


R18.000645

	City of Fitchburg Planning/Zoning Department 5520 Lacy Road Fitchburg, WI 53711 (608) 270-4200	CONDITIONAL USE PERMIT APPLICATION
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The undersigned owner, or owner's authorized agent, of property herein described hereby applies for a conditional use permit for the following described property:

1. **Location of Property:**
Street Address: 5264 Verona Road Fitchburg WI
Legal Description - (Metes & Bounds, or Lot No. And Plat): _____
commercial property 1.2 acres, 8,655 square feet

***Also submit in electronic format (MS WORD or plain text) by email to: **PLANNING@FITCHBURGWI.GOV**

2. **Current Use of Property:** Fitness Center & private events
 3. **Proposed Use of Property:** fitness center, private events, public for events ie band, bridal shower etc
 4. **Proposed Development Schedule:** no development needed
 5. **Zoning District:** B-8 general business district

6. **Future Land Use Plan Classification:** _____
 ***Pursuant to Section 22-3(b) of the Fitchburg Zoning Ordinance, all Conditional Use Permits shall be consistent with the currently adopted City of Fitchburg Comprehensive Plan.

***Attach three (3) copies of a site plan which shows any proposed land divisions, plus vehicular access points and the location and size of all existing and proposed structures and parking areas. Two (2) of the three (3) copies shall be no larger than 11" x 17". Submit one (1) pdf document of the entire submittal to planning@fitchburgwi.gov.

Additional information may be requested.

Type of Residential Development (If Applicable): _____
No. of Dwelling Units by Bedroom: 1 BR 2 BR 3 BR 4 or More

No. Of Parking Stalls: _____

Type of Non-residential Development (If Applicable): _____

Proposed Hours of Operation: _____ **No. Of Employees:** _____

Floor Area: _____ **No. Of Parking Stalls:** _____

Sewer: Municipal Private **Water:** Municipal Private

Current Owner of Property: business is owned by Amy Sanborn

Address: 417 Lucerne Drive Verona WI **Phone No:** 608-212-0654

Contact Person: Amy Sanborn

Email: amylovesthesun@gmail.com

Address: 417 Lucern Drive #1 Verona WI Amy Sanborn **Phone No:** 608-212-0654

Respectfully Submitted By: [Signature]

Owner's or Authorized Agent's Signature

** It is highly recommended that an applicant hold at least one neighborhood meeting prior to submitting an CUP application to identify any concerns or issues of surrounding residents.

PLEASE NOTE - Applicants shall be responsible for legal or outside consultant costs incurred by the City. Submissions shall be made at least four (4) weeks prior to desired plan commission meeting.

For City Use Only: **Date Received:** 12-14-2022 **Publish:** _____

Ordinance Section No. _____ **Fee Paid:** 490

Permit Request No. 11-2494-23

etc
NOT
Open to
Public
As
A
BAR

to: 18.000645

Dec 15, 2022

SANBORN, AMY

LICENSES & PERMITS

CU-2494-23 480.00

Total: 480.00

CHECK

Check No: 2021 480.00

Payor:

SANBORN, AMY

Total Applied: 480.00

Change Tendered: .00

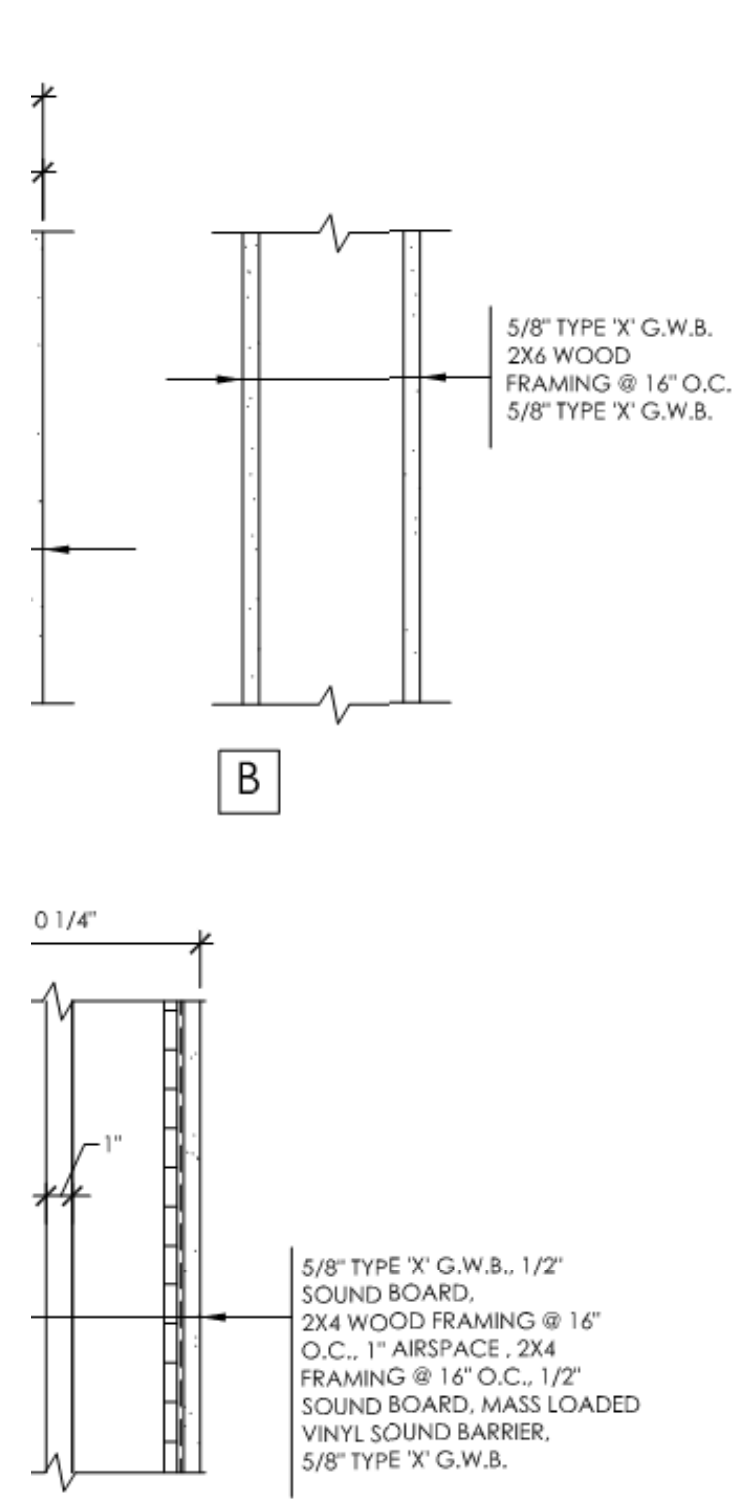
12/15/2022 09:35AM

CITY OF FITCHBURG

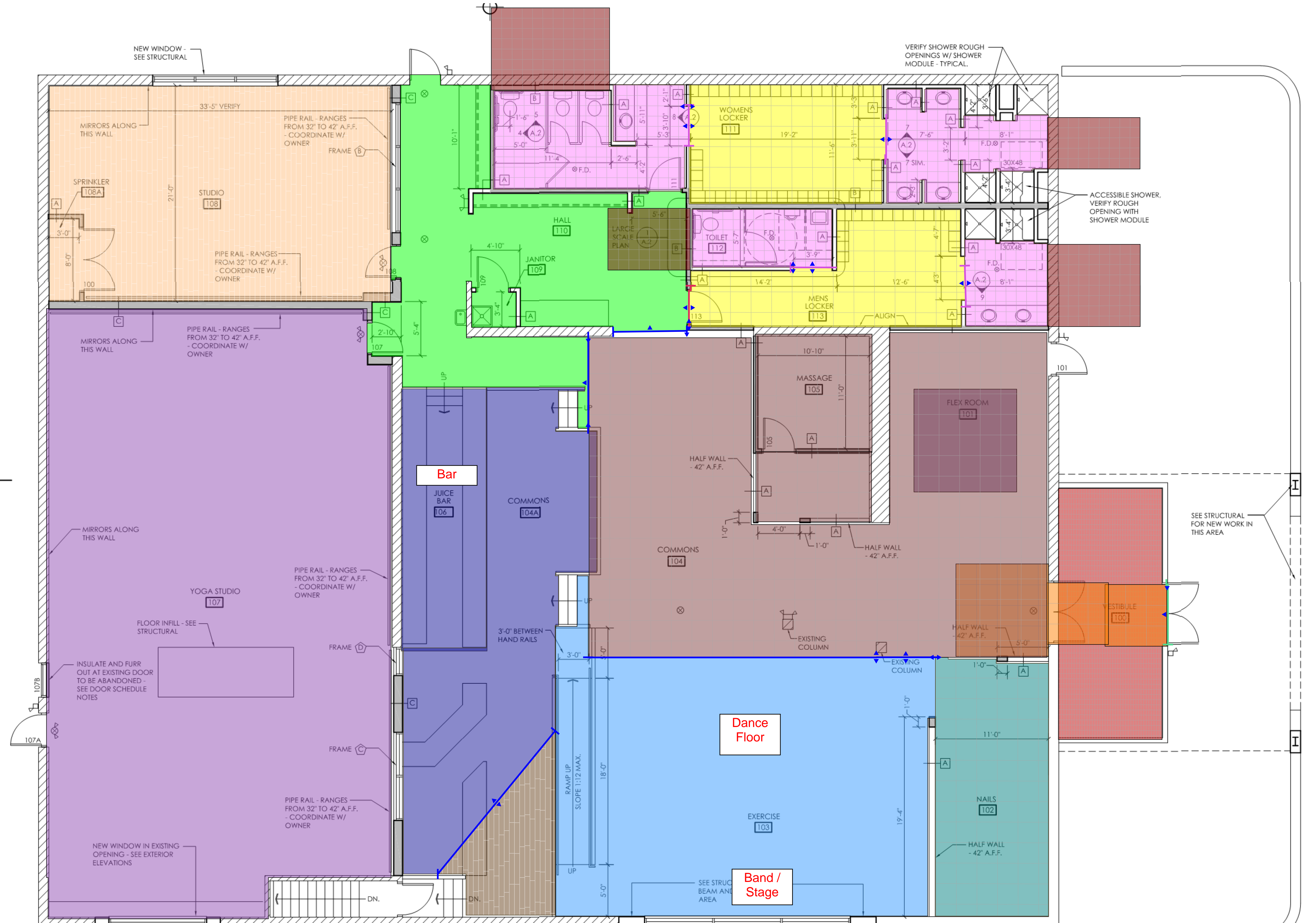
5520 LACY RD

FITCHBURG WI 53711

608-270-4200



- NOTES**
- DIMENSIONS (INCLUDING FIELD VERIFICATION) STARTING WORK OR FABRICATING ANY BE NOTIFIED OF ANY DISCREPANCIES
 - FINISH (DRYWALL) UNLESS NOTED OTHERWISE
 - ON PLAN
 - ON PLAN. THESE WALLS TO
 - U.F.F.
 - LS FOR CABINETS, SHELVES AND EQUIPMENT REQUIRING



- 1/4 AMORIUM RUBBER
- 2X2 WALL FILL IN REPAIR
- 3/8 AMORIUM RUBBER
- CTA-XXA 12FT
- ECO DOUBLE
- LOCKER ROOMS CARPET TILE
- Mad Power Training - Ceramic Tile in Vestibule - 3' x 6' - Red
- MAIN AREA CPT TILE
- Owner Supplied - LVP - Red
- RENO TK 5/16 AN ALUM. AE SATIN ALUMINIUM
- RENO U 3/8 AN ALUM. AE SATIN ALUMINIUM
- ROMA AVO - CHATEAU CREAM
- ROMA AVO - WEST TOWER
- SHAW - PARK AVE - 620 BRONX
- SHAW SUCCESSION 24X24
- SITE FINISH WOOD
- WOOD - Madpower Training: Brown

dm architecture
119 north main street
oregon wi 53575

madpower training
5264 verona road
fitchburg, wi 53719

edules,
alls

Re: FW: Fitchburg - Conditional Use Permit - Madpower Training Center

MadPower Training Center <madpowertrainingcenter@gmail.com>

Tue 12/20/2022 2:38 PM

To: Deanna Schmidt <Deanna.Schmidt@fitchburgwi.gov>

Deanna - thank you for including the floor plan.

The floor plan shows the dimensions of all spaces including the doors. There is the main entrance/exit as well as an additional three exits.

The path to the exits is pretty self explanatory but I will do my best to build on that. People would exit the same way they came in which is through the double door entryway. There is also a clear path to an exit we call the flex room. The only things we have in that room are card tables which people can move easily through. Another exit is in the main fitness area. This room is completely empty with the exception of weights stacked on the back wall so again nothing to move around or crowd anyone. The other exit leads to the dumpster/fire lane. Again, nothing gets in the way of anyone moving swiftly to any of the doors.

The area labelled Juice bar is the bar (and the front desk)

The band sets up in the room labeled exercise (103) under the large windows to the left as you walk in. The dance floor is in front of the stage. The commons area (104) is also a spot for people to watch the band. The area marked hall (110) is a place people can go if they don't want to be as close to the band.

We have an ADA ramp as well as bathrooms.

If you could please share this with the building official along with a copy of the floor plan I would appreciate it very much.

Please feel free to send me any follow up questions.

Thank you

Amy Sanborn

On Thu, Dec 15, 2022 at 9:47 AM Deanna Schmidt <Deanna.Schmidt@fitchburgwi.gov> wrote:

Hi Amy;

I just spoke with the Building Official. As you prepare your letter, there are other things that are needed:

1. Number and types of events per year
2. Number persons at each event - What will be the person capacity of the building?
3. Hours of operation
4. Floor plan showing:
 - a. Entries and exits
 - b. Provide the measurements of all door widths
 - c. Path of exit in an emergency
 - d. Band, bar, audience, dance floor locations

Please let me know if you have any questions.

Thanks,
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Deanna Schmidt, AICP

City Planner & Zoning Administrator
City of Fitchburg
5520 Lacy Road
Fitchburg, WI 53711
deanna.schmidt@fitchburgwi.gov
608-270-4255

From: Deanna Schmidt <Deanna.Schmidt@fitchburgwi.gov>

Sent: Wednesday, December 14, 2022 2:31 PM

To: MadPower Training Center <madpowertrainingcenter@gmail.com>

Subject: Re: FW: Fitchburg - Conditional Use Permit - Madpower Training Center

Please fill out what you can.

We will need:

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Sent: Wednesday, December 14, 2022 1:20 PM

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Subject: Re: FW: Fitchburg - Conditional Use Permit - Madpower Training Center

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<madpowertrainingcenter@gmail.com> wrote:

Deanna - thank you for getting back to me so quickly. I will fill out the application immediately. I assume there's a place where I can enter a credit card for the fee?

I appreciate your help. I can't thank hi either of you enough.

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Hi Amy;

Thank you for reaching out so quickly. I am so sorry to hear of your Mom's illness.

To continue holding these events, you will need to apply for a new conditional use permit. The process is relatively simple. Your application is reviewed by staff and Plan Commission. If Plan Commission approves the new conditional use permit, the zoning part will be complete. Please know that Building Inspection will visit to ensure that the property remains save as an event venue.

First step - submit an application using this form. [Microsoft Word - ConditionalUse \(fitchburgwi.gov\)](#) The fee is \$480.

I'm happy to assist any way that I can.

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[5520 Lacy Road](#)
Fitchburg, WI 53711
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From: MadPower Training Center <madpowertrainingcenter@gmail.com>
Sent: Wednesday, December 14, 2022 11:52 AM
To: Michael Zimmerman <Michael.Zimmerman@fitchburgwi.gov>
Cc: Deanna Schmidt <Deanna.Schmidt@fitchburgwi.gov>
Subject: Re: FW: Fitchburg - Conditional Use Permit - Madpower Training Center

EXTERNAL EMAIL: BEWARE OF UNKNOWN ATTACHMENTS AND LINKS.

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I'm just trying to think of ways to survive. Thank you.

On Wed, Dec 14, 2022 at 10:17 AM Michael Zimmerman

<Michael.Zimmerman@fitchburgwi.gov> wrote:

Attached is the current CUP that Deanna provided from the application and approval from July of 2015.

Michael Zimmerman
Economic Development Director
City of Fitchburg
(608) 270-4245 (direct)
Michael.zimmerman@fitchburgwi.gov



From: Michael Zimmerman
Sent: Wednesday, December 14, 2022 10:11 AM
To: madpowertrainingcenter@gmail.com
Cc: Deanna Schmidt <Deanna.Schmidt@fitchburgwi.gov>
Subject: Fitchburg - Conditional Use Permit - Madpower Training Center
Importance: High

Hi Amy,

Nice to chat with you this morning. As I mentioned during our conversation, below is the information from our City Planner Deanna Schmidt regarding the current conditional use permit CUP for Madpower Training Center. I've cc'd Deanna on this email to connect the two of you. Here is her direct line number (608) 270-4255. I've also included the Plan Commission 2023 meeting schedule and submittal dates. The submittal date for the January 17, 2023 Plan Commission meeting is actually today, December 14th. Hopefully, you and Deanna can connect today to exchange information and determine next steps. Appreciate your prompt attention. Have a nice day.

<http://www.fitchburgwi.gov/DocumentCenter/View/24299/2023-Meeting-Schedule?bidId=>

From: Deanna Schmidt <Deanna.Schmidt@fitchburgwi.gov>
Sent: Wednesday, December 14, 2022 9:06 AM
To: Tracy Oldenburg <Tracy.Oldenburg@fitchburgwi.gov>; Jack Pearson <Jack.Pearson@fitchburgwi.gov>; Michael Zimmerman <Michael.Zimmerman@fitchburgwi.gov>
Cc: Chad Brecklin <Chad.Brecklin@fitchburgwi.gov>; Alfonso Morales <Alfonso.Morales@fitchburgwi.gov>
Subject: Re: Mad Power Training Center

Hi All;

5264 Verona is zoned B-G (Business General) -

- Fitness and health centers are permitted uses in this zoning district
- Drinking places are conditional uses
- Amusement and recreation services including bands, entertainment groups, and popular music groups are conditional uses

Mad Power Training Center - has a conditional use permit (2015) for a private fitness studio, with permission to serve beer and wine to members only. Their CUP request states that they are a private club offering members only fitness, yoga and barre classes. The bar was to be used as the front desk. The request specifically notes that "that this facility is not open to the public and our hours of operation rarely go past 8:30 PM Monday - Thursday and we are closed after 7 PM Friday, Saturday and Sunday. I've attached the approved CUP.

Based up Jack's email, this property is not in compliance with their CUP. A new CUP is necessary for

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Michael.zimmerman@fitchburgwi.gov



Re: FW: Fitchburg - Conditional Use Permit - Madpower Training Center

MadPower Training Center <madpowertrainingcenter@gmail.com>

Sun 12/18/2022 5:00 PM

To: Deanna Schmidt <Deanna.Schmidt@fitchburgwi.gov>

Hi Deanna, I hope you have had a good weekend. I will do my best to answer all your questions. Here goes.

As we discussed last week I think it may be important to state that I have no intention of ever asking to make MadPower a bar or nightclub. Not now. Not ever. The reality for me is that if I don't put the rest of the building to use I literally will not make it to the new year. As is I lose money every month and my ex-husband/landlord has had it with giving me a break on the mortgage and property taxes etc. I have a full liquor license granted to me (\$10,000 grant from the City of Fitchburg) to be able to hold private events and to boost the local economy. I apologize, I had long since forgotten how I had described things in the existing CUP. I don't want MadPower to be another empty building in Verona Road. I have put my heart and soul into this business. The fact is after three years I am still down 50% membership from where I was pre-pandemic and if I don't pivot I'm done. I want to do everything right. Thank you for reaching out re: the CUP and for helping me make things right.

I will break down what I am hoping to do:

January thru May then September thru December I'd like to host 1 - 2 bands a month, presale tickets only, looking at a demographic of 35 + (40+ whenever possible). These events would run from 6:30 - 11:30 PM with the goal of having everyone exit the building by midnight. There would be no day of ticket sales and no walk-ins. The building capacity is listed currently as 533. I can not imagine having an event with more than 250. While I have been approached by many bands I am only choosing ones who I deem responsible and who draw the kind of crowd I am looking for.

Right now I have just a handful of baby/bridal showers and one wedding reception and one rehearsal dinner scheduled. My hope is to have 4 - 5 of this type per month. The wedding receptions would run approx. the same hours as the bands. The other events scheduled generally run in the afternoon or evening no later than 9 - 10 PM. I hope to add holiday parties, graduation parties and corporate events to the types of things I offer. Again, my goal is to have events with people who will respect the space and never get out of hand. I'm 58 years old and have no interest in any other type of crowd.

Fitness hours during the week vary a bit. With little exception during the week we go from 5:30 AM - 7 PM. On Saturdays we are open 7:30 AM - 11:00 AM (this may go to 12:30 PM during the winter). On Sundays we are open from 7:30 AM - 11:30 AM (in the winter this may go to 6:30 AM - 12:30 PM)

What I do is the only thing I'm qualified to do. Was it my goal to own an event venue? No it certainly was not but post-pandemic like so many other businesses I have to pivot to survive. I still believe wholeheartedly in the fitness business but I do have to be realistic and understand that it will likely never be able to support itself.

I am more than happy to answer any questions you have.

My mother has chemotherapy tomorrow but I will do my best to get all measurements made and back to you promptly.

Firefighters did an inspection in November. The only thing they noted was that we needed to get our sprinkler system tested including a more complete inspection than routine because it was a 5 year check. That has been taken care of.

Thank you for your time.
Amy Sanborn

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