

March 7, 2018

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985

RE: Revised Letter of Intent – Alteration to an Existing Conditional Use: 1313 Regent Street

To Whom It May Concern:

On behalf of FCS Plan B, LLC (the “Applicant”), I am pleased to submit this letter of intent and the enclosed application and plans for Plan Commission consideration of approval of an alteration to existing conditional uses. The enclosed application replaces the application submitted April 5, 2017, and we understand the application fee paid for the prior application will be applied for this new application. We have incorporated the valuable feedback received from Alder Eskrich, City staff, the Plan Commission, and the neighborhood association to address previously-raised concerns.

This request for alteration to existing conditional uses includes a reduced parking requirement, increased capacity and layout of an outdoor eating area and service bar, addition of seasonal sand volleyball courts, combining the reception hall space with the brewpub space for private party rental, and opening the reception hall space to brewpub patrons during a limited number of special event days.

Existing Site Conditions

The 35,460 square foot site is located mid-block on the south side of the 1300 block of Regent Street, an active area in the City for all modes of transportation. The existing structure has seen many purposes over its 70+ year lifespan, having been converted about one and a half years ago from a car repair center to its current use as Lucky’s 1313 Brewpub. The property extends south through the block to Bowen Court, a one-way street primarily serving the converted housing along this street. To the east and west of the property is a mix of commercial properties and more converted housing.

Currently, the site contains one building including a reception hall separated from the brewpub and kitchen facilities, an outdoor eating area, and landscaped areas. Access to the site and the existing parking spaces is provided by two driveways: a one-way in drive from Regent Street and the other a two-way drive to Bowen Court.

Lot Coverage/Useable Open Space:

Lot Area:	35,460 SF
Building:	10,156 SF
Green Space	11,316 SF

Proposed Project Changes

Outdoor recreation area. Construct a seasonal outdoor recreation area with two sand volleyball courts. The volleyball courts will be underlaid with landscape fabric to minimize weed growth and loss of sand. A seasonally removable net will surround the entire court area and isolate it physically and visually from neighboring properties, and padding added to nearby trees for player safety. The area will be lit by a 20-foot light pole (with nominal light spill) during hours of use only. The perimeter fence will be 8 feet tall and constructed of solid materials to minimize light and sound impact on neighbors. No outdoor amplified sound or speakers will be added to volleyball area and no whistles will be used.¹ Games will be held from May through October with the last game ending at 10:00 p.m., and the area vacated and dark no later than 10:15 p.m.

Outdoor eating area. Increase the capacity of the outdoor eating area from 58 persons to 82 persons (primarily to accommodate 24 additional volleyball participants), and modify the layout of the outdoor eating area to add volleyball courts and a service bar. Additional patronage generated by the addition of volleyball courts will be better served by the additional 24-person capacity proposed in the outdoor area (for a total capacity of 82 persons), as well as by the proposed service bar. The outdoor space has been reconfigured as shown in the plans to accommodate these uses.

Reception hall use. The Applicant is requesting additional use of the reception hall space, combining it with the brewpub area for: (a) rental of the entire area for private parties, during which the property will be closed to the public, and (b) open the reception hall space to brewpub patrons during a limited number of special event days, making the entire space more functional for a greater variety of users. When the reception hall is not in use, it is closed off and separate from the brewpub portion of the property. Specifically, Applicant requests the ability to combine use of the brewpub and the reception hall area during no more than 24 special event days per year (with no more than 4 per month and no more than 2 per week). For private parties and special event days, the maximum capacity would be 445 (208 brewpub plus 155 fixed-seat reception hall plus 82 outdoor).

Parking reduction. Approve a 48-stall reduction during private parties and special event days (which is 4 more stalls than the previously-approved 44-stall parking reduction). The property is centrally located, in close proximity to the University and residential neighborhoods, and well-served by sidewalk, bus and bicycle routes all of which serve to limit the vehicle count typical in other areas.

See below table for reference related to capacity and parking reduction.

¹ Applicant is open to considering additional or alternative conditions from City staff and Plan Commission members. Agreeing to not add outdoor amplified sound or use whistles are consistent with, and in many ways are in addition to, previously-approved outdoor volleyball recreation at sites throughout Madison.

<u>Use</u>	<u>2015 Approved Camp Randall Event Capacity</u>	<u>2015 Approved General Capacity</u>	<u>2018 Proposed Camp Randall Event Capacity*</u>	<u>2018 Proposed Private Parties/Special Event Days Capacity</u>	<u>2018 Proposed General Capacity</u>
Brewpub	208	208	208	208	208
Reception Hall Fixed-Seat		155		155	155
Reception Hall General Assembly	450		450		
Outdoor Patio (eating/rec)		58		82	82
Total Capacity	658	421	658	445	445
Required Parking	99	63	99	67	67
Provided Parking	19	19	19	19	19
Parking Reduction	80	44	80	48	48

* 2018 Proposed Camp Randall Event Capacity is not changed from 2015 condition #36.

Total Capacity above is patron capacity. In addition the 2015 approved
Commercial Kitchen: 1,044 SF = 5 persons
Brewery Staff: 1,393 SF = 3 persons

In considering the request for an additional 4-stall parking reduction in connection with the capacity increases requested by the application, staff and the Plan Commission should note: (1) the additional parking reduction requested is only 4 stalls, (2) the summer increased capacity related to adding volleyball will infrequently overlap with the increased capacity associated with additional use of the reception hall during special events which primarily occur in the fall and winter months, and (3) given the property's location, many patrons use alternate modes of transportation and do not require parking (particularly so in connection with special events when the capacity would likely be at its peak with combined use of the brewpub and reception hall spaces). It should also be noted Applicant's history of operation on the site has not demonstrated major parking concerns and the requested increased capacity and corresponding parking reduction request are unlikely to affect the overall parking operations or impact parking demand.

Plan revisions to address prior concerns

- Conditions for volleyball court operations
 - All games will end by 10:00 p.m. and players will promptly leave the court
 - Any clean-up ending by 10:15p.m.
 - Court lights shut off by 10:15p.m.
 - No whistles will be used
- Resized and relocated volleyball courts to preserve existing trees (which were to be removed under prior plans) and provide planting area along Bowen Court fence
- No outdoor amplified sound or speakers will be added to the outdoor area
- Height of the perimeter fence to be 8 feet and made of solid materials

Hours of Operation

Brewpub:	Sunday–Thursday	11:00am–2:00am
	Friday–Saturday	11:00am–2:30am
Outdoor Dining:	7 days a week (weather permitting) 11:00am–10:00pm	
Reception Hall:	until midnight	
Volleyball Court:	5:30pm–10:00pm	Weeknights
	11:00am–10:00pm	Weekends
	May through October	
	Vacant and dark no later than 10:15 p.m.	
Private Parties &	Sunday–Thursday	11:00am–2:00am
Special Event Days:	Friday–Saturday	11:00am–2:30am

Requested Conditional Use Changes, Schedule and Project Team

Conditional Use Alterations Requested:

- Increase reduction in parking requirement for a total of 80 and 48 stalls, depending on use of facility (see table above);
- Increase capacity of an approved outdoor eating area to 82 persons (up from previously-approved 58 in 2015 condition #35 to account for additional 24 persons for volleyball);
- Construction and operation of seasonal outdoor recreation area with two sand volleyball courts;
- No added outdoor amplified sound or whistles in the outdoor area (edit to 2015 condition #30 to add “no whistles”);
- Volleyball games will be held from May through October with the last game ending at 10:00 p.m., and the area vacated and dark no later than 10:15 p.m. (addition to 2015 condition #31);
- Modification to the layout of the outdoor eating area to add a service bar;
- Alteration to existing limits of building use (edit to first sentence of 2015 condition #37) to: "That to minimize parking impacts, the reception hall space shall not be used as expanded capacity for the brewpub unless (1) the brewpub is closed to the public, and the entire facility is operated as a private party (maximum capacity 445); or (2) during a limited number of special event days, no more than 24 days per year (with no more than 4 per month and no more than 2 per week). In connection with special event days during which the reception hall will be open to brewpub patrons, Applicant will: (A) follow a Management Plan for operations of the site at all times, including during special event days – days which will have increased staffing, security personnel, and cleaning staff, (B) provide advance notice of each special event day to the City Zoning Administrator, and Police and Fire Departments (in person, by phone or e-mail), and (C) limit the capacity to 445 patrons.
- Private parties and special event days shall close by 2:00a.m. Sunday–Thursday and shall close by 2:30a.m. Friday–Saturday (addition to 2015 condition #34).


Project Schedule:

Application submitted: March 7, 2018
Plan Commission: April 2018
Site Plan Approval: May 2018
Start Construction: May 2018
Final Completion: June/July 2018

Project Team:

Owner:	FCS Plan B, LLC W 11579 Cty Rd V, Apt 1 Lodi, WI 53555 Contact: Rod Ripley Ripper42@charter.net (608) 279-4163	Architect:	TJK Design Build Inc. 612 West Main St, Ste. 201 Madison, WI 53703 608-257-1090 608-257-1092 fax Contact: John J. Bieno jjbien@tjkdesignbuild.com
Engineer: Inc.	D'Onofrio, Kottke & Assocs, 7530 Westward Way Madison, WI 53717 608-833-7530 Contact: Ron Klaas	Landscape Design:	Richard Slayton, ASLA

Thank you for your time in reviewing our proposal.



Rod Ripley