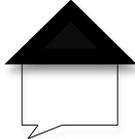


datcha**house**...



Heather Stouder, Director
City of Madison Planning Division
Madison Municipal Bldg, Ste 017
215 Martin Luther King Jr Blvd
PO Box 2985
Madison WI 53701

February 5, 2020

Re: Letter of Intent – Conditional Use
Supporting Documents Enclosed:

- Letter of Support SASY NA
- Site Comparison Study

Proposed Site: 2021 Winnebago Street
Owners: Peter Kursel, Ellen Kursel

Dear Heather Stouder,

Please consider the following proposal to allow Limited Production and Processing at the proposed site.

Project Team:

Peter Kursel, Member
Ellen Kursel, Member
Datcha House LLC
2188 Heywood Circle
Fitchburg, WI 53575 – 1918
Contact: Peter 608-437-8385

Gwen Shales and Kyle Johnson
Kin-Kin Coffee Roasters
151 E Badger Road
Madison WI 53713

Megan Hile
Madison Chocolate Company
729 Glenway Street
Madison, WI 53711

Amy Hasselman, Architect
Kontext Architects
242 East Main Street
Sun Prairie, WI 53590

Project Description:

Kin-Kin Coffee intends to partner with Madison Chocolate Company to open a collaborative space featuring small batch coffee roasting and a gluten free bakery within a retail café setting. The space (2050 sf) will be used as a Limited Production and Processing site for the Roastery and Bakery. It will feature their respective products in the retail café component and will offer

educational experiences centered on the craft of specialty coffee. In addition to supplying the café, the Roastery and Bakery will also supply their respective wholesale customers. The partnership anticipates employing 4 full time and 10 part time employees.

Hours of Operation:

-Coffee Roasting Hours: 2-3 days/week, currently: Mon.& Thurs. 9am – 3pm.

-Bakery Hours: 3-5 days/week, 7am – 3pm.

-Café Hours: M-Sat 7am – 6pm, Sun 8am-5pm.

Shipping and Receiving:

Winnebago Street is a designated truck route. Shipping will be accomplished off street in the loading area. Receiving frequency for the Roaster is approximately once every 6 weeks by semi. Delivery will be taken at the street with a hand operated pallet jack and rolled up the driveway to the loading entrance at the back of the building. Receiving frequency for the bakery and cafe is about 3-4 times a week by private carrier, UPS, and Fed Ex off street with direct access to the loading area via the driveway.

Community Impact Statement:

We have met with the SASY NA on two occasions and have received a letter of unanimous support from the SASY NA board. Locally owned businesses are ferociously supported by the SASY organization. They act as a cultural mulch that create and spawn other locally owned and operated businesses that tend to be community minded. Adjacent commercial properties will benefit from increased exposure when the proposed site establishes itself as a focal point for starting the day, meeting with friends and sharing experiences. We anticipate business operations at the site will have a benign impact on residents enjoying their homes, yards and gardens.

2021 Winnebago was built in 1905 as a production site for industrial patterns. Three generations of the Thyse family operated a printing service out the site for most of the second half of the 20th century until the Kursels purchased the building in 2012. They adapted it for artist spaces and a gallery. Former tenant Arts and Literature Laboratory made its debut in Madison there in 2016. The Kursels believe in adaptive reuse as a development principle. Site improvements planned include window replacement, facade improvement, bathroom addition, landscape

enhancements, bicycle racks and ADA access. The site has more than adequate municipal services, 400 amp three-phase electric, approximately 1-inch gas line and municipal water and sewer. The site has 24/7 bus service ½ block away and it is 2 blocks from the future BRT route.

“It is also a possibility that at some time in the future there could be a transit related component in this quadrant. It would be logical at that time to consider uses that provide services and goods to transit users, ie postal station, convenience store, coffee shop, day care. “

-Schenk Atwood Business District Master Plan, 2000.

About Kin-Kin Coffee:

Kin-Kin Coffee uses a Probat 12 kilo natural gas roaster plumbed in with ¼ inch gas line and 110v electricity. The roaster vents out a 20 ft exhaust duct through the roof. It is powered by a cyclone that captures and removes particulates. On roast days, we turn the roaster on and wait for it to reach about 400 degrees. Next, green coffee is loaded into a funnel shaped mechanism on the top of the roaster called the storage chamber. When ready, a small slide door is opened allowing the green coffee to enter the drum where the coffee is heated and rotated. During this process the head roaster controls and adjusts for temperature, airflow and time.

Because we focus on bringing out the flavor of the coffee bean and not the roast level, our coffee falls into the light to medium scale. That means we discontinue the roasting process shortly after **first crack**, which typically takes place within the first 11-13 minutes. At this time the front of the roaster is opened and the roasted beans tumble onto the cooling tray. The coffee is stirred and a fan helps to cool the beans. The lead roaster then picks out any beans that may not have been developed. When fully cooled the roasted beans are emptied into food safe buckets for bagging, delivery and shipping.

It is important to distinguish between **first crack roasting**, our objective, and **second crack**, a longer roast process for dark scale coffee that produces significant exhaust by-products. Kin-Kin is a **first crack** roaster and as such its odor by-products are typically mild, similar to a bakery.

Gwen Shales and Kyle Johnson have been in business since 2011 when they opened Johnson Public House, a cafe located in the Tenney Lapham Neighborhood. They began roasting coffee in 2014 under the name Kin-Kin Coffee and are currently roasting on East Badger road. Gwen and Kyle are also co-owners of Mint Mark, a new American small plates restaurant and cocktail

bar in the SASY neighborhood. They are trusted, community minded business owners who strive to integrate and add to the local culture.

About Madison Chocolate Company:

Madison Chocolate Company (MCC) is an independent, woman owned chocolate shop and café that serves decadent sweets, gluten free house bakery, caramels, truffles and more. MCC currently operates its entire chocolate and gluten free bakery production out of its Dungeon-Monroe neighborhood location. Madison Chocolate is expanding its gluten free bakery production and looking to move its gluten free baking productions into 2021 Winnebago St.

Madison Chocolate Company was established in 2012 based on a Community Supported Agriculture business model. MCC opened its retail doors in 2017 and continues to expand. It employs 14 people and plans on adding one more FTE this year. We are proud to offer a safe and positive working environment with a focus on employee education and job training.

Megan Hile is the founder and Head Chocolatier of Madison Chocolate Company. She has worked for Mesocacao, a chocolate manufacturer based out of San Pedro Sula, Honduras where she focused on marketing, sales, brand recognition and chocolate manufacturing. She also worked for the Northwest Chocolate Festival for two years, based in Seattle.

On behalf of the project team, thank you for your consideration!

Peter Kursel, Member
Datcha House LLC

SASY

Schenk-Atwood-Starkweather-Yahara Neighborhood Association

January 12, 2020

Alder Marsha Rummel
District 6, City of Madison

Delivered by Email

Dear Marsha,

I send this letter on behalf of the SASY Neighborhood Association in strong support of the proposed café and micro roaster business that Peter and Ellen Kursel are currently proposing for their property at 2120 Winnebago Street in the SASY neighborhood. As you know, the SASY Board voted unanimously at the January 9th board meeting to support the conditional use application that Peter and Ellen have submitted. We understand that the conditional use application revolves largely around the desire to do limited on-site food production.

The vote was based in part on the recommendation of SASY's Preservation & Development Committee, many members of which met with Peter and Ellen, as well as Kyle Johnson on January 2nd to discuss the project in detail. There is always some risk involved in granting the ability to perform food production in close proximity to nearby residential homes and apartments. However, having gained a clear understanding of the scope and scale of the proposed operation for this roster/café, we feel that the potential for smells, noise and traffic impacts on the surrounding neighborhood will be very low. Indeed, Peter and Kyle referred to two other businesses (EVP Coffee on E. Washington Ave. and Cargo Coffee on S. Park St.) that have similar or more aggressive on-site roasting operations with similar residential surroundings. There is no history of complaints or dissatisfaction at these locations. We feel that the proposed operation on Winnebago St. would not negatively impact the surrounding neighborhood.

On the contrary, the proposed café would be an excellent addition to the neighborhood. The pedigree of the people involved – both as landlords and business operators – also suggests that they will be responsible and sensitive to neighborhood concerns. Our neighborhood is fortunate to attract this sort of interest. Please take this as our sincere endorsement of their proposed conditional use application.

As always, feel free to contact me if you have any further questions or concerns.

Thank you,



Bradley Hinkfuss
President – SASY Inc.

Cc: Peter & Ellen Kursel, Kyle & Gwen Johnson, SASY Board of Directors