

October, 2023

TO: City of Madison Planning Commission

FROM: MCKO LLC dba Cielo - Susan McKinney

RE: Rezoning of 118 State Street

**REZONING REQUEST** - MCKO LLC in coordination with 118 LLC respectfully asks that 118 State Street be rezoned to Downtown Core (DC) designation, to be able to support Cielo - Music/Beverage/Food, a music venue, bar and grill offering small plates of food, available at the grill, rather than full-service restaurant.

**CAPACITY** - Cielo's proposed capacity is 250 occupants.

**OPERATING** - Cielo will feature DJs playing house/techno music, attracting the late 20, 30 and 40 year olds who are enormous fans of this music, and who basically have few outlets in Madison to find this favorite music. One successful example of house/techno music is at Rubina Courtyard's Jams which schedules house/techno night only once a month. The city of Chicago hosts many well-attended house/techno venues, jams and festivals, attracting Madison music lovers to travel to that city to find it. This gives us confidence that this music offering will succeed in Madison. With Cielo's house/techno DJ lineup, music fans will spend their dollars in Madison.

**MUSIC** - 118 State Street formerly housed Diego's bar and restaurant, which, like Cielo's proposed use, offered DJ music, food and drinks. According to the building's present owner, music has been played at the location for 20 years or more without offending neighbors or causing police calls. 118 State Street's brick wall interior helps contain music. And an appraiser recently noted the building's solid concrete construction, also contributes to noise containment.

The owners of our neighbor, Michelangelo's Coffee House, Sam and Lori, have on more than one occasion expressed to us verbal approval of our project, and have even suggested contractors for us. Further, Michelangelo's closes at 8 pm, another reason the owners don't expect to have any noise issues. There are one or two apartments above the Coffee House. The building on the other side of 118 State Street, to the left of 118 State when facing it, that is, is empty. To not disturb the apartment occupants, we will place speakers on the left side of the building, on the walls that adjoin the empty building rather than the right side, that is, the side with the apartments.

## **SCHEDULE**

TUESDAY - Food, dance classes and paired dancing, beverages - 4 pm - 12 am.

WEDNESDAY - Food, events and tastings, beverages - 4 pm - 1 am.

THURSDAY - Food, DJs, beverages - 4 pm - 2 am. (music stops at 1:30 am)

FRIDAY - Food, DJs, beverages - 4 pm - 2:30 am. (music stops at 2 am)

SATURDAY - Food and beverages - 10 am - 9 pm, DJs, beverages - 9 pm - 2:30 am.

(Music stops at 2 am)

SUNDAY - Food and beverages - 10 am - 3 pm.

**SAFETY** - Safety is a priority. We believe Sotto at 303 N. Henry St. in Madison, the applicant's other downtown tavern and music venue, was the first establishment in the downtown area to use metal detectors, with the purpose of keeping weapons from entering the establishment.

Sotto also uses PatronsCan, a scanner that records the drivers license or ID and photo of every entrant, and also shows messages that other bars might have left on the shared system noting when a person has misbehaved - starting fights, damaging property - in other bars, which allows us to decide to keep whether to allow the person to come in or decide his previous behavior warrants us denying entrance. It also allows us to note, ourselves, people who have caused trouble and who we wish to ban from re-entering. PatronsCan is a very valuable tool in keeping troublemakers out, and keeping the bar area safe for patrons who want to peacefully enjoy the music and beverages.

Sotto ensures that lines of patrons waiting to enter do not block pedestrians by erecting crowd control barriers each night. Door staff include a trained and practiced ID checker, a person who performs metal detection with a handheld wandlike device, and a person who collects the cover charge. Between these three staff members, the line is kept orderly and patrons' entrances staggered and peaceful.

In the dance and bar area, if a patron is noted to be intoxicated, we endeavor to have the person leave with friends. If a taxi is needed, staff will summon it, and Sotto will pay for the ride.

Sotto has 14 cameras in place, including two outdoor cameras, one which aims down the block toward Johnson Street, and one which looks toward Gorham Street. These cameras were installed as our way of supporting our immediate neighborhood. Madison Police Department knows that officers and detectives can seek our video at any time.

The above safety measures will be our template for establishing security at Cielo. Metal detectors, Patronscan, cameras, line and entrance management, ID checking, sufficient trained staff and a culture of looking out for patrons and helping those in distress are all strategies we will import to keep Cielo safe for patrons and staff.

At Sotto and Cielo, we aim to be a safe place for all nationalities and identities.

A note: When "we" and "us" is expressed, it refers to Sotto's and Cielo's management team, that is, myself, the applicant, and my two daughters.

**STAFF** - Projected hiring at Cielo will include kitchen manager and chef/cooks, bartenders, servers, barbacks, ID checkers and security staff. Aside from kitchen staff, the expected weekend after 9-pm staff will consist of

- 1 ID checker
- 2 barbacks
- 3 security persons
- 4 bartenders

**COMMUNITY NIGHTS** - Wednesdays at Sotto offer Salsa lessons and dancing from 7 pm - 11 pm. Salsa night brings in people of all ages, people not seen on other nights. We are happy to support the dance community of Madison. As such, Cielo will schedule community-minded dance or event nights as well as taste-and-learn nights, with experts providing presentations on Cocktail Mixology, Mescal Cultivation and Production, and Make-At-Home Party Beverages and other topics.

**NOTE** - Cielo, in Spanish, means Heaven, and, Sky.

**CONCLUSION** - Cielo will add to the 100 block of State Street by offering a music genre that millennials presently seek in bigger cities. This music can be played at a smooth tone to accommodate diners during our proposed weekend Techno Brunches. Cielo will be a destination for hotel guests in the immediate area, like guests of the Concourse and the development that will occupy the former Central High School/MATC site. Events like salsa and other dancing, and educationally oriented tasting events will be further offerings for Madison adults.

