

July 14, 2020

410 Midland Lane
Monona, WI 53716

Douglas Plowman, AICP
City Planner/Assistant
Economic Development Director
City of Monona
5211 Schluter Road
Monona, WI 53716



RE: Zoning Application for 4201 Monona Drive (Confectionique LLC)

Dear Mr. Plowman:

I am the owner of Confectionique LLC, a sole proprietorship in my name. After 10 years of operation in Middleton, I have moved my business home to Monona and hope to open to the public on August 6, 2020. I have leased the space at 4201 Monona Drive, which previously housed the Easter Seals donation center.

Confectionique is a French-inspired retail market that has an event-driven business model. I generally hold seven to eight markets per year, each with a different theme and each generally four to eight days in length spread over two consecutive weekends. About half my merchandise consists of French goods such as books, kitchenware, toys, imported packaged foods such as French coffee, and fashion accessories. The rest of my merchandise consists of hand-made crafts, refurbished furniture and home decorations.

I also operate two online ETSY stores, and intend to use part of the property for preparing and mailing orders.

For the duration of the current health emergency in Dane County, I have switched to a by-appointment-only system for my markets, under which people wishing to come to Confectionique to shop must schedule a time online. This is intended to keep customer density within allowable limits under current health regulations.

The space at 4201 Monona Drive is in the same building as The Medicine Shoppe pharmacy at 4205 Monona Drive. We share a parking lot with about 24 parking spaces, which is more than sufficient for the customer density that we expect. I generally do not receive shipments at the store but rather at my home in Monona, so deliveries should not be an issue.

I do not have any employees at this time. My husband Adam sometimes volunteers his time to help me at the shop, especially during markets.

Hours of operation:

I will use my upcoming August market as an example. A typical market schedule would be:

Thursday August 6th: Noon-7pm
Friday August 7th: 10am-5pm
Saturday August 8th: 10am-5pm
Sunday August 9th: Noon-5pm


Friday August 14th: 10am-5pm
Saturday August 15th: 10am-5pm

Other markets currently scheduled for 2020 include holiday markets Nov. 5-8 and Dec. 3-6. However, because of the disruption to my normal business model caused both by moving to Monona and by the current health emergency (which has required reduced customer density) I am likely to add additional days and hours to the 2020 schedule; in addition, I am considering adding some at-request hours for people who want to schedule shopping time outside of my regular markets. I publicize our hours of operation on our Confectionique Facebook page, our web site www.confectionique.com, as well as on Google.

Floor Plan: I have attached a floorplan I designed for my shop. We have not changed the existing arrangement of the rooms in the building. The arrangement of the furniture shown on the floorplan may change somewhat from market to market depending upon the theme, but there would not be major changes.

If you need any additional information not provided here or in the attachments, please let me know. I will be in attendance at the Zoom meeting on July 27, 2020 at 7:00pm, along with the landlord, Tama Thomas of Chloe LLC.

Thank you,


Anastasia Korbity
Confectionique LLC



CITY OF MONONA: ZONING AND CONDITIONAL USE PERMIT APPLICATION FORM

It is the responsibility of the applicant to contact the City Planner at (608) 222-2525 or dplowman@ci.monona.wi.us prior to application submittal to discuss the process. Please note that your application will not be put on the agenda until all materials are received by the City Planning office.

APPLICANT INFORMATION:	
Name: Anastasia Korbitz	Company: Confectionique LLC
Phone Number: (608) 235-5894	Email: confectionique@confectionique.com
Mailing Address: 410 Midland Lane, Monona, WI 53716	

APPLICANT WILL BE REPRESENTED BY:		<input type="checkbox"/> N/A
Name: Tama Thomas	Company: Chloe LLC	
Phone Number: (608) 255-8998	Email: tamarubinthomas@gmail.com	
Mailing Address: 317 E. Wilson Street, Madison, WI 53703		

PROPERTY INFORMATION:	
Property Address: 4201 Monona Dr., Monona, WI 53716	Landmark Property: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Owner Name: Robert Rubin / Chloe LLC	Owner's Address: 317 E. Wilson St., Madison, WI 53703
Current Zoning: Retail	Existing Property Use: Retail

APPLICATION PROCEDURES:

- Create a letter or memo stating your request and reasons why the request should be reviewed and considered for approval. Include a description of items including: the current and proposed business, hours of operation, number of employees, number of anticipated visitors per day, number of parking stalls, how and where deliveries are made, the modifications or additions to be made to the property, etc.
- List the name, address, and phone number of the Owner, Developer, Firm and Individual at that firm who prepared the plans. Owner authorization must be provided for tenants or lessees.
- Provide project plans labeled with scale, north arrow, adjacent street names, and dates on which plans were prepared or revised. Text must be readable (min. size 10 font). It is recommended plans be prepared by a professional engineer, architect, etc.
- Printed and PDF copies of all materials must be received by the City Planning office before the item is scheduled for a meeting.
- Please submit **10 copies** of all plans with any changes suggested by department heads on 11" x 17" size paper or larger **four weeks** prior to the meeting (date of meeting requested _____).
- The applicant or representative of the applicant shall be present at the Plan Commission meeting or the application may not be considered.
- The applicable permit fee of \$_____ is due at the time of plan submittal.

Below Space for Office Use	
Date Approved: 7/27/2020	Permit Number: 2-009-2020
Approved By: Plan Commission	

CITY OF MONONA: PLAN COMMISSION ZONING PERMIT CHECKLIST

Not all checklist items may be required for all permit applications. To determine what checklist items are necessary for your application, please speak to the City Planner at (608) 222-2525 or dplowman@ci.monona.wi.us.

Site Plan: (include 10 copies at a scale of 1"=20' or 1"=40', with all text being readable)

- Indicate property boundaries, existing/new structures, parking, building location with front yard, side yard & rear yard setbacks.
- Location of neighboring buildings.
- Total area of the site, square footage of buildings, square footage or % of paved surface, square footage or % of green space.
- Location of existing & proposed driveways, curb-cuts, sidewalks, loading & delivery areas, fire hydrants, etc.
- Locations of existing and proposed sanity sewer, storm sewer, water mains, proposed or existing easements.
- Parking lot layout indicating size and quantity of spaces, dimensions of drive aisles, handicapped stall locations.
- Location, type, height and materials of existing and proposed fences or walls.

Building Plans: (include 10 copies at a scale of 1/8"= 1', with all text being readable)

- Building floor plan with dimensions.
- Detailed building elevations of all sides of the proposed building(s).
- Elevations must indicate the type & location of the exterior materials to be used & the proposed color scheme.
- Locate exterior lighting, locations for wall signage, awnings, or other exterior features.
- Indicate location of all HVAC units or other mechanicals and your proposal for screening.
- Present actual samples of materials and colors proposed for all exterior materials to the Plan Commission.

Landscaping Plan: (include 10 copies at a scale of 1"=20' or 1"=40', with all text being readable)

- Indicate size, quantity, type and common name of all existing and proposed trees, shrubbery, perennials, and other landscaping.
- Indicate the use of large scale planters, solutions for foundation plantings, and landscaping for parking islands.
- Describe the screening proposed for outdoor storage areas, parking, etc.
- Include the vision triangle area on plans to show the required lines of sight where driveways meet streets.
- Location of berms, fences with details and materials used, and any non-plant features proposed.
- Indicate exterior seating areas, bicycle racks, etc. along with manufacturer photos, materials and colors used.

Signage Plan & Completed Permit Form: (include 10 copies with all text being readable)

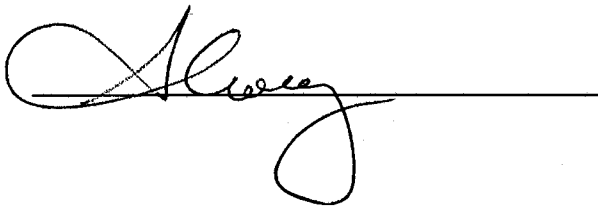
- Indicate location of proposed and existing site and landscape signage on an overall site plan (at 1" = 20' scale) including drive locations.
- Show proposed size & height of signs and signage elements, specific typestyle and all graphic elements to be used.
- Illustrate materials and colors used to fabricate signs.
- Shopping centers/buildings with leased space shall develop a comprehensive signage plan.

Please note that additional permits may be required. These include, but are not limited to, stormwater utility, erosion control and stormwater management, and right of way permits.

Property Accessibility for Site Review:

By signing below, the applicant hereby grants the Plan Commission members and City Staff access to the property in question, in the event that a site visit is deemed necessary for the zoning permit review process.

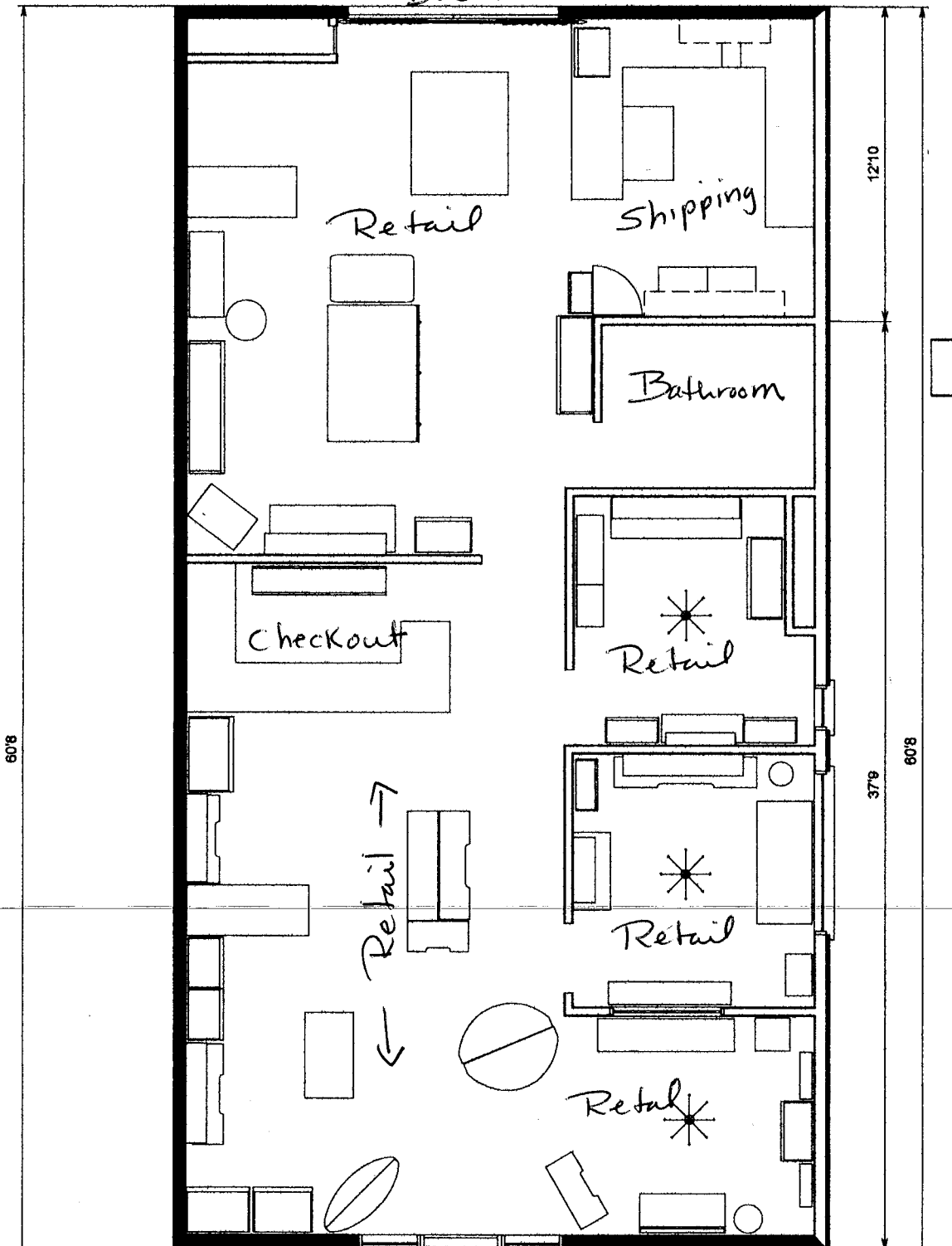
Applicant Signature



Date

6/15/2020

Back



60'8"

12'10"

Shipping

Retail

Bathroom

Checkout

Retail

Retail →

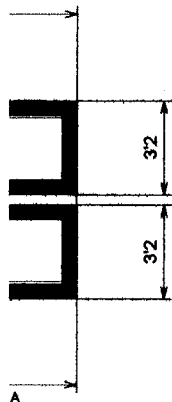
Retail

Retail

37'9"

60'8"

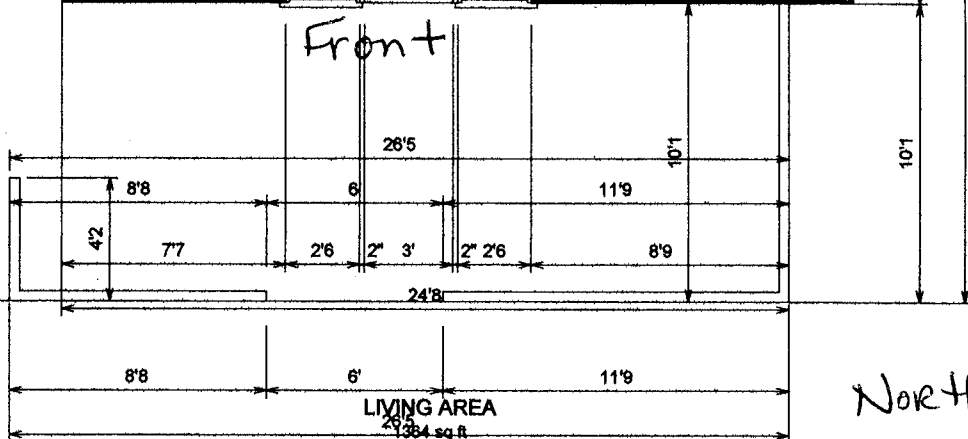
Front



32

32

A



10'1"

LIVING AREA

2936 sq. ft.

North →

Monona Drive

28'5" 10'1" 8'9" 11'9" 6' 2' 26" 3' 2' 26" 26" 77" 42" 8'8" 6" 24'8" 8'8" 6" 11'9"