



PREPARED FOR THE PLAN COMMISSION

**Project Address:** 2015 Winnebago Street (6<sup>th</sup> Aldermanic District, Ald. Benford)  
**Application Type:** Conditional Use  
**Legistar File ID #** [74897](#)  
**Prepared By:** Chris Wells, Planning Division  
Report Includes Comments from other City Agencies, as noted  
**Reviewed By:** Kevin Firchow, AICP, Principal Planner

**Summary**

**Applicant:** Joseph Gallagher; 2015 Winnebago St, Suite 101 Madison, WI 53714  
**Contact:** Joseph Gallagher; Ramaker, 1955 Atwood Ave, Suite 202 Madison, WI 53704  
**Property Owner:** Jet Venture LLC (Elizabeth Shortreed); 2002 Atwood Ave, Suite 212, Madison, WI 53704

**Requested Action:** The applicant requests consideration of a conditional use in the Traditional Shopping Street (TSS) District for a tasting room at 2015 Winnebago Street.

**Proposal Summary:** The applicant proposes to establish a tasting room at 2015 Winnebago Street. No production will occur on site and no structural changes to the building are planned.

**Applicable Regulations & Standards:** This proposal is subject to the standards for Conditional Uses [MGO §28.183] as Table 28D-2 in MGO §28.061(1) lists tasting rooms as conditional uses in the TSS (Traditional Shopping Street) District.

**Review Required By:** Plan Commission

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to establish a tasting room in the Traditional Shopping Street (TSS) District at 2015 Winnebago Street. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

**Background Information**

**Parcel Location:** The 7,630-square-foot (0.17-acre) parcel is located along the southeast side of Winnebago Street, in between S 2<sup>nd</sup> Street and Sutherland Court. This parcel is located within Aldermanic District 6 (Ald. Benford) and the Madison Metropolitan School District.

**Existing Conditions and Land Use:** The parcel contains a one-story, roughly 6,800-square-foot multi-tenant commercial building which, according to City Assessor’s Office records, was originally built in 1885.

**Surrounding Land Use and Zoning:**

**Northeast:** A mixed-use building with a coffee roastery, bakery, and restaurant/café and a single dwelling unit, zoned TSS (Traditional Shopping Street District);  
**Northwest:** Across Winnebago Street, a four-story, mixed-use building with roughly 1,000 square-feet of commercial space and 24 multi-family units, zoned TSS;

**Southeast:** A surface parking lot in the TSS District; and

**Southwest:** Immediately adjacent is the Players Sports Bar and Grill, also zoned TSS.

**Adopted Land Use Plan:** The [Comprehensive Plan](#) (2018) recommends Neighborhood Mixed Use for the subject site. The Schenk Atwood Business District Master Plan (2000) identifies transportation improvements in the immediate area, but has no specific recommendations for this site. The [Marquette-Schenk-Atwood Neighborhood Plan](#) (1994) includes several recommendations for the Schenk-Atwood Business District, but none specifically for this site.

**Environmental Corridor Status:** The subject site is not within a mapped environmental corridor.

**Public Utilities and Services:** This property is served by a full range of urban services.

**Zoning Summary:** The property is zoned TSS (Traditional Shopping Street)

Requirements	Required	Proposed
Front Yard Setback	None	Existing, no change
Max. Front Yard Setback	None	Existing, no change
Side Yard Setback	None	Existing, no change
Rear Yard Setback	20 ft	Existing, no change
Usable Open Space	40 sq ft/unit	Existing, no change
Maximum Lot Coverage	85%	Existing, no change
Maximum Building Height	3 stories/40 ft	Existing, no change

Site Design	Required	Proposed
Number Parking Stalls	No minimum	Existing, no change
Accessible Stalls	None	Existing, no change
Loading	No	No
Number Bike Parking Stalls	5% capacity	Existing, no change
Landscaping	Yes	Existing, no change
Lighting	No	Existing, no change
Building Forms	No	Existing, no change

<b>Other Critical Zoning Items</b>	Utility Easements
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*Tables Prepared by Jacob Moskowitz, Assistant Zoning Administrator*

## Project Description, Analysis, and Conclusion

The applicant, representing Herbiery Brewing, is proposing to establish a tasting room in the building’s roughly 900-square-foot Suite 101 tenant space. Herbiery Brewing holds a brewery permit with the state of Wisconsin. The taproom is considered an off-site retail location as an extension of that brewery permit. No beer production is proposed at this location and as for food service, they will only sell premade snacks; nothing that needs to be prepared or heated. For capacity, they are proposing to accommodate 49 persons. Shared bathrooms between the building’s tenants are accessed via off a hallway located off the rear of the tenant space. Regarding changes to the building, they are removing the interior partition walls at the rear of the space and are adding an exterior door on the rear façade (for use by staff only for deliveries).

The hours of operation proposed are Monday-Wednesday: Closed; Thursday: 4:00 p.m. to 11:00 p.m.; Friday: 4:00 p.m. to 11:30 p.m.; Saturday: 3:00 p.m. to 11:30 p.m.; and Sunday: 4:30 p.m. to 11:00 p.m. No off-street automobile parking is provided, nor is any required by the Zoning Code.

### Conditional Use Standards

In regards to the approval standards, the Plan Commission shall not approve a conditional use without due consideration of the City's adopted plan recommendations, design guidelines, and finding that all of the Conditional Use Standards of MGO §28.183(6) are met.

Staff believes that this proposed use is compatible with the [Comprehensive Plan \(2018\)](#), which recommends neighborhood mixed-use (NMU) development for the subject site and surrounding properties on Atwood Avenue. The NMU category includes relatively small existing and planned Activity Centers that include residential uses, as well as retail, restaurant, service, institutional, and civic uses primarily serving nearby residents. The [Marquette-Schenk-Atwood Neighborhood Plan](#) (1994) has several recommendations for the Schenk-Atwood Business District, but none specifically for this site. This plan recommends ongoing support for development of businesses that would be compatible to neighborhood residents and the Madison shopping community, though it discourages the further growth in number or size of bars and taverns in the area.

Given the limited size, capacity, and hours of operation of the proposed business, Staff anticipates there will be little to no new negative impacts on the surrounding properties and the conditional use standards can be found met.

### Conclusion

Staff believes that the proposed tasting room can be found to meet the Conditional Use Approval Standards and recommends that it be approved by the Plan Commission, subject to input at the public hearing and comments from reviewing agencies.

If approved, the Plan Commission retains continuing jurisdiction over this conditional use, meaning that should complaints be filed, the Plan Commission could take further action on this conditional use as allowed in MGO §28.183(9)(d).

At the time of report writing, staff is unaware of any public comment.

## Recommendation

### Planning Division Recommendation (Contact Chris Wells, (608) 261-9135)

The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to establish a tasting room in the Traditional Shopping Street (TSS) District at 2015 Winnebago Street. This recommendation is subject to input at the public hearing and the following conditions:

### Recommended Conditions of Approval Major/Non-Standard Conditions are Shaded

### City Engineering Division - Mapping (Contact Jeffrey Quamme, (608) 266-4097)

1. The area labeled as "Employee Parking" is on another separately owned parcel and is subject to a private access right of way per Doc No's 728901 and 728938 which explicitly states that the easement area shall not be kept open and not used for parking purposes. Applicant shall provide an executed agreement or other document providing the legal right for parking on the adjacent lands, or remove the Employee Parking note from the plans.

2. The tenant address is 2015 Winnebago St Suite 101 (vs Unit). The site plan shall reflect a proper street address of the property as reflected by official City of Madison Assessor's and Engineering Division records.

*The Planning Division, Office of the Zoning Administrator, Engineering Division, Traffic Engineering, Fire Department, Parks Division, Forestry Section, Metro Transit, and Water Utility have reviewed this request and have recommended no conditions of approval.*