

**CITY OF MADISON
INTERDEPARTMENTAL
CORRESPONDENCE**

Date: March 23rd 2009

To: Plan Commission

From: Matt Tucker, Zoning Administrator

Subject: 1419 Monroe Street, Stadium bar

Present Zoning District: C-3

Proposed Use: tavern with year-round outdoor eating area, Football Saturdays
beergarden and stadium concert events, sand volleyball courts in parking lot

Conditional Uses:

28.09(3)(d)32 Outdoor eating areas of restaurants are a conditional use.

28.09(2)(d) 30. Non-accessory uses associated with events taking place within camp Randall Stadium limited to the sale of food and beverages to the public, and including the offering of live or amplified music.

28.11(2)(c) 3. Parking reduction in excess of 20 stalls and 25% of required parking is a Conditional Use (3rd sand volleyball court)

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project). **NONE.**

GENERAL OR STANDARD REVIEW COMMENTS

1. Meet applicable building/fire codes for the additional outdoor capacity and for ingress and egress of the establishment with the areas and uses for the site.
2. Beer garden site plan shall be in effect only for big 10 Wisconsin Badger home football games and stadium concerts, as outlined in 1998 uniform operating conditions letter.
4. Parking lot plans with greater than twenty (20) stalls, landscape plans must be stamped by a registered landscape architect. Provide a landscape worksheet with the final plans that shows that the landscaping provided meets the point and required tree ordinances.
5. If outdoor lighting is provided, it must comply with City of Madison outdoor lighting standards.
6. No portion of the site plan may change without Plan Commission approval, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Community and Economic Development and are compatible with the concept approved by the City Plan Commission and the standards in 28.12(11)(g).

ZONING CRITERIA

Bulk Requirements	Required	Proposed
Lot Area	6,000 sq. ft.	18,270 sq. ft.
Lot width	50'	Adequate
Front / Side yard	0	Adequate
Rear yard	10	Adequate
Floor area ratio	3.0	Less than 1

Site Design	Required	Proposed
Number parking stalls – tavern	80 existing restaurant (266 cap)	23 (Existing C.U.)
+ outdoor serv area (fix.seats)	93 (266 cap + 44 outdoor eating)	23 (Existing C.U.)
+ outdoor serv area (no fix.seats)	119 (266 cap + 132 outd. eating)	23 (Existing C.U.)
2 volleyball	93	7
3 volleyball	93	0
beergarden events	0	0
Accessible stalls	1	1
Loading	n/a	n/a
Number bike parking stalls	3, 0	7, 3, 0
Landscaping	Yes	Per MGO 28 (4)
Lighting	No	(4)

Approved Occupancy of the property per MFD	
Tavern:	266 persons
Tavern + outdoor eating area with fixed seats:	310 persons
Tavern + outdoor eating area without fixed seats:	398 persons
Beergarden:	2416 persons

Other Critical Zoning Items	
Urban Design	No
Historic District	No
Landmark building	No
Flood plain	No
Utility easements	No
Adjacent to park	No
Barrier free (ILHR 69)	Yes

With the above conditions, the proposed project **does** comply with all of the above requirements.

Firchow, Kevin

From: Webber, Robbie
Sent: Wednesday, March 18, 2009 1:57 PM
To: Firchow, Kevin
Subject: FW: Parking for Stadium Bar

* NOTE - SEE FOLLOW UP
MEMO FROM
TOM BEACH RE:
CONTACT W/ UW

Here is the email from Gordon. I thought I had included it at the last meeting about the Stadium, but maybe not.

* I have spoken to the Stadium Bar owners since the January meeting, and made clear that they needed to contact UW Parking, but have not followed up to see if they have done so.

Please include the email from Gordon in the packet.

Robbie

From: GRAHAM, Gordon [GGRAHAM@fpm.wisc.edu]
Sent: Friday, January 23, 2009 8:41 AM
To: KENNEDY, Robert; Webber, Robbie
Subject: RE: Parking for Stadium Bar

Robbie,

It has been more than 2 years since I've had any discussions with the Stadium Bar. At that time they wanted to expand their beer garden onto Lot 16 and our response was "No" and we erected a cyclone fence to prevent any unintentional and/or unauthorized use of Lot 16.

This year we implemented "winter parking rules" in Lot 16. Parking from 2A to 6A is restricted to the first row of stalls along Randall Ave from November 15 through March. Overflow parking is directed to Lot 17 or other available spaces. In the near term, parking in Lot 16 may be restricted to customers with a university parking permit. Safety, security, and increasing utilization of Lot 16 are the main reasons.

If the Stadium Bar increased use of Lot 16 after 4:30P then the university's response could be to restrict parking to university parking permit customers only. The UW Police Department has plans to erect a motorized gate on Monroe and prevent public parking in the portion of lot 16 between UWPD and the Stadium Bar. Their plans are on hold at the moment, but if UWPD does that, we would also restrict parking in the rest of Lot 16 to university permit customers only.

Hope this helps. I recommend that the Stadium bar maintain or increase on-site parking.

Best,

Gordon Graham

**STADIUM BAR
 OUTDOOR BEER
 GARDEN**

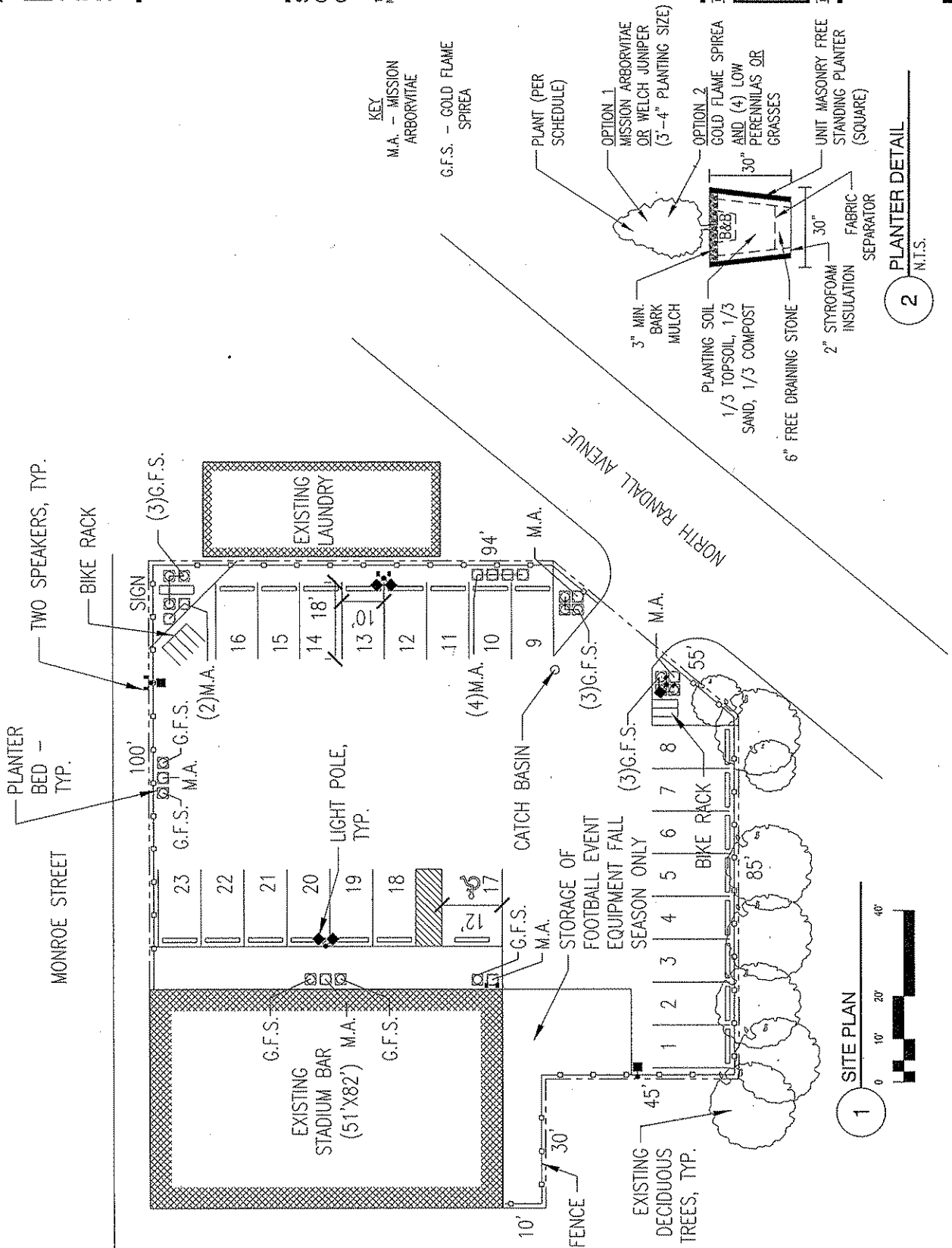
1419 MONROE STREET
 MADISON, WI 53719

DATE OF ISSUE: 04/09
 PROJECT #: 09098

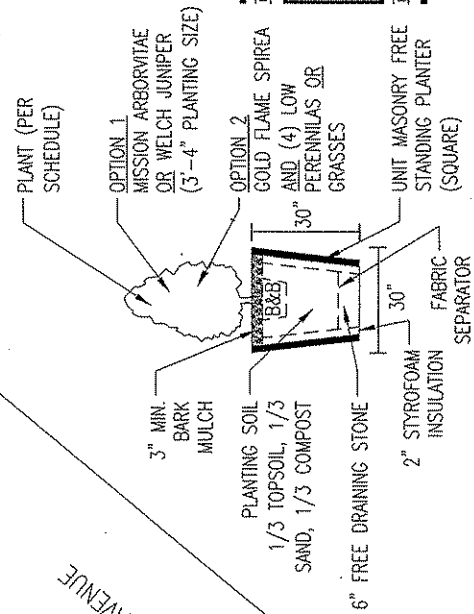
**PRELIMINARY
 NOT FOR
 CONSTRUCTION**

SITE PLAN -
 WINTER PLAN

C1.0

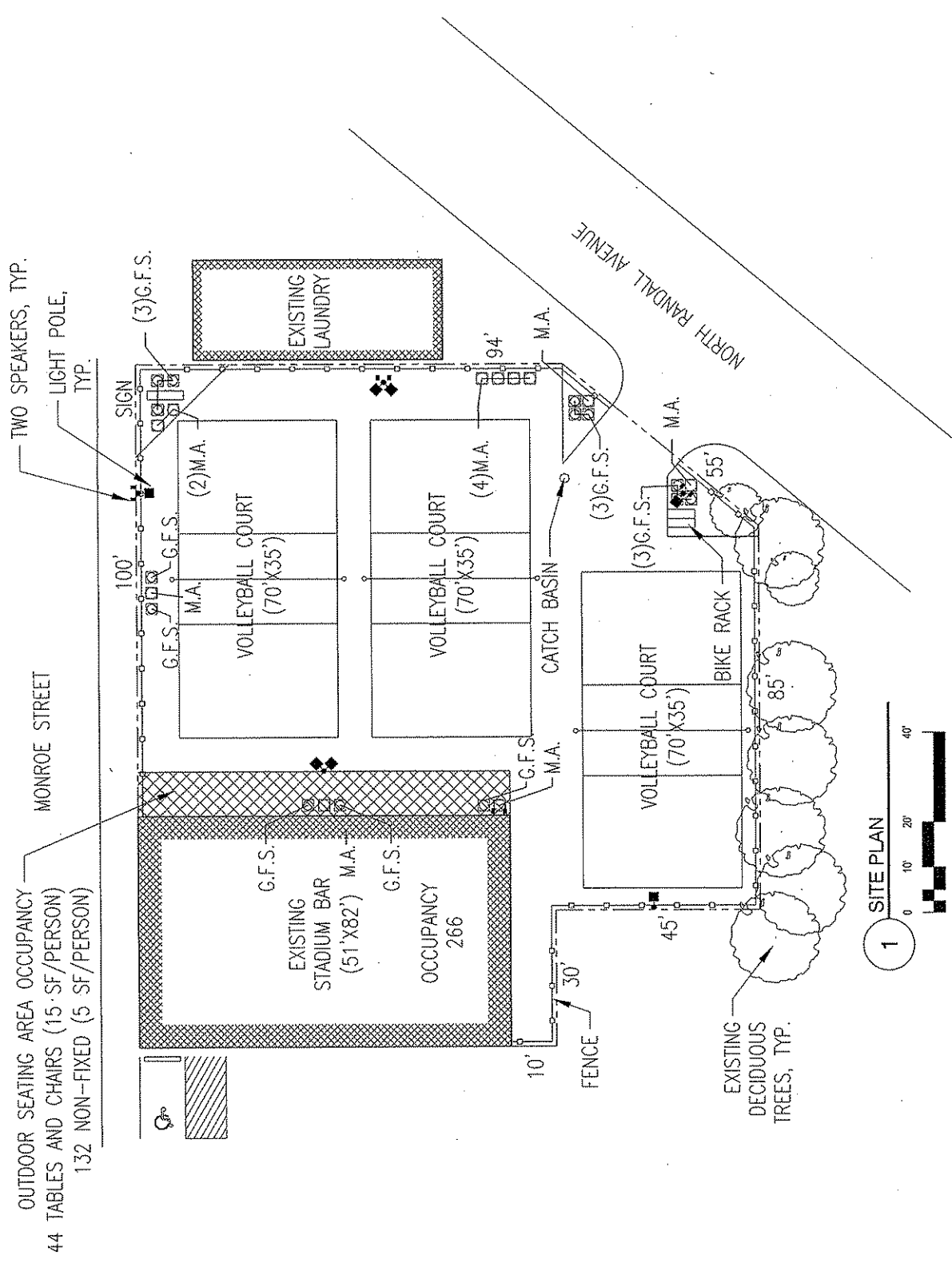


KEY
 M.A. - MISSION
 ARBORVITAE
 G.F.S. - GOLD FLAME
 SPIREA

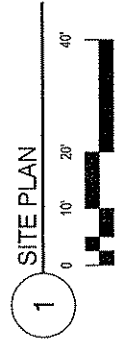


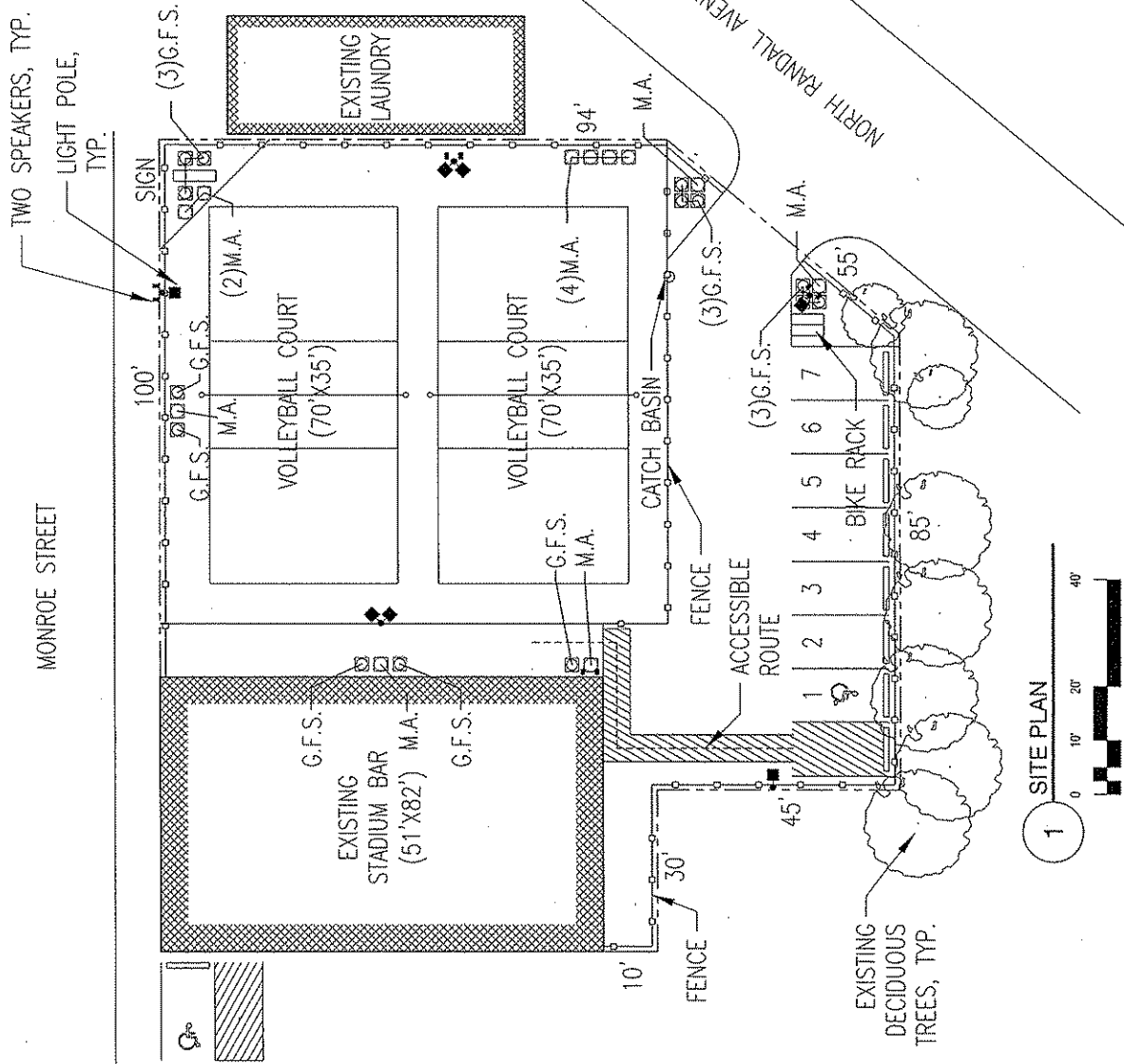
2 **PLANTER DETAIL**
 N.T.S.

1 **SITE PLAN**
 0 10' 20' 40'



OUTDOOR SEATING AREA OCCUPANCY
 44 TABLES AND CHAIRS (15 · SF/PERSON)
 132 NON-FIXED (5 SF/PERSON)





1 SITE PLAN

DIMENSION IV
 Madison Design Group
 architecture · engineering · interior design
 1115 South Park Drive, Suite 200
 Madison, Wisconsin 53708
 608.263.4101 • 1.800.353.1605
 central@dimensioniv.com

**STADIUM BAR
 OUTDOOR BEER
 GARDEN**

1419 MONROE STREET
 MADISON, WI 53719

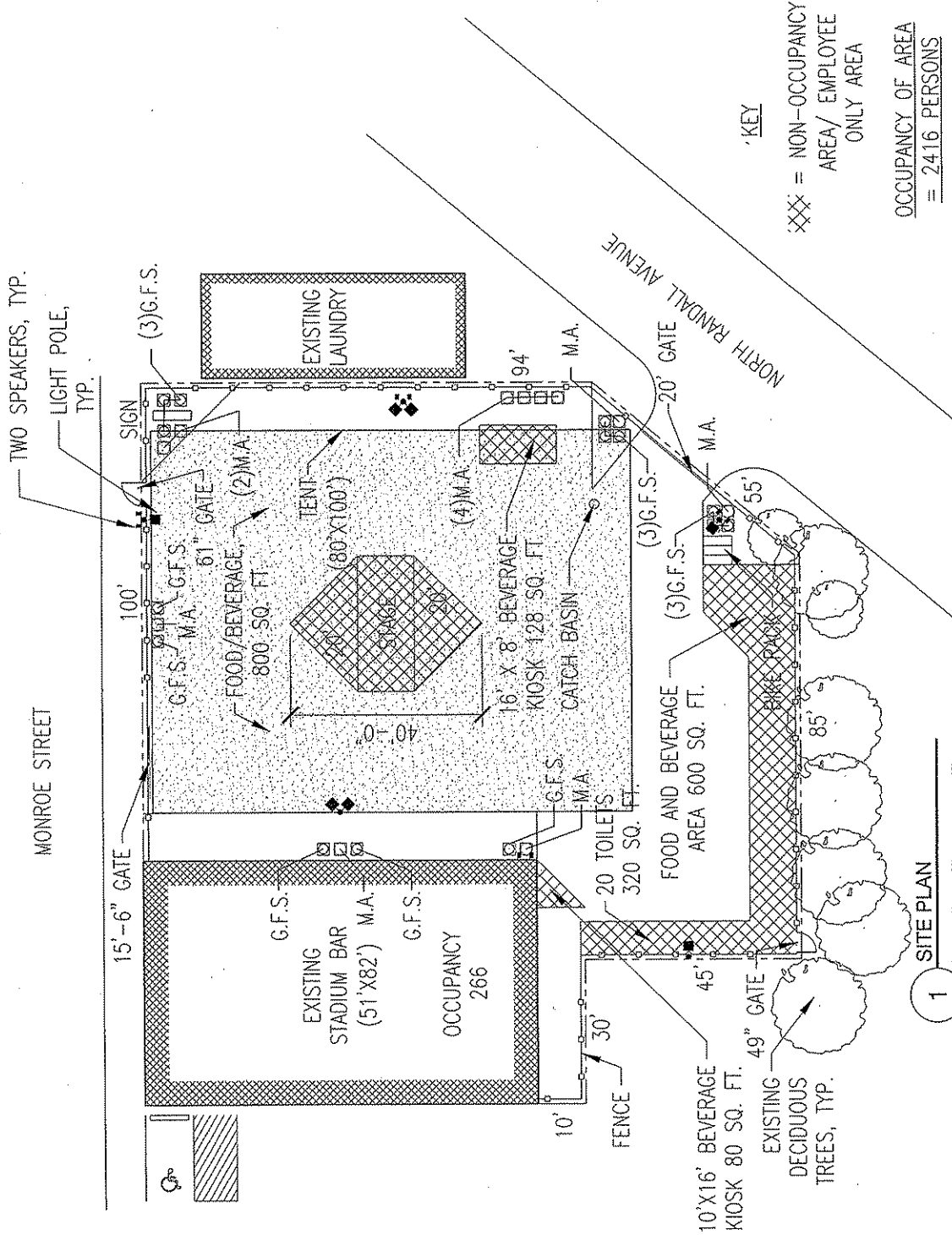
DATE OF ISSUE: 3/16/09

**PRELIMINARY
 NOT FOR
 CONSTRUCTION**

PROJECT # 09002

SITE PLAN -
 FOOTBALL PLAN

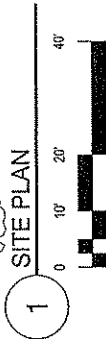
C1.4



KEY

XXX = NON-OCCUPANCY
 AREA/ EMPLOYEE
 ONLY AREA

OCCUPANCY OF AREA
 = 2416 PERSONS



**STADIUM BAR
 OUTDOOR BEER
 GARDEN**

1419 MONROE STREET
 MADISON, WI 53719

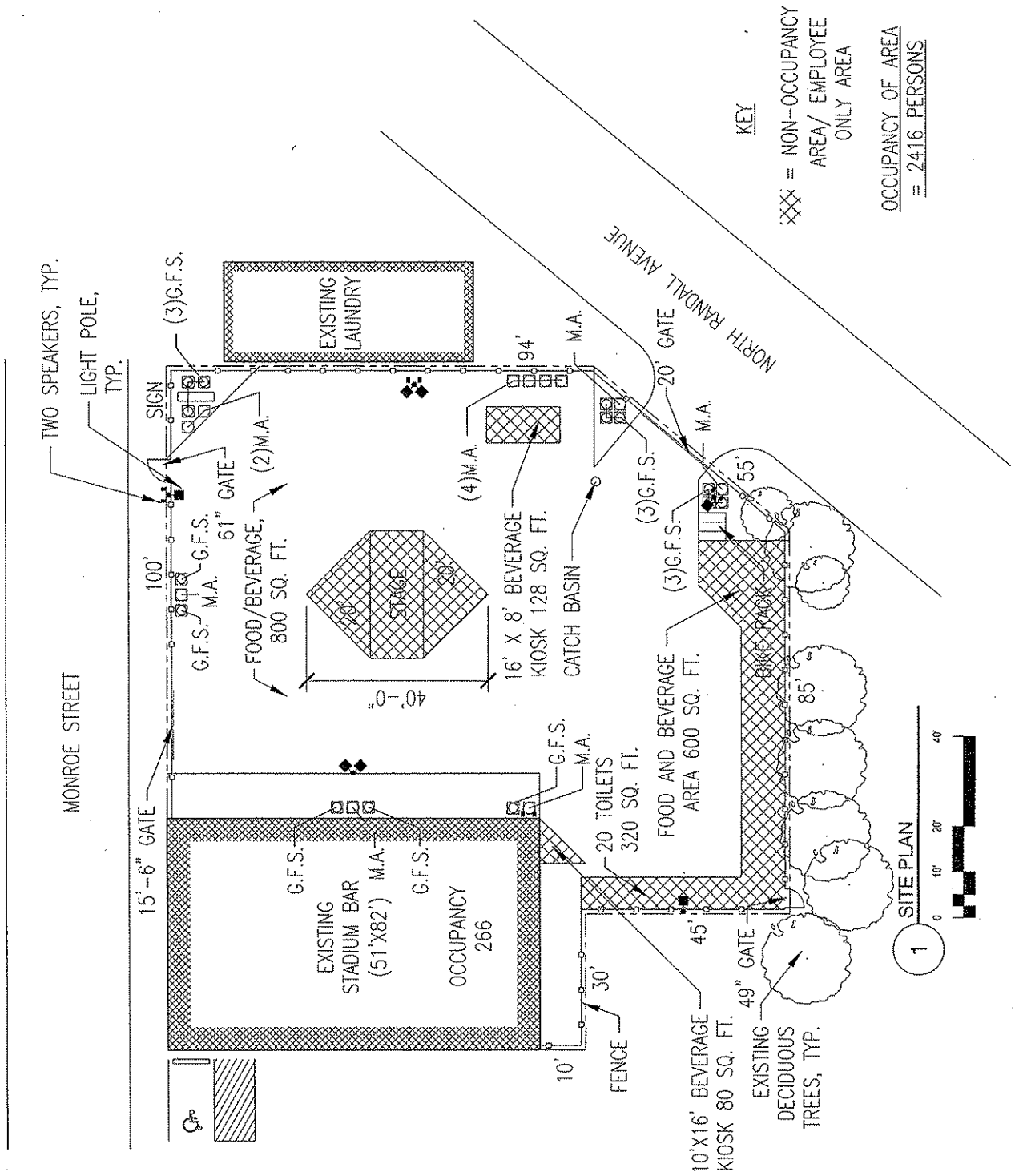
DATE OF ISSUE: 3/10/2005

**PRELIMINARY
 AREA/ EMPLOYEE
 CONSTRUCTION**

PROJECT # 3002

SITE PLAN -
 FOOTBALL PLAN
 (NO TENT)

C1.5



KEY
 XXX = NON-OCCUPANCY
 AREA/ EMPLOYEE
 ONLY AREA

OCCUPANCY OF AREA
 = 2416 PERSONS





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

9 February 2009

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 which are easily identifiable by logo and color.
- 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 no later than 7:45 for games starting before 5:00; and 9:30 for games starting after 5:00 p.m.
- Music stops at 7:45 for games starting before 5:00 and 9:30 for games starting after 5:00.
- 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. One hour before and after the game we will operate one gate for entrance only and four gates for exit only to better manage capacity.
- Inside all eight 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

Addendum to Operation Plan Stadium Sports Bar Beer Garden UW Football

REVISED March 18, 2009

The following addendum to the current operating plan for UW Football games is to be incorporated into the management and operation plan for the Stadium Sports Bar beer garden on UW football games:

1. For all UW football games 12 Dane County officers will be on duty.
 - A. Two officers at gates 1, 2, and 4 and three officers at gate 3. With three officers roaming the beer garden and bar area for crowd control. For better capacity count control one gate only (gate 3) will be used for entrance to the beer garden during game day.
 - B. Officers are responsible as "police officers" first and employed by The Stadium Bar to assist in crowd management, capacity and safety. Officers will keep a patrol car parked next to the Stadium Sports Bar to assist in their duties. Stadium Bar personnel will be at each gate responsible for keeping accurate counts of entering and exiting patrons.
 - C. All officers maintain radio contact with each other and all Stadium Bar management when on duty. Approximately 24 radio headsets are in operations during the event.
2. All Stadium Bar employees and management to wear easily identifiable uniforms. Depending on the anticipated game day/beer garden crowds affected in part by game times, weather and opponent, approximately 56-85 Stadium Bar employees are on duty each game day. As a representative itemized breakdown of employee responsibility with 68 employees for example the various jobs are staffed accordingly:
 - A. Trash/Garbage—3 employees
 - B. Gate Count—6
 - C. Management/Security—9
 - D. Bar Personnel—42
 - E. Cook/Kitchen Staff--8

3. Stadium Bar management both inside bar and in beer garden stay in radio contact at all times
4. In addition to Dane County officers Stadium Bar personnel in the beer garden and inside bar are on duty to assist in crowd control and patron management.

MEMO

To: Madison Plan Commission
City of Madison Planning Department

From: Tom Beach
Stadium Sports Bar and Eatery

Date: March 16, 2009

Re: After Hours Public Parking UW Lot 16 Use Clarification

The above referenced UW parking lot which is located immediately behind T-the Stadium Sports Bar on Randall Street has been used by the general public after 4:30 PM for numerous years. Patrons of the Stadium Sports Bar's late afternoon and evening volleyball leagues have utilized this open lot during the summer. It is our understanding after contacting officials at the University that this lot and its over 100 spaces will continue to be available for the general public at no cost after 4:30 PM. Lot 16 requires a UW parking permit Monday-Friday 7:00 AM-4:30 PM only. Furthermore, the University is currently looking at possibly encouraging the use of this lot by the general public for after hour public parking and charging a modest hourly rate. For the foreseeable future, however, UW Lot 16 will remain open for public use after hours at no cost including use by patrons of the Stadium Sports Bar. The source for this information was Mr. Al Fish, Director of Facilities Planning and Management UW Madison. Please feel free to contact Mr. Fish for any questions or clarification.