



Location
1445 Regent Street

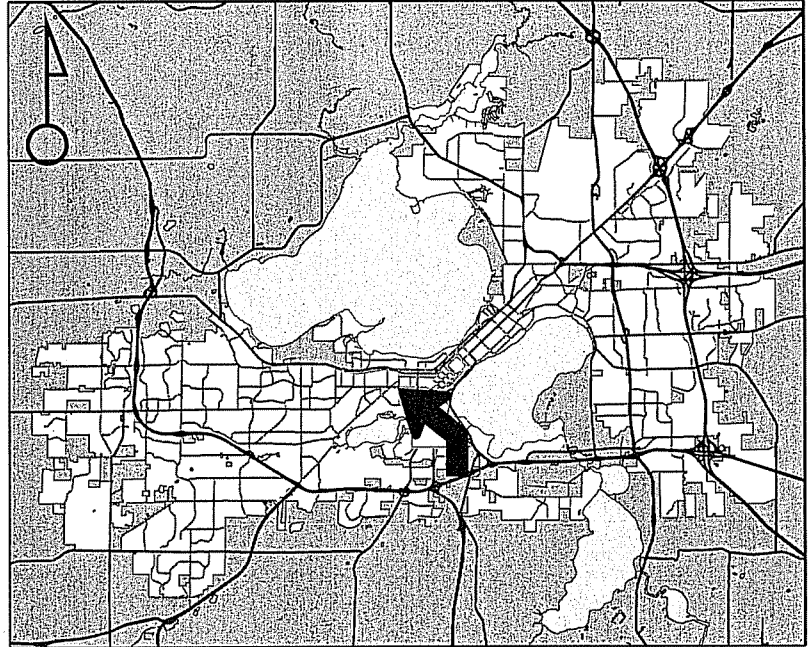
Project Name
Agrace Beer Garden

Applicant
Ed Tallard/Charlene Malueg-
Agrace HospiceCare

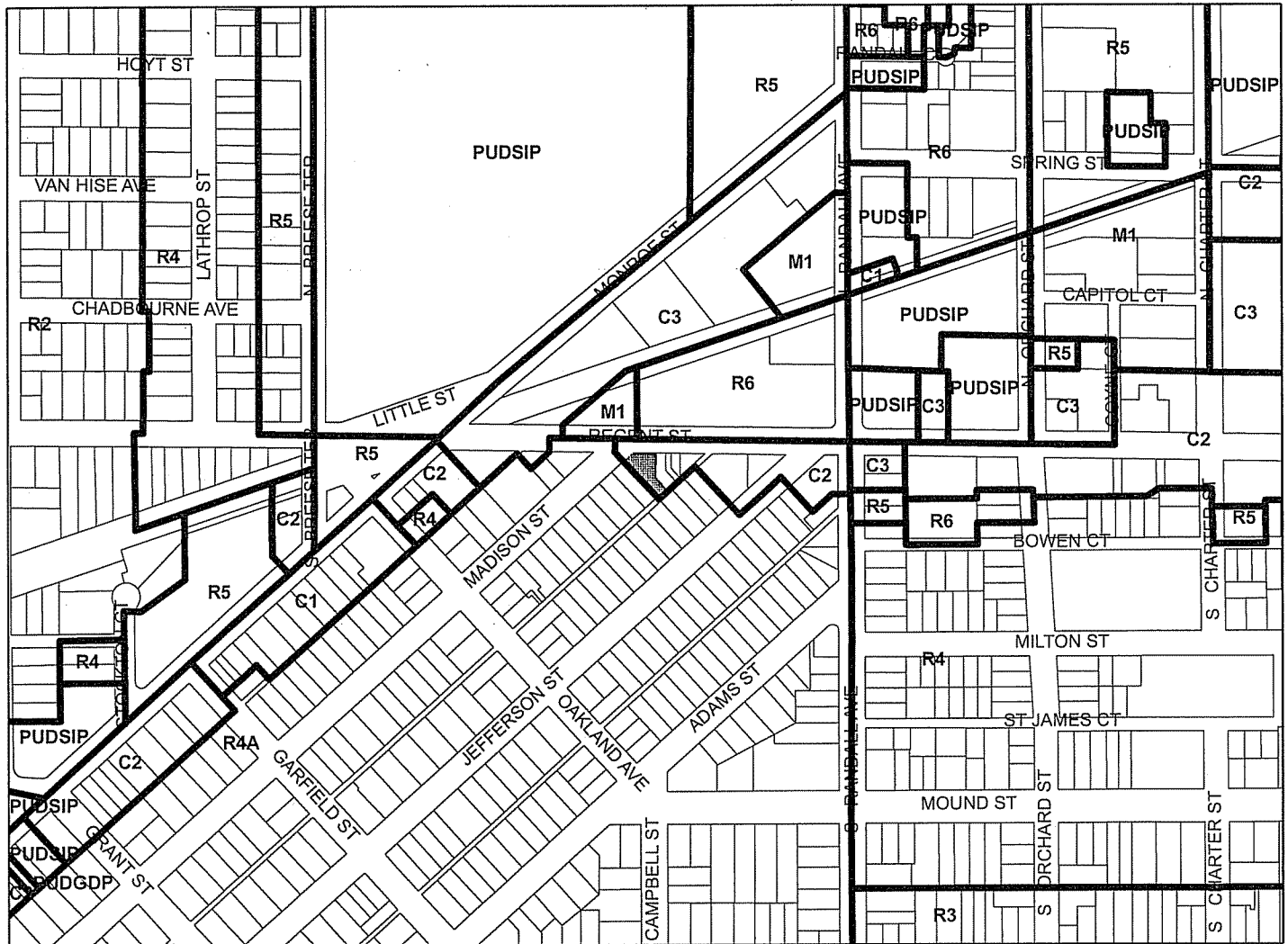
Existing Use
Apartment and office building
with surface parking lot

Proposed Use
Establish non-accessory event area
(beer garden) for events at Camp
Randall Stadium

Public Hearing Date
Plan Commission
06 August 2012



For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 24 July 2012





LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid _____	Receipt No. _____
Date Received _____	
Received By _____	
Parcel No. _____	
Aldermanic District _____	
GQ _____	
Zoning District _____	
For Complete Submittal	
Application _____	Letter of Intent _____
IDUP _____	Legal Descript. _____
Plan Sets _____	Zoning Text _____
Alder Notification _____	Waiver _____
Ngbrhd. Assn Not. _____	Waiver _____
Date Sign Issued _____	

1. Project Address: 1445 Regent St. Madison Project Area in Acres: 1.174 Sq. feet
 Project Title (if any): Agrace Hospice Care Tailgate

2. This is an application for:

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)		
<input type="checkbox"/> Rezoning to a Non-PUD or PCD Zoning Dist.: Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____	<input type="checkbox"/> Rezoning to or Amendment of a PUD or PCD District: <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP <input type="checkbox"/> Amended Gen. Dev. <input type="checkbox"/> Amended Spec. Imp. Plan	
<input checked="" type="checkbox"/> Conditional Use	<input type="checkbox"/> Demolition Permit	<input type="checkbox"/> Other Requests (Specify): _____

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Maria Whittington Company: Agrace Hospice Care
 Street Address: 5395 E. Cheryl Pkwy City/State: Madison WI Zip: 53711
 Telephone: (608) 276-4660 Fax: (608) 278-4380 Email: Charlene.malweg@agracespicecare.org

Project Contact Person: Charlene Malweg Company: Agrace Hospice Care
 Street Address: 5395 E. Cheryl Pkwy City/State: Madison WI Zip: 53711
 Telephone: (608) 327-7180 Fax: (608) 278-4380 Email: Charlene.malweg@agracespicecare.org

Property Owner (if not applicant): Ed Tallard
 Street Address: 1445 Regent Street City/State: Madison WI Zip: 53711

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: beer garden
fundraiser during Badger football games.
 Development Schedule: Commencement Sept. 1, 2012 Completion November 24, 2012

CONTINUE →

5. Required Submittals:

- + **Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **1 copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- + **Letter of Intent (12 copies):** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- + **Filing Fee:** \$650 See the fee schedule on the application cover page. 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 (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

In Addition, The Following Items May Also Be Required With Your Application:

- For any applications proposing demolition or removal of existing buildings, the following items are required:
 - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
 - A photo array (6-12 photos) of the interior and exterior of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- Zoning Text (12 copies):** must accompany Planned Community or Planned Unit Development (PCD/PUD) submittals.

6. Applicant Declarations:

- + **Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
 - The site is located within the limits of COMPREHENSIVE PLANS Plan, which recommends: NEIGHBORHOOD MIXED USE for this property.
- + **Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing no later than **30 days** prior to filing this request;
 - List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:
ALDER: SUE ELLINGSTAD, VILLES HAS
 - NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence 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: KEVIN FELLOW Date: 5/22 Zoning Staff: MATT TUCKER Date: 5/22

Check here if this project will be receiving a public subsidy. If so, indicate type in your Letter of Intent.

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

Printed Name Marcia Whittington Date 6-18-12

Signature Marcia Whittington Relation to Property Owner _____

Authorizing Signature of Property Owner [Signature] Date 6/20/12



5395 E. Cheryl Parkway
Madison, WI 53711
Phone: (608) 276-4660
Fax: (608) 278-4380

3001 W. Memorial Drive
Janesville, WI 53548
Phone: (608) 755-1871
Fax: (608) 755-5710

June 18, 2012

Mr. Matt Tucker
Mr. Kevin Firchow
Department of Planning and Development Inspection Unit
215 Martin Luther King Jr., Blvd
Madison, WI 53701-2984

RE: Letter of Intent – Agrace HospiceCare Conditional Use Application for 1445 Regent Street

Dear Sirs:

Thank you for meeting with me on May 22 to discuss our application for a conditional use permit to have a tailgate event at the parking lot located at 1445 Regent Street in Madison.

History of Agrace

Founded in 1978, Agrace HospiceCare is the local, nonprofit, community-based hospice dedicated to providing exceptional physical, emotional and spiritual support to patients and families dealing with life-limiting illnesses. Agrace has offices in Madison and Janesville, and serves patients in Dane, Green, Jefferson, Rock and Walworth counties.

We are the third largest hospice in the Midwest and currently provide care for more than 600 patients and their families every day.

For some of our patients who are uninsured or underinsured, meeting the cost associated with end-of-life care becomes a financial burden. Even with health insurance, the costs of daily living compounded by the loss of income and mounting medical bills makes it difficult for some patients and their families to cover the cost of health insurance deductibles and co-payments without sacrificing basic needs like food, medication or even shelter. This is where our charity program fits in. **Proudly, in 33 years of service, we have never turned anyone away because of an inability to pay for our services.**

With the anticipated increased need for charity care, Agrace is looking for new fundraising opportunities. One of our incredible partners, Frank Beer Distributors, is offering us an opportunity to partner with them to host a tailgate at the Tallard's Parking Lot, 1445 Regent Street during the Badger home football games this year. We see this as a wonderful opportunity to raise awareness and dollars and at the same time assist patients who need excellent end-of-life care right here in our own community.

As you know, this lot has been used by Frank Beer to host private tailgates for the past three years. We are proposing a public tailgate at this location and have discussed our intent to operate this tailgate with Alder Ellingson and presented our plan to the Vilas Neighborhood Association on June 13. Fire Marshal Ed Ruckriegel of the Madison Fire Department and Captain Balles of the Madison Police Department have been notified as well.

Operational Plan

The site is on average about 27 feet X 43 feet for total net square feet of 1,122.

The proposal:

- Serving beer in cans and wine in small plastic cups as well as food from Quaker Steak and Lube and Johnsonville.
- Q106 will provide music for two hours of each game and will be kept within the city's Uniform Operating Conditions.
- There will be no canopies or tents.
- The site is enclosed by an existing chain link fence, minus the entrance and exit sites highlighted on the site plan. The back exit will be utilized as an emergency exit only and attendees will be required to utilize the exit onto Regent Street. We will have a volunteer in place at the back exit in order to stop people from exiting from this location.
- We will not allow more than 75 people in at one time and attendance will be tracked at the entrance and exit gate(s) with a portable tally counter.
- We don't anticipate a large line of people waiting to get in; however, will have Agrace staff and volunteers "policing" the area inside and outside the lot during each tailgate.
- We intend to utilize Agrace HospiceCare staff and volunteers to check IDs at this gate, measuring 5'4" wide x 7'10" deep.
- The site will include two portable potties.
- No parking will be allowed in the back parking lot.
- We plan to operate the tailgate up to three hours prior to each home game and closing during the first quarter of each game.

I have attached the necessary documents and enclosed a check for the required application fee.

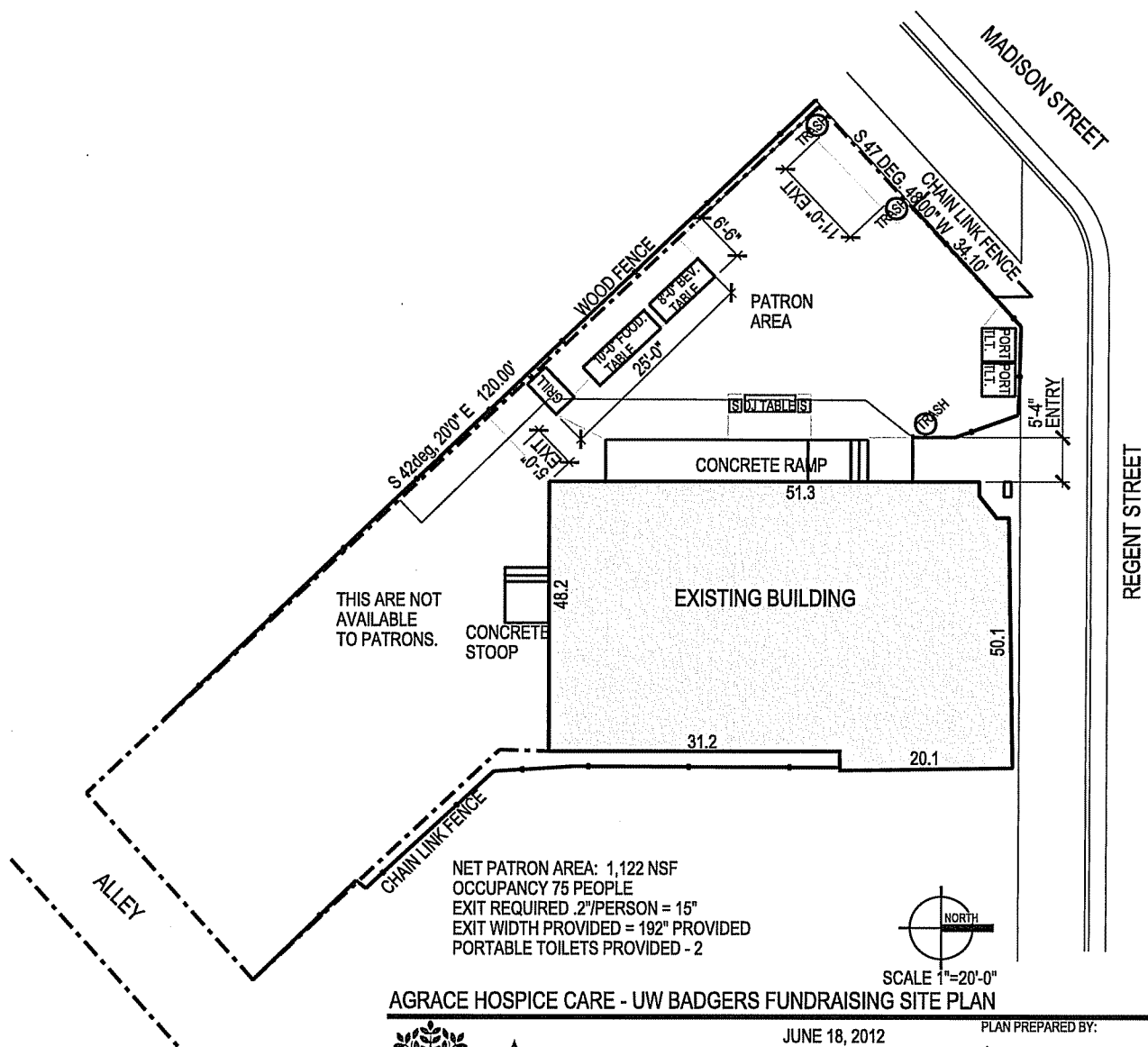
If you have any additional questions or concerns please do not hesitate to call or e-mail me at (608) [327-7209](tel:327-7209)/marcia.whittington@agracehospicecare.org or Charlene Malueg at (608) [327-7180](tel:327-7180)/charlene.malueg@agracehospicecare.org.

Thank you.

Sincerely,



Marcia Whittington
Vice President, Agrace Foundation and Holdings



AGRACE HOSPICE CARE - UW BADGERS FUNDRAISING SITE PLAN

JUNE 18, 2012

PLAN PREPARED BY:



Angus Young
 Architecture
 Engineering
 Interior Design
233 East Olive Street, Suite 200, WISCONSIN, WI 53033
 PH 262.533.2222 FX 262.533.2444
 www.angusyong.com