

July 22, 2015

Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison WI 53701

RE: **Letter of Intent**
1313 Regent Street
Madison, WI

To Whom It May Concern:

The following is submitted together with the plans, application and zoning text for staff, Plan Commission and Common Council consideration of approval.

Organizational structure:

Owner: FCS Plan B, LLC
5626 Cobblestone Lane
Waunakee, WI 53597
Contact: Rod Ripley

Architect: TJK Design Build Inc
612 West Main Street, Ste. 201
Madison WI 53703
608-257-1090
608-257-1092 fax
Contact: John J Bieno
jjbien@tjkdesignbuild.com

Engineer: D'Onofrio, Kottke & Assocs, Inc.
7530 Westward Way
Madison, WI 53717
608-833-7530
Contact: Ron Klaas

Landscape
Design: Richard Slayton, ASLA

Introduction:

The site is located mid block on the south side of the 1300 block of Regent Street. The site is approximately 22,454 square feet in size. It currently has an existing structure that has seen many purposes over its 70+ year lifespan. Most recently as a car repair center. The property extends all the way through the block to Bowen Court. Regent Street is an active area in the city for all modes of transportation. Bowen Court is a one way street that primarily serves as a link to the converted housing along this street. To the east and west of the property there is a mix of commercial properties and more converted housing.

Deconstruction:

This proposed development envisions the deconstruction of a 1650 square foot addition on the west side of the existing building. There will also be selective demolition on the existing structure including opening existing windows which have long been closed. A chain link fence encompassing the position of the lot along Bowen Court will also be removed.

Description:

The site under consideration is along a busy thorough fare near the UW Campus. An existing structure along Regent Street will be repurposed into a multi-tenant building. The major tenant will be a brew pub. The brew pub will benefit from an access way on the western edge of the development. The access way will also contain 14 off street parking stalls. Pedestrian and bicycle access and parking is readily available.

The existing structure will be cleaned, repaired and benefit from selective demolition. The demolition will primarily be in two parts. First, an existing addition to the original building, along the western side, will be removed to make way for the access road. The second part of the demolition will be opening existing window and door opportunities long closed. Existing skylights will be removed in order to install new, more energy efficient options along with interior demolition to accommodate the needs of the tenant. There will be an area established for on-site brewing and food preparation. There is also an area set aside for the occasional use for an event. Some of the events may be, but not limited to: football Saturdays, neighborhood gatherings, club and/or group meetings and small family events. An outdoor patio has been created to offer patrons another dining option during good weather and established hours.

Hours of Operation:

Brew Pub Sunday – Thursday 11:00 AM – 2:00 AM
 Friday - Saturday 11:00 AM – 2:30 AM

Outdoor Dining 7 days a week (weather permitting) 11:00 AM – 10:00 PM

Banquet Facility (by reservation) same as Brew Pub

Occupancy Load:

Brew Pub 2,863 SF = 200 Persons
Commercial Kitchen 1,044 SF = 5 Persons
Banquet Facility 2,432 SF = 450 Persons (owner set amount)

Brewery 1,393 SF = 3 Persons
Outdoor Dining 1,269 SF = 58 Persons (owner set amount)

Parking:

Brew Pub Vehicle 14 Provided 40 required for Brew Pub
68 required for Banquet
Bicycle 5% of Capacity 36 required

Lot Coverage/Useable Open Space:

Brew Pub Building Lot Area 22,454 SF
Building 10,091 SF
Green Space 2,133 SF

Schedule:

Plan Submitted July 22, 2015
Plan Commission September 21, 2015
Common Council October 6, 2015
Plan Approval October 20, 2015
Final Zoning Approval November 3, 2015
Start Construction November 17, 2015
Bar Operational March 1, 2016
Final Completion October 1, 2016

CU Requested:

- Reduction in parking for Brew Pub Building
- Outdoor eating area

Social and Economic Impact:

This development will have a positive social and economic impact. The development will potentially increase the city's tax base with minimal if any increased cost to the city. The redevelopment will provide new work opportunities and housing options. It also promotes pedestrian, bicycle and mass transit circulation.

Thank you for your time in reviewing our proposal.

Sincerely,

John J Bieno, AIA
TJK Design Build Inc