

City of Madison - Planning Commission

Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985

RE: Conditional Use Proposal - Letter of Intent

Wednesday, August 2, 2017

Alabaster Holdings, LLC

Jason Socha & Gregory Kveberg - Owners
140 Stonehaven Dr., Sun Prairie, WI 53590

To whom it may concern,

Alabaster Holdings, LLC respectfully submits the following proposal regarding the property located at 3116 Commercial Avenue in Madison, Wisconsin. We are seeking approval of a Conditional Use to convert a portion of an existing vacant 20,000SF warehouse into a 7500SF nightclub and taproom. Our intent is to transform the unused space and property into a vibrant and active music and arts venue without dramatically altering the character of the property or neighborhood.

We selected this property for several reasons including its proximity to downtown, its proximity to Hwy 30 and E. Washington Ave. (both busy and noisy thoroughfares), the commercial and industrial nature of the neighborhood, and the architectural character and quality of the building. The project has already received approval from the City of Madison Alcohol and License Review Committee, with an initial approved occupancy of 325 patrons. The business will be open Tuesday - Saturday from 7PM to 2AM and closed most Sundays and Mondays (unless rented for special events). The business would employ up to 20 people including both owners who intend to manage the venue.

It is also our intention to contribute positively towards the development of the neighborhood by upgrading the site as required by the City with new street terraces and sidewalks in addition to converting the existing asphalt covered yard into better organized automobile and bicycle parking for our future guests. Our proposal entails minimal modifications to the exterior of the building and instead focuses our resources on the interior and the surrounding site to improve parking, visibility, public safety and aesthetic appeal. In addition to new curbs and sidewalks, we are proposing to introduce shade trees and flowering shrubs by removing portions of the currently impermeable asphalt surface. Through the addition of site and landscape lighting, safety for our guests and neighbors will be improved. These renovations will help ensure that the project only improves the character of the neighborhood.

The proposed nightclub will be located in the Southwest portion of the existing building (a concrete masonry structure) to assist in mitigating amplified sound. In addition we have provided a sound mitigation plan outlining the various strategies employed in the design to help ensure that the business doesn't disturb our neighbors. Again, our intention is to play a positive role in the redevelopment of the property and activate the area with new life and vibrancy. Both of the business owners live in the neighborhood, play an active role in the community, and are eager to contribute to its development.

Attached you will find a selection of architectural drawings documenting the existing conditions of the property and proposing a preliminary design for the new business as provided by our architect (Michael DesBarres, AIA of MdBDesign, LLC) and landscape architect (Jared Vincent PLA, ASLA of ZDA Outdoor Creative).

We welcome your review, questions and comments on what we've proposed and look forward to formally presenting the project for the public at the Planning Commission public meeting, scheduled for October 2, 2017. With your approval we plan to complete the design of the project and begin construction as soon as possible in anticipation of opening for business near the start of 2018.

Thank you for your time, thoughtful review and consideration.

Jason Socha & Gregory Kveberg - Owners