



City of Madison

Conditional Use

Location
1843 Monroe Street

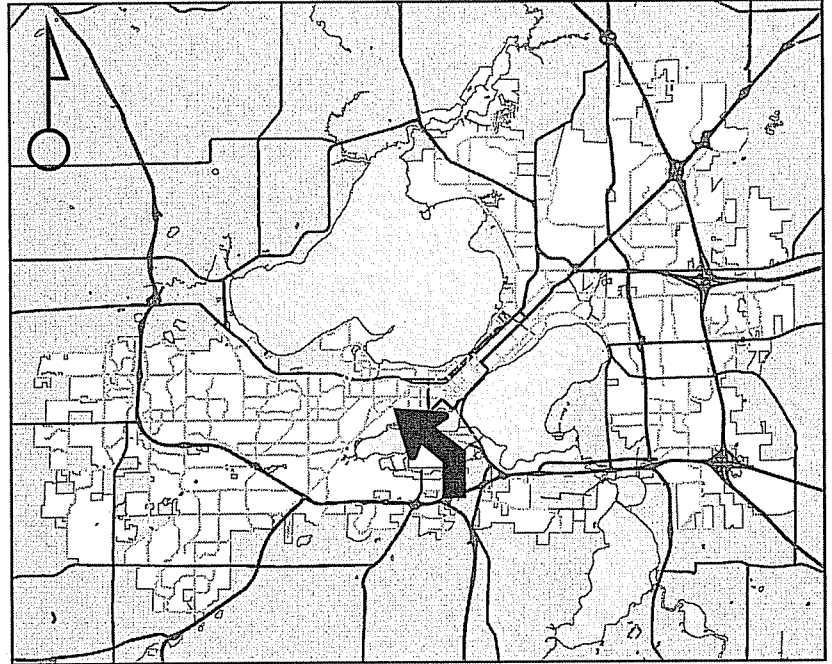
Project Name
Brocach Irish Pub

Applicant
Don Gautreau – Brocach Irish Pub

Existing Use
Commercial building

Proposed Use
Parking reduction to allow restaurant/
tavern to open in an existing commercial
building

Public Hearing Date
Plan Commission
25 July 2011

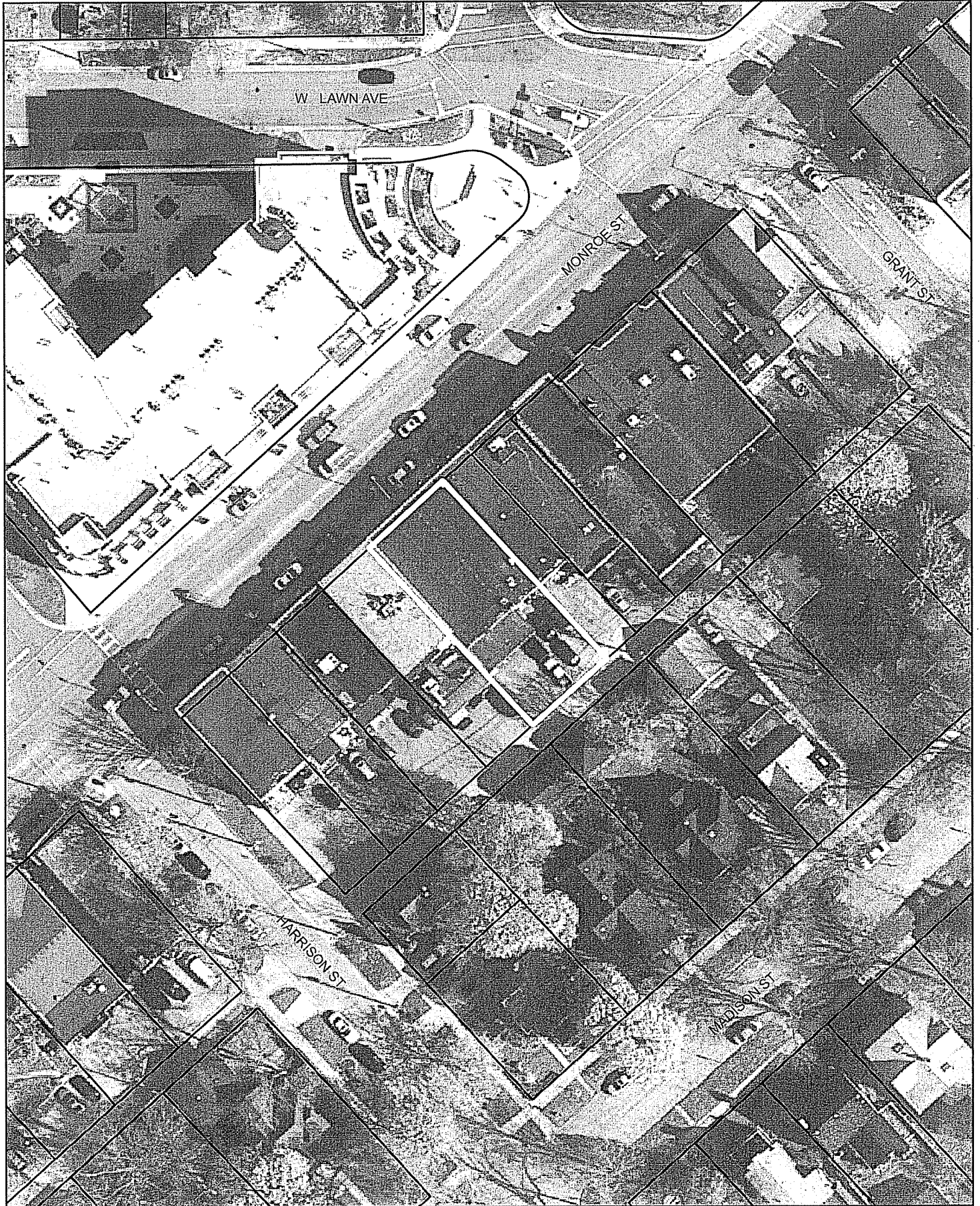


For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 11 July 2011





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 except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- 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 Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid	<u>550.00</u> Receipt No. <u>121654</u>
Date Received	<u>6/16/11</u>
Received By	<u>PDA</u>
Parcel No.	<u>0709-223-2304-6</u>
Aldermanic District	<u>SUE BELLINGSON</u>
GQ	<u>-</u>
Zoning District	<u>C2</u>
For Complete Submittal	
Application	<input checked="" type="checkbox"/> Letter of Intent <input checked="" type="checkbox"/>
IDUP	<input type="checkbox"/> Legal Descript. <input checked="" type="checkbox"/>
Plan Sets	<input checked="" type="checkbox"/> Zoning Text <input type="checkbox"/>
Alder Notification	<input checked="" type="checkbox"/> Waiver <u>YES</u>
Ngrbrhd. Assn Not.	<input checked="" type="checkbox"/> Waiver <u>YES</u>
Date Sign Issued	<u>-</u>

1. Project Address: 1843 MONROE STREET Project Area in Acres: _____

Project Title (if any): BROCAHA IRISH PUB

2. This is an application for: Acceptable Use Permit

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)		
<input type="checkbox"/> Rezoning to a Non-PUD or PCD Zoning Dist.: Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____	Rezoning to or Amendment of a PUD or PCD District: <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP. <input type="checkbox"/> Amended Gen. Dev. Plan <input type="checkbox"/> Amended Spec. Imp. Plan	
<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: BROCAHA IRISH PUB Company: _____

Street Address: 7 WEST MAIN City/State: MADISON, WI Zip: 53703

Telephone: (608) 255-2015 Fax: (608) 255-2041 Email: _____

Project Contact Person: DON GAUTREAU Company: BROCAHA

Street Address: SAME AS ABOVE City/State: _____ Zip: _____

Telephone: () Fax: () Email: DON@BROCAHA.COM

Property Owner (if not applicant): SAME AS ABOVE

Street Address: _____ City/State: _____ Zip: _____

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: _____

RESTAURANT USE. 75% FOOD - 25% DRINK

Development Schedule: Commencement 8/1/11 Completion 10/1/11

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 1/2 inch by 11 inch paper
- Letter of Intent: Twelve (12) copies** describing this application in detail including, but not limited to: 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. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee: \$ 550** See the fee schedule on the application cover page. 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 (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files 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 unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

In Addition, The Following Items May Also Be Required With Your Application:

- For any applications proposing demolition or removal of existing buildings, the following items are required:
 - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
 - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- A **Zoning Text** must accompany all Planned Community or Planned Unit Development (PCD/PUD) submittals.

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 the: COMPREHENSIVE / MONROE ST Plan, which recommends: NEIGHBORHOOD MIXED USE for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing 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:
ALD. EMMANSON VICAS

NOTE: 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 and Planning Division staff; note staff persons and date.

Planning Staff: KEVIN FIRCHOW Date: 6/8/11 Zoning Staff: PATRICK ANDERSON Date: 6/8/11

- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

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

Printed Name MARK LANDGRAF Date 6/14/11
Signature [Signature] Relation to Property Owner Civil Contractor

Authorizing Signature of Property Owner [Signature] Date 6.15.11



June 16, 2011

Mr. Matt Tucker
City of Madison
215 Martin Luther King Jr. Blvd
Madison, WI 53701

Re: Brocach Irish Pub – 1843 Monroe Street “Conditional Use”

Dear Matt:

On behalf of Brocach Irish Pub we are submitting the following information in accordance with the City of Madison “Land Use Application” – Madison Plan Commission. We are asking that this information be reviewed as soon as possible in order for plan commission and or other City of Madison authorities to provide final approval on this matter.

The existing space is a furniture and antique store called “Spirals”. Use of operations is conducted during typical retail hours between 10am and 8pm daily. Weekend hours are reduced to closing at 4pm. Parking is available on street along with City parking lots with meters located in a 200 yard radius of the subject property. Street meter parking availability on the 1600, 1700, 1800, and 1900 blocks number 43 total spaces. Parking lot spaces located at both the Public Library and Trader Joes sites equal 54 total spaces. Deliveries and drop offs can be completed with the use of 2 stalls in the rear of the building. The rear of the building is adjacent to a public alley that services both the retail business base and residential community along Madison Street.

Brocach Irish Pub would like to occupy the existing space by July 1, 2011 in order to remodel and open for full occupancy by September 1, 2011. Typical business use is lunch and dinner services with normal hours of operation from 11am to 12am. These are similar hours to Brocach Irish Pubs other restaurant located on Main Street in downtown Madison. Total square footage is approximately 2,000 sf. The business will be open seven days a week and employ 25 people with a full time manager. Principal owners Cliff McDonald and Don Gautreau will be involved with the business on a daily basis.

Landgraf Construction, Inc is in charge of both design and construction for the new space. Rob Wheat, AIA with Senektects Architects will be the professional Architect of record.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark J. Landgraf".

Mark J. Landgraf
President
Landgraf Construction, Inc

Tucker, Matthew

From: Don Gautreau [don@brocach.com]
Sent: Thursday, June 16, 2011 2:44 PM
To: Tucker, Matthew
Cc: Mark Landgraf e
Subject: 6/16 Meeting Recap - Brocach

Matt

Thank you very much for taking the time to meet with the Brocach team today. We appreciate your assistance and stewardship relating to the process of gaining Planning Commission approval for our parking reduction request. We hope to gain a spot on the July 25 Planning Commission agenda.

Brocach is a small, locally owned business and it is our intent to be an asset to the Monroe and Vilas neighborhoods as well as the west side of Madison at large. We are sensitive to the concerns of the residents of the neighborhood (we live there too) and feel confident that, through open dialogue and communication, we will be able to allay any concern over parking.

Though we are unable to offer any customer parking at 1843 Monroe, we feel that there are sufficient parking opportunities for customers within a short walk from the planned location of Brocach. The metered lot at the Monroe Street Branch of the Madison Public Library offers 20 spots, there are meters on both sides of Monroe street, the meters in and around Trader Joe's offer over 50 spots. In total, there are over 100 metered spots in the immediate area around 1843 Monroe. In addition to these spots, the lot at Associated Bank would be available, on a limited basis, to our customers. The bank allows folks to park in their lot as long as it is not during bank business hours. Though we would not be granted any extension of these hours or any formal arrangement with Associated Bank, we have discussed the matter directly with the Branch Manager who is not opposed to Brocach customers utilizing the AB lot within the framework that it is currently used by the neighborhood.

Our ownership team consists of two families that live on the near west side of Madison and could walk to work. Our staff at the new location, much like our downtown location, would largely consist of young people - primarily UW students or recent graduates. These employees typically walk, bike or take the bus (which stops almost directly in front of our location) to work and would not exacerbate any parking shortage in the neighborhood. At any given time, we would have 10 or so employees working at Brocach. We would receive all of our deliveries in the rear of the building where we would also place a bike rack.

The primary reason that the Monroe Street location is attractive to our team is the neighborhoods that surround it. Our neighbors enjoy walking with their families and have told us that they would welcome another family friendly dining option within walking distance of their homes. We intend to be a "neighborhood place" and to have a large portion of our business come from people who live within walking distance. Our expected revenue split is 75% food and 25% drinks and we were granted a liquor license by the ALRC last night.

I look forward to hearing back from you and hope that you'll confirm that we can be included on the agenda of the July 25 Planning Commission public hearing.

Sincerely

Don Gautreau
Brocach Irish Pub

BUILDING CODE SYNOPSIS

GENERAL NOTES:
 1. ALL WORK SHALL BE ACCORDING TO THE BUILDING CODE, WITH AMENDMENTS (LOCAL 2)
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SITE AND BUILDING STATISTICS

EXISTING BUILDING DATA:
 THE EXISTING BUILDING EXTENSION (UNPROTECTED)
 UNPROTECTED EXTENSION (UNPROTECTED)
 UNPROTECTED EXTENSION (UNPROTECTED)
 UNPROTECTED EXTENSION (UNPROTECTED)
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PROPOSED BUILDING DATA:
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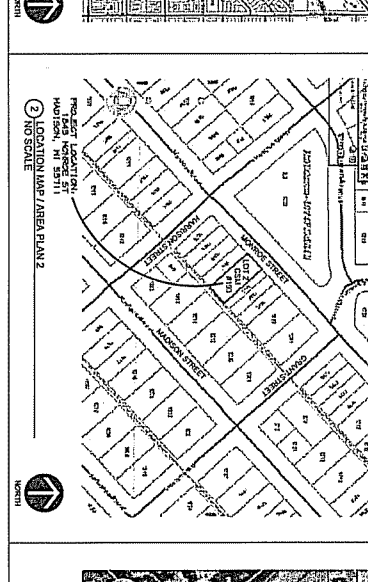
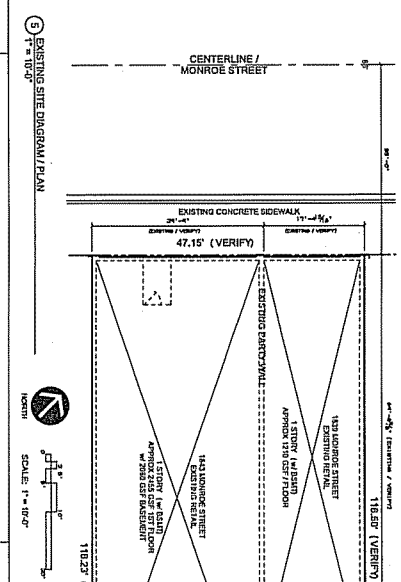
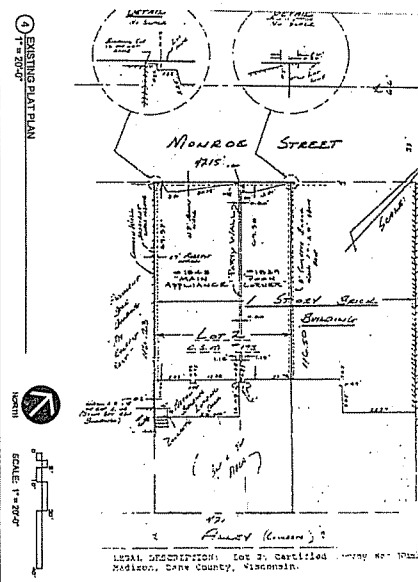
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PLAN COMMISSION REVIEW :

OFF-STREET PARKING REQUIREMENT REDUCTION REQUEST
 CONDITIONAL USE APPLICATION (MORE THAN 20 STALL REDUCTION)
 REFER TO SITE AND BUILDING STATISTICS THIS PAGE FOR ADDL DETAILS

DRAWING INDEX:
 A01 COVER SHEET, DRAWING INDEX
 A02 EXISTING FLOOR PLANS
 A03 EXISTING BUILDING SECTIONS
 A04 EXISTING FLOOR PLANS

ARCHITECT'S SEAL:
 ARCHITECT
 59 - net - tekis
 ARCHITECT
 59 - net - tekis



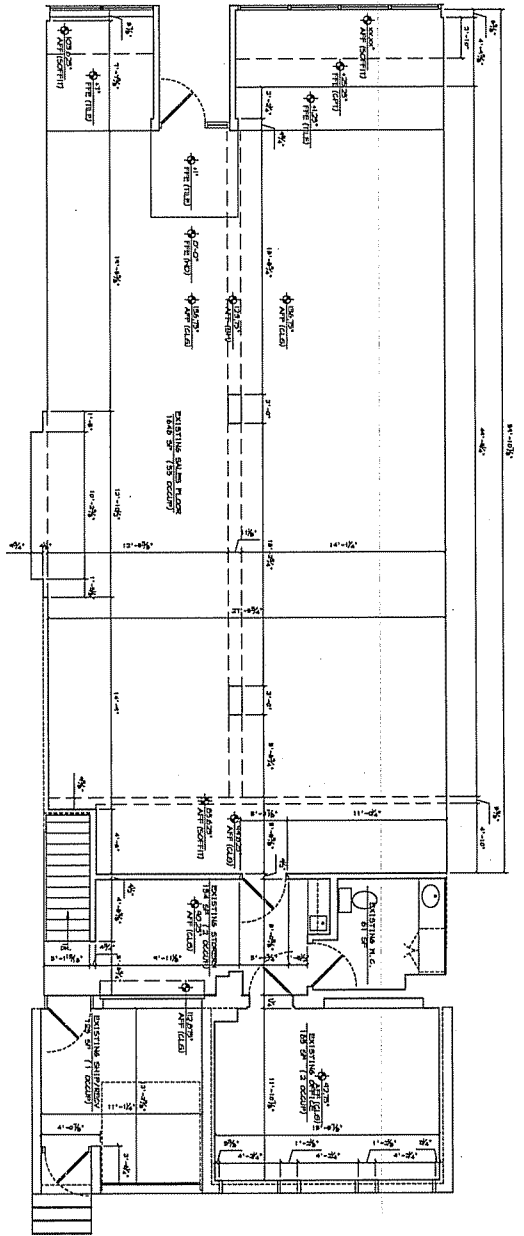
PROPOSED INTERIOR ALTERATIONS & REMODEL FOR:
BROCACH IRISH PUB & RESTAURANT
 1843 MONROE STREET
 MADISON, WI 53711

PLAN COMMISSION REVIEW

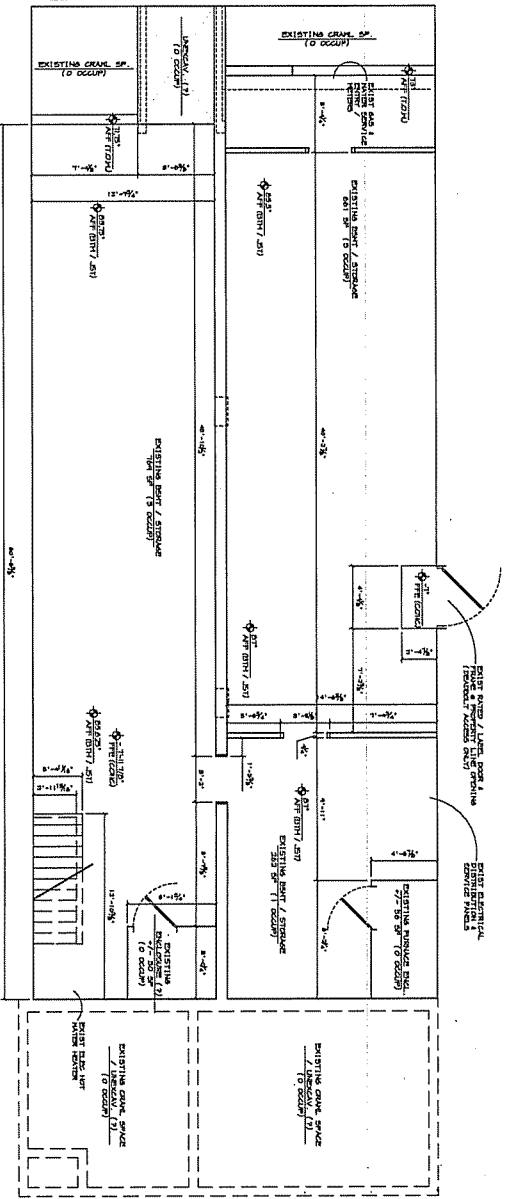
A0.1

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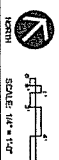
REVISIONS:
 Date: 06.14.2011
 Revision #



1 EXISTING 1st FLOOR PLAN (GRESS LEVEL)
 1/8" = 1'-0"



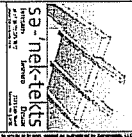
2 EXISTING LOWER FLOOR PLAN (BSMT.)
 1/8" = 1'-0"

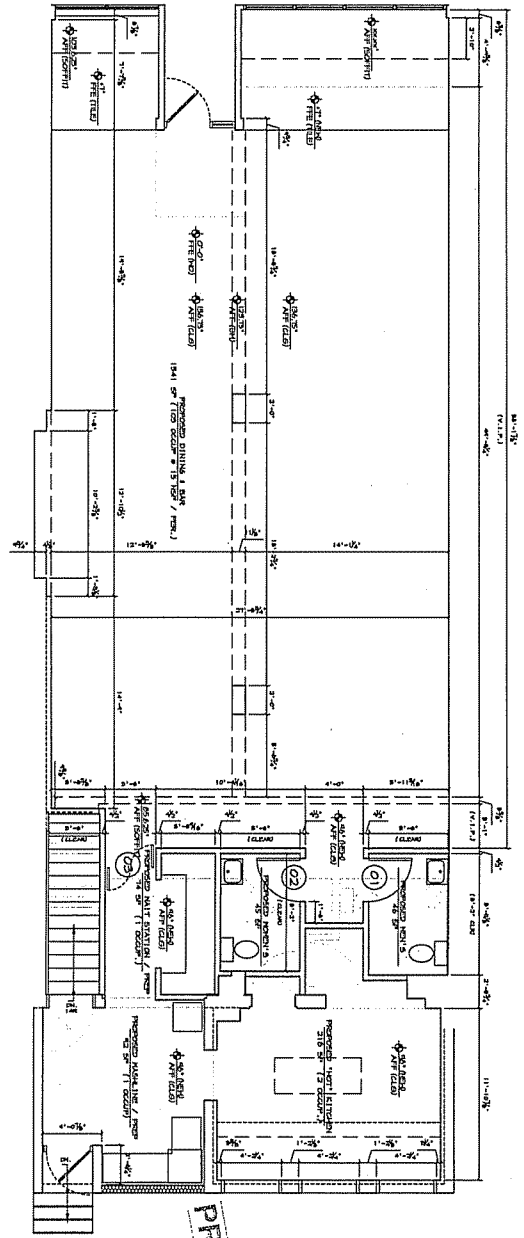


A1.1
 1/8" = 1'-0"

PROPOSED INTERIOR ALTERATIONS & REMODEL FOR:
**BROCACH IRISH PUB
 & RESTAURANT**
 Project # 1504
 Date: 08.8.2011
 Revision # Issued

PRELIMINARY
 / DRAFT





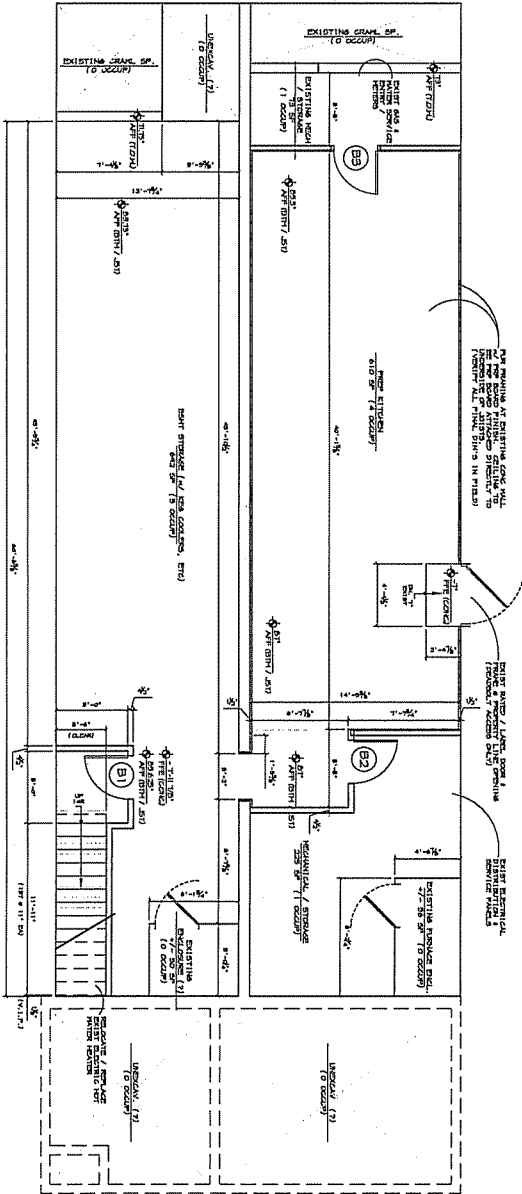
1 EXISTING 1st FLOOR FINISHES (PER CODE)

(TOTAL FIRST FLOOR OCCUPANTS = 107)
(PRELIM. PER CODE)

PRELIMINARY

PRELIMINARY

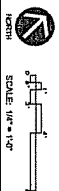
(TOTAL 1st FLOOR OCCUPANTS = 4)
(PRELIM. PER CODE)



2 EXISTING LOWER FLOOR FINISHES (PER CODE)

PRELIMINARY

PRELIMINARY



A2.1

PROPOSED INTERIOR ALTERATIONS & REMODEL FOR:
**BROCACH IRISH PUB
& RESTAURANT**

Project # 11007
Date: 05.12.2011
Revised # 1
Issued

1843 MONROE STREET
MADISON, WI 53711

PRELIMINARY / DRAFT

