



Location
312 North Third Street

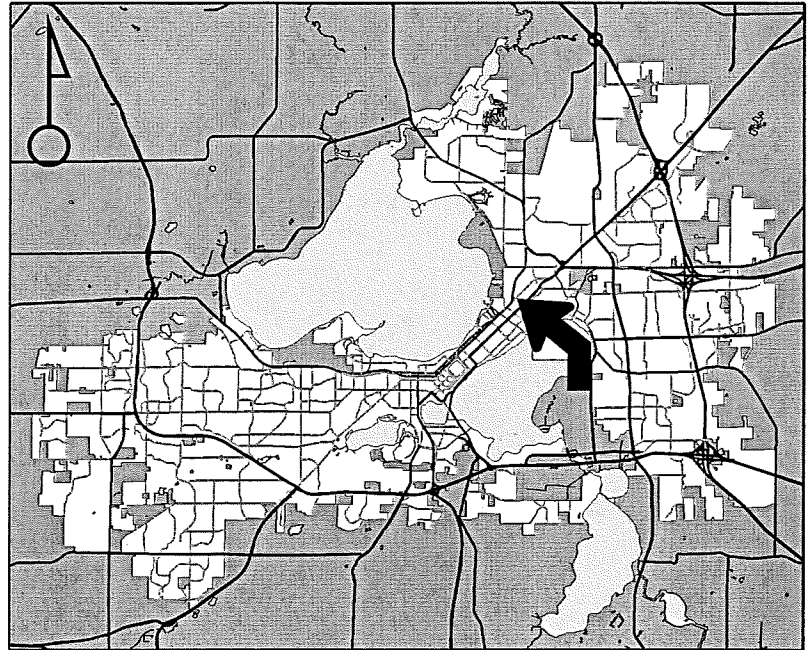
Project Name
The Crafty Project

Applicant
CMI Management/
Jenny Gatzke - The Craft Project

Existing Use
Multi-tenant commercial building

Proposed Use
Establish tavern in NMX zoning
in Urban Design District 4

Public Hearing Date
Plan Commission
02 November 2015



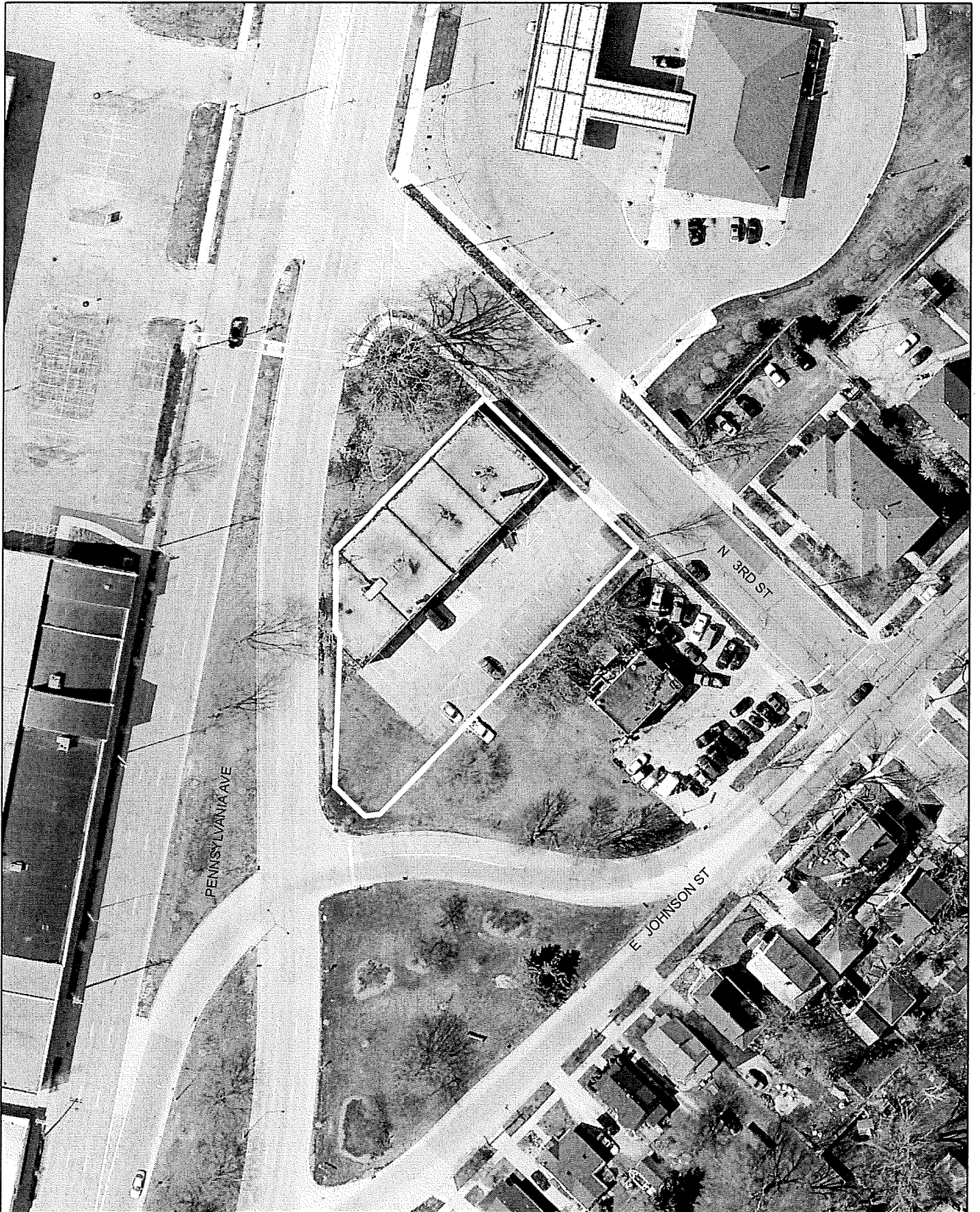
For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 28 October 2015

4





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

FOR OFFICE USE ONLY:	
Amt. Paid <u>600</u>	Receipt No. <u>8032-0006</u>
Date Received <u>9/16/15</u>	
Received By <u>PDA</u>	
Parcel No. <u>170-063-0105-7</u>	
Aldermanic District _____	
Zoning District <u>XMX</u>	
Special Requirements _____	
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input checked="" type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 312 N. 3rd Street Suite 2 Madison
Project Title (if any): _____

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: Jenny Gatzkes Company: The Crafty Project
 Street Address: 154 Weybridge Dr. City/State: SUN PRAIRIE WI Zip: 53590
 Telephone: 479 381 4607 Fax: () Email: JENABE@gmail.com
 Project Contact Person: SAMUEL ABRAHAM Company: _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () Fax: () Email: _____
 Property Owner (if not applicant): GMI MANAGEMENT
 Street Address: _____ City/State: _____ Zip: _____

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: Creative art studio offering classes - during classes only attendees would be offered a beer/wine for sale

Development Schedule: Commencement _____ Completion _____

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/alterd 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:

- ^{11/17} Seven (7) copies of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- 32 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 1/2 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 ² 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: ^{amnt waiver} 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:

→ 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: _____ Date: _____ Zoning Staff: Max Tucker Date: 9-8-15

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

Name of Applicant: Jenifer Scott Relationship to Property: tenant

Authorizing Signature of Property Owner: _____ Date: 8/10/15

Letter of Intent

Re: Conditional Use Application for The Crafty Project LLC-312 N. 3rd Street Suite 2

Jennifer Gatzke, Owner & Applicant
The Crafty Project LLC
154 Weybridge Drive
Sun Prairie, WI 53590

The applicant is seeking approval for the space at 312 North 3rd Street as a Bar/Tavern, a conditional use. The existing building will remain unchanged on the exterior and the interior will also remain unchanged as an open studio space.

The Crafty Project Studio will not be operating in a true tavern business model. The Crafty Project is a creative studio focusing on classes to teach and empower others to create. Specializing in reclaimed wood projects we also will bring in local artists to teach classes with new designs and projects. Class attendees must sign up for class prior to the class by purchasing their spot on my website. Beer & Wine will be offered to those attending the class only. Classes generally will be one or two week nights per week and one weekend night weekly. Therefore approx. class time is 6:30-9pm 3-4 nights per week.

All classes and serving of alcohol will be over by 10pm. I have signed a lease amendment with the owner stating that all alcohol sales will cease at 10pm.

The existing space of Suite 2 of the location will remain unchanged as an open studio space, 932 square feet. Building has 8 other suites rented from Scott Lewis, owner. I have gone through the ALRC process and all tenants in the building are aware and supportive of my business and pursuit for beer/wine license.

Changing to a tavern/bar will create no changes with the exception of a refrigerator and shelving above. Therefore, no project cost is required. No food prep or kitchen area is necessary, as I will be selling only minimal pre-packaged snacks for sale.

Owner, Scott Lewis, will be adding a bike rack to the parking lot of the property, as shown on the site plan. Additionally, the owner will be re-painting the handicap parking area.

Sincerely,

Jennifer Gatzke

Request for Waiver of Pre-Application Notification: The Crafty Project-312 N. 3rd Street

Jennifer Gatzke <hello@thecraftyproject.com>

Tue, Sep 15, 2015 at 11:22
AM

To: district12@cityofmadison.com, eenachairs@yahoo.com, panderson@cityofmadison.com,
mtucker@cityofmadison.com

Alderson Palm & Anne Gassere of Emerson East Neighborhood Association,

The Crafty Project is a creative art studio on 312 N. 3rd Street in Madison. I have completed the Alcohol License Review Committee process and have been approved by the ALRC for Beer & Wine.

Subsequently, I have gained all required approvals to gain my beer & wine license for my art studio, with the exception of modifying my lease space to a "tavern".

I am requesting a waiver be granted for pre-application notification for my Land Use Application be considered given that notification has already occurred during the ALRC process.



To provide background, my studio will not be operating in a true tavern business model. The Crafty Project is a creative studio focusing on classes. Specializing in reclaimed wood projects we also will bring in local artists to teach classes with new designs and projects. Class attendees must sign up for class prior to the class by purchasing their spot on my website (www.thecraftyproject.com). Beer & Wine will be offered to those attending the class only. All classes and serving of alcohol will be over by 10pm.

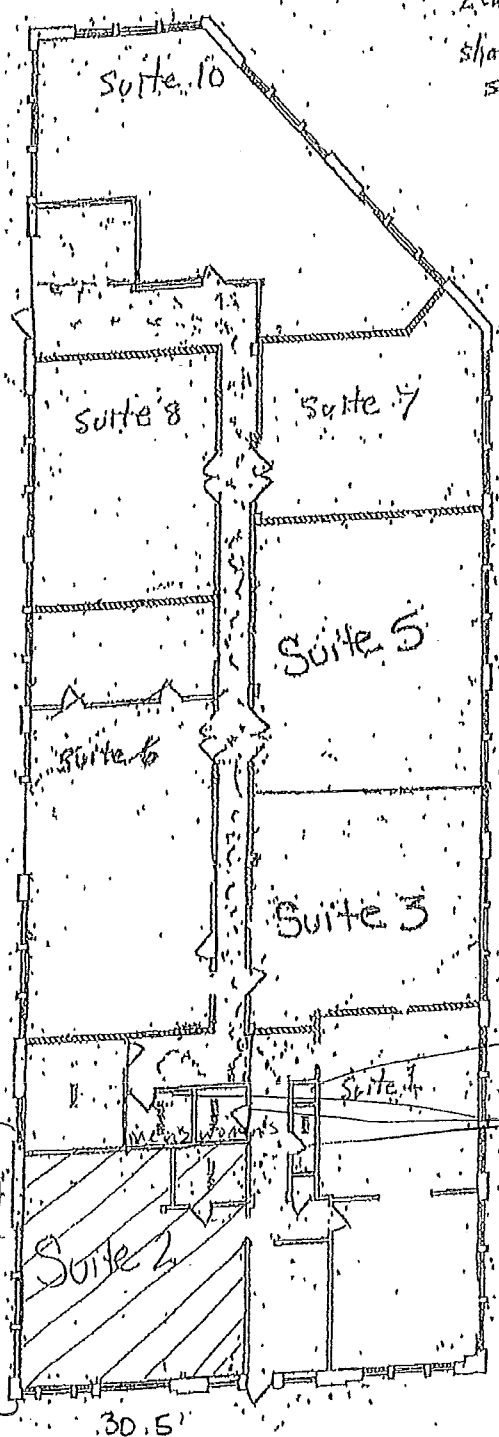
I appreciate your consideration.
Jenny Gatzke
Owner, The Crafty Project

FLOOR PLAN

- THE CRATTY PROJECT

Attachment A

Leased space 
shared common space 



Cratty Project leased space
932 Sq Foot
30.5 x 30.5

mop sink
Bathrooms

Lease Amendment

The lease dated June 25th, 2015 between 312 Third Street, LLC c/o CMI Management, LLC and Jenny Abraham-Gatzke, DBA: The Crafty Project for the space at 312 N. Third Street – Suite 2, Madison, WI 53704 is amended as follows :

The Crafty Project is a creative studio focusing on classes to paint and create.

The tenant has applied to the city of Madison for a liquor license for the purpose of serving wine or beer to attendees of craft classes.

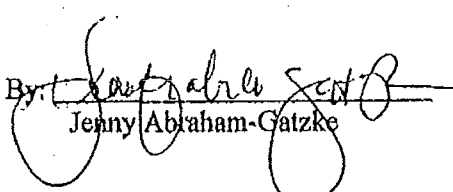
The Landlord has agreed to support the liquor license on premises under the following conditions.

- 1) Beer and Wine will only be offered to those attending the classes.
- 2) There will be no serving of alcohol after 10 pm.

All other terms and conditions of the lease shall remain the same.

TENANT:
The Crafty Project

By:


Jenny Abraham-Gatzke

LANDLORD:
CMI Management, LLC

By:


Scott Lewis

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Jennifer Gatzke <hello@thecraftyproject.com>

Tue, Sep 15, 2015 at 11:22
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I appreciate your consideration.
Jenny Gatzke
Owner, The Crafty Project



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
 Off-Premises Consumption: Class A Beer Class A Liquor

Section A - Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 20 16.
 3. List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.

The Crafty Project LLC

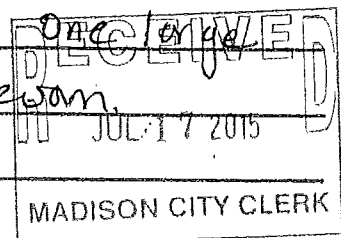
4. Trade Name (doing business as) _____
 5. Address to be licensed 312 N. 3rd Street Suite 2 MADISON, WI
 6. Mailing address 154 Weybridge Drive Sun Prairie, WI 53590
 7. Anticipated opening date 8/1/2015
 8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) Owner
 9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B - Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Leasing a segment of the building @ 312 N. 3rd Street.

The Crafty Project Studio consists of studio space with a small storage room.



→ 11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity ~~40~~ 30

13. Describe existing parking and how parking lot is to be monitored.

PARKING lot adjacent to building - well lit, also street parking (minimal) AVAILABLE.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to _____ (name of licensee)

→ 15. Attach copy of lease.

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Jennifer GATZKE

17. City, state in which agent resides SUN PRAIRIE, WI

18. How long has the agent continuously resided in the State of Wisconsin? 3 years

→ 19. Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed _____

21. State and date of registration of corporation, nonprofit organization, or LLC.

WI - January 2015

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
<u>Owner</u>	<u>Jennifer GATZKE</u>	<u>SUN PRAIRIE, WI</u>

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

?

24. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) _____

25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No Yes (explain) _____

Section D—Business Plan

26. What type of establishment is contemplated?

Tavern Nightclub Restaurant Liquor Store Grocery Store

Convenience Store without gas pumps Convenience Store with gas pumps

Other Creative (painting) studio

27. Business description www.thecraftyproject.com

The Crafty Project is a creative studio focused on creating unique pieces with friends. Instructor led projects for

attendees. Specializing in reclaimed wood projects, also bringing in local artists to teach classes. Will also retail pieces as well.

28. Hours of operation not set, based on class schedule, mainly evenings.

29. Describe your management experience Hold a masters in Business as

well as over 10 years of retail & sales experience - buyer

for Wal-Mart Corporation (managing \$300M in sales) & account

30. List names of managers below, along with city and state of residence. manager @ Disney Consumer Products - selling to Walmart, Sam's Club & .com.

N/A

31. Describe staffing levels and staff duties at the proposed establishment _____

will have part time instructors & assistants to help with classes.

32. Describe your employee training _____

Mainly shadowing me & will supervise as needed.

33. Utilizing your market research, describe your target market.

Women ^{ages} 25-55 who are looking for a unique & alternative
night out. ✓

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

- local magazines, facebook, word of mouth

- advertising classes & finished products

35. Are you operating under a lease or franchise agreement? No Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?

No Yes

N/A

Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? No Yes—what kind? _____

38. What age range do you hope to attract to your establishment? 25-55

39. What type of food will you be serving, if any? none
 Breakfast Brunch Lunch Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?
 Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners na

41. During what hours of operation do you plan to serve food? na

42. What hours, if any, will food service not be available? na

43. Indicate any other product/service offered. classes - first focus of business

44. Will your establishment have a kitchen manager? No Yes

45. Will you have a kitchen support staff? No Yes

46. How many wait staff do you anticipate will be employed at your establishment? 0

During what hours do you anticipate they will be on duty? na

47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? _____
 How many bartenders do you anticipate having work at one time on a busy night? _____
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave *n/a*
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? *n/a*
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? *n/a*
 What percentage of your advertising budget do you anticipate will be drink related? *0*
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
5 % Alcohol _____ % Food 95 % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes