



Streatory 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)

LICPCH-2021-00257

(License number)

10
(Alder District #)

408
(Police Sector)

Office Use Only

Streatory 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 Streatory 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: 05/26/2021

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: LICLIB-2016-01290

Business dba Name: The Sylvee

Licensed Address: 25 South Livingston

Liquor/Beer Agent Name: Steven Renfro

97 % Alcohol, % Food, 3 % Other Alder, District #: Benford, 6 Police Sector: Central

Corporate Information

Business Legal Name (as on WI State Sellers Permit): FPC Live LLC

Business Mailing Address: 29 South Livingston Madison, WI 53703

Business Contact Name, Position: Steven Renfro, Beverage Director

Business Phone: 608-438-8104

Business Email: Steven@fpc-live.com

-Continue on Back-

Extension Details

Current Capacity (indoor): 2500

Current Capacity (outdoor):

Proposed Capacity (outdoor): 160

Description of Proposed Changes: Looking to utilize out patio for small scale live entertainment.

Signature

Steven Renfro

Digitally signed by: Steven Renfro
DN: CN = Steven Renfro email = steven@fpc-live.com C =
US O = FPC-LIVE OU = Bar Operations
Date: 2021.05.26 23:46:23 -06'00'

05/26/2021

Authorized Signature of Agent or Establishment Owner

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-2021-00065

Address: 25 S Livingston ST

Current Revision #: 0

Submitted by: Sylvee

Contact: Lauren Toler
(262) 719-6245
lauren@fpc-live.com

Project Type: Permitted Use Site Plan Review

Description: Temporary Outdoor Seating valid until April 14, 2022

Status: Approved

Revision History: [0](#)

Review	Status	Reviewer	Reviewed
Fire Review	Approved	William Sullivan	May 24 2021
Traffic Engineering Review	Approved	Timothy Stella	May 26 2021
Zoning Review	Approved	Matthew Tucker	May 26 2021

FIRE

Note **Comment Date:** 05/24/2021
A 36-inch minimum clear path shall be maintained at all times from the building exits out to the public sidewalk.

TRAFFIC ENGINEERING

Supplement Accepted **Comment Date:** 05/25/2021
Email a revised electronic copy of the site plan, .pdf preferred, to Tim Stella - tstella@cityofmadison.com

Supplement Accepted **Comment Date:** 05/25/2021
If street seating isn't approved and in place at all times, either type 3 reflective barriers or reflective barrels minimum 36" in height shall be placed across the driveway apron as part of this review.

Note **Comment Date:** 05/25/2021
Public sidewalk shall remain open and clear of obstructions at all times.

Note **Comment Date:** 05/25/2021
Traffic Engineering recommends the applicant provide a clearly defined onsite 5' walkway clear of all obstructions to assist citizens with disabilities, especially those who use a wheel chair or are visually impaired. Obstructions include but are not limited to tree grates, planters, benches, parked vehicle overhang, bikes, tables, chairs, signage and doors that swing outward into walkway.

Note **Comment Date:** 05/26/2021
Streatery is not approvable through this review.



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/dpcd/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: LND	<u>SPR -20-21-00065</u>
Application Date	<u>5-20-21</u>
Issued Date	<u>5-26-21</u>
Approved by	<u>mw</u>
Zoning District	<u>T.E.</u>

Location Address 800 block of E. Main Street

Business Name FPC Live

Contact Person Lauren Toler

Telephone 262-719-6245 Email lauren@fpc-live.com

Which of the following best describes the Use?

- ☐ Brewpub
 ☐ Coffee shop or Tea House
 ☐ Restaurant (You do NOT have an alcohol license)
- ☐ Tavern
 ☐ Tasting Room for Brewery, Distillery, or Winery
 ☒ ~~Nightclub~~ Cement Hall
- ☐ 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

Do you have an existing liquor license? ☒ Yes ☐ No

Your capacity limit set by Building Inspections: 2500 inside the Sylvee / outdoor space dependent on 6ft social distance of tables within confines of approved space

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 **April 14th, 2022**. 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: Lauren Toler Date: 04/26/2021

Property Owner's signature*: Attached Date: _____

* Or attached separate letter of approval from property owner

*** Please see following page for temporary outdoor seating requirements and Site Plan requirements ***

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. Streatery establishments shall comply with Madison General Ordinances related (but not limited) to outdoor heating units, propane tank storage, tents, and snow removal. It is the responsibility of the Streatery establishment to comply with all regulations. Operators using outdoor heating units on City sidewalks may be required to sign an agreement relating to liability for their use.
- 11. This temporary approval shall expire on April 14th, 2022.**

More information and guidelines for the Streatery Restaurant Recovery Program can be found [here](#). Information specifically related to operating through the fall, winter, and spring 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. 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 tents and heating, please call the Fire Prevention Division at 266-4420.

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.

From: Brandon Blaschka brandon@gebhardtdevelopment.com
Subject: Re: Sylvee Patio
Date: April 6, 2021 at 3:31 PM
To: Lauren Toler lauren@fpc-live.com



Hi Lauren,

Myself and many others really like this idea and will fully support in any way we can. Let me know what we can do as neighbors and we look forward to having live music once again. At this time I don't really have any questions but wanted to confirm that you are trying to close off E. Main st now because Livingston St is not a possibility. Is this the direction you are heading?

Thanks,

-Brandon

On Tue, Apr 6, 2021 at 2:53 PM Lauren Toler <lauren@fpc-live.com> wrote:
Thanks Lee, and Hi Brandon!

As Lee noted, we are working on some initial ideas and layouts to have the area right outside of the Sylvee serve as an outdoor patio space while utilizing the bar inside the Sylvee. We'd look to amplify sound in that space, as well as have food carts in the street parking spaces on S. Livingston. The patio would operate on Thursday / Friday / Saturdays (in the evening). Attached is a current layout concept.

We are also looking at the possibility of having seating in the loading dock itself, as well as right outside of the building on E. Main Street.

While we are in the conceptual phase, I wanted to see what information you'd need from me as well as any questions I can answer. Please let me know, thank you!

Lauren Toler | Director of Marketing
FPC LIVE
O: 608-807-1253 | C: 262-719-6245

Frank Productions | FPC Live | NS2

On Apr 6, 2021, at 2:32 PM, Brandon Blaschka <brandon@gebhardtdevelopment.com> wrote:

Lee,

Wonderful idea. I'll be glad to help out any way possible.

Thanks,

-Brandon

On Tue, Apr 6, 2021 at 2:29 PM Lee Christensen <Lee@frankproductions.com> wrote:

Brandon,

We're exploring the possibility of doing some outdoor seating at the patio area outside of the Frank office for the Sylvee to serve as a bar. I'm connecting you with Lauren so she can provide so more info.

Lauren, I'll let you take it from here.

Regards,

Lee Christensen | Director of Development
FRANK PRODUCTIONS

C: 608-345-1897

Frank Productions | FPC Live | NS2

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Brandon Blaschka
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834 E Washington Ave Suite 233
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BUILDING

EXISTING BUILDING

SITE INFORMATION

SITE ADDRESS: 811 EAST WASHINGTON AVENUE

SITE ACREAGE TOTAL:

LOT 1: 51,123 SQ. FT. (1.17 ACRES)

LOT COVERAGE:

LOT 1: 42,563 SQ. FT. (93% IMPERVIOUS, INCLUDES 5,488 SQ. FT. OF VEGETATED ROOF)

PAVEMENT KEY



GROUND LEVEL, 3,092 SF OF PERVIOUS AREA



4RD FLOOR, 5,488 SF OF VEGETATIVE ROOF

Streatory



Patio



Picnic Table



Cocktail Table



Food Cart



Type 3 reflective barriers



Lot 2
36,348 S.F.
0.83 Acres

THE SPARK
AMERICAN FAMILY DEVELOPMENT
FF=851.00' = 100.00' (ARCH)

ALL IMPROVEMENTS SHOWN IN THE
PUBLIC RIGHT OF WAY ARE NOT
APPROVED WITH THIS PLAN

COSMOS
GERHARDT DEVELOPMENT
FF=850.75'

E. MAIN STREET

118 ft

9 ft

6 ft

6 ft

16 ft

8 ft

Stage

Satellite

Bar

Venue entrance
to bar and restrooms

S. LIVINGSTON STREET

