



November 20, 2019

Attn: Jenny Kirchgatter  
City of Madison  
Planning Division  
Madison Municipal Building, suite 017  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: Conditional Use Permit - Letter of Intent  
GreenFire Restaurant  
849 East Washington Avenue

Dear Jenny,

On behalf of GreenFire restaurant, and restaurant owner Shendet Ismajlaj, we are requesting approval of conditional use permits for a new restaurant and new outdoor patio dining on East Washington Avenue.

The proposed restaurant will be a new tenant at 849 East Washington Avenue, on the southwest corner of East Washington Avenue and Paterson Street. This existing two-story building has ample space, parking, and loading facilities on the south (back) side of the building to accommodate this restaurant, and the remaining tenants in the building.

As per City Ordinance, this proposal will require two conditional use permits: a CUP for the restaurant use, and a CUP for outdoor patio dining. We have discussed this matter with Alder Marsha Rummel (via phone), City Planning, Zoning, and Urban Design Commission, and intend to present to the Marquette neighborhood association formally on December 10. In addition to this CUP application, we are also submitting a formal UDC application for review of the outdoor patio design.

Below are some basic information regarding this property and proposed restraint use:

### **Business Operations**

#### **Tenant**

GreenFire Restaurant  
Shendet Ismajlaj

Building Owner  
849 EWASH, LLC  
Andrew Hysell, et. al.



**Description:**

GreenFire is a restaurant with one current location in Rockford, Illinois. This successful establishment will replicate it's concept in Madison, and is to include restaurant dining, bar, bakery and catering services. The dining room will have multiple private dining rooms for meetings and small banquets. GreenFire prides itself on excellent menu choices and extensive bakery made on-site, all in an aesthetically pleasing and family-oriented atmosphere.

**Space:**

The restaurant space will occupy 7,470 square feet of the existing building, on the first floor level, at the corner of East Washington and Paterson Street.

**Capacity:**

The total capacity of the establishment will be approximately 250 people seated, plus staff and outdoor patio seating.

Dining & Event space: 220 +/-

Bar: 30 +/-

Outdoor Patio: 20 +/-

**Hours of operation:**

Monday to Friday from 11am to 12am

Saturday and Sunday from 9am to 12am

Patio hours are intended to be the same

**Staffing:**

The restaurant intends to employ about 50 people.

**Amplified sound:**

Low-volume ambient music is intended to be played within the restaurant and at quiet volumes on the patio as well. There are no plans for live music.

**Deliveries:**

Deliveries will be made from the rear parking lot, off Main Street at times that avoid major traffic rush-hours.

**Trash removal:**

Trash and recycling will be removed through the south exit, to the parking lot dumpsters on the back of the building.

**Site Conditions**

**Zoning:**

"TE" Traditional Employment, also WP-24

**Neighborhood:**

Marquette-Schenk-Atwood Neighborhood



#### Vehicle Parking:

In the Central District, there is no minimum of parking required for building less than 25,000 square feet total. However, restaurants located within 300 feet of another restaurant do require parking. Parking will be required at a rate of 15% of the seating capacity.

Existing parking lot on the property, accessed from Main Street to the south, has 62, parking stalls, two of which are ADA accessible.

Additionally, the newly constructed City-owned parking ramp on Main Street is 1,270 walking steps from the Main entry on East Washington Avenue (1,000 steps to the parking lot side entry) allowing a reduction in on-site parking required.

Vehicle Parking Required: 69 spaces (without reduction for Central District or Ramp)  
15% of restaurant seating capacity = 38 spaces  
Existing tenants to remain  
    mead brewery = ~5 spaces  
    tasting room = ~10 spaces  
    office / business use = ~16 spaces

Vehicle Parking Provided: 62 plus public parking at City ramp  
60 parking stalls on site  
2 ADA parking stalls  
+ City Ramp stalls <1,300' away

#### Bicycle Parking:

A single bicycle rack exists for four bicycles on East Washington Avenue. This will be supplemented with new bicycle racks for additional bike stalls as indicated below.

Bicycle Parking Required:  
5% of capacity = 12 stalls for restaurant use

Bicycle Parking Provided:  
Existing: 4 stalls  
New: 12 stalls

#### Loading:

Two existing loading dock doors on the south side of the building will remain for use by delivery trucks when necessary. The rear entry will be used for all deliveries, and temporary truck unloading will be on-site.

#### Trash and Recycling:

Existing City dumpsters for both trash and recycling exist at the south side of the building, near the loading docks. Currently there is no screening. Two new rolling 4-yard dumpsters will be planned for the restaurant, to be placed in a new screened refuse enclosure. These dumpsters will be accessed along the existing driveway entrance on Paterson Street.



**Accessibility:**

The East Washington side of the building is not ADA accessible as the first floor is four feet above sidewalk elevation. The accessible entrance as at the rear parking lot, and an existing ramp will remain. The restaurant will remain on a single floor, and the outdoor patio will be built at the same first floor level. All new build-out, including new restrooms, will be ADA compliant per required codes.

**Lot Coverage:**

85% maximum allowed. The new patio will be constructed to allow rainwater infiltration beneath, thus not changing existing conditions.

**Landscape:**

No landscape planting required, however new foundation planting landscape will be added to enhance the street side and outdoor patio foundation. Landscape will also be maintained and enhanced in the parking lot for guest visitors.

**Schedule**

The project is seeking conditional use permits granted in January, 2020, to facilitate an immediate construction start and occupancy by May, 2020.

**Conclusion**

Enclosed with this letter, we are providing the necessary copies of the site plan showing existing conditions as well as the proposed patio seating along, an overall plan of the existing building, the proposed concept layout of the restaurant, and images of the proposed patio addition.

We thank you for your consideration of this exciting new addition to downtown Madison and look forward to addressing any questions or concerns that may arise.

Respectfully,

A handwritten signature in black ink, appearing to read "Steve Shulfer". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Steve Shulfer, AIA  
SKETCHWORKS ARCHITECTURE, LLC



RESTAURANT TO OCCUPY EAST 1/3 OF FIRST FLOOR

PROPOSED PATIO LOCATION, ELEVATED TO FIRST FLOOR LEVEL



PROPOSED  
OUTDOOR PATIO

849 E WASHINGTON  
PROPERTY BOUNDARY