FIRE SEPARATION RATINGS:

A. NUMBER ON LINE INDICATES HOURLY RATING.

B. LETTER ON LINE INDICATES:
   a. P = FIRE PARTITION
   b. B = FIRE BARRIER / HORIZONTAL ASSEMBLY
   c. W = FIRE WALL

C. BLACK LINE INDICATES NEW CONSTRUCTION.

D. GRAY LINE INDICATES EXISTING CONSTRUCTION.

3W

3W

TRAVEL DISTANCE LINES

CP-01 — COMMON PATH

EP-01 — EXIT PATH

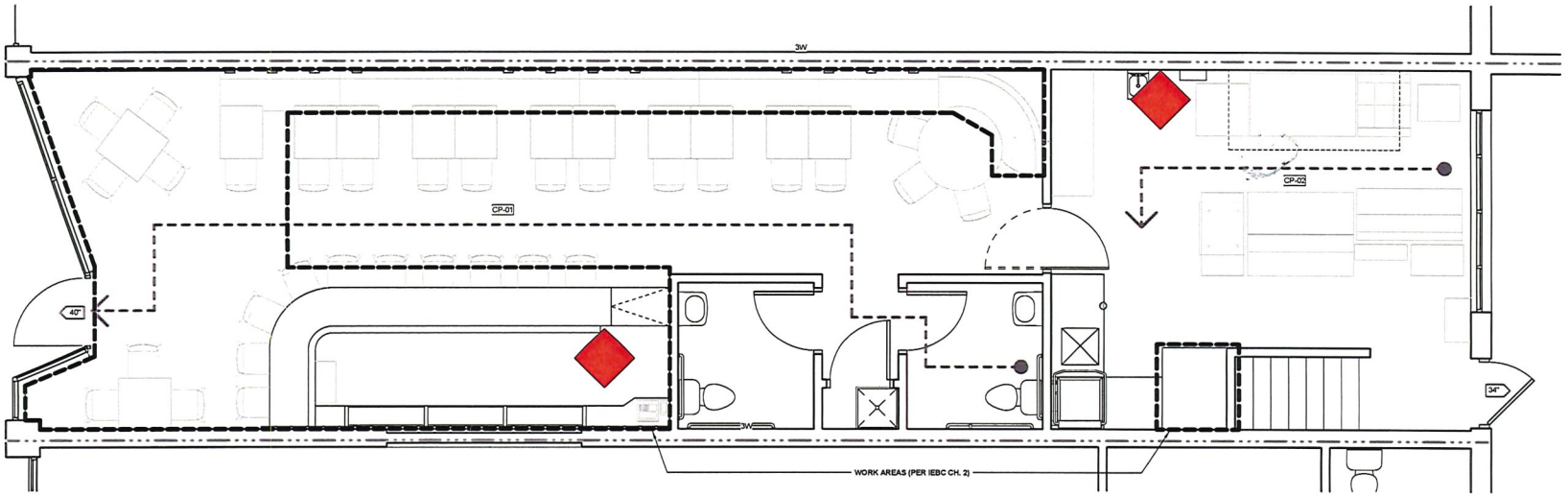
34" — CLEAR EXIT WIDTH

FIRE EXTINGUISHER

FIRE EXTINGUISHER LOCATION

COMMON PATH OF TRAVEL
IBC 2021 TABLE 1006.2.1

PATH MARK	TRAVEL DISTANCE	COMMENTS
CP-01	54'-10"	75' MAX
CP-02	17'-2"	75' MAX



A1 FIRST FLOOR EGRESS PLAN
3/8" = 1'-0"

FOR CONSTRUCTION

Sketchworks architecture

ARCHITECT / ENGINEER OF RECORD

begonia.

RESTAURANT REMODEL
1835 MONROE STREET
MADISON, WI 53711

Project Status

2026.05.21	FOR CONSTRUCTION

PROJ. #: 26025-01

© SKETCHWORKS ARCHITECTURE 2026

PLAN NORTH
TRUE NORTH ROTATION

0' 1' 2' 4'
0' 1/4" 1/4" 1 1/2"
SCALE: 3/8" = 1'-0"

FIRE SEPARATION & EGRESS PATH

G002

begonia. Business Plan

Executive Summary

begonia. is a modern Latin restaurant located on Monroe Street in Madison, Wisconsin. The restaurant offers a refined yet approachable dining experience, combining bold flavors, high-quality ingredients, and a vibrant atmosphere. With 36 seats and a curated menu, begonia. focuses on delivering a memorable guest experience centered around food, cocktails, and hospitality.

The concept builds on the foundation of Kettle Black Kitchen, leveraging its strong reputation while repositioning the brand to better reflect its culinary identity and growth potential.

Concept & Positioning

begonia. is a modern Latin restaurant where bold, beautiful food, a lively atmosphere, and a relaxed sense of place make it easy and inviting to settle in for date night, drinks, and a night worth remembering.

Key Differentiators

- Modern Latin cuisine with Southwestern influence
- Chef-driven, seasonal menu
- Elevated but approachable dining experience
- Strong cocktail program
- Intimate, high-touch service (36 seats)

Market Analysis

Location

- Monroe Street, Madison, WI
- Strong neighborhood traffic and destination dining appeal
- Close proximity to University of Wisconsin and residential areas

Brand Story

begonia. is a restaurant shaped by movement, memory, and the belief that food should feel as alive as the people gathered around it.

At its core is Chef Christopher Lund, whose path began in the Bay Area, where a deep respect for ingredients and seasonality took root early. At twenty, he moved to the Southwest, where he refined his craft in the kitchens of Scottsdale, working under Chef Matt Carter at The Mission. There, he was immersed in bold flavors, live-fire cooking, and the layered traditions of Latin cuisine—eventually rising to Chef de Cuisine.

But begonia. is not a replication of those places. It is what happens after them.

After years in high-intensity kitchens, Christopher and his family made the decision to move to Madison—not to chase accolades, but to build something lasting. Something rooted in community, in family, and in the kind of restaurant people return to again and again.

begonia. is the evolution of that idea.

The menu draws from the heat and brightness of the Southwest, the precision of West Coast cooking, and the seasonal rhythms of the Midwest. It is not traditional, but it is deeply respectful—of ingredients, of technique, and of the cultures that inspire it. Dishes are bold but balanced, refined without being precious, and designed to be shared, remembered, and craved.

The room reflects that same philosophy. With just 36 seats, begonia. is intentionally intimate. Every guest matters. Every plate is personal. The energy is lively but unforced—a place where a casual drink can turn into a full evening, where a date becomes a celebration, and where the experience feels both elevated and completely at ease.

Hospitality is at the center of everything. This is a family-run restaurant, and that spirit is felt in the way guests are welcomed, the way the team works together, and the way the space is cared for night after night.

The name begonia. reflects both resilience and beauty—something that thrives with attention and care. It is a reminder that what is being built here is meant to grow, to evolve, and to endure.

begonia. is not trying to be the loudest restaurant in the room. It is focused on being the one people think about the next day—and the one they come back to the next week.

Conclusion

begonia. is positioned to become a standout restaurant in Madison by combining a unique culinary identity with strong execution and hospitality. With a focused concept, experienced leadership, and disciplined operations, the restaurant is designed for both critical success and financial sustainability.

begonia.

Cheddar Biscuits (v) 9
Smoked Chili Compound Butter, Gentle Breeze Honey

Street Corn (v, gf) 12
Charred Corn, Aji Rocoto, Cojita, Lime, Savory Accents Chili Dust

Smoked Pee-Wee Potatoes (gf) 17
Peterson Smoked Andouille Sausage, Goat Cheese Huancaina, Grilled Jalapeno, New Life Green Micro Radish

Olden Organics Brussel Sprouts (gf) 17
Peach Jalapeno Jam, Soppressata, Savory Accent Chili Crisp

Mussels 24
Citrus Coconut Broth, Shallot, Soppressata, Roma Tomato, Thyme, Madison Sour Dough

Smoked Brisket Empanada (gf) 21
Smoked Brisket, Sassy Cow Poblano Cream, Pickled Red Onion

TIPI Farm Red Beet Enchiladas (v, gf) 23
Aji Panca, Raspberry, Hooks Blue Cheese, La Cosecha Blue Corn Tortillas, Lime Cabbage, Spiced Walnuts, Cilantro

La Cosecha Sope 26
Peterson Family Farms Ribeye, Smoked Door County Cherry Salsa Rojo, Sesame Seed, Dream Farm Goat Cheese, New Life Greens Micro Cilantro, Torreado

Tagliolini 28
Rock Shrimp, Aji Amarillo, Garlic, Biscuit Bread Crumbs, Sartori Sarvecchio

Black Cod 29
Potato and Leek Chowder, Nueske's Bacon, Dehydrated Watermelon Radish, Fresh Herbs

Jambalaya 30
Peterson Andouille Sausage, Rock Shrimp, Poblano, Aji Panca, Soy Sauce, Cilantro

Chicken Kiev* 32
Foie Gras Butter, Heartland Craft Grains Cheddar Grits, Broccolini, Apple Cider Gastrique

Norwegian Salmon* (gf) 33
Smoked Chili Risotto, Coconut, Endive, Pickled Red Cabbage, Wonka Harvest Watermelon Radish, Chimichurri

Peterson Family Farm Pork Chop* (gf) 45
Aji Rocoto BBQ Sauce, Chili Dusted Peanuts, Corn Ribs, Lime Crema, Savory Accents Chili Dust, Cilantro

Executive Chef/Owner: Christopher Lund
General Manager/Owner: Sara Anderson
Sous Chef: Alvin Robertson

Add Salmon 18
Grilled Madison Sour Dough 4

v = Vegetarian ve = Vegan gf = Gluten Free

*CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH, OR EGGS ,MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS, ESPECIALLY IF YOU HAVE CERTAIN MEDICAL CONDITIONS.