

# CITY OF MADISON

# Proposed Conditional Use

Location: 66 West Towne Mall

Project Name: Potbelly Sandwich Works

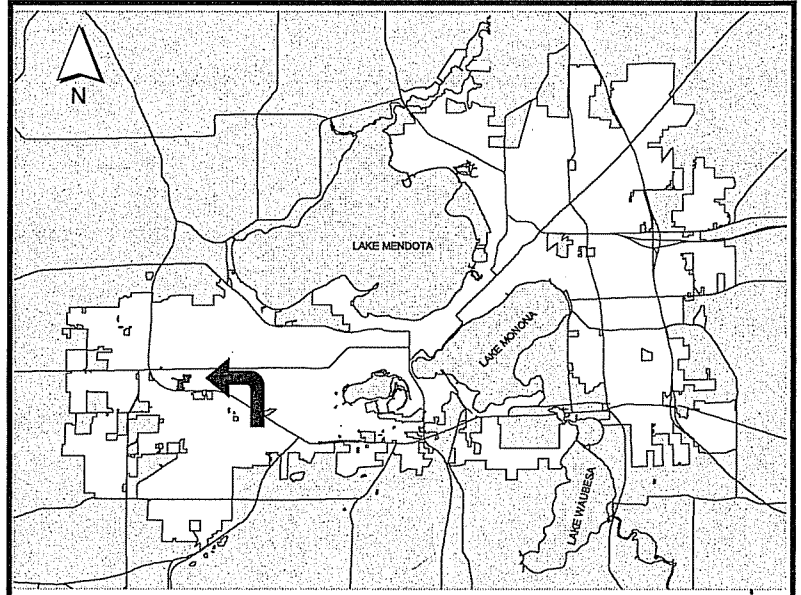
Applicant: Gerardo Fitz - Gibbon  
Potbelly Sandwich Works

Existing Use: Restaurant on Mall Property

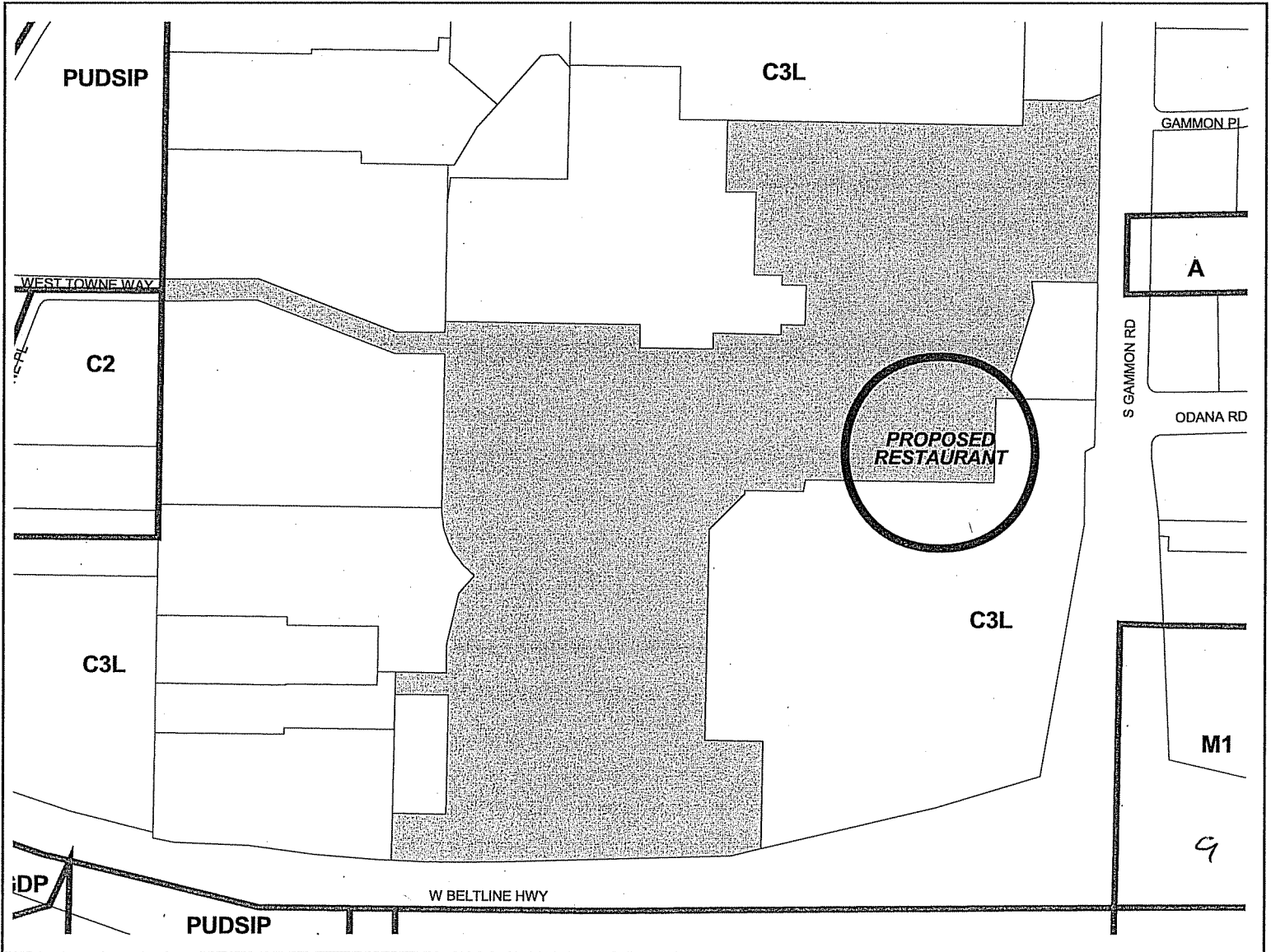
Proposed Use: Outdoor Eating Area for  
Restaurant in Mall

Public Hearing Date:

Plan Commission 17 April 2006



For Questions contact: Bill Roberts at: 266-5974 or broberts@cityofmadison.com or City Planning at 266-4635

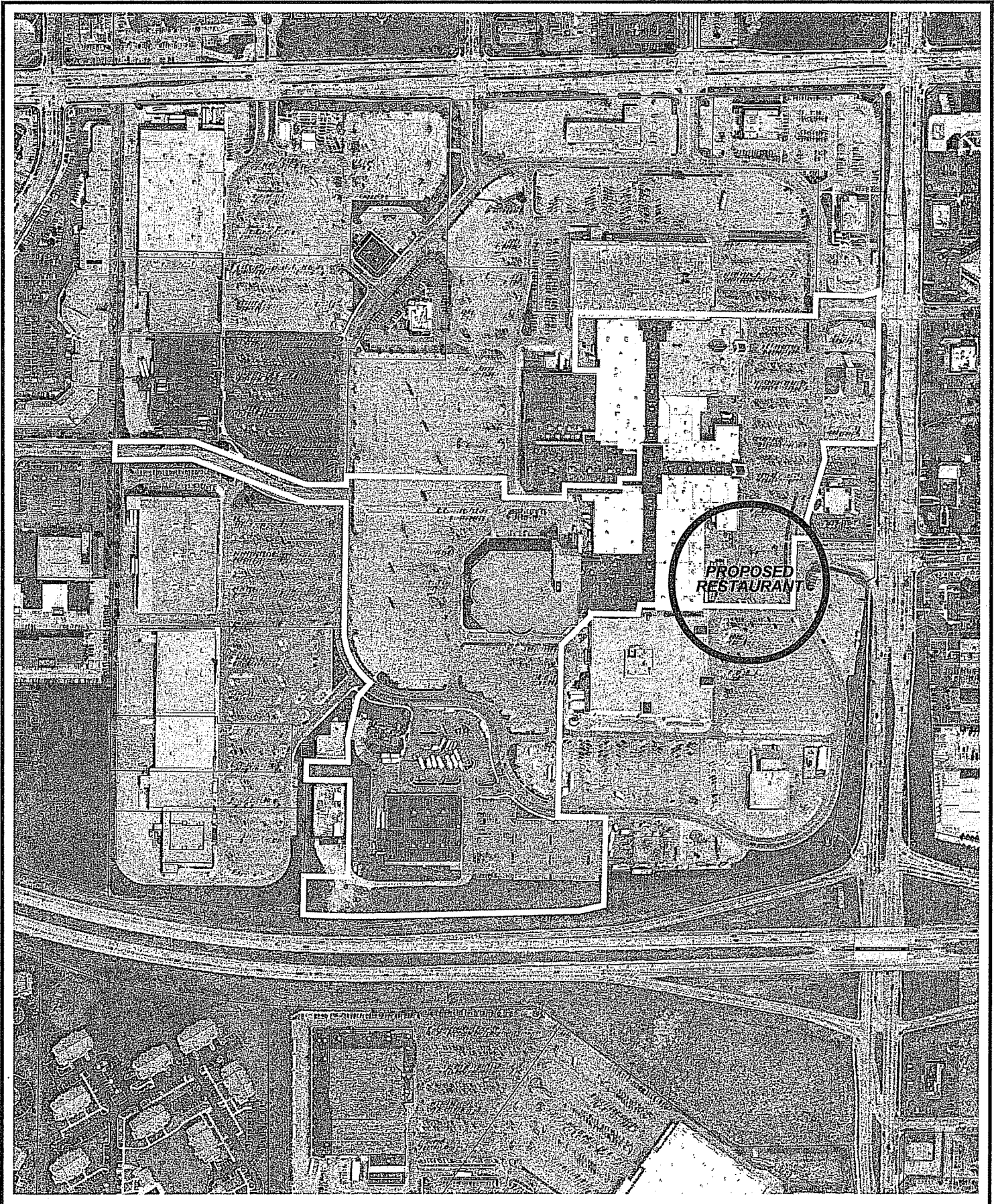


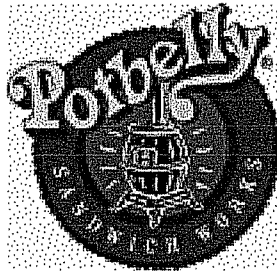
# 66 West Towne Mall

100 0 100 Feet



*Date of Aerial Photography - April 2000*





**Potbelly Sandwich Works**  
**222 Merchandise Mart**  
**23<sup>rd</sup> Floor**  
**Chicago, IL 60654**  
**P: 312.951.0600**  
**F: 312.951.0300**

**Letter of Intent**

For: Land Use Application for Outdoor Eating Area at West Towne Mall

Potbelly Sandwich Works (PSW) is requesting approval from the Planning Commission for a new 680 square feet Outdoor Seating Area adjacent to our recently completed store at West Towne Mall.

The Outdoor Seating Area will accommodate eight (8) tables seating thirty two (32) people on average. Permanent planting beds will be installed immediately along the façade (East) of the store to contain low evergreen bushes. Tables and chairs will be painted black metal and feature green fabric umbrellas (see attached exhibit A). PSW umbrellas at this location will not display logos or other graphics.

Depending on weather conditions, we typically install our outdoor seating on April 1<sup>st</sup> and remove it by November 1<sup>st</sup> of each year.

Hours of operation will be 11AM to 11 PM daily.

The Outdoor Seating Area will be cleaned regularly throughout the day and otherwise maintained by our staff to the same standard as our indoor furniture.

Lighting will be provided by the gooseneck incandescent fixtures already installed on our façade.

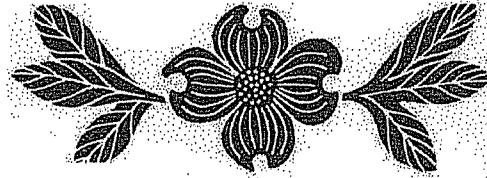
There will be music piped to the exterior, some will be live folk-type music (from the local artists who will perform at our stores), but mostly the music will consist of soft popular music from the nineteen-seventies. The volume of such music will be monitored by our management so as not to cause a nuisance; our experience in other communities has been that our music is pleasant and enhances the pedestrian friendly atmosphere of our concept.

Please feel free to contact me prior to the Planning Commission meeting if further materials will be required for our application or if other specific issues need to be addressed at that time. My direct telephone number is (312) 334 5814. Thank you.

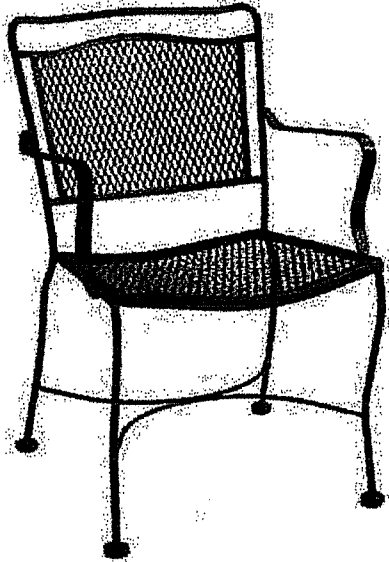
Respectfully,

Gerardo Fitz-Gibbon AIA  
Senior Director of Architecture and Design  
POTBELLY SANDWICH WORKS, LLC

# Meadowcraft



*Commercial  
Light Iron Furniture*



1811100-02



6630000-01 30" Square Mesh Umbrella Table RTA

6635000-01 36" Square Mesh Umbrella Table RTA



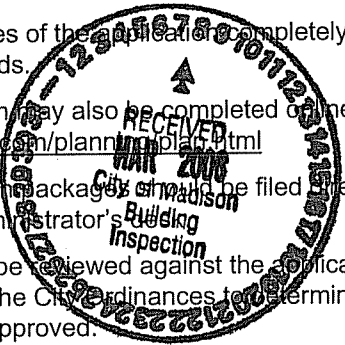
**Sunbrella fabric umbrellas - Alpine Green**

# 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.
- 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/online.html](http://www.cityofmadison.com/planning/online.html)
- All zoning application packages should be filed directly with the Zoning Administrator's Building Inspection
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.



### FOR OFFICE USE ONLY:

Amt. Paid \_\_\_\_\_ Receipt No. \_\_\_\_\_  
 Date Received 3-8-06  
 Received By KAV - Mail  
 Parcel No. 0708-261-0098-8  
 Aldermanic District 09 - Paul Skidmore  
 GQ exist. CU  
 Zoning District C3L

**For Complete Submittal**

Application  Letter of Intent   
 IDUP \_\_\_\_\_ Legal Descript.   
 Plan Sets \_\_\_\_\_ Zoning Text MA  
 Alder Notification  Waiver \_\_\_\_\_  
 Ngrbrhd. Assn Not. \_\_\_\_\_ Waiver \_\_\_\_\_  
 Date Sign Issued \_\_\_\_\_

1. Project Address: 66 WEST TOWNE MALL, MADISON, WI Project Area in Acres: \_\_\_\_\_

Project Title (if any): WEST TOWNE MALL - POTBELLY SANDWICH WORKS

2. This is an application for: (check at least one)

Zoning Map Amendment (check only ONE box below for rezoning and fill in the blanks accordingly)

Rezoning from \_\_\_\_\_ to \_\_\_\_\_  Rezoning from \_\_\_\_\_ to PUD/PCD-SIP

Rezoning from \_\_\_\_\_ to PUD/PCD-GDP  Rezoning from PUD/PCD-GDP to PUD/PCD-SIP

Conditional Use  Demolition Permit  Other Requests (Specify): \_\_\_\_\_

### 3. Applicant, Agent & Property Owner Information:

Applicant's Name: GERARDO FITZ GIBBON Company: POTBELLY SANDWICH WORKS  
 Street Address: 222 MERCHANDISE MART, 23RD FL. City/State: CHICAGO, IL Zip: 60654  
 Telephone: (312) 334 5814 Fax: (312) 951 0300 Email: gerardo.fitz-gibbon@potbelly.com

Project Contact Person: Gerardo Fitz-Gibbon Company: POTBELLY SANDWICH WORKS  
 Street Address: 222 MERCHANDISE MART, 23 FL. City/State: CHICAGO, IL Zip: 60654  
 Telephone: 312-334 5814 Fax: 312-951 0300 Email: GERARDO.FITZ-GIBBON@POTBELLY.COM

Property Owner (if not applicant): CPL 30 ASSOCIATES PROPERTIES, INC.  
 Street Address: CPL CENTER SUITE 500 City/State: CHATTANOOGA, TN Zip: 37421  
2030 HAMILTON PLACE

### 4. Project Information:

Provide a general description of the project and all proposed uses of the site: OUTDOOR EATING AREA + MODIFICATION TO PLANNED COMMERCIAL: WEST TOWNE MALL

Development Schedule: Commencement \_\_\_\_\_ Completion \_\_\_\_\_

CONTINUE →

MAR 07, 2006 14:42

**5. Required Submittals:**

- Site 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:
  - **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
  - **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
  - **One (1) copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent: Twelve (12) copies** describing this application in detail but not limited to, including: 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.
- Filing Fee:** \$~~500.00~~ See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*

**IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:**

- For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Rouse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.
- A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate **INCLUSIONARY DWELLING UNIT PLAN** application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
- A **Zoning Text** must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

**FOR ALL APPLICATIONS:** 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 **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

**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 Plan, which recommends:

REGIONAL MIXED USE for this property.

- Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail 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:

ALD. PAUL SKIDMORE, 9TH DISTRICT - LETTER SENT 02.01.06

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 Counter and Planning Unit staff; note staff persons and date.

Planner AL MARTIN Date 08.24.05 Zoning Staff \_\_\_\_\_ Date \_\_\_\_\_

The signer attests that this form has been completed accurately and all required materials have been submitted:

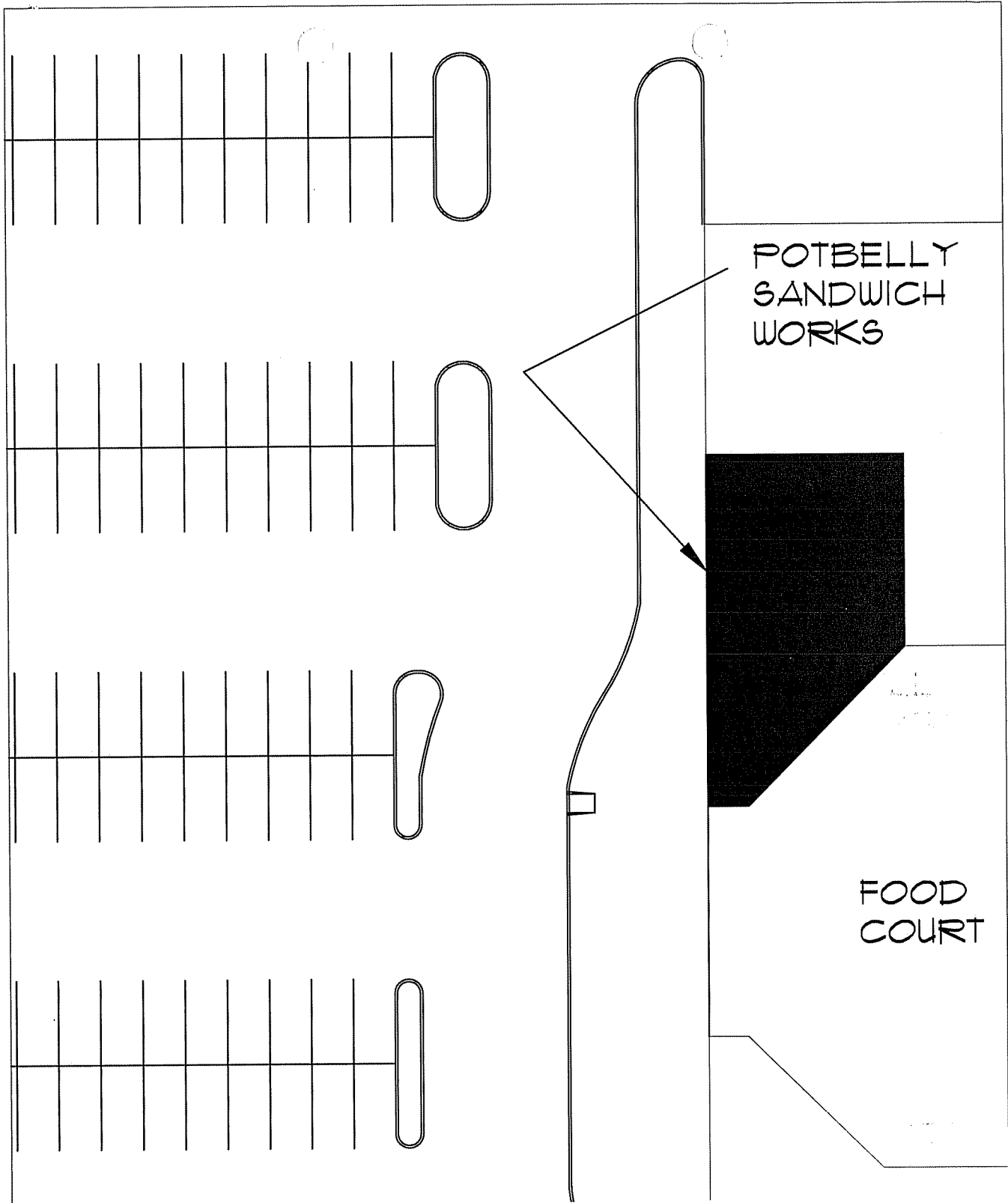
Printed Name GERARDO FITZGERALD AIA Date 03.06.06

Signature [Signature] Relation to Property Owner TENANT (PSN)

Authorizing Signature of Property Owner [Signature] Date 3/17/06

X

X

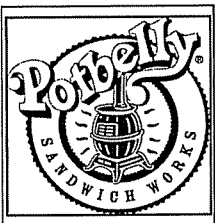


POTBELLY SANDWICH WORKS

FOOD COURT

WEST TOWNE MALL  
SITE/KEY PLAN

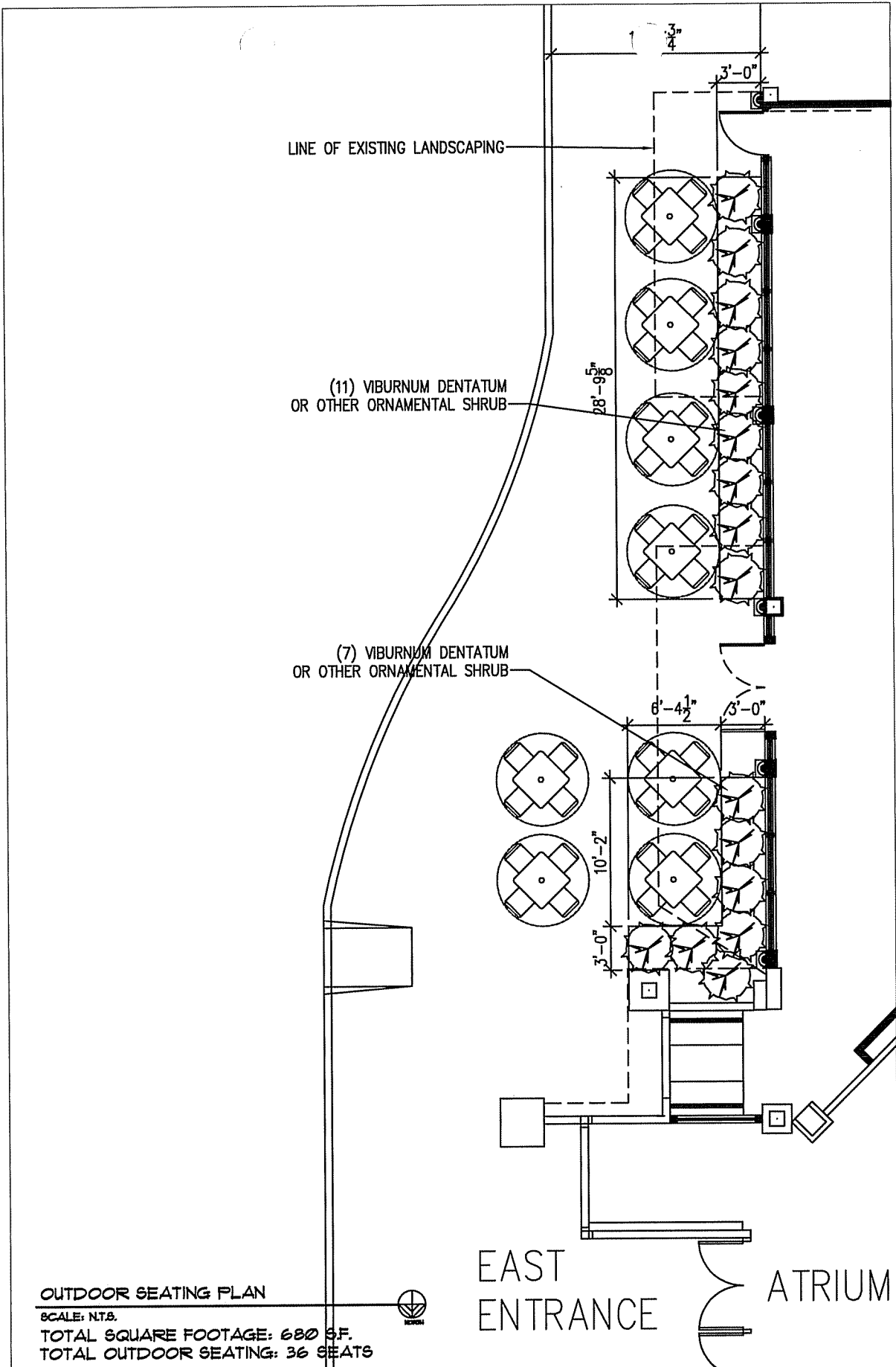
SCALE: 1" = 20'-0"



SITE PLAN  
POTBELLY SANDWICH WORKS  
WEST TOWNE-MADISON (MAD)  
MADISON, WI

APPROVED BY:	DATE
BLK	
OPB	
OPENING	

ISSUED:  
SCHEMATIC REVIEW  
062105  
  
SCHEME D



**OUTDOOR SEATING PLAN**  
 SCALE: N.T.S.  
 TOTAL SQUARE FOOTAGE: 680 S.F.  
 TOTAL OUTDOOR SEATING: 36 SEATS

EAST ENTRANCE  
 ATRIUM



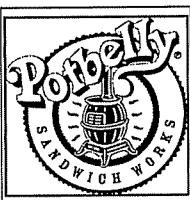
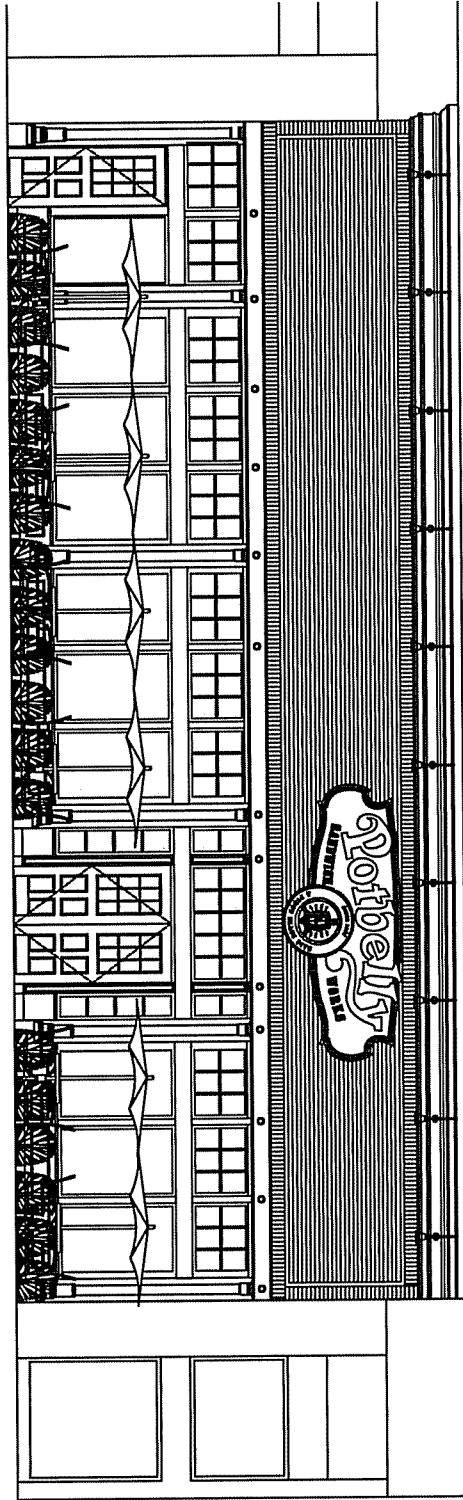
OUTDOOR SEATING PLAN  
 POTBELLY SANDWICH WORKS  
 WEST TOWNE-MADISON (MAD)  
 MADISON, WI

APPROVED BY:	DATE
BLK	
OPB	
OPENING	

ISSUED:  
 SCHEMATIC REVIEW  
 06.21.05  
  
 SCHEM.D



EAST ELEVATION  
SCALE: 1/8"=1'-0"



WEST TOWNE-MADISON (MAD)  
GAMMON  
MADISON, WI

APPROVED BY:	DATE
BLK	
OP6	
OPENING	

ISSUED:
LEASE EXHIBIT
02.08.05