

January 24,2022
City & Farm LLC

To: City of Madison
Re: Letter of Intent

This letter of intent is being submitted in conjunction with an application for Conditional Use Permits for the property located on 557 North St. Please grant approval to remodel the building and operate the businesses as noted herein.

City & Farm LLC is proposing a remodel of the existing building to create a venue with a brewpub, coffee shop, and bake shop. Below is a description to clarify the intent for this property:

- a. No change in current zoning. The parcel is currently zone NMX.
- b. No change to building footprint. The building is approximately 3200sf and will remain that size.
- c. No change to the site grading and site surfaces. Existing concrete will remain. The parcel is 9200sf.
- d. Existing free-standing garage will be removed.
- e. Building interior will be remodeled for a brewpub, coffee shop, and a bake shop. We intend to add windows into current wall openings and to create one new window opening on North St.
- f. We will create a full service kitchen for the restaurant needs of the tenants. The kitchen will also have catering/warming capabilities to support the needs of outside catering and food carts as necessary for their operation.
- g. An outdoor patio area on the east side of the site will be available for patrons.
- h. Space for one food cart will be provided on the property (see site plan for location).
- i. There will be no on-site parking.
- j. We anticipate hours of operation to be 6am to 12:00 midnight.
- k. Number of employees in the building will range from 2 to 6.
- l. Project Team -
 - i. Owner - City & Farm LLC, JD Kath, Marty Martin, Travis Dettinger
 - ii. Architects - OPN Architects, Brett Rottinghaus
 - iii. Construction Manager - Grace Built LLC, Travis Dettinger
 - iv. Tenants for the project - we have three tenants fully engaged in the project. We are finalizing interior designs and lease details with them. All three are existing businesses that are thriving in Madison. They would like to remain un-named for now while they complete their marketing and branding plans.
- m. Construction will start in the summer of 2022 and complete in the fall of 2022.

The building will have dedicated space for each of the three tenants - brewpub with bar, a coffee bar, and a bakery sales counter. The kitchen and storage areas will be shared by tenants. The seating areas, bathrooms, and courtyard will be shared by all patrons. Below is a summary of each tenant's operations plan:

BrewPub - Brewpub tenant will operate a brewpub on site offering beers brewed on site and food prepared in the on site kitchen. Offerings will include items such as sandwiches and slices of pizza. Additional beer will be brought in from other Wisconsin breweries as demand necessitates as we do not anticipate being able to fulfill 100% of the demand with beer brewed on site. No other alcoholic beverages will be offered. Brewpub will also offer non-alcoholic options such as sodas, teas and other carbonated beverages. Finally, brewpub will offer packaged products and merchandise to-go.

Brewpub expects to operate during the following hours

- Mon - Thur: 3 pm - 10 pm
- Friday: 3 pm - midnight
- Saturday 11 am - midnight
- Sunday 11 am - 7 pm

Brewpub will employ 3 full time and 3 part time employees.

Coffee Shop - The coffee shop tenant will operate a retail shop space on site and will offer whole bean craft-roasted coffee from our local roastery. Tenant will prepare and serve brewed coffee, cold press coffee, espresso drinks, other coffee specific drink preparation and other locally sourced specialty beverages and snacks.

The coffee shop expects to operate during the following hours:

- Mon-Sat: 7:30am - 2pm
- Sunday: 8am - 2pm

The coffee shop will employ 2-3 full time and 1-2 part time employees.

Bake Shop - Tenant will operate a bakery on site, offering a variety of viennoiserie, cake and pie slices, and fresh loaves of bread prepared at their main location and brought over fresh daily. Offerings will also include fresh sandwiches, salads and sides sold from a grab and go cooler as well as for the brewery to offer at their bar. Additional offerings will include a selection of vegan and gluten free desserts, house granola and merchandise to go.

Bakery expects to operate during the following hours

- Tuesday-Saturday 8am-3pm
- Sunday- 9am-1pm

Bakery will employ 1-2 full time and 1-2 part time employees.

Supplemental Requirements

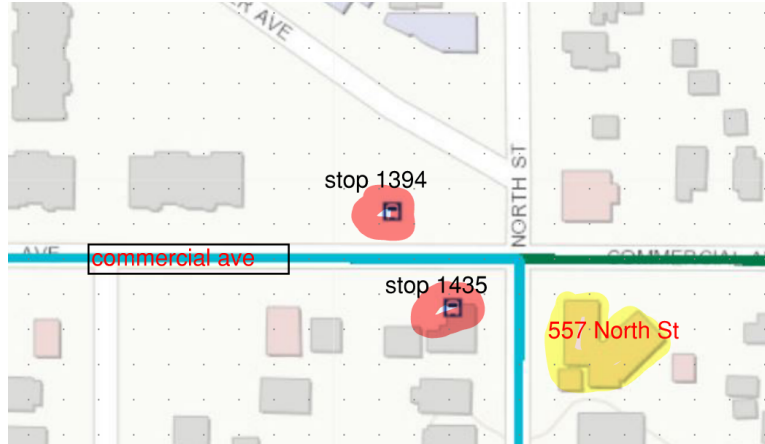
A - Outdoor eating area

As shown on the site plan, we are planning to accommodate 120 people in the courtyard (seated and standing). Maximum occupancy numbers will be posted and monitored by our staff. The courtyard is easily accessed from three of the five building doors. In addition, the courtyard is accessible from the sidewalk along Commercial Avenue. A secondary exit path is provided along the south property line behind the building. We will maintain a 6'-6" (minimum) screened fence along the east and south perimeter of the courtyard. Artistic screens and/or planters will be located along the north edge of the courtyard to provide separation from the sidewalk along Commercial Avenue. We intend to have space allocated to park a food cart on the property (see site plan). A kid friendly zone will be located in the south corner of the courtyard for patrons with kids. A combination of fixed and moveable seating and tables will be provided. We anticipate hours of operation to match coffee shop and brewpub hours.

B - Modification to Parking Requirements - The site does not have onsite parking. We understand that 30 parking stalls would be required based upon a total occupancy of 200. Please consider eliminating this requirement based upon the three factors listed below.

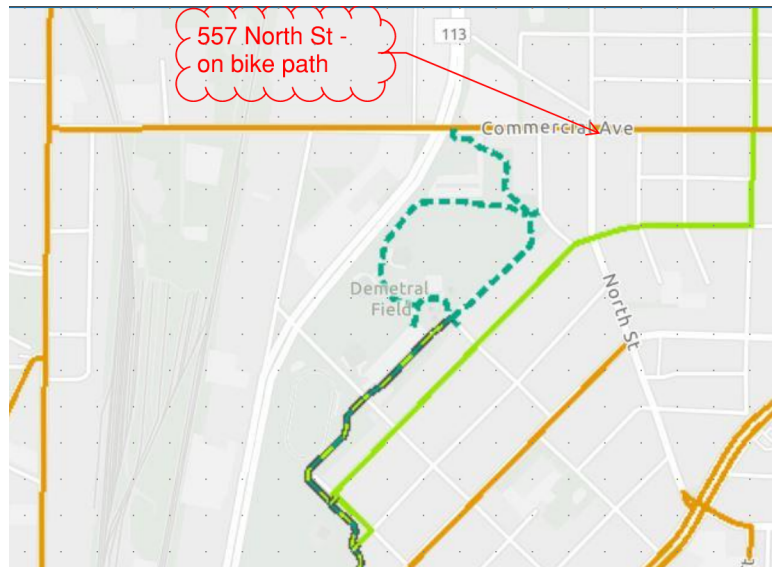
1. Access to public transportation - The property is on the same corner as tow two high frequency bus stops
 - a. [Stop 1394](#), WB Commercial west of North (towards North Transfer Point) has 54 distinct stops per day or 174 per week.
 - b. [Stop 1435](#), EB Commercial west of North (towards downtown/campus), also 54 distinct stops per day or 174 per week.

See map below showing bus stop locations:

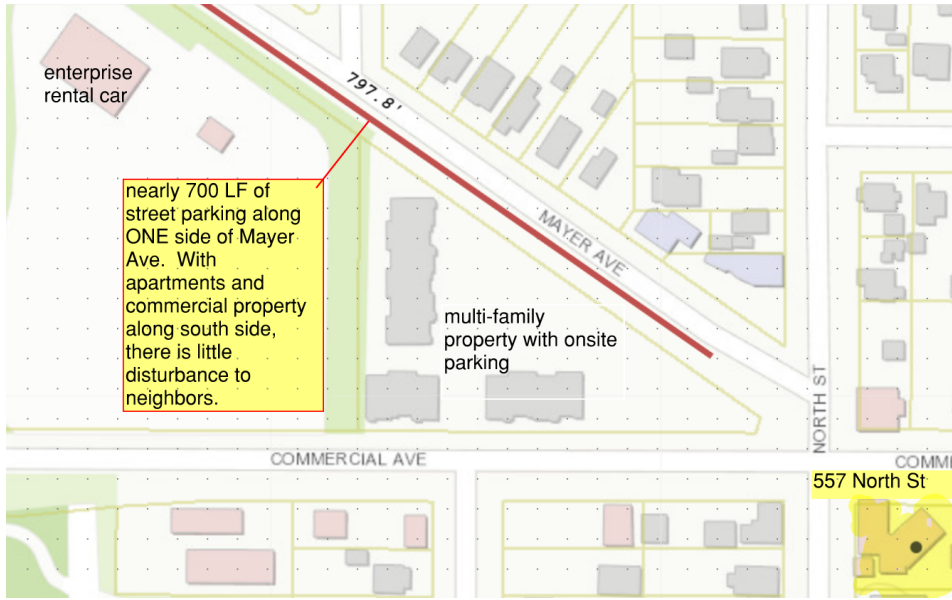


c.

2. Access to Bike Paths - The Commercial Avenue bike lane is right in front of this building. This bike lane connects to the city wide network of bike paths. The map below shows bike path/lanes highlighted orange and green. We will provide 10 bike stalls onsite.



3. Street Parking - Access to ample neighborhood street parking. For example, Mayer Street has nearly 700lf of parking along one side of the road without impact to residential homes. See map below.



C - Demolition Permit - We intend to remove the free standing 16'x20' garage on the east side of the site. It is an uninsulated garage that was used for storage by former owners. It sits on top of the existing slab-on-grade. We plan to donate the overhead door and swing door to the ReStore and offer other building materials for reuse/repurposing via craigslist and FB marketplace.

Here are photos of the existing garage:



D - Food Cart - As shown on the site plan, we have allocated space for one food cart to serve on the property. Hours of operations will be between the hours of 7:30 a.m. and 11:30 p.m., including set up and take down. No part of the operator's free-standing vending equipment or operation will remain on the property outside the hours of operation.