



July 14, 2021

To Application Reviewer:

Madison Chocolate Company is seeking Conditional Use approval for a new tenant infill and associated improvements to the existing tenant space at 5521 Odana Rd within the commercial retail development of Heritage Square.

The tenant space is at the end of a single story commercial retail development, previously occupied by Associated Bank. The previous tenant's use included a drive-through banking access, which is proposed to be re-purposed for use by Madison Chocolate Company as a drive-through coffee and bakery function.

Zoning for the property is CC-T within UDC District 3. Applicant is seeking a Conditional Use for the property for the following items:

1. Change of occupancy for use as a wholesale bakery, limited production and processing
2. Drive-thru vehicle access sales and service window
3. Outdoor seating

Tenant space is 3,125 sf and will be occupied as a bakery and chocolate production facility for approximately 2/3 of the space. The front of the space will include a small interior café with limited interior seating, 6 outdoor seats and a drive through for To-Go pick up and coffee sales. Occupancy is calculated to be a total of 48 interior and 6 outdoor for a total of 55 occupants.

Menu will offer bakery items such as cookies, croissants, scones and brownies. On-demand food prep will be limited, as all the bakery items are made early in the morning. Coffee drinks, particularly for the drive-through will be limited to the most popular items such as coffee, espresso drinks, hot chocolate, nitro cold brew, tea and lemonade. No blended or frozen drinks are planned in order to streamline drive-through operation.

Hours of operation will be from 6 am- 6 pm seven days/week.

Outdoor seating is proposed as (6) seats directly outside the front entry. Outdoor seating will operate during regular business hours. No amplified sound or additional lighting is proposed.

Drive through modifications:

The previous tenant's drive through configuration had vehicles oriented with the passenger side of the vehicle facing the building's window. This worked for banking operations with a vacuum tube delivery device. In order for the drive up area to function for the new coffee use, the vehicular traffic needs to flow in the opposite direction. The tenant has consulted with Sean Malloy, City Traffic Engineer, along with other City staff to arrive at the proposed site traffic flow to allow for such drive

through access. Parking lot modifications will require the removal of seven existing parking stalls in order to safely navigate the site. Because the tenant occupancy is limited due to its bakery function, this reduction in parking is acceptable. One new ADA parking stall will be added next to an existing ADA stall facing Odana Rd. This location was selected as the nearest parking stall, safely outside of drive-through traffic.

Madison Chocolate Company is a small, independent woman-owned business. It has been in business since 2012, selling fine chocolates and confections. It opened its first brick-and-mortar in May of 2017 on the corner of Monroe St and Glenway, offering fine coffee, chocolate and gluten-free pastries. The proposed bakery facility at 5521 will support growth for the company, filling a market demand for gluten-free pastries. The prospect of repurposing an existing space such as 5521 Odana is particularly appealing as a community-focused company. With increased residential and commercial growth in the area, Madison Chocolate Company is excited to provide a welcoming spot for commuters as well as neighborhood locals.

The project team includes:

Applicant/Tenant

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Thank you,



Matthew Tills, AIA