

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

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☒ Class C Wine

(Agenda Item Number)

55825

(Legistar file number)

LICPCH-2019-00293

(License number)

2

(Alder District #)

407

(Police Sector)

Office Use Only

Licensed Premises Information

state seller's permit = 4561027486062 -03

This application modifies existing alcohol license number: LICLIB-2011-00355

Business dba Name: Avenue Club + Bubble Up Bar

Licensed Address: 1128 E. Washington Avenue

Liquor/Beer Agent Name: ~~Taylor Anderson~~ → changing to Elizabeth Stolzenberger

30% Alcohol, 69% Food, % Other

Alder, District #: Ledell zellers

District #2

Police Sector: East District

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Avenue Restaurant LLC

Business Mailing Address: 1128 East Washington Ave

Business Contact Name, Position: Liz Stolz General Manager

Business Phone: (608) 257 6877

Business Email: lstolz@foodfightinc.com

Current Capacity (indoor): 146

Current Capacity (outdoor): ~~for events 300p~~

Proposed Capacity (indoor):

Proposed Capacity (outdoor): 300 people

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

Description of Proposed Changes: (see attached proposed events planning)

4 outdoor tailgate events for the Forward Madison supporters

☒ Detailed Floor Plans included (required)

Authorized Signature

Date

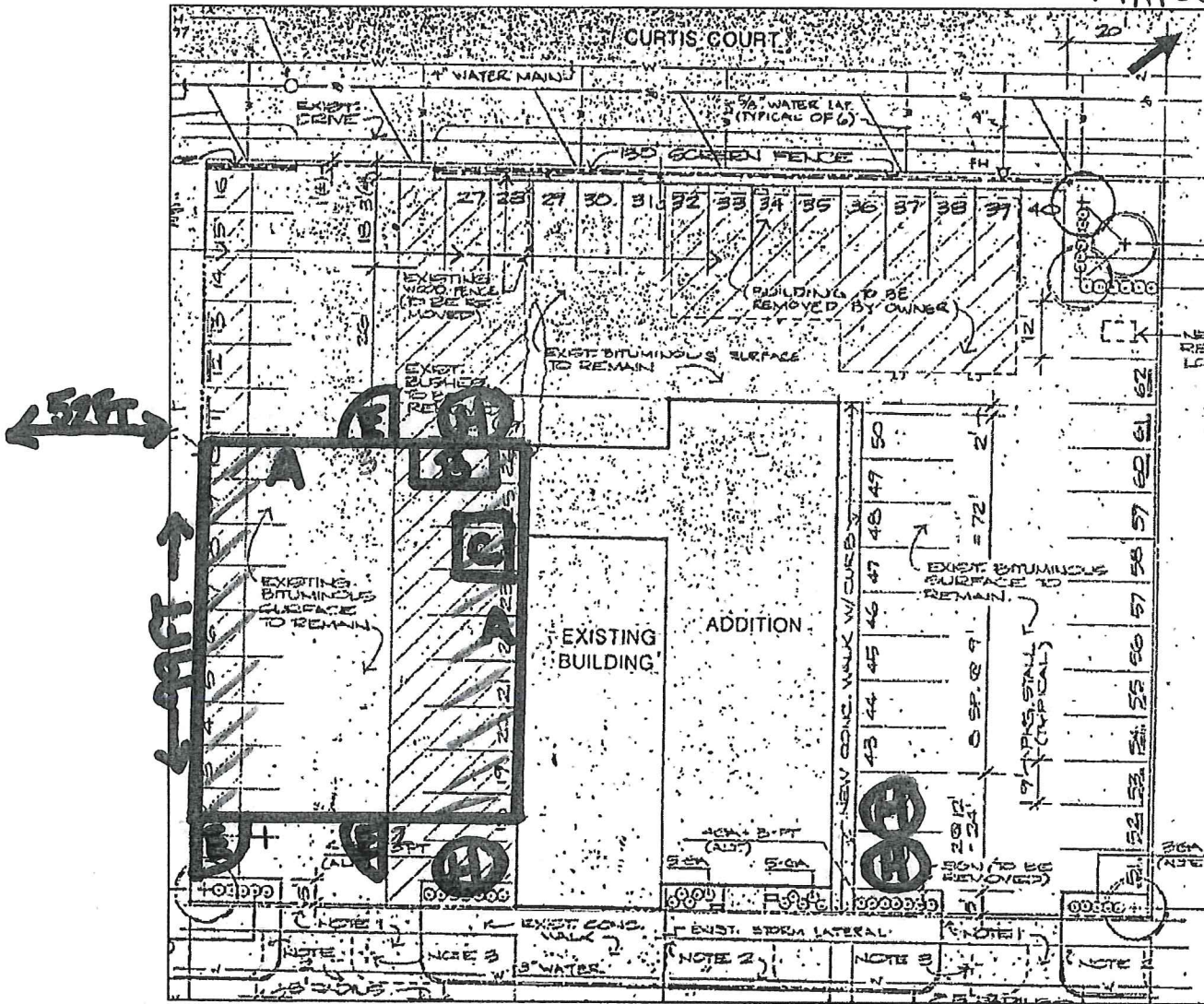
4/2/19

☐ Orange sign and business card issued

☐ "License Renewals & Changes" brochure with next steps issued

Office Use Only

TAILGATE FENCING MAP OUT



- Parcel 1 lot spaces = 34 + 1 handicap
- Parcel 1 lot spaces LOST = 18 (no handicap lot)
- Parcel 2 lot spaces = 29 + 2 handicap
- Fencing Area = 5148 sq ft (99' x 52')
- Next side parking lot entrance closed (only open for handicap)
- E = 2 - Entrance / ID check 1 - Exit 3 - Emergency Exit
- A = Amplified sound speakers
- B = 10 x 10 Beer Tent C = food tent
- D = handicap spots
- All Exits 5'

PART II—DATA

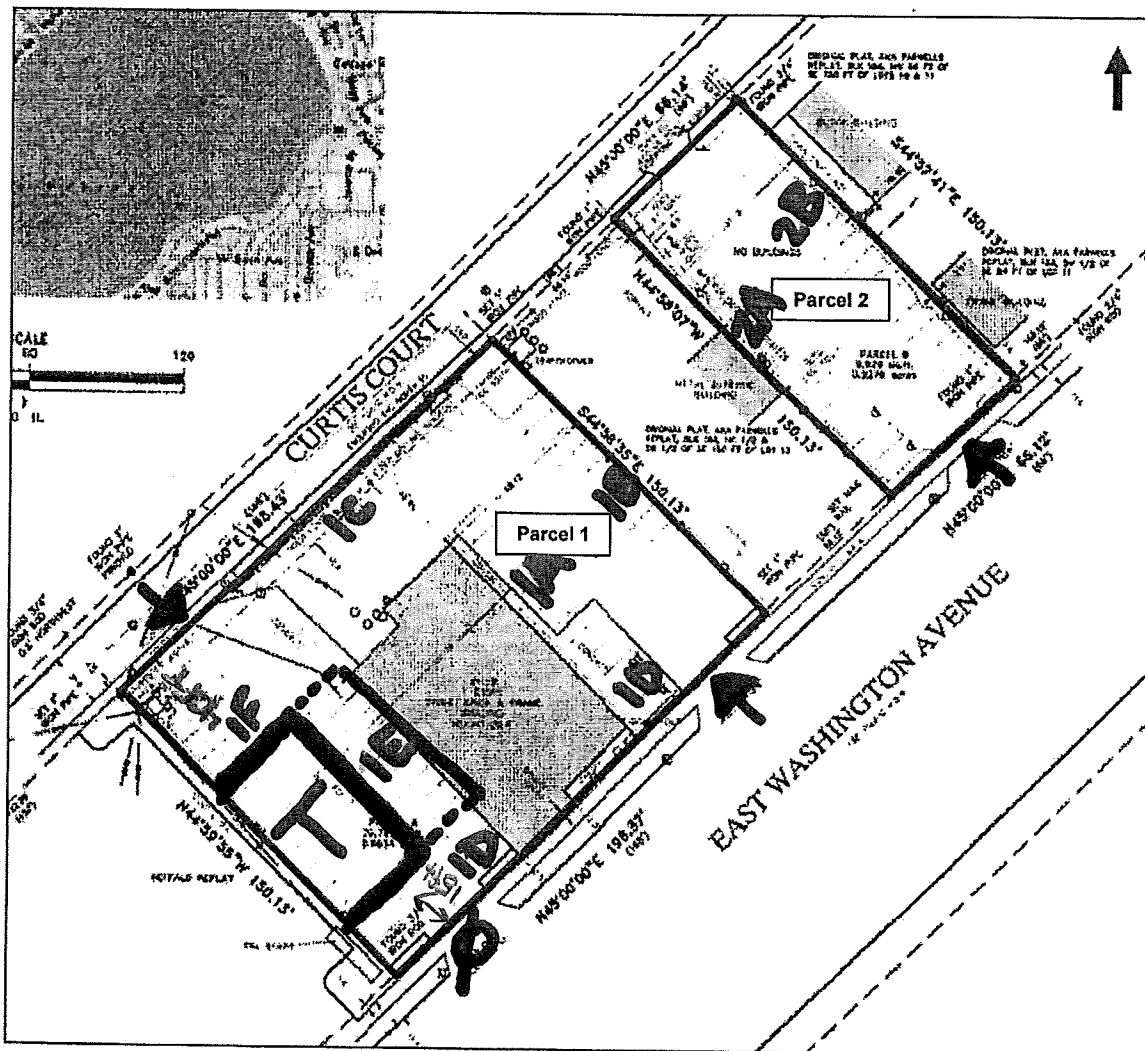
Parking Detail - TAILGATE

SUBJECT PROPERTY DATA

Site Description

Site Dimensions and Area

The subject consists of two parcels. Parcel 1 is 198.4 feet wide by 150.13 feet deep, is 29,700 square feet, and has 198 feet of frontage on East Washington Avenue to the southeast and the same frontage on Curtis Court to the northwest. Parcel 2 is 66.14 feet wide by 150.13 feet deep, is 9,900 square feet, and has 66 feet of frontage on East Washington Avenue to the southeast and the same frontage on Curtis Court to the northwest. The following survey was provided by the property owner.



10 parking spaces OPEN
 11 parking spaces OPEN
 13 parking spaces OPEN
 handicap parking OPEN x 4
 parking spaces CLOSED x 18

⊘ Entrance CLOSED

↑ Entrance OPEN

8

fenced off area 52' x 99'
 14 parking spaces OPEN (2 handicap)
 15 parking spaces OPEN
 60 Ft to Works Crt Fence

Proposal of Forward Madison 2019 Tailgate Events

Potential Summer Events in Avenue's Parking Lot

The Avenue Club pays homage to the classic supper club by serving up creative variations of classic food and drinks in our updated mid-century modern setting. Each dish and every drink taps into the familiar comfort of family and friends, from the first sip of an Old Fashioned to the last slurp of an ice cream drink.

This year we are sponsoring the much anticipated Forward Madison FC's inaugural season. We will be featuring specials in house for each game. We are excited to be partnering with the Forward Madison Supporters Group and potentially hosting four tailgate events in Avenue's parking lot.

- Tailgate #1 – Saturday June 1st vs. Lansing**
- Tailgate #2 – Saturday June 15th vs. Tucson**
- Tailgate #3 – Saturday July 13th vs Chattanooga**
- Tailgate #4 – Saturday August 24th vs. Richmond**

Logistics

Hours of Operation:

- Area would be fenced off at 9am
- West side parking lot entrance closes at 2:30pm
- Gates open at 3pm
- Amplified sound begins at 3pm
- Gates close at 6pm
- Last call at 6:30pm
- Breakdown at 6:45pm
- West side parking lot entrance opens at 7pm

Operating Procedures

- 300 person max
- Area would be enclosed with snow fencing
- Security staff at entrance and exit
- ID check at entrance
- Wrist band for all guests (Designated drivers and underage participants would have a different colored wrist band)

Amenities

- Tent for food area (includes a grilling station behind the tent)
 - Food available for purchase
 - Disposable materials only
- Tent for bar area
 - Cash bar will include a specialty cocktail, beer, wine, soda, & water
 - Plastic containers only
- Restaurant open to the public
- Restroom facilities would be located inside restaurant

Approvals pending:

- Off premise Alcohol license
- Temporary Food License
- Amplified sound permit
- Conditional Use
- Fire Inspection
- TLNA