



Location
2302 Atwood Avenue

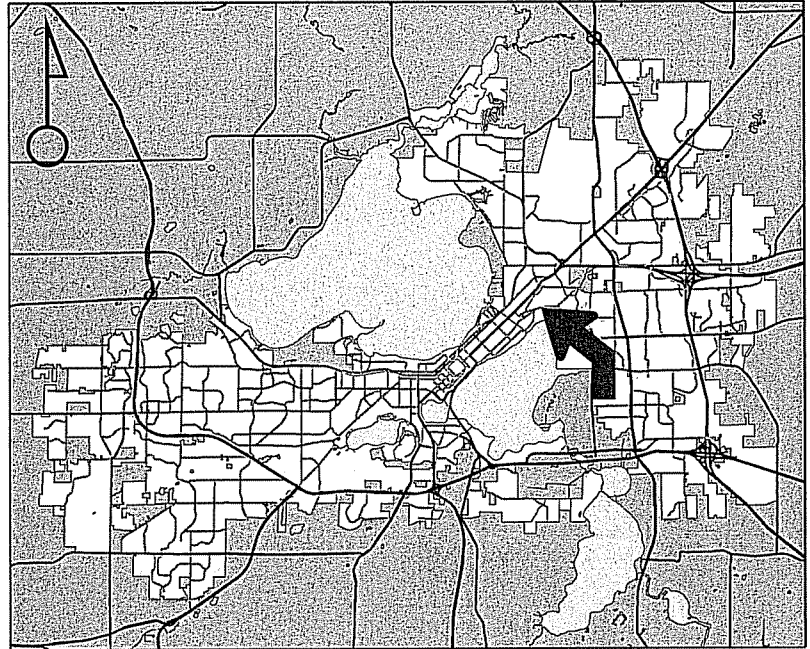
Project Name
Chocolate Shoppe Ice Cream Store

Applicant
Teresa P. Ouabel/Dave Deadman -
Chocolate Shoppe Ice Cream

Existing Use
Vacant Commercial Building

Proposed Use
Construct walk-up service
window for a restaurant

Public Hearing Date
Plan Commission
24 March 2014

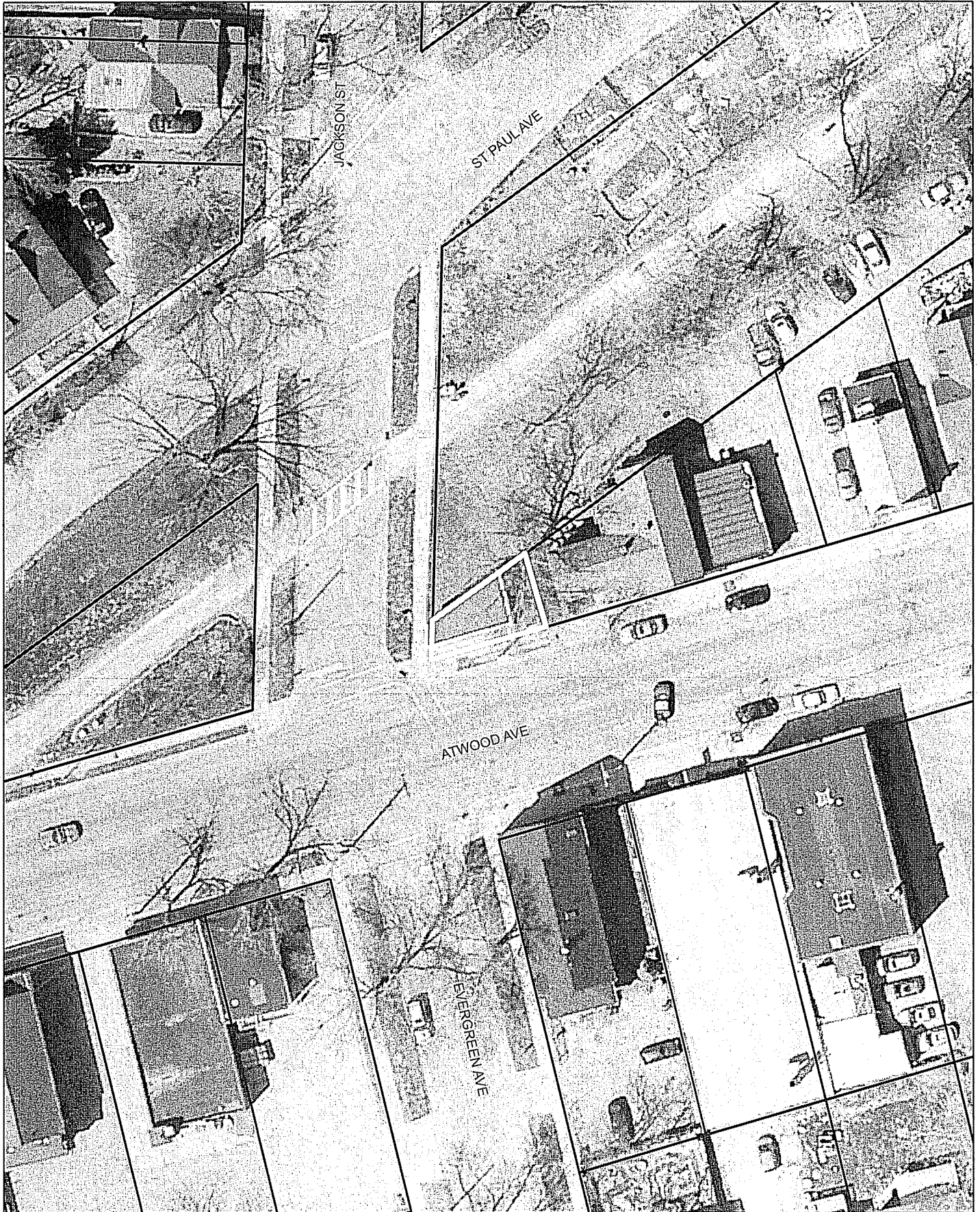


For Questions Contact: Heather Stouder at: 266-5974 or hstouder@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 14 March 2013



Stouder, Heather

From: Brad Hinkfuss [bradhinkfuss@gmail.com]
Sent: Wednesday, March 12, 2014 10:10 PM
To: Stouder, Heather
Cc: dave@chocolateshoppeicecream.com; Host-Jablonski, Lou; Doug Johnson; Jason Tish; James Montgomery; Lance Green
Subject: Proposal for 2302 Atwood Ave.

Hello again Heather,

I send the following feedback on the proposed development at 2302 Atwood Ave. The P&D Committee also reviewed the revised site plans and letter of intent. The owner, Dave Deadman, also presented to the SASY Council at the February meeting. The Council enthusiastically received his proposal for an ice cream shop(!). There were no reservations about the proposed service window on Atwood Ave. I pass this along, but also note that the most recent site plans seem short on details for the outdoor seating and landscaping. I don't know whether or not this poses an obstacle for the Planning Dept., but we hope that Dave and the property owner are able to provide more and better landscaping detail to make their proposed deadline.

Dave, let me know if you're at all interested in any more specific feedback or advice from the people on P&D.

Brad Hinkfuss
SASYNA Preservation & Development Committee



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 \$600 Receipt No. 151220
 Date Received 2/5/14
 Received By PDA
 Parcel No. 0710-064-3701-8
 Aldermanic District 6. RUMMEL
 Zoning District TSS
 Special Requirements _____
 Review Required By:
 Urban Design Commission Plan Commission
 Common Council Other: _____

Form Effective: February 21, 2013

1. Project Address: 2302 ATWOOD AVE
 Project Title (if any): CHOCOLATE SHOPPE ICE CREAM STORE

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: DAVE DEADMAN Company: CHOCOLATE SHOPPE ICE CREAM
 Street Address: 2221 DANIELS ST. City/State: MADISON, WI Zip: 53718
 Telephone: (608) 221-8640 Fax: (608) 221-8650 Email: DAVE@CHOCOLATESHOPPEICECREAM.COM

Project Contact Person: DAVE DEADMAN Company: CHOCOLATE SHOPPE ICE CREAM
 Street Address: 2221 DANIELS ST. City/State: MADISON, WI Zip: 53718
 Telephone: (608) 221-8640 Fax: (608) 221-8650 Email: DAVE@CHOCOLATESHOPPEICECREAM.COM

Property Owner (if not applicant): TERESA P. OUABEL
 Street Address: 1621 MAYFIELD LN City/State: MADISON, WI Zip: 53704

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: SEASONAL ICE CREAM STORE, NEED CONDITIONAL USE FOR WALK-UP SERVICE WINDOW.

Development Schedule: Commencement APRIL 1, 2014 Completion APRIL 30, 2014

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/altere d 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:

- **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:

- | | | |
|---|---|--|
| • 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 |
| • Hours of Operation | | |

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:

MARSHA RUMMEL, DISTRICT 6, 11-12-13 SAS4 NEIGHBORHOOD ASSOC, 12-12-13

→ 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: HEATHER STODER Date: 7-25-13 Zoning Staff: PAT ANDERSON Date: 7-25-13

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

Name of Applicant DAVE DEADMAN Relationship to Property: RENTOR

Authorizing Signature of Property Owner Theresa Ouakel Date 2-5-14



Chocolate Shoppe Ice Cream Company, Inc.

2221 Daniels Street Madison, WI 53718
800-466-8043 608-221-8640 608-221-8650(fax)
www.chocolateshoppeicecream.com

Letter of Intent

To Whom It May Concern:

Chocolate Shoppe Ice Cream Company, Inc. would like to open a seasonal ice cream store at 2302 Atwood Avenue. Our ice cream store will serve 24 flavors of our super premium ice cream as well as malts, shakes, and sundaes. In addition, we will serve other snacks, treats, and beverages that complement our ice cream store.

Chocolate Shoppe Ice Cream would like to operate the ice cream store April through October. During the spring our store will be open Thursday through Sunday. During the summer our store will be open 7 days a week. During the fall our store will be open Thursday through Sunday. Our store hours may vary from day to day but will fall within 10am and 10pm.

Since the building at 2302 Atwood Avenue is very small (415 square feet), Chocolate Shoppe Ice Cream would like to serve its ice cream to its customers through a service window located on the Atwood Avenue sidewalk. The service window requires a conditional use permit from the City of Madison. Modification to the existing window to make it a pass through service window will cost approximately \$300.

The menu and flavor list signs will be hung next to the walk up service window during the hours of operation. While the store is closed, the menu and flavor list signs will be removed for the exterior of the building and stored inside the building.

All of the seating will be outside behind the building. There will be a nicely landscaped backyard patio with tables, chairs, and benches. The backyard is part of the East Rail Corridor and is owned by the City of Madison. The City of Madison leases the backyard to the property owner (Teresa Ouabel). The estimated cost of landscaping is between \$9,000 and \$14,000. Christy Bachmann, City of Madison Engineer, approved the proposed landscaping. In addition, there will be customer access to the bathroom located inside the ice cream store.

Alderson Marsha Rummel, District 6, as well as the Schenk-Atwood-Starkweather-Yahara Neighborhood Association support the proposed walk up service window at the ice cream store.

Chocolate Shoppe Ice Cream would like to start this project April 1, 2014 and open the ice cream store on May 1, 2014.

I personally have lived in the Atwood/Willy St neighborhood for the last 20 years. I truly believe that an ice cream store will be a great addition to the neighborhood. A Chocolate Shoppe Ice Cream store located at 2302 Atwood Avenue will be easy to walk, bike, and drive to making it a perfect gathering spot for family and friends.

I welcome questions, comments, and concerns related to our proposed ice cream store. You can contact me at dave@chocolateshoppeicecream.com or 608-334-8644.

Thank you very much for your time and consideration.

Cheers,

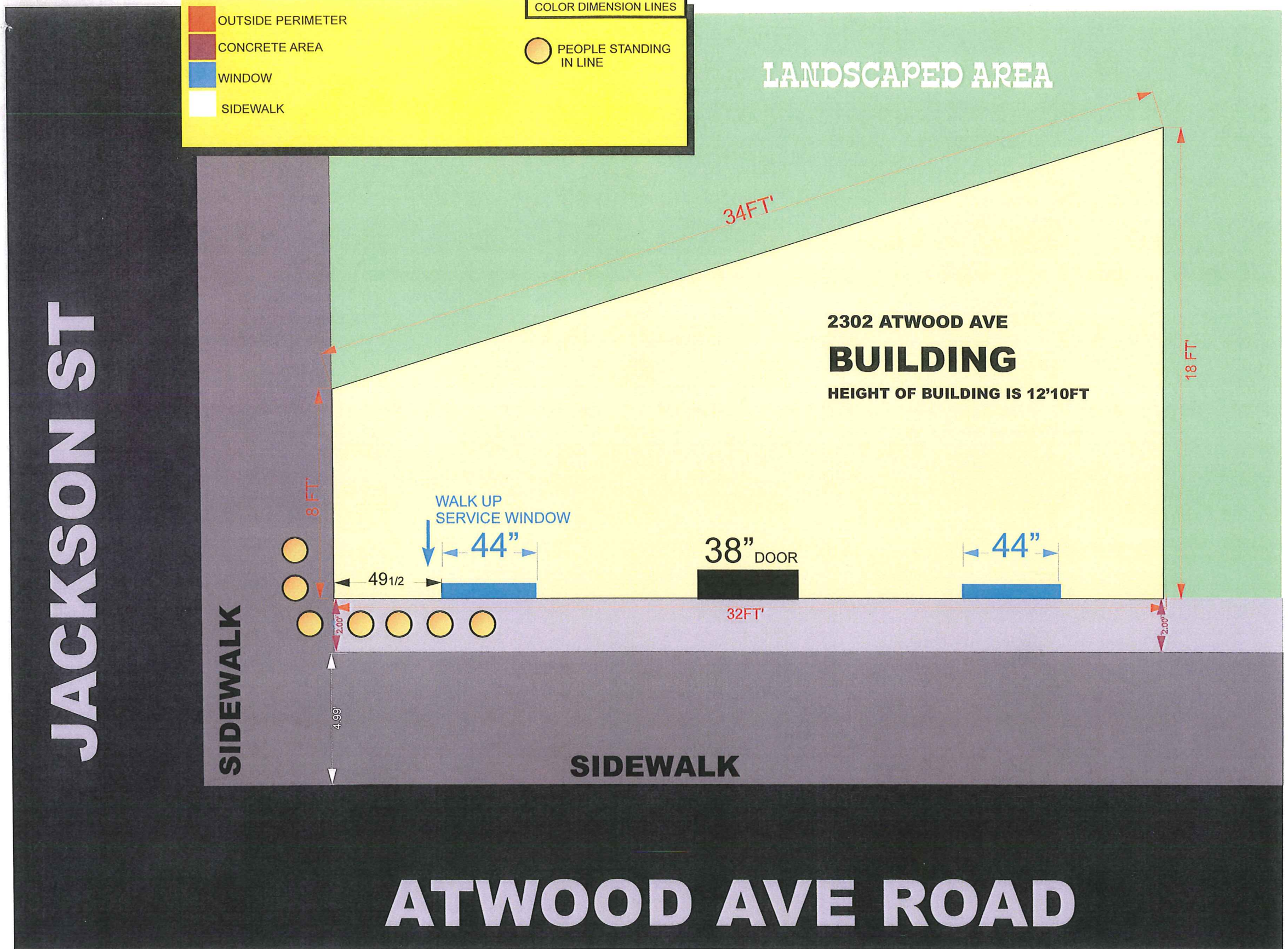
Dave Deadman
Owner
Chocolate Shoppe Ice Cream Company, Inc.

COLOR DIMENSION LINES

- OUTSIDE PERIMETER
- CONCRETE AREA
- WINDOW
- SIDEWALK

PEOPLE STANDING IN LINE

*** 1/4 INCH = 1 FOOT TO SCALE ***



****9/16 INCH = 1 FOOT
TO SCALE*****

12 FT 10"

ORDER HERE

Super-Premium Ice Cream MENU

CONES & DISHES

1 SCOOP 2 SCOOP 3 SCOOP

Sugar, Wafer or Dish \$3.10 \$4.10 \$5.10
 Waffle Cono \$3.95 \$4.95 \$5.95
 Junior \$2.45
 ICE CREAM COOKIE SANDWICH \$3.75
 Additional Topping \$1.00
 PINTS \$4.55
 QUARTS \$8.30
 CHOCOLATE DIPPED OR SPRINKLED ADD \$1.20

SKYROCKET SHAKES

ANY FLAVOR ICE CREAM REGULAR LARGE
 BLENDED INTO A DELICIOUS SHAKE OR "MALT" TOPPED WITH WHIPPED CREAM \$4.95 \$5.95

OLD FASHIONED FLOATS

ROOT BEER FLOATS REGULAR LARGE
 GET ANY FLAVOR ICE CREAM TO BUILD A FANTASTIC FLOAT \$3.95 \$4.95

SOARING SUNDAES

THE PRICE OF SUNDAE INCLUDES ONE TOPPING, HOT FUDGE SAUCE, CHERRY, WHIPPED CREAM, CHOCOLATE SAUCE, AND BUTTER TOFFEE SAUCE

1 SCOOP 2 SCOOP SPECIALTY
 \$3.95 \$4.95 \$5.95
 Additional Topping \$1.00

WALK UP SERVICE WINDOW

Super-Premium FLAVORS

- BLUE MOON
- STRAWBERRY
- OLD FASHIONED VANILLA
- BIRTHDAY CAKE
- BLUE MOON
- STRAWBERRY
- OLD FASHIONED VANILLA
- BIRTHDAY CAKE
- MINT OREO
- ZANZIBAR CHOCOLATE
- BLUE MOON
- STRAWBERRY
- OLD FASHIONED VANILLA
- BIRTHDAY CAKE
- MINT OREO
- ZANZIBAR CHOCOLATE
- BUTTER PECAN
- TURTLE
- COOKIE DOUGH
- BANGAI ICED LATTE-DA
- PEANUT BUTTER CUP
- ROOT BEER FLOAT
- LEMON MERINGUE
- FAT ELVIS

FEEL FREE TO ASK FOR SAMPLES OF ICE CREAM

Chocolate Shoppe Ice Cream

Est. 1962
 Genuine Super-Premium Wisconsin Goodness

www.facebook.com/chocolateshoppeicecream

49 1/2"

44"

38" DOOR

44"

54"



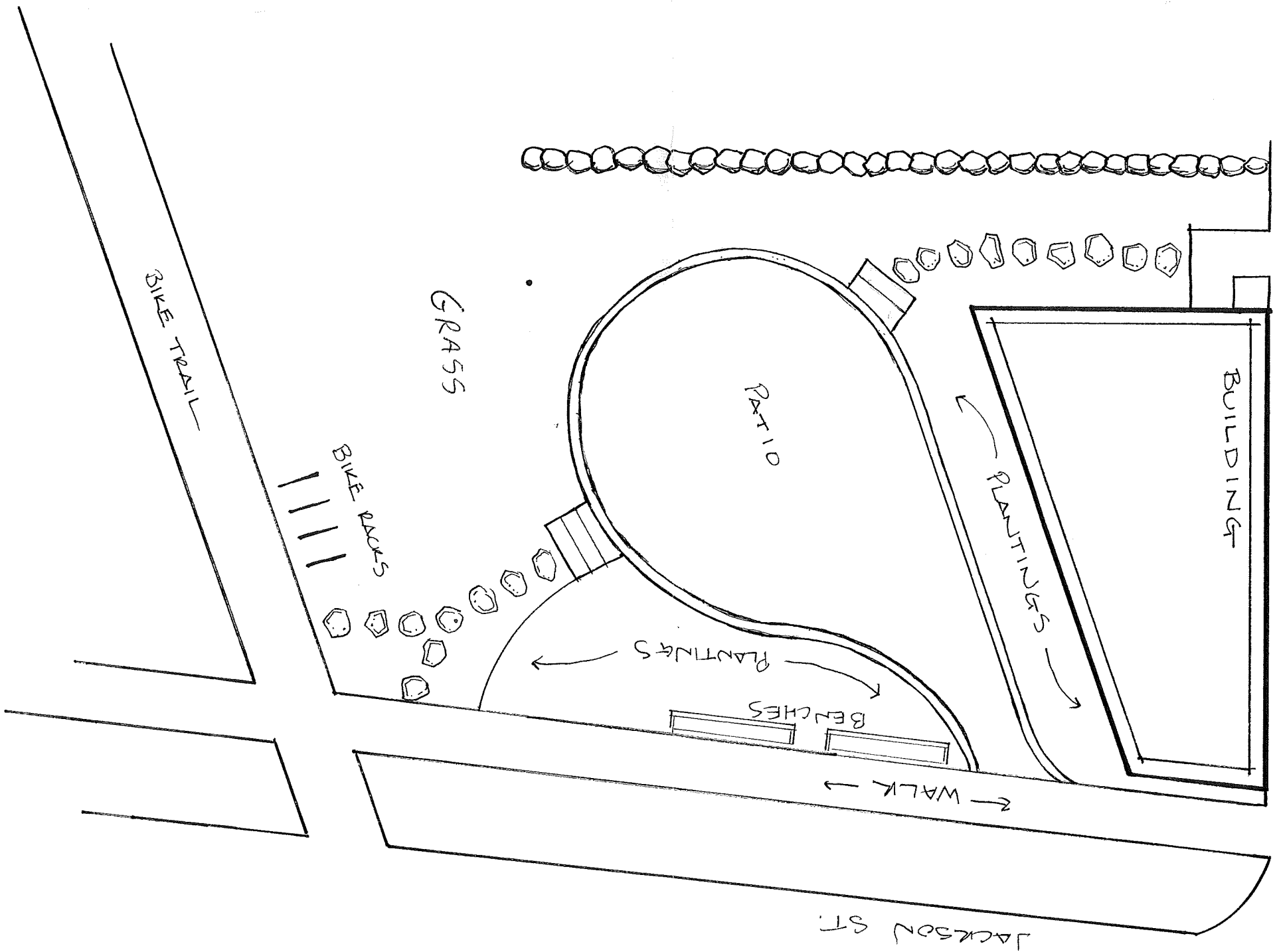




1.8ft

ATWOOD AVE.

← WALK →



Ganshert Nursery
& Landscapes LLC

DESIGNED FOR: DAVE DEADMAN - CHOCOLATE SHOP/ICE CREAM

ADDRESS: CORNER OF ATWOOD + JACKSON

DESIGNED BY: PAUL GANSHERT RA

SCALE: 1" = 8'

DATE: 4/9/13

CLIENT'S PHONE: 334.8644

5284 E. Lacy Rd., Fitchburg, WI 53711 • Tel. 274-2443 • Fax 277-1560

www.ganshert.com

