



February 24, 2025

City of Madison
Planning and Zoning
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701-2985

RE: 8701 Blackhawk Rd
"Court and Cork" new pickleball facility

Dear City Staff and Plan Commission Members,

On behalf of our Clients, Court and Cork Pickleball, Sketchworks Architecture, LLC is submitting this letter of intent and land use application for a new Pickleball facility to be located in the intersection of Blackhawk Road and Deming Way.

The proposed use of the facility will require a Conditional User Permit (CUP) for:

1. Indoor recreation use – pickleball courts
2. Outdoor recreation use - pickleball courts
3. Restaurant and Bar use

In summary, the project will consist of the general criteria listed below:

Site Information:

| | |
|---------------|-------------------------|
| Project Name: | Court & Cork Pickleball |
| Address: | 8701 Blackhawk Rd |
| Lot size: | 120,661 sf (2.77 acres) |

Project Information:

| | |
|----------------------|--|
| Proposed Use: | Indoor Pickleball Facility, with an outdoor court Accessory food and beverage, dining and bar |
| Total Building Area: | 29,215 SF |
| Parking Provided: | 78 surface stalls |
| Trash Enclosure: | provided, see Civil Drawings for detail |

Zoning District:

| | |
|-----------------|---|
| Zoning: | SEC, Suburban Employment Center |
| Alder District: | District 9; Nikki Conklin |
| Business Park: | Old Sauk Trails Business Park |
| Neighborhood: | Junction Ridge Neighborhood Association |

Project Schedule:

The project construction schedule will be as follows:

| | |
|---------------------------|-----------------------------|
| Plan Commission Meeting: | Oct 7 th , 2024 |
| Begin Permitting Process: | May 14 th , 2020 |
| Start Construction | June 1 st , 2020 |
| Substantial Completion: | Summer 2025 |

Company Overview

Court & Cork will be a premier pickleball facility in the Madison area. It will provide indoor pickleball courts, programming, and social experiences for the community. Court & Cork will offer memberships and drop-in pickleball court time for people of all ages and skill levels, from avid players looking for competition to casual players looking for a fun and social environment.

Leaning on the social nature of pickleball, Court & Cork will also provide amenities like healthy(er) food options and beverages (alcoholic and non-alcoholic) in a fun and inviting lounge where you can watch play live or catch a game (of any sport) on TV with friends and family.

Court & Cork will be the place to go because of the creative programming, fun events and tournaments, and clean, comfortable environment. There will also be space for wellness service offerings, providing members/customers access to the latest health and fitness trends.

Court & Cork will be more than just a place to play pickleball. It's a...

- **Connection between wellness and recreation**—paddle sports like pickleball are physically engaging but also promote overall wellness. They are a fun way to stay active, improve health, and enhance social interaction.
- **Space for socializing**—Players can enjoy the sport and socialize, connect, and build relationships; it's a great place to meet enjoy a beverage and snack, and relax while watching live play or a game on TV or conversing with others.
- **Commitment to the community**—Our focus is creating a space for the community to gather, host events, learn/develop new skills, and raise money for charity. We will bring people together through league play, member events, and youth after-school and summer camp programs.
- **Place for Team Building** – an opportunity for local organizations to bring teams in and build camaraderie, teamwork, and support wellness.

Indoor Recreation

We strive to provide a vibrant and inclusive space where individuals of all ages and skill levels can engage in active play, enhance their physical well-being, and foster meaningful connections with others. Court & Cork's core business will be renting pickleball courts, hosting open play, offering lessons/clinics, and hosting leagues and tournaments. The facility will be open and staffed from 7:00 a.m. to 10:00 p.m.,. There will be 10 indoor courts for play, one of which to be a 'championship' court which will be used for the final match of tournaments/competitions. There will be seating around the courts and on top of a mezzanine for viewing. The facility is designed with lighting, windows, and garage doors to keep the atmosphere, right and inviting.

Food and Beverage

The sale of food and beverages is an essential amenity for the business and one of five revenue streams. The building design includes around 2,000 sq/ft of kitchen and dining space, referred to as "Uncorked," Court & Cork's lounge. The kitchen will make and serve flatbread

pizzas, cheese bread, cheese boards, snack bento boxes (veggies, fruit, humus/dips, pita chips, crackers, etc.), and smoothies. The kitchen is being designed to enable additional food menu options that can be cooked in a pizza oven or convection oven, which could include (but are not limited to) wings, chicken fingers, open-faced sandwiches, and other frozen foods. These food items would be added based on demand.

The kitchen will be open during core operating hours, 11:00 a.m. – 9:00 p.m., Tuesday – Sunday. There will be grab-and-go snack food and non-alcoholic drinks available for sale during regular business hours, 7:00 a.m. – 10:00 p.m.

There will not be live entertainment (bands) in or outside the facility.

Alcohol Sales

Sales of alcoholic beverages during core operating hours, 11:00 a.m.—9:00 p.m., Sunday through Saturday. The sale of mixed drinks would be made available during events and peak hours (M-F 5:00-9:00; S-S 11:00-9:00). Appropriate alcohol sales licenses will be pursued separate of this application.

Outdoor Patio

The outdoor patio will include furniture for dining and socializing, a fire pit, and yard games like bag toss. During tournaments or large events, the owners intend to contract one food truck. Low-level amplified music may be broadcast, at volumes only perceivable to those sitting on the patio. The hours of the patio will match the regular business hours (7 am – 10 pm).

Outdoor Court(s)

A single outdoor court is currently planned on the SW corner of the building. The location of this facility in a business park limits potential disturbance to any residential neighborhood. Should future demand warrant, the operators would like to be approved to add two additional courts on the south side of the site (SW corner of site). Lighting will be provided at the outdoor courts and will be turned off during off-hours. The hours of the patio will match the regular business hours (7 am – 10 pm).

Traffic, Noise, Or Disturbance to Residential Neighbors

To minimize traffic and noise disturbance, the owners of Court & Cork will stagger the scheduling of court times. This will reduce the sudden influx of players to the facility, which will help the business run more efficiently. The facility is planned to have 10 courts. With four players per court, there could be 40 people playing at once. The facility is mostly contained indoors, but for the patio and outdoor court(s).

Parking, Lighting and Security

At peak times, as many as ten employees would be working, and the assumption is that there could be 75-100 patrons (if court utilization is 100%, with 100% waiting in que, and 50% of players stay to enjoy food and beverage before/after play). We anticipate the need for street parking or an agreement with other local businesses to share parking.

A site lighting plan has been prepared and submitted with this application, meeting the City's lighting ordinance. Lighting for the outdoor court with both "on" and "off" conditions is provided.

Project Team:

The Key individuals and firms involved in the planning and design of the project include:

Building Owner:
Livesey Corporation
2248 Deming Way, suite 200
Middleton, WI 53562
Contact: Jake Livesey
608-833-2929

Architect:
Sketchworks Architecture, LLC
2501 Parmenter Street, Suite 300A
Middleton, WI 53562
Contact: Steve Shulfer, Partner
(608) 836-7570

Operator / Tenant:
Brad & Pam Hegg
609 Prairie Grass Rd.
Oregon WI 53575
Contact: Pam Hegg
(608-628-0058)

Civil Engineer:
Wyser Engineering
300 E. Front St.
Mount Horeb, WI 53572
Contact: Wade P. Wyse, Principal
(608) 437-1980

Thankyou for your consideration of this application, please feel free to contact us with any questions you may have regarding this request.

Respectfully,



Steve Shulfer, AIA, Partner
Sketchworks Architecture, LLC

Steve Shulfer

From: Steve Shulfer
Sent: Friday, January 3, 2025 6:57 AM
To: Nikki Conklin
Cc: planning@cityofmadison.com; Zoning; Pam Hegg; Jake Livesey; John K. Livesey
Subject: 8701 Blackhawk Road - notice of Pickleball facility proposed

Greetings Alder Conklin,

On behalf of the developer, Livesey Company, and the operator, Pam Hegg, I am sending this email to notify you of our intentions to file a Land Use Application for a proposed new pickleball facility to be located at the Southwest corner of Blackhawk Road and Deming Way.

This facility, to be named “Court and Cork”, would be approximately 30,000-34,000 square feet in size and would accommodate 10-12 indoor pickleball courts. There would be food and beverage to serve the users, generally consisting of a commercial kitchen and full bar. There will be ample parking, an outdoor patio for dining and lounge use, and likely 2 outdoor pickleball courts – all pending the final site design solution.

Current zoning of this property is “SEC” (Suburban Employment Center), and this type of indoor recreation use requires a Conditional Use Permit.

Our team is working to finalize the schematic site and building designs in the coming weeks, and intend to file a request for Conditional Use Permit for this land use in early February. Because this property is in the Old Sauk Trails Business Park, we will be conducting architectural and site design reviews with the business park, in addition to meeting City of Madison design standards. We of course would be happy to share the designs with you prior to submitting the formal application – they are still in development, however.

We are excited for this proposal, and certainly happy to discuss and/or meet with you to clarify the operations and design. I’ve cc’d the developer (John and Jake Livesey), and the operator (Pam Hegg) to this email to bring us all into the communications.

I will be notifying the local business association and neighborhood next to inform them of our proposal. We certainly hope to gain your support and look forward to working in your district!

Respectfully,
Steve

Steve Shulfer | Partner



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8701 Blackhawk Rd.