

December 4, 2023

Ms. Heather Stouder
Director, Planning Division
City of Madison Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd., Ste 017
Madison, Wisconsin 53703



Re: Letter of Intent - Land Use Application Submittal

508-514 E Wilson St & 150 S Blair St
KBA Project #2042

Ms. Heather Stouder:

The following is submitted together with the plans and application for the staff and Plan Commission's consideration of approval.

Organizational Structure:

Owner:
Robert Worm
514 W. Wilson Street
Madison, WI 53703
608-255-4674
Contact: Angie Scott
office@essen-haus.com

Architect:
Knothe & Bruce Architects, LLC
8401 University Ave., Ste 900
Middleton, WI 53562
(608) 836-3690
Contact: Kevin Burow
kburow@knothebruce.com

Introduction:

This proposed application to a Planned Development involves the shared parking lot at 508-514 E Wilson St & 150 S Blair St. This purpose of this submittal is to establish standards for six large events held in the parking lot year each year, as well as to establish plans and procedures for utilizing this space throughout the warmer months for events with live music and performance on a stage that will be erected temporarily in the parking lot. Finally, this application will incorporate the plans and procedures for the use of the parking lot for sand volleyball, which have been previously approved by the Plan Commission on March 24, 2014 (Legistar File ID #: 33075); at the advice of Planning and Zoning staff, that approval is being incorporated herein to centralize all of the uses of the parking lot.

Management plan:

We will have a manager on location in the parking lot at all times during each event. We will also have a manager in each location inside (the Come Back In, Up North and Essen Haus) at all times during each event. Indoor managers will assist outside as needed.

Security plan:

Our staffing will be either in German attire or Come Back In T-shirts, both will be easily recognizable. Each staff member has an area outside they are responsible for during each event.

Fencing plan:

We use the existing barrels and expand the barriers to encompass the event space. For each event, the expanded areas are fully delineated with marked boundaries.

Standards for Six Events (Please refer to Event Plan Layout)

Hours of event operation

The outdoor events below will run from 11:00 am to 9:00 pm (10:30 pm for volleyball, as previously approved by Plan Commission). Music and entertainment for these events shall not commence before 11:00 am and shall be completed and the area cleared of attendees by 9:00 pm. In this section, a “weekend” shall generally begin on Friday and end on Sunday, except for Memorial Day weekend, which shall end on Monday, and “Great Taste” weekend, which may begin on Thursday but end on Sunday.

Specificity on the eligible events

- Oktoberfest – One day in Mid-September
- Maifest – One weekend day in Early May (First Saturday in May)
- Third - Sixth events – We would like to reserve this option for the following event types that are not annual events (all would be one day events), for example:
 - An outdoor wedding rehearsal / reception
 - An event such as an alumni party prior to a sporting event
 - Large birthday parties
 - Large family reunions

Neighbors will be notified 30 days in advance of the scheduled (6) events.

Request for expanded use with outdoor music (Please refer to Seasonal Layout)

Request for outdoor amplified music (please refer to seasonal layout). Use of the parking lot in this section would allow the EH, UPN and CBI to have live music and live performance on a stage erected / placed in the parking lot 3 evenings a week March 15 to November 1. This would allow for one night of live music / entertainment for each established liquor license (EH, UPN & CBI).

Hours of Event

4:00pm to 9:00pm; music in the outdoor area shall not start before 4:00 pm and shall be completed and music ceased by 9:00 pm.

Days of the week

Sunday, Monday, Tuesday

Stage location

Per attached ‘Seasonal Layout’ plan

Parking lot modification

No modification, no reduction in parking stalls

The requested weekly entertainment as well as the weekend events is in accordance with Downtown Plan adopted in 2012, where it is noted on page 98 within the Primary Arts / Culture / Entertainment Destinations graphic that this location falls into the Retail, Restaurant

and Entertainment Corridor of King-Wilson Streets. This request falls under the following Recommendations (listed on pages 97 and 98 of the Plan):

209

- Support existing Downtown branding programs (e.g., University of Wisconsin, Business Improvement District, Greater Madison Convention & Visitors Bureau) for the cultural district that includes marketing, education, retail, entertainment and wayfinding.

211

- Enhance the existing pedestrian-friendly environment that includes opportunities for outdoor cafes and places for spontaneous street performance within a well-designed streetscape.

213

- Develop an “Arts, Culture, and Entertainment Business Plan” to encourage locally-owned retail with cultural entrepreneurs and artists investing in the Downtown arts, culture and entertainment corridor.

215

- Promote private/public cooperation for the use of public open spaces and facilities for a diverse array of festivals, street fairs, performances, special events and exhibits.

Volleyball/ Outdoor Recreation Layout

Hours of Event

5:00pm to 10:00pm Monday- Friday, and 12:00 pm – 9:00 pm on Sunday; events in the outdoor area shall not start before 5:00 pm volleyball games are to be concluded by 10:00pm.

Days of the week

Monday, Tuesday, Wednesday, Thursday, Friday and Sunday

Volleyball games location

Per attached ‘Seasonal Layout’ plan

Parking lot modification

No modification, no reduction in parking stalls

Under the ALRC license approvals outdoor service is approved until midnight.

This application for a Planned Development is to continue outdoor entertainment in the parking lot during the warmer months. The ongoing active liquor and entertainment licenses are still in effect as approved over 25 years ago.

Thank you for your time and consideration of our proposal.

Sincerely



Kevin Burow, AIA, NCARB, LEED AP
Managing Member