

Application for Change of Licensed Premise

\$25 filing fee charged at time of application, and is not refundable. Complete application is due at 12 noon two weeks before ALRC meeting. Detailed floor plans (no larger than 8 ½ x 14) must accompany this form, or the request will not be presented to the ALRC. Applicants must appear before the ALRC.

Please contact City Zoning (MMB LL-100, 608-266-4560). A Conditional Use Permit may be required. There is a fee for the Conditional Use Permit.

Prior to your appearance before the Alcohol License Review Committee (ALRC), you must contact

- **The Alderperson of the District in which you intend to do business.**
- **The representative of the appropriate neighborhood association (if any).**
- **The Madison Police Department.**

Alderperson Joseph Clausius can be reached at 608-244-5066, at the Common Council Office (266-4071), or via e-mail at council@cityofmadison.com.

The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or online at www.ci.madison.wi.us/neighborhoods/contacts.htm.

Police Department Central District Captain Carl Gloede (Sector 400) can be reached at 261-9694.

Police Department East District Captain Tom Snyder (Sector 600) can be reached at 267-2100.

Police Department North District Captain Cam McLay (Sector 500) can be reached at 245-3652.

Police Department West District Captain Jay Lengfeld (Sectors 100-200) can be reached at 243-0503.

Police Department South District Captain Joe Balles (Sector 300) can be reached at 267-8687.

The Alcohol Policy Coordinator, Mark Woulf can be reached at 264-9295

Corporate/Owner Name Hooters of East Madison, LLC

DBA Hooters of East Madison

Address 2639 East Springs Drive, Madison, WI 53704

Current Capacity (Indoor): No Change **Proposed Capacity (Indoor):** No Change

Current Capacity (Outdoor): 0 **Proposed Capacity (Outdoor):** 500

Description of Proposed Changes: Permit the sale of alcohol in a controlled area in the restaurant's parking lot for special events

held each Wednesday beginning May 4, 2011 and ending on September 28, 2011. Please see attached Exhibit A for additional event details.

Signature of Applicant Tanna Clark, manager **Date** 4-5-2011

Application to be considered at the _____ ALRC meeting and the _____ Council meeting.

License Type _____ License # _____ Legistar # _____

Routed: City Zoning Building Inspection Madison Police Sector _____ Alder _____ (District _____)

LIC PCH-2011-00289

Exhibit A

Hooters of East Madison, LLC would like to host a weekly Bike Night in the parking lot of its restaurant located at 2639 East Springs Drive, Madison, WI 53704. The event dates are as follows:

| | |
|-----------------|--------------------|
| May 4, 2011 | June 1, 2011 |
| May 11, 2011 | June 8, 2011 |
| May 15, 2011 | June 15, 2011 |
| May 22, 2011 | June 22, 2011 |
| May 29, 2011 | June 29, 2011 |
| August 3, 2011 | September 7, 2011 |
| August 10, 2011 | September 14, 2011 |
| August 17, 2011 | September 21, 2011 |
| August 24, 2011 | September 28, 2011 |
| August 31, 2011 | |

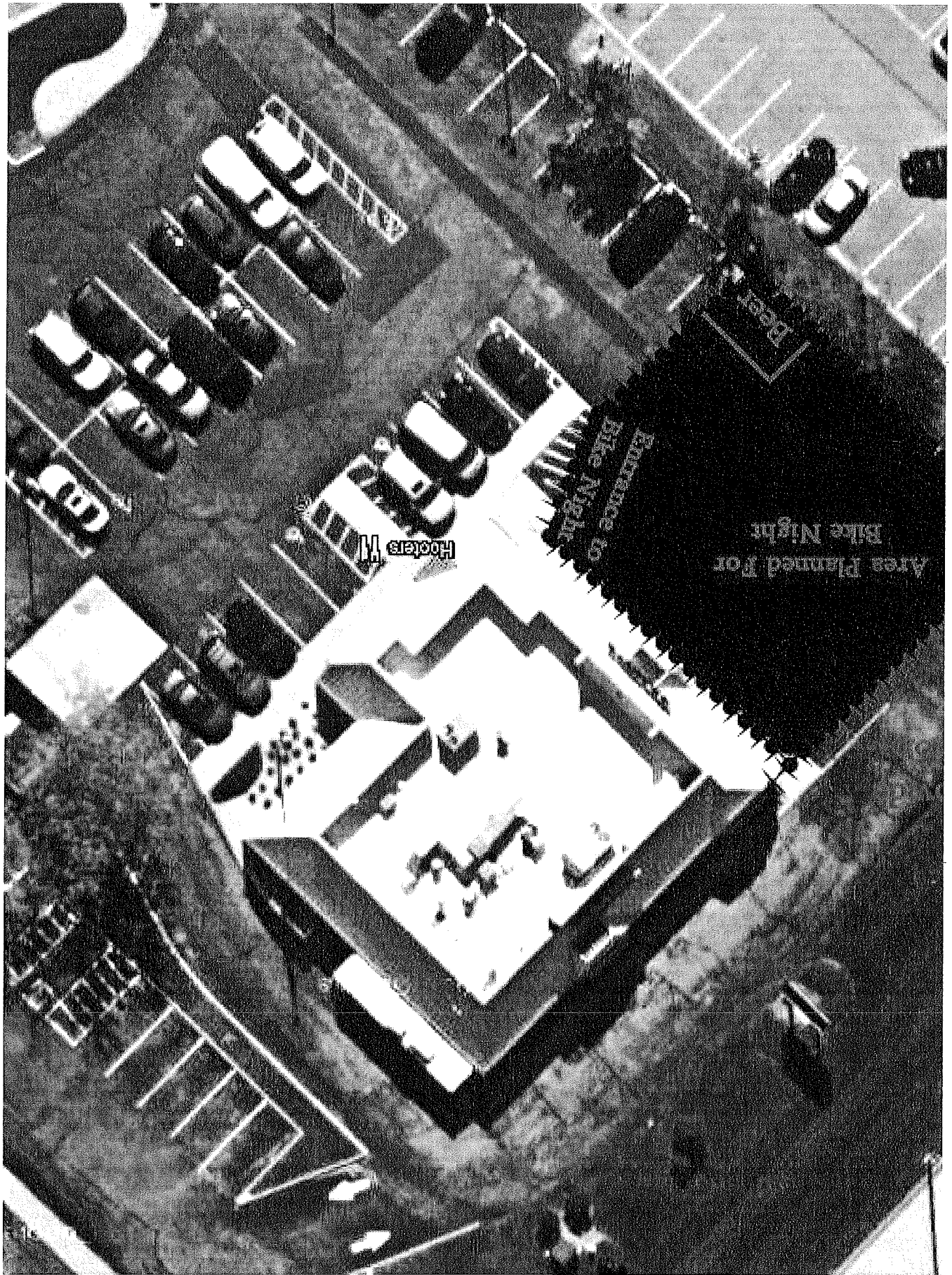
The event would take place from 6:00 p.m. to 9:00 p.m. A live band will be playing during that time. Alcoholic beverages will be sold during the event. Two beer tubs and one liquor bar will be set up in the event area. Licensed bartenders will operate these areas under the direct supervision of both management and the liquor agent. These individuals are also licensed bartenders. All alcohol will be served in either plastic or cans. No glass is allowed outside during the event.

Third party security will be hired for each event to ensure alcohol does not leave the designated event area. The attached diagram shows the temporary fencing that will be utilized to control the areas in which there will be consumption of alcohol.

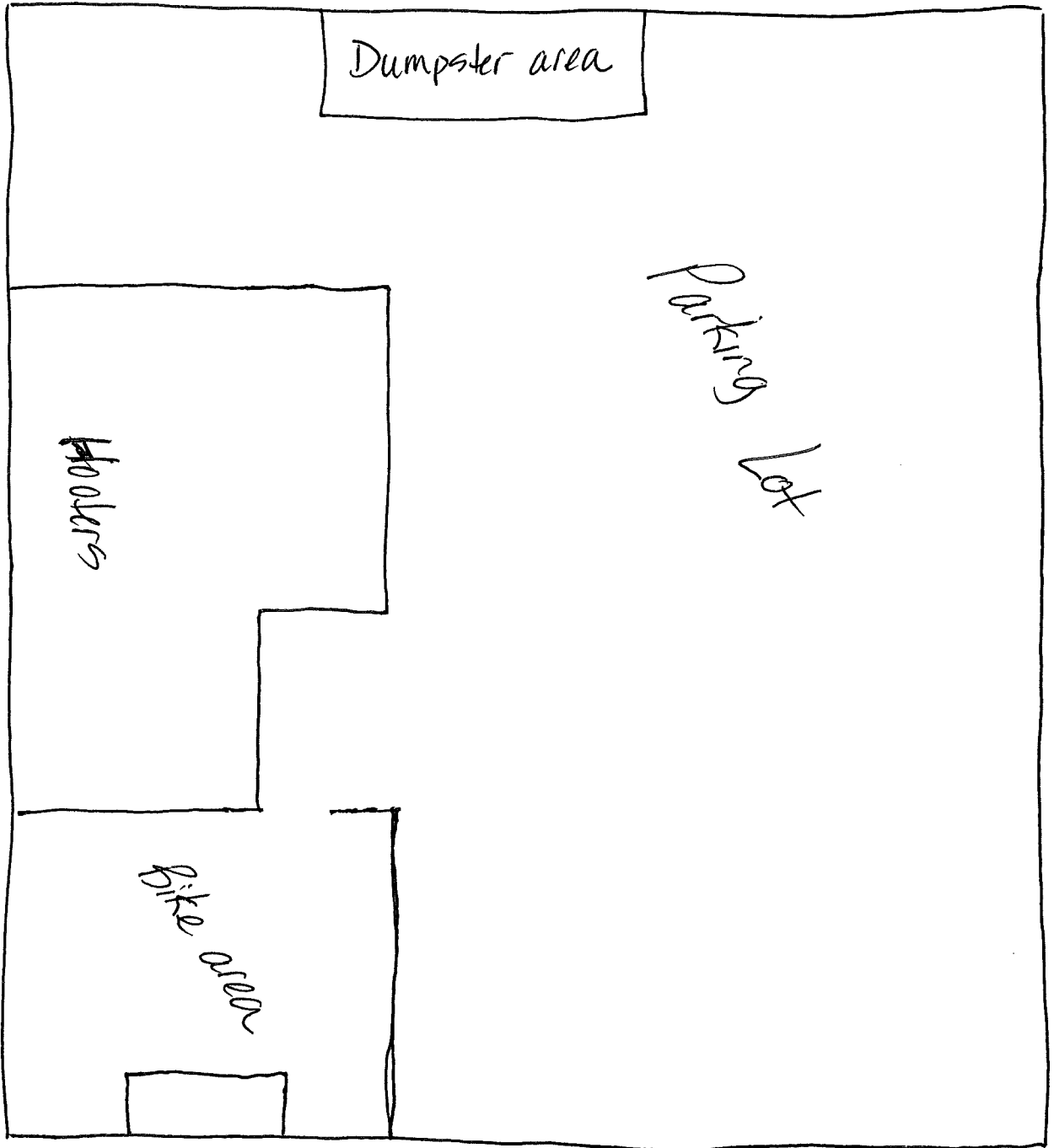
Two port-a-potties will be available in the parking lot. The restrooms inside the restaurant will also remain available for the convenience of all guests.

We will also have security monitoring all the flow of traffic in our parking lot. We will have designated parking areas for all bikes and cars. We will also have two handicap stalls available for our guests.

Food will not be sold outside of our dining room. Guests may order and pick up food inside the restaurant.



Hardees



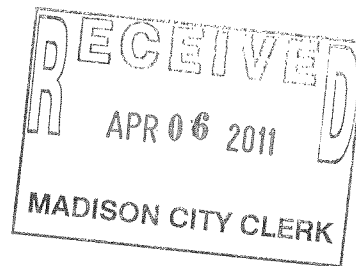
East Washington

Pizza Hut

THIEL LAW OFFICE

P.O. Box 7560 Appleton, WI 54912-7075

April 5, 2011



HAND DELIVERED

Clerk, City of Madison
Room 103
City-County Building
210 Martin Luther King Jr. Blvd.
Madison, WI 53703

RE: Hooters of East Madison LLC
Application for Change of Licensed Premise

Dear Clerk:


On behalf of the above-referenced entity, attached please find the following for filing:

1. Application for Change of Licensed Premise; and
2. Check For \$25 to cover the required filing fee.

If you have any questions, please do not hesitate to contact me.

Very truly yours,

JOHN E. THIEL LAW OFFICE, LLC.


Judith D. Sommerfield-Fox
Paralegal to John E. Thiel

jdf

Enclosures

cc: Hooters of America, Inc. (w/enc.)