

Winnebago Arts Cafe
2262 Winnebago St
Madison, WI 53704
608-354-8690

Thank you so much for taking the time to consider our proposal! After a successful renovation and opening of our concept hosted at 2262 Winnebago Street, we are looking to apply for a conditional use for a theater/assembly hall with an accessory/incidental restaurant-nightclub use. We will be requesting a capacity for our Restaurant/Nightclub of 60 people when there are no performances and 225 people for our use as a theater during performances, while the capacity will NOT exceed 225 for both uses. The main objective is not to change any of our main business principles, but to allow the demand that exists to legally participate in the performances in our facility. For the deck, we are looking to allow service until 10 PM. More information is found in the attached documents "Traffic Management Plan" as well as "Capacity Increase".

Our vision is for a multi-use community gathering space, centered around live music, health focused food, and local everything. We serve a simple and affordable menu, offering grab and go options and sit down service with a limited bar. In addition to delicious food and beverages we host various events - including live music, theater, comedy, film, and civil dialog. With operating hours between 8am and midnight, we employ 18-25 full and part time employees.

We have seen the project in two main phases:

Phase 1 (COMPLETED): renovating the space to accommodate a cafe/music venue and rectifying all of the building's major health problems - including but not limited to: a new roof, foundation repairs, electrical updates, HVAC updates, and plumbing updates. We also intend to seal and stripe the parking lot, creating 8 standard stalls, 1 handicap stall, and adding 20 bicycle stalls.

Phase 2 (PROPOSED): Updating AC units, adding more walk-in refrigeration and installing a fire suppression system. We intend to install the fire suppression system summer 2019.

Our project team includes:

Jacob DeHaven - Owner/Building Manager

John DeHaven - Owner/Events Manager

Ashlee Miller - General Manager

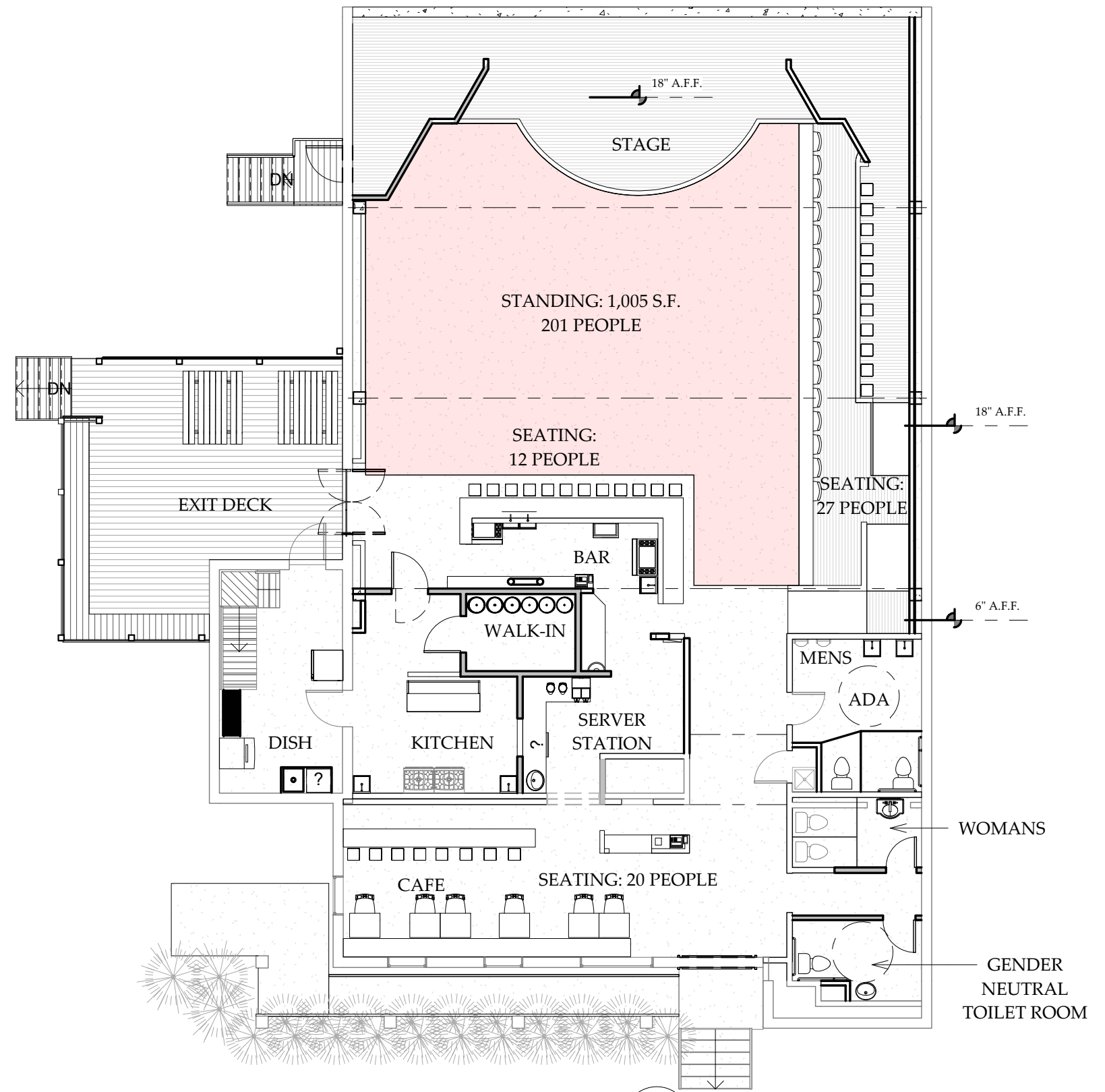
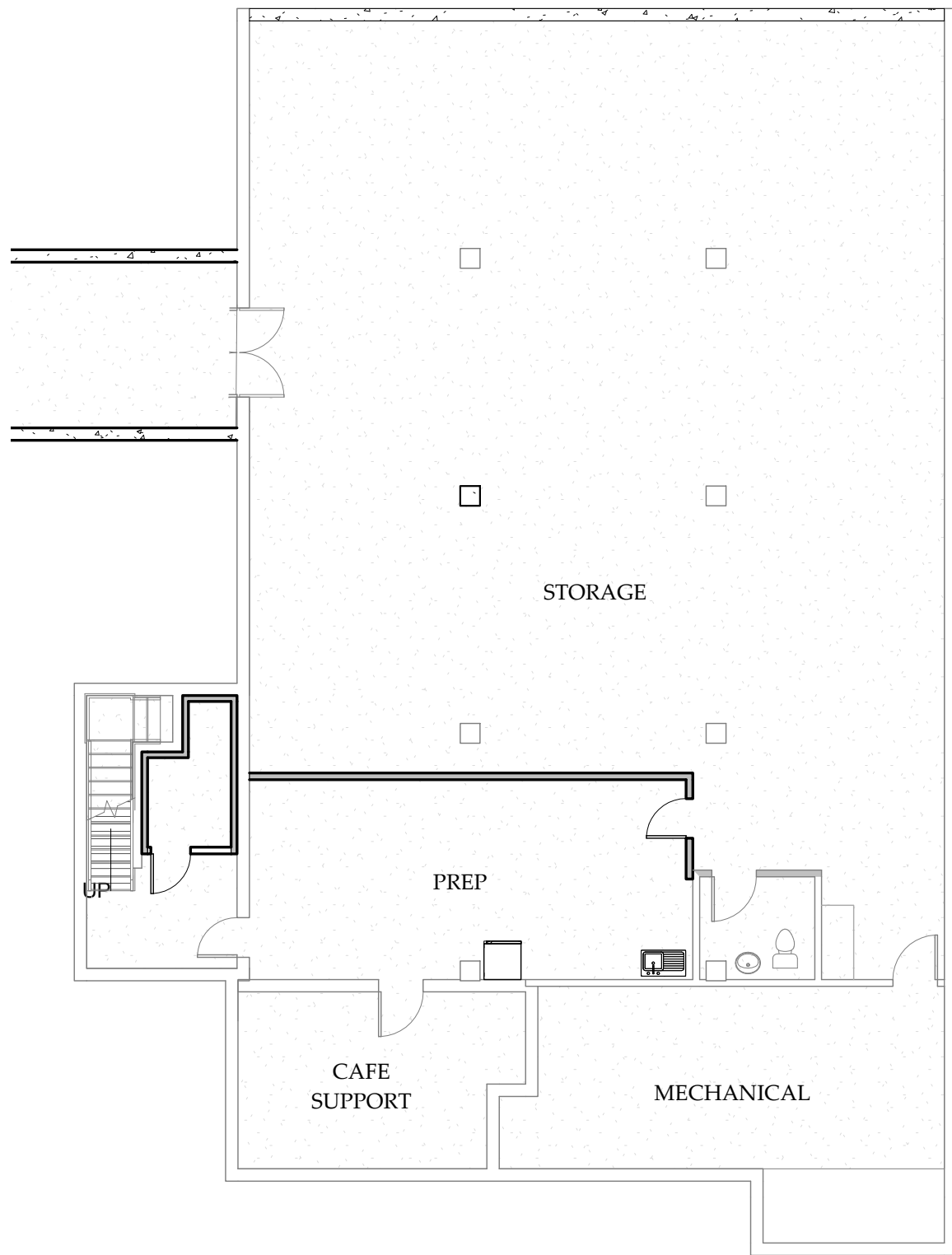
Will Byrd - Executive Chef

Corey Lockett - Bar Manager

Tori Vancil - Café Manager

Thank you for your consideration!

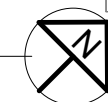
John and Jacob DeHaven



1 BASEMENT
3/32" = 1'-0"



2 FIRST FLOOR
3/32" = 1'-0"



PROPOSED RENOVATION FOR:
WINNEBAGO ARTS CAFE
2262 Winnebago Street
CITY OF MADISON, DANE COUNTY, WISCONSIN

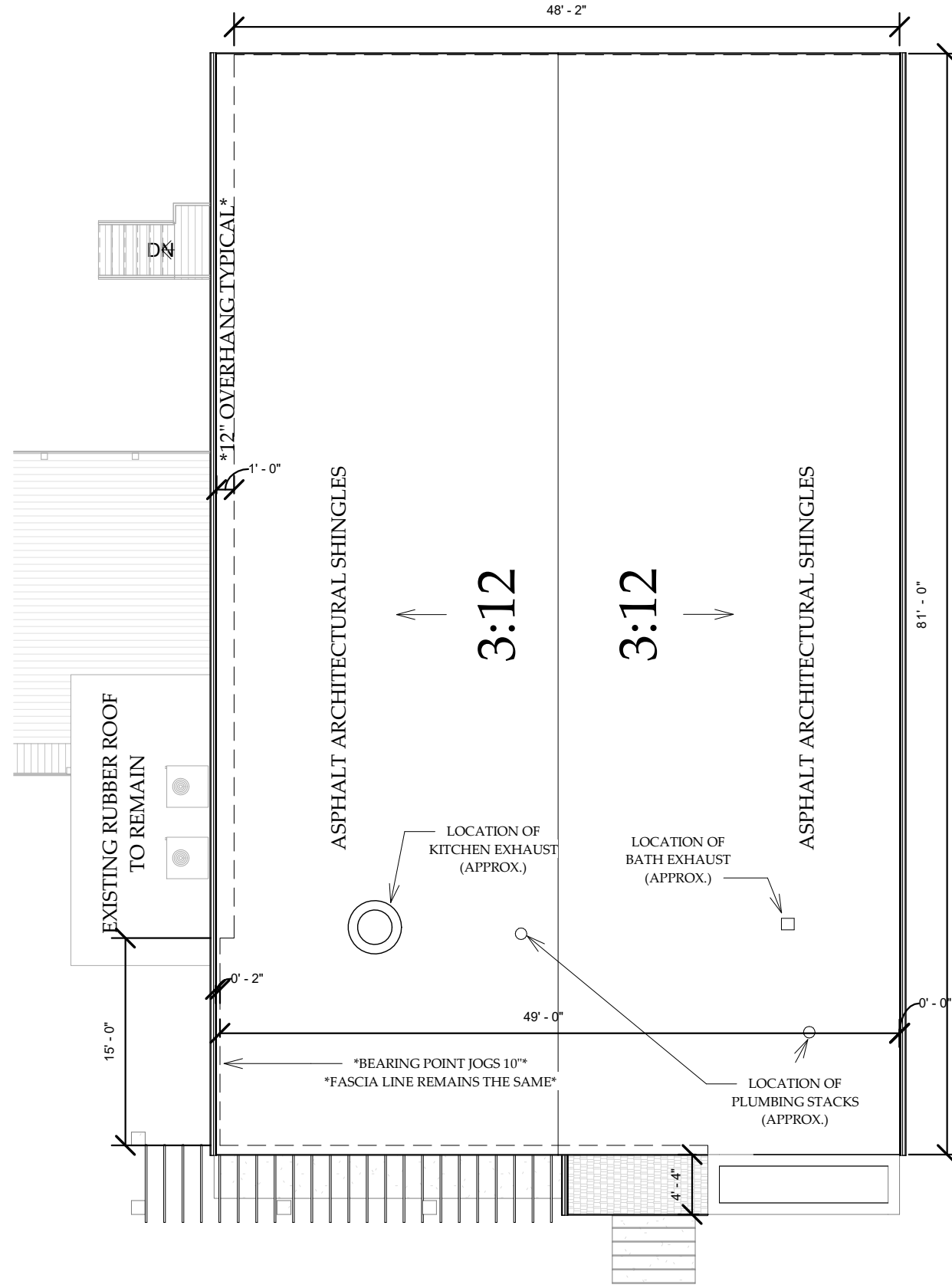
Ed Linville,
Architect
Jacob DeHaven,
Drafter

Jacob DeHaven
DeHaven Properties, LLC
2000 Parkview Drive, Suite 200
Madison, WI 53713
608.261.1111
www.dehavenproperties.com

DESIGN DEVELOPMENT
SET

FLOOR PLANS	
Date	7-22-2019
Scale	3/32" = 1'-0"
REVISION	SHEET
1	A1

1 ROOF
3/32" = 1'-0"



ROOF PLAN	
Date	7-22-2019
Scale	3/32" = 1'-0"
REVISION	SHEET
	A2

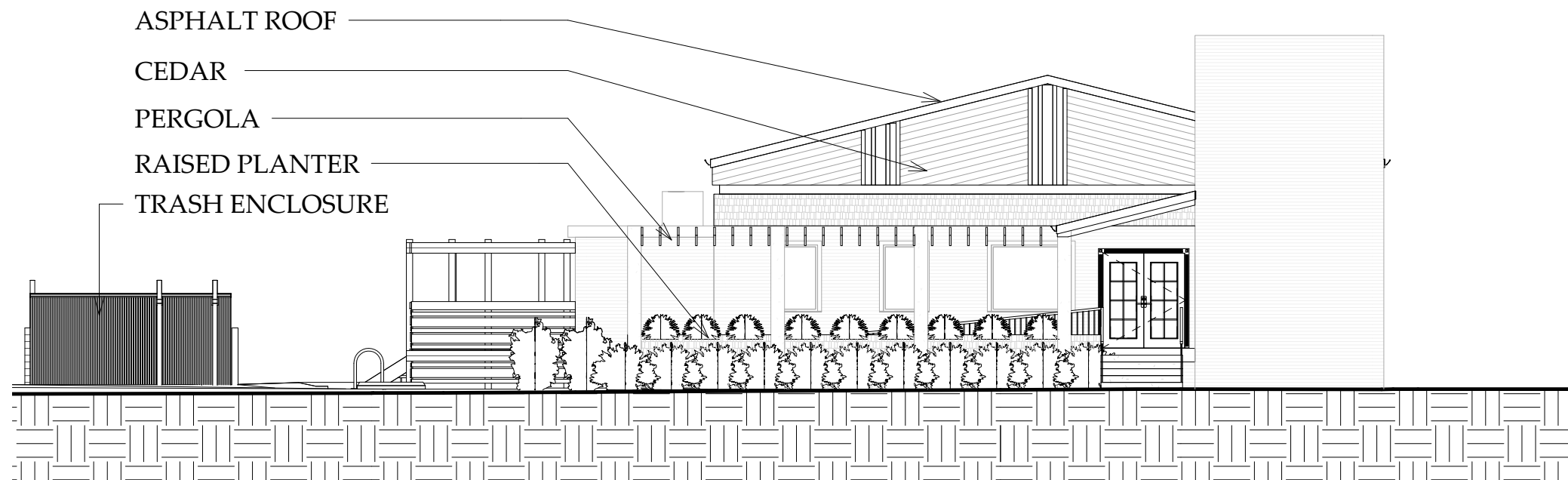
DESIGN DEVELOPMENT SET



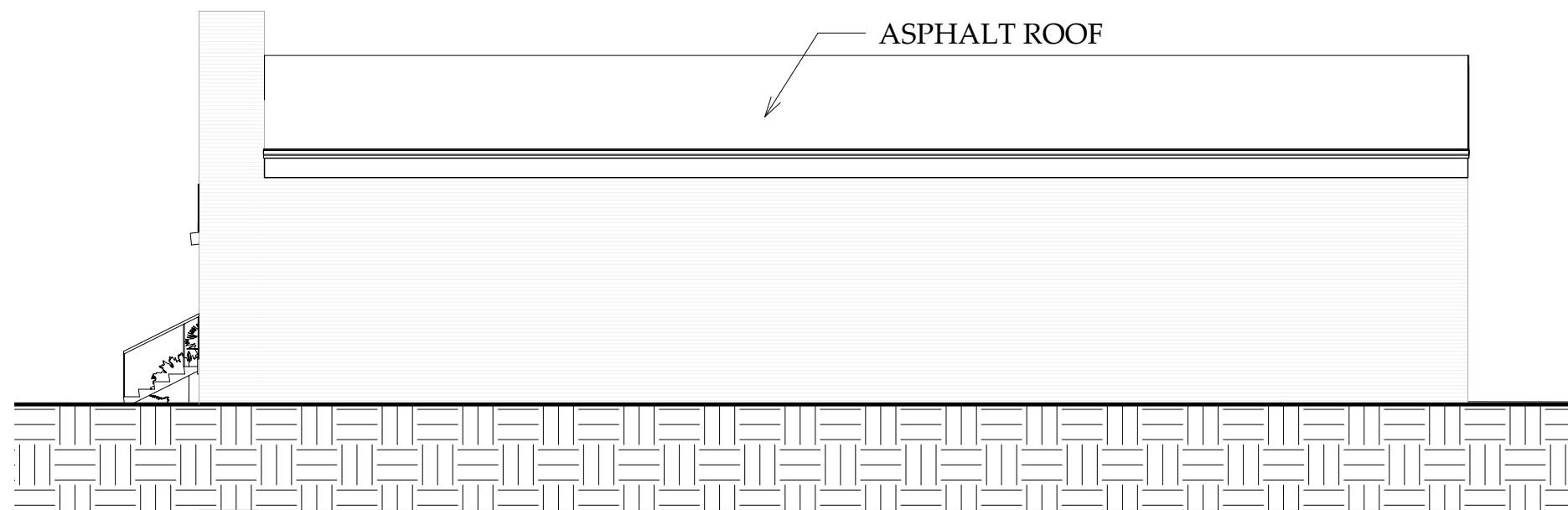
Ed Linville,
Architect

PROPOSED RENOVATION FOR:
WINNEBAGO ARTS CAFE
2262 Winnebago Street
CITY OF MADISON, DANE COUNTY, WISCONSIN

Jacob DeHaven,
Drafter



① FRONT
3/32" = 1'-0"



② RIGHT
3/32" = 1'-0"

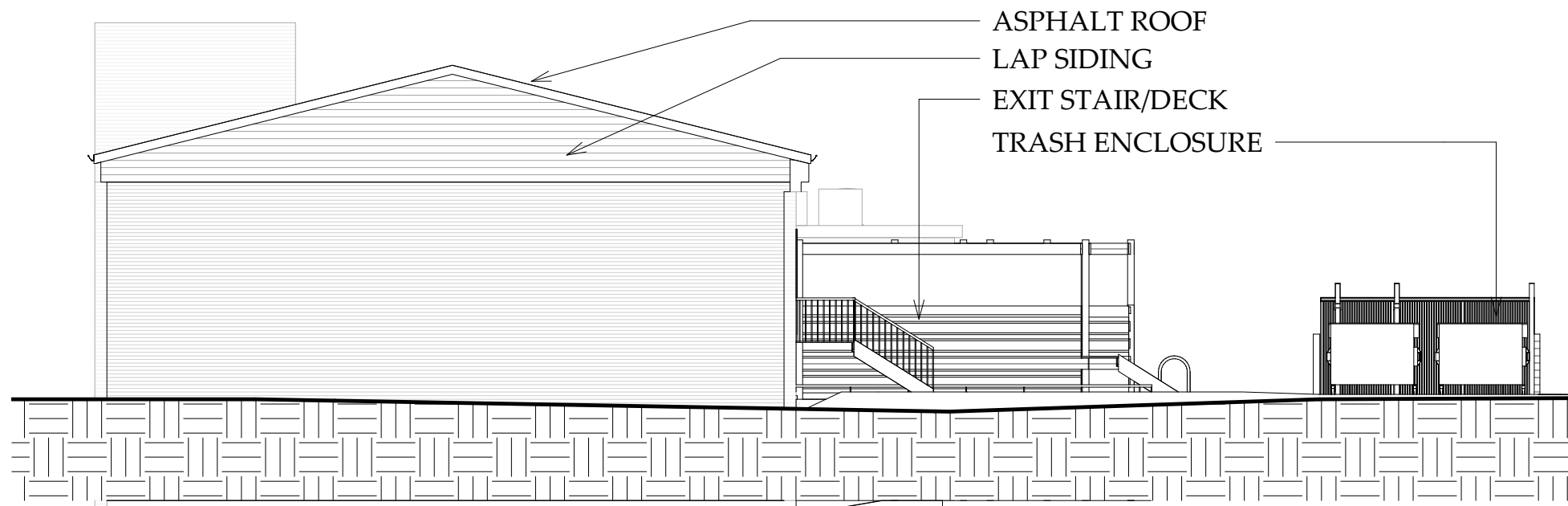
PROPOSED RENOVATION FOR:
WINNEBAGO ARTS CAFE
 2262 Winnebago Street
 CITY OF MADISON, DANE COUNTY, WISCONSIN

Ed Linville,
 Architect
 Jacob DeHaven,
 Drafter

Jacob DeHaven
 DeHaven Properties, LLC
 DeHaven Properties, LLC
 1000 University Avenue, Suite 200
 Madison, WI 53706
 608.261.1111
 www.dehavenproperties.com

DESIGN DEVELOPMENT
 SET

ELEVATIONS	
Date	7-22-2019
Scale	3/32" = 1'-0"
REVISION	SHEET
	A3



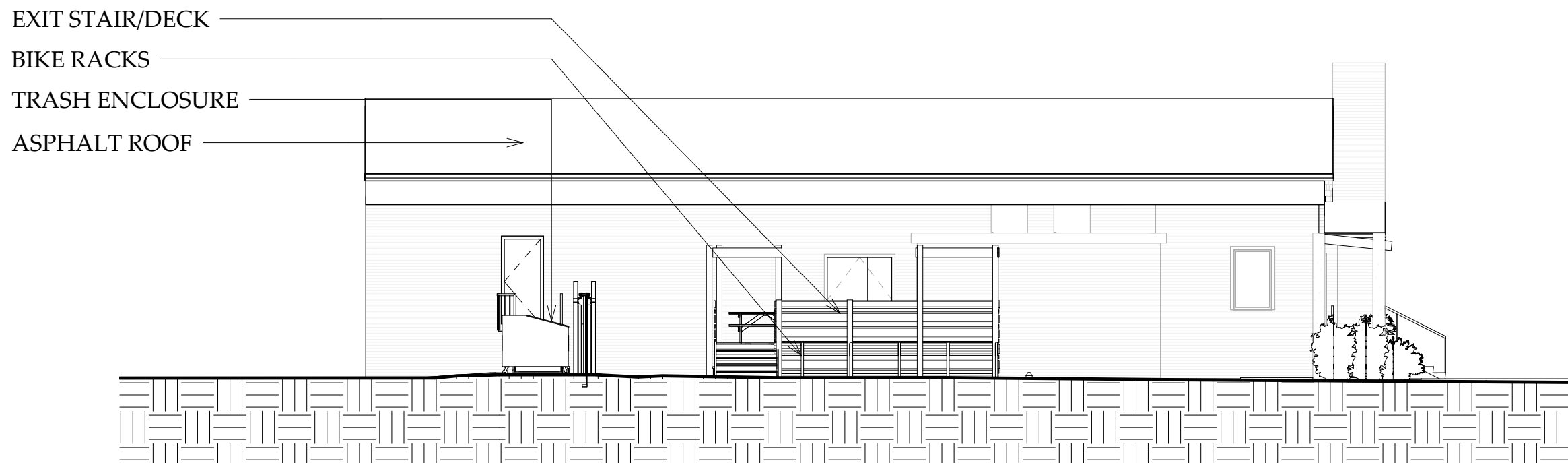
ASPHALT ROOF

LAP SIDING

EXIT STAIR/DECK

TRASH ENCLOSURE

① BACK
3/32" = 1'-0"



EXIT STAIR/DECK

BIKE RACKS

TRASH ENCLOSURE

ASPHALT ROOF

② LEFT
3/32" = 1'-0"

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WINNEBAGO ARTS CAFE
2262 Winnebago Street
CITY OF MADISON, DANE COUNTY, WISCONSIN

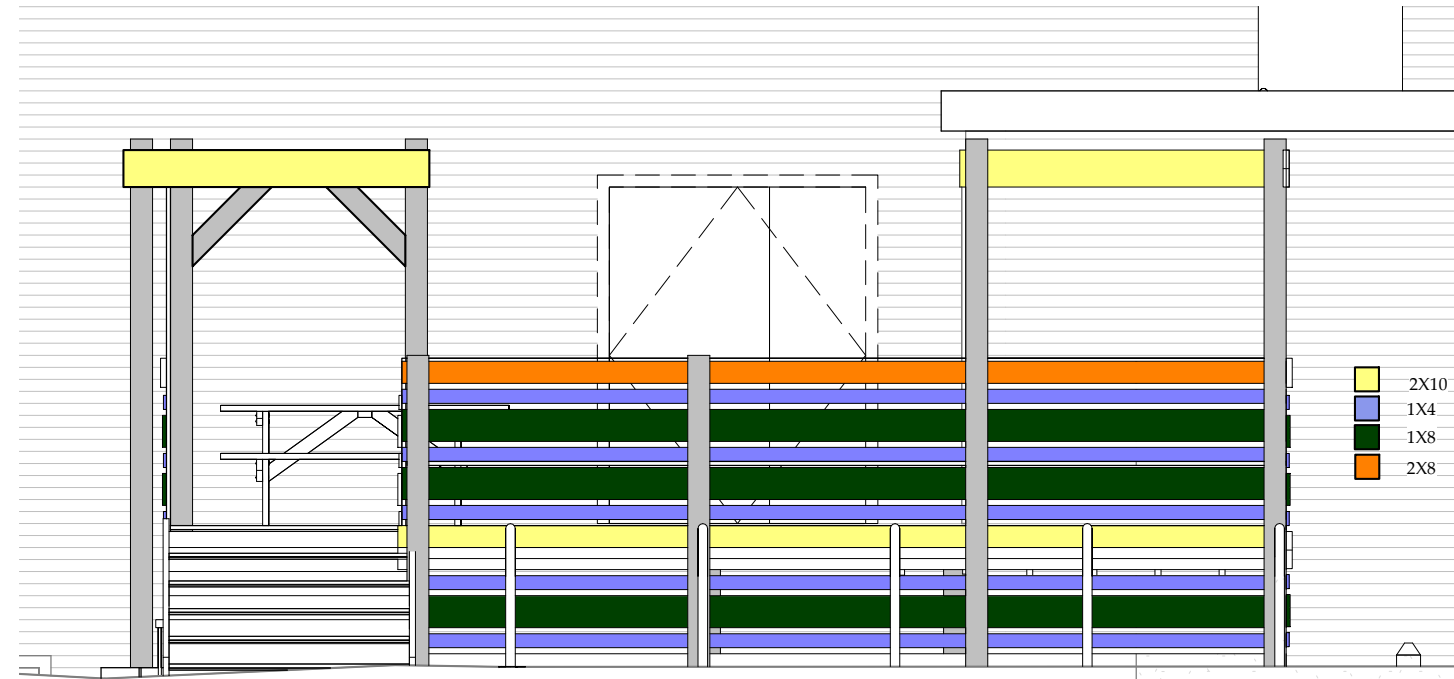
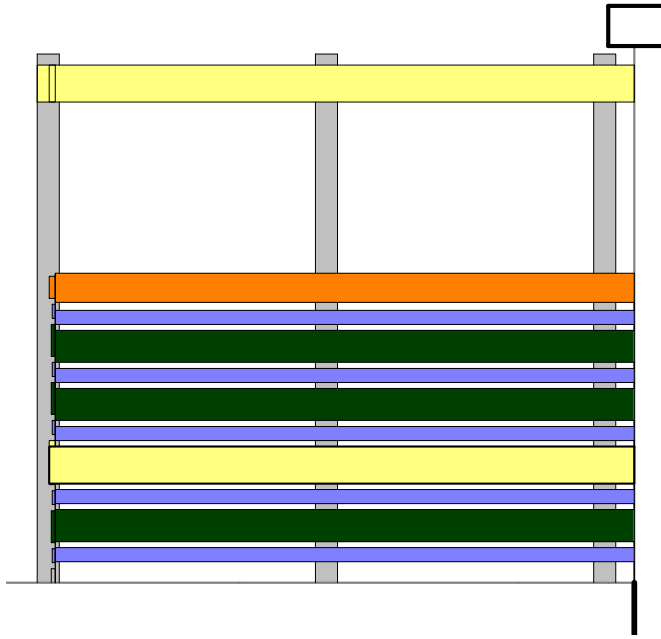
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Drafter

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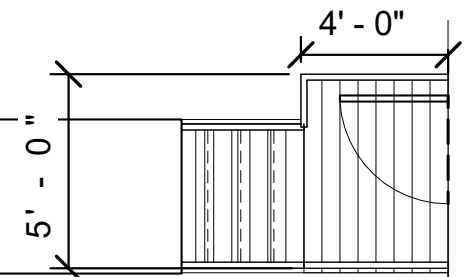
DESIGN DEVELOPMENT
SET

ELEVATIONS	
Date	7-22-2019
Scale	3/32" = 1'-0"
REVISION	SHEET
	A4

- 2X10
- 1X4
- 1X8
- 2X8



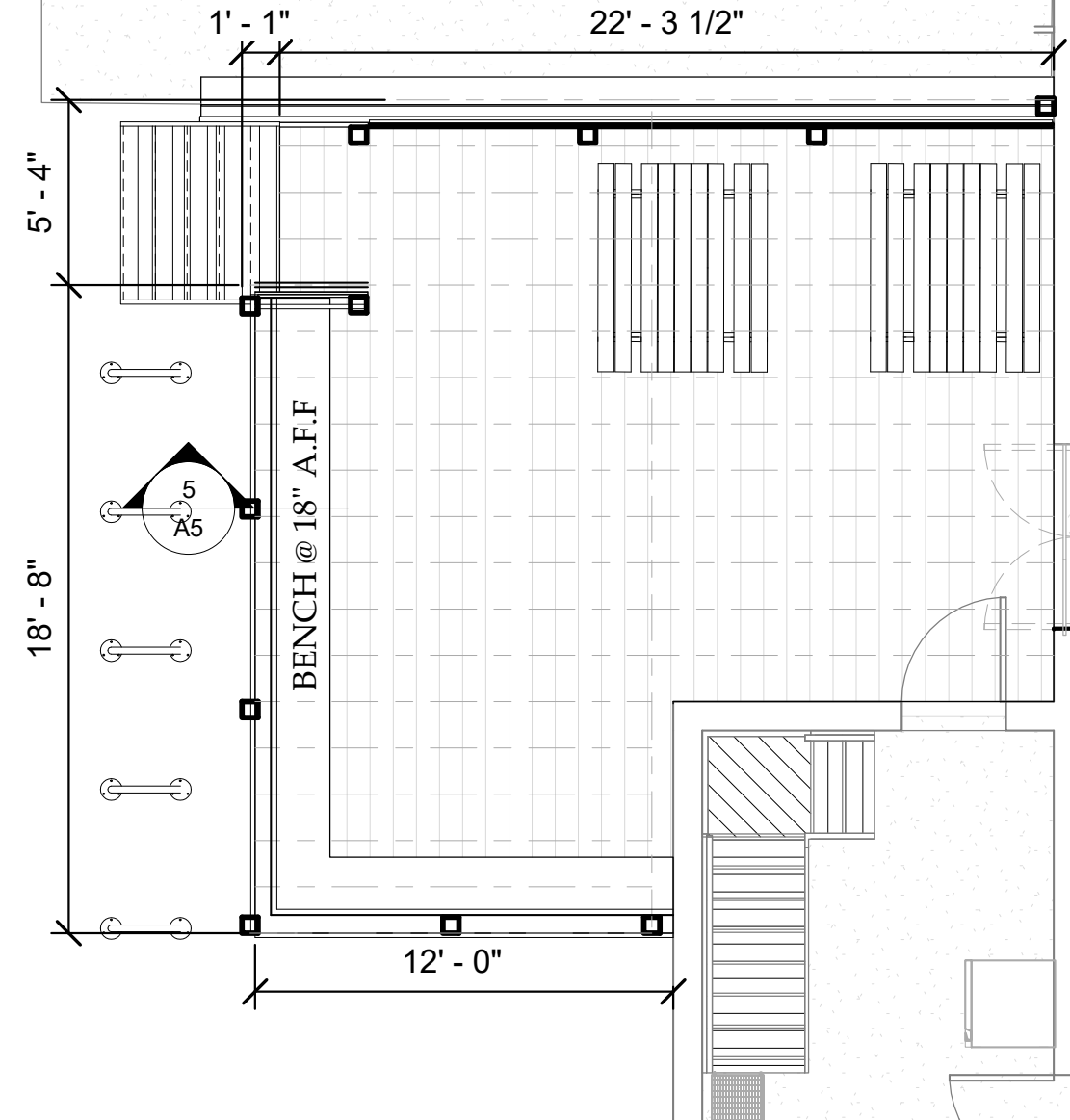
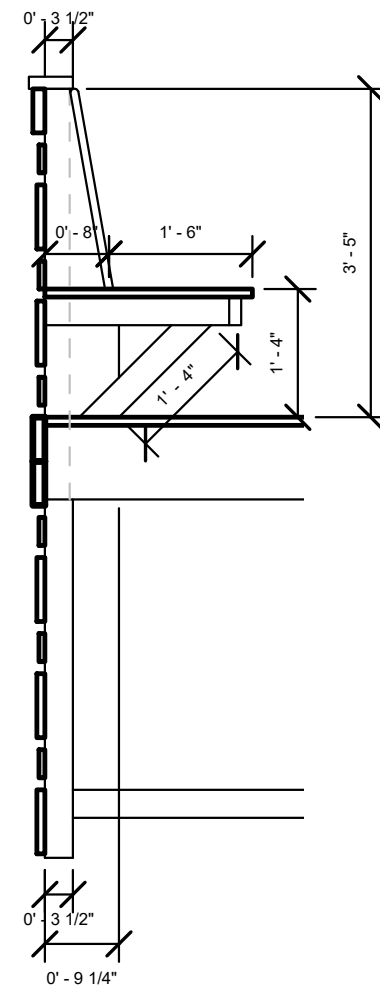
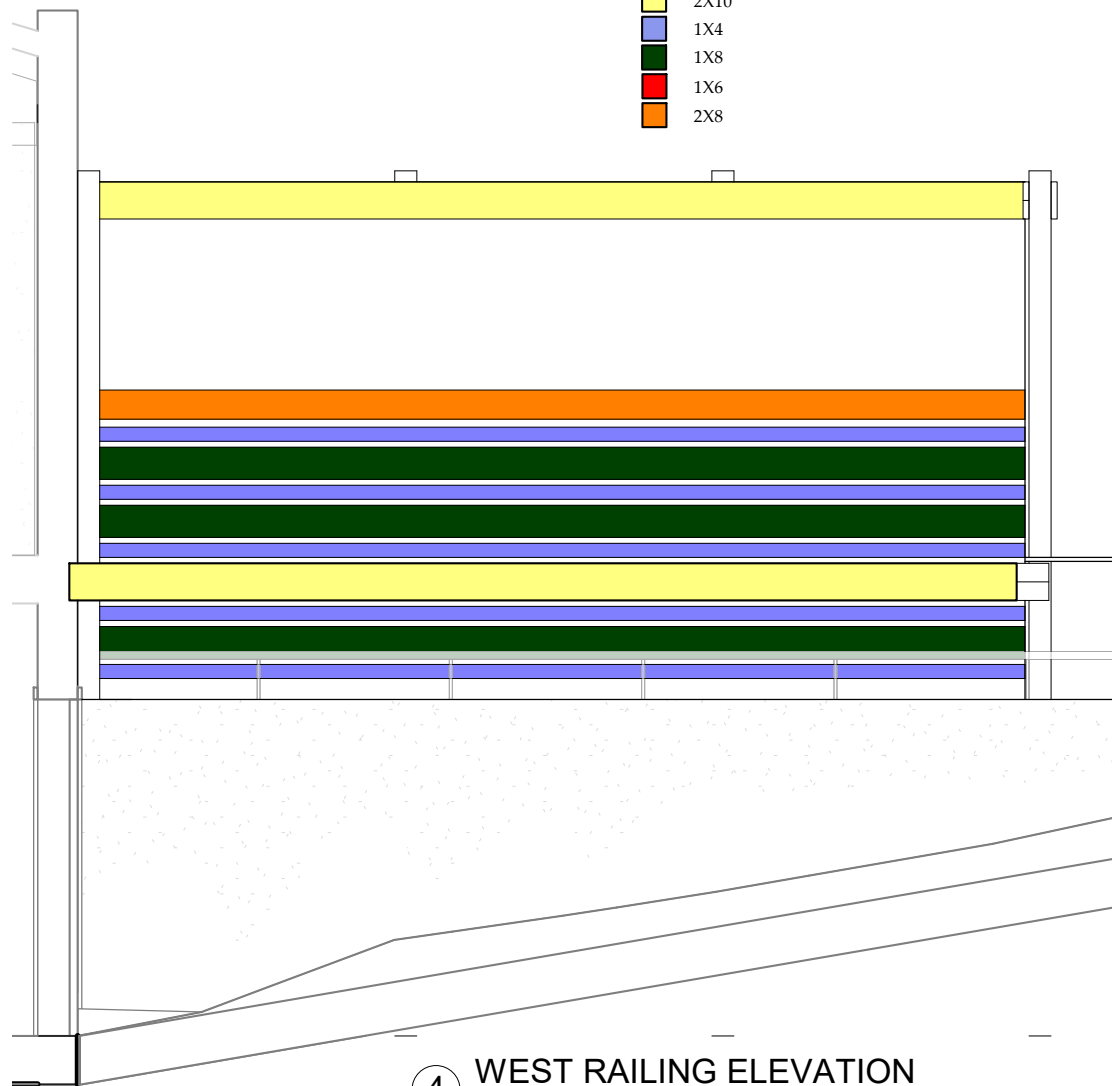
- 2X10
- 1X4
- 1X8
- 2X8



2 EAST RAILING ELEVATION
1/4" = 1'-0"

3 SOUTH RAILING ELEVATION
1/4" = 1'-0"

- 2X10
- 1X4
- 1X8
- 1X6
- 2X8



4 WEST RAILING ELEVATION
1/4" = 1'-0"

5 DECK BENCH
1/2" = 1'-0"

1 01 - DECK PLAN
3/16" = 1'-0"

PROPOSED RENOVATION FOR:
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Ed Linville,
Architect
Jacob DeHaven,
Drafter

Architect
DeHaven Properties, LLC
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DESIGN DEVELOPMENT
SET

DECK PLAN	
Date	7-22-2019
Scale	As indicated
REVISION	SHEET
	A5

BUILDING INFRASTRUCTURE

With an addition of a fire suppression system the building will be able to comfortably accommodate 225 people within the envelope -Illustrated below:

Egress: 3 exits

(A) 74"

(B) 36"

(C) 36"

146"

TOTAL: 730 OCCUPANTS

Space:

Seating: 55 Chairs

59 Patrons

Standing: 1005 S.F. (5 S.F. per person)

201 Patrons

Employees: 22

22 Employees

TOTAL: 282 OCCUPANTS

Bathrooms:

Male:

2 Pans | 1 Accessible Basin | 2 Basins | 2 Urinals

Female:

2 Pans | 1 Accessible Basin | 3 Basins

TOTAL: 225 OCCUPANTS

Traffic Management Plan

The Winnebago Arts Café

2262 Winnebago Street

Madison, WI 53704

Our proposition to raise our capacity stems from several needs within the community for a room of this nature. Large public spaces that are run by local operators in developing and growing neighborhoods are vital to conserving our culture in Madison. Entertainment spaces not only offer something unique for the surrounding community to participate in, it offers a place for local artists to make a respectable living. Our building at 2262 Winnebago Street has the infrastructure to accommodate 225 people comfortably, leaving our parking lot as the main discussion. Below we outline our plan called “**Need No Space Initiative**” to help ease the parking strain on our neighborhood as we grow into a denser node of town.

NEED NO SPACE INITIATIVE:

BUS

Increase exposure and decrease barriers to participate in our bus system. By being the first bar/venue in Madison to be an official consignment retailer of Madison Metro Bus Passes we have an opportunity to set a precedence. As we grow in the city, more businesses will have to adopt an active role in supporting our cities public transportation.

CAB

Partnering with Green Cab of Madison, we will be unveiling our “Cab Raffle”. Every night we have a show, we will be offering a cab raffle (\$10 coupon) for any patron who wishes to sign up. With another easy option to get home without a car, it will strengthen our consumer culture of avoiding the car.

BIKE

Participating in Bicycle Benefits, every patron who has a sticker will receive 10% off their entire bill.

WALK

Working on an honor system, we will offer 10% off for patrons who walk here called ‘neighbor discount’.

PUBLIC TRANSIT PROXIMITY:

Living in a growing city comes with

wonderful benefits and the one that seems to be more and more important to our neighbors and friends in the city is the access to public transportation. As our city expands public transportation with the potential of the BRT system, we are situated within 300' of a main artery on East Washington Avenue. Currently, our location on Winnebago Street is a convergence of several city routes allowing broad access to most of the Madison area –

Illustrated below:



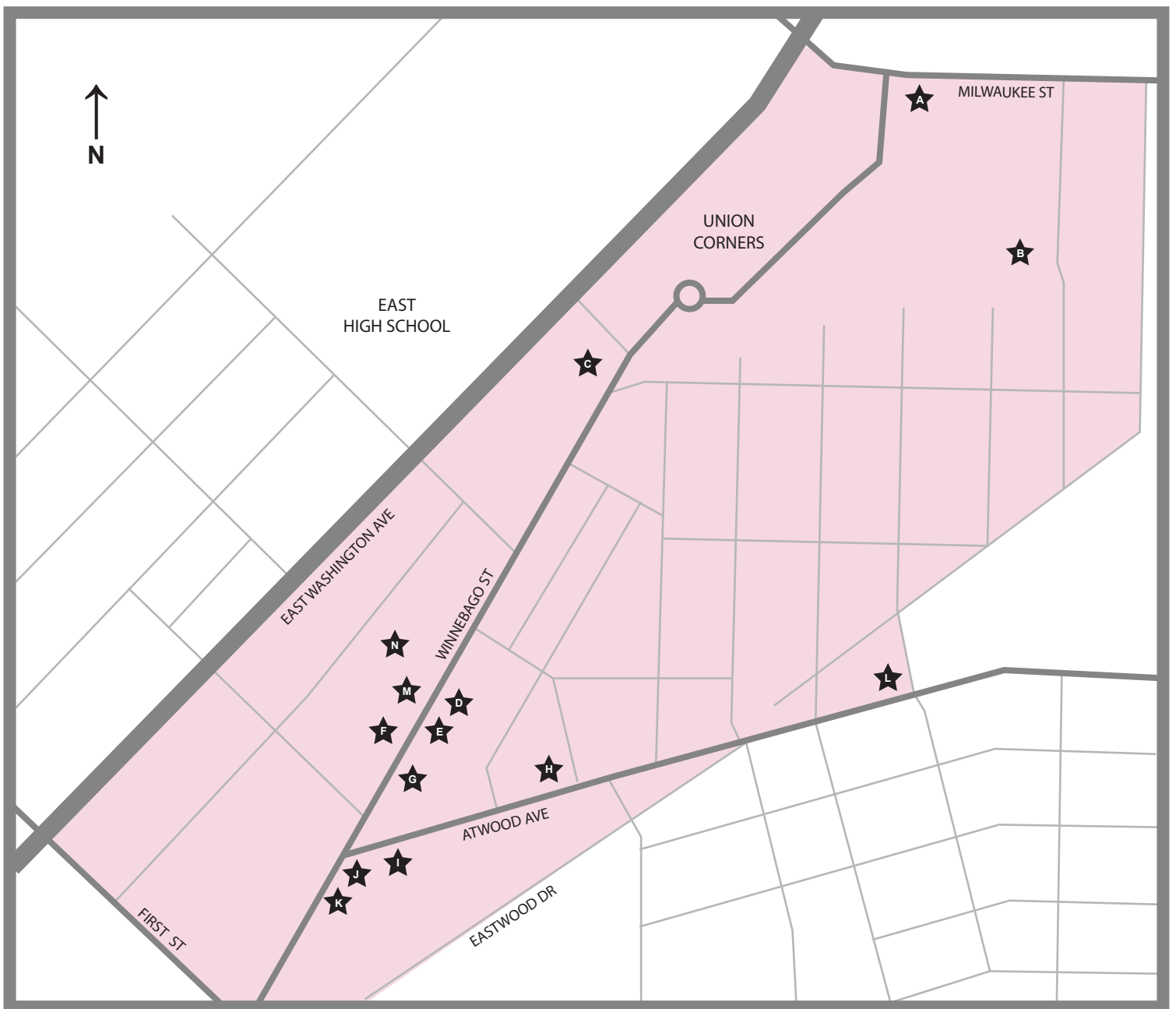
<u>ROUTE</u>	<u>DAILY RIDERSHIP</u>
ROUTE 4:	2657
ROUTE 10:	4425
ROUTE 6:	4537
ROUTE 14:	1374
ROUTE 15:	2180
ROUTE 25:	24
ROUTE 27:	298
ROUTE 29:	111
ROUTE 56:	477
ROUTE 57:	465
<u>SERVING APPROXIMATELY:</u>	16,548

PATRONS FREQUENTING RIDE-SHARING OPTIONS:

Similar to any downtown entertainment venue, we see a heavy turnout of patrons arriving from either cab or ridesharing options like Uber and Lyft. To encourage our patrons to use a local cab company, we recently established a relationship with Green Cab to have an evolving incentivizing program (subject to change per the season/holidays) on site for our patrons to choose a safe ride home.

CONCLUSION:

There are many ways to navigate an urban environment, as density continues to crawl out from the city-center we will have to start relying on public transportation, cab and ride sharing, biking and walking options more and more. If we embrace promoting the alternative transportation options as a business, it will excite our customer base to frequent them more often reducing all vehicular needs on the isthmus.



MADISON'S EMERGING EASTSIDE ARTS DISTRICT

- A. COMMUNICATION
- B. SECTOR 67
- C. THE WINNEBAGO
- D. DNA MUSIC LAB
- E. STUDIO PARAN
- F. MIDWEST CLAY PROJECT
- G. ARTS + LITERATURE LABRATORY
- H. BARRYMORE THEATER
- I. MADCITY MUSIC
- J. TAP IT / NEW WORKS INC
- K. BARE KNUCKLE ARTS
- L. WAYWARD TATTOO
- M. WINNEBAGO STUDIOS
- N. MADISON CIRCUS SPACE

WITH-IN 1 MILE OF HIGHLIGHTED AREA

- ART IN
- NORTH STREET CABARET
- ONE ONE THOUSAND STUDIOS

PETITION FOR RAISED CAPACITY AT 2262 WINNEBAGO ST

We, the undersigned, are Madison community members who are in favor of raising the capacity at The Winnebago from 99 to 225.

PRINTED NAME	SIGNATURE	ADDRESS	DATE
Sidney Johnson		2662 Union St	07/16
Mai Lien Pomboe		2662 Union St	07/16
CORRY LOCKETT		315 N 5th St.	7/16
SARAH HAGROON		1914 E MAIN ST	7/16
ANUMBO MHERANT		815 E JOHNSON ST.	7/17
Annie Sweers		2706 Center Ave	7/16
John Sweers		2706 Center Ave	7/16
Kristin Klingman		533 East Bluff	7/16
JUSTIN BROWN		121 N. 2 nd street	7/16
Abigayle Bunk		W4807 STRD 116, RID	7/16
Katie Morent		3663 Cimarron Trl	7/16
Russell Cooley		507 Viola Ln	7/16
Nora Bred		2518 Winnebago St	7-17
Alice Main		154 Division St	7/17
Ann Miller		2091 Douglas St 2342 E Washington	7/17
Christian Normand		110 E JOHNSON ST #	7/17
Shawn Calahan		411 E. Washington	7-17
Ben Wood		1924 Atwood Av	7-17
Claire Carpenter		211 N Dickinson St	7/18
AARON O'KEEFE		2534 COMM. AV	7-18

PETITION FOR RAISED CAPACITY AT 2262 WINNEBAGO ST

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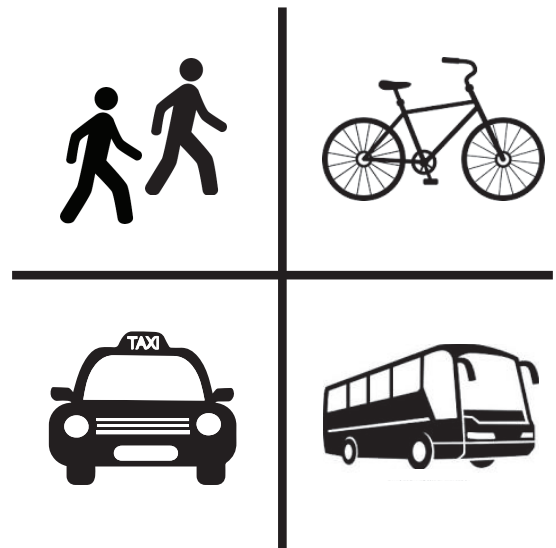
PRINTED NAME	SIGNATURE	ADDRESS	DATE
ANGIE SPARKS		2406 Upham St	7/18
Mason Pustell		17 N Sixth St	7/18
Andy Janssen		402 Kedzie St	7/18
Steve Seaborne		2806 Center Ave.	7/18
Dan Steffen		1614 Rutledge	7/18
Rebecca Kraft		1222 E. Wash # 319	7/19
Marl Soderbloom		1222 E. Wash # 319	7/19
IS DALE RICHENS		2137 CENTER AV	7/19
JULIE RHEAULT		2137 CENTER AVE MADISON	7/19
Rachel Whaley		2833 Union St Madison WI 53704	7/19/19
Amber Kabecky		319 East Bluff Madison WI 53704	7-19-19
Lucy Zimmerman		204 Ski Ct Apt G Madison, WI 53713	7/20/19
Ali Chesney		2226 LaFollette Ave Madison WI 53704	20 July 2019
Dolan Cassidy			
Josh Landowski		4548 Doug Rd	7/20/19
Morgan Ennis		1135 Pauline Ave	7/20/19
Hannah Larson		1431 Williamson St. Madison, WI 53703	7/20/19
Jill Schneider		2413 E. Dayton St. Madison WI 53704	7/20/19
Nicole Roth		2421 Summers Ave Madison 53704	7/20/19
Collin Roth		"	"

PETITION FOR RAISED CAPACITY AT 2262 WINNEBAGO ST

We, the undersigned, are Madison community members who are in favor of raising the capacity at The Winnebago from 99 to 225.

PRINTED NAME	SIGNATURE	ADDRESS	DATE
B. H. Schmeck	B. H. Schmeck	510 Merrittum	7-20
Mary Schmecker	Mary Schmecker	510 Merrittum Rd.	7-20
Ben Seidensticker	Ben Seidensticker	416 E Wilson St.	7-20
Colleen O'Hara	Colleen O'Hara	1945 E Dayton St	7.21
Brad Schubert	Brad Schubert	280 Division St	7/21
El	El	2130 Lafayette	
Drew Thompson	Drew Thompson	203 N Pinckney St #1	7/21
Kevin Sommerfeld	Kevin Sommerfeld	206 N 6th St #2	7/21
Osnawaterdu	Osnawaterdu	2446 E. Johnson St.	7/21
Cathy Loeb	Cathy Loeb	2145 Linden Ave	7/21
Davis Gifford	Davis Gifford	"	"
Jorey CARLIN	Jorey Carlin	2446 E Johnson	7/21
Kelsey Walsh	Kelsey Walsh	116 N 4th St.	7/21
Patricia Zoye	Patricia Zoye	116 N 4th St	7/21
DELLIN LORENSON	Dellin Lorensen	3254 Thorp St	7/21
ALAN FISH	Alan Fish	1533 Morrison St	7/21
Anna Pederson	Anna Pederson	177 Division St	7/21
Wendy Samaca	Wendy Samaca	3629 Dennett Dr.	7/21
Laura Paternode	Laura Paternode	"	"
Susan Schwedje	Susan Schwedje	2322 E. Dayton	7/21

Need No Space Initiative



A four pillar system to encourage alternate forms of transportation and ease the parking strain on the neighborhood

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W A L K

We trust and respect our neighborhood patrons. Based on an honor system, patrons who walk to our establishment will receive a **10% "Neighbor Discount"** off their entire bill.

B I K E

Participating in the Bicycle Benefits program, every patron will receive **10% off** their entire bill with their Bicycle Benefits sticker. We have ample bike parking and more on its way.

C A B

Partnering with Green Cab of Madison, every night we have a show we will offer a Cab Raffle for anyone who wishes to sign up. The winner will receive a **Cab Coupon**.

B U S

The Winnebago will be the first bar/venue in Madison to be an **official consignment retailer** of Madison Metro Bus Passes. Add it to your bill or stop in just for a pass and hop on the bus right outside our front door.



metro transit



2262 WINNEBAGO STREET
MADISON, WI 53703

(608) 640 - 4380

WWW.THEWINNEBAGO.COM