



Location  
849 East Washington Avenue

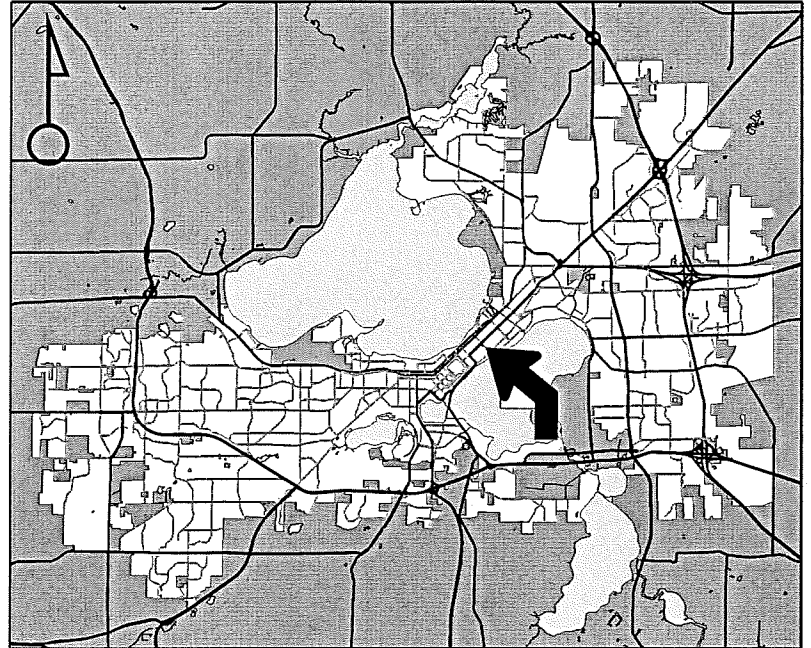
Project Name  
Fool's Cap Brewery

Applicant  
849 EWash, LLC/Lance A. McNaughton-Fool's Cap Brewing Company, LLC

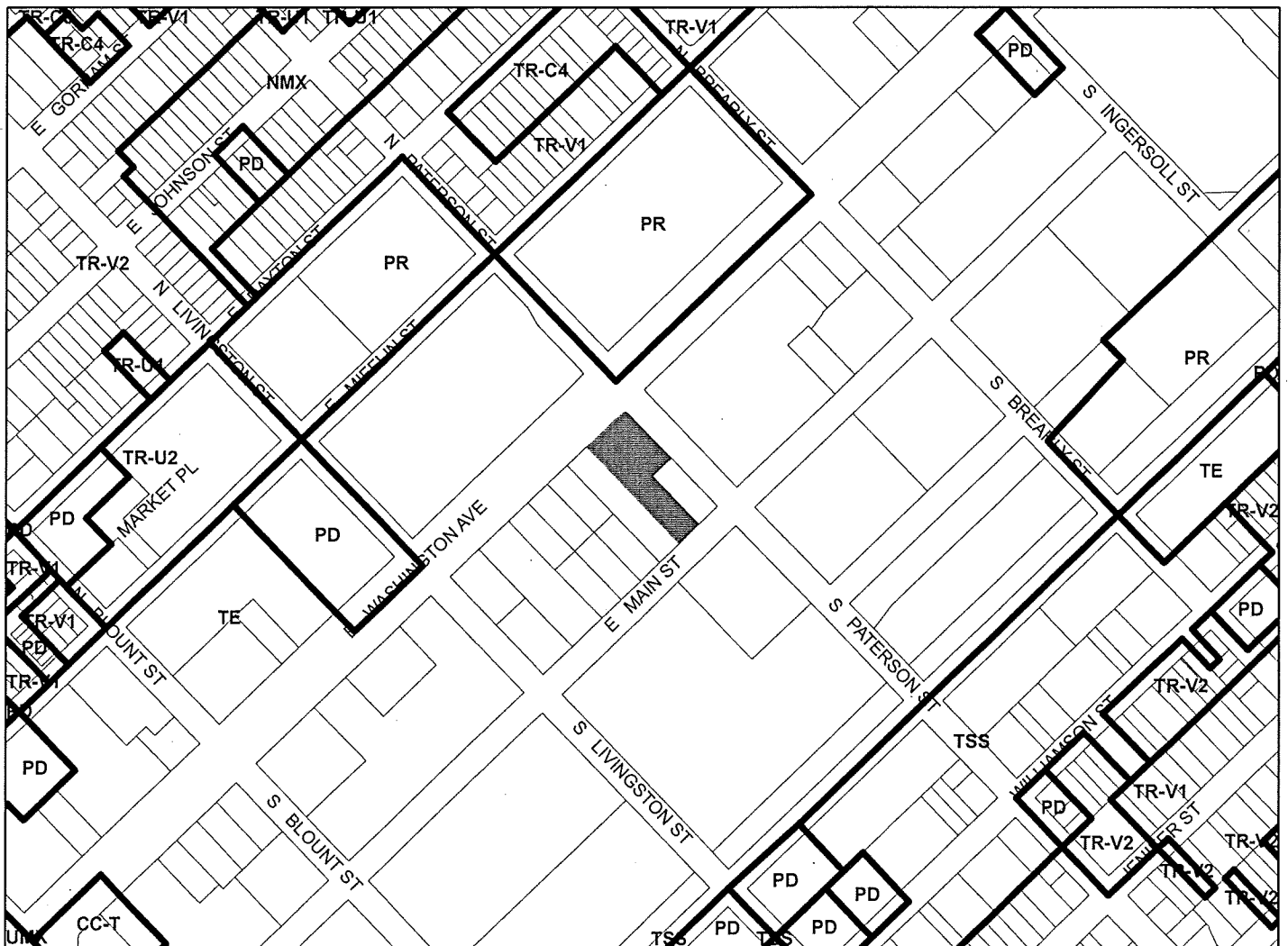
Existing Use  
Multi-tenant employment building

Proposed Use  
Allow brewery in TE zoning district (in Urban Design Dist. 8)

Public Hearing Date  
Plan Commission  
25 January 2016

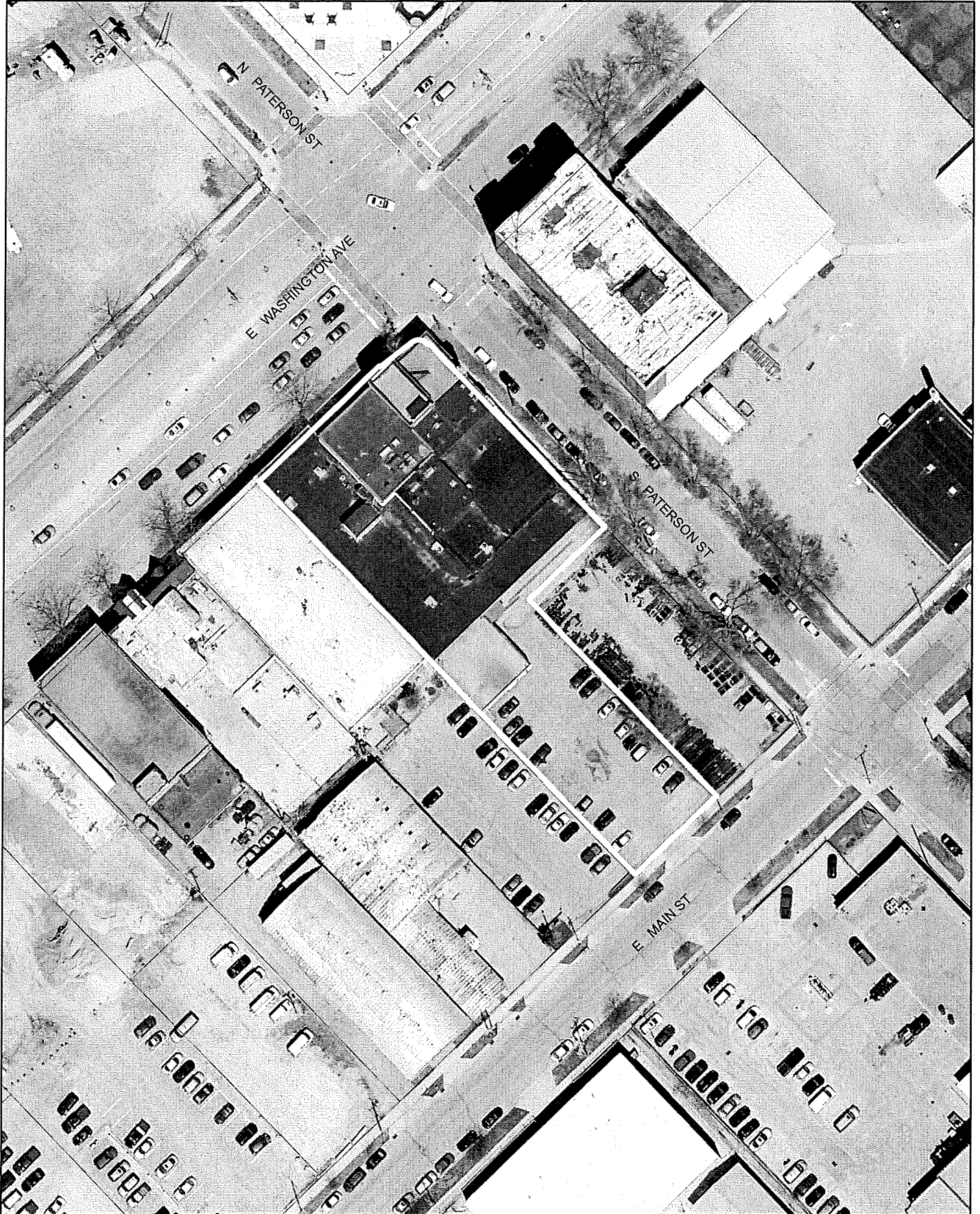


For Questions Contact: Chris Wells at: 261-9135 or cwells@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 15 January 2016





# LAND USE APPLICATION

CITY OF MADISON

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

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:  
[www.cityofmadison.com/developmentcenter/landdevelopment](http://www.cityofmadison.com/developmentcenter/landdevelopment)

FOR OFFICE USE ONLY:	
Amt. Paid _____	Receipt No. _____
Date Received _____	
Received By _____	
Parcel No. _____	
Aldermanic District _____	
Zoning District _____	
Special Requirements _____	
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. **Project Address:** 849 East Washington Avenue  
**Project Title (if any):** Fool's Cap Brewing Company

2. **This is an application for (Check all that apply to your Land Use Application):**

- Zoning Map Amendment from \_\_\_\_\_ to \_\_\_\_\_
- Major Amendment to Approved PD-GDP Zoning       Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: \_\_\_\_\_

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

**Applicant Name:** Lance A. McNaughton      **Company:** Fool's Cap Brewing Company, LLC  
**Street Address:** 3621 Busse Street      **City/State:** Madison, WI      **Zip:** 53714  
**Telephone:** (608) 482-4897      **Fax:** ( )      **Email:** lance@foolscapbrewing.com

**Project Contact Person:** Unknown at this time      **Company:** \_\_\_\_\_  
**Street Address:** \_\_\_\_\_      **City/State:** \_\_\_\_\_      **Zip:** \_\_\_\_\_  
**Telephone:** ( )      **Fax:** ( )      **Email:** \_\_\_\_\_

**Property Owner (if not applicant):** 849 EWash, LLC  
**Street Address:** 849 East Washington Ave.      **City/State:** Madison, WI      **Zip:** 53703

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: Small 3.5 barrel brewing operation and attached retail taproom

Development Schedule: Commencement February 2016      Completion June 2016

## 5. Required Submittal Information

All Land Use applications are required to include the following:

**Project Plans** including:\*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ X 11-inch paper

\* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

**Letter of Intent: Provide one (1) Copy per Plan Set** describing this application in detail including, but not limited to:

- |   |   |  |
|---|---|--|
| • Project Team                                | • Building Square Footage                       | • Value of Land  |
| • Existing Conditions                         | • Number of Dwelling Units                      | • Estimated Project Cost                                     |
| • Project Schedule                            | • Auto and Bike Parking Stalls                  | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft <sup>2</sup> of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested                                   |
| • Hours of Operation                          |   |  |

**Filing Fee:** Refer to the Land Use Application Instructions & Fee Schedule. 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 as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

**Additional Information** may be required, depending on application. Refer to the Supplemental Submittal Requirements.

## 6. Applicant Declarations

**Pre-application Notification:** The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than **30 days prior to FILING this request**. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:

10/21/2015 and 10/27/2015, respectively. We have approval from the neighborhood association

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect 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: HEATHER STROUDER  
By TELEPHONE Date: 12/9/15 Zoning Staff: MATT TUCKER Date: 4/24/15

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

Name of Applicant: FOOLSCAP BREWING CO., LLC Relationship to Property: Tenant  
Authorizing Signature of Property Owner: [Signature] Date: 12/8/2015

December 9, 2015

Matt Tucker  
City of Madison Zoning Administrator  
Madison Municipal Building  
215 Martin Luther King, Jr. Blvd  
P.O. Box 2985  
Madison, WI 53701-2985

Dear Mr. Tucker:

Thank you for considering the Fool's Cap Brewery project, and our request for a conditional use permit to allow the production/manufacturing of beer at 849 East Washington Ave. All supporting materials accompany this letter of intent.

Prior to the preparation and filing of this application, we met with city staff, discussed our project with Marsha Rummel, the district's alder, and met with and secured unanimous approval from the Marquette Neighborhood Association. All required meetings and discussions occurred prior November 1, 2015, or more than 30 days before the filing of this application.

### **Property**

We are in the final stages of negotiating a lease for Suite 118 and part of Suite 116 at 849 East Washington Avenue. The larger property is located at the southeast corner of East Washington Avenue and Patterson Street. Located in Council District 6, the property is zoned Traditional Employment; light manufacturing is an established conditional use in this district, and is defined to include "a business engaged in the... fabrication...of...beverages."

Home of the original Gardner Bakery, and since expanded to include 20,128 square feet of interior space, the building houses a variety of commercial establishments, including art studios, professional services, salons and one existing meadery/tasting room; the building has no dwelling units. Its total assessed value is \$1,238,400.

849 East Washington Avenue includes, at the rear of the building a 26-space parking lot for our use. We have reserved space at the front of the building for additional bicycle parking. There is no other usable open space on the lot. We expect the majority of business to arrive by foot.

Within the building, our operation will sit in the western most corner, including the finished Suite 118, which faces and opens onto East Washington Avenue, and part of an unfinished warehouse space in Suite 116. Both spaces are currently unoccupied, but Suite 118 most recently housed the Center for Conscious Living and Suite 116

served as record storage for the State of Wisconsin's Department of Workforce Development.

### **Intended Use**

Fool's Cap Brewing Company will contract with an off-site producer to meet wholesale demands. The East Washington site will generally produce only what is consumed on site, plus smaller amounts that can be taken off site through growler sales. Production of those small 3.5-barrel (110 gallon) batches will occur in the warehouse space within Suite 116, and will occupy approximately 1,400 square feet.

The brewing process will produce few odor emissions. We anticipate that any odor detectable odor will be less than that detectable from average-sized restaurants and will occur only during a two-hour window within the brewing process, 3-4 days per week. Solid byproducts will be limited mainly to spent grains, which we intend to distribute to local farmers for use as feed, or to local community gardens for compost. Effluent will be mainly water with relatively small traces of yeast and ethanol. Overall water usage will average 6,000 gallons per month.

State law permits a brewery an attached taproom, where beers made on site and other beers made in Wisconsin can be sold directly to retail customers from original sealed containers. Suite 118, which is at the front of 849 East Washington and directly accessible from East Washington Avenue, will house our taproom. The space consists of approximately 2,500 square feet. A cold room, for storage of filled tanks and kegs, and a surrounding bar area, will consume approximately 650 square feet, and two bathrooms an additional 175 square feet.

The tap room's hours of operation will be:

Sundays:	Noon through 11:00 p.m.
Mondays-Wednesdays:	4:00 p.m. through 11:00 p.m.
Thursdays and Fridays:	4:00 p.m. through 1:00 a.m.
Saturdays:	Noon through 1:00 a.m.

We will not prepare food on site. We do intend to partner with other local food producers so we can offer a limited range of prepared food items that compliment our selection of beers (chocolates, meat and cheese plates, etc.). We are giving preliminary consideration to partnering with local food carts, which could park outside and near the building where permitted. Otherwise, customers would be permitted to have food delivered to the site.

The taproom will feature pre-recorded music piped through speakers, but music volumes will be kept lower. Any live performance of music would be acoustic. We will not host amplified live performances.

In year one, we expect to hire the equivalent of 4-5 full-time positions, 3 of which will be full time and the remainder being part-time taproom positions.

### **Improvements**

We anticipate starting improvements on the two suites in February, depending on contractor availability and necessary permitting. We are still in the process of accepting bids and choosing a general contractor, but expect to have that process completed by the time our application is considered in January. Our architect, Dorschner Associates, is assisting with design specifications.

We expect work to conclude by June 2016, as we will require 2-3 months lead time to test new brewing equipment and prepare product for retail sales. Our hope is to have doors open to the public by September 1, 2016.

Improvements will include few structural changes to the existing spaces. The more significant improvements will occur in Suite 116, where it will be necessary to re-contour or raise the existing concrete floor and introduce water supply, drainage, and connections to existing sewage lines. Walls that currently divide the two suites will be modified to provide direct and enclosed access from one to the other. Overhead doors will open so that bright tanks, which store finished beer, can be wheeled from the production area to cold storage in the taproom.

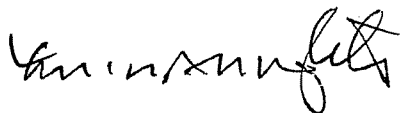
In the taproom, our improvements will include the addition of a 12x32 cold room and a bar that faces it on two sides, replacement of a small barrier wall surrounding the front entrance, and improvements to the two existing restrooms. Otherwise, work in this area will be more superficial or cosmetic.

We do not plan any alteration to the exterior of the building except the addition of signage, and we understand that this may require separate permitting.

Total project costs are anticipated at \$225,000, with the additional of \$125,000 in brewing equipment and other business personal property. We cannot estimate the number of constructions jobs the improvements will create.

Again, thank you for your consideration of our application. Please feel free to contact us with any questions or concerns in advance of our anticipated January 25, 2016 meeting.

Sincerely,

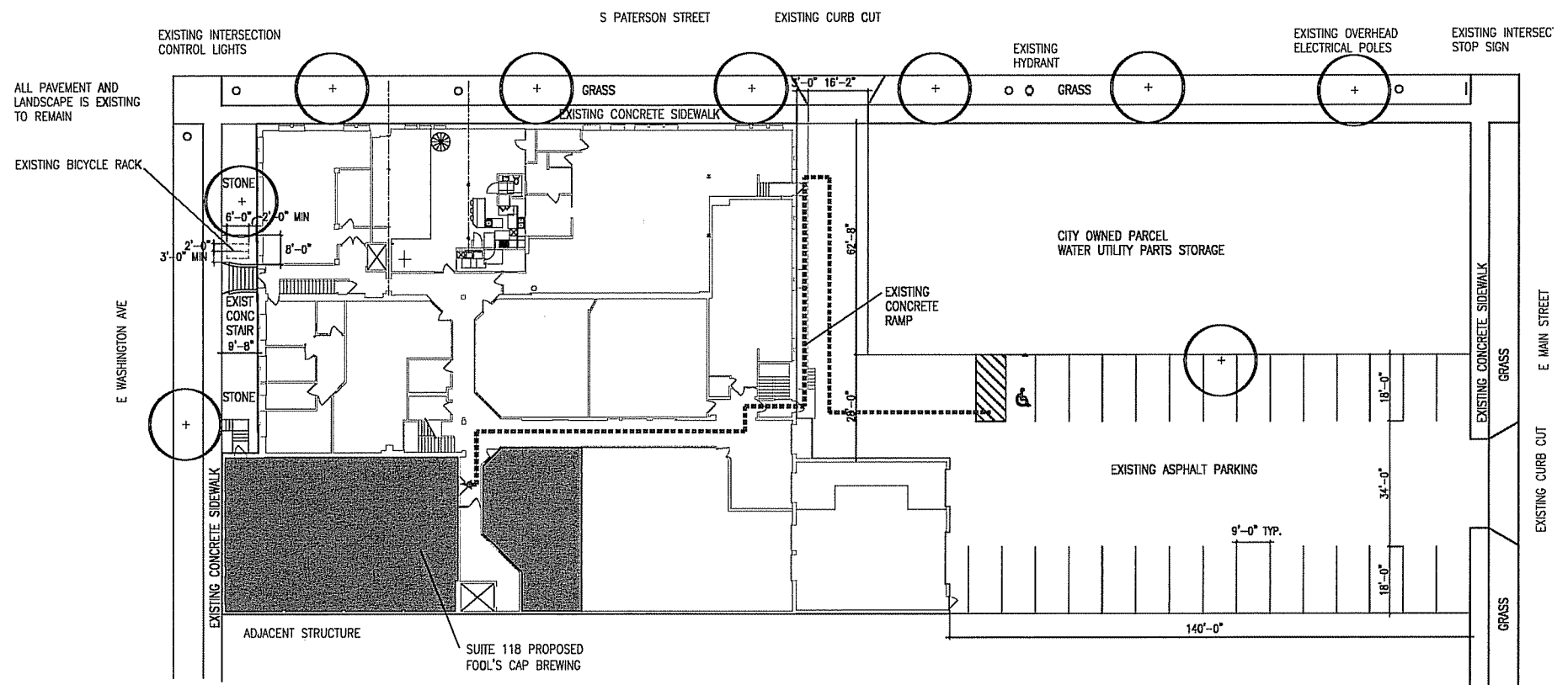


Lance A. McNaughton  
President, Fool's Cap Brewing Company, LLC

Architecture  
Planning

Dorschner Associates, Inc.  
849 E. Washington Ave., Ste 112  
Madison, Wisconsin 53703

ISSUED



1 SITE PLAN  
1"=20'-0"

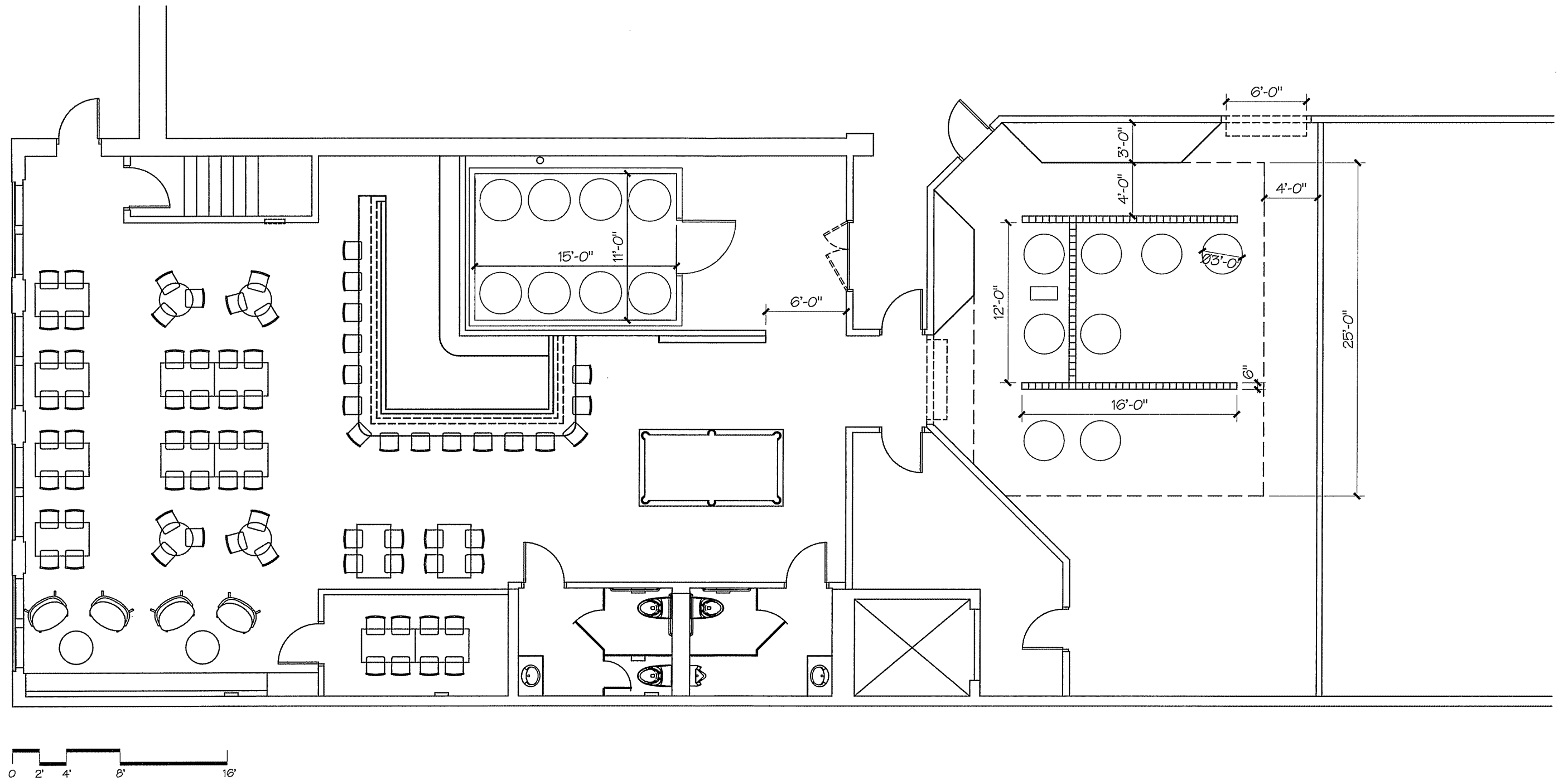
**PROJECT**  
FOOL'S CAP BREWING  
COMPANY, LLC  
849 E WASHINGTON AVENUE  
SUITE 118  
MADISON WI 53703

**DRAWING**  
SITE PLAN

**DATE**  
12.01.15

C1.0





# Brew Pub - Concepts

Base Plan - A  
 1/8" = 1'-0"

August 11, 2015