

City of Madison  
 Planning Division  
 126 S. Hamilton St.  
 P.O. Box 2985  
 Madison, WI 53701-2985  
 (608) 266-4635



**FOR OFFICE USE ONLY:**

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
 Date received \_\_\_\_\_  
 Received by \_\_\_\_\_  
 Aldermanic District \_\_\_\_\_  
 Zoning District \_\_\_\_\_  
 Urban Design District \_\_\_\_\_  
 Submittal reviewed by \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

**1. Project Information**

Address: 828 E. Main St, Madison, WI  
 Title: The Tinsmith

**2. Application Type (check all that apply) and Requested Date**

UDC meeting date requested 1/15/2020  
 New development       Alteration to an existing or previously-approved development  
 Informational       Initial approval       Final approval

**3. Project Type**

Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)  
 Planned Development (PD)  
      General Development Plan (GDP)  
      Specific Implementation Plan (SIP)  
 Planned Multi-Use Site or Residential Building Complex

**Signage**  
 Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)

**Other**  
 Please specify Facade Grant

**4. Applicant, Agent, and Property Owner Information**

**Applicant name** Eric Welch Company Creative Warehousing, LLC  
**Street address** 1341 Spaight St City/State/Zip Madison, WI 53703  
**Telephone** 608-228-6658 Email eric@thetinsmith.com

**Project contact person** Eric Welch Company \_\_\_\_\_  
 Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Email \_\_\_\_\_

**Property owner (if not applicant)** \_\_\_\_\_  
 Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Email \_\_\_\_\_



**5. Required Submittal Materials**

- Application Form**
- Letter of Intent**
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans** (Refer to checklist provided below for plan details)
- Filing fee**
- Electronic Submittal\***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on 12/15/19.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Applicant name Eric Welch Relationship to property Owner  
 Authorized signature of **Property Owner**  Date 12/18/19

**7. Application Filing Fees**

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



## 828 E Main Street Wedding Event Venue

UDC Submittal

Project Description/letter of intent

06/12/2019

Proposed renovation of the existing Trachte buildings at 828 E. Main Street for use as a new, private event venue focused on weddings and similar events. Once home to KleenAire HVAC wholesalers and vacant for the last 8 years, the plan is to transform the iconic building into a one-of-a-kind downtown private event venue filled with authentic industrial character.

The buildings will undergo a complete interior renovation but will keep as much of the existing metal façade as possible. A four season solarium will be added to the lot, in addition to an exterior courtyard area. The outdoor space will be enclosed by a variety of partial height brick and metal screen walls, plantings, and trees. The outdoor space will serve as the entry point of the venue with gates that can be secured after-hours. No parking will be provided on site. Automobile parking reduction is being requested due to the proximity of the new S. Livingston Parking Garage located less than 300 ft from the site. Owner will also seek a bike parking reduction (net reduction of 13 stalls) with City Planning due to the nature of the typical events (dress clothing for weddings).

Owner seeks to eliminate an existing curb cut adjacent to the nearest building, as access directly into the building from the street is no longer required. Additionally, the existing primary curb cut will be reduced in width. The additional curb area where the existing curb cuts are reduced/removed is requested to be designated as "loading only" to allow for loading/unloading access to the property.

Site zoning: TE- Traditional Employment within an Urban Design District

Site Area: 10,936 sf

Conditional Use: Lodge, Private Club Reception Hall

Occupancy Classification: A-2

Construction Type VB, SPRINKLED PER NFPA 13

### Building Area:

Small building-	1,927 sf- ground floor-existing
Large building-	5,128 sf- ground floor-existing
	1500 sf new mezzanine area
Solarium	1,020 sf new enclosed space
Total Indoor:	9,575 sf Total Interior Space- Occ. Total 610
Outdoor:	560 sf Exterior Entry courtyard



The smaller front building will be used to host wedding ceremonies and smaller events, the solarium will host cocktail hours and small gatherings, and the main building will host wedding dinner receptions and larger events. While the weekend focus will be weddings, the location on the growing E. Washington corridor is ideal to host corporate and non-profit events as well.

Hours of operation are TBD, but primary usage will be on weekend afternoons and evenings. Food will be provided via off-site catering. A class B liquor license will be applied for to sell alcohol on site at events. Project timeline is anticipated to start Fall 2019 and be open by Summer 2020.

-Matt Tills, AIA  
Partner, Morrison Tills Studio (MoTiS)

**Project Members:**

**Owner**

Eric Welch and Jessica  
Wartenweiler  
828 E. Main St.  
Madison, WI 53703

**Architect:**

MoTiS, LLC  
Matthew Tills  
841 W. Lakeside St. Ste A  
Madison, WI 53715  
608-235-6240  
[matt@motisarch.com](mailto:matt@motisarch.com)

**Landscape Architect**

Aaron Williams Landscape  
Architecture  
Madison, WI  
608-469-1724  
[awilliams@aw-la.com](mailto:awilliams@aw-la.com)



**CITY OF MADISON**  
**FAÇADE IMPROVEMENT GRANT PROGRAM**  
*Building and beautifying Madison, one storefront at a time*



Department of Planning & Community & Economic Development  
 Economic Development Division  
 215 MLK Suite 300  
 Craig Wilson, 266-6557  
[cwilson@cityofmadison.com](mailto:cwilson@cityofmadison.com)

**PROGRAM APPLICATION**

Applicant: Eric Welch Phone: 608-770-4020  
 Business Name: Creative Warehousing, LLC  
 Building Name: The Tinsmith  
 Business Address: 828 E. Main St Zip Code 53703  
 E-mail Address: eric@thetinsmith.com  
 Property Owner: Eric Welch/ Creative Warehousing LLC  
 Address: 1341 Spaight St, Madison  
 Name of Grantee: \_\_\_\_\_  
 Lease Terms: \_\_\_\_\_  
 Definition of Project Scope: Renovation of an existing Trachte brothers building  
for use as a new event venue focused on weddings and private events

**ATTACHMENT**

Please provide photographs and copy of lease, land contract, or deed. Tenants must provide owner's written authorization.

**PROJECT BUDGET**

List Individual Project Elements: (Awning, sign, painting of trim, etc.)	Total Cost	Grant \$	Private \$
<u>See attached budget</u>	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
<b>Total:</b>	_____	_____	_____



**CITY OF MADISON  
FAÇADE IMPROVEMENT GRANT PROGRAM**

*Building and beautifying Madison, one storefront at a time*

Department of Planning & Community & Economic Development  
Economic Development Division  
215 MLK Suite 300  
Craig Wilson, 266-6557  
[cwilson@cityofmadison.com](mailto:cwilson@cityofmadison.com)



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Contractor/Supplier: Supreme Structures  
Address: 2906 Market Place Dr, Fitchburg

**ATTACHMENT**

\* Bids, estimates, and/or contracts, product brochures, locater map and design drawings, if appropriate.

REMARKS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**APPLICANT'S CERTIFICATION**

The Applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining a grant under the City of Madison Façade Grant Program and is true and complete to the best of the applicant's knowledge and belief.

Signature: [Signature] Date: 12-18-19  
Signature: [Signature] Date: 12-18-19

Please send this completed application, accompanying materials, and application fee of \$100 to:

Economic Development Division  
Attn: Craig Wilson  
PO Box 2627  
Madison, WI 53701-2627



# Tinsmith Façade Improvements

828 east main street Madison WI, 53703

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	Rehabilitation of existing sliding door		
1	Includes: Door removal and transport to shop, Remove bottom 2 feet of sheet metal and replace Rotting structure with marine plywood. Replace salvaged sheet metal, reinforce bearing points to allow door to be affixed to new building. haul back to job site and install.	\$5,500.00	\$5,500.00
	Rehabilitation and installation of new windows		
2	Includes: removal of existing window and haul back to shop, remove existing glass and glass stops. Sand heavy rust from frame and seal with clear sealer or paint. Reinstall glass and glass stops. And replace broken or missing panes of glass with 3/16" tempered glass. Haul back to site and install.	\$750.00	\$1,500.00
1	Removal and installation of concrete in front of Ceremony room	\$2,500.00	\$2,500.00
1	Installation of landscaping	\$1,450.00	\$1,450.00
6	New exterior lighting	\$350.00	\$2,100.00
1	New privacy screen and entry gates	\$11,000.00	\$11,000.00
1	Exterior paint touch up	\$500.00	\$500.00
1	New Round sign	\$2,800.00	\$2,800.00
			\$0.00





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SUBTOTAL

\$27,350.00

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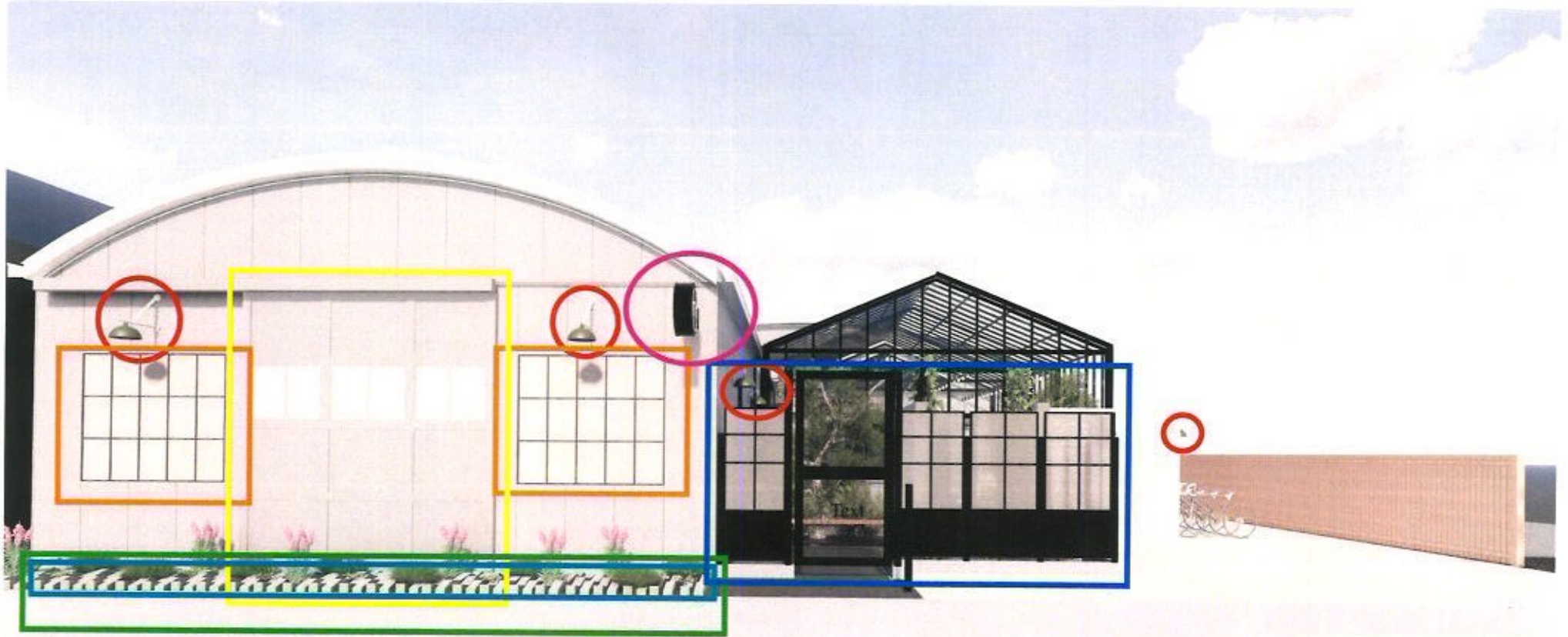
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TOTAL

\$27,350.00

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Installation and rehab new windows

Rehabilitation existing door

New exterior lighting

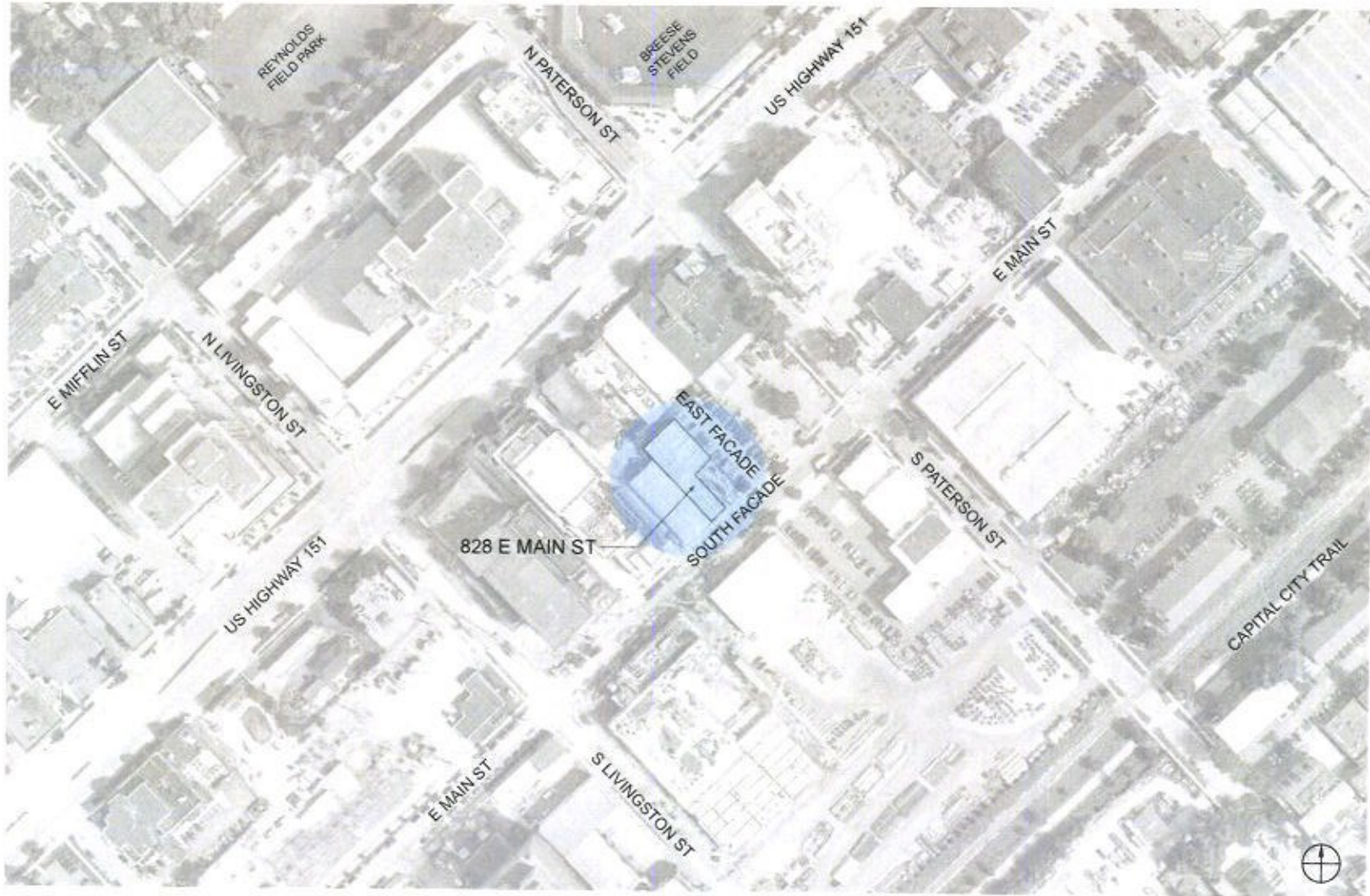
Concrete removal and install

Landscaping

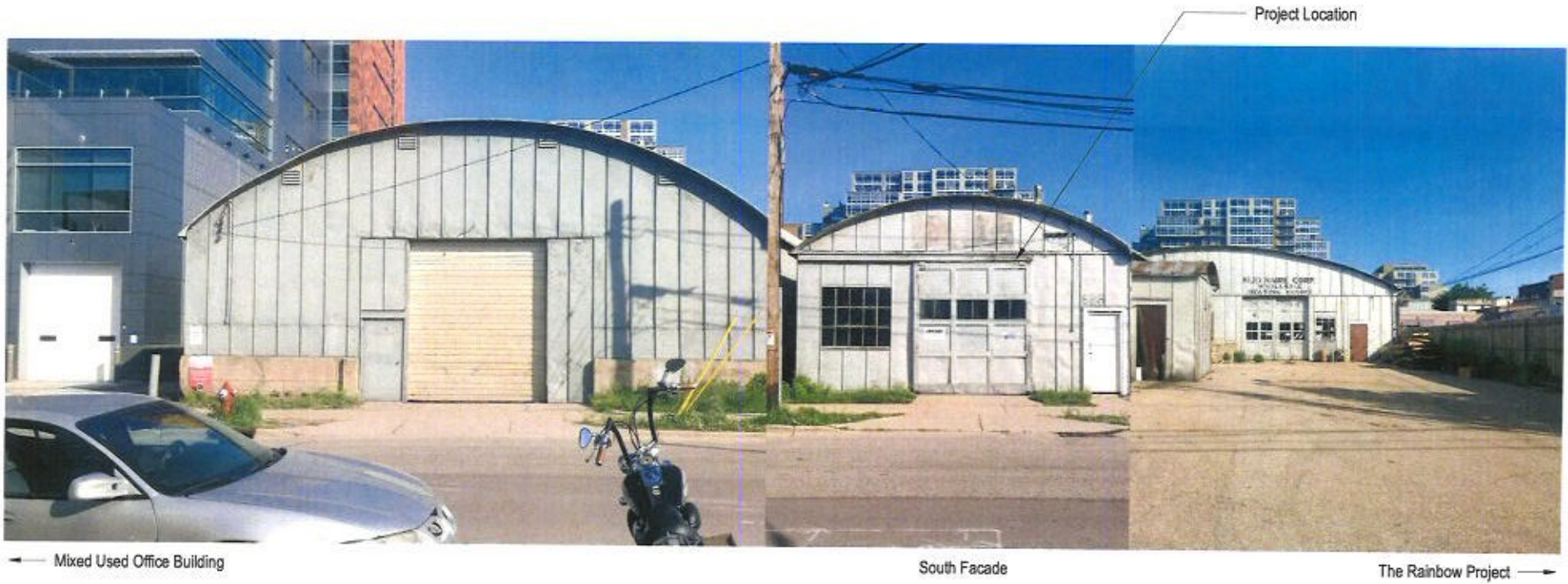
New privacy screen

New round sign

Touch up painting







Project Location

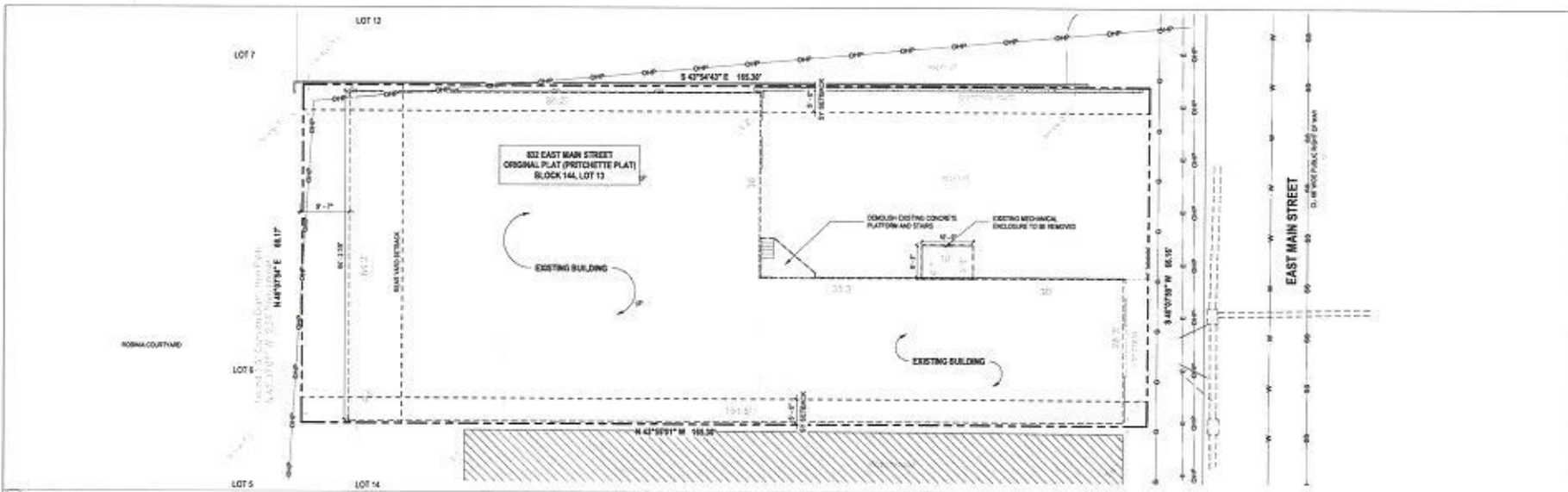
← Mixed Used Office Building

South Facade

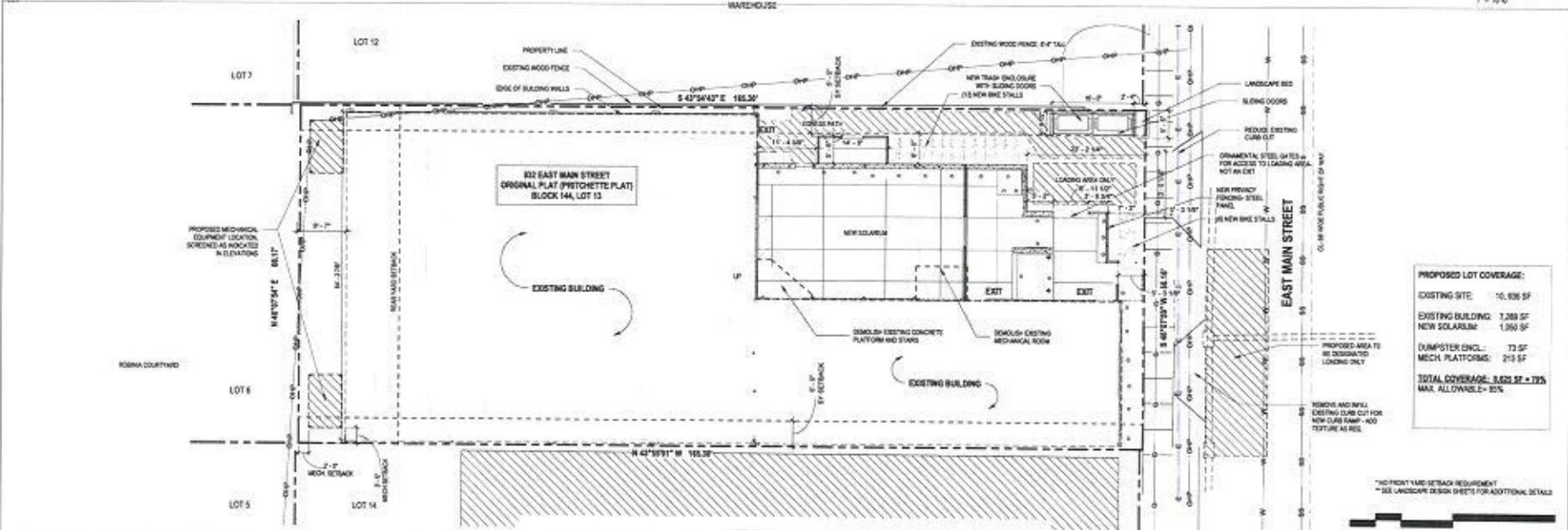
The Rainbow Project →







2 SITE PLAN- EXISTING CONDITIONS



1 SITE PLAN- PROPOSED



MoTIS  
Morrison Tills  
Studio

811 W. Lakeside Street Suite  
A Madison, WI 53715  
608.708.1433  
info@motisarch.com

828 E. MAIN STREET

828 E. MAIN ST., MADISON, WI 53703

NOT FOR CONSTRUCTION- FOR REFERENCE ONLY FULL SIZE SHEET 22"x36"

REVISIONS	
NO.	DATE
1	06/12/13
2	06/12/13
3	06/12/13
4	06/12/13

PROJECT NO. 1901

DATE: 06/12/13

SHEET TITLE

SITE PLAN- EXISTING AND PROPOSED

A-3

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