



## CONDITIONAL USE APPLICATION LETTER OF INTENT

7 July 2020

Location: Bloom Bake Shop  
1851 Monroe Street  
Madison, WI

Proposed Use: Take-out windows installed within existing storefront frame to be added to the operation of neighborhood bakery

Project Team: Owner – Annemarie Maitri, Bloom Bake Shop  
Window Installer – Mark Richards, Brunke Glass + Window  
Architect – Denise Clearwood, Pine Clearwood Architects  
Contractor – Chad Genschaw, Flarehaven Construction

Project Schedule: September 2020, pending approval by Planning Commission

Hours of Operation: 7:00 am – 5:30 pm Tuesday thru Saturday  
8:00 am – 2:00 pm Sunday  
7:00 am – 8:00 pm Seasonal hours during summer

To the Planning Commission:

Bloom Bake Shop has been operating in the current location since 2016. Annemarie Maitri, the bakery owner, has become a vital part of the Monroe Street community and surrounding neighborhood. Before COVID -19 she had a vibrant, bustling café/bakery business during the week and lines doubled back inside the space on the weekends with customers waiting for their table to enjoy the Wisconsin biscuits or the special scramble of the day. The biscuits and gravy brought customers back to Annemarie's southern roots with every bite.

Now, following the shutdown and the current CDC guidelines specifically targeting restaurant and bar establishments, Annemarie has had to pivot 180 degrees and reinvent her business model. The reduced team of bakers have kept neighbors happy with preorders on Monday and Tuesday for pickup on Friday and Saturday. Loyal customers will wait in line for 20+ minutes at the Monroe Street Farmers Market just for a special spontaneous treat on Sundays without having to preorder!!

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The installation of (2) take out windows would provide the opportunity for older and immune compromised customers to order and pickup their bread and pastries outside without having to enter the bakery. Even after a vaccine is widely available, the addition of the take-out window for the neighborhood would definitely be an asset. Many customers walk down Monroe Street with their dogs in tow and kids in strollers, and being able to order their weekly treats and daily bread from the take out window would add to the "specialness" of this street and to this neighborhood.

Tag Evers, District 13 Alder, has waived the 30-day preapplication notification requirement. He has also contacted the Vilas Neighborhood Association as well as the Monroe Street Business Association of which Annemarie is a member.

Brunke Glass + Window will be handling the installation. The new units would include a 54" h. single hung window with an insulated panel above and below to fit within the existing 48" wide and 94" high storefront frames. The fixed glass panels within two frames will be removed and the new single hung window units installed. The ease of installation will minimize the disruption to the street during construction as well as maintain the architectural integrity of the existing façade.

We are requesting a conditional use approval because the proposed take-out window is less than 10'-0" from the right-of-way. The existing angled storefront will allow queueing at the take-out window out of the right of way/sidewalk as much as possible.

The renovation of the interior of the bakery will limit any seating and provide additional production space to keep up with the needs of the neighborhood. Annemarie is committed to the community and to the viability of a neighborhood bakery. With almost 30% of the businesses on Monroe Street closed or empty, it is refreshing to experience the passion and commitment that Annemarie has for her business and her loyal customers.

We appreciate your thoughtful consideration in the review of this submission for the addition of two take out windows at Bloom Bake Shop on Monroe Street.

Thank you,

Denise Pine Clearwood

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