



August 22, 2022

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

RE: Plan Commission: Letter of Intent
Taqueria & Dance Hall/Event Space
1824 South Park Street

Dear Planning and Development Staff:

On behalf of building owner, Sketchworks Architecture, LLC is submitting this letter of intent and application for an Entertainment License at 1824 South Park Street.

Our initial Madison UDC Approval was on 15 December 2021 for the exterior design and Conditional Use for the patio. It was confirmed that the uses are permitted under the current zoning (CC-T district) and a Land Use application was recommended. The owner has updated the interior Occupancy Type from the original submittal to just be A-2.

Proposal Summary Use:

The facility will house a taqueria restaurant with an outdoor patio seating area and a dance hall / event space. The previously approved parking area and other site features will be updated with this project. We are seeking approval for an entertainment license to operate a dance club/event space.

Existing conditions:

The site of 1824 South Park Street currently houses a small office area with a mezzanine and storage area. The whole interior will be emptied and demolished in preparation for the new use.

Hours of Operation (Proposed and subject to change):

Sunday: 12 pm – 8 pm (8 hours)
Monday: 11 am – 9 pm (10 hours)
Tuesday: 11 am – 9 pm (10 hours)
Wednesday: 11 am – 9 pm (10 hours)
Thursday: 11 am – 9 pm (10 hours)
Friday: 11 am – 2 am (15 hours) *
Saturday: 11 am – 2 am (15 hours) *

** The outdoor patio will close at 9 pm and outdoor music will be turned off.*



The project will consist of the general criteria listed below:

Project Data:

Project Name:	Taqueria & Event Space (subject to change)
Address:	1824 South Park Street
Estimated Project Cost:	\$1,500,000
Proposed Use:	Restaurant and dance hall / event space
Total Tenant Area:	6,000 GSF + 440 SF of exterior patio ~ 6,440 GSF
Number of Jobs:	12 full-time, 2-4 part-time (Planning for 8 employees working at any given time)

Zoning District:

Commercial Corridor – Transitional District (CC-T)

Urban Design District #7 Criteria:

The following items will be addressed from previously approved UDC application:

- 1.b. A patio is purposed to visual enhance the pedestrian character of the street and an entry walkway is being added from the parking lot and street.
- 2.a. The south and east elevations are designed to complement each other, offer some variety, or detail and improve the pedestrian scale of the building. Mechanical screening, matching the new roof elements, is added for the new equipment on the roof.
- 2.b. The building being renovated is the tallest building in the series of buildings. Adding a higher element of parapet would be counterproductive to the overall scale of the block. Buildings in the low-density area are painted a variety of bland colors with several types of signage. Renovating and painting this building may spark interest is “brightening” the buildings on the street.
- 3.b. The majority of buildings in the area are one- or two-story buildings between 16-30 feet tall. This building is roughly 19 feet at the peak and the screening wall will add 5-6 feet of height.
- 4.a. The building has ~30% windows on the primary (east) elevation. This is a structural wall and adding more windows (more structure) would be cost prohibitive. As mentioned previously, a patio is being added to enhance the pedestrian character.
- 5.a. Materials being added to the building are brick, wood, precast concrete, and aluminum storefront. Existing gray concrete block walls will be (re)ainted with a durable exterior paint.
6. *Signage will be coverage under a separate submittal.*
- 7.a. Two tree islands are proposed, based on guidance and the previously approved site plan.
- 7.b. Parking lighting will be provided by existing pole lights on the site and new wall lights on the south side of the building.
8. A landscape plan is included with the proposal that meets ordinance requirements, including parking screening.
- 9.b. New bike racks are located just off the sidewalk near the edge of the property line but not far from the building entrance. New paving is being added to the main entrance and patio area.



Project Schedule:

UDC Information Presentation:	October 27, 2021
UDC Meeting (approval):	December 15, 2021
UDC Submission (License):	August 22, 2022
Interior Demolition (separate approval):	September 2022
Planning Submission (construction):	September 2022
UDC Meeting (license):	October 12, 2022
Plan Commission (license):	October 24, 2022
Common Council (license):	November 1, 2022
Construction Start (interior):	November 2022
Occupancy:	March 2023

Project Team:

The key individuals and firms involved in this planning and design process include:

Building Owner:

Toby Arteaga
1004 Fish Hatchery Road
Madison, WI 53715
Contact: Toby Arteaga
(608) 445-4043

Tenant:

Taqueria and Dance Club / Event Space
1824 South Park Street
Madison, WI 53715
Contact: Toby Arteaga
(608) 251-4042

Architect:

Sketchworks Architecture, LLC
2501 Parmenter St, Suite 100B
Middleton, WI 53562
Contact: Eric Kom
(608) 836-7570

Please feel free to contact us with any questions you may have regarding this request.

Respectfully,

A handwritten signature in black ink, appearing to read "Eric Kom", written in a cursive style.

Eric Kom, Project Architect
Sketchworks Architecture, LLC