

Department of Planning
and Development
Planning Unit

City of
Madison



June 1, 1998

Madison Municipal Building
215 Martin Luther King, Jr. Boulevard
P.O. Box 2985
Madison, Wisconsin 53701-2985
608 266 4635
FAX 608 267 8739

Dear Outdoor Eating Area Operator:

Last year City of Madison staff were asked by neighborhood residents and Alderpersons in the vicinity of Camp Randall Stadium to review the applications that have been approved over the last ten years for outdoor eating areas that operate on Saturdays of University of Wisconsin home football games. Some of these businesses still operate, others do not.

In an effort to get to common ground between nearby residents and business operators, the City intends to apply the following uniform conditions beginning this fall for all existing approved and future applications.

1. **HOURS OF OPERATION**

For University of Wisconsin, or Green Bay Packer afternoon football games the outdoor eating area shall be open no later than 8 p.m. For games with kick-off after 5 p.m. the outdoor eating area shall be open no later than 10 p.m.

2. **OUTDOOR MUSIC**

Outdoor live or amplified music or sound shall not be permitted before 10:00 a.m. and shall be allowed only if already specifically approved by the Plan Commission at the time of granting your original conditional use permit. This is one of the biggest issues for nearby residents. Please try to keep music volume at a reasonable level. The City will be applying the decibel level limitations in the provisions of the proposed noise ordinance if complaints are received regarding the operation of any outdoor facility that has music or amplified sound (copy attached). If complaints are received that are found to exceed this level, we will schedule a new public hearing before the Plan Commission which may result in the modification or revocation of your conditional use permit.

3. **FENCE ENCLOSURE, SECURITY GUARDS, LITTER CONTROL AND PORTABLE TOILETS**

If you have a license to sell alcohol in an outdoor eating area, the Alcohol License Review Committee has established conditions for operation for these applications that involve fencing, security guards, toilet facilities, litter, etc. All businesses that sell alcohol must comply with the requirements imposed by the Alcohol License Review Committee at the time of issuance of your original application to expand or change your licensed premise to include the outdoor eating area.

4. STADIUM CONCERTS

If you open the outdoor eating area for any proposed stadium concerts (U2, Rolling Stones, etc.) the outdoor eating area shall close no later than 1 hour after the start of the concert and remain closed for the evening.

These guidelines will be applied to all businesses operating outdoor eating areas operating near the stadium on University of Wisconsin or Green Bay football game days.

We are sending this letter out to all businesses that operate outdoor eating areas well in advance of the first 1998 Fall football game to allow time for you to plan your business operations.

Those businesses having Plan Commission conditional use approvals which either don't address some of the proposed uniform standards or whose requirements vary slightly from these uniform standards will have the conditions amended through the minor alteration process with a waiver of the application fee. ~~In the event that you feel these uniform standards should not apply to your situation the fee will also be waived so that you can return to the Plan Commission for a public hearing and review of your full conditional use permit.~~

Attached is a copy of a minor alteration form that should be completed and returned to our office. If you have questions, please call Peter Laritson of our office at 266-4551 and he will be glad to discuss your specific situation with you in more detail.

Thank you very much for your cooperation.



George Carran
Zoning Administrator



Bill Roberts
Planner IV

cc: Ald. Golden
Ald. Smith
Ald. Amato
Judy Olson-Plaenert, Mayor's Office
City Clerk

Department of Planning
and Development
Planning Unit

City of
Madison



September 15, 1998

Mike Franklin
Stadium Bar
1419 Monroe Street
Madison, WI 53711

Madison Municipal Building
215 Martin Luther King, Jr. Boulevard
P.O. Box 2985
Madison, Wisconsin 53701-2985
608 266 4635
FAX 608 267 8739

Dear Mr. Franklin:

The Plan Commission at their September 14, 1998 meeting did not approve your request to remain open until 12:00 a.m. on days of University of Wisconsin home football games or other stadium events. The Plan Commission did not find that the conditional use standards were met. The Plan Commission reaffirmed the uniform conditions being applied to outdoor eating areas that operate on Saturdays of UW home football games. Those conditions were as follows:

1. Hours of operation for University of Wisconsin and Green Bay Packer afternoon football games. The outdoor eating area shall be open no later than 8:00 p.m. For games with kick-off after 5:00 p.m. the outdoor eating area shall be open no later than 10:00 p.m.
2. Outdoor music. Outdoor live or amplified music or sound shall not be permitted before 10:00 a.m. and shall be allowed only if already specifically approved by the Plan Commission at the time of granting your original conditional use permit.
3. Fence enclosure, security guard, litter control and portable toilets. The Alcohol License Review Committee has established conditions for operation of these applications that involve fencing, security guards, toilet facilities, litter, etc. Your business will need to continue to comply with the requirements imposed by the Alcohol License Review Committee at the time of issuance of your original application for an outdoor eating area.
4. Stadium Concerts. If you open the outdoor eating area for proposed stadium concerts, the outdoor eating area shall close no later than 1 hour after the start of the concert and remain closed for the evening.

This Plan Commission action modifies and updates your conditional use approval with the above conditions. All other conditions contained in your original conditional use approval shall remain in effect. Please contact me or George Carran, Zoning Administrator at 266-4635 if you have questions.

Sincerely,

A handwritten signature in cursive script that reads "Bill Roberts".

Bill Roberts
Planner IV

cc: Zoning





Reinhart Boerner Van Deuren s.c.
P.O. Box 2018
Madison, WI 53701-2018

22 East Mifflin Street
Suite 600
Madison, WI 53703

Telephone: 608-229-2200
Facsimile: 608-229-2100
Toll Free: 800-728-6239
reinhartlaw.com

January 20, 2009

Harvey L. Temkin, Esq.
Direct Dial: 608-229-2210
hstemkin@reinhartlaw.com

SENT BY E-MAIL AND
FIRST-CLASS MAIL

Mr. Brad Murphy, Planning Division Director
Mr. Kevin Firchow, Planner 1
Mr. Matthew Tucker, Zoning Administrator
Department of Planning and Development
City of Madison
215 Martin Luther King, Jr. Blvd.
Madison, WI 53703

Gentlemen:

Re: Stadium Bar Conditional Use

Thank you for meeting with us last Thursday to discuss the Stadium Bar issues which are scheduled to be the subject of a Plan Commission Hearing next Monday, January 26th. At our meeting, you asked that we present our position on those six items which you referred to in your October 13, 2008 memo as "problems with conditional use". Before we address specific proposals for dealing with those issues, I wanted to clarify a few things.

First, we do not concede that there have been any violations of the conditional use permit. We are willing to modify the conditional use permit and otherwise undertake the activities outlined in this letter in order to resolve issues that the City has raised. We are not, however, conceding that any violations exist nor are we waiving any of our rights. Whatever we propose in this letter is for settlement purposes only.

Secondly, we will appear at the public hearing next Monday. Any attempt to revoke or modify our conditional use permit in a manner other than as stated in this letter will, however, likely be resisted by us and we will request that the hearing be held over so that we can be afforded all of our due process rights.

Mr. Brad Murphy
January 20, 2009
Page 2

Hopefully, the foregoing issues will be moot and we will be able to agree as follows:

1. **The issue of what constitutes "Special Event" at Camp Randall Stadium.** We will agree that a reduced sized beer garden as shown on the previously submitted site plan would be available to us for the University of Wisconsin spring football game, the Crazy Legs run, the WIAA High School football championships and other similar events that may arise in the future. Football Saturdays and outdoor Camp Randall concert events could use the full-sized beer garden.
2. **Unapproved alterations to the site plan during certain events.** We have recently submitted to you new site plans that will govern the site so the issue of unapproved alterations will go away.
3. **Developing a common understanding in regard to "Football Saturdays" activities.** We have submitted for your approval a management plan that sets forth Football Saturday activities.
4. **Use and volume of outside amplified sound.** We have shown on the site plan the location of all outdoor speakers. Our management plan also addresses this issue.
5. **Restrictions on the hours of Football Saturdays' use of the property.** We acknowledge and pledge to comply with such hours of operation. We understand that there will be (and we welcome) a discussion of expansion of those hours for night football games.
6. **Failure to comply with conditions applied to previous approvals including construction of a decorative fence along Monroe Street.** We have addressed any such issues in our site plan and will be constructing a decorative fence along Monroe Street sometime this summer.

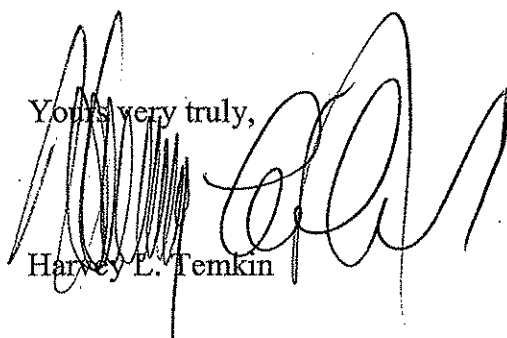
Please let us know if you have any questions about any of our responses. From our standpoint, the major issue revolves around the proper definition of "Special Events". We are hopeful that the proposed solution contained in this letter will resolve that issue. As noted previously, however, we believe that we have the right to have our full beer garden open on such special events and nothing contained in this letter

Mr. Brad Murphy
January 20, 2009
Page 3

shall be construed as implying that we believe that there are further limitations on those rights.

Thank you for your consideration.

Yours very truly,

A handwritten signature in black ink, appearing to read 'Harvey E. Temkin', written over the typed name.

Harvey E. Temkin

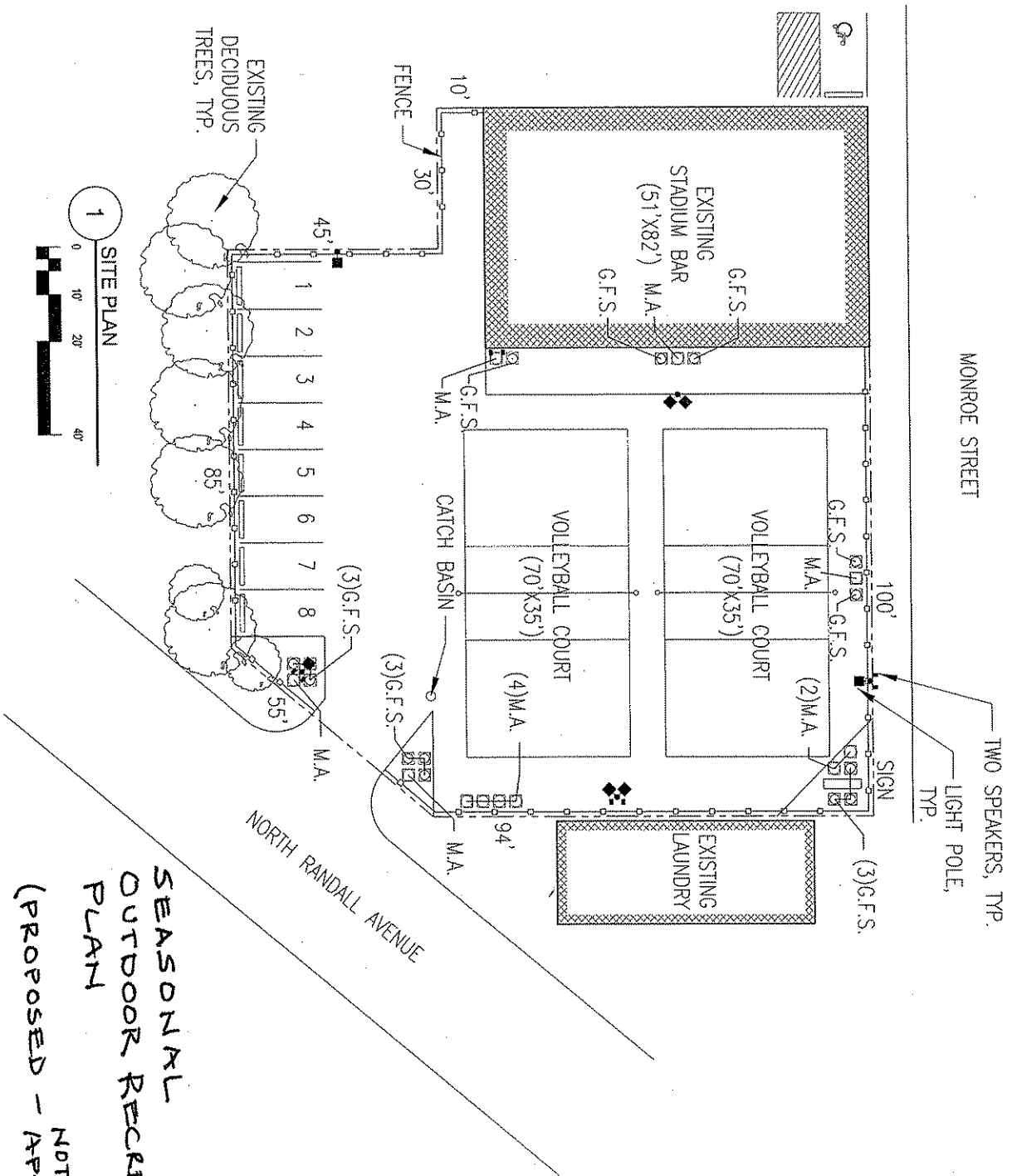
REINHART2615407

cc Daniel J. McCarty
Thomas Beach
Jim Luetke

DIMENSION1W
 Madison Design Group
 architecture • engineering • interior design
 400 South Park Street, Suite 100
 Madison, Wisconsin 53703
 608.251.4411 • 1.888.828.4415
 info@dimension1w.com

**STADIUM BAR
 OUTDOOR BEER
 GARDEN**

MADISON, WI 53719



**SEASONAL
 OUTDOOR RECREATION
 PLAN**
 NOT APPROVED)
C1.3

**PRELIMINARY
 NOT FOR
 CONSTRUCTION**

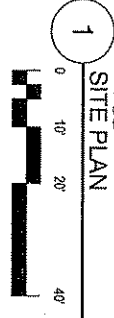
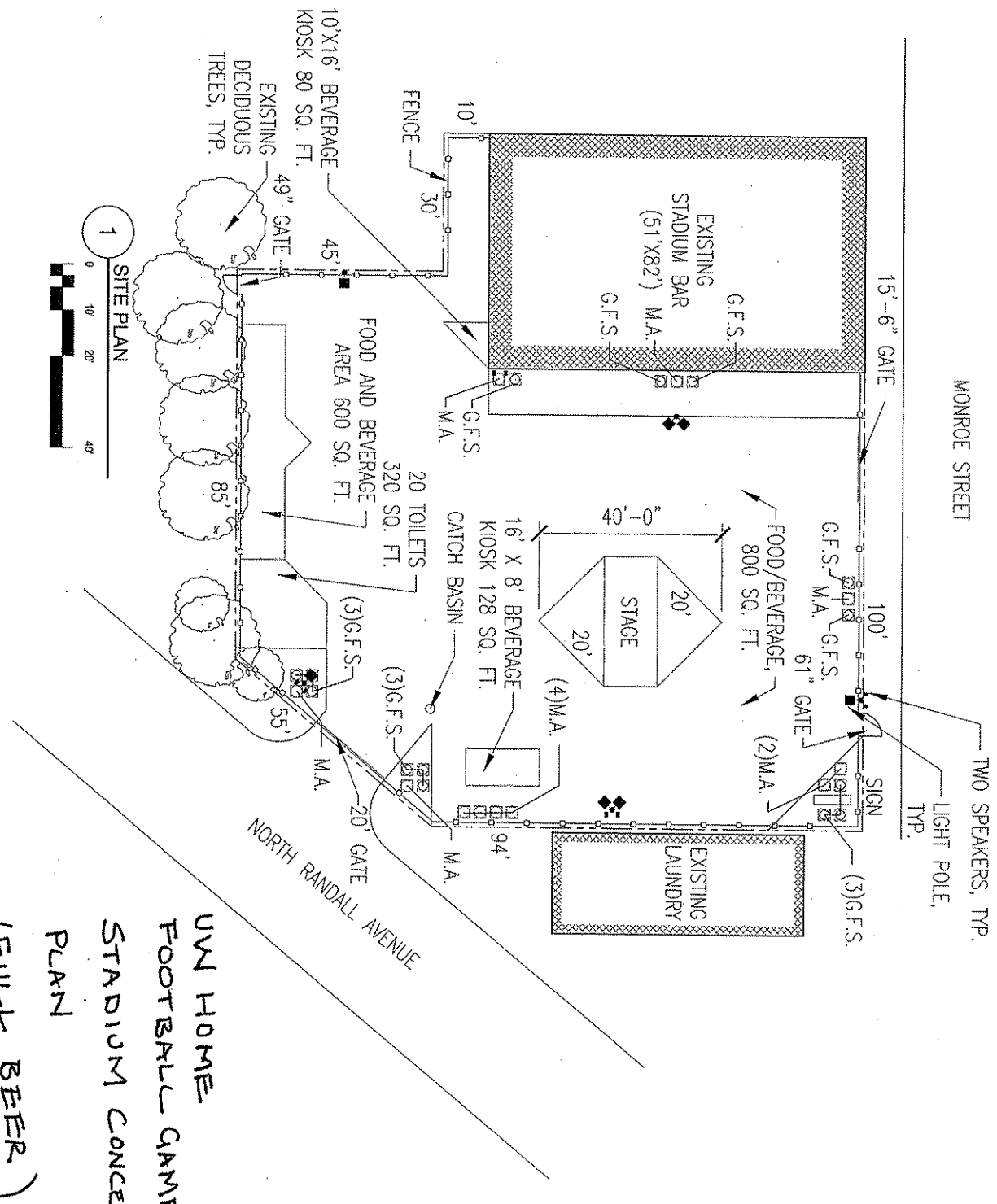
DATE OF ISSUE: 1/15/20
 PROJECT #: 09066
 SITE PLAN

DIMENSION III
 Madison, WI
 Architecture - engineering - interior design
 300 East Washington Ave. Ste 100
 Madison, Wisconsin 53703
 608.255.4444 • 1.800.729.4444
 dimension-iii.com

**STADIUM BAR
 OUTDOOR BEER
 GARDEN**

MADISON, WI 53719

DATE OF ISSUE:	1/15/20
PROJECT #:	0006
PRELIMINARY NOT FOR CONSTRUCTION	
SITE PLAN	



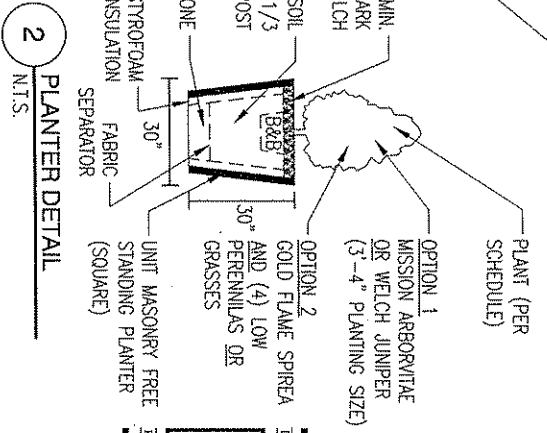
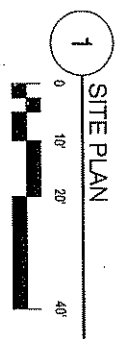
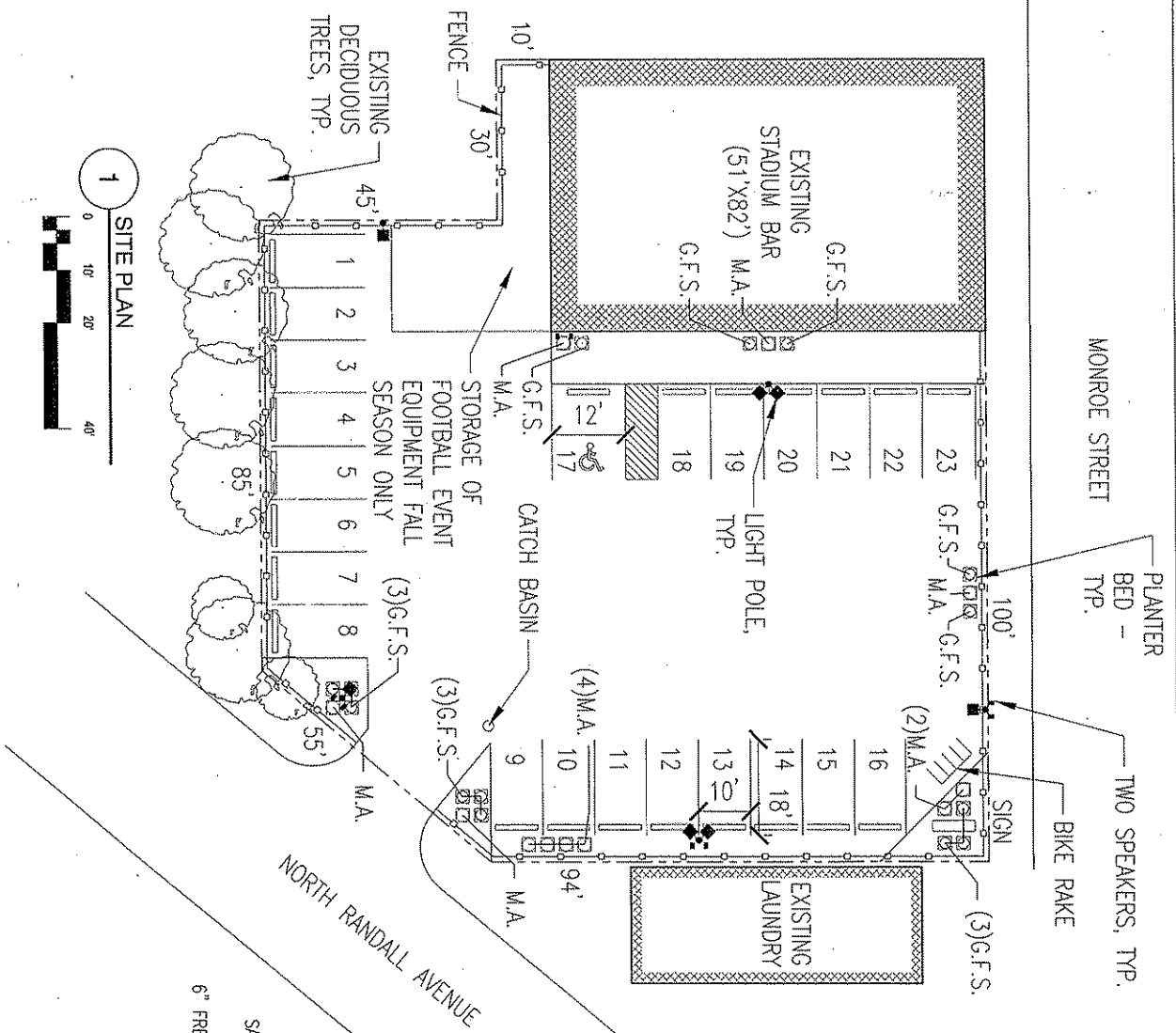
**UWM HOME
 FOOTBALL GAME
 STADIUM CONCEPT
 PLAN
 (FULL BEER
 GARDEN)
 (PROPOSED - NOT APPROVED)**

C1.4

DIMENSIONI
 Madison Design Group
 Architecture - Engineering - Interiors design
 1000 East Main Street, Suite 100
 Madison, Wisconsin 53703
 Phone: 608.261.1100
 Fax: 608.261.1101
 www.dimensioni.com

**YEAR - ROUND
 OUTDOOR EATING +
 DRINKING AREA
 PLAN**

**NOT
 PROPOSED - APPROVED
 ("WINTER PARKING")**



**PRELIMINARY
 NOT FOR
 CONSTRUCTION**

DATE OF ISSUE: _____

PROJECT #: _____

SITE PLAN

C1.0

STADIUM BAR
 OUTDOOR BEER
 GARDEN

MADISON, WI 53719

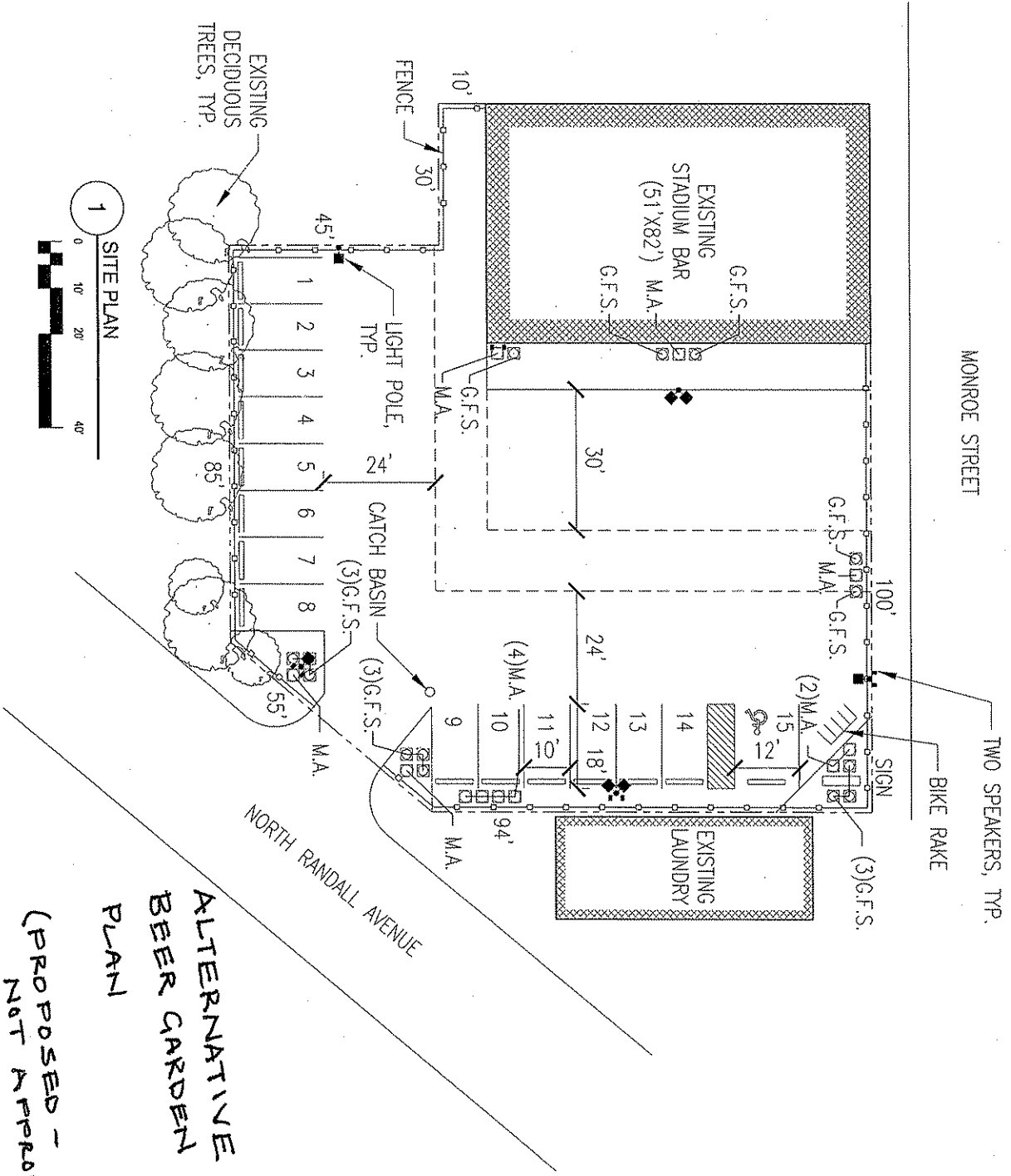
DIMENSIONAL
 Madison Dodge Group
 ARCHITECTURE - ENGINEERING - INTERIOR DESIGN
 615 East Blue Bell Lane, Ste 10
 Appleton, WI 54912
 Phone: 920-833-4400
 Fax: 920-833-4401

**STADIUM BAR
 OUTDOOR BEER
 GARDEN**

MADISON, WI 53719

DATE OF ISSUE:	1/15/09
PROJECT #:	0006
PRELIMINARY NOT FOR CONSTRUCTION	
SITE PLAN	

**ALTERNATIVE
 BEER GARDEN
 PLAN**
 (PROPOSED -
 NOT APPROVED)



DIMENSIONIM
 ARCHITECTS - ENGINEERS - INTERIORS
 1015 Grand Boulevard, Suite 202
 Madison, Wisconsin 53715
 608.282.2444 • 1.524.504.6165
 ddimension@redbox.com

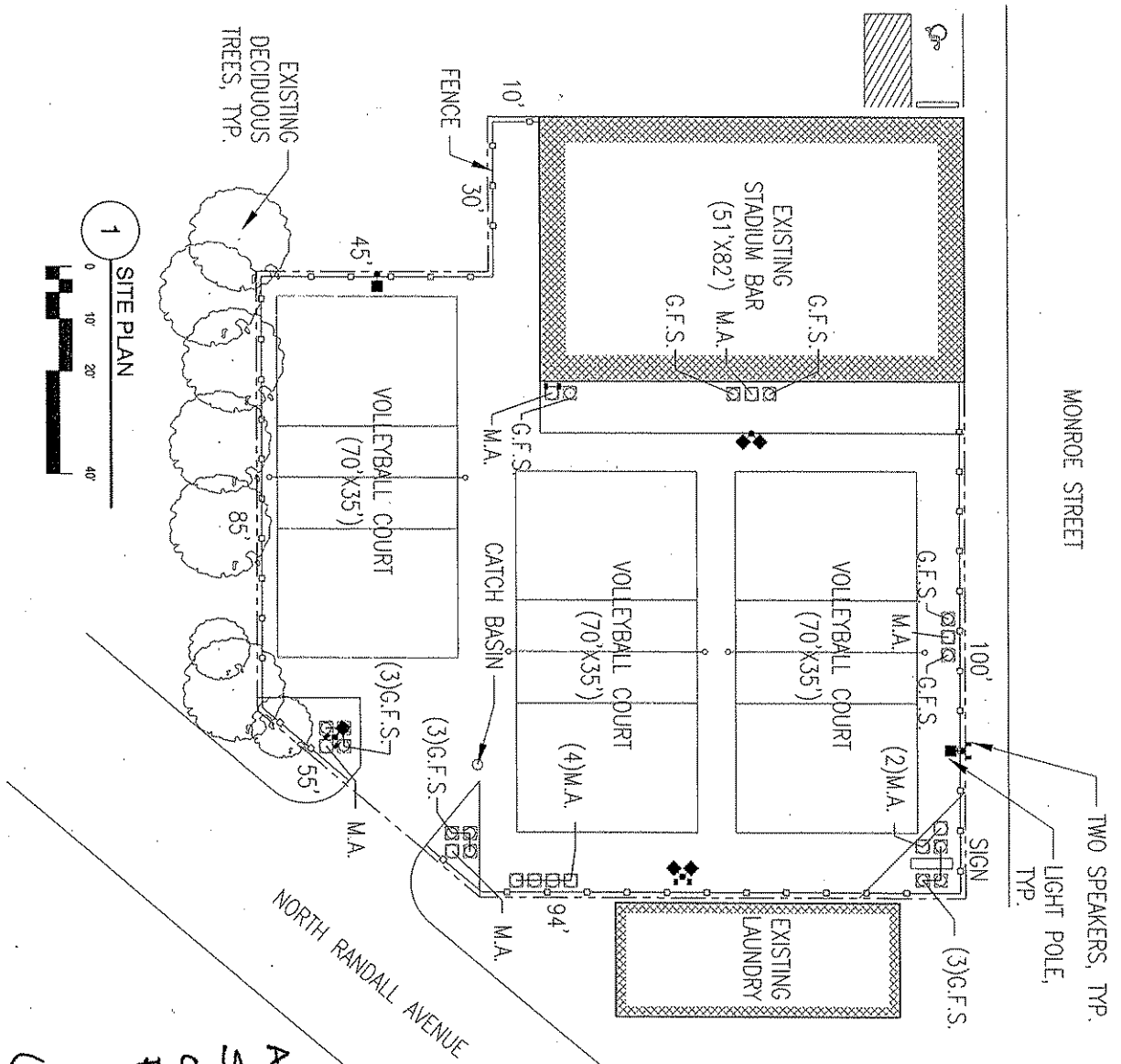
**STADIUM BAR
 OUTDOOR BEER
 GARDEN**

MADISON, WI 53719

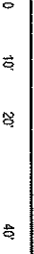
DATE OF ISSUE: 1/15/20
**PRELIMINARY
 NOT FOR
 CONSTRUCTION**

PROJECT #: 00000
 SITE PLAN

C1.2



1 SITE PLAN



**ALTERNATIVE
 SEASONAL
 OUTDOOR
 RECREATION
 PLAN 1**
 (PROPOSED -
 NOT APPROVED)



The Stadium Sports Bar & Eatery
1419 Monroe St.
Madison, WI 53711

1 December 2008

Subject: Football Game Day Management Plan

OPENING PROCEDURE:

Game time: 11:00 a.m.

- Opening staff arrives at 6:30 a.m. Beer garden set-up begins immediately.
- All staff members wear Stadium Bar uniforms.
- Beer garden is fully set-up by 8:30 a.m.
- Food and beverage service begins @ 9:00 a.m.
- Music and television coverage begins @ 10:00 a.m.
- Security (Dane Co. Sheriffs) arrive 2 hours prior to kick off.
- Stadium Bar employees a minimum of 10 Sheriffs and a maximum of 12 Sheriffs per game.
- 2 Sheriffs at each gate with counters and head phones to keep in contact with management staff inside and outside. Sheriffs are responsible for I.D. check at each gate. Two Sheriffs equipped with head phones are on constant roving patrol throughout the garden and the building.
- One Dane Co. Patrol car available behind building for use if necessary.
- At game time music converts to coverage of the football game with music only during the commercials and half time.
- Following the game music resumes until 7:45 p.m.

CLOSING PROCEDURE:

- Outdoor food and beverage service stops at 7:45.
- Music stops at 7:45.
- Announcements are made that the garden has closed and everyone must leave the garden promptly.
- Sheriffs assist in clearing the garden to ensure everyone has left the garden before 8:00 p.m.
- Sheriffs remain at the gates to ensure no beverage containers leave the property.
- After clearing the property, sheriffs help monitor the capacity inside and monitor the exterior to ensure that it is only used as a parking lot.
- Employees normally average one hour to disassemble the garden serving areas, sweep and clean the entire parking lot and ensure all trash is placed in the proper area.

VARIOUS GAME TIMES:

- Opening and closing procedures are the same for 2:30 games.
- For night games (games beginning after 5:00 p.m.) the garden opens at 11:00 a.m. and closes at 10:00 p.m. in accordance with the football day only conditional use permit.

FACILITIES:

- 24 portable toilets are provided for the public during all hours of garden operation.
- Separate facilities are provided for the staff and sheriffs.
- Hand wash stations are provided adjacent to all portable toilets.
- Tents and heat are provided for games during inclement weather.

FOOD & BEVERAGE:

- Food is served during all hours of operation.
- Multiple non-alcoholic beverages including water, juice and soda are available during all hours of operation.
- Outside bar service includes a compliment of premium liquor and a varied selection of domestic beer, micro brews and imports.
- Inside bar is a full service bar with choices similar to our daily operation.

ENTERTAINMENT:

- Feature a 15' LED screen to broadcast football games throughout the day in addition to our four permanent outdoor televisions.
- Elevated stage with a D.J. playing music and free, give-away promotions (i.e. hats, t-shirts, sweatshirts, back-packs, tickets, etc.)
- Sound levels are monitored and are in accordance with conditional use permit.

CAPACITY MANAGEMENT:

- Dane Co. Sheriffs at each gate, with counters, to monitor the flow of people in and out of the garden to maintain a maximum capacity of 2416 people.
- In addition, the garden is monitored and managed by overview from the stage. From this vantage point management can detect and correct bottlenecks and problem areas. Stadium Bar management communicates with the Dane Co. Sheriffs to stop and start admissions at various gates; maintain a "1 in 1 out" scenario, or stop admissions and start lines depending on the distribution of people within the garden.
- Same procedure applies inside. All seven exterior doors are opened to facilitate the flow of people in and out of the building.

If you have any questions, please give me a call at 256-2544.

Regards,

Jim Luedtke
Stadium Sports Bar & Eatery



The Stadium Sports Bar & Eatery
1419 Monroe St.
Madison, WI 53711

22 December 2008

Subject: State Football Tournament Management Plan

OPENING PROCEDURE:

Game: First Game 10:00 a.m.; last game at 8:00 p.m.

- Opening staff arrives at 8:00 a.m. Overflow tent set-up begins immediately.
- All staff members wear Stadium Bar uniforms.
- Tent is set-up and open by 10:00 a.m.
- Food and beverage service begins @ 10:00 a.m.
- Music and television coverage begins @ 10:00 a.m.

CLOSING PROCEDURE:

- Outdoor food and beverage service stops on hour after completion of the last high school football game.
- Music stops when food and beverage service stops.
- Announcements are made that the tent has closed and everyone must leave.
- Stadium Bar personnel remain at gates and doors to ensure no one leaves with any beverages.
- Stadium Bar personnel monitor the capacity inside and monitor the exterior to ensure that it is only used as a parking lot following the event.
- Employees normally average one hour to disassemble the garden serving areas, sweep and clean the entire parking lot and ensure all trash is placed in the proper area.

FACILITIES:

- 4 or less portable toilets are provided for the public during all hours of garden operation.
- Hand wash stations are provided adjacent to all portable toilets.
- Tents and heat are provided during high school state football games customers and private functions.
- Parking is provided outside the event gray area plan.

FOOD & BEVERAGE:

- Food is served during all hours of operation.
- Multiple non-alcoholic beverages including water, juice and soda are available during all hours of operation.
- Outside bar service includes a compliment of premium liquor and a varied selection of domestic beer, micro brews and imports.
- Inside bar is a full service bar with choices similar to our daily operation.

ENTERTAINMENT:

- Live bands or a D.J. playing music and free, give-away promotions (i.e. hats, t-shirts, sweatshirts, back-packs, tickets, etc.) inside of the tent.
- Televisions to watch the high school football games.
- Sound levels are monitored and are in accordance with conditional use permit.

If you have any questions, please give me a call at 256-2544.

Regards,

Jim Luedtke
Stadium Sports Bar & Eatery



The Stadium Sports Bar & Eatery
1419 Monroe St.
Madison, WI 53711

22 December 2008

Subject: Non-Football, Event Day Management Plan

OPENING PROCEDURE:

Spring Game time: 1:00 a.m.

- Opening staff arrives at 9:00 a.m. Beer garden set-up begins immediately.
- All staff members wear Stadium Bar uniforms.
- Beer garden is fully set-up by 11:00 a.m.
- Food and beverage service begins @ 11:00 a.m.
- Music and television coverage begins @ 10:00 a.m.
- Security (Dane Co. Sheriffs) arrive 2 hours prior to kick off.
- Stadium Bar employees four Sheriffs per game.
- 2 Sheriffs at each gate with counters and head phones to keep in contact with management staff inside and outside. Sheriffs are responsible for I.D. check at each gate.
- One Dane Co. Patrol car available behind building for use if necessary.

CLOSING PROCEDURE:

- Outdoor food and beverage service stops after Gilda's Club Fundraising Raffle is completed.
- Music stops at the conclusion of Gilda's Club Fundraising Raffle.
- Announcements are made that the garden has closed and everyone must leave the garden.
- Sheriffs remain at the gates to ensure no beverage containers leave the property.
- Sheriffs remain to help monitor the capacity inside and monitor the exterior to ensure that it is only used as a parking lot following the Gilda's Club Raffle.
- Employees normally average one hour to disassemble the garden serving areas, sweep and clean the entire parking lot and ensure all trash is placed in the proper area.

FACILITIES:

- 8 or less portable toilets are provided for the public during all hours of garden operation.
- Separate facilities are provided for the staff and sheriffs.
- Hand wash stations are provided adjacent to all portable toilets.
- Tents and heat are provided for games during inclement weather.

FOOD & BEVERAGE:

- Food is served during all hours of operation.
- Multiple non-alcoholic beverages including water, juice and soda are available during all hours of operation.
- Outside bar service includes a compliment of premium liquor and a varied selection of domestic beer, micro brews and imports.
- Inside bar is a full service bar with choices similar to our daily operation.

ENTERTAINMENT:

- Stage with live bands or a D.J. playing music and free, give-away promotions (i.e. hats, t-shirts, sweatshirts, back-packs, tickets, etc.)
- Sound levels are monitored and are in accordance with conditional use permit.

CAPACITY MANAGEMENT:

- Dane Co. Sheriffs at each gate, with counters, to monitor the flow of people in and out of the garden to maintain a maximum capacity of 2416 people.
- In addition, the garden is monitored and managed by overview from the stage. From this vantage point management can detect and correct bottlenecks and problem areas. Stadium Bar management communicates with the Dane Co. Sheriffs to stop and start admissions at various gates; maintain a “1 in 1 out” scenario, or stop admissions and start lines depending on the distribution of people within the garden.
- Same procedure applies inside. All seven exterior doors are opened to facilitate the flow of people in and out of the building.

If you have any questions, please give me a call at 256-2544.

Regards,

Jim Luedtke
Stadium Sports Bar & Eatery



The Stadium Sports Bar & Eatery
1419 Monroe St.
Madison, WI 53711

22 December 2008

Subject: Non-Football, Event Day Management Plan

OPENING PROCEDURE:

Crazy Legs Race Time: 10:00 a.m.

- Opening staff arrives at 8:00 a.m. Beer garden set-up begins immediately.
- All staff members wear Stadium Bar uniforms.
- Beer garden is fully set-up by 10:00 a.m.
- Food and beverage service begins @ 10:00 a.m.
- Music and television coverage begins @ 11:00 a.m.
- Security (Dane Co. Sheriffs) arrive @ 10:00 a.m.
- Stadium Bar employees two Sheriffs per game in accordance with family aspect of the event.
- Sheriffs at gate have head phones to keep in contact with management staff inside and outside.

CLOSING PROCEDURE:

- Outdoor food and beverage service stops 6:00 p.m.
- Music stops at 5:00 p.m.
- Announcements are made that the garden has closed and everyone must leave the garden.
- Sheriffs remain at the gates to ensure no beverage containers leave the property.
- Sheriffs remain to help monitor the capacity inside and monitor the exterior to ensure that it is only used as a parking lot following the event.
- Employees normally average one hour to disassemble the garden serving areas, sweep and clean the entire parking lot and ensure all trash is placed in the proper area.

FACILITIES:

- 8 or less portable toilets are provided for the public during all hours of garden operation.
- Separate facilities are provided for the staff and sheriffs.
- Hand wash stations are provided adjacent to all portable toilets.
- Tents and heat are provided for games during inclement weather.
- To accommodate tired runners & their families, tables and chairs provide seating for 500 people.

FOOD & BEVERAGE:

- Food is served during all hours of operation.
- Multiple non-alcoholic beverages including water, juice and soda are available during all hours of operation.
- Outside bar service includes a compliment of premium liquor and a varied selection of domestic beer, micro brews and imports.
- Inside bar is a full service bar with choices similar to our daily operation.

ENTERTAINMENT:

- Stage with live bands or a D.J. playing music and free, give-away promotions (i.e. hats, t-shirts, sweatshirts, back-packs, tickets, etc.)
- Sound levels are monitored and are in accordance with conditional use permit.

If you have any questions, please give me a call at 256-2544.

Regards,

Jim Luedtke
Stadium Sports Bar & Eatery