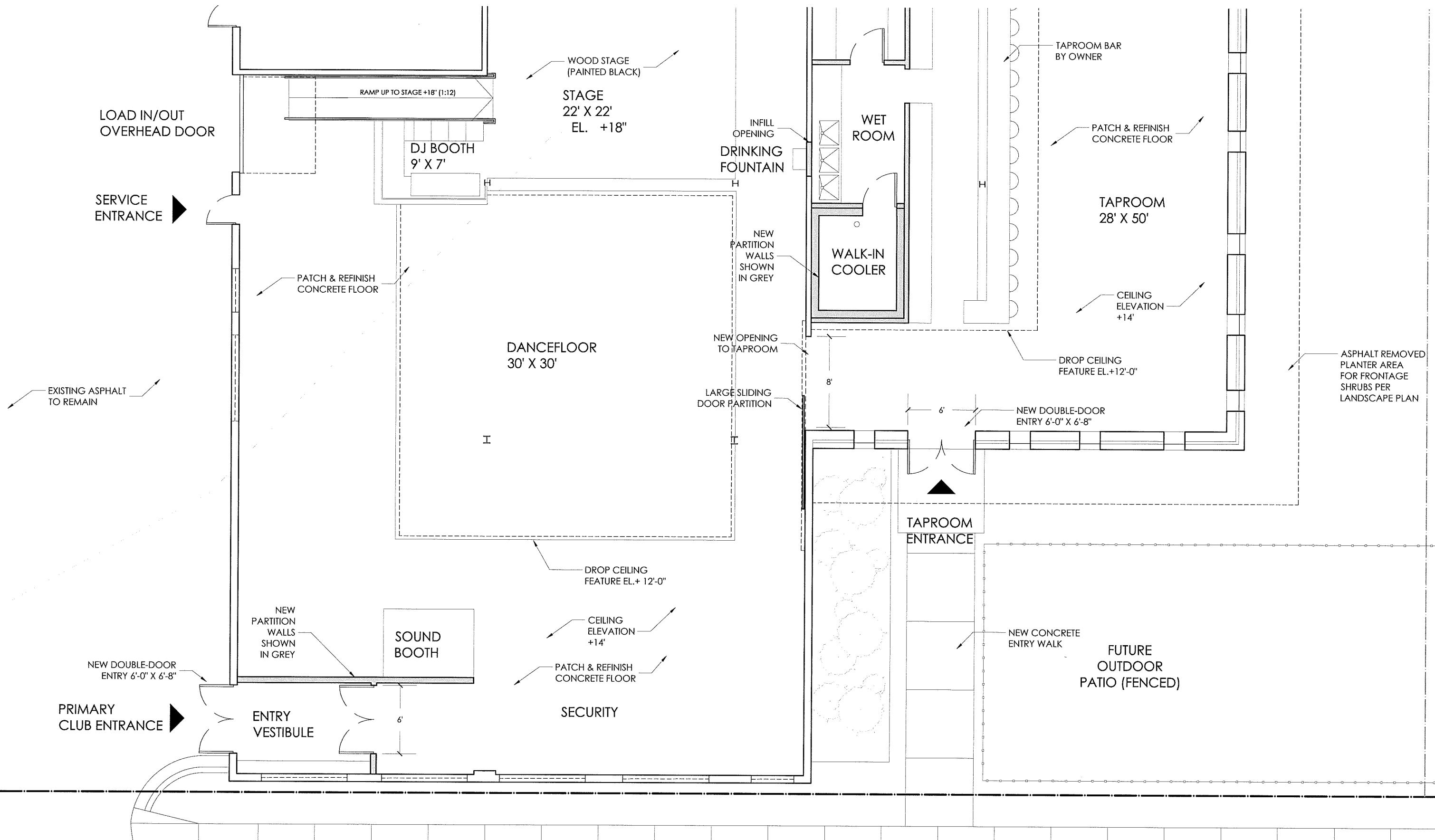


3116 COMMERCIAL AVENUE - MADISON, WISCONSIN 53714
PROPOSED FLOOR PLAN - ENTIRE CLUB

[PRELIMINARY - NOT FOR CONSTRUCTION]

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1 A06 PROPOSED FLOORPLAN - PRELIMINARY SOUTH SIDE (COMMERCIAL AVENUE)
 SCALE: 1/8" = 1'

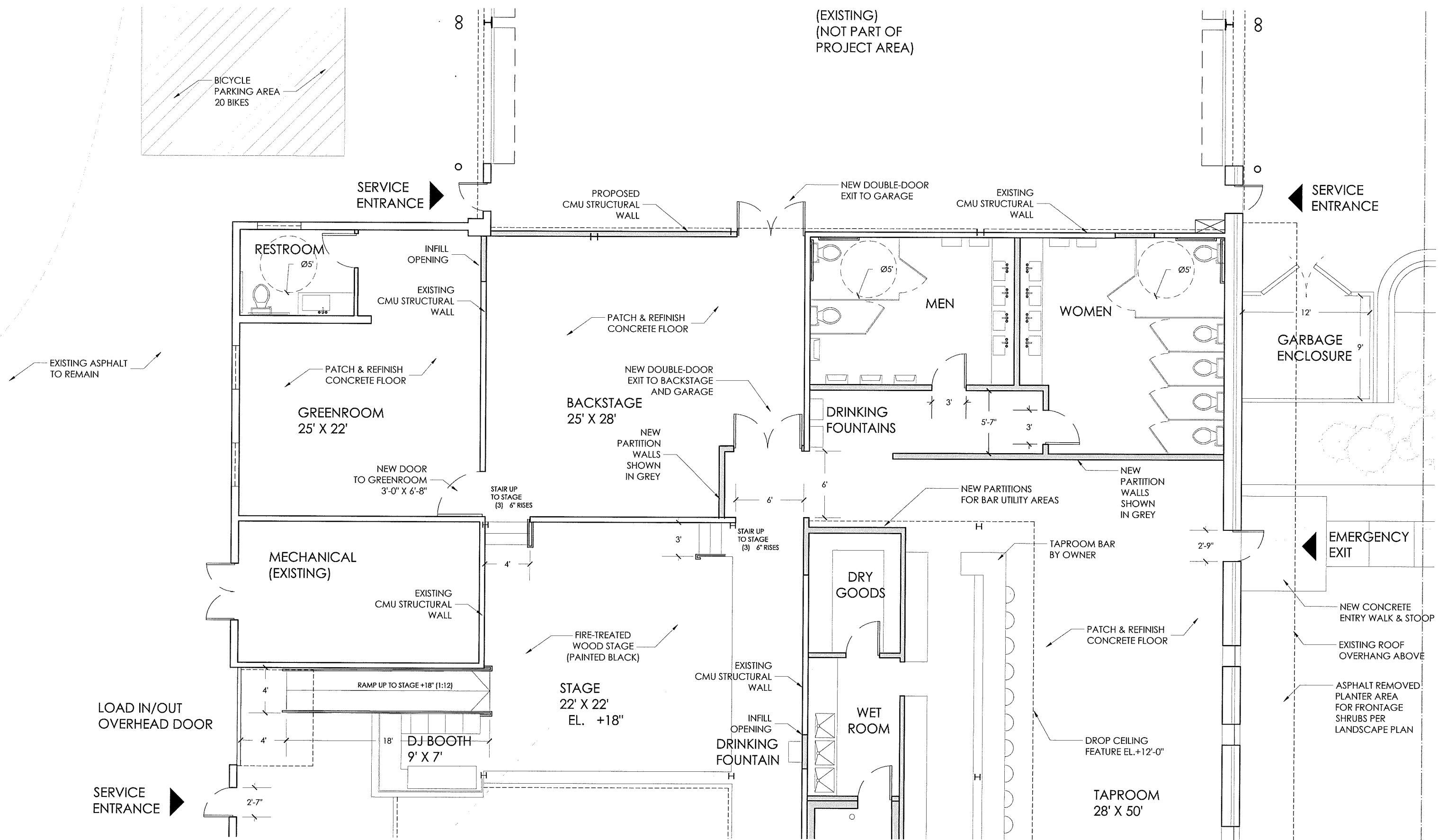


3116 COMMERCIAL AVENUE - MADISON, WISCONSIN 53714
 PROPOSED FLOOR PLAN DETAIL - SOUTH SIDE

I PRELIMINARY - NOT FOR CONSTRUCTION!

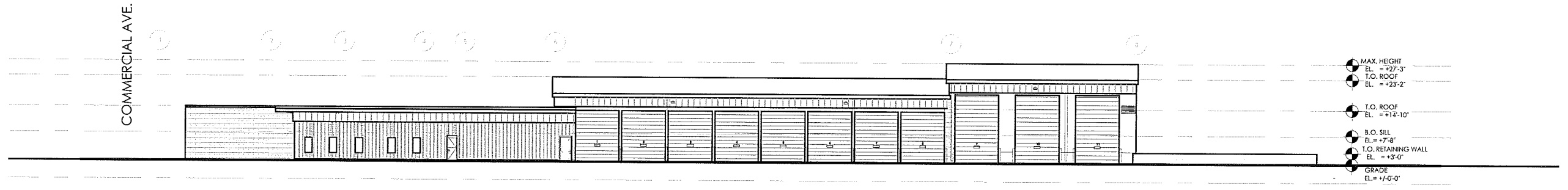
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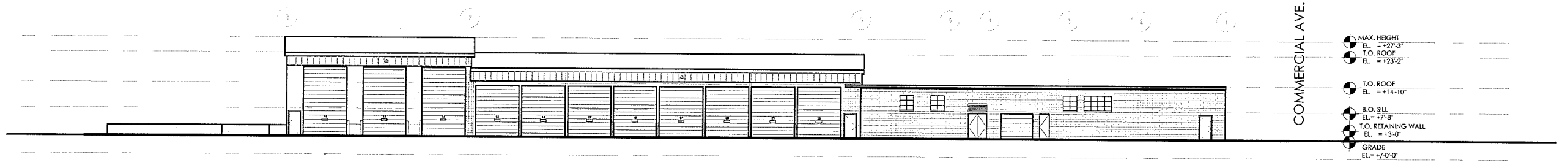


1
 A07 PROPOSED FLOORPLAN - PRELIMINARY - NORTH SIDE (GARAGE ADJACENT)
 SCALE: 1/8" = 1'

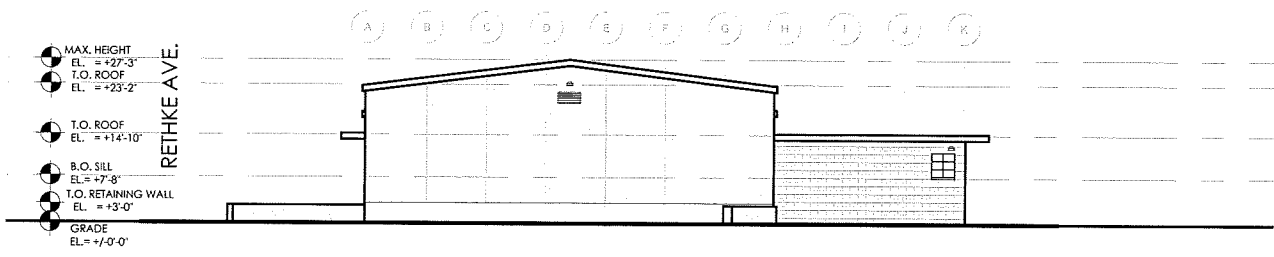




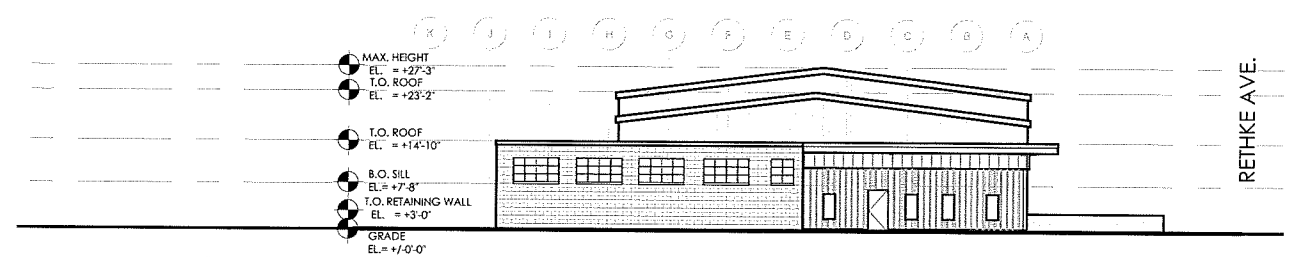
1
A08 EXISTING EAST ELEVATION
SCALE: 1/16" = 1'



2
A08 EXISTING WEST ELEVATION
SCALE: 1/16" = 1'

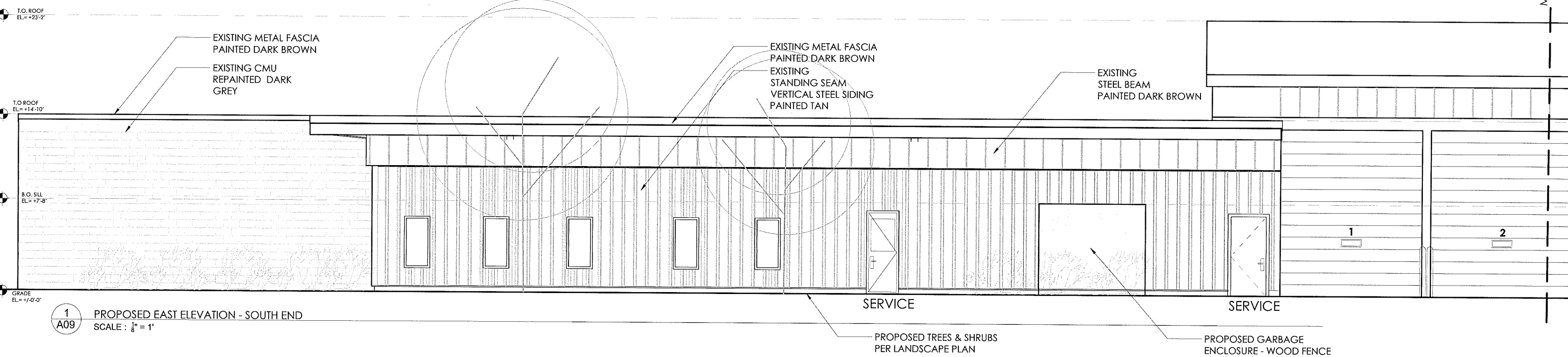


3
A08 EXISTING NORTH ELEVATION
SCALE: 1/16" = 1'

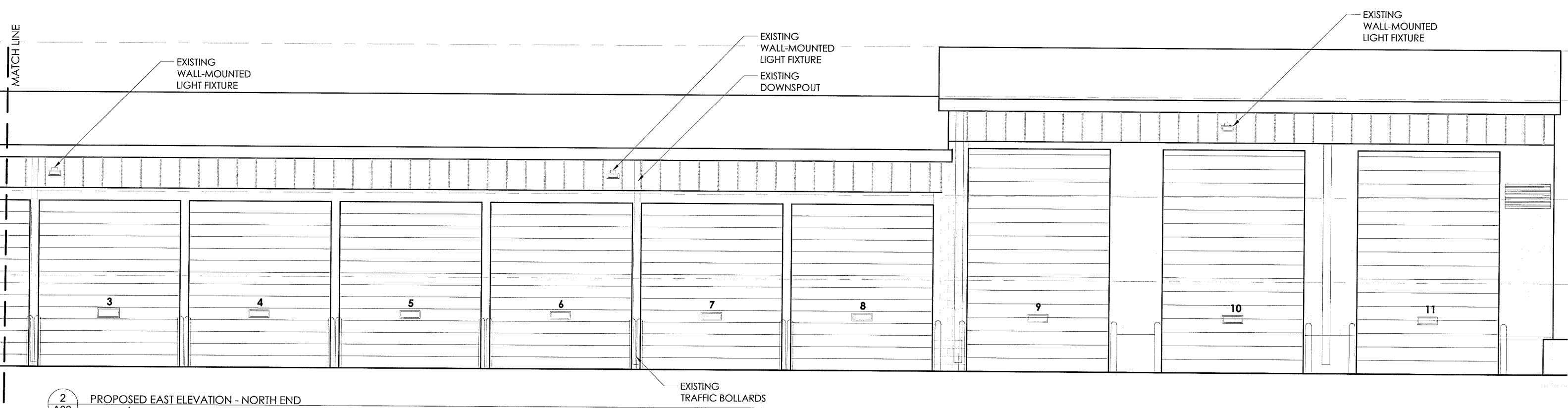


4
A08 EXISTING SOUTH ELEVATION
SCALE: 1/16" = 1'

MATCH LINE

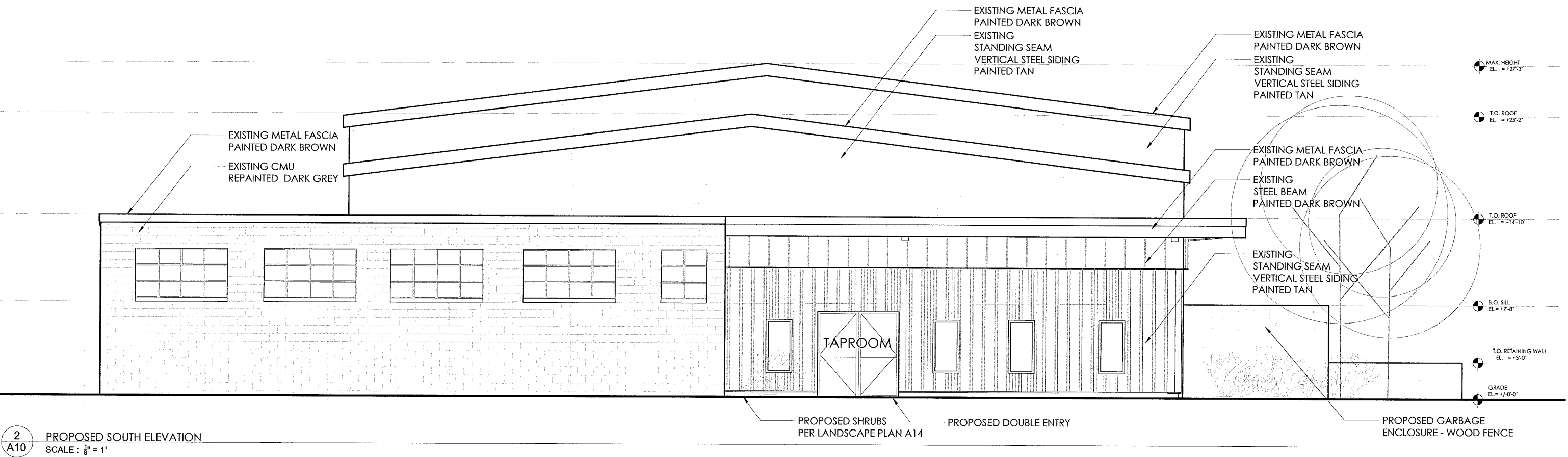
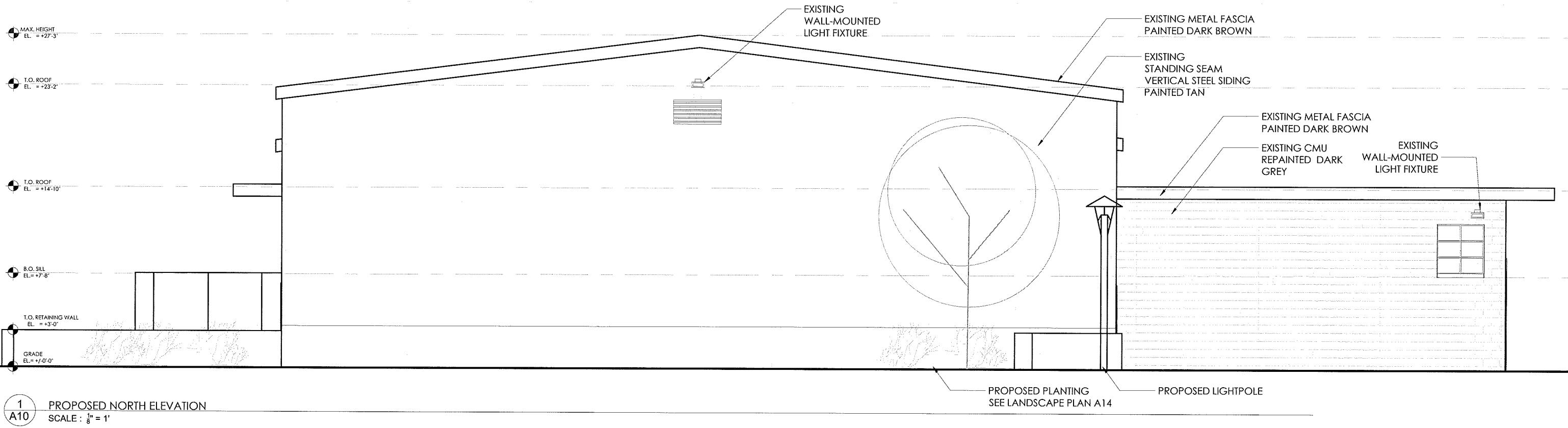


1 A09 PROPOSED EAST ELEVATION - SOUTH END
SCALE : 1/8" = 1'



2 A09 PROPOSED EAST ELEVATION - NORTH END
SCALE : 1/8" = 1'

NOTE: NO CHANGES PROPOSED TO THIS END OF THE BUILDING

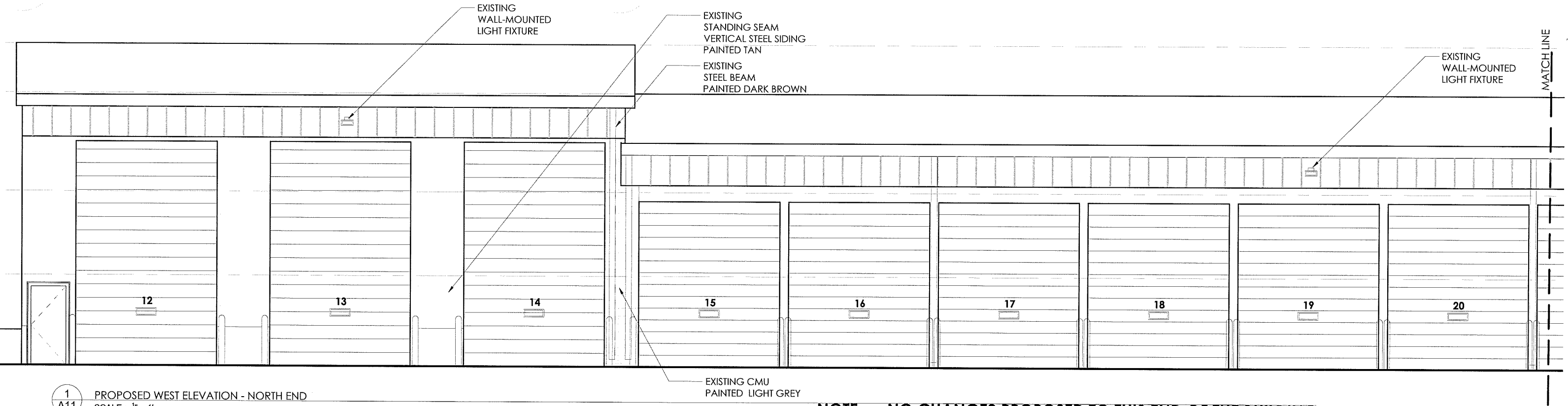


3116 COMMERCIAL AVENUE - MADISON, WISCONSIN 53714
 PROPOSED BUILDING ELEVATIONS - NORTH & SOUTH

[PRELIMINARY - NOT FOR CONSTRUCTION]

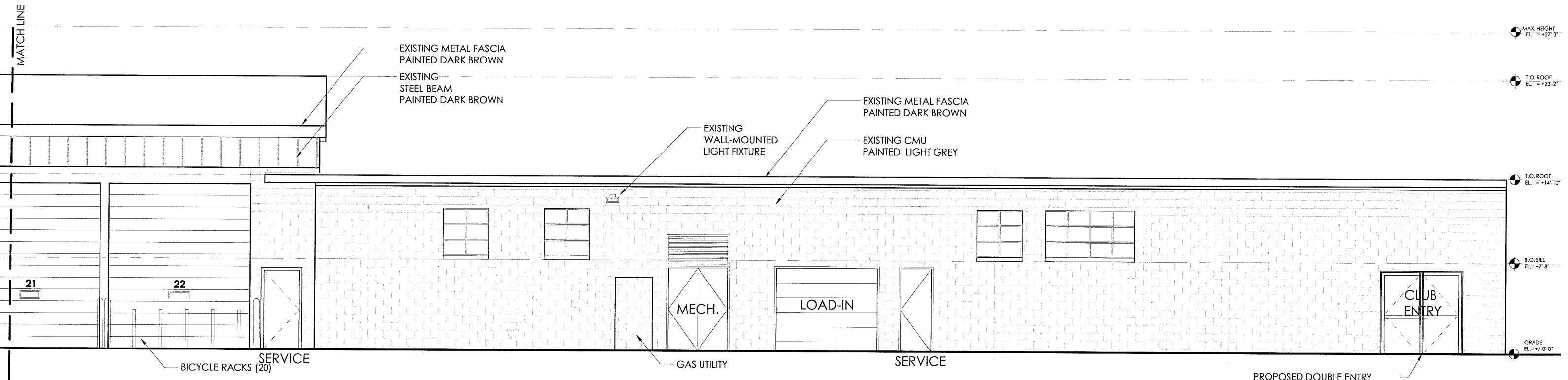
M D B DESIGN, LLC
 MICHAEL DESBARRÉS - AIA
 mjd2333@gmail.com | 608-334-2661

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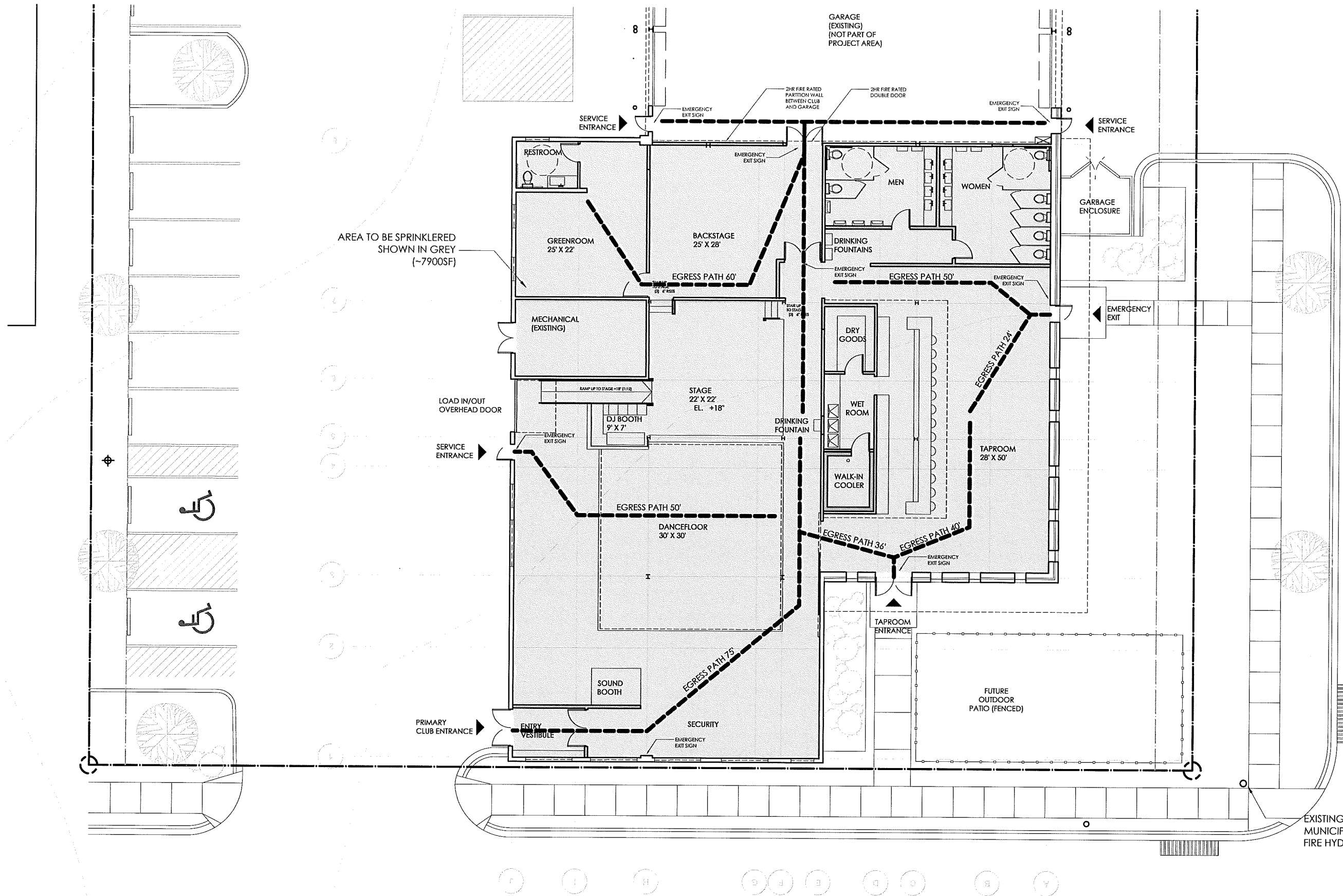


1
A11 PROPOSED WEST ELEVATION - NORTH END
SCALE: 1/8" = 1'

NOTE: NO CHANGES PROPOSED TO THIS END OF THE BUILDING



2
A11 PROPOSED WEST ELEVATION - SOUTH END
SCALE: 1/8" = 1'

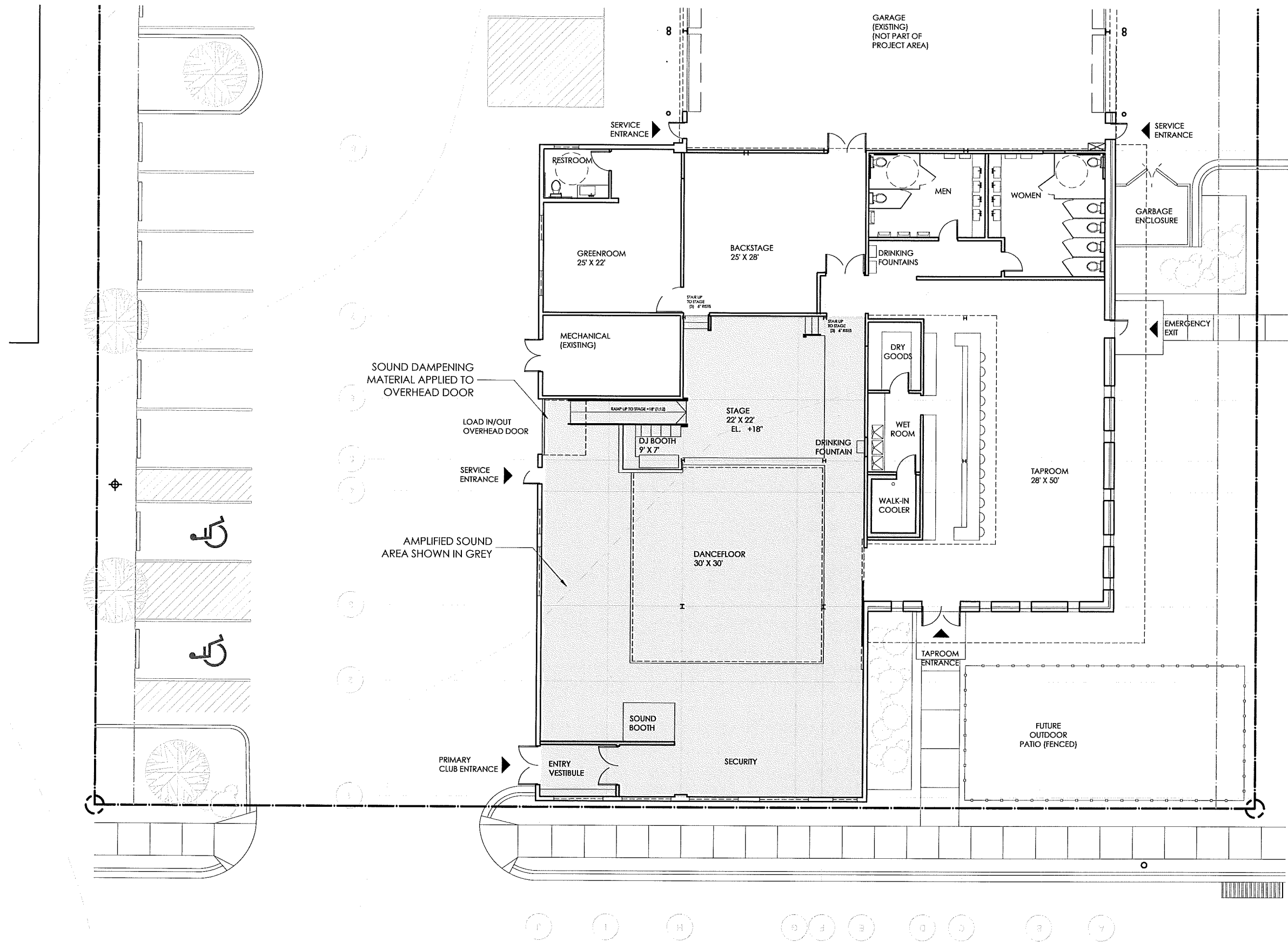


FIRE SAFETY & EMERGENCY EGRESS PLAN

- CAPACITY 325
- FIRE SPRINKLER SYSTEM COVERING ENTIRE CLUB
- FIRE ALARM SYSTEM TO BE INSTALLED
- ALL INHABITABLE SPACES WITHIN 75' DISTANCE TO EGRESS DOOR
- 2HR FIRE RATED SEPARATION FROM GARAGE SPACE
- CONCRETE FLOORS, MASONRY WALLS AND FIRE RATED CONSTRUCTION
- ACCESS TO MUNICIPAL HYDRANT ON CORNER
- 360° ACCESS TO BUILDING VIA STREET OR PARKING

1
A12 PROPOSED FIRE SAFETY & EMERGENCY EGRESS PLAN
SCALE: 1/16" = 1'



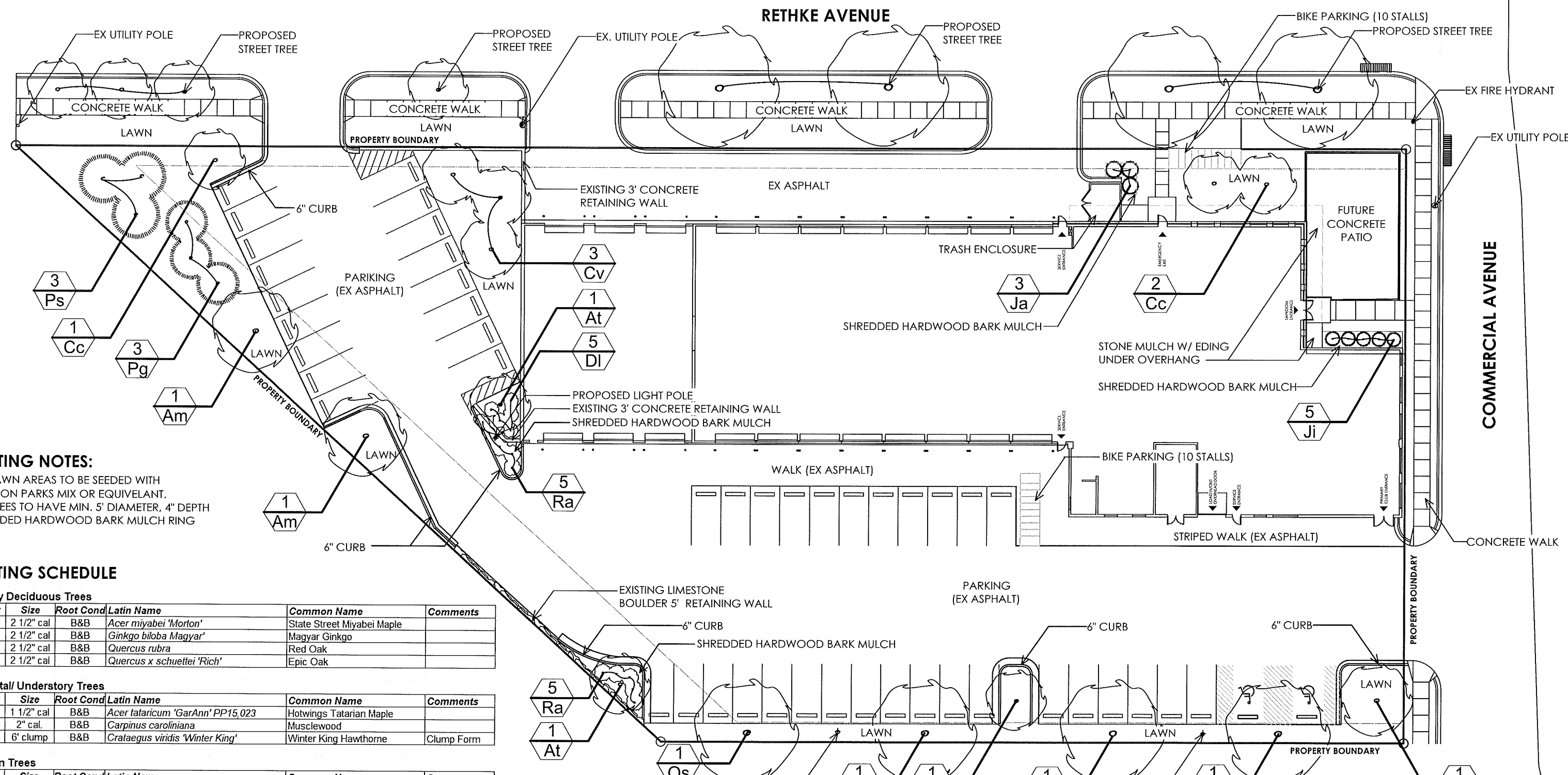


ARCHITECTURAL SOUND MITIGATION PLAN

- AMPLIFIED SOUND AREA LOCATED IN SOUTH-EAST CORNER - FARTHEST FROM RESIDENTIAL NEIGHBORS AND ADJACENT TO HWY 30
- AMPLIFIED SOUND AREA LOCATED INSIDE EXISTING MASONRY (CMU) BUILDING
- SOUND DAMPENING MATERIAL APPLIED TO ENTRY/EXIT DOORS
- SOUND ABSORBING CEILING TILES EMPLOYED OVER DESIGNATED DANCE FLOOR
- SOUND ABSORBING PANELS EMPLOYED IN CRITICAL AREAS & TRANSITION/BUFFER ZONES

1
A13 PROPOSED SOUND MITIGATION PLAN
SCALE: 1/8" = 1'





PLANTING NOTES:

- ALL LAWN AREAS TO BE SEEDED WITH MADISON PARKS MIX OR EQUIVELANT.
- ALL TREES TO HAVE MIN. 5' DIAMETER, 4" DEPTH SHREDDED HARDWOOD BARK MULCH RING

PLANTING SCHEDULE

Overstory Deciduous Trees

Symb	Qty	Size	Root Cond	Latin Name	Common Name	Comments
Am	2	2 1/2" cal	B&B	<i>Acer miyabei 'Morton'</i>	State Street Miyabei Maple	
Gb	1	2 1/2" cal	B&B	<i>Ginkgo biloba Magyar'</i>	Magyar Ginkgo	
Qr	2	2 1/2" cal	B&B	<i>Quercus rubra</i>	Red Oak	
Qs	2	2 1/2" cal	B&B	<i>Quercus x schuettei 'Rich'</i>	Epic Oak	

Ornamental/ Understory Trees

Symb	Qty	Size	Root Cond	Latin Name	Common Name	Comments
At	3	1 1/2" cal	B&B	<i>Acer tataricum 'GarAnn' PP15,023</i>	Hotwings Tatarian Maple	
Cc	3	2" cal.	B&B	<i>Carpinus caroliniana</i>	Musclewood	
Cv	3	6' clump	B&B	<i>Crataegus viridis 'Winter King'</i>	Winter King Hawthorne	Clump Form

Evergreen Trees

Symb	Qty	Size	Root Cond	Latin Name	Common Name	Comments
Pg	3	5' - 6'	B&B	<i>Picea glauca</i>	Black Hills Spruce	
Ps	3	5' - 6'	B&B	<i>Pinus strobus</i>	Eastern White Pine	Unsheared

Shrubs, Deciduous

Symb	Qty	Size	Root Cond	Latin Name	Common Name	Comments
DI	5	5 gallon	container	<i>Diervilla lonicera</i>	Dwarf Bushhoneysuckle	
Ra	10	5 gallon	container	<i>Rhus aromatica 'Gro-low'</i>	Grow Low Sumac	

Evergreen-Upright

Symb	Qty	Size	Root Cond	Latin Name	Common Name	Comments
Ja	3	3' - 4'	B&B	<i>Juniperus chinensis 'Ames'</i>	Ames Juniper	
Ji	5	3' - 4'	B&B	<i>Juniperus chinensis 'Iowa'</i>	Iowa Juniper	

POINT TAB

Plant Type/ Element	Points Value	Credits/ Existing		New/ Proposed	
		Qty.	Points	Qty.	Points
Overstory Deciduous Tree	35	0	0	7	245
Tall Evergreen Tree	35	0	0	6	210
Upright Evergreen	10	0	0	8	80
Ornamental Tree	15	0	0	9	135
Shrub, Deciduous	3	0	0	15	45
					715
Total Number of Points Provided					715

POINT CALCULATION

Total Developed Square Footage	39,435
Required Landscape Units (Developed Area / 300 sq.ft.)	131.55
Required Landscape Points (Units x 5 pts.)	658

3116 COMMERCIAL AVENUE - MADISON, WISCONSIN 53714

PROPOSED LANDSCAPE PLAN - SCALE: 1"=30'

(PRELIMINARY- NOT FOR CONSTRUCTION)

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ZDA, inc.

JARED A. VINCENT- PLA
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S H E E T

A 1 4

08.01.17



**CITY OF MADISON
LANDSCAPE WORKSHEET**
Section 28.142 Madison General Ordinance

Project Location / Address 3116 COMMERCIAL AVE - MADISON, WI 53714
Name of Project CHANGE OF OCCUPANCY - PROPOSED NIGHT CLUB
Owner / Contact ALABASTER HOLDINGS, LLC (CLIENT) M&B DESIGN (ARCHITECT) ZDA (LAND. ARCH)
Contact Phone ZDA - 608-831-5093 Contact Email ZDA - jayred@zdainc.com
M&B - 608-334-2661 M&B - mj@z333@gmail.com

**** Landscape plans for zoning lots greater than ten thousand (10,000) square feet in size
MUST be prepared by a registered landscape architect. ****

Applicability

The following standards apply to all exterior construction and development activity, including the expansion of existing buildings, structures and parking lots, except the construction of detached single-family and two-family dwellings and their accessory structures. The entire development site must be brought up to compliance with this section unless all of the following conditions apply, in which case only the affected areas need to be brought up to compliance:

- (a) The area of site disturbance is less than ten percent (10%) of the entire development site during any ten-(10) year period.
- (b) Gross floor area is only increased by ten percent (10%) during any ten-(10) year period.
- (c) No demolition of a principal building is involved.
- (d) Any displaced landscaping elements must be replaced on the site and shown on a revised landscaping plan.

Landscape Calculations and Distribution

Required landscaped areas shall be calculated based upon the total developed area of the property. Developed area is defined as that area within a single contiguous boundary which is made up of structures, parking, driveways and docking/loading facilities, but excluding the area of any building footprint at grade, land designated for open space uses such as athletic fields, and undeveloped land area on the same zoning lot. There are three methods for calculating landscape points depending on the size of the lot and Zoning District.

- (a) For all lots except those described in (b) and (c) below, five (5) landscape points shall be provided for each three hundred (300) square feet of developed area.

Total square footage of developed area 39,435 sq ft
Total landscape points required 658 pts.

- (b) For lots larger than five (5) acres, points shall be provided at five (5) points per three hundred (300) square feet for the first five (5) developed acres, and one (1) point per one hundred (100) square feet for all additional acres.

Total square footage of developed area _____
Five (5) acres = 217,800 square feet
First five (5) developed acres = 3,630 points
Remainder of developed area _____
Total landscape points required _____

- (c) For the Industrial - Limited (IL) and Industrial - General (IG) districts, one (1) point shall be provided per one hundred (100) square feet of developed area.

Total square footage of developed area _____
Total landscape points required _____

Tabulation of Points and Credits

Use the table to indicate the quantity and points for all existing and proposed landscape elements.

Plant Type/ Element	Minimum Size at Installation	Points	Credits/ Existing Landscaping		New/ Proposed Landscaping	
			Quantity	Points Achieved	Quantity	Points Achieved
Overstory deciduous tree	2½ inch caliper measured diameter at breast height (dbh)	35	---	---	7	245
Tall evergreen tree (i.e. pine, spruce)	5-6 feet tall	35	---	---	6	210
Ornamental tree	1 1/2 inch caliper	15	---	---	9	135
Upright evergreen shrub (i.e. arborvitae)	3-4 feet tall	10	---	---	8	80
Shrub, deciduous	#3 gallon container size, Min. 12"-24"	3	---	---	15	45
Shrub, evergreen	#3 gallon container size, Min. 12"-24"	4	---	---	---	---
Ornamental grasses/ perennials	#1 gallon container size, Min. 8"-18"	2	---	---	---	---
Ornamental/ decorative fencing or wall	n/a	4 per 10 lineal ft.	---	---	---	---
Existing significant specimen tree	Minimum size: 2 ½ inch caliper dbh. *Trees must be within developed area and cannot comprise more than 30% of total required points.	14 per caliper inch dbh. Maximum points per tree: 200	---	---	---	---
Landscape furniture for public seating and/or transit connections	* Furniture must be within developed area, publically accessible, and cannot comprise more than 5% of total required points.	5 points per "seat"	---	---	---	---
Sub Totals				0		715

Total Number of Points Provided 715

* As determined by ANSI, ANLA- American standards for nursery stock. For each size, minimum plant sizes shall conform to the specifications as stated in the current American Standard for Nursery Stock.