



DEWITT
ROSS & STEVENS^{SC}
LAW FIRM

00754

Capitol Square Office
Two East Mifflin Street
Suite 600
Madison, WI 53703-2865
Tel 608-255-8891
Fax 608-252-9243

West Office
8000 Excelsior Drive
Suite 401
Madison, WI 53717-1914
Tel 608-831-2100
Fax 608-831-2106

Metro Milwaukee Office
13935 Bishop's Drive
Suite 300
Brookfield WI 53005-6605
Tel 262-754-2840
Fax 262-754-2845

www.dewittross.com

VIA HAND DELIVERY

Please respond to: Capitol Square Office
Direct line: 608-252-9365
Email: mrc@dewittross.com

May 3, 2005

Mayor Dave Cieslewicz
City of Madison
210 Martin Luther King Jr. Blvd., Room 403
Madison, WI 53703

RE: Church Key - 626 University Avenue
Change of Licensed Premises
Agenda Item # 31

Dear Mayor Cieslewicz:

I represent Jong Yean Lee who has owned the Church Key since 1990 and has operated liquor license establishments in downtown Madison since 1977. The Church Key has had an outstanding record for operating an establishment that has not contributed to alcohol-related problems. Besides the conscientious management of Mrs. Lee and Tom Harris, who has been the fulltime manager of the Church Key since 2001, another reason for this is that the Church Key has a neighborhood pub atmosphere and does not attract problem patrons.

Because of the Church Key's outstanding track record, the ALRC unanimously approved, with certain conditions that were mainly proposed by the applicant, the Change of Licensed Premises application

The applicant, her manager and her architect will all be available to answer any questions you may have. However, I do want to emphasize the reasons why this should be supported:

- The maximum capacity of the first and second floor bar areas will not exceed 190. The ALRC reduced the maximum capacity that the applicant originally requested of 256.
- The improvements will include a sprinkler system so the legal capacity could be 376. Therefore, the capacity limit is approximately 50% less than the legal capacity.

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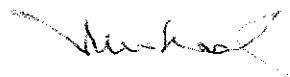
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- In addition to the capacity limit of 190, the ALRC imposed other conditions which will ensure a greater percentage of food sold and will further improve management procedures.¹
- This application is supported by Alderperson King and the State-Langdon Neighborhood Association and is not objected to by the Madison Police Department
- The applicant and the adjacent property owner have reached agreement to make sure that operation of the remodeled Church Key will be compatible with the adjoining use
- The extensive and well designed exterior improvements reinforce the historical significance and architectural detail as evidenced by the unanimous support from the City Landmarks Commission.
- The interior improvements will create a unified neighborhood pub atmosphere as opposed to the conflicting and unattractive current use of the building.
- The "glass spine" addition is a creative and attractive use of space that will make the building handicap-accessible and eliminate a narrow alleyway which could pose safety concerns.

With the conditions made as part of the approval, we urge that that ALRC recommendation to adopt be approved.

Sincerely,

DEWITT ROSS & STEVENS^{sc}



Michael R. Christopher

MRC:mtc

cc: City Council Members (*via hand delivery*)
Assistant City Attorney Jennifer Zilavy (*via hand delivery*)
Captain Mary Schauf (*via hand delivery*)

¹ The neighboring property owner objected to Condition #1 which would have encouraged use of the rear exit by patrons. The MPD agrees that this condition should be deleted.