



Location
11 North Allen Street

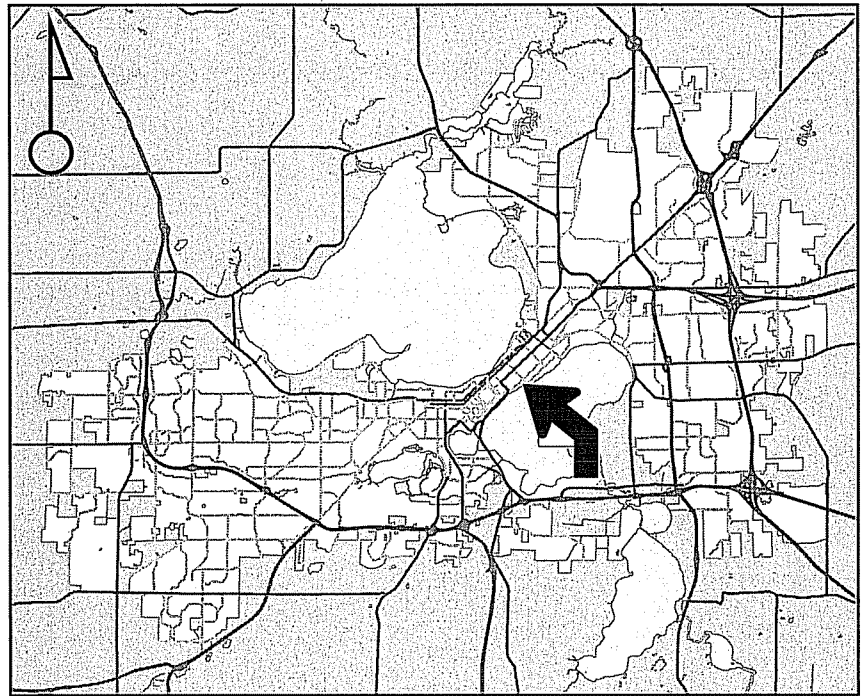
Project Name
The Froth House

Applicant
Mark Shelman/Erik Thebert-
Lucky 13 Enterprises

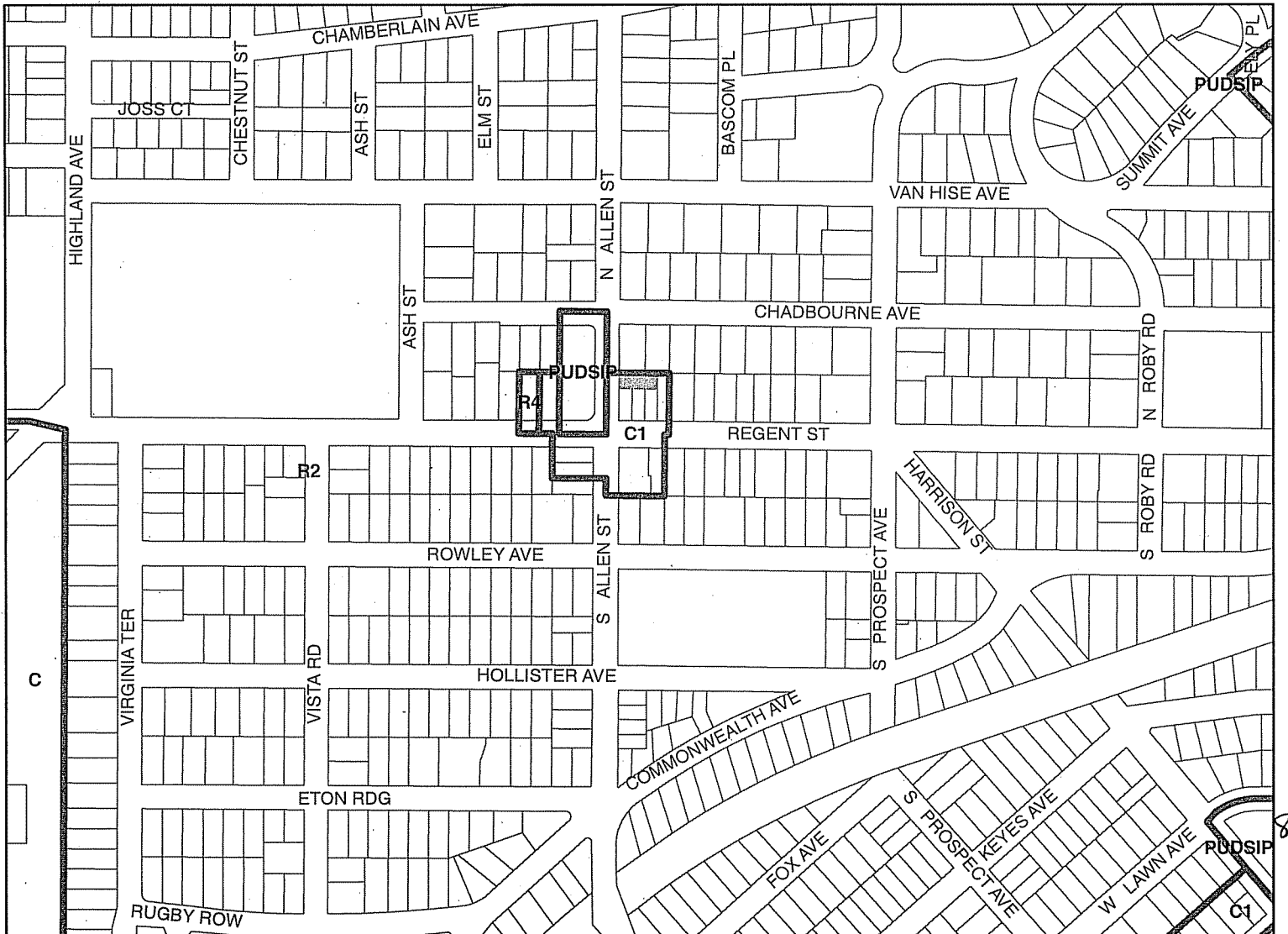
Existing Use
Restaurant

Proposed Use
Outdoor Eating Area for Restaurant

Public Hearing Date
Plan Commission
21 May 2007



For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635







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/plan.html
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- 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 \$ 550 Receipt No. 80029
Date Received 4-4-07
Received By RT
Parcel No. 0709-222-3711-4
Aldermanic District 5, Robbie Webber
GQ ok!
Zoning District C1
For Complete Submittal
Application Letter of Intent
IDUP N/A Legal Descript.
Plan Sets Zoning Text N/A
Alder Notification _____ Waiver
Ngrbrd. Assn Not. _____ Waiver
Date Sign Issued _____

1. **Project Address:** 11 North Allen Street **Project Area in Acres:** _____

Project Title (if any): _____

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

<input checked="" type="checkbox"/> Zoning Map Amendment (check only ONE box below for rezoning and fill in the blanks accordingly)		
<input type="checkbox"/> Rezoning from _____ to _____	<input type="checkbox"/> Rezoning from _____ to PUD/PCD-SIP	
<input type="checkbox"/> Rezoning from _____ to PUD/PCD-GDP	<input type="checkbox"/> Rezoning from PUD/PCD-GDP to PUD/PCD-SIP	
<input checked="" type="checkbox"/> Conditional Use	<input type="checkbox"/> Demolition Permit	<input type="checkbox"/> Other Requests (Specify): _____

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Dean Welch Company: Lucky 13 Enterprises, LLC
Street Address: 2133 Chadbourne Ave. City/State: Madison, WI Zip: 53726
Telephone: (608) 628-8707 Fax: () Email: dean_welch@yahoo.com

Project Contact Person: Erik Thebert Company: Lucky 13 Enterprises, LLC
Street Address: 2133 Chadbourne Ave City/State: Madison, WI Zip: 53726
Telephone: (608) 231-0100 Fax: () Email: ethebes@yahoo.com

Property Owner (if not applicant): Mark Shulman
Street Address: 2207 Regent Street City/State: Madison, WI Zip: 53726

4. Project Information:

Provide a general description of the project and all proposed uses of the site: We propose to use the back yard as a seating area where we will serve food and drink, including beer and wine. Alcohol will be limited to the hours of 5pm-10pm Weekdays and 8am-10pm Saturday and 8am-6pm Sundays while school is in session.

Development Schedule: Commencement 3/25/2007 Completion 5/01/2007

CONTINUE →

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 ½ 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: \$ 550.00 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 *Reuse 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. 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:*
Neighborhood 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:*
District 5 Alder Robbie Webber on 4-2-07 granted waiver. Regent Neighborhood Assn. February 28th

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 Tim Parks *Date* 3-22.07 | *Zoning Staff* Matt Tucker *Date* 4-02-07

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

Printed Name Erik Thebert **Date** 4-03-2007

Signature  **Relation to Property Owner** renter

Authorizing Signature of Property Owner  **Date** 04/03/2007



11 N. Allen Street
Madison, WI 53726
(608)231-0100

April 2, 2007

Dear Neighbors,

Please accept our thanks for reading this newsletter about our work at The Froth House; it is a long letter and we appreciate your attention and interest.

Before and since opening our doors, many in the local community have requested The Froth House serve quality beers and fine wines in addition to food and beverages. They say they want something similar to Barriques or Café Zuzu. The local community had convinced the previous owners of Dancing Grounds to apply for a liquor license which was approved by the Alcohol License Review Committee (ALRC). At the time of opening our doors, we decided that we would concentrate first on providing our customers with excellent coffees, teas, sandwiches and other beverages before embarking on a beer and wine license. Our goal was to gain your trust and confidence in order to demonstrate our commitment to the community and integrity as a local business.

The Froth House proprietors, Erik Thebert and Dean Welch (I), and our first employee, Terese Dietrich, have lived at 2133 Chadbourne Ave. over the last 5 years, the property adjacent to the café's garden. As a part of this neighborhood, we are striving to improve our community and are proud of the hard work we have done to make this café a success. My bother Tom and sister Erin, students at the UW, are also a part of our family household. They also contributed to starting up the café. Kate, who lives on Regent Street and is an art therapy student at the UW, donated her artistry for our menu boards. Ana and Chance, part time employees, also live within a few blocks of The Froth House.

As community members, we felt the loss of Dancing Grounds and are determined to provide the neighborhood with a financially viable public space where friends and neighbors can meet and share their civic pride. Over the last 5 months we have hosted political gatherings, monthly fine art shows including the West High Art Seminar, supported school meetings, donated to charities like Franklin-Randall PTO and Neighborhood House Community Center to name a few activities. Most importantly, The Froth House serves as the social center of the Regent/Allen street neighborhood. The nearest similar business, Barriques, is three-quarters of a mile away.

Our patrons have continued to ask us to extend our hours and serve beer and wine. They say the adult community needs a place where they can go locally to relax and unwind after their day is over. Many of them expressed their dislike of bars, and want a relaxing atmosphere where the music is at a reasonable level so people can talk. We feel The Froth House can offer this relaxed and open atmosphere to the local community as an alternative to the bar scene. We are not seeking to attract outsiders. All marketing to date has been by local word of mouth and shop signs and, now, this letter. We welcome all to our café, but we serve our local patrons.

In preparation of the application, Erik and I undertook the State of Wisconsin's Responsible Beverage Server Course. Erik has 14 years of food and beverage preparation and serving experience, including 6 years serving beer and wine for Elegant Edibles/Coyote Capers. During college, I served beer at the UW Memorial

Union and worked for the Coyote Capers and the Great Dane during their start up phases. Serving beer and wine is a responsibility we take very seriously, and will take all safety precautions to ensure our cafe remains a social center of the community, not a bar or tavern.

We decided in February to formally pursue the beer and wine license and started the process by contacting our Alderperson Robbie Webber on Feb 24th. She expressed her approval and support of the idea. We then presented our idea to the Regent Neighborhood Association at the Feb 28th meeting. The large majority in attendance at the meeting supported the idea. One person felt that we should have a community meeting to discuss the proposal. Another gentleman's major concern was that we offer a variety of 3 dark beers.

Over the last 3 weeks, over two hundred of our customers have signed our roster in support of beer and wine at The Froth House.

On March 21, 2007, we presented the ALRC our business plan for a Class B Beer and Class C Wine license. Our business plan includes a number of proposals of which we would like to make you aware. We have sought and incorporate many of our neighbor's recommendations.

Firstly, we are limiting the hours of beer and wine service to 5pm to 9:45pm Monday through Friday while school is in session and on weekends 8am to 9:45pm Saturday and 8am to 6pm Sunday. We are committed to serving beer and wine only after students have left the area.

Secondly, we are pursuing a conditional land use permit from the city's Planning and Development Dept. to officially open the garden for our customers' enjoyment. We are committed to clearing the garden of all activities by 10 pm and will ensure that the volume is kept at a civil level for neighbors. Dancing Grounds did not receive any noise complaints during their use of the garden. We are planning a landscaping resurrection of the garden; please let us know if you would like to get involved. This will also open our business up for those who would benefit from a wheelchair accessible area.

Thirdly, we will not allow beer and wine deliveries before 9am M-F to alleviate morning congestion on Allen Street.

Fourthly, no beer or wine will be displayed until the proposed hours of beer and wine service.

Fifthly, our projected sales of beer and wine will account for 5% of total sales. We are not applying for a liquor license. A bar based business is not our intent or priority.

Sixthly, we plan on applying for the City of Madison's Façade Improvement Grant program through Urban Development. This is an excellent program which has targeted the Regent/Allen Corner Business Village.

Seventhly, we are reviewing the costs of adding a disabled accessible entrance on the side of the building.

Finally, minors will not be allowed in areas of beer and wine service unless accompanied by a parent or guardian.

After presenting our business plan to the board, we answered all questions presented by the review committee members. Several neighbors showed up in support as well as against the proposal. Those that were in support echoed many of the sentiments we have already stated in this letter. Those who opposed had a variety of concerns including parking, the high school proximity, litter, volume control, and target customer market.

We agreed with the Regent Neighborhood Association, ALRC, our alderperson and supporting/concerned neighbors that the best way to address these issues was to defer the decision on the

April 2, 2007

application and have a neighborhood meeting on this subject. We set April 12th as the date for the meeting which will be at 7:00pm at The Froth House, we will provide snacks and beverages. We welcome everyone in support or opposed to the proposal and hope for an open and honest discussion surrounding this subject.

Thank you again for reading our long-winded letter, we had a lot we wished to share with you. Special thanks to everyone who helped us start the café, our current staff (you're awesome!) and, of course, our fabulous customers who have supported us from the beginning. We have something very special here.

Sincerely,

Dean Welch

2133 Chadbourne Ave.

628-8707

dean_welch@yahoo.com

April 12th, 7-8pm
West High School
L.M.C.
(the library)

MENU

A FINE FOOD CAFÉ
WITH A RICH SELECTION OF
COFFEES, TEAS, BAKERY AND MORE!



MONDAY-FRIDAY 6:30AM - 6:00PM
SATURDAY 8:00AM - 4:00PM
SUNDAY 8:00AM - 4:00PM

THE FROTH HOUSE • 11 N. ALLEN STREET • MADISON, WI • 608.231.0100

COFFEE DRINKS

DRINK SIZES • SMALL = 12 OUNCES • MEDIUM = 16 OUNCES • LARGE = 20 OUNCES

		SMALL	MEDIUM	LARGE
DRIP COFFEE	Brewed coffee, always fresh	\$1.65	\$1.85	\$2.05
CAFÉ AU LAIT	Half steamed milk, half coffee	\$2.05	\$2.45	\$2.90
CAFÉ LATTE	Espresso shot, steamed milk, topped with froth	\$3.00	\$3.55	\$4.00
CAPPUCINNO	Espresso shot, half steamed milk, half frothed milk	\$3.00	\$3.55	\$4.00
MOCHA	Espresso shot, steamed milk, with a rich chocolate sauce	\$3.35	\$3.90	\$4.60
WHITE MOCHA	Espresso shot, steamed milk, and white chocolate	\$3.50	\$4.05	\$4.70
RED EYE	Regular drip coffee with a double shot of espresso	\$2.25	\$2.85	\$3.55
AMERICANO	Espresso with hot water	\$1.80	\$2.30	\$2.80
ESPRESSO SOLO	Single shot of Espresso	\$1.65	----	----
ESPRESSO DOPPIO	Double shot of Espresso	\$2.10	----	----
ESPRESSO ROMANO	Espresso with a twist of lemon	\$2.10	----	----
ESPRESSO CON PANNA	Espresso shot topped with whipped cream	\$2.35	----	----
ESPRESSO MACCHIATO	Espresso shot topped with frothed milk	\$2.35	----	----

..... SYRUP FLAVORS, SOY MILK, & EXTRA SHOTS - ADD 50¢

OTHER DRINKS

	12 OZ.	16 OZ.	20 OZ.
TEA	\$1.75	\$2.00	\$2.20
CHAI TEA	\$3.15	\$3.65	\$4.15
STEAMER	\$2.70	\$2.90	\$3.30
HOT COCOA	\$2.70	\$2.95	\$3.30
KIDDIE COCOA	\$2.35	----	----
HOT APPLE CIDER	\$2.95	\$3.50	----
KIDDIE CIDER	\$2.50	----	----
BOTTLED WATER	\$1.25	----	----
BOYLAN SODA	\$1.60	----	----
MILK	\$1.00	\$1.50	----
FRESH ORANGE JUICE	\$2.50	\$3.15	----
APPLE JUICE	\$2.50	\$3.15	----

SMOOTHIE • \$4.75 [20 oz.]

Make your own special blend of yogurt and fruit.

Choose from strawberry, banana, blueberry, mango or mixed fruit.
Add apple or orange juice.

ROOTBEER FLOAT • \$3.50 [20 oz.]

Made with Boylan Root Beer and Chocolate Shoppe Vanilla Ice Cream

SWEETS AND ICE CREAM

LA BRICCHE FRESH BAKERY • \$2.00

An assortment of muffins, cupcakes, cinnamon rolls, morning buns, scones, brownies, carrot cake and danishes.

COOKIES • \$1.50

Chocolate chip, peanut butter, and more

CHOCOLATE SHOPPE ICE CREAM • \$2.50

Cone or cup, choice of chocolate, vanilla and featured flavors

SOUPS • SALADS • SANDWICHES

SOUP DU JOUR

\$3.50 CUP [WITH SANDWICH \$2.50] • \$4.95 LARGE BOWL

Gourmet soups served with freshly baked French bread.

Daily vegetarian options!

HOUSE SALAD • \$2.95 • [WITH SANDWICH \$2.45]

Garden fresh romaine lettuce with shredded carrot, red onion and cucumber tossed with a roasted shallot balsamic vinaigrette.

BEN FRANKLIN • \$5.85

Smoked turkey breast [hot or cold] with herbed aioli, red onions, romaine lettuce, tomatoes, dijon mustard and topped with provolone cheese.

THE NEW YORKER BAGEL • \$4.00

Kosher bagel served with herb cream cheese, spinach, tomatoes, red onions and alfalfa sprouts. [Add meat - \$1.25]

B.L.T. • \$4.25

The classic. Bacon, romaine lettuce and tomatoes served with mayonnaise.

THE G'BONZO • \$4.95

Hummus served in a pita with spinach, tomatoes, cucumbers, red onions, feta cheese, topped with alfalfa sprouts. [Add meat - \$1.25]

FORMAGGIO • \$3.25

Grilled cheese italiano. Melted provolone with herb aioli.
[Add spinach and tomatoes - 50¢ • Add meat - \$1.25]

EGG SANDWICH BAGEL • \$3.00

[Add cheese - 50¢ • Add bacon - \$1.25]

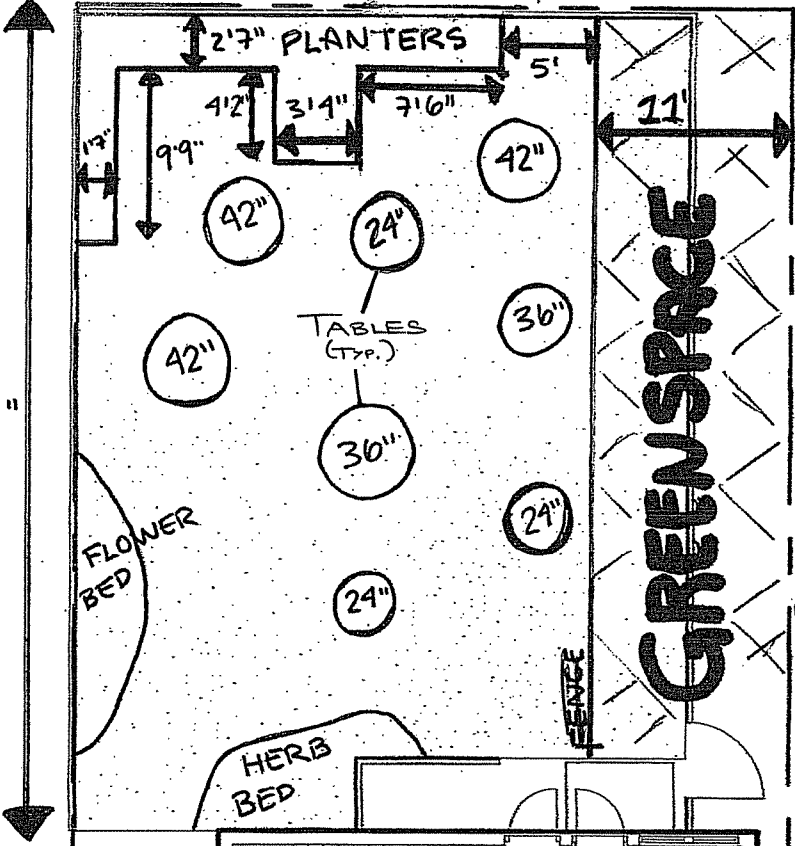
FRENCH BREAD & BUTTER • \$1.00

BAGEL • \$1.25 [WITH CREAM CHEESE 50¢] TOAST • \$1.00

36'5"

44'1"

10' = 1"



PROPERTY LINE 93'-3"

