



Streatery Extension of Premises

Fee: Waived

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

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703
licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)
(Legistar file number)
(License number)
(Alder District #) (Police Sector)
Office Use Only

Streatery extension of premises is available for existing licensed premises only. Extensions will not be granted for vertical drinking or beer garden additions. Application must be submitted to the Clerk's office. Staff will review the application and if it is complete and approved by Zoning and/or the street vending coordinator, provisionally approve and forward to the Alcohol License Review Committee for final approval recommendation. Any licensed establishment applying to extend their premises onto City property must provide a certificate of insurance for liquor liability including a separate additional insured endorsement naming the City of Madison with this application.

Are you requesting this temporary extension of licensed premises, in compliance with Emergency Order Resolution Legistar #60695 (Madison Streatery Program), adopted by the Common Council on June 16, 2020?: Yes No

Required detailed floor plans of extension area **included**: Yes

Required approval of expanded eating area obtained from Street Vending Coordinator or Zoning Administrator **included**: Yes, date approved: 7/26/20

Street Occupancy Permit obtained from Traffic Engineering: Yes No N/A

Does lease/deed cover area request for temporary extension?: Yes No
If no, **must attach** letter from landlord or property owner authorizing use of the property.

Licensed Premises Information

This application modifies existing alcohol license number: LCLIB-2012-00513

Business dba Name: Rocky Road's

Licensed Address: 1301 Regent St.

Liquor/Beer Agent Name: Samuel Brown

10 % Alcohol, 90 % Food, ___ % Other Alder, District #: Eves, 13 Police Sector: Midtown

Corporate Information

Business Legal Name (as on WI State Sellers Permit): First Madco Inc.

Business Mailing Address: 6402 Odana Rd #1 Madison, WI 53705

Business Contact Name, Position: Samuel Brown, Vice President

Business Phone: 608-256-0600 Business Email: stee102@madcocmail.com

Extension Details


Current Capacity (indoor): 99

Current Capacity (outdoor): 24

Proposed Capacity (outdoor): 24

Description of Proposed Changes: We would like for customers
to be able to order and drink in our
temporary outdoor seating area in our parking
lot. LNDSPR-2020-00098

Signature


Authorized Signature of Agent or Establishment Owner
(Samuel Brown)

7-29-20
Date

Clerk's Office checklist for complete applications

- Floor Plans
- Copy of approval from Street Vending/Zoning
- Copy of Street Occupancy Permit included *if applicable*
- Letter from landlord/property owner authorizing temporary extension of lease area *if applicable*
- Certificate of Insurance for liquor liability with City of Madison named *if extending on city property*

Upon Application Submission, the Clerk's Office issued to the application:

- Orange sign Orange business card
- "License Renewals & Changes" brochure with next steps issued



City of Madison Site Plan Verification

PROJECT: LNDSPR-2020-00098

Address: 1301 Regent ST

Current Revision #: 0

Submitted by: Rocky Rococo

Contact: Samuel Brown
(608) 256-0600
sam.alfred.brown@gmail.com

Project Type: Permitted Use Site Plan Review

Description: Temporary Outdoor Seating for Restaurant-tavern in parking lot, valid until October 25, 2020

Status: Approved

Revision History: 0

Review	Status	Reviewer	Reviewed
Fire Review		William Sullivan	Jul 24 2020
Traffic Engineering Review		Timothy Stella	Jul 22 2020
Zoning Review		Matthew Tucker	Jul 26 2020

FIRE

Note	Comment Date: 07/24/2020
Ensure that the ingress/egress opening is a minimum of 36-inches.	

TRAFFIC ENGINEERING

Supplement Accepted	Comment Date: 07/10/2020
Email a revised electronic copy of the site plan, .pdf preferred, to Tim Stella - tstella@cityofmadison.com	

Supplement Accepted	Comment Date: 07/10/2020
Applicant shall place a combination of jersey barriers, type 3 reflective barricades, reflective barrels/drums (36" min height) and wheel stops to secure the seating area and show and note this on the plan.	



City of Madison Building Inspection Division
 215 Martin Luther King Jr Blvd, Suite 017 PO Box 2984 Madison, WI 53701-2984
 608.266.4551 <http://www.cityofmadison.com/dpced/bi/>

Temporary Outdoor Seating Application

BE SURE TO INCLUDE THE FOLLOWING WITH YOUR APPLICATION:

- ✓ Site Plan showing location of outdoor seating. If you do not have a site plan, please email Zoning@cityofmadison.com to request a PDF copy.
- ✓ Property owner's approval

OFFICE USE ONLY	
Permit Number: END	SPR 20 20-00098
Application Date	7-9-20
Issued Date	7-16-20
Approved by	mwt
Zoning District	TSS

Location Address 1301-1305 Regent Street
 Business Name First Marco Inc DBA Rocky Rococo
 Contact Person Samuel Brown
 Telephone 608-256-0600 Email sam.afred.brown@gmail.com

Which of the following best describes the Use?

- Brewpub
 Coffee shop or Tea House
 Restaurant (You do NOT have an alcohol license)
 Restaurant-nightclub (You have an entertainment license)
 Restaurant-tavern (You have an alcohol license)

Do you have an existing outdoor seating Conditional Use approval? Yes No Football Beer Garden Conditional Use

Do you have an existing liquor license? Yes No

Your capacity limit set by Building Inspections: 99

I understand the temporary outdoor eating area requirements as listed on the following page and understand once this application is approved, it is only valid until **October 25, 2020**. Any violations of the temporary accessory outdoor eating area approved by the Zoning Administrator shall be enforceable by the Zoning Administrator as ordinance violations under Chapter 28, Madison General Ordinances.

Applicant signature: [Signature] Date: 6/18/20

Owner's signature*: Samuel Brown Date: 7/16/20

* Or attached separate letter of approval from owner

Temporary Outdoor Seating Requirements

All temporary outdoor eating areas approved through this review are subject to the following requirements:

1. Hours of Operation
 - New Outdoor Eating Areas must close by 10pm Sunday – Thursday, and by 11pm on Friday and Saturday.
 - Expanded existing Outdoor Eating Areas: Hours shall be set as provided in existing Conditional Use approval.
2. No outdoor amplified sound in new or expanded outdoor seating areas.
3. Additional Exterior lighting required for any seating areas operating after dusk shall comply with Code requirements. Light levels are to be the same or equal to parking lot requirements. If new wiring is required to power the lights, an electrical permit is required. Use of extension cords is not permissible.
4. The Zoning Administrator, Traffic Engineer, and City of Madison Fire Department shall approve any outdoor seating under this order.
5. The site must be operated in conformance with all City of Madison Fire requirements for building accessibility, and regulations from Public Health Madison & Dane County.
6. Tables, chairs, barricades, and fencing shall be safely secured on site when not in use.
7. If alcohol is served, signs shall be displayed for patrons stating that alcohol must stay within the seating area.
8. Under no circumstances do approvals for new or expanded outdoor eating areas allow for the creating of a “beer garden” or other social gathering space for patrons to stand and congregate to drink for any purpose.
9. All new or expanded outdoor eating areas shall post a sign with language provided by the City directed outward from the seating area to inform the public of the temporary approval.
10. **This temporary approval shall expire on October 25th, 2020.**

More information and guidelines for the Streatery Restaurant Recovery Program can be found [here](#).

Site Plan Review Requirements

The site plans shall be drawn to scale and shall accurately reflect the location and layout for the temporary facility. Temporary outdoor eating areas may be located in parking spaces or other paved areas on the zoning lot immediately adjacent to the tenant space, and must be designed to be accessible for persons with disabilities. The amount of parking replaced with seating will be approved on a case by case basis. Under no circumstance may the combined indoor and proposed outdoor seating exceed maximum capacity of persons, as established by the Building Inspection Division.

The site plan shall identify the tenant space and layout of the outdoor seating located on the site. Seating areas in parking lots shall be located behind traffic barriers, such as cones, type 3 barricades, portable fencing, etc., which shall be identified on the site plan. Seating areas for establishments with liquor licenses must secure the seating area with “light fencing”. Seating areas may not impede any vision triangles or accessible routes. If tents will be used, show location and dimensions of tents on the site plan. Additionally, no parking for disabled persons may be repurposed for outdoor eating areas, unless those spaces are relocated elsewhere on the property, which will need to be shown on the site plan, to confirm the location and width meets code requirements.

No permanent structures may be erected under this temporary approval. Tents that are 10 feet by 10 feet in size or smaller may be erected in parking spaces to provide shade for the dining area. The City of Madison Fire Department requirements are listed under “Madison General Ordinance (MGO) 29.355 - Use of Tents for Merchandising and Display; Wisconsin Administrative Code Chapter COMM 62; and 14, International Fire Code Chapter 24.” If you have any questions regarding the above requirements telephone the Fire Prevention Division at 266-4420. [Link to requirements](#).

If you do not have a site plan of your lot, please email Zoning@cityofmadison.com to request a PDF copy.

The completed application, property owner approval letter, and site plan are to be emailed to Zoning@cityofmadison.com for agencies review. Any questions regarding this temporary outdoor seating application can be sent to Zoning@cityofmadison.com.

SOUTH ORCHARD

