



Change of Premises

Fee: \$25.00

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) _____

LIC PCH -2026-00306
(License number)

(Alder District #) _____ (Police Sector) _____

Office Use Only

Class A: Beer, Liquor, Cider
Class B: Beer, Liquor,
 Class C Wine

Licensed Premises Information

This application modifies existing alcohol license number: 28513-13770
Business dba Name: STATE STREET BRATS
Licensed Address: 603 STATE STREET
Liquor/Beer Agent Name: KEEGAN MEYER
49 % Alcohol, 51 % Food, _____ % Other Alder, District #: 2 Police Sector: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): STATE STREET BRATHOUS OF MADISON INC
Business Mailing Address: 603 STATE STREET
Business Contact Name, Position: KEEGAN MEYER
Business Phone: 608-217-7570 Business Email: KEEGAN.MEYER@STATESTREETBRATS.COM

Current Capacity (indoor): 450 Current Capacity (outdoor): 150
Proposed Capacity (indoor): 450 Proposed Capacity (outdoor): 400

If your capacity is increasing, contact Building Inspection: (608) 266-4551, binspection@cityofmadison.com

Change is: Permanent Temporary (from _____ until _____)
Date Date

Is this change related to a Roadway Café Expansion License/Roadway Permit: Yes or No

Description of Changes (include approximate measurements, and fencing, if necessary):

REMOVAL OF 438 N FRANCES, OUTDOOR PATIO, BATHROOMS
FOOD TRUCK PARKING / SERVICE FOR CUSTOMERS. PLANS NOT
MADE YET, PERSPECTUS EMAILED WITH LINK.

Detailed Floor Plans included (required)

Authorized Signature Date: 5/13/20

Orange sign and business card issued
 "License Renewals & Changes" brochure with next steps issued

Office Use Only

Cafe

12

613

615

601

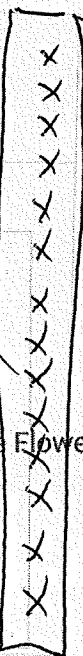
State Street Brats Grill



Custom Mac & Cheese Bar



The Flower Shoppe



CONNECTION TO BUILDING AND PATHWAY FOR CUSTOMERS

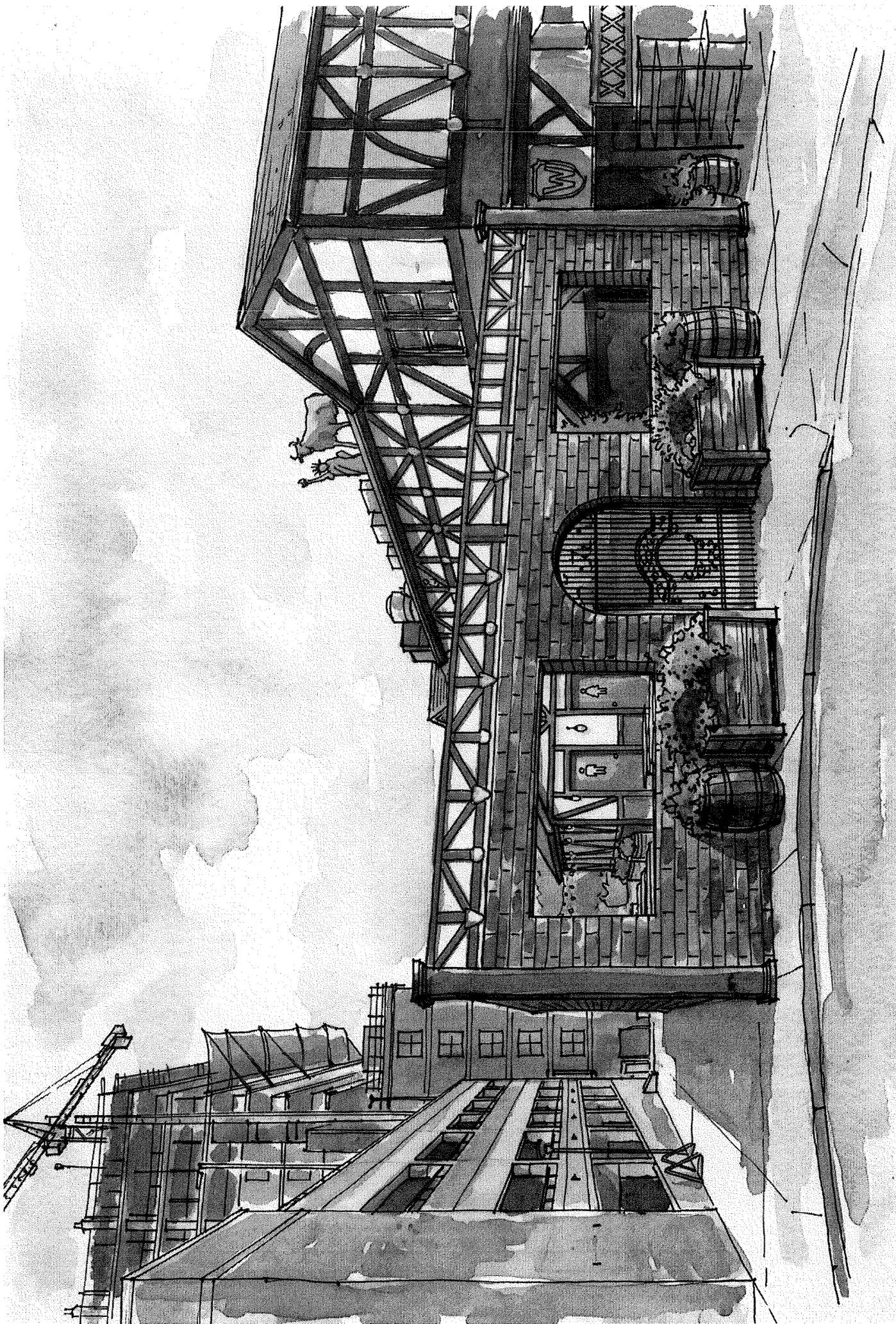
NEW PATIO SPACE

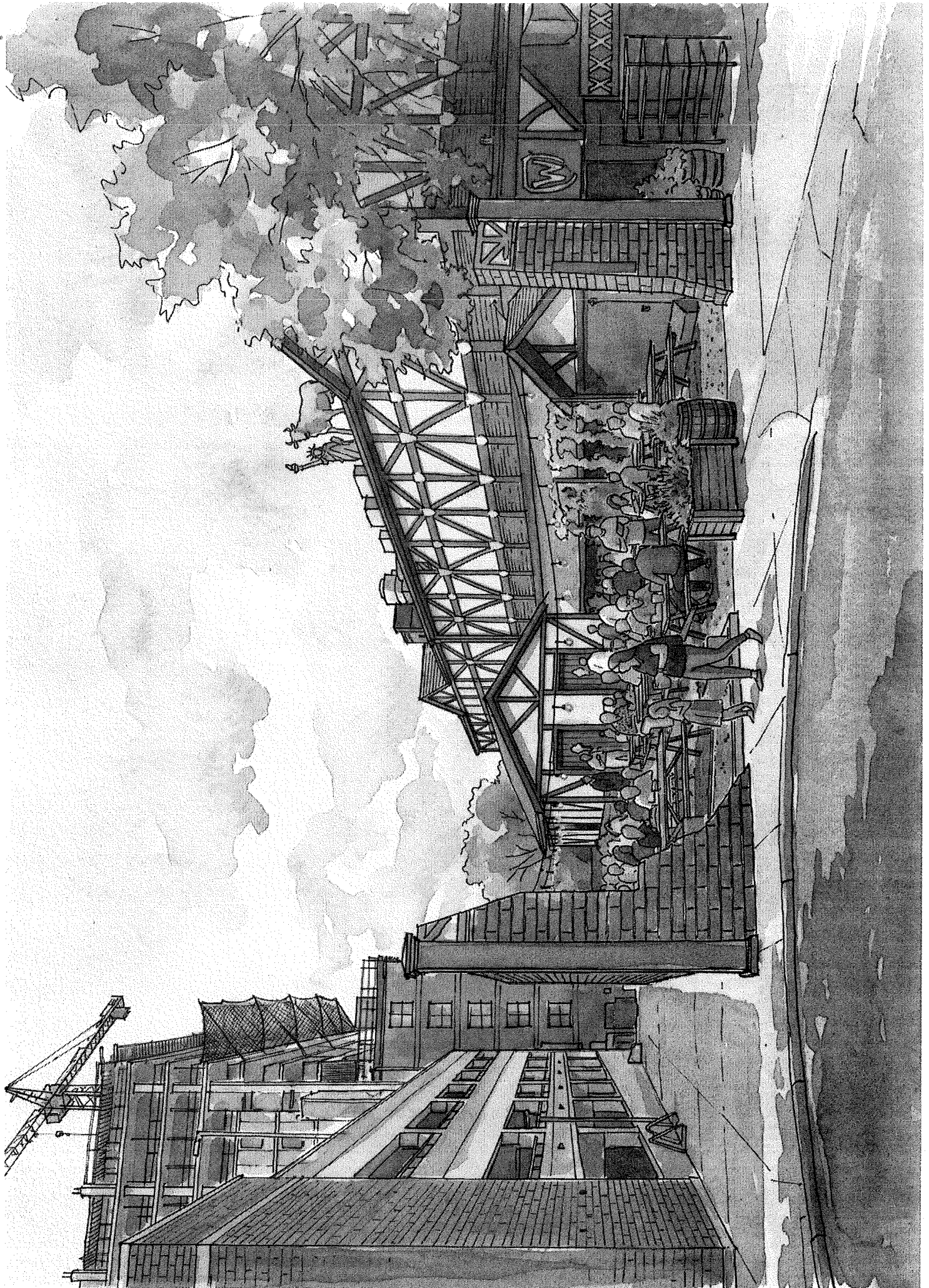
BRICK WALL ENCLOSURES ENTIRE AREA FOR PRIVATE PATIO

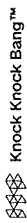
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MENU

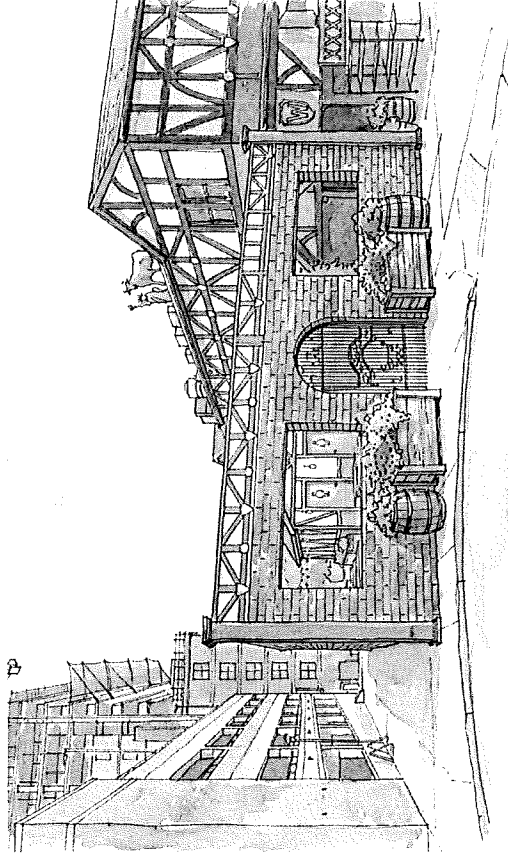
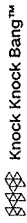


STUDY STATE STREET BRATS

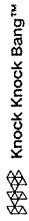
Outdoor Activation Over Density: The Case for a Downtown Madison Open-Air Biergarten

May 13, 2026 Private link

A Strategic Analysis for the Alcohol License Review Committee, Madison's Central Business Improvement District, and Downtown Development Commissions



RENDER 01



63% first-round win rate, finishing above parks, playgrounds, winter recreation athletic facilities. This reflects a competitive head-to-head preference ranking – leading question.^{[5][6]}

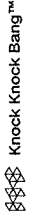
Related priorities that reinforce the pattern:^[6]

Community Priority	Round Result
Active Street Life	Quarterfinals (82% first-round)
Diverse Music, Events & Activities	Quarterfinals (81% first-round)
Lakefront Experiences	Quarterfinals (84% first-round)
Biergartens and Places to Gather	Semifinals (63% first-round)
More Third Spaces	Round of 16 (68% first-round)

The Envision Downtown engagement — with over 175 in-person participants and a parallel 630-respondent survey — reinforced this signal at every level:^[6]

- **78% of respondents** cited “enjoying a variety of eating/drinking options” as their primary downtown activity — the highest-rated motivation of all^[6]
- **Public Spaces & Placemaking** received 25% of all simulated public investment dollars, ranking first among all spending priorities^[6]
- Focus group participants explicitly noted that when downtown spaces feel empty and people must walk too far between activated areas, “it can be a *turn-off*” — confirming that distributed outdoor activation is essential to sustaining corridor energy^[6]
- Open-ended responses called out “*local businesses getting pushed out*” as a top concern, and identified “*more outdoor music*” and food/drink options as Big Ideas for downtown’s future^[6]

The data is unambiguous. The community is not asking for more residential density on commercial corridors. It is asking for more of exactly what an open-air Biergarten



Part II: The Parcel Decision — Commercial Activation vs. Residential Conversion

2.1 What the Adjacent Parcel Currently Is

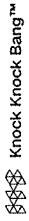
The property adjacent to State Street Brats is a visibly deteriorated mixed-use structure — residential in character, housing a small number of residential units alongside commercial tenants operating in substandard conditions. It is listed for sale. In its current state, the building:

- Does not contribute meaningfully to the commercial vitality of the corridor
- Diminishes the State Street streetscape through its physical deterioration
- Generates no visitor spending, no BID assessment revenue proportionate to its location, and no activation of the public realm

The parcel sits on one of the most pedestrian-trafficked commercial corridors in Wisconsin, directly adjacent to a 70-year-old hospitality institution. Its highest and best use — by any economic, urban design, or community planning measure — is not a handful of additional student beds.

2.2 The Student Housing Market Does Not Need This Parcel

The student housing market surrounding UW-Madison is not undersupplied. The Greater Madison Housing Consortium’s 2026 report, produced by Maxfield Research, documented **40,555 existing beds within one mile of Bascom Hall as of January 2025**, with **more than 8,000 additional beds projected by end of 2029** — bringing total supply to approximately 48,735 beds. The report’s conclusion was explicit: private development is already sufficient to meet student housing demand.^[1]



Knock Knock Bang™



Knock Knock Bang™

5.1 How the Project Should Be Characterized

The proposed Biergarten is designed as a permanent, open-air enclosure whose walls connect directly to and extend from the existing State Street Brats structure, anchored by a purpose-built, code-compliant restroom facility. This is not a fenced patio or a seasonal beer garden tent. It is a structural building extension — and that distinction carries significant weight in every regulatory context this application will touch.

- **For the ALRC:** A physically attached enclosure sharing a wall with the existing licensed premises is most accurately characterized as an extension of the licensed premises — not a separate outdoor licensed area. This framing simplifies the license amendment pathway and reduces the likelihood of time-limited or event-specific conditions being attached to the approval.^[18]
- **For the Urban Design Commission:** State Street falls within UDC review jurisdiction, where projects are evaluated on their contribution to the corridor's built environment. An architecturally integrated extension that removes a deteriorated structure and replaces it with a purposefully designed enclosure is a straightforward net improvement to the streetscape — the definition of what UDC review is designed to encourage.^[19]
- **For the Plan Commission:** A capital improvement to an existing business — with permanent structural elements and dedicated infrastructure — reads as long-term investment in the corridor, not a temporary activation. That framing is materially different from a discretionary outdoor seating application and should be treated accordingly.^[20]

5.2 The Restroom Structure Signals Permanence and Compliance

The inclusion of a purpose-built, permit-compliant restroom facility is not a minor operational detail. In regulatory review contexts, it is one of the clearest possible signals that an operator is treating the expansion as a permanent, self-sufficient facility — not an improvised outdoor extension of an existing space. It proactively addresses a

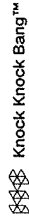
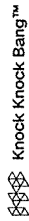
Part IV: The Downtown Area Plan — This Moment Matters

The City's Downtown Area Plan, launched in December 2025 with an anticipated 18-month process, explicitly identifies outdoor dining and gathering spaces as active policy considerations. It is coordinating with the Greater Downtown Economic Investment Strategy to ensure that recommendations are commercially viable and community-aligned.^{[15] [16] [17]}

Approving this Biergarten expansion during the planning window accomplishes three things that purely reactive approval processes cannot:

1. **Demonstrates institutional responsiveness** — the ALRC and BID can point to an approval that directly reflects the community priorities the Envision Downtown survey surfaced
2. **Creates a working proof-of-concept** for the outdoor activation model the Downtown Area Plan is expected to formalize
3. **Generates documented economic and placemaking data** that will inform and protect future similar applications before the plan is finalized

Business owners in the Envision Downtown survey were explicit: 68% said they plan to **stay or expand** in Greater Downtown, and they identified "*streamlined permitting and regulatory processes*" as the top factor enabling that growth. An efficient, conditions-based approval of a qualified local operator's well-structured application is precisely the signal those business owners need to see.^[6]



removes a blighted structure. It captures a share of Dane County's record \$2.6F tourism economy. It directly fulfills the BID's mandate. It answers, in concrete terms, the questions that Downtown participants asked for when they ranked outdoor gathering and placemaking above every other public investment priority.^{[1][6]}

The ALRC, the Central BID, and Madison's downtown development commissions exist precisely to make distinctions like this one. The community has provided clear direction. The economic data supports it. The regulatory pathway accommodates it. The case for approval is strong — and the case against it does not exist.

Prepared for presentation to the Madison Alcohol License Review Committee (ALRC), Madison's Central Business Improvement District (BID) Board, and affiliated downtown development commissions. All data sourced from city planning documents, public surveys, economic impact reports, and published media. May 2026.

References

1. Housing report says private apartments can meet student demand ... *"- The analysis counted 40,555 existing beds in the region as of January 2025 and projected another 8,0..."*
2. The Essen Haus is Closing — City Hikes *"- The Essen Haus is Closing ... On my 24th birthday, I went out to the Essen Haus. It was a cold Febru..."*
3. GREAT NEWS! Madison's 42-year-old Essen Haus is sticking around ... *"- After a much-publicized sale ultimately fell through, the owner has decided to keep the long-time es..."*
4. End of Essen Haus and Come Back In brings lots of stories, memories *"- The 42-year-old German restaurant and its companion bar, the Come Back In, on the 500 block of East ..."*

6. [PDF] Envision Downtown Madison *"- A top concern for residents and business owners including the affordability of commercial real estate..."*
7. 16-story student apartment building proposed near State Street *"- A Georgia-based student housing developer is proposing a 16-story apartment building near the intersection..."*
8. Madison Plan Commission again denies State Street development *"- McCormick's plans had already been previously denied by the Plan Commission in June 2023. The developer..."*
9. State Street Campus Garage Mixed-Use Project — City of Madison *"- A mixed-use project containing an intercity bus terminal, public parking structure, ground floor retail..."*
10. Dane County Executive Melissa Agard Celebrates Record Tourism ... *"- The 2024 tourism data showed growth across all major spending categories in Dane County: Food and Beverage..."*
11. Dane County tourism spending hits record \$1.55 billion in 2024 *"- Dane County welcomed 9.2 million tourists last year, resulting in an overall \$2.65 billion economic impact..."*
12. Gov. Evers: Announces Wisconsin's outdoor recreation industry ... *"- Gov. Evers: Announces Wisconsin's outdoor recreation industry sees third record-breaking year in a row..."*
13. Local leaders talk state of downtown Madison — The Daily Cardinal *"- District 8 Alder MGR Govindarajan added his UW-Madison student constituency is concerned about rising..."*
14. About Madison's Central BID *"- Formed in 1999, Madison's Central Business Improvement District (BID) is a City of Madison assessment..."*
15. The Greater Downtown Economic Investment Strategy *"- Envision Downtown Madison is a strategic partnership between the City of Madison and Downtown Madison..."*
16. Downtown Area Plan | Planning | City of Madison, WI *"- The plan development process is anticipated to take approximately 18 months and be completed by spring..."*
17. Plans in Progress | Planning | City of Madison, WI *"- The Downtown Area Plan kicked off with a public meeting in December 2025. ... And in some cases, how..."*
18. [PDF] Meeting Minutes — Draft ALCOHOL LICENSE REVIEW COMMITTEE *"- The outdoor premises for Essen Haus, Come Back In, and Up North Bar are authorized for the following..."*
19. Urban Design Approvals — City of Madison *"- Design review by the UDC is based on project type and/or location, including if a property is in an..."*