



January 6, 2021

City of Madison  
Planning Division  
Madison Municipal Building, suite 017  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: Conditional Use Permit - Letter of Intent  
I/O Arcade Bar  
924 Williamson Street

To Zoning Staff and Plan Commission Members:

On behalf of I/O Arcade Bar, owner/operator Mitchell Turino and building owner Chuck Chvala, we are requesting approval of a Conditional Use Permit for a relocated arcade / bar on Williamson Street.

It should be emphasized that the applicant is moving I/O Arcade Bar from its previous location in the neighborhood, from 720 Williamson Street, to this new location two blocks away.

The proposed bar will be a new tenant in the former Prism / Plan B night club space. This location has operated as a bar for approximately 11-years, rendering the proposed use as consistent with previous uses.

I/O Arcade Bar will be the sole tenant in the existing building. The building is generally one story with full basement, however there is a small second story office level that is currently vacant. The building has ample space, parking for 24 vehicles, and loading facilities on the east side of the building to accommodate deliveries and trash removal.

All zoning requirements are met for the property and use proposed. However, as per City Ordinance, this proposed use requires a conditional use permit. Mr. Turino has discussed the proposal with Alder Marsha Rummel, City Zoning, and briefly with a representative of the Marquette neighborhood association. A more formal presentation to the neighborhood will be made in the coming weeks.

No work to the exterior of the building is planned, and the interior is suitable for this use with only minimal remodeling of the décor needed. Improvements to accommodate ADA accessibility will also be made.



## Business Operations

### Tenant:

I/O Arcade Bar  
Mitchell Turino; Owner/Operator  
924 Williamson St.  
Madison, WI 53703

### Building Owner:

Chvala Ventures, LLC  
131 W Wilson St., ste 301  
Madison, WI 53703

### Description:

I/O Arcade Bar is an establishment primarily for arcade gaming, serving alcoholic beverages.

### Space:

The arcade bar space will occupy approximately 6,550 square feet, the entirety of the first floor at 924 Williamson Street.

### Capacity:

The total capacity of the establishment will be approximately 300 people. Approximately 50 people seated, the balance standing and playing arcade games.

### Hours of operation: (same as previous location)

Monday	4pm to 12am
Tuesday	4pm to 12am
Wednesday	4pm to 12am
Thursday	4pm to bar close (2am)
Friday	4pm to bar close (2:30am)
Saturday	11am to bar close (2:30am)
Sunday	11am to 2am

### Staffing:

The arcade bar intends to employ about 20 people.

### Amplified sound:

Low-volume ambient music is intended to be played within the bar. There are no plans for live music.

### Deliveries:

Deliveries will be made from the side (East) parking lot, off-street at times that avoid major traffic rush-hours.

### Trash removal:

Trash and recycling will be removed through the side (East) exit door, to the existing dumpsters in the East parking lot, trash pick-up will be managed as needed, off-street.



## Site Conditions

Address: 924 Williamson St., Madison WI 53703  
Parcel Number: 070913407081  
Legal Description: Lot Number: 0; Block: 0  
ORIGINAL PLAT, BLK 155, LOTS 14, 15 & SW 36 FT OF LOT 13.

Lot Size: 22,176 sf (.51 ac)

Zoning:  
"TSS" = Traditional Shopping Street district  
"HIST-TL" = Third Lake Ridge Historical District

Neighborhood:  
Marquette Neighborhood

Vehicle Parking:  
In the TSS district, there is no minimum of parking required for building less than 10,000 square feet total. However, restaurants and taverns located within 300 feet of another restaurant do require off-street parking. Parking will be required at a rate of 15% of the seating capacity.

Vehicle Parking Required: 15% of bar seating capacity = 8 spaces (of 54 seated)  
Vehicle Parking Provided: 24 spaces total (2 ADA)

Bicycle Parking:  
Multiple existing bike loops are affixed to concrete pads within the parking lot. Additional bicycle parking loops are provided elsewhere for other nearby businesses, thus these spaces are calculated for the sole use of the applicant.

Bicycle Parking Required: 5% of capacity = 15 stalls required  
Bicycle Parking Provided: 17 stalls

Loading:  
A loading zone on-site is provided for deliveries through the adjacent parking lot.

Trash and Recycling:  
Existing dumpsters for trash and recycling will be used in the adjacent parking lot on-site. The dumpsters are currently enclosed with a dumpster screen.

Accessibility:  
The primary (front) entrance from Williamson Street into the building is ADA accessible, with two ADA parking spaces located in the existing parking lot.

Landscape:  
Existing landscape along Williamson Street will be maintained.



Location Map 1:



Location Map 2:





## **Schedule**

The project is seeking conditional use permits granted in February, 2021, to facilitate an occupancy by Spring, 2021.

## **Conclusion**

Enclosed with this letter, we are providing plans of the existing building, site, and proposed I/O Arcade Bar.

We thank you for your consideration of this successful business relocation, and are happy to address any questions or concerns that may arise.

Respectfully,

A handwritten signature in black ink, appearing to read "Steve Shulfer". The signature is fluid and stylized, with a large, sweeping initial "S".

Steve Shulfer, AIA  
SKETCHWORKS ARCHITECTURE, LLC