

December 9, 2015

Matt Tucker  
City of Madison Zoning Administrator  
Madison Municipal Building  
215 Martin Luther King, Jr. Blvd  
P.O. Box 2985  
Madison, WI 53701-2985

Dear Mr. Tucker:

Thank you for considering the Fool's Cap Brewery project, and our request for a conditional use permit to allow the production/manufacturing of beer at 849 East Washington Ave. All supporting materials accompany this letter of intent.

Prior to the preparation and filing of this application, we met with city staff, discussed our project with Marsha Rummel, the district's alder, and met with and secured unanimous approval from the Marquette Neighborhood Association. All required meetings and discussions occurred prior November 1, 2015, or more than 30 days before the filing of this application.

### **Property**

We are in the final stages of negotiating a lease for Suite 118 and part of Suite 116 at 849 East Washington Avenue. The larger property is located at the southeast corner of East Washington Avenue and Patterson Street. Located in Council District 6, the property is zoned Traditional Employment; light manufacturing is an established conditional use in this district, and is defined to include "a business engaged in the... fabrication...of...beverages."

Home of the original Gardner Bakery, and since expanded to include 20,128 square feet of interior space, the building houses a variety of commercial establishments, including art studios, professional services, salons and one existing meadery/tasting room; the building has no dwelling units. Its total assessed value is \$1,238,400.

849 East Washington Avenue includes, at the rear of the building a 26-space parking lot for our use. We have reserved space at the front of the building for additional bicycle parking. There is no other usable open space on the lot. We expect the majority of business to arrive by foot.

Within the building, our operation will sit in the western most corner, including the finished Suite 118, which faces and opens onto East Washington Avenue, and part of an unfinished warehouse space in Suite 116. Both spaces are currently unoccupied, but Suite 118 most recently housed the Center for Conscious Living and Suite 116

served as record storage for the State of Wisconsin's Department of Workforce Development.

### **Intended Use**

Fool's Cap Brewing Company will contract with an off-site producer to meet wholesale demands. The East Washington site will generally produce only what is consumed on site, plus smaller amounts that can be taken off site through growler sales. Production of those small 3.5-barrel (110 gallon) batches will occur in the warehouse space within Suite 116, and will occupy approximately 1,400 square feet.

The brewing process will produce few odor emissions. We anticipate that any odor detectable odor will be less than that detectable from average-sized restaurants and will occur only during a two-hour window within the brewing process, 3-4 days per week. Solid byproducts will be limited mainly to spent grains, which we intend to distribute to local farmers for use as feed, or to local community gardens for compost. Effluent will be mainly water with relatively small traces of yeast and ethanol. Overall water usage will average 6,000 gallons per month.

State law permits a brewery an attached taproom, where beers made on site and other beers made in Wisconsin can be sold directly to retail customers from original sealed containers. Suite 118, which is at the front of 849 East Washington and directly accessible from East Washington Avenue, will house our taproom. The space consists of approximately 2,500 square feet. A cold room, for storage of filled tanks and kegs, and a surrounding bar area, will consume approximately 650 square feet, and two bathrooms an additional 175 square feet.

The tap room's hours of operation will be:

Sundays:	Noon through 11:00 p.m.
Mondays-Wednesdays:	4:00 p.m. through 11:00 p.m.
Thursdays and Fridays:	4:00 p.m. through 1:00 a.m.
Saturdays:	Noon through 1:00 a.m.

We will not prepare food on site. We do intend to partner with other local food producers so we can offer a limited range of prepared food items that compliment our selection of beers (chocolates, meat and cheese plates, etc.). We are giving preliminary consideration to partnering with local food carts, which could park outside and near the building where permitted. Otherwise, customers would be permitted to have food delivered to the site.

The taproom will feature pre-recorded music piped through speakers, but music volumes will be kept lower. Any live performance of music would be acoustic. We will not host amplified live performances.

In year one, we expect to hire the equivalent of 4-5 full-time positions, 3 of which will be full time and the remainder being part-time taproom positions.

### **Improvements**

We anticipate starting improvements on the two suites in February, depending on contractor availability and necessary permitting. We are still in the process of accepting bids and choosing a general contractor, but expect to have that process completed by the time our application is considered in January. Our architect, Dorschner Associates, is assisting with design specifications.

We expect work to conclude by June 2016, as we will require 2-3 months lead time to test new brewing equipment and prepare product for retail sales. Our hope is to have doors open to the public by September 1, 2016.

Improvements will include few structural changes to the existing spaces. The more significant improvements will occur in Suite 116, where it will be necessary to re-contour or raise the existing concrete floor and introduce water supply, drainage, and connections to existing sewage lines. Walls that currently divide the two suites will be modified to provide direct and enclosed access from one to the other. Overhead doors will open so that bright tanks, which store finished beer, can be wheeled from the production area to cold storage in the taproom.

In the taproom, our improvements will include the addition of a 12x32 cold room and a bar that faces it on two sides, replacement of a small barrier wall surrounding the front entrance, and improvements to the two existing restrooms. Otherwise, work in this area will be more superficial or cosmetic.

We do not plan any alteration to the exterior of the building except the addition of signage, and we understand that this may require separate permitting.

Total project costs are anticipated at \$225,000, with the additional of \$125,000 in brewing equipment and other business personal property. We cannot estimate the number of constructions jobs the improvements will create.

Again, thank you for your consideration of our application. Please feel free to contact us with any questions or concerns in advance of our anticipated January 25, 2016 meeting.

Sincerely,

Lance A. McNaughton  
President, Fool's Cap Brewing Company, LLC