



# City of Madison

## Conditional Use

Location  
554 West Main Street

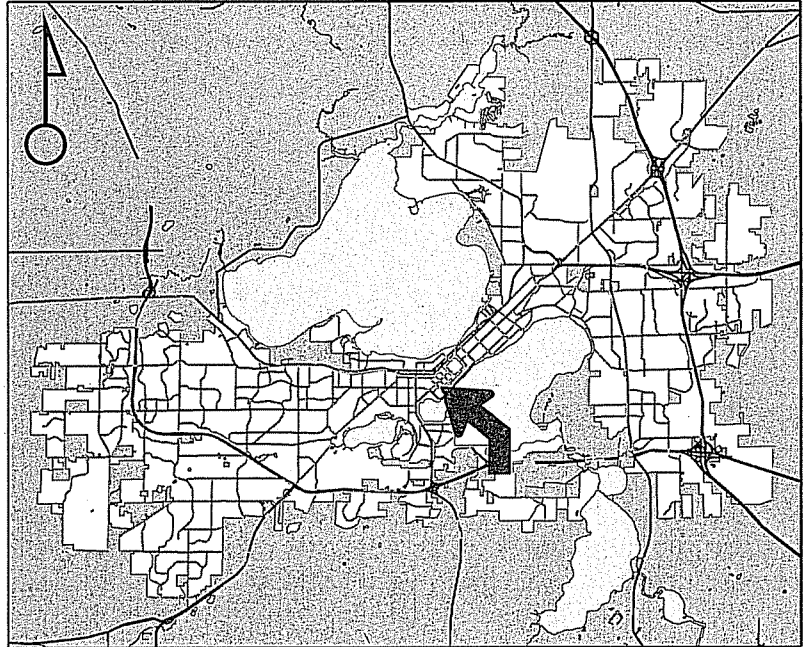
Project Name  
Echo Tap and Grill

Applicant  
Susan Bulgrin, Patrick Rynes &  
Katherine Bulgrin-Echo on Main, Inc.

Existing Use  
Tavern

Proposed Use  
Amend the conditions of approval for  
an existing outdoor eating area

Public Hearing Date  
Plan Commission  
14 October 2013



For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 08 October 2013





# 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 600.00 Receipt No. 147190  
Date Received 2/18/13  
Received By PDA  
Parcel No. 0709-231-2522-7  
Aldermanic District 4 - MIKE VERVEER  
Zoning District UMX  
Special Requirements EXIST. CU.  
Review Required By:  
☐ Urban Design Commission ☒ Plan Commission  
☐ Common Council ☐ Other: \_\_\_\_\_

Form Effective: February 21, 2013

1. Project Address: 554 West Main Street Madison, WI 53703  
Project Title (if any): Echo Tap & Grill

### 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: Susan Bulgrin Company: Echo on Main, Inc  
Street Address: 554 West Main Street City/State: Madison, WI Zip: 53703  
Telephone: (608) 235-3733 Fax: ( ) Email: susan.bulgrin@gmail.com  
Project Contact Person: Susan Bulgrin Company: Echo on Main, Inc  
Street Address: 554 West Main Street City/State: Madison, WI Zip: 53703  
Telephone: (608) 235-3733 Fax: ( ) Email: susan.bulgrin@gmail.com  
Property Owner (if not applicant): Susan Bulgrin, Patrick Rynes, Katherine Bulgrin  
Street Address: 554 West Main Street City/State: Madison, WI Zip: 53703

### 4. Project Information:

Provide a brief description of the project and all proposed uses of the site: Letter Attached to include:  
(1) Expanded patio hours (2) low volume on 2 televisions on patio  
Development Schedule: Commencement October 2013 Completion —

## 5. Required Submittal Information

All Land Use applications are required to include the following:

☐ **Project Plans** including:\*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/alterd 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)

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 ½ 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 Information & Fee Schedule. 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 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.

☐ **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:

Michael Veveer & Bassett Street Neighborhood September 9, 2013

→ 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: Tim Parks Date: 9.11.13 Zoning Staff: \_\_\_\_\_ Date: \_\_\_\_\_

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

Name of Applicant Susan Bulgrin Relationship to Property: Owner

Authorizing Signature of Property Owner Susan Bulgrin Date 9.17.13

September 12, 2013

Zoning Administrator  
215 Martin Luther King Jr. Blvd; Room LL-100  
Madison, Wisconsin 53701-2985

To Members of the Plan Commission:

This request is submitted on behalf of Patrick Rynes, Katherine Bulgrin, and Susan Bulgrin who are co-owners of the Echo Tap & Grill which is located at 554 West Main Street in the Bassett Street neighborhood. We have jointly owned this business since June 2011 and will continue to function as such as no change in ownership is anticipated.

The Echo Tap & Grill is a bar and restaurant which currently employs 37 staff, with 15 of those individuals working 30 hours or more. Many of the part time employees live within the Bassett Street neighborhood and are attending post secondary educational institutions. Staff are supported by four managers: Christopher Aragon, Troy Cox, Joseph Selbo and Anthony Steinhauer who each work 50 plus hours weekly to cover the hours in which the facility is in operation. The business serves customers seven days a week; Sunday-Thursday 9am-2am, and Friday-Saturday 9am-2:30am. On each of these days, our kitchen is open from 10:30am to close while on weekends breakfast is served both Saturday and Sunday.

With a total remodel of the original facility including the addition of an outdoor patio space in 2011, the expansion has afforded the business opportunities to promote additional marketing events that have yielded a more consistent customer base. Additionally, demographics have changed within the neighborhood with the addition of multiple condo and apartment complexes that have attracted a broader base of graduate students and younger professionals. Many of these individuals choose to patronize the Echo later in the evening, both for dining and to enjoy the 18 televisions for viewing sporting events. Spending time outdoors on our fully landscaped patio affords these patrons a space in which to stay within the neighborhood, fraternize with staff and friends that are local and familiar, and to support financially a small business that continues function within the Bassett Street neighborhood.

We are requesting two specific modifications to our operating license that presently allows the use of an outdoor patio space and the patio hours of operation until 10:00pm Sunday through Thursday and 11:00pm both Friday and Saturdays.

\*We are requesting to extend the hours of operation on our outdoor patio until midnight, Monday through Sunday.

\*We are also requesting the use of low volume sound on the two outdoor televisions that are located center patio. No other amplified sound equipment will be used.



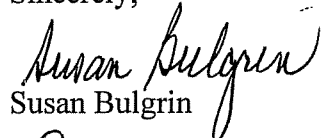
While presenting these two requests to members of the Bassett Street Neighborhood Association at a meeting on Monday, September 9<sup>th</sup>, many of the individuals speaking in support of extending the patio hours and adding low volume sounds to the television live at 26 South Bedford in the Depot Lofts, directly across from the outdoor patio. Other individuals living within the neighborhood also spoke in favor, citing facts that included having the patio coincide with kitchen hours of operation and having access to the outdoor space while watching entire sporting events on the television and not having to leave midway to move to indoor space. The supporting individuals also noted that other bars and restaurants nearby have extended hours for outdoor space and felt that the Echo Tap should be given equal consideration as the business is located in a mixed use neighborhood.

With the addition of a temporary tent like structure that is secured to the building during much of the fall and winter months and covers a 14 foot by 19.5 foot area of the patio, this structure also reduces outdoor sounds from those occupying this space while dining and watching the television. This structure was added after approval by the Plan Commission in 2012 and has proven to be a welcome addition to the site.

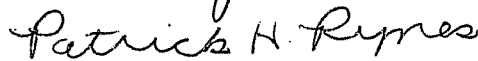
In closing, we thank the members of the Plan Commission for considering the two requests, one for the expanded hours of operation on the outdoor patio until midnight, Monday through Friday, and second to allow low volume on the two outdoor televisions located center patio.

Should you have questions, please feel free to contact Susan Bulgrin at 608-235-3733, Patrick Rynes at 608-256-6928 or Katherine Bulgrin at 312-485-6442.

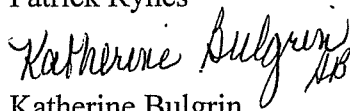
Sincerely,



Susan Bulgrin



Patrick Rynes



Katherine Bulgrin