

Firchow, Kevin

From: John Martens [johndmartens@sbcglobal.net]
Sent: Wednesday, October 03, 2012 11:46 AM
To: Firchow, Kevin; Tucker, Matthew
Cc: Rummel, Marsha; 'Scott Thornton'; Dan Frost; jonathan hunter; Mel Trudeau
Subject: Conditional Use for 809 Williamson Street

We would like to amend our application for a conditional use permit for outdoor seating for 809 Williamson Street to include a parking reduction as required by City of Madison Zoning.

John D. Martens

Firchow, Kevin

From: John Martens [johnmartens@sbcglobal.net]
Sent: Thursday, October 11, 2012 8:45 AM
To: Firchow, Kevin
Subject: Parking Statement

Kevin,

Please find the following statement regarding the proposed parking context at 809 Williamson Street.

Thank-you,

John Martens

We are requesting a parking requirement reduction of 29 spaces at 809 Williamson St. because we feel there are numerous mitigating circumstances that will alleviate the vehicular parking pressure for this particular site.

- We know from experience at our current Johnson Street and former Mifflin Street locations that a significant proportion of our customer base lives in the immediate neighborhood and is committed to alternate modes of transportation. To that end we are providing 13 bicycle parking stalls, well beyond the legal requirement, and will be offering bicycle rider discounts. We feel this is consistent with our focus on local and sustainable practices in general.
- 30 of the 70 restaurant seats are in the outdoor seating area that will be in use at most five months of the year, during which the bicycle stalls will serve a large proportion of the excess.
- The site is less than one block from a bus stop and one block from the bike path.
- Our customers will have access to a 50-stall lot owned by our landlord, John Martens, at the Madison Candy Company, 744 Williamson St.
- We are currently negotiating use of evening parking at lots at 826 and at 754 Williamson Street.
- Marty Rifkin of Contact Realty is in the final planning of a 350- to 450-stall parking ramp behind the Madison Candy Company and parking in it will be available to the public.
- Although there is significant use of street parking near other Williamson Street restaurants with minimal or no stalls, the 800 block has a lower street stall usage, especially at night.
- There are three additional *de facto* parking stalls on the lot at 809 Williamson St. in the space shown as a blank on the site plan. These cannot be legally designated because they do not meet Madison parking dimension standards, but like many other parking spaces on Williamson St. lots of limited size, they are frequently utilized.
- The restaurant will utilize a 5,000 square foot pre-preparation facility located two blocks away, significantly reducing the number of on-site employees.
- The site is located just two blocks from the Downtown zone that requires no parking, and will not be subjected to the parking requirement formula when the new zoning code is imminently adopted.

Parking is an issue that planners, landlords, tenants, and neighbors are grappling with as we respond to the necessity to achieve greater efficiency from our cities and resources, all within limited space. There is no perfect answer, but we feel that the resultant needs for vehicular parking are far outweighed by the benefits of achieving a higher usage from existing buildings, improving the business community, and providing quality service to the residential neighborhood, all in an attractive setting.

Underground Food Collective