

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 July 17th, 2019
Alabaster Holdings, LLC
Jason Socha & Gregory Kveberg - Owners
3116 Commercial Ave.
Madison, WI 53714

To whom it may concern, Alabaster Holdings, LLC respectfully submits the following modification to the current Conditional Use Permit for the property located at 3116 Commercial Avenue in Madison, Wisconsin. We have converted around 7500 Sq. Ft. of this building into a music and arts venue. Our current intent is to augment this space with the addition of a small outdoor seating area.

Our space currently serves as a growing artistic and cultural hub for its neighborhood on the East Side. We believe that the addition of a fenced outdoor seating area, on the corner of the building where Rethke and Commercial intersect, will further enhance the space's ability to function as a community hub, and be of value to our patrons. This fenced enclosure will be constructed of chain link fence covered with a nylon fabric privacy barrier (which completely covers the chain link).

Our intention is that this outdoor space serve exclusively as an area for socialization and relaxation – no amplified music will be played in this outdoor space, and no equipment for the amplification of sound will be installed. Our intention is simply to offer an area for quiet conversation, either as a break from a busy night of dancing and music, or during quieter times of the week when patrons might wish to relax outside rather than in a concrete taproom.

We initially 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 addition of a fenced patio has already received approval from the City of Madison Alcohol and License Review Committee. We did not seek to increase the overall capacity of our venue, which remains at 325. We asked for an outdoor capacity of 50 patrons, and were granted this by the ALRC – this reflects our intention to provide a different option for our customers, rather than to maximize occupancy overall. Our business operates from 4 PM – 2 AM Wednesday-Saturday, and from 1 PM – 10 PM on Sunday, with occasional special events or rentals outside of these hours. We anticipate that the patio will see use both during the early part of an evening as patrons relax after work, and during busier nights, as patrons seek out quieter spaces to chat or cool down from dancing.

We intend to continue to be good citizens in our neighborhood, and do not believe that this outdoor seating area will have any impact on nearby residents, due both to its location – which is screened by the bulk of our building and also adjacent to Highway 30, and due to our decision to eschew amplified sound. (No performances of any sort are planned for this space).

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. With your approval we plan to complete the construction as soon as possible (initial estimates from Struck and Irwin place this at only a day or two of construction time for this very basic project).

Thank you for your time, thoughtful review and consideration.
Jason Socha & Gregory Kveberg - Owners