

# Change of Premises

Fee: \$25.00

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

Class A:  Beer,  Liquor,  Cider  
Class B:  Beer,  Liquor,  
 Class C Wine

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICPCN-2021-00333

(License number)

13

(Alder District #)

204

(Police Sector)

Office Use Only

## Licensed Premises Information

This application modifies existing alcohol license number: 34679-18898

Business dba Name: Hong Kong Cafe

Licensed Address: 2 S.Mills Street, Madison

Liquor/Beer Agent Name: Sui Wah Leung (Terry)

    % Alcohol,     % Food,     % Other (see Attachment A) Alder, District #: 13 (Tag Evers) Police Sector: Midtown



## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Cathay Pacific Inc.

Business Mailing Address: 2 S. Mills Street, Madison

Business Contact Name, Position: Leung, Sui Cheung (Philip) - President // Leung, Sui Wah (Terry) - Manager  
(608) 444-7552 (Philip) scphilipleung@yahoo.com (Philip)

Business Phone: (608) 358-2253 (Terry) Business Email: terryleung1668@yahoo.com (Terry)

Current Capacity (indoor): 150

Current Capacity (outdoor): 64 /Badger Football-738

Proposed Capacity (indoor): 150

Proposed Capacity (outdoor): 64 /Badger Football-888

*If your capacity is increasing, contact Building Inspection: (608) 266-4551, [binspection@cityofmadison.com](mailto:binspection@cityofmadison.com)*

Description of Proposed Changes: \_\_\_\_\_

(see Attachment A)

Detailed Floor Plans included (required)

Authorized Signature

Date

6/18/21

- Orange sign and business card issued
  - "License Renewals & Changes" brochure with next steps issued
- Office Use Only

## ATTACHMENT A

### *Proposed change of premises description*

Cathay Pacific Inc., dba Hong Kong Café  
2 S. Mills Street and 8 S. Mills Street

The existing premises includes indoor and outdoor areas at 2 South Mills Street. The premises was expanded in 2019 through the acquisition of the parcel formerly known as 8 South Mills Street. As part of the expansion, the Applicant requested an increase in the capacity of the outdoor area on football Saturdays, and the City approved a capacity of 738. The Applicant now requests the opportunity to play live Badger Football games, with sound, on two outdoor televisions, during the games only, and to play music through two outdoor speakers, on Badger Football Saturdays only, all in compliance with City noise regulations. Applicant also seeks to increase the outdoor capacity on Badger Football Saturdays to 888, because the number is a symbol of good fortune in Chinese culture.

#### **Existing Premises Description:**

The existing premises is described on the site plan attached as Exhibit 2 (“Plan Sheet A-1 – Site Plan”) and Exhibit 3 (“Plan Sheet A-3 – Game Day Food Garden”). The existing approved capacities are as follows:

1. Indoor capacity: 150
2. Outdoor dining area: 64
3. “Badger Football” outdoor eating area: 738

#### **Proposed Amplification:**

Two televisions broadcasting live Badger Football home games only, and two small speakers to play music on Badger Football Saturday home games only.

#### **Proposed Premises Description:**

The proposed capacities are as follows:

1. Indoor capacity: 150 (no change)
2. Outdoor dining area: 64 (no change)
3. “Badger Football” outdoor eating area: 888\*

#### **Proposed Management Plan:**

The Applicant’s proposed management plan for the Badger Football outdoor eating area is attached as Exhibit 4.

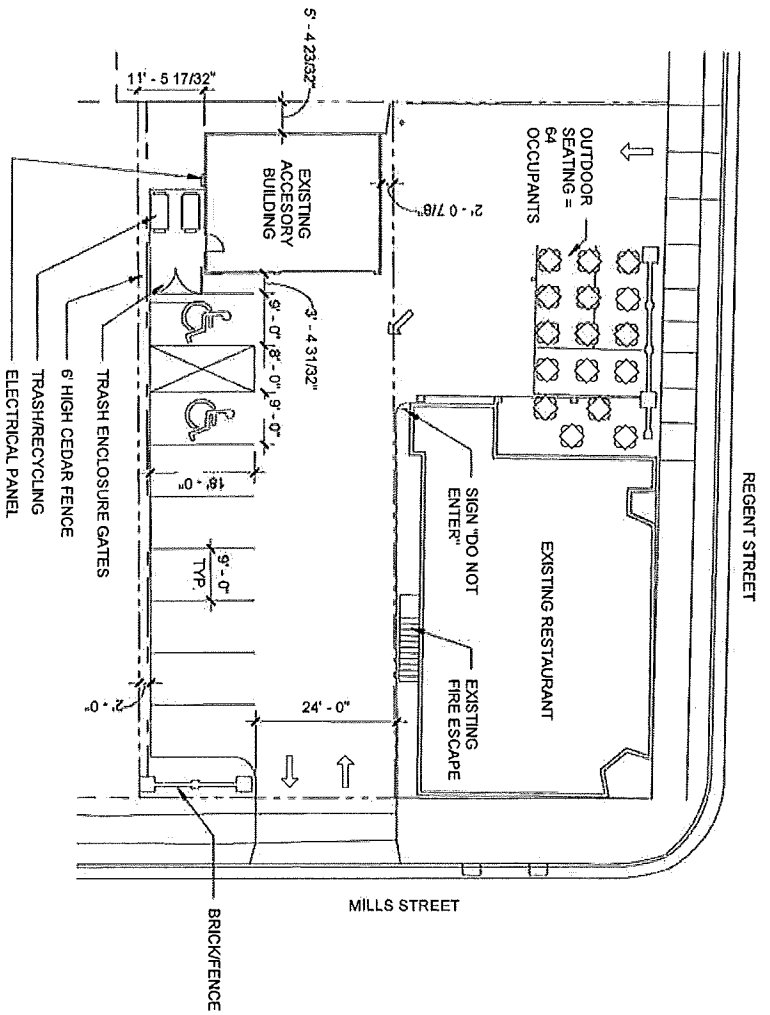
#### **Alcohol as a Percentage of Total Sales:**

Hong Kong Café is a full service restaurant, and food sales have always been the dominant source of revenue. Even on Badger Football days, food service will be emphasized. The Applicant projects that its overall sales will be 85% food, and 15 % alcohol on an annual basis.

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\* The maximum capacity allowed by law in the outdoor area is approximately 975. In a conversation with City of Madison Building Inspection on June 18, 2021, we were told that pursuant to their guidelines, there is no maximum capacity regarding the number of people in the outdoor area.

**EXHIBIT 2**



**1 SITE PLAN**  
1" = 20'-0"

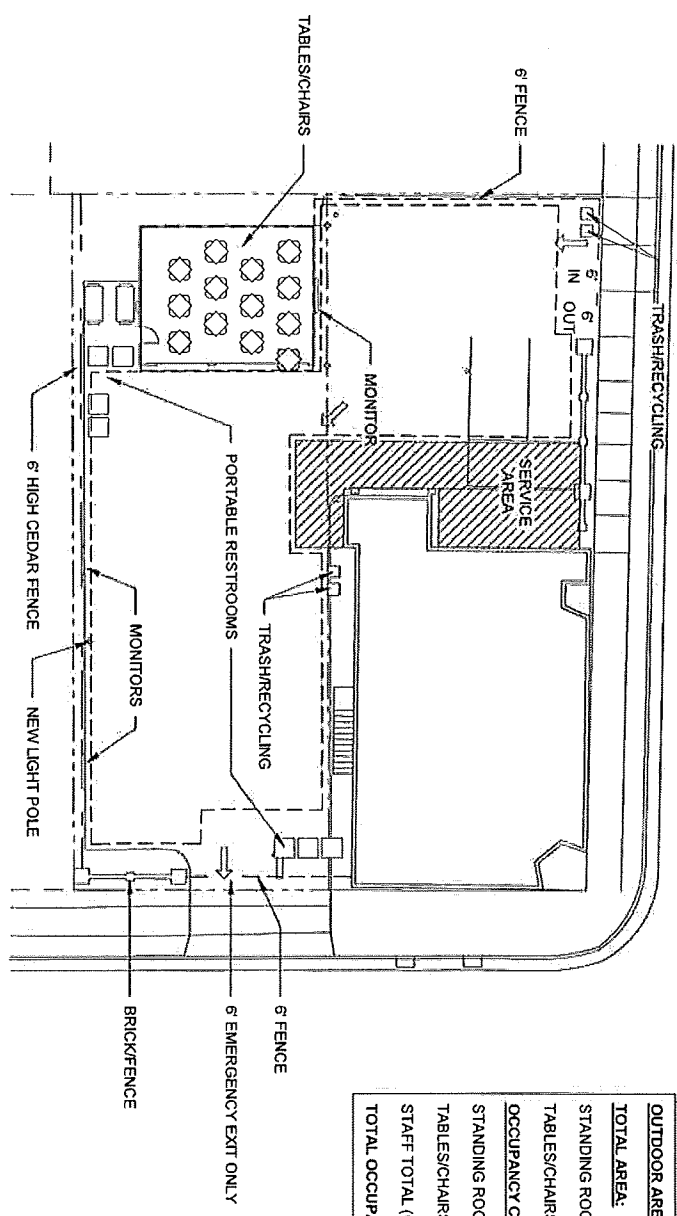


**HONG KONG CAFE**  
**CONDITIONAL USE ALTERATION**  
2 S. MILLS ST. MADISON, WI

No.	Description	Date
	SITE PLAN	
	Project number	HKC-18-01
	Date	9/7/2018
	Scale	1" = 20'-0"
	Project Phases	SD

A1

# EXHIBIT 3



**OUTDOOR AREA STATISTICS**

**TOTAL AREA:**  
 STANDING ROOM: 4622 SF  
 TABLES/CHAIRS: 731 SF

**OCCUPANCY CALCULATIONS:**  
 STANDING ROOM: 4622 SF @ 1 PER 5 SF = 925 OCCUPANTS  
 TABLES/CHAIRS: 731 SF @ 1 PER 25 SF = 30 OCCUPANTS  
**STAFF TOTAL (OPEN AND SERVICE AREAS): 10 OCCUPANTS**  
**TOTAL OCCUPANTS: 925 + 30 + 10 = 965 OCCUPANTS**

**1** GAME DAY FOOD GARDEN  
 1" = 20'-0"



**HONG KONG CAFE**  
**CONDITIONAL USE ALTERATION**  
 2 S. MILLS ST. MADISON, WI

No.	Description	Date
	GAME DAY FOOD GARDEN	
	Project number	HKC-18-03
	Date	9/7/2018
	Scale	1" = 20'-0"
	Project Phase	SP

A3

## Outdoor Beer Garden Management Plan

Saturday badger football games are a big part of downtown Madison. Not only does a lot of Madisonians go to watch the games, but a lot of people also come from out of town for game days, especially so when we play against other Big 10 teams at home. Of course most people have tickets to go to the stadium to watch the game, but we have realized that there are quite a number of people every game who are not able to get their hands on tickets and are just wandering the streets looking for a place to watch game and enjoy the gameday atmosphere. With this expansion plan we are hoping that Hong Kong Café can provide a place for those who don't have tickets to eat, drink and still enjoy the excitement of a badger football game. I am also hoping that this can help the city to provide a safe and fun place for the badger fans. Below is a detailed plan of how we will manage the expanded beer garden.

1. For the bar we will have 6-8 licensed bartenders with the proper training.
2. In terms of food there will be 4-5 people cooking the food on site, and the food will be served following the guidelines of the health department.
3. We will provide enough portable toilets to accommodate for the increased number of people.
4. We will have 3 people as security at each gate plus 2 people walking around within the beer garden to make sure that everything is under control, checking up on people to ensure the safety of all the customers. All security personnel will be from Zhong Yi Kung Fu Association.
5. All the employees will be in uniform so that they can be easily recognized by customers.
6. We have surveillance cameras that cover the entire area to make sure that if something were to happen and the police are called that we can help by providing video evidence.
7. The restaurant will have a manager on site to make sure that everything is in order.
8. Besides the standing room, we will also provide tables and chairs for some of the customers.



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