



# Change of Premises

Fee: \$25.00

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703  
[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

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

(Agenda Item Number)

(Legistar file number)

LIC PER - 2022-00897

(License number)

6  
(Alder District #)

400  
(Police Sector)

Office Use Only

## Licensed Premises Information

This application modifies existing alcohol license number: 75376-85526

Business dba Name: UP NORTH

Licensed Address: 524 E WILSON ST MADISON WI 53703

Liquor/Beer Agent Name: ROBERT WORM

40% Alcohol, 40% Food, \_\_\_% Other Alder, District #: 6 Police Sector: 400

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Prosit-To-You, Inc

Business Mailing Address: 514 E. Wilson 53703

Business Contact Name, Position: John Hardy Bob Worm

Business Phone: 608-255-4674 Business Email: OFFICE @ ESSEN-HAUS.COM

Current Capacity (indoor): 147 Current Capacity (outdoor): 147

Proposed Capacity (indoor): 147 Proposed Capacity (outdoor): 147

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

Change is:  Permanent  Temporary (from \_\_\_ until \_\_\_)  
Date Date

Is this change related to a Roadway Café Expansion License/Roadway Permit:  Yes or  No

Description of Changes (include approximate measurements, and fencing, if necessary):

3 amplified music outside evenings  
APPROX 40' x 20' INCLUDING 4 PATIO TABLES  
+ 4 PICNIC TABLES

Detailed Floor Plans included (required)

Robert Worm, 9-12-22  
Authorized Signature Date

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



NOT TRANSFERABLE. POST ENTIRE LICENSE IN A CONSPICUOUS PLACE.

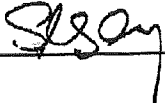


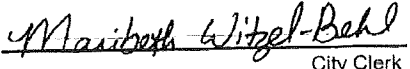
**City of Madison**  
**Class B Combination**  
**License No. 75376-85526**



PROSIT TO YOU INC  
UP NORTH  
LIQUOR/BEER AGENT: ROBERT WORM  
524 E WILSON ST  
MADISON, WI 53703

Expiration Date 06/30/2023  
Date Issued 05/18/2022

  
\_\_\_\_\_  
Mayor

  
\_\_\_\_\_  
City Clerk

PURSUANT TO SECTION 38 OF THE MADISON GENERAL ORDINANCES AND CHAPTER 125 OF THE WISCONSIN STATE STATUTES.

Tavern Premise - First floor, three rooms and patio (4356 square feet), outside deck (900 square feet), basement two coolers and four rooms (3500 square feet).

Common Council granted on 11-17-98 with the following conditions:

- 1) Outdoor areas must close one-half hour after sunset, subject to existing exceptions for special events on the license for Essen Haus.
- 2) No amplified sound (live or recorded) allowed in the outdoor area, subject to special event permits (daytime hours only).
- 3) Bakery area closed to alcohol at 9:00 p.m.
- 4) No wait staff service in retail and bakery areas.
- 5) Staff responsible for outside area being kept noise free until closing time.

Expiration Date 06/30/2023



NOT TRANSFERABLE. POST ENTIRE LICENSE IN A CONSPICUOUS PLACE.



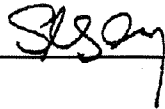
**City of Madison  
Entertainment  
License is for 21+ Entertainment  
License No. LICENT-2018-00041**



PROSIT TO YOU INC  
UP NORTH  
524 E WILSON ST  
MADISON, WI 53703

Expiration Date 06/30/2023  
Date Issued 05/27/2022

June 30, 2023

  
\_\_\_\_\_  
Mayor

  
\_\_\_\_\_  
City Clerk

PURSUANT TO SECTION 38.06 OF THE MADISON GENERAL ORDINANCES.

Expiration Date 06/30/2023

PROSIT TO YOU INC  
514 E WILSON ST  
MADISON WI 53703-3431



NOT TRANSFERABLE. POST ENTIRE LICENSE IN A CONSPICUOUS PLACE.



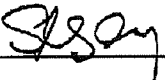
**City of Madison  
Special Occupancy  
License No. 75376-86624**

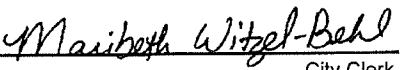


PROSIT TO YOU INC  
UP NORTH  
524 E WILSON ST  
MADISON, WI 53703

Expiration Date 06/30/2023  
Date Issued 06/09/2022

June 30, 2023

  
\_\_\_\_\_  
Mayor

  
\_\_\_\_\_  
City Clerk

Places of Assembly

Expiration Date 06/30/2023





NOT TRANSFERABLE. POST ENTIRE LICENSE IN A CONSPICUOUS PLACE.



**Public Health  
Madison and Dane County  
Food and Drink - PRIMARILY RESTAURANT  
License No. 75376-86504**

**PROSIT TO YOU INC  
UP NORTH  
524 E WILSON ST  
MADISON, WI 53703**

Expiration Date 06/30/2023  
Date Issued 06/09/2022

June 30, 2023

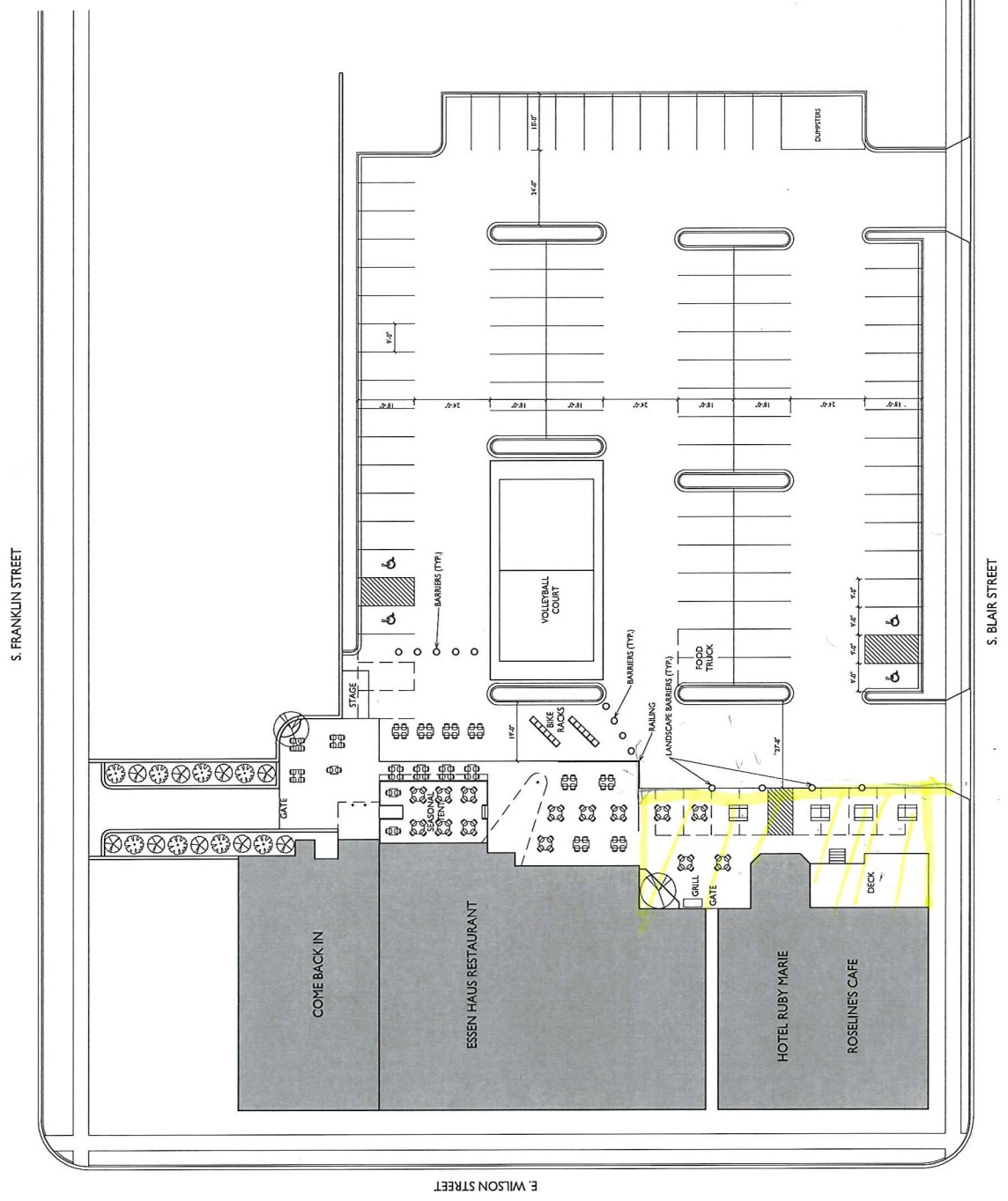
Director Public Health Madison  
and Dane County

City Clerk

PURSUANT TO SECTIONS 7.07 AND 7.08 OF THE MADISON GENERAL ORDINANCES AND SECTION 46.21 OF THE DANE COUNTY ORDINANCES.

Expiration Date 06/30/2023





1 SEASONAL SUMMER LAYOUT  
 C-1.1 1/8" = 1'-0"





Department of Planning & Community & Economic Development  
**Planning Division**  
Heather Stouder, AICP, Director

126 S. Hamilton Street  
P.O. Box 2985  
Madison, Wisconsin 53701-2985  
Phone: (608) 266-4635  
[www.cityofmadison.com](http://www.cityofmadison.com)

608-255-4674  
ask for  
BOB/ANGIE

May 23, 2023

Kevin Burow  
Knothe & Bruce Architects, LLC  
7601 University Avenue, Suite 201  
Middleton, Wisconsin 53562



RE: Consideration of an alteration to an approved Planned Development–Specific Implementation Plan (PD-SIP) to allow outdoor recreation, weekly outdoor events, and special seasonal events in the parking lot for the adjacent restaurant-taverns at 506-518 E Wilson Street and 134-148 S Blair Street. [LNDUSE-2023-00021; ID 77018]

Dear Kevin;

At its May 22, 2023 meeting, the Plan Commission **conditionally approved** your request for an alteration to an approved Specific Implementation Plan approval for 506-518 E Wilson Street and 134-148 S Blair Street to allow outdoor recreation, weekly outdoor events, and special seasonal events in the parking lot for the adjacent restaurant-taverns. The following conditions shall be satisfied prior to final approval and recording of the alteration, issuance of any building or occupancy permits, and commencement of the outdoor uses contained in this approval:

**Please contact my office at (608) 261-9632 if you have questions regarding the following conditions, including the conditions added by the Plan Commission:**

1. That the sand volleyball/ outdoor recreation, weekly outdoor live music/performance events (Sunday and Monday only), and seasonal events (see below) in the parking lot for the restaurant-taverns at 506-518 E Wilson Street and 134-148 S Blair Street are hereby approved for calendar year 2023 only. Any future use of the parking lot for any of these uses after December 31, 2023 shall require approval by the Plan Commission following submittal of a new alteration request and noticing of a new public hearing.
2. That this approval for seasonal outdoor events shall only apply to the Oktoberfest, Maifest, Bratfest, and Sangerfest events, and the event associated with the Great Taste of the Midwest Beer Festival in August, as stated and defined in the letter of intent. No undefined/ unspecified seasonal outdoor events shall be allowed. The addition of other seasonal events shall require Plan Commission approval following a noticed public hearing.
3. The Plan Commission approved the following uses of the parking lot on May 22:
  - Seasonal outdoor events (as approved in the preceding condition), which shall not start before 11:00 AM and shall end by 9:00 PM.

- Outdoor live music/performance events on Sunday and Monday only; these events shall not start before 4:00 PM, and shall end by 9:00 PM.
- Sand volleyball/outdoor recreation shall only be allowed between 5:30-10:30 PM on Monday–Friday and from 12:00-9:00 PM on Sunday. The Plan Commission approved sand volleyball/outdoor recreation until 10:30 PM for 2023 only.

All of the proposed events and service in the outdoor area shall not start before the listed start time and shall end and the area cleared of attendees and outdoor amplified sound and use of sound-producing devices stopped by the end time enumerated above.

4. When not associated with an approved outdoor live music/ performance event or approved seasonal outdoor event, no outdoor amplified sound or similar sound-producing devices shall be allowed in the parking lot. (For example, no outdoor amplified sound or similar sound-producing devices shall be allowed for sand volleyball on Sunday at 2:00 PM or Tuesday at 7:15 PM.)
5. The use of the parking lot for the outdoor events in this alteration shall not occur until the applicant has met the conditions of approval outlined herein and signed the letter of approval, after which time all previous approvals for events in the parking lot shall cease.
6. All outdoor events on the site are approved from May 15 to September 15 only.
7. Note: Separate approvals shall be obtained from the Alcohol License Review Committee and Common Council for the entertainment and liquor licenses needed to govern the use of the parking lot for the uses and events outlined in this request. Nothing in this zoning approval shall be construed as approval of the required entertainment and liquor licenses.
8. Meet applicable building/fire codes. The outdoor capacity shall be established. Occupancy is established by the Building Inspection Division.
9. Note: Approval of any exterior alterations related to the proposed outdoor uses not previously approved by the Urban Design Commission shall be approved by the Urban Design Commission or its secretary prior to issuance of building permits.

**Please contact Sean Malloy of the Traffic Engineering Division at (608) 266-4097 if you have any questions regarding the following two (2) items:**

10. All parking facility design shall conform to the standards in MGO Section 10.08(6).
11. The applicant shall provide a fence/barrier to secure their outdoor seating area from encroaching onto the drive aisle and City right of way to be approved by the Traffic Engineering Division.

**Please contact Bill Sullivan of the Madison Fire Department at (608) 261-9658 if you have any questions regarding the following two (2) items:**

12. All tents shall be located a minimum of 10 feet from buildings.
13. Maintain unobstructed fire access across the back of the buildings as previously established. A rope barrier for traffic control with no more than two (2) supports that can be moved by a single person would be accepted.

**The use of the parking lot for the outdoor events in this alteration shall not occur until the applicant has met the conditions of approval outlined herein and signed the letter of approval.**

**Separate approvals shall be obtained from the Alcohol License Review Committee and Common Council for the entertainment and liquor licenses needed to govern the use of the parking lot for the uses and events outlined in this request.**

**Specific questions regarding the comments or conditions contained in this letter should be directed to the commenting agency.**

The applicant shall resubmit a PDF copy of the plan set and any other supporting materials that are necessary, as specified in this letter to [sprapplications@cityofmadison.com](mailto:sprapplications@cityofmadison.com). (Note: A 20MB email limit applies and multiple transmittals may be required.). A check for the **site plan review fee** shall be mailed to the City of Madison Building Inspection Division; PO Box 2984; Madison, WI 53701-2984.

City Agencies who submitted conditions of approval will review your revised plans to verify that their conditions, along with any applicable requirements, have been satisfied. When the revised plans are submitted, the applicant will be emailed a hyperlink to a website to follow, in real time, which agencies have reviewed the revised documents, and signed off or need additional information.

This letter shall be signed by the applicant and property owner (if not the applicant) to acknowledge the conditions of approval and returned to the Zoning Administrator when requesting building permit approval. [Signature block on last page]

Upon receipt of the aforementioned plans, documents and fees, and upon determining that they are complete, the Zoning Administrator shall record them with the Dane County Register of Deeds Office. The recorded originals will be returned to the applicant, with the recording information noted, when the Register of Deeds has completed the recording process.

If you have any questions regarding recording this plan or obtaining permits, please call Katie Bannon, Zoning Administrator, at (608) 266-4551. If I may be of any further assistance, please do not hesitate to contact me at (608) 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com).

ID 77018  
 LNDUSE-2023-00021  
 506-518 E Wilson Street  
 & 134-148 S Blair Street  
 May 23, 2023  
 Page 4

Sincerely,

*Timothy M Parks*

Timothy M. Parks  
 Planner

cc: Sean Malloy, Traffic Engineering Division  
 Katie Bannon, Zoning Administrator  
 Matt Tucker, Building Inspection Division  
 Capt. Mike Hanson, Madison Police Dept.  
 Jennifer Zilavy, City Attorney's Office  
 Bill Sullivan, Madison Fire Department

I hereby acknowledge that I understand and will comply with the above conditions of approval for this project.

\_\_\_\_\_  
*Signature of Applicant*

\_\_\_\_\_  
*Signature of Property Owner  
 (If Not Applicant)*

<b>Accela ID: LNDUSE-2023-00021</b>			
<b>For Official Use Only, Re: Final Plan Routing</b>			
<input checked="" type="checkbox"/>	Planning Div. (T. Parks)	<input type="checkbox"/>	Engineering Mapping Sec.
<input checked="" type="checkbox"/>	Zoning Administrator	<input type="checkbox"/>	Parks Division
<input type="checkbox"/>	City Engineering	<input type="checkbox"/>	Urban Design Commission
<input checked="" type="checkbox"/>	Traffic Engineering	<input type="checkbox"/>	Recycling Coord. (R&R)
<input checked="" type="checkbox"/>	Fire Department	<input type="checkbox"/>	Other:
<input type="checkbox"/>	Water Utility	<input type="checkbox"/>	Other: