

**Application for Change of Licensed Premise**  
**No Fee Required. Due at 12 Noon two weeks before ALRC meeting.**  
**Routed: City Zoning**  
**Building Inspection Unit – Permit Counter**

**Applicants must appear before the ALRC. Detailed floor plans (no larger than 8 1/2 x 14) must accompany this form, or request will not be presented to the committee.**

**Please contact City Zoning (Municipal Building LL-100, 266-4560). A Conditional Use Permit may be required. There is a fee for the Conditional Use Permit.**

Corporate/Owner Name \_\_\_\_\_ Madison Mallards \_\_\_\_\_

DBA \_\_\_\_\_ Madison Mallards \_\_\_\_\_

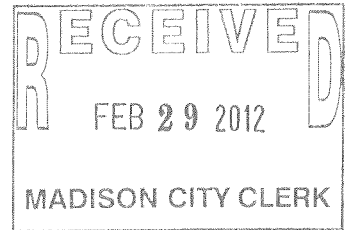
Address \_\_\_\_\_ 2920 N Sherman Ave Madison, WI 53704 \_\_\_\_\_

Agent \_\_\_\_\_ Vern Stenman \_\_\_\_\_

Capacity \_\_\_\_\_ 6,750 for baseball games \_\_\_\_\_ % Alcohol \_\_\_\_\_ 40% \_\_\_\_\_ % Food \_\_\_\_\_ 60% \_\_\_\_\_

Description of Expansion Plans:

- The Mallards are pursuing several stadium improvements for the 2012 season, including:
  - A Backyard/grass seating hill area behind the LF fence. This area would feature grass seating for families. Limited quantities of beer would be available for purchase in cans in this area.
  - An addition to the Great Dane Duck Blind. Stadium improvements completed in 2011 compromised the sight lines of approximately 250 seats on the Duck Blind. For 2012 we are planning on building an addition to the Duck Blind towards right-center field that would essentially move the seating for those 250 obstructed seats to a new unobstructed seating area. The area would be sold at a higher price & include private tables for groups of 4-8 people. Duck Blind capacity of 1,242 would not be changed. The addition would provide more space for fans & make the overall Duck Blind experience much better.
  - Adding a Home Plate Suite area behind home plate in existing concourse space. The 2011 Stadium improvements provided a larger than needed concourse space directly behind home plate. We are planning on turning this area into 2 15-20 person suites. Beer service would be included in the price & the beer would come from existing beer serving areas adjacent to the suites.



Signature of Applicant \_\_\_\_\_ *Vern Stenman* \_\_\_\_\_ Date 2-29-12

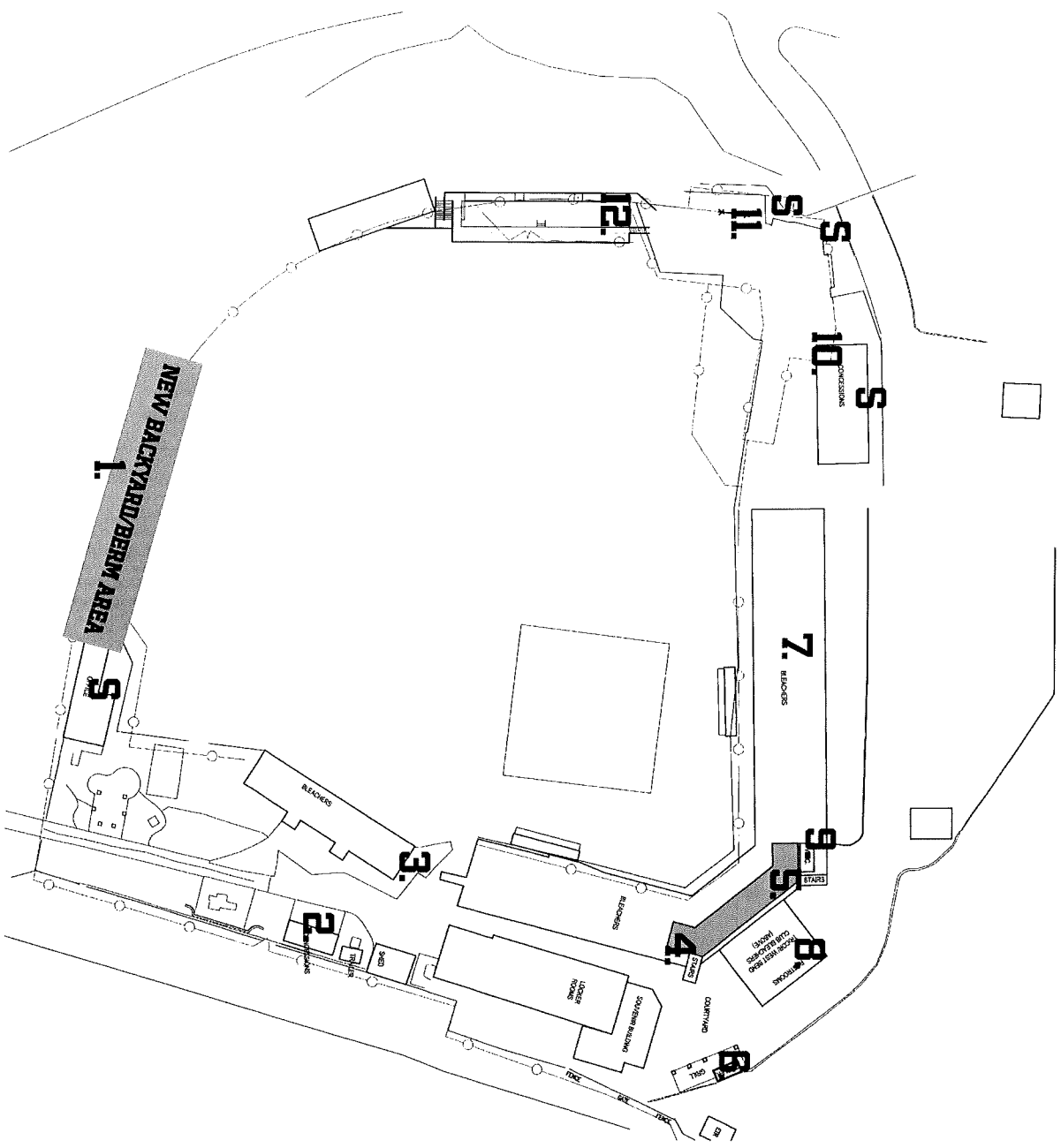
To be considered at ALRC meeting of 3/14/2012

and Common Council Meeting of 3/20/2012

License Type LIC PCH Class B Beer & Lig. License # ↓ Legistar # \_\_\_\_\_  
*Change of Premise* LIC PCH-2012-00115

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_  
Madison Police Department  
Aldersperson Rhodes-Conway

Mallards Beer Pouring Locations			
label	description	types	Relocated for 2012:
1	Backyard Seating Berm area	can	New
2	Triple Play Club	can & draught	
3	Third Base	can & draught	
4	Homeplate 1	can & draught	
5	Homeplate 2	can & draught	moved from 1b side
6	Main Beer	can & draught	
7	1b under stands	can & draught	
8	Homeplate Club	can & draught	
9	Homeplate Club lower	can & draught	
10	Duck Blind main	can & draught	
11	Duck Blind upper	draught	
12	Duck Blind Club	draught	moved from old club area
	Vending - entire ballpark	cans	
S	Suites	cans	



A1.0

OVERALL SITE PLAN

**WARNER PARK**  
 BASEBALL FIELD SEATING RETROFIT  
 MADISON MALLAROS  
 2820 N. SHERMAN AVENUE, MADISON, WI 53704

