

Parks, Timothy

From: Rebecca McLean [rmjojomclean@gmail.com]
Sent: Thursday, May 03, 2012 4:55 PM
To: Parks, Timothy
Subject: Echo Tap patio

Hi Tim! My name is Rebecca. I just wanted to write you to comment on the expansion at the Echo Tap. I've lived on Main street for over six years now so naturally I've been a regular for as long. I've always enjoyed coming to the Echo for many reasons, and now that they've remodeled it's even better! There are flat screens everywhere, the interior is fresh and new and the patio is so nice to have. Not to mention the beautiful new kitchen, new menu, and awesome pizza!

Everyone wants to sit on the patio during the warm weather! I know the owners have been thinking about getting a tent structure for the winter time. I think if that was installed the patio was be almost as busy during the winter as in the summer... This is Wisconsin! Also a larger patio with the option of being able to stay outside longer and enjoy food, friends, and drinks would be awesome, and lucrative for the Echo. I've come to care for the place, the regulars, and the employees. I really think this would be a great new addition that would be enjoyed and appreciated by all the people who love coming to the echo. So thank you!

Rebecca

Parks, Timothy

From: Barry Widera [barry@webguydesign.com]
Sent: Thursday, May 03, 2012 6:10 PM
To: Parks, Timothy
Subject: in support of Echo Tap proposal

Hi Tim,

I would like to write a note in support of the Echo Tap proposal for extended patio hours and expansion of size of the existing patio.

I own a small consulting business at 301 S. Bedford St (there are 4 of us in my business), about 3 blocks from the Echo. I appreciate working downtown, I live in the Monroe St neighborhood but I spent almost all my time at work — frequently working 10 or 12 hour days, and 7 days a week is the norm. Sometimes it feels like Bedford Street is the ONLY neighborhood in Madison.

The major reason why my office is located near downtown is the proximity to my home and to businesses. In fact, about a year ago, I gave up my car, sold my car, in favor a healthy lifestyle, walking and biking to work (bus in only the coldest weather). Two of my business partners (a total of 3 of the 4 people in my office) also walk or bike to work 95% of the year.

Considering how close we are to downtown, the Bassett neighborhood has a shortage of businesses. From the outer square to Proudfit, from West Wash to John Nolan, there really are VERY few businesses to support a walking lifestyle in the neighborhood. I was so happy when the CVS store opened at Bedford/Wash.

I work long hours and when I do leave work, if the weather is nice enough to spent some time outside, I would love to have that time spent outdoors, getting a late dinner or a drink. Remember the "cabin fever" that everyone felt when the nice weather came in March this year? That's the kind of cabin fever that I feel everyday after 12 hours inside at a desk.

Sometimes, when trying to decide where to go for dinner, the biggest factor is "where can I sit outside?" So I am thrilled with the new patio at the Echo Tap — the only problem is, it is very popular and the small size (about 5 or 6 tables) fills up. It's popular, and for good reason. It's really nice.

I have been going to the Echo for about 9 years (when I started my business on Bedford) and I have to say that the latest renovations are beautiful. They took a place that had great food and cheap drinks, but was a little run-down — and turned it into a clean, modern, beautiful place that expanded its menu and made it a destination where I am happy to take my clients for lunch or dinner. This was no "fresh coat of paint" renovation, this was really significant. I am sure that the owners spent a good deal of money, but besides the money, they showed that they cared about getting all the details done right. The building with all its updates still fits well into the neighborhood, the scale and style fit.

For me, I am happy to give the Echo my business, maybe 3 or 4 times a week, helping them to pay their bills. Remember, I don't have a lot of choices. There is a Panera at West Wash/ Regent on the fringe of the neighborhood, but it closes at 8pm. I am typically just leaving work between 8pm and 9pm. From other people I meet in the neighborhood, I think it is becoming more and more common for people to catch a late dinner. 9pm is the norm. If the patio is closed at 9pm then eating outside is not an option. I wish it were an option, and that's why I am taking time to write to you today.

I'm sure that some people who live in the neighborhood may have concerns about later hours and a larger patio. People who live and work downtown expect a compromise to earn the convenient lifestyle of being able to walk to many attractions (bars, restaurants, pharmacy). I think that a well managed place like the Echo Tap is the perfect success story — a good business, investing in the quality of life for those in the neighborhood. I think the expansion of the patio and the additional one hour will do a lot to make the Echo an even better place, for me and many similar city dwellers. Even doubling the size of the Echo patio, it will be smaller than other places with outdoor seating like Genna's, Mickey's on Willy St, Great Dane downtown. Even the restaurants on State Street with their sidewalk cafes have more space (Hawk's, State St Brats).

Anyone concerned about noise from the Echo has not spent much time on Bedford St — trust me, the large buses and trucks use Bedford St as a shortcut at all hours, well into the night. Either you don't want to put up with the noise from the city traffic, and you move to a sleepy west side neighborhood — or you don't even notice the noise from the traffic, and the Echo Tap fits right in.

THANKS FOR YOUR TIME.

Barry Widera

Parks, Timothy

From: Martha Treutelaar [mtreut@me.com]
Sent: Thursday, May 03, 2012 6:03 PM
To: Parks, Timothy
Subject: Echo Tap

To Whom It May Concern :

I am writing in support of the plans to expand the patio at the Echo Tap. There are very few patios in the neighborhood. I live nearby and we like to have group lunches outside and the Echo needs more space. The owners are very responsible and it is always very pleasant and quiet on the patio. The customers the Echo is now attracting are interested in having good food and enjoying the outdoors. It has always been peaceful and has a great ambiance when I have been on the patio.

Thanks much,
Marti Treutelaar
360 West Washington #906
Madison, WI 53703

Parks, Timothy

From: Susan LaFlash [suelaflash@charter.net]
Sent: Thursday, May 03, 2012 6:33 PM
To: Parks, Timothy
Subject: Echo Patio Hours

I urge the Planning Commission to approve expanding patio hours for the Echo. The Echo has become a good neighbor to the downtown community, where I live. Having a place in the midst of the concrete to spend time outside, eat, and get together with friends and neighbors.

The patio addition, menu changes and overall upgrading of the echo has been value added to both the Bassett and Mifflin neighborhoods. It continues to be a congregating area for watching sports, meeting up before games, great Friday Fish Fry, and just hanging out. Taking advantage of the nice days in Madison is such a place to this gathering place.

There are few establishments offering the opportunity for gathing with an outside venue in the immediate area. In addition, the Echo has proven to be a responsible establishment, that has earned this opportunity.

Thank you.

Susan LaFlash
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