



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Agenda - Amended

ALCOHOL LICENSE REVIEW COMMITTEE

Wednesday, March 19, 2014

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 201 (City-County Building)

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Contact the City Clerk's Office at (608) 266-4601.

This meeting can be viewed LIVE on Madison City Channel, cable channel 98, digital channel 994, or at www.madisoncitychannel.tv.

Applications will go to the Common Council Meeting of April 8, 2014.

This meeting is governed by Robert's Rules of order. All speakers wishing to address the committee regarding an agenda item must first complete a registration form and submit it to the City Clerk designee.

Speakers may speak to the committee only after they are called by the Chair. Each speaker will be limited to three minutes.

After speaking to the committee, please take your seat in the gallery. The public is not allowed to address or respond to speakers or committee members unless they have been recognized by the Chair of the committee.

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

Call to Order/Roll Call

Approval of Minutes

Feb. 26, 2014: <http://madison.legistar.com/Calendar.aspx>

Public Comment

Disclosures and Recusals

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

Public Hearing

The Alcohol License Review Committee uses a consent agenda, which means that the Committee can consider any item at 5:30 p.m. where there are no registrants wishing to speak in opposition regardless of its placement on the agenda.

Presentation of the Consent Agenda

At this time, a consent agenda will be moved with the recommended action, or to grant with any recommended conditions if no action is recommended for each item EXCEPT:

1) items which have registrants opposed wishing to speak 2) items which members have separated out for discussion/debate purposes 3) items recommending ordinance changes 4) operator license applications

Changes of Agent

1. [33328](#) Change of Agent
GMRI Inc • The Olive Garden Italian Restaurant #1300
4320 East Towne Blvd.
New Agent: J D Duncan
Class B Combination Liquor & Beer
Aldermanic District 17 (Alder Clausius)
2. [33329](#) Change of Agent
Aldi Inc • Aldi #22 • 8222 Watts Rd
New Agent: Monica Engel
Class A Liquor, Class A Beer
Aldermanic District 9 (Alder Skidmore)
3. [33330](#) Change of Agent
Hy-Vee Inc • Hy-Vee Madison #2 • 675 S Whitney Way
New Agent: Carl Haidar
Class B Combination Liquor & Beer
Aldermanic District 10 (Alder Cheeks)
4. [33331](#) Change of Agent
A La Brasa LLC • A La Brasa Mexican Grill
15 N Broom St
New Agent: Jose Zecua Mendez
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)
5. [33332](#) Change of Agent
Wal-Mart Stores East LP • Walmart #1138
7202 Watts Rd
New Agent: James Sherman
Class A Liquor, Class A Beer
Aldermanic District 1 (Alder Subeck)

6. [33333](#) Change of Agent
Johnson Market Inc • Market Basket
312 E Mifflin St
New Agent: John Johnson
Class A Liquor, Class A Beer
Aldermanic District 2 (Alder Zellers)

Changes of Corporate Control

7. [33335](#) Entity Reorganization & Business Name Change
Jalapeno Mexican Grill, LTD • dba Jalapeno Mexican Grill
New dba: Sol Azteca Mexican Grill
1821 S Park St
Class B Combination Liquor & Beer
Aldermanic District 14 (Alder Strasser)
1 new officer
8. [33336](#) Entity Reorganization
A La Brasa LLC • dba A La Brasa Mexican Grill
15 N Broom
Class B Combination Liquor & Beer
Aldermanic District 4 (Alder Verveer)
Remove one officer

Change of Licensed Premise

9. [33339](#) Change of Licensed Premise
Tip Top Tap Inc • Tip Top Tavern • Capacity: 80
601 North St • Agent: Benjamin Altschul
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Aldermanic District 12 (Alder Palm) • Police Sector 502
Request to add outdoor patio space, with an additional capacity of 60
10. [33340](#) Change of Licensed Premise
Hy-Vee, Inc • Hy-Vee Madison #2 • Capacity: 175
675 S Whitney Way • Agent: Carl Haider
Class B Combination Liquor & Beer • 15% alcohol, 75% food
Aldermanic District 10 (Alder Cheeks) • Police Sector 107
Request to add patio area for outside dining, add 30 to capacity (outdoor)
11. [33344](#) Change of Licensed Premise
Crescendo LLC • dba Crescendo Espresso Bar & Music Cafe • Capacity: 49
1859 Monroe St • Agent: Caitlin Shanahan
Class B Beer & Class C Wine • 15% alcohol, 35% food
Aldermanic District 13 (Alder Ellingson) • Police Sector 303
Request to extend closing time on license

21+ Entertainment License

12. [33338](#) 21+ Entertainment License
Tip Top Tap Inc • Tip Top Tavern • Capacity: 80
601 North St • Agent: Benjamin Altschul
Class B Combination Liquor & Beer • 95% alcohol, 5% food
Aldermanic District 12 (Alder Palm) • Police Sector 500

18+ Performing Arts License

13. [33337](#) 18+ Center for Visual & Performing Arts License
Applicant • dba: Lagartos • Capacity: 500
802 Atlas Ave • Agent: Dale Beck
Class B Combination Liquor & Beer • 60% alcohol, 40% food
Aldermanic District 3 (Alder Cnare) • Police Sector 611

Temporary Class B Concurrent with Street Use

- 13a [33010](#) Temporary Class B Retailer license concurrent with
Street Use Permit
Madison Festivals, Inc.
Event Location: John Nolen Dr.
Event Date: June 28, 2014
Aldermanic Districts 4, 13 & 14 (Alds. Verveer, Ellingson & Strasser)
Police District: 300
Rhythm & Booms

Legislative History

2/26/14	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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New License - Public Hearing

14. [33227](#) Public Hearing - New License
Hoops of Dane County Inc • dba Lagartos
802 Atlas Ave • Agent: Dale Beck • Estimated Capacity: 500
Class B Combination Liquor & Beer • 60% alcohol, 40% food
Aldermanic District 3 (Alder Cnare) • Police Sector 611

Legislative History

2/24/14	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
3/4/14	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

15. [33228](#) Public Hearing - New License

16 Bars LLC • dba Two Straws
1380 Williamson St • Agent: Joshua Michael Swentzel
Estimated Capacity: 50
Class B Combination Liquor & Beer • 80% alcohol, 20% food
Aldermanic District 6 (Alder Rummel) • Police Sector 410

Legislative History

2/24/14	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
3/4/14	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

16. [33230](#)

Public Hearing - New License
LBR Northside LLC • dba The Spot Liquor
4521 Cottage Grove Rd • Agent: Larry Ring
Class A Liquor, Class A Beer
Aldermanic District 16 (Alder DeMarb) • Police Sector 614

Legislative History

2/24/14	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
3/4/14	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

17. [33231](#)

Public Hearing - New License
Ming Yang Enterprise LLC • dba World Buffet
499 D'onofrio Dr • Agent: James Min Jiang • Estimated Capacity: 300
Class B Beer & Class C Wine • 5% alcohol, 95% food
Aldermanic District 9 (Alder Skidmore) • Police Sector 124

Legislative History

2/24/14	Clerk's Office Alcohol License Review Committee Public Hearing	Referred for Introduction
3/4/14	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

Items Referred

18. [32910](#)

Amending Section 11.06(7)(j) of the Madison General Ordinances to prohibit alcohol consumption while operating a pedal-cab or as a passenger of a pedal-cab.

Legislative History

1/24/14	Attorney's Office/Approval Group	Referred for Introduction
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		Transit and Parking Commission	
2/4/14	COMMON COUNCIL		Referred to the TRANSIT AND PARKING COMMISSION
		Additional Referral: Downtown Coordinating Committee, Alcohol License Review Committee	
2/5/14	TRANSIT AND PARKING COMMISSION		Referred to the DOWNTOWN COORDINATING COMMITTEE
2/5/14	TRANSIT AND PARKING COMMISSION		Referred to the ALCOHOL LICENSE REVIEW COMMITTEE
2/12/14	TRANSIT AND PARKING COMMISSION		Refer to the TRANSIT AND PARKING COMMISSION

19. [32961](#) Amending Sections 28.061, 28.072, 28.082, 28.091, 28.151 and 28.211 and creating Section 28.127 of the Madison General Ordinances to create an Alcohol Overlay District in the zoning code, create "Restaurant-Nightclub" and "Nightclub" as uses of land in the zoning code, establish supplemental regulations for "Restaurant-Tavern," "Tavern," "Restaurant-Nightclub," and "Nightclub," and to amend the definition for "Restaurant-Tavern," "Theater, Assembly hall," and "Outdoor stage, band shell, or amphitheater."

Legislative History

1/28/14	Attorney's Office/Approval Group		Referred for Introduction
		Plan Commission Public Hearing, Alcohol License Review Committee Public Hearing	
2/4/14	COMMON COUNCIL		Referred for Public Hearing to the PLAN COMMISSION
		Additional Referral: Alcohol License Review Committee	
2/4/14	PLAN COMMISSION		Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
2/26/14	ALCOHOL LICENSE REVIEW COMMITTEE		Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
3/10/14	PLAN COMMISSION		RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the PLAN COMMISSION

The Plan Commission recessed the public hearing and recommended that this zoning text amendment be re-referred to their March 24, 2014 meeting pending a recommendation by the Alcohol License Review Committee. The recommendation to re-refer passed by voice vote/ other.

Report of the Alcohol Policy Coordinator

20. [33446](#) Report of Alcohol Sales for Next Door Brewing Co.
21. [33451](#) 2014 Revised Entertainment Best Practices

Report of Madison Police Department

22. [33217](#) Summary of recent calls for service.

Report of City Clerk's Office

23. [28524](#) Summary of licenses issued

Operator's License Applications

Possible Closed Session: Please take notice that when considering the following items, the ALRC may go into closed session pursuant to sec. 19.85(1)(b), Wis. Stats., which reads in relevant part:

(b) Considering dismissal, demotion, licensing or discipline of any public employee or person licensed by a board or commission or the investigation of charges against such person, ... and the taking of formal action on such matter; provided that the ... person licensed is given actual notice of any evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action may be taken. The notice shall contain a statement that the person has the right to demand that the evidentiary hearing or meeting be held in open session. ...

Further take notice that, if the ALRC goes into closed session, it may return to open session immediately, without giving the 12 hours notice under sec. 19.85(2), Wis. Stats.

24. [32940](#) Operator License Application
Jesse Widen - Establishment where employed: Pedro's

Legislative History

2/26/14	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
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Adjournment