

# Paper Moon Drama

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304 Starry Ave Monona WI 53716 | (608)417-0090 | rebecca@papermoondrama.com

**5/7/2018**

Members of The Monona City Planning Committee  
C/O Sonja Kruesel  
City Planning Office  
5211 Schlueter Road  
Monona WI 53716

## **Dear Members of The Monona City Planning Committee:**

I am writing this letter and submitting this application for permitting and zoning approval to lease a 2300 square foot space at 1004 East Broadway Monona WI 53716. The intention is to turn the space into a small, charming theatre and rehearsal space for Paper Moon Drama.

## **WHO WE ARE, WHAT WE DO, & OUR REASONS FOR THIS PERMIT REQUEST:**

My name is Rebecca Derringer-Gugel, I am a 13 year Monona resident, and the Owner and Director of Paper Moon Drama, a children's theater program here in Monona. Although I began directing Children's Theater 26 years ago, Paper Moon was created 6 years ago here in Monona with my own children in mind. I created the program that I would have loved as a child as the theatre has always been my favorite place to be and thing to do, I absolutely love sharing that passion and joy with the next generation!

The program currently serves 1<sup>st</sup> thru 5<sup>th</sup> graders, performing in 6 to 8 productions per year, 25 students at a time, with over 300 of them throughout the past years! Paper Moon has steadily gained a loving following from participants and their parents and has been at maximum capacity with waitlists for every session for the past few years without advertising. I also have many requests from my Middle School students that have "graduated" from the program asking that I expand my programming to Middle School age students. Those reasons alone signal that the program needs, deserves and can handle it's own space.

We have been renting space by the hour since the beginning from both the Monona Community Center and the Monona Public Library. We have loved working with and performing at both of those spaces, however the Community Center will be starting an after school program next fall that now makes finding our own space a necessity.

Although Paper Moon Drama is not child care, we are timed right after school which allows more students the ability to participate. 98% of my students are from Monona and currently about 65% of my students utilize the timing as an after school program for the entire school year with the other 35% popping in and out of shows depending on the shows they like best and their availability. The new community center program is already full without any Paper Moon students choosing to sign up. All of my students and their parents are hoping and counting on Paper Moon to continue next year. I truly hope I will be able to do that for them and for myself as I can't imagine loving anything more.

### **PROPOSED MODIFICATIONS TO THE INTERIOR SPACE:**

I have search and identified the space at 1004 E Broadway in Monona as the most appropriate and compatible space that could meet our needs. The plan is to divide the space into 2 sections 2/3<sup>rd</sup>s will be a small theater/ performance space. It would be designed very similar to the Monona Public Library Forum room theatre in size which the children are accustomed to performing within. It would retain a similar quaint and non-intimidating performance environment for them. The other 1/3<sup>rd</sup> of the space will be a separate rehearsal area allowing for more than 1 group to rehearse at the same time.

We are hoping to build within the space over the summer to allow us to be ready by or before the new school year begins on September 1<sup>st</sup>.

The intended modifications to the current space are as follows:

1. There will be no modifications to the existing exterior space. All permitting already in place by the property owner remains as is.
2. The addition of one 48 foot and two 25 foot soundproof divider walls.
3. The addition of 2 interior doors, 1 backstage door and 1 Main Theater entrance door. Along with 3 stage entrance openings/doorways for the actors.
4. The addition of a 25ft long x 13ft deep x 24in high small stage.
5. The addition of 5 to 6 platform steps for seating. Each step 25ft long x 31in deep x 8in high
6. The addition of a water/drinking fountain.
7. The potential addition of a utility sink (If desired or required)
8. The addition of cabinets in the existing office for storage of program materials.
9. The addition of built in storage shelves for costumes backstage.
10. The addition of a doorbell and safe one way locking mechanism to provide for the safety of the students during rehearsal time.
11. The removal of existing retail dressing rooms & wall coverings left by a previous tenant.
12. The change in flooring material on the stage and in the rehearsal space to allow for better movement with choreography.
13. The potential removal of the current "office" in the space to allow more light and more room in the rehearsal space.
14. Signage will be appropriate comprehensive and matching neighboring exterior building signage to be requested in another permit at a later date.
15. Interior buildouts described above will be covered more in depth within building permits to be requested once zoning and approval for the use of space are given a green light.

### **DELIVERIES & TRASH:**

There are no bulk deliveries anticipated. Trash would be general snack wrappers & papers from the students and not outside of the capacity for the currently provided dumpster located in the back of the building.

### **ZONING PERMIT CHECKLIST:**

All additional zoning permit checklist information should already be in place with the City of Monona for the existing building structure as provided by the property owner. No changes will be made to the existing structure and plans. This includes: Site Plan, Storm water Management, Exterior Building Plans, Landscaping Plans, & Exterior Lighting Plans. Exterior Signage will be applied for at a later date as previously noted.

### **PROPOSED HOURS OF OPERATION, NUMBER OF EMPLOYEES, NUMBER OF ANTICIPATED VISITORS:**

Although our current program model focuses on the after school hours, there are several times of day that we are considering adding programing beyond that. We would like the ability to create programming, teach classes, run rehearsals and perform our shows anytime between the hours of 8:00am and 10:00pm. The

doors would unlock at 8:00am and lock at 10:00pm, though staff may need to arrive early to set up or stay late to clean up the facility. I do not anticipate full days of 8 to 10pm programming, most days would be 10am – 6:15pm however, we want the flexibility to put our programming and performances where the demand, availability, and the interest of our participants are both during the school year and during school breaks.

- A. AFTER SCHOOL A: MON-FRI Max Students: 25 Drop off by school bus: 2:50pm Additional Student Drop off by parents: 3:15-3:30pm Pick up by Parents: 5:30-5:45pm
- B. AFTER SCHOOL B: MON-FRI Max Students: 25 Drop Off by School Bus: 3:50pm Additional Drop off by Parents: 3:45-4:00pm Pick Up By Parents: 6:00-6:15pm
- C. PERFORMANCE DATES: SATURDAYS every 4 to 6 weeks at 2:00pm Participant Drop Off & Parent Volunteer Arrival (25 students): 12:00pm Audience Arrival: 1:30-2:00pm Audience Departure: 3:45-4:30pm Participant & Volunteer Departure: 4:30-5:00pm
- D. POTENTIAL ADDED PERFORMANCE DATES/TIMES:  
FRIDAY & SATURDAY EVENINGS: every 4 to 6 weeks at 6:00pm or 7:00PM Participant & Parent Volunteer Drop Arrival (25 students): 5:00pm Audience Arrival: 6:30-7:00pm Audience Departure: 8:30-9:00pm Participant & Volunteer Departure: 8:30-9:30pm  
SUNDAYS: every 4 to 6 weeks at 2:00pm Participant & Parent Volunteer Drop Off/Arrival (25 students): 12:00pm Audience Arrival: 1:30-2:00pm Audience Departure: 3:45-4:30pm Student & Volunteer Departure: 4:30-5:00pm
- E. POTENTIAL DAYTIME PROGRAMMING: MON-FRI Max Students: 25 per program  
Home School, Pre School, Senior Potentially 2 classes at once  
Arrival Time could take place anytime between 8:00am and 1:30pm for 1 to 2 hours in length during the school year. Dependent upon interest from students and availability of directors and teachers.  
(Drop off/ Pick up Before and After the programs)
- F. EVENING HIGH SCHOOL &/OR ADULT PROGRAMMING: MON-FRI Max Students: 25 6:00pm-8:00pm  
The difference with these groups is that they would be driving themselves and parking for the duration vs. the drop off and pick up nature of all of the other groups. Limiting the number of participants to one session of 20-25 at this hour should allow for ample parking.

As many of our students are dropped off by school buses and picked up by their parents, please note that this location would be an approved drop off location by Nelson school bus company for both Winnequah Elementary and GDS Middle school. Nelson bus company has already confirmed that they will accept both the full year students as well as those doing just one session at a time.

#### **NUMBER OF ANTICIPATED VISITORS PER DAY :**

The space will allow 2 programs to run at one time. There will never be more than 50 students in the space at once with a maximum of 25 students per teacher/director. Along with the directors, we often get volunteer helpers from Monona Grove High School, generally only 1 or 2 at a time to help the children practice their lines. That is a maximum total of 54 people in the space at one time on all days with the exception being show dates.

The theatre will seat 88-95 audience members as well as provide 25 added floor spaces for small children to sit, for a max total of 120 seats. Our shows are generally invite only. Each of our 20-25 players brings about 4 people with most of them arriving as a family with 2-4 in one car. If parking on show dates becomes an issue, we can start doing more than 1 performance and limit tickets to the number deemed acceptable by the city for each show thereby breaking up our audiences into 2 groups if needed.

The maximum daily visitor expectation if we fill every session to capacity and get all proposed sessions up and running throughout the day would be 130 people at various times throughout the day. The show dates would be every 4 to 6 weeks and would have a maximum capacity of 120 audience members, max 25 performers and 2 staff members for a max total of 147 the majority being families, riding together.

**NUMBER OF EMPLOYEES:**

It is my intention to grow the program by hiring a few other qualified and talented teachers/directors to take on some of the other sessions. I will be hiring either 1 full time employee and 1 part time employee or 3 part time employees to work within the space in addition to myself for a total of 3-4 staff members.

**PARKING:**

Assigned Parking in FRONT of the building: 1 Handicap stall & 3 general stalls

Additional Spaces available: 8 general stalls

Additional Front Parking After business hours (M-TH after 6:00pm/ Fr after 5:00pm/ Sat & Sun) from 1006 E Broadway Allstate Insurance Next door : 1 Handicap stall & 5 general stalls

Additional General Parking in the BACK of the building: 20 General stalls

Total Available Parking M-T : 8:30 – 6:00 & Fri: 8:30-5:00pm = 31 General & 1 Handicap stall

Total Available Parking M-Th after 6:00pm, Fridays after 5:00pm, and all Saturdays and Sundays = 36 general and 2 Handicap stalls

**NEIGHBORING BUSINESSES AND THEIR HOURS OF OPERATION:**

**UW Health – Yahara Clinic** 1050 E Broadway Monona WI 53716 (608) 222-8779

M-F 8:00am – 5:00pm Sat & Sun Closed

\*A Request has been placed for Parking Lot Use Agreement during their Non-business hours

**Tower Inn Bar & Grill** 1008 E Broadway Monona WI 53716 (608) 222-7855

M-Th 11:00am – 1:00am Fri & Sat 11:00am – 2:30am Sun Closed

**All State Insurance- Jim Felts** 1006 E Broadway Monona WI 53716 (608) 234-4300

M-Th 8:30am – 6:00pm Fri 8:30am – 5:00pm Sat & Sun Closed

Proposed Location **Paper Moon Drama** 1004 E Broadway Monona WI 53716 (608) 417-0090

M-F 8:00am – 10:00pm Sat 12:00pm- 10:00pm Sun 12- 6:00pm

**Laundry Center Laundromat** 1002 E Broadway Monona WI 53716 (608) 222-3744

M-Sun 5:00am – 10:00pm

**Broadway Car Wash** 1002 E Broadway Monona WI 53716 (608) 222-3744

M-Sun 5:am – 10:00pm

Leasing a commercial space and applying for any sort of zoning permit is all new to me as a children's theatre director. This is a very exciting, inspiring yet slightly unnerving process. I hope that I have given the information that is needed by the committee to make this decision. As I am a novice to this procedure, please do let me know if there is anything else that you need or would like to see from me. I hope that you will consider approving our permit helping our whimsical program to grow into something even more wonderful and to share it's magic with every child that hopes to find it.

I thank you all for your time and consideration,

Sincerely,

Rebecca

Rebecca Derringer-Gugel

Owner/Director

Paper Moon Drama

(608)417-0090

[rebecca@papermoondrama.com](mailto:rebecca@papermoondrama.com)

[www.papermoondrama.com](http://www.papermoondrama.com)

1004 E. Broadway Monona, WI 53716



2300 sq ft Interior Space to be Leased by Paper Moon Drama (Children's Theatre Program)



Assigned Parking in FRONT of the building: 1 Handicap stall & 3 general stalls

Additional Spaces available: 8 general stalls

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May 6, 2018

Dear Monona Zoning Committee and City Council Members:

I am writing in support of Rebecca Derringer-Gugel's application to your committees to obtain permits for Paper Moon Drama. This is a business that would make an invaluable contribution to the children and families in our community, enriching their lives, teaching critical life skills, and leaving an indelible mark on all fortunate enough to join the Paper Moon family.

I am a parent of a daughter who was bitten by the Paper Moon Drama bug in 2nd grade. She joined nearly every production thereafter for the next four years. When she aged out of the program, she continued volunteering her time to help with rehearsals to hold onto her place in a creative world she still dearly loves. I am certain that when our daughter reflects upon her childhood in Monona, her memories of Paper Moon Drama will forever be some of the sweetest and most vivid.

Paper Moon Drama played a significant role in our daughter's development. We strongly believe that, as a result of her experience as a regular cast member for four years, she developed important life skills that have helped her academically and socially. Confidence, public speaking, problem solving, collaborative teamwork, time management skills — the list of benefits to our daughter go far beyond the culture and creativity that enhanced her life and drew her to Paper Moon Drama in the first place. While she was immersed in the joy and whimsy of theatre and storytelling, she was also learning fundamental lifelong skills.

My support is not only from the perspective of a parent, but as someone who also has a degree in theatre arts and worked professionally with and for children for 15 years. I was a producer for two nationally syndicated children's programs on PBS, and I was an author and editor for American Girl for 5 years. I am deeply committed to that which improves the lives of children, empowers them in a disempowering world, gives them the resources to realize their potential, and illuminates the creative well and light within. Paper Moon Drama achieves these goals.

Please approve Rebecca Derringer-Gugel's permit applications, and welcome Paper Moon Drama into the Monona business community. Her work will immeasurably enrich the lives of children of Monona, as well as draw other families to our community, as the circle of Paper Moon Drama's inspiration widens. It is with a grateful heart that I express this support and a well of hope that Rebecca Derringer-Gugel's work can reach more children and share with them the gifts she gave our daughter.

Thank you for your time and consideration.

Sincerely,



Elizabeth Weum  
612 West Dean Avenue  
Monona, WI 53716

**Paper Moon Drama Letters and Notes of Support and Recommendation:**

"Paper Moon Drama has been a key reason my daughter has overcome social anxiety, reduced fear of imperfection and gained confidence to do whatever she puts her mind to. Rebecca's seemingly simple idea of after school theater for kids is really a community of loving support and a hub for life lessons these kids will always have with them. I never could have imagined how much joy and strength Paper Moon would provide for my daughter. We are so grateful to have this in our lives."

Tina Bensman  
[tinabensman@gmail.com](mailto:tinabensman@gmail.com)

"Paper Moon drama is an amazing program that has taught our daughter so many necessary life skills. Aside from learning how to act on stage, she has built confidence in her ability to speak publicly and in front of an audience. She's made some great friends, has learned how to face rejection and built up her own confidence and creativity through the program. It's a great after school program, a true one-of-a-kind in Monona, where quality after school programs are very much needed and equally as hard to get into. We are grateful to have an opportunity to be a part of such a fun, lively, and growing program that has given our daughter an opportunity she would never have had otherwise."

Thanks!  
Amy Erato  
[amyerato@gmail.com](mailto:amyerato@gmail.com)

To Whom It May Concern:

The PaperMoon Drama is a fantastic after school program that is enjoyed by a variety of school age children.

My daughter transferred from Madison to the Monona School District this year in 5th grade. This program helped her develop strong friendships that have extended beyond the classroom. She absolutely loves the program and Rebecca herself. PaperMoon has also given my husband and I opportunities to get to know other parents (which has been extremely helpful since we are new to the district).

Rebecca is amazing with the kids. She is kind and encouraging. It would be great to see her build her opportunity to influence more people in the community.

Respectfully,

Nicole White  
[Nlwhite2014@gmail.com](mailto:Nlwhite2014@gmail.com)

"Paper Moon has been a great program for both my kids. They have had a lot of fun being in plays and developing their confidence, creativity, teamwork, and performance skills. It is also a terrific, engaging option for families who need after school programming. I really hope Paper Moon can continue to thrive and serve more kids in Monona!"

Kari Dickinson  
[kadickinson@gmail.com](mailto:kadickinson@gmail.com)

To Whom It May Concern,

Paper Moon Drama has been a such a wonderful experience for our family! As I look back on the 9 or so productions my daughter has been a part of, I am so grateful that a program like this exists in Monona. It has helped our daughter develop friendships , improve her reading, and gain confidence in herself. It has helped us to reach out and foster friendships with other parents in Monona as we participate in set painting and other preparations for each play.

I always am so grateful to allow my daughter time with Rebecca Derringer, who is such a spectacular role model for the kids not only as an actress, but as a human being. She is a gem in the community, a real shining light that draws the best out of the kids in her program. Her success heretofore is based on an inner love for acting and theater that flows out in her program and ignites the hearts and minds of its participants. We are truly blessed to have her in Monona.

The practical need for a suitable space for this growing program is real, and it is my hope that the growth of this program will continue as a suitable space is found!

Deb Scalissi  
504 W. Dean Ave. Monona

To Whom It May Concern:

Our daughter, Emma, started with Paper Moon 6 years ago when it began. In the beginning, we thought it looked like a convenient and fun place for her to go right after school, but we learned quickly that it was more than that! Rebecca, the director, is *amazing* and taught my daughter so much, from perseverance, to speaking in front of a crowd, and all the while having fun! As my daughter got older, she learned to help the younger kids and to grow in her leadership skills.

We love everything about Paper Moon and are not surprised it has grown into the program that it is today. Our hope is that it can continue to grow and expand so that more kids can have the amazing experience that our daughter has. Emma wants to continue with Paper Moon, so we whole heartily ask that you would kindly grant them permission to open a theatre and program space on Broadway Rd in Monona!

Thank you for your consideration!

David and Tina Lippiatt  
[lippiatts@yahoo.com](mailto:lippiatts@yahoo.com)

I was in second grade when Paper Moon Drama started. I saw the flyer and instantly begged my parents to let me join. As soon as we started, me and my friends were in awe of the director, Rebecca. She was amazing! After we did our first production, I knew I was in love with the program and that I would be joining the next ones! I have done about 30 plays since then and have enjoyed every one of them. I've learned many valuable lessons along with how to speak in front of a audience, act, and interact with new people.

I am in Middle School now and would love to continue doing Paper Moon Drama! When Rebecca said there was a possibility of it growing and expanding to have a place on "Broadway" Road, I was so excited!! When I think of Paper Moon Drama I think of a whole different world where I get to pretend to be a different person and entertain other people at the same time. Every time that I have done a play, multiple people would come up after and applaud the whole cast on being so good for just being in elementary and middle school! Paper Moon Drama truly is an amazing program and every kid should have the chance to be able to join, I would love to see them expand in Monona!!

Sincerely,

Emma Lippiatt  
7th grade  
Years in Paper Moon Drama: 6 and hopefully more!



My fifth grader, Eva, has been performing with Paper Moon Drama since the beginning of third grade. Eva has gained so many positive things since joining the group. She has made many good friends in several different grades. It's been nice to see her become of sort a "big sister" to various younger students during the course of several plays. Eva has also gained a lot of self confidence by getting up in front of audiences and performing. She's gained an impressive ability to memorize some really long and complex parts. She has also been able to hone her sense of humor and ability to laugh at herself. She's really enjoyed being part of Paper Moon Drama through her elementary school years and is excited by the idea that she can also continue to take part in the program as she heads into middle school next year. It's been a great program!

Kristen Phillips  
[klphillips@gmail.com](mailto:klphillips@gmail.com)

"We are so happy we were able to have our sons involved with Paper Moon Drama. Both our kids learned so much and really came out of their shells. It was amazing to see my shy boys blossom into different characters on stage and to see that confidence transfer into their daily lives as well."  
 -Peggy Small, Monona Resident

PaperMoon has meant a great deal to our son and our family as a whole. It has given our son a fantastic outlet for his creative energy, and allowed him to find a passion for theatric and musical arts. On top of that, PaperMoon has helped him build friendships, social skills, and teamwork abilities that will help him in in many avenues of life. Our family has really enjoyed watching our son grow and expand his abilities through this program.

Zach Goeppinger

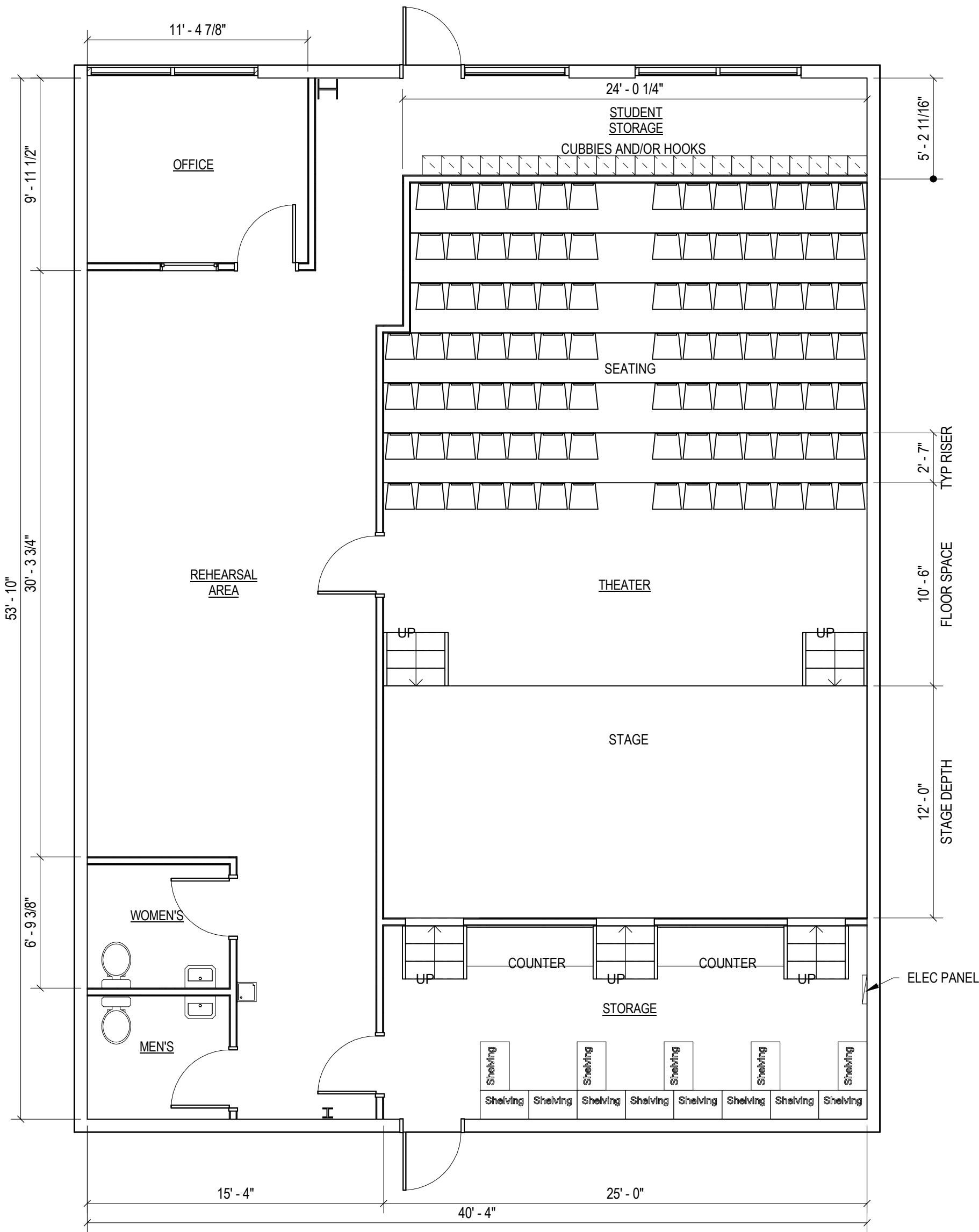
Our son and daughter have been involved with Paper Moon Drama for the last 3 years, and it has been a fantastic experience. They have learned so much during that time, and have grown both socially and in their acting ability during that time. Perhaps most importantly, they have had fun! It is such a great way to spend time with friends, learn about theatre, and learn how to be part of a production, during the after school hours! We strongly support Paper Moon Drama and its continued development for the youth of the community!

Sincerely,  
 Peter

Peter C. Osman, Partner  
*Attorney and Counselor at Law*  
**BORAKOVE | OSMAN LLC**

"I am so grateful for Paper Moon Drama, and have seen my daughter come alive through this program. She has learned acting and performance skills she can use for the rest of her life, but more importantly, she has gained self-confidence, acceptance of others, and a sense of community."

Jaclyn Lefebvre  
[lefe0035@umn.edu](mailto:lefe0035@umn.edu)



53' - 10"

30' - 3 3/4"

6' - 9 3/8"

11' - 4 7/8"

24' - 0 1/4"

5' - 2 11/16"

2' - 7"

10' - 6"

12' - 0"

15' - 4"

40' - 4"

25' - 0"



Project Title  
**PAPER MOON DRAMA**  
 1004 E. BROADWAY  
 MONONA, WI 53716

Sheet Issue Date  
 05/07/18