

March 27, 2023
UPDATED May 5, 2023



Ms. Heather Stouder
Director, Planning Division
City of Madison Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd., Ste 017
Madison, Wisconsin 53703

Re: Letter of Intent - Land Use Application Submittal

508-514 E Wilson St & 150 S Blair St
KBA Project #2042

Ms. Heather Stouder:

The following is submitted together with the plans and application for the staff and Plan Commission's consideration of approval.

Organizational Structure:

Owner:
Robert Worm
514 W. Wilson Street
Madison, WI 53703
Phone number
Contact: Angie Scott
office@essen-haus.com

Architect:
Knothe & Bruce Architects, LLC
7601 University Avenue, Ste 201
Middleton, WI 53562
(608) 836-3690
Contact: Kevin Burow
kburow@knothebruce.com

Introduction:

This proposed application to a Planned Development involves the shared parking lot at 508-514 E Wilson St & 150 S Blair St. This purpose of this submittal is to establish standards for six large events held in the parking lot year each year, as well as to establish plans and procedures for utilizing this space throughout the warmer months for events with live music and performance on a stage that will be erected temporarily in the parking lot. Finally, this application will incorporate the plans and procedures for the use of the parking lot for sand volleyball and outdoor recreation, which have been previously approved by the Plan Commission on March 24, 2024 (Legistar File ID #: 33075); at the advice of Planning and Zoning staff, that approval is being incorporated herein to centralize all of the uses of the parking lot.

Management plan:

We will have a manager on location in the parking lot at all times during each event. We will also have a manager in each location inside (the Come Back Inn and Essen Haus) at all times during each event. Indoor managers will assist outside as needed.

Security plan:

Our staffing will be either in German attire or Come Back In T-shirts, both will be easily recognizable. Each staff member has an area outside they are responsible for during each event.

Fencing plan:

We use the existing barrels and expand the barriers to encompass the event space. For each event, the expanded areas are fully delineated with marked boundaries.

Standards for Six Events (Please refer to Event Plan Layout)

Hours of event operation

The outdoor events below will run from 11:00 am to 9:00 pm (10:30 pm for volleyball, as previously approved by Plan Commission). Music, activities, and service for these events shall not commence before 11:00 am and shall be completed and the area cleared of attendees by 9:00 pm. In this section, a “weekend” shall generally begin on Friday and end on Sunday, except for Memorial Day weekend, which shall end on Monday, and “Great Taste” weekend, which may begin on Thursday but end on Sunday.

Specificity on the eligible events

- Oktoberfest – One day in Mid-September
- Maifest – One weekend day in Early May (First Saturday in May)
- Bratfest – One day during Memorial Day weekend in May
- Great Taste-Related Event– One day event in Mid-August, timed to the weekend of the Great Taste of the Midwest Beer Festival
- Sangerfest – This is not an annual event, it come to Madison every 5-10 years, and in 2023 it is going to be held in Madison. We would have a one day event for this festival.
- Sixth event – We would like to reserve this option for the following event types that are not annual event (all would be one day events), for example:
 - An outdoor wedding rehearsal / reception
 - An event such as an alumni party prior to a sporting event
 - Large birthday parties
 - Large family reunions

The understanding is that there would be six events total per year; for example, on years the Sangerfest would not be held in the Madison area, there could be two wedding events, but on years Sangerfest is in the Madison area, there would only be one private party event.

Neighbors will be notified at the beginning of the summer of the scheduled (6) events.

Request for expanded use with outdoor music (Please refer to Seasonal Layout)

Use of the parking lot in this section would allow the Essen Haus, Up North and Come Back In to have music and live performance on a stage erected/ placed in the parking lot three evenings a week from March 15–November 1. This would be in addition to the volleyball leagues on Monday-Friday and on Sundays.

Hours of Event

4:00pm to 9:00pm; music and service in the outdoor area shall not start before 4:00 pm and shall be completed and the area cleared of attendees by 9:00 pm.

Days of the week

Sunday, Monday, Thursday

Stage location

Per attached 'Seasonal Layout' plan

Parking lot modification

No modification, no reduction in parking stalls

Volleyball/ Outdoor Recreation Layout

Hours of Event

5:30pm to 10:30pm Monday- Friday, and 12:00 pm – 9:00 pm on Sunday; events and service in the outdoor area shall not start before 5:30 pm and shall be completed and the area cleared of attendees by 10:30 pm

Days of the week

Monday, Tuesday, Wednesday, Thursday, Friday and Sunday

Stage location

Per attached 'Seasonal Layout' plan

Parking lot modification

No modification, no reduction in parking stalls

The restaurant has had entertainment since opening in 1982. Since 1995 when the PUD was granted, there had been outdoor entertainment on a regular basis. During and after COVID, only outdoor entertainment was allowed, so the outdoor schedule was expanded. There were no neighborhood complaints on file regarding the outdoor entertainment prior to 2021.

In June 2022, a notice of ordinance violation was received, stating the requirement to have site plans and zoning approvals. At this time, the outdoor dining, drink and entertainment approvals through the PUD from 1995 and on the liquor & entertainment licenses were in place. Because a citation or ordinance violation had not been received in the 25 years the outdoor dining and entertainment had been operating, it had been understood that that the outdoor dining and entertainment were correct and compliant.

This application for a Planned Development is to continue outdoor entertainment in the parking lot during the warmer months. The ongoing active liquor and entertainment licenses are still in effect as approved over 25 years ago.

Thank you for your time and consideration of our proposal.

Sincerely



Kevin Burow, AIA, NCARB, LEED AP
Managing Member