



# City of Madison

## Conditional Use

Location

823 East Johnson Street

Project Name

Alcohol Service at Macha Tea House

Applicant

Russell Endres Living Trust / Rachel Verbrick – Macha Tea Company

Existing Use

Tea House

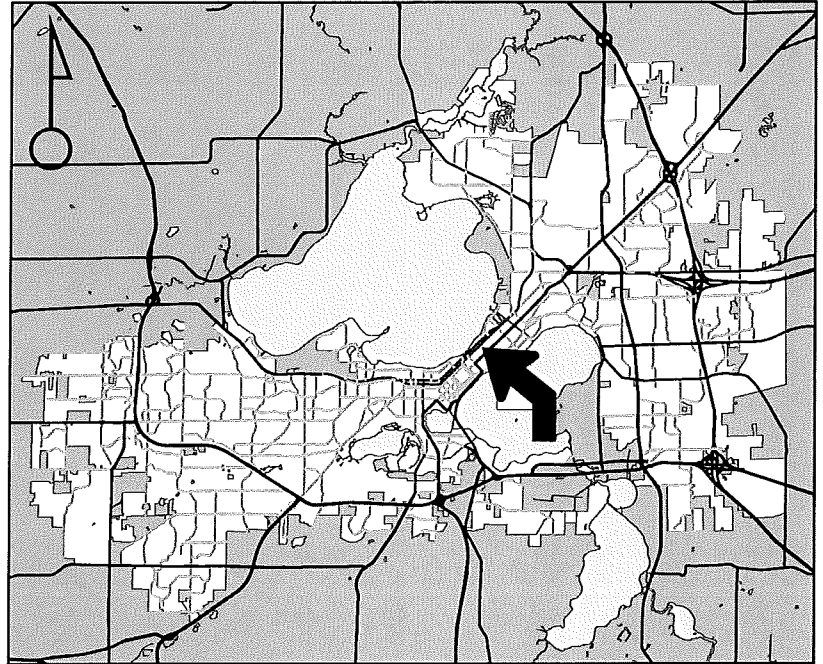
Proposed Use

Approve alcohol sales in existing tea house

Public Hearing Date

Plan Commission

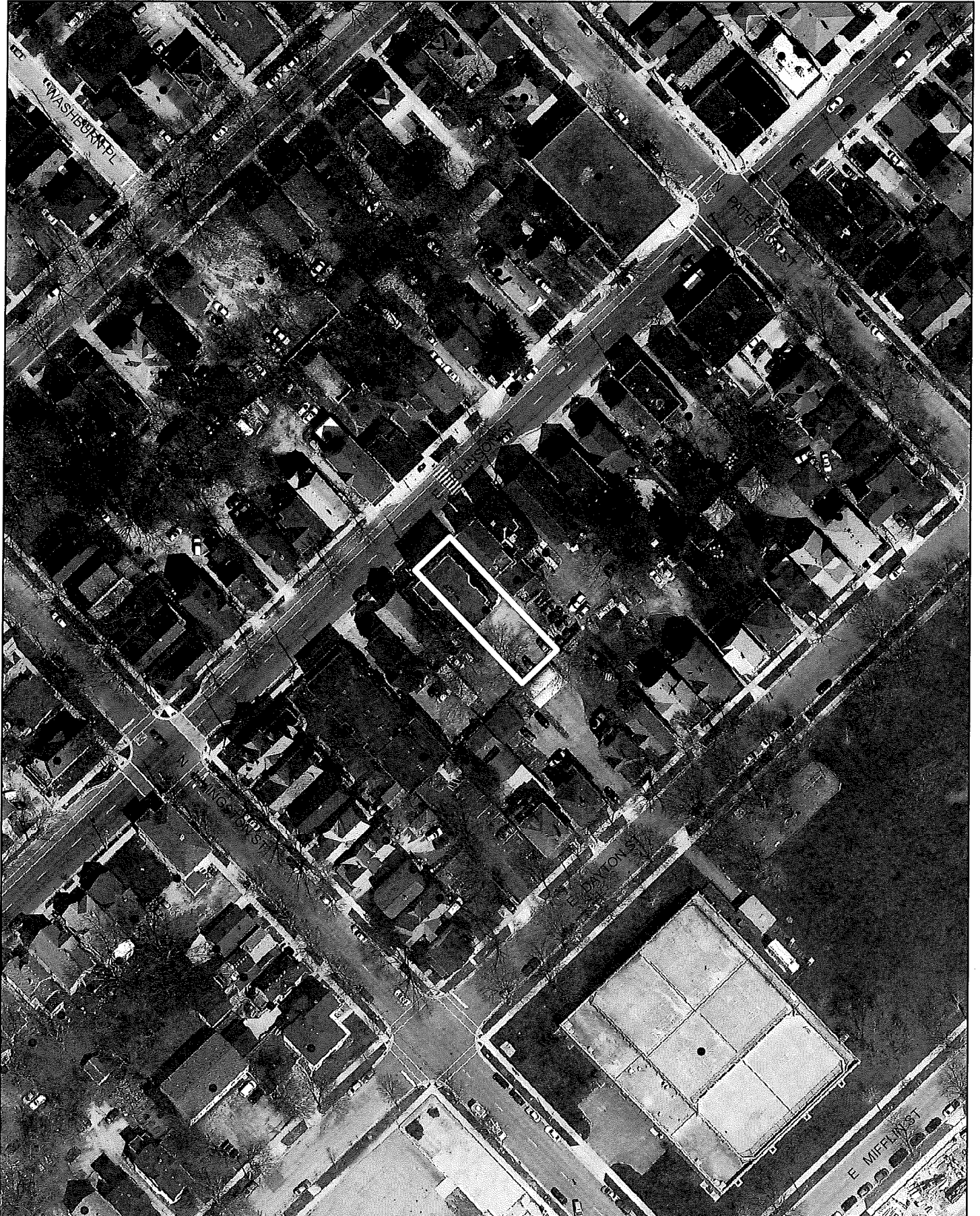
21 November 2016



For Questions Contact: Jessica Vaughn at: 267-8733 or [jvaughn@cityofmadison.com](mailto:jvaughn@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'





# 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:

Urban Design Commission  Plan Commission

Common Council  Other: \_\_\_\_\_

Form Effective: February 21, 2013

1. Project Address: \_\_\_\_\_  
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: Anthony Verbrick Company: Macha Tea Company  
 Street Address: 823 E. Johnson St. #5 City/State: Madison WI Zip: 53703  
 Telephone: (608) 235-9798 Fax: ( ) Email: machateaco@gmail.com

Project Contact Person: Rachel Verbrick Company: Macha Tea Company  
 Street Address: 823 E. Johnson St. #5 City/State: Madison WI Zip: 53703  
 Telephone: (608) 444-8434 Fax: ( ) Email: rverbrick@machateacompany.com

Property Owner (if not applicant): Russell Endres Living Trust  
 Street Address: 2040 S. Park Street City/State: Madison, WI Zip: 53713

### 4. Project Information:

Provide a brief description of the project and all proposed uses of the site: We are a tea room and retailer of looseleaf teas, accessories, and bakery.

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

**5. Required Submittal Information**

All Land Use applications are required to include the following:

- Project Plans** including: \* Floor plan
  - 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)

32 11" X 17"

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 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 <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*. **\$1000**

**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](mailto: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:

Alder Ledell Zellers, TRNA notified 8/30/16

→ 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: JLV Date: 8/30/16 Zoning Staff: Matt Tucker Date: 8/30/16

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

Name of Applicant Anthony Verbrick Relationship to Property: owner, Mad Tea Company  
 Authorizing Signature of Property Owner [Signature] Date 10-11-16



Macha Tea company has been in business since 2007 and recently relocated to 823 E. Johnson Street after existing on Monroe Street for seven years. Our new location is a more retail-focused business, selling looseleaf tea and teaware in addition to offering a menu of brewed tea beverages and light bakery for in-house and carry out.

Several times a month we offer lunch and brunch, and we also occasionally host guest chefs for private dinner events. We applied for a beer and wine license in order to serve additional beverages at those events, but also to expand on our current daily offerings and to provide our customers with new ways of consuming tea. Breweries are experimenting with using tea in beer and we'd like to be able to show that tea is a versatile ingredient that can be used in a variety of ways.

Our primary business, however, remains as a retail location selling high-quality looseleaf tea and accessories. We do not intend for alcohol sales to become a major part of our business, but rather a complementary addition for our customers who enjoy our relaxing atmosphere, which we believe is a welcome contrast to the typical bar setting.

We are located in a building that consists of two commercial spaces on the first floor, and four apartment units on the upper levels, 5,445 square feet in total. We share a parking lot with the upstairs residential tenants as well as with several neighboring businesses. We've been allotted two parking spaces per our lease with Wisconsin Management Company, which are used by employees. There are four bike parking posts near the front entrance to our business.

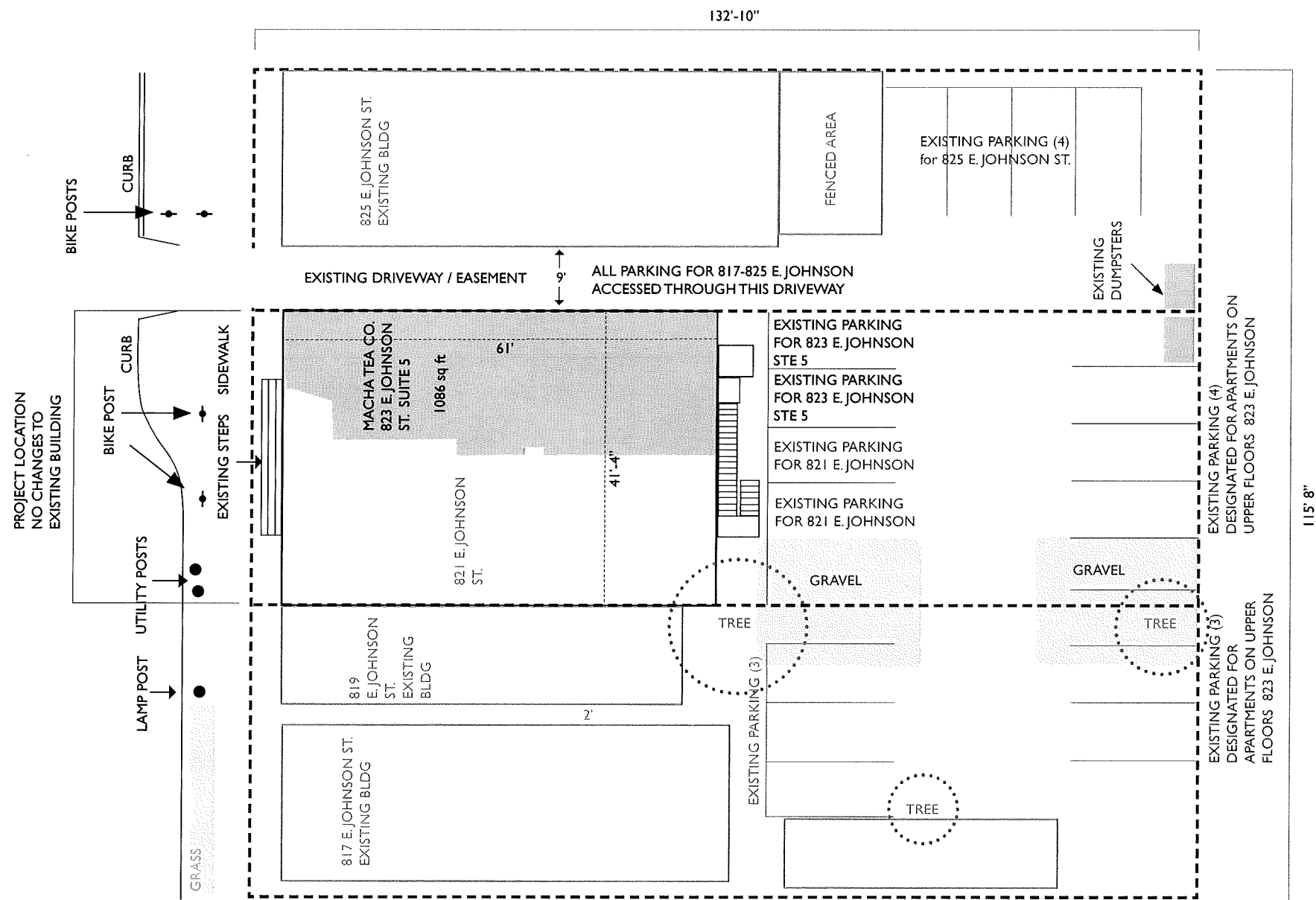
Our space is approximately 1,000 square feet and is primarily set up as a tasting bar for sampling teas, with limited additional seating in between retail displays. The space also includes a commercial kitchen where we prepare our baked goods and also make our custom tea blends.

Hours of operation are Wednesday through Friday noon-7 pm; Saturday 11-6 pm, and Sunday 9 am-3 pm. Pending the approval of our alcohol licensing and after discussion with the TLNA and Alder Ledell Zellers, we agreed to close no later than 11:30 pm on any night of the week in the future.

We are happy to be a part of a neighborhood that has also been our home for nearly a decade, and believe our unique business impacts the growing Capitol East area in a positive way. It is our intention to continue to be a creative place for tea and a welcoming place for building community.

Anthony & Rachel Verbrick  
Owners, Macha Tea Company

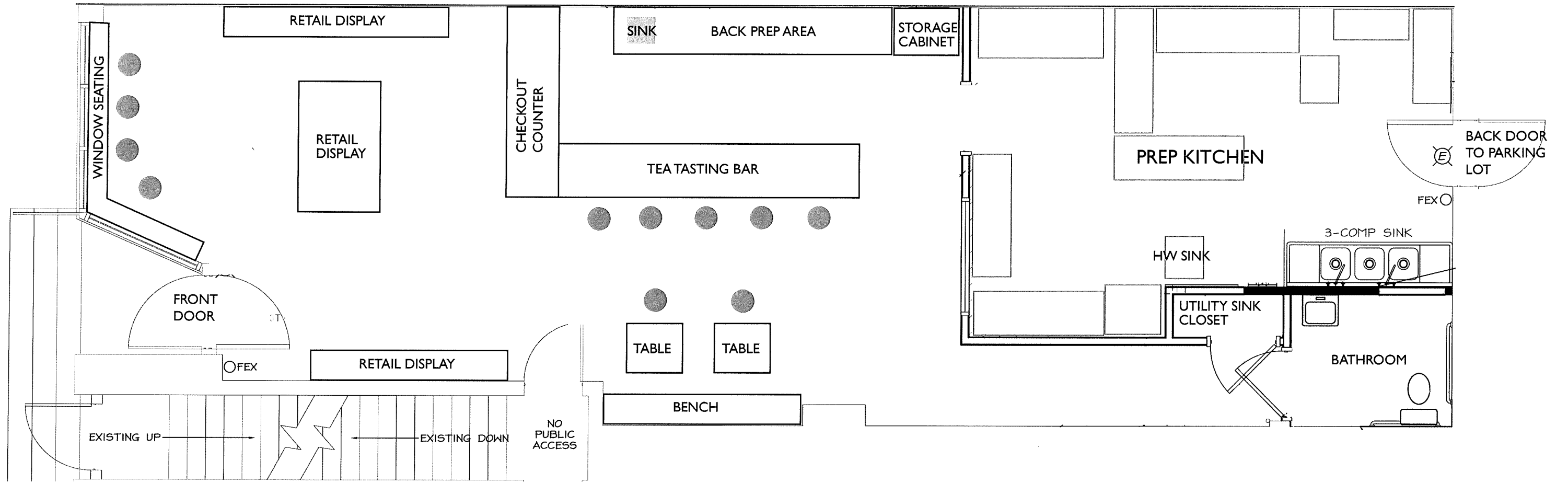




SITE CONDITIONS 1"=20'

## MACHA TEA COMPANY

823 E. JOHNSON STREET, SUITE 5  
MADISON, WI 53703



**INTERIOR FLOOR PLAN**  
 1086 sq ft

**MACHA TEA COMPANY**

823 E. JOHNSON STREET, SUITE 5  
 MADISON, WI 53703





# CAPACITY REVIEW LETTER

Date: August 30, 2016

DANIEL PRUNUSKE  
CADRE INC  
375 E DIVISION ST  
FOND DU LAC WI 54935

**Department of Planning  
& Community & Economic Development  
Building Inspection Division**  
215 Martin Luther King, Jr. Blvd.  
Madison, Wisconsin 53703  
608 266-4551 Fax 608 266-6522

RE: Occupancy: Mercantile Group M, and Business  
Group B- restaurant with fewer than 50 occupants  
Tenant: Zenko, LLC  
Owner: Russell Endres Liv. Trust  
Supervising Professional: Daniel J. Prunuske  
Square Feet: 1,086

Project Location  
**823 E. JOHNSON STREET**

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THIS BUILDING HAS BEEN CLASSIFIED AS TYPE **IIIB** CONSTRUCTION.

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## **ALLOWABLE OCCUPANT LOAD:**

When this space is used for any assembly purpose, the allowable occupant load is 15 total persons based on having one toilet room.

This review only sets a capacity. There has been no review for compliance with applicable codes.

Inspector(s): **Jim Sjolander** Phone: 266-4557

Reviewed By: **Alan Harper, Plan Examiner** Phone: (608)266-4558

Supervisor: **Harry Sulzer**