



Location  
2639 East Springs Drive

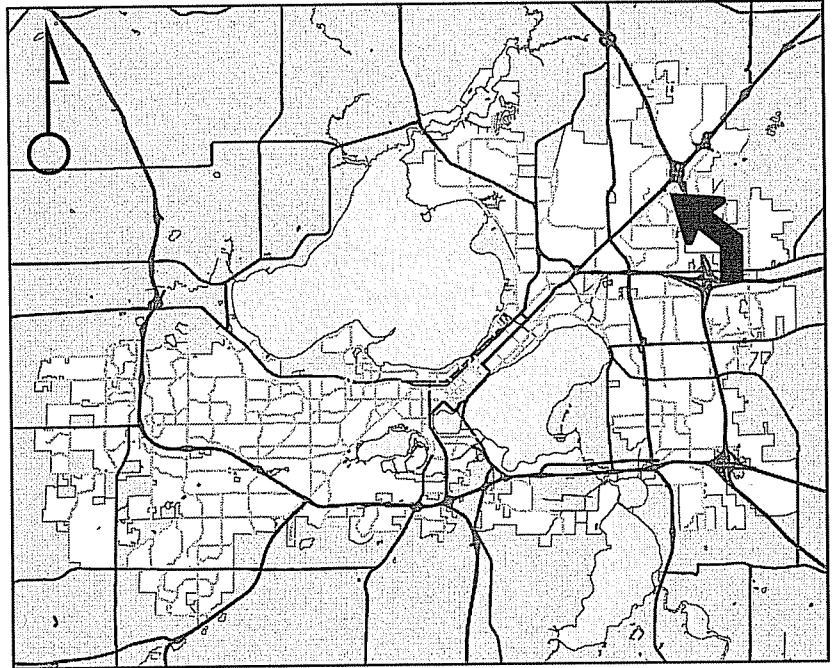
Project Name  
Hooters of East Madison – Bike Night

Applicant  
Jonathan Zeier – JTF East Grand Springs/  
Laura Clark – Hooters of East Madison

Existing Use  
Hooters Restaurant

Proposed Use  
Allow outdoor recreation area for a  
once weekly motorcycle night at  
existing restaurant

Public Hearing Date  
Plan Commission  
20 June 2011

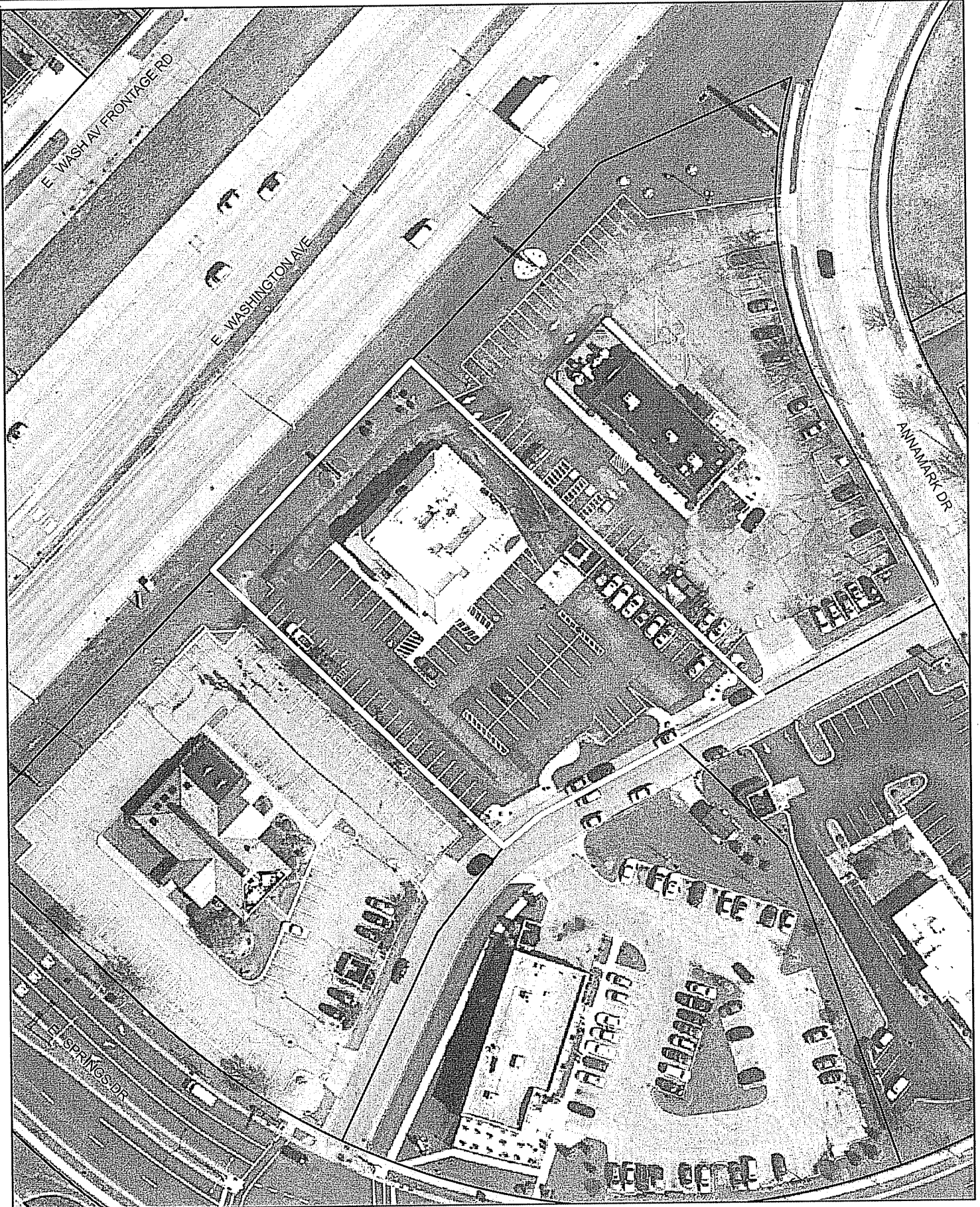


For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 07 June 2011





# LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html)
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid	<u>550</u> Receipt No. <u>120206</u>
Date Received	<u>5/10/11</u>
Received By	<u>PRA</u>
Parcel No.	<u>080-272-0705-1</u>
Aldermanic District	<u>17</u>
GQ	<u>OK</u>
Zoning District	<u>C-3</u>
For Complete Submittal	
Application	Letter of Intent <input checked="" type="checkbox"/>
IDUP	Legal Descript. <input checked="" type="checkbox"/>
Plan Sets	Zoning Text <input checked="" type="checkbox"/>
Alder Notification	Waiver <input checked="" type="checkbox"/>
Ngbrhd. Assn Not.	Waiver <input type="checkbox"/>
Date Sign Issued	<input type="checkbox"/>

**1. Project Address:** 2639 East Springs Drive, Madison, WI 53704 **Project Area in Acres:** 1.10440 acres

**Project Title (if any):** Hooters of East Madison -- Bike Night

**2. This is an application for:**

<b>Zoning Map Amendment</b> (check the appropriate box(es) in only one of the columns below)		
<input type="checkbox"/> <b>Rezoning to a Non-PUD or PCD Zoning Dist.:</b> Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____	<b>Rezoning to or Amendment of a PUD or PCD District:</b> <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP <input type="checkbox"/> Amended Gen. Dev. <input type="checkbox"/> Amended Spec. Imp. Plan	
<input checked="" type="checkbox"/> <b>Conditional Use</b>	<input type="checkbox"/> <b>Demolition Permit</b>	<input type="checkbox"/> <b>Other Requests (Specify):</b> _____

**3. Applicant, Agent & Property Owner Information:**

Applicant's Name: Laura Clark, Manager Company: Hooters of East Madison, LLC  
Street Address: 2639 East Springs Drive City/State: Madison, WI Zip: 53704  
Telephone: (608) 244-2319 Fax: ( ) Email: eastmadison@hooters.com

Project Contact Person: Laura Clark Company: Hooters of East Madison, LLC  
Street Address: 2639 East Springs Drive City/State: Madison, WI Zip: 53704  
Telephone: (608) 244-2319 Fax: ( ) Email: eastmadison@hooters.com

Property Owner (if not applicant): JTF East Grand Springs, LLC, Jonathan Zeier, Registered Agent  
Street Address: 2209 N. Stoughton Road City/State: Madison, WI Zip: 53704

**4. Project Information:**

Provide a brief description of the project and all proposed uses of the site: Permit the sale of alcohol in a controlled area in the restaurant's parking lot for special events held each Thursday after approval and ending on September 29, 2011. Similar events in future years.

Development Schedule: Commencement First Thursday after approval Completion September 29, 2011

**5. Required Submittals:**

- Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
  - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
  - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
  - **1 copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper
- Letter of Intent (12 copies):** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee: \$550.00** See the fee schedule on the application cover page. Make checks payable to: *City Treasurer*.
- Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

**In Addition, The Following Items May Also Be Required With Your Application:**

- For any applications proposing demolition or removal of existing buildings, the following items are required:
  - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
  - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
  - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- Zoning Text (12 copies):** must accompany Planned Community or Planned Unit Development (PCD/PUD) submittals.

**6. Applicant Declarations:**

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
  - The site is located within the limits of East Town - Burke Heights Plan, which recommends: Regional-Commercial for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing no later than **30** days prior to filing this request:
  - List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:  
Alder Joseph Clausius, April 1, 2011, (a waiver was granted and is attached)
  - NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.
- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.
  - Planning Staff: Not available Date: \_\_\_\_\_ Zoning Staff: Matt Tucker/Pat Anderson Date: May 6, 2011
- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

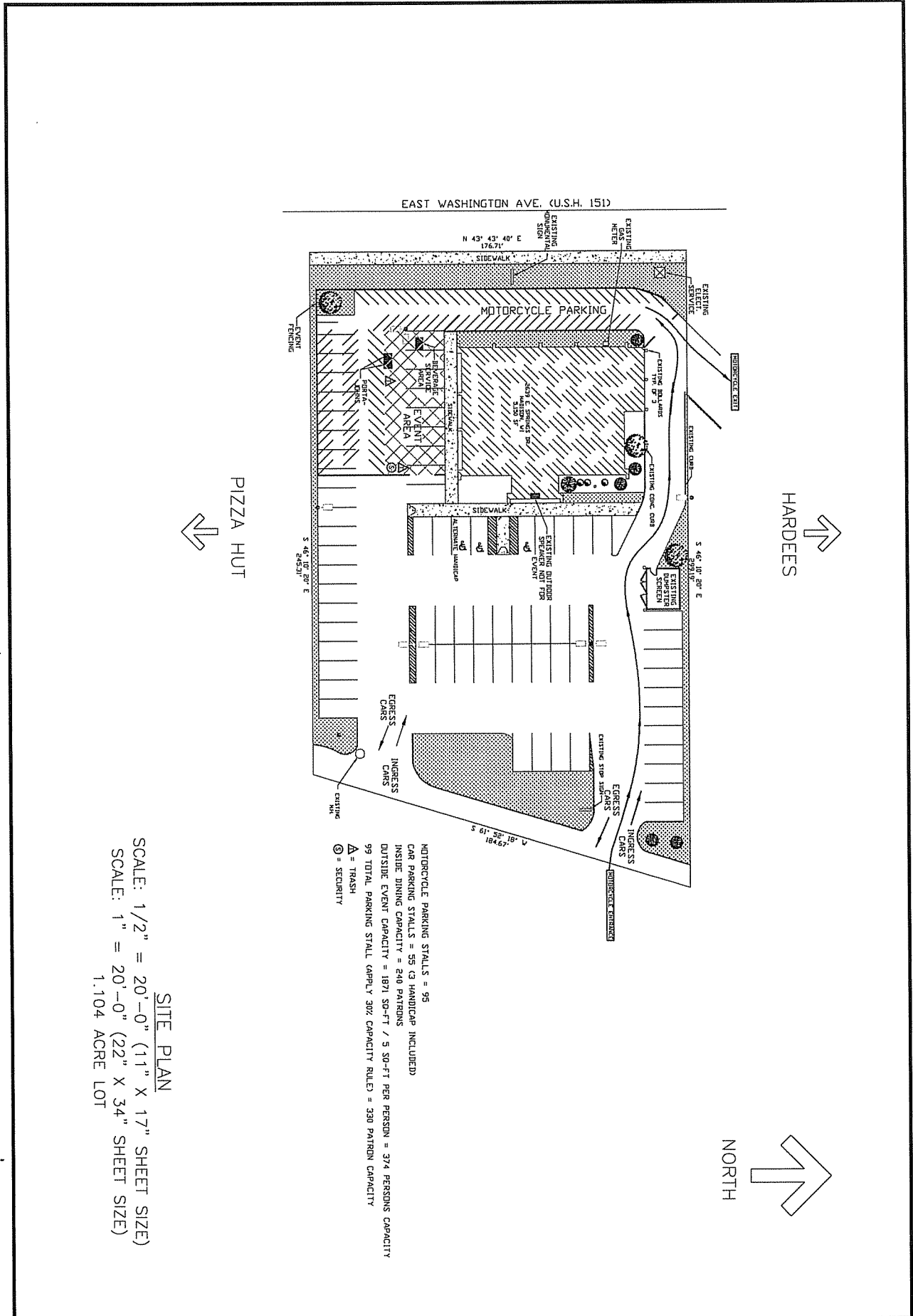
**The signer attests that this form is accurately completed and all required materials are submitted:**

Printed Name Laura Clark, Manager Date May 10, 2011

Signature *Laura Clark* Relation to Property Owner Lessee

Authorizing Signature of Property Owner *Jonathan Zeier* Date May 9, 2011  
Jonathan Zeier, Managing Member, JFT East Grand Springs, LLC

Effective May 1, 2009



SCALE: 1/2" = 20'-0" (11" X 17" SHEET SIZE)  
 SCALE: 1" = 20'-0" (22" X 34" SHEET SIZE)  
 1.104 ACRE LOT

**SITE PLAN**

- MOTORCYCLE PARKING STALLS = 95
- CAR PARKING STALLS = 55 (3 HANDICAP INCLUDED)
- INSIDE DINING CAPACITY = 240 PATRONS
- INSIDE EVENT CAPACITY = 1871 SQ-FT / 5 SQ-FT PER PERSON = 374 PERSONS CAPACITY
- 99 TOTAL PARKING STALL (APPLY 30% CAPACITY RULE) = 330 PATRON CAPACITY

Ⓞ = TRASH  
 Ⓢ = SECURITY

SHEET S1	TITLE: Hooters of East Madison, LLC		DATE: 6-01-11
	OWNER: Hooters of East Madison, LLC 2639 East Spring Drive Madison, WI OWNER: JFT East Grand Springs, LLC	DRAWING PRODUCED BY: QUALITY DESIGN SERVICES, LLP W7007 PARKVIEW DRIVE - SUITE A GREENVILLE, WI 54942 (920)757-9505	CO: QUALITY DESIGN SERVICES W7007 PARKVIEW DR. STE A GREENVILLE, WI

**Hooters of East Madison  
c/o Laura Clark, Manager  
2639 East Springs Drive  
Madison, WI 53704**

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## **BIKE NIGHT EVENT MANAGEMENT PLAN**

May 20, 2011  
Final Draft Plan: June 14, 2011

### **STARTING AND ENDING DATES FOR 2011:**

Starting: Thursday, July 7, 2011  
Ending: Thursday, September 29, 2011  
A Total of 13 weeks (depending on weather).

### **TIME OF EVENTS:**

Gates: 5:00 p.m. until 9:30 p.m.  
Beverage table: 5:00 p.m. until 9:00 p.m.

### **OPERATING PROCEDURES:**

- ❖ Opening staff arrives at 4:30 p.m. Beverage table and fencing set-up begins immediately.
- ❖ All staff members wear easily identifiable uniforms.
- ❖ Licensed bartender to oversee outdoor service.
- ❖ Approximately 18 employees are on duty each event day.
- ❖ Security arrives 30 minutes prior to event start.
- ❖ Management both inside bar and at event table stay in constant contact at all times.
- ❖ Breakdown of employee responsibility for various jobs for the event are as follows:
  - Trash/garbage – 1 employee
  - Gate Count – 1 employee
  - Management – 1 employee
  - Security – 3 (personnel as determined by MPD)
  - Beverage table personnel – 2
  - Inside Cook/Kitchen Staff – 4
  - Inside Wait staff – 8
- ❖ Outdoor beverage service stops at 9:00 p.m.

- ❖ Announcements are made that beverage service has closed and everyone must leave the event area promptly (by 9:30 p.m.).
- ❖ Security assist in clearing the event area to ensure everyone has left the area.
- ❖ Security shall remain at the gates to ensure no beverage containers leave the property.
- ❖ Employees normally average about one hour to disassemble the event beverage serving area, sweep and clean the event area and ensure all trash is placed in receptacles.

#### FACILITIES:

- ❖ 2 portable toilets are provided for the public during all hours of event operation.
- ❖ Security shall regularly patrol both the women's and men's bathroom facilities.

#### FOOD AND BEVERAGE:

- ❖ Food is served inside the Restaurant during all hours of operation and available for carryout in carryout containers.
- ❖ Multiple non-alcoholic beverages including water, juice and soda are available during all hours of operation.
- ❖ Outside beverage service is limited to a varied selection of beer.
- ❖ Wristbands will be issued to all patrons 21 years of age and over to purchase alcoholic beverages at the beverage table.
- ❖ Proof of age will prove age in the form of a valid and governmental issued photo identification with valid date of birth will be required in order to receive a wrist band.
- ❖ Electronic Identification to be used to determine valid drivers' license and proof of age.
- ❖ Beverage service to be provided by fully licensed alcohol beverage services as required by City of Madison and educated in appropriate methods of serving alcoholic beverages by use of Hooters of America, LLCs (parent company of Hooters of East Madison, LLC) programs.
- ❖ Any adult, including parents or guardians that request alcoholic beverage service for anyone that appears to be an underage child will be refused.
- ❖ A married person or partner of legal age that requests alcoholic service for any person that appears to be an underage spouse or partner shall be denied service.
- ❖ All beverage service will be served in plastic bottles or aluminum cans. No glass bottles or glassware will be allowed.

#### ENTERTAINMENT:

- ❖ Existing regular outside ambient music that emanates from a speaker above the entrance door to the Restaurant.

#### CAPACITY MANAGEMENT:

- ❖ Security at the northwest gate, with counters, to monitor the flow of motorcycles in and out of the event area.
- ❖ Walk-ins will be monitored to maintain a maximum capacity of 240 people inside building.
- ❖ Capacity of event area not to exceed 125 persons.
- ❖ An arrangement for overflow parking has been provided at Pizza Hut when the maximum capacity for event parking in the designated area on the Site Plan is reached. Patrons will be directed to park in available parking spaces in the Pizza Hut parking area to the south of the building. The operator will work with nearby businesses to establish overflow parking alternatives.

#### UNRULY PATRONS:

- ❖ In the event of any unruly patrons, such persons will be properly dealt with as Hooters of East Madison, LLC management acting as the Security Personnel are familiar with the provisions of Madison General Ordinances Section 38.06(10), the unruly patron ordinance.
- ❖ Hooters of East Madison, LLC and Hooters of America, LLC do not welcome intoxicated customers and has internal training procedures for dealing with such persons.
- ❖ In addition, management of Hooters of East Madison, LLC is aware of the prohibitions from selling, dispensing, or giving away of alcohol to any person who is "under the influence" as that term is defined in Madison General Ordinances Section 38.02.
- ❖ The process, in general, to be used is that after refusal of service to any customer, the server will notify all other employees and the on-site Manager.
- ❖ Management will support the server's determination to terminate service to the customer. If a customer is too impaired to drive, Hooters will persuade the customer not to drive and direct them to a designated driver or offer a taxi.
- ❖ Should the customer refuse, management will notify the Madison Police Department.
- ❖ Security Personnel will be authorized to ask any patron or customer making a disturbance to immediately leave the premises.
- ❖ If necessary, Security Personnel or Management will contact the Madison Police Department should assistance be deemed necessary.
- ❖ Hooters of East Madison, LLC shall permanently refuse admittance to any person that engages in chronic disturbing activity or a customer that presents multiple problematic incidences.

#### POLICE ASSISTANCE:

- ❖ When a patron acts in a manner that is violent, abusive, indecent, profane, boisterous, or otherwise disorderly, Hooters of East Madison, LLC will immediately contact the police and request that the police invoke the provisions of the ordinance.



- ❖ The Madison Police Department shall be called in a timely manner anytime Management has information to believe a crime has been or is about to be committed, or when a threat or act of violence occurs on or near the premises.

**HOOTERS OF EAST MADISON, LLC CONTACT PERSON:**

This Management Plan will be managed by Laura Clark, the local store Manager.

Ms. Clark can be reached at 608-244-2319.

Hooters of East Madison

2639 East Springs Drive

Madison, WI 53704

Madison Police Department Review:

Management Plan Reviewed by Lt. Wayne Strong, East District \_\_\_\_\_.

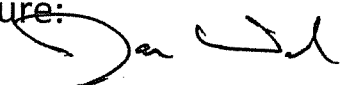
Date: \_\_\_\_\_.

Date 6/16/17

To: City of Madison

This is to inform you that I have met with Laura Clark, Manager of the Hooters of East Madison restaurant and she explained the planned weekly bike night event. I have authority to agree that Hooters may offer our parking lot for overflow parking on the ~~nights~~ of the bike night event.

Thursday Night

Signature: 

Print: Joe Wach



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East Towne Pizza Hut  
2649 E. Springs Dr.  
Madison, WI 53704  
(608) 246-0100  
easttowne@phsw.net

Joe Wach  
Manager