



City of Madison

Conditional Use

Location
1444 East Washington Avenue

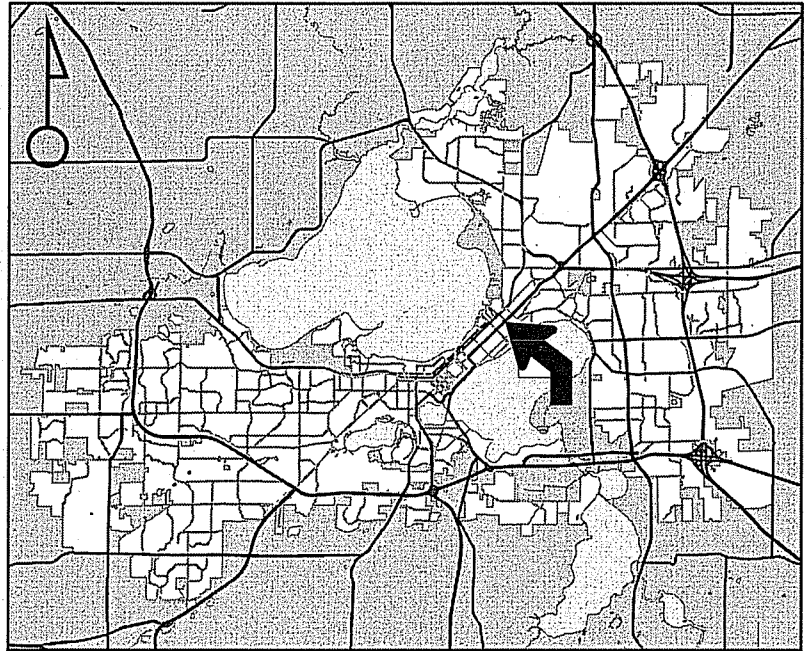
Project Name
Parched Eagle Taproom

Applicant
John Chandler / Jim Goronson -
Parched Eagle Brewpub

Existing Use
Multi-tenant building

Proposed Use
Establish tavern in existing
multi-tenant comm. bldg. in TE zoning

Public Hearing Date
Plan Commission
20 March 2017

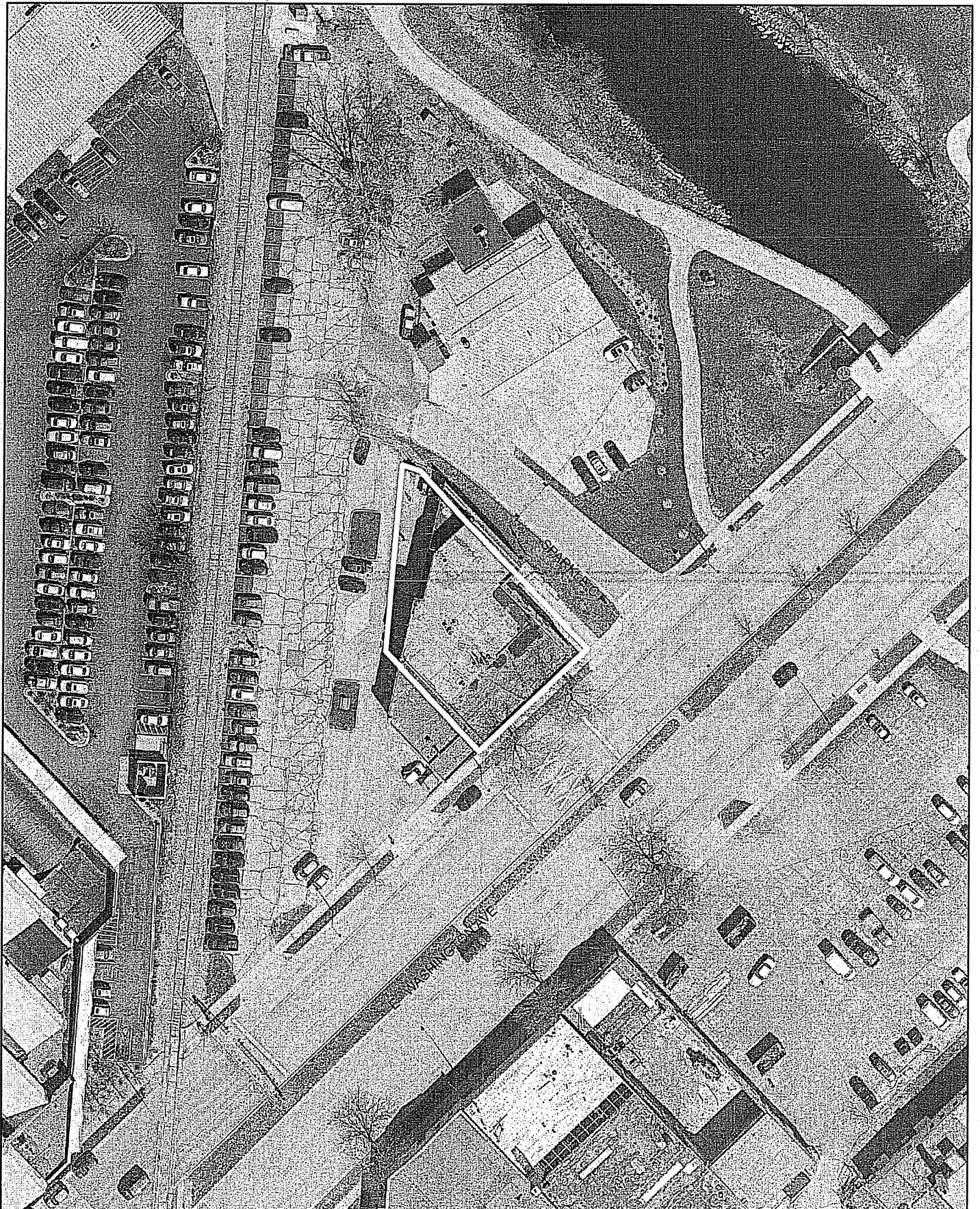


For Questions Contact: Chris Wells at: 261-9135 or cwells@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : PPE : Date : 14 March 2017





LAND USE APPLICATION

CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:
www.cityofmadison.com/developmentcenter/landdevelopment

FOR OFFICE USE ONLY:	
Amt. Paid _____	Receipt No. _____
Date Received _____	
Received By _____	
Parcel No. _____	
Aldermanic District _____	
Zoning District _____	
Special Requirements _____	
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 1444 E. Washington Ave.
Project Title (if any): Parched Eagle Taproom

2. This is an application for (Check all that apply to your Land Use Application):

- Zoning Map Amendment from _____ to _____
- Major Amendment to Approved PD-GDP Zoning Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Jim Goranson Company: Parched Eagle Brewpub
Street Address: 5440 Willow Rd. Ste. 112 City/State: Westport, WI Zip: 53597
Telephone: 608 204-9192 Fax: () Email: jim@parchedeagle.com

Project Contact Person: Jim Goranson Company: Parched Eagle Brewpub
Street Address: 5440 Willow Rd. Ste. 112 City/State: Westport, WI Zip: 53597
Telephone: 608 204-9192 Fax: () Email: jim@parchedeagle.com

Property Owner (if not applicant): John Chandler
Street Address: 1444 E. Washington Ave. City/State: Madison, WI Zip: 53703

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: Infill of existing interior space to provide serving and seating for a taproom/avern.
Development Schedule: Commencement April 2017 Completion May 2017

5. Required Submittal Information

All Land Use applications are required to include the following:

Project Plans including:*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- 32x
- ~~Seven (7) copies of a full sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)~~
 - Twenty Five (25) copies of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
 - One (1) copy of the plan set reduced to fit onto 8 1/2 X 11-inch paper

* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

Letter of Intent: Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:

- 32x
- | | | |
|---|---|--|
| <input checked="" type="radio"/> Project Team | • Building Square Footage | • Value of Land |
| • Existing Conditions | • Number of Dwelling Units | • Estimated Project Cost |
| • Project Schedule | • Auto and Bike Parking Stalls | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft ² of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested |
| <input checked="" type="radio"/> Hours of Operation | | |
| • Deliverables | | |

600 **Filing Fee:** Refer to the Land Use Application Instructions & Fee Schedule. 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 as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.

6. Applicant Declarations

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), and business association(s) AND the dates you sent the notices:

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect 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: Chris Wells Date: 1/9/2017 Zoning Staff: MOET Tucker Date: 1/9/17

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

Name of Applicant Jim Goronska Relationship to Property: Lessee

Authorizing Signature of Property Owner [Signature] Date 1/9/17

February 7, 2017

City of Madison Planning & Zoning Department
215 Martin Luther King, Jr. Blvd. Room LL-100
Madison, WI 53701-2985

Re: Land Use Application – Conditional Use

To Whom it may concern,

This project has the following team members: Jim Goronson, Tom Christie, Jack Chandler (owner) and Edward Kuharski (architect).

- Existing condition of space subject to Conditional Use is a museum. Other uses on ground floor are Maria's (a small tavern with a Class B/C license) limited to 49 persons and a common area used for a variety of community events.
- Project schedule: May 2017 opening.
- Proposed usage and square footing: 676 sq ft of seating including a 14' bar.
- Seating capacity: 36.
- Hours of operation: 3pm-10pm Tuesday through Thursday, 4pm-12am Friday and Saturday, and 4pm-10pm on Sunday.
- No outdoor amplified sound/music.
- Building square footage: 11,500 sq ft. Number of dwelling units: NA. Auto and bike parking: 19 auto, 9 bike. One accessible parking stall to be provided per site plan.
- Lot coverage/usable open space calculation: Lot Area = 9451 sq ft; Bldg. Area = 6016 sq. ft.; Lot Coverage = 64% Usable Open Space =/- 125 sq. ft.
- Value of land: \$92,300. Estimated cost of project: \$50,000. Number of construction and FTE created – 0. Public subsidy requested: NA.
- Deliveries: existing full-size loading dock leading to an indoor receiving area with access from E. Washington.

There is on-street parking in front of the building, a city bus stop is on the same block, bike path is directly behind the building and we have kayak parking too! We have the only 100% safe crossing of E. Washington Ave from the square to the pedestrian bridge at Highway 30. The building areas to be used for the proposed activities are fully ADA accessible.

We are requesting Tenney-Lapham Neighborhood Association support for a conditional use at the Plan Commission meeting on March 20th.

Attached is a copy of an email from Tom Christie to the President of the Tenney-Lapham Neighborhood Association and Alder Ledell Zellers.

Best,
Jim Goronson, Project Contact
Parched Eagle Taproom



Jim Goronson <sonofgor@gmail.com>

Parched Eagle Taproom conditional use application

4 messages

tom christie <thomas.f.christie@gmail.com>
To: Ledell Zellers <district2@cityofmadison.com>
Cc:

Mon, Jan 9, 2017 at 10:53 AM

Alder Zellers:

We met with city zoning officials Matt Tucker and Chris Wells today. We intend to submit an application for a conditional use permit at 1444 E. Washington for our taproom which would be designated as a tavern for zoning purposes.

We would like to submit by the February 8th deadline which is slightly less than 30 days out, so we request that you waive the 30 day noticing requirement.

Regards,

-Thomas Christie

Zellers, Ledell <district2@cityofmadison.com>
To: tom christie <thomas.f.christie@gmail.com>

Tue, Jan 17, 2017 at 12:34 PM

Hello Tom,

I apologize for not replying sooner. Given your visit with the TLNA I am willing to waive the 30 days with your agreement to the following conditions:

1. Close by 10:00 pm weeknights and midnight weekends
2. No outdoor amplified sound/music

These are the same hour requirements as applied to the Blind Pig weeknights and one hour later weekends.

Alternatively, if you have a problem with those conditions, I will skip waiving the 30 days, and we could have the neighborhood meeting you indicated you would be holding at the proposed location. I'd be happy to help organize that. At that time I could get a better sense

of any neighborhood concerns there might be.

Best,

Ledell

Alder Ledell Zellers
608 417 9521

To subscribe to District 2 updates go to: <http://www.cityofmadison.com/council/district2/>

From: tom christie <thomas.f.christie@gmail.com>
Sent: Monday, January 9, 2017 10:53 AM
To: Zellers, Ledell
Cc: Jim Goronson; John Chandler; Patty Prime; Tucker, Matthew; Wells, Chris
Subject: Parched Eagle Taproom conditional use application

[Quoted text hidden]

tom christie <thomas.f.christie@gmail.com>
To: "Zellers, Ledell" <district2@cityofmadison.com>

Tue, Jan 17, 2017 at 5:18 PM

<CWells@cityofmadison.com>

Ledell,

Just to make sure we are all on the same page:

Fri night and Sat night we would close at midnight.

Sun night and Tue-Thu we would close at 10pm.

If that is the correct understanding, we (Parched Eagle) are in agreement with the hours as above and the restriction regarding amplified outdoor music.

Please confirm our understanding, and we will proceed to work on the letter of intent and other submission materials. We are still interested in holding an on-site neighborhood meeting, so we will be in touch regarding that.

Regards,

-Tom Christie

[Quoted text hidden]

Zellers, Ledell <district2@cityofmadison.com>
To: tom christie <thomas.f.christie@gmail.com>
Cc:

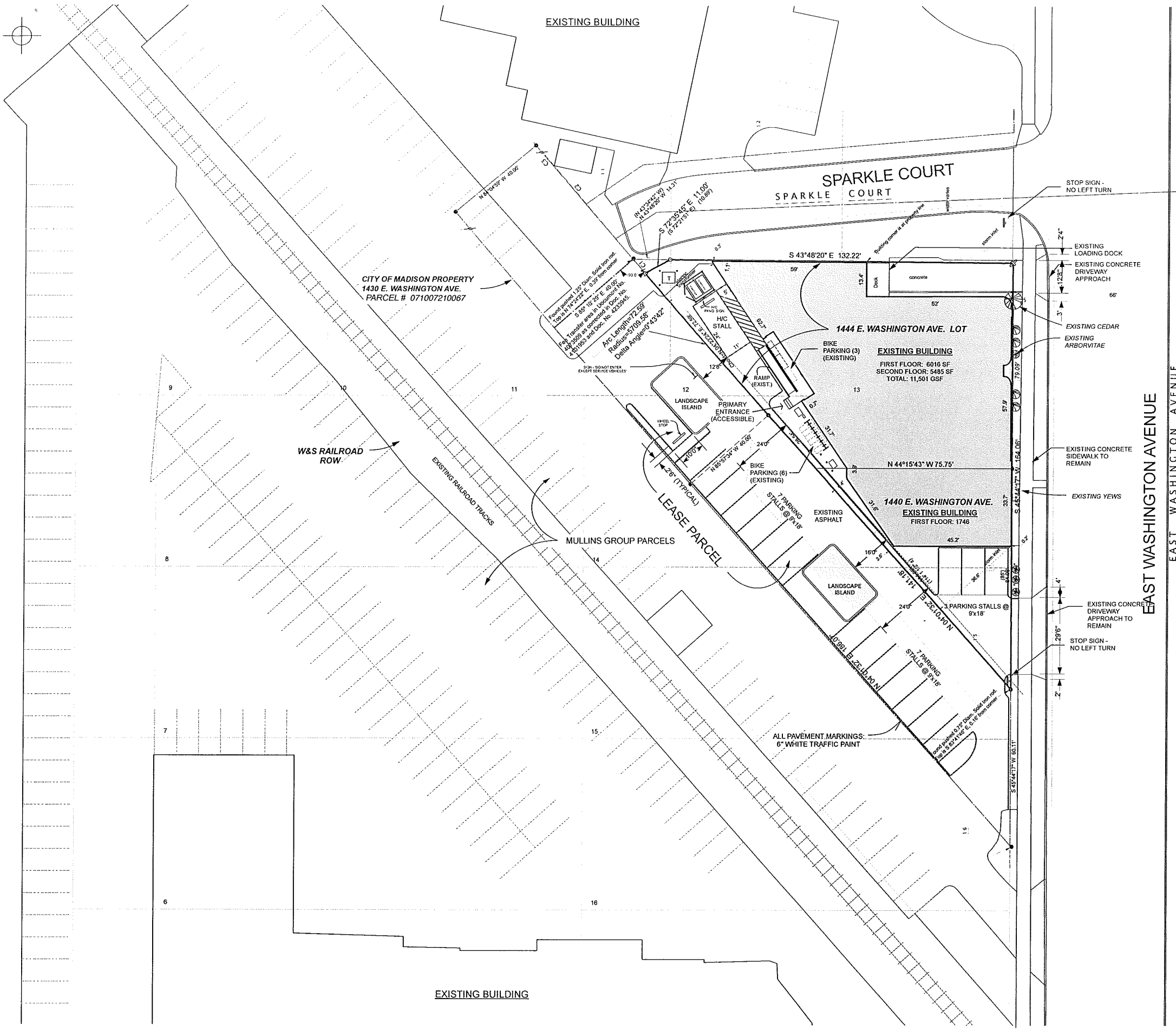
Tue, Jan 17, 2017 at 5:40 PM

"Tucker, Matthew" <MTucker@cityofmadison.com>, "Wells, Chris" <CWells@cityofmadison.com>

Yes.

Alder Ledell Zellers
608 417 9521

To subscribe to District 2 updates go to <http://www.cityofmadison.com/council/district2/>
[Quoted text hidden]



SITE QUANTITIES

REGULAR PARKING STALLS:	18
ACCESSIBLE (VAN) STALL:	1
BICYCLE PARKING STALLS:	9

PROJECT NARRATIVE

PLAN IS SUBMITTED FOR REVIEW IN SUPPORT OF TENANT'S CONDITIONAL USE APPLICATION TO THE PLAN COMMISSION.

APPLICANT OPERATES A BREWING AND SERVING ESTABLISHMENT IN THE TOWN OF WESTPORT AND SEEKS TO OPERATE A SMALL TAPROOM IN THE INDICATED TENANT SPACE, FORMERLY USED BY THE HARLEM RENNAISSANCE MUSEUM.

TENANT:

PARCHED EAGLE TAP ROOM

AGENT: JIM GORENSEN

5440 WILLOW ROAD, STE. 112
WESTPORT, WI 53597

OWNER:

GALLERY 1444, LLC

AGENT: JOHN C CHANDLER

CHANDLER PROPERTIES LLC
5701 MANUFACTURERS DR
MADISON, WI 53704-6277

THE PARCHED EAGLE TAP ROOM

NOTE: SOME SITE IMPROVEMENTS SHOWN WERE APPROVED UNDER A PRIOR CUP AND ARE DUE TO BE COMPLETED BY MAY 1, 2017

EXISTING SITE PLAN

0' 10' 20' 40' 80' 120'

NORTH

GREEN DESIGN STUDIO
EDWARD KUHARSKI, ARCHITECT
405 SIDNEY STREET | MADISON, WI 53703 | 608.469.5963
EKUHARSKI@AOL.COM | REGISTERED ARCHITECT • WI #5587

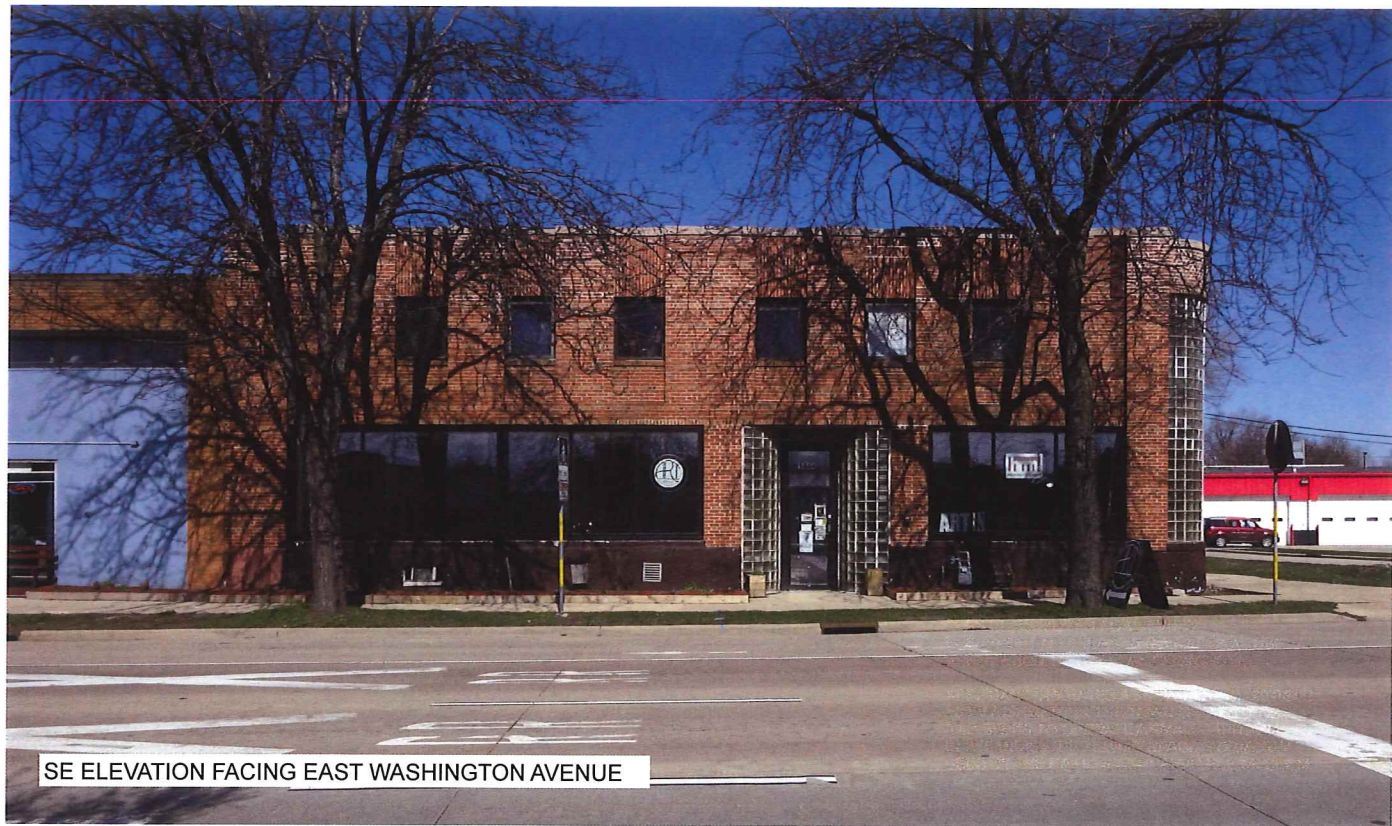
TENANT IMPROVEMENTS AT:
1444 EAST WASHINGTON AVE.
MADISON, WISCONSIN 53703

DATE
02-08-17 - CUP Submittal

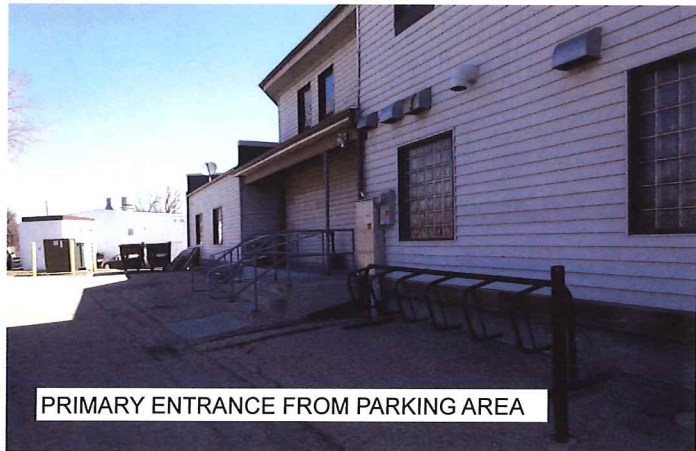
SHEET NO.
S1



VIEW FROM THE SOUTH



SE ELEVATION FACING EAST WASHINGTON AVENUE



PRIMARY ENTRANCE FROM PARKING AREA



PROPOSED PARCHED EAGLE TAP ROOM



ADJACENT ENTERTAINMENT/NIGHTCLUB AREA

PARCHED EAGLE TAP ROOM

PHOTOS OF EXISTING SITE & BUILDING

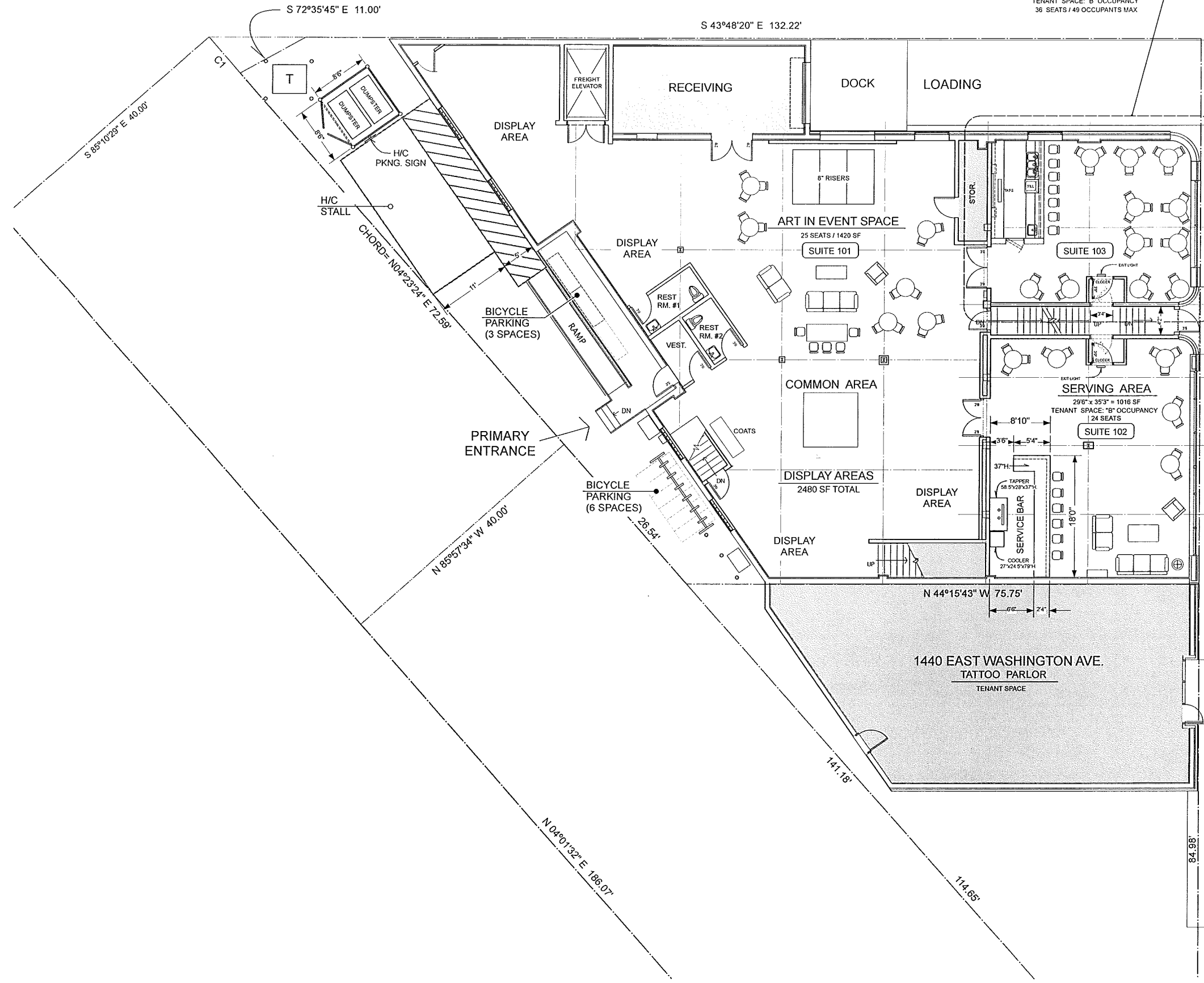
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TENANT IMPROVEMENTS AT:
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DATE
02-08-17 - CUP Submittal

SHEET NO.

S2



**PARCHED EAGLE
TAP ROOM**
29'6" x 23'9" - 24sf VEST = 676 SF
TENANT SPACE: "B" OCCUPANCY
36 SEATS / 49 OCCUPANTS MAX

OCCUPANT LOAD SUMMARY

FIRST FLOOR =	99 PERSONS
SECOND FLOOR =	13 PERSONS
BASEMENT =	12 PERSONS
BUILDING TOTAL =	124 PERSONS

OCCUPANT LOAD FIRST FLOOR

OWNER'S SPACE:	
SERVING AREA =	1016 SF
EVENT AREA =	1420 SF
DISPLAY AREA =	2480 SF
TOTAL =	4916 SF
SERVING AREA:	
"MARIE'S" =	1016 SF
USE: "B" OCCUPANCY - TAVERN - 49 PERSONS OR LESS	
TENANT SPACE:	
PARCHED EAGLE BREW PUB =	676 SF
USE: "B" OCCUPANCY - TAVERN - 49 PERSONS OR LESS	
NOTE: TOTAL OCCUPANT LOAD OF ALL OF THE ABOVE SPACES TO BE MANAGED TO A MAXIMUM OF 99 PERSONS BY THE OWNER.	

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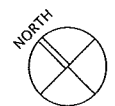
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WESTPORT, WI 53597

OWNER:
GALLERY 1444, LLC

AGENT: JOHN C CHANDLER

CHANDLER PROPERTIES LLC
5701 MANUFACTURERS DR
MADISON, WI 53704-6277

**PROPOSED
FIRST FLOOR**

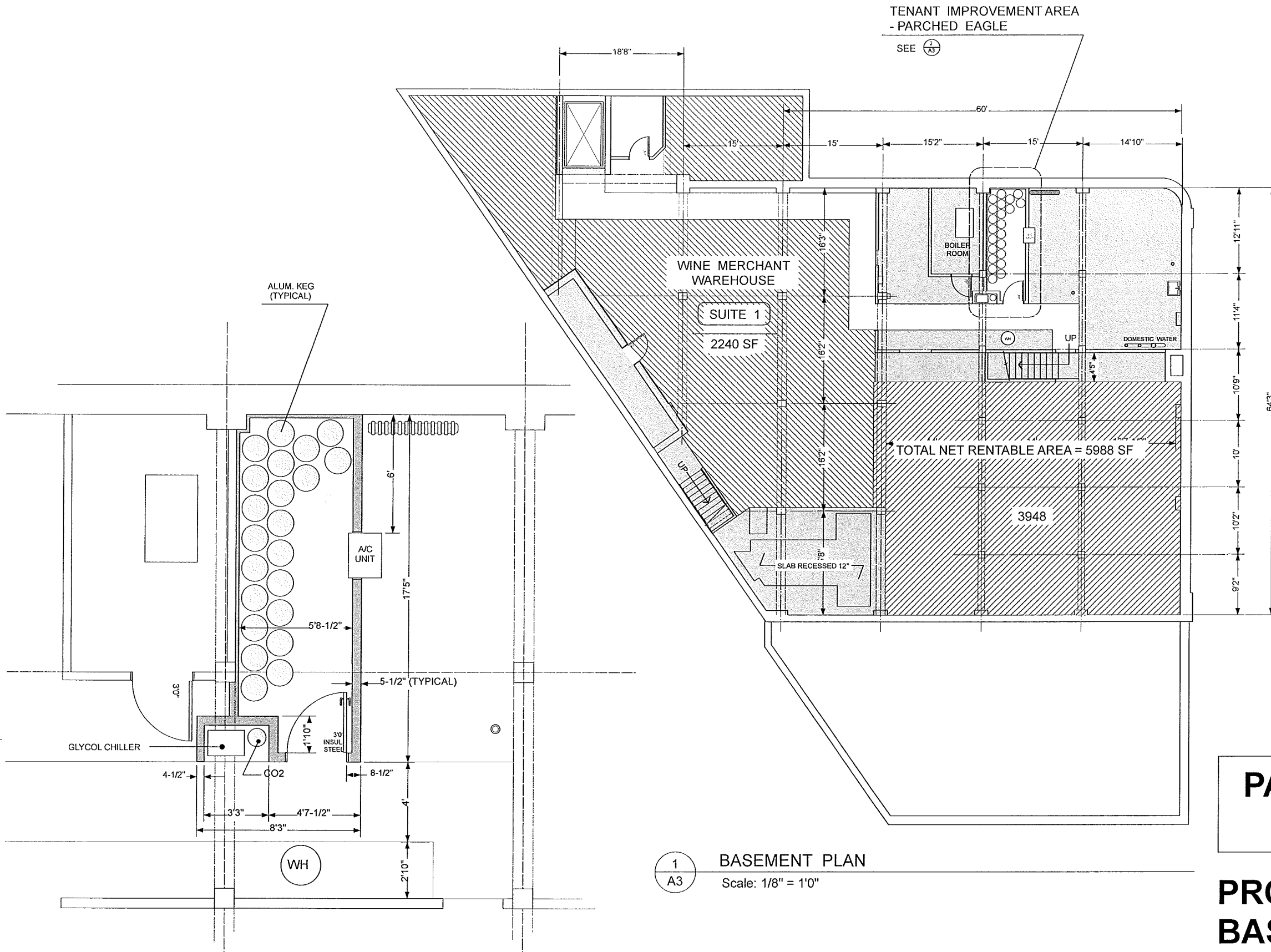


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**TENANT IMPROVEMENTS AT:
1444 EAST WASHINGTON AVE.**
MADISON, WISCONSIN 53703

DATE
02-06-17 - Conditional Use Submittal

SHEET NO.
A1p



2
A3 COOL ROOM PLAN
Scale: 3/8" = 1'0"

1
A3 BASEMENT PLAN
Scale: 1/8" = 1'0"

OCCUPANT LOAD BASEMENT

NET RENTABLE AREA: 5988 SF

USE: NON-HAZARDOUS WAREHOUSE

1 OCCUPANT / 500SF

= 12 OCCUPANTS

NOTE: SHADED AREAS ARE NON-RENTABLE (UTILITY, MECHANICAL, ETC.)

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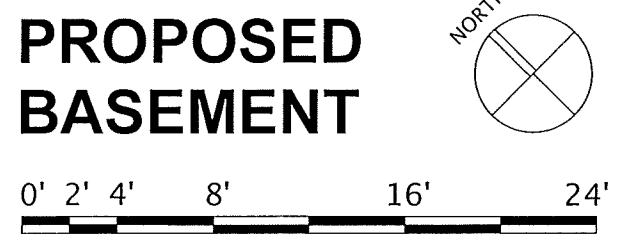
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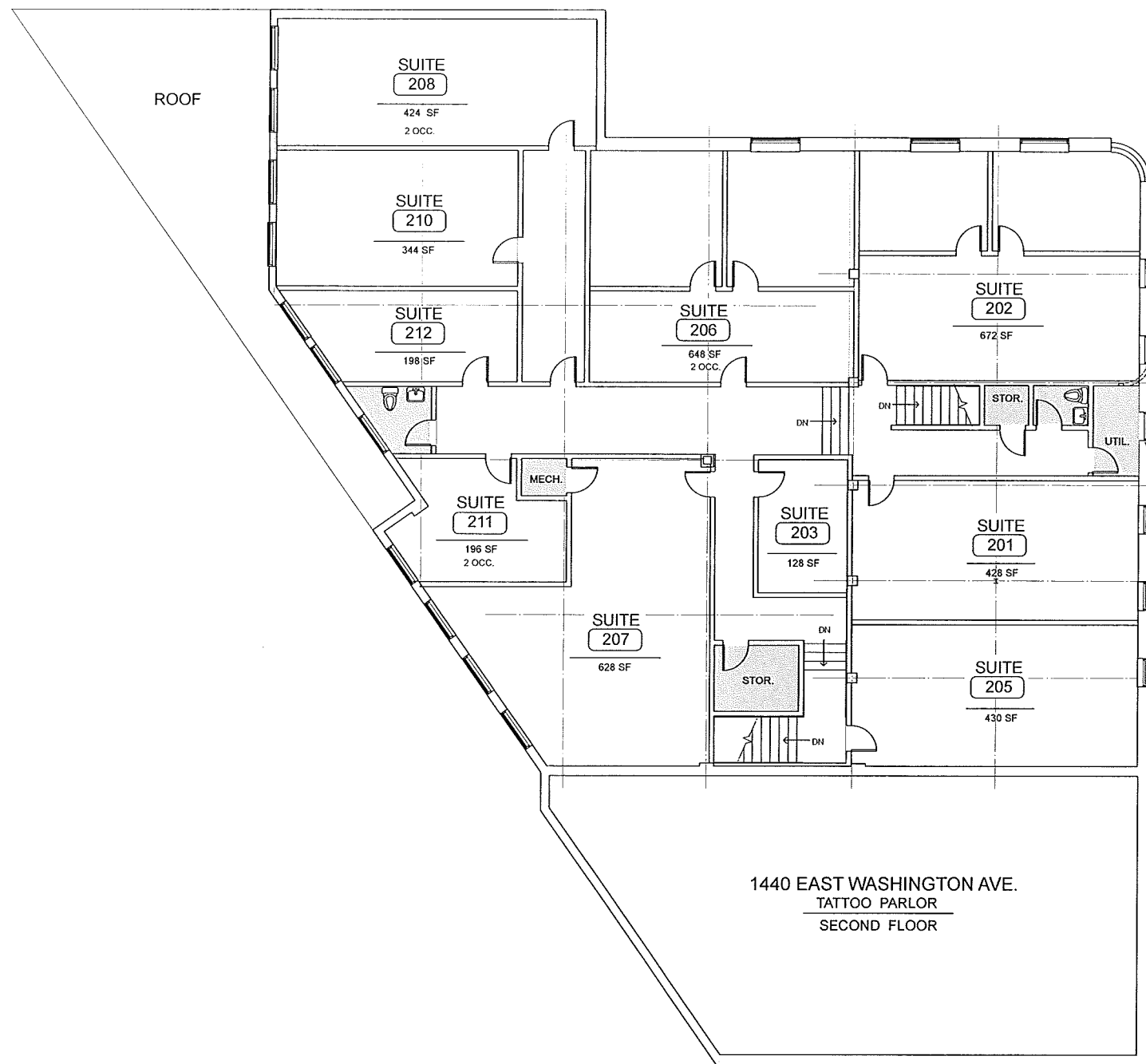


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DATE
02-08-17 - CUP Submittal

SHEET NO.
A3



**OCCUPANT LOAD
2ND FLOOR**

SUITE #	# OCCUPANTS
201	1
202	1
203	1
205	1
206	2
207	1
208	2
210	1
211	2
212	1

TOTAL 13

SUITE NET AREA: 4096 SF
USE: ARTISTS' STUDIOS

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**PARCHED EAGLE
TAP ROOM**

**EXISTING
SECOND FLOOR**



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DATE
02-08-17 - CUP Submittal

SHEET NO.

A2