



# Streatery Extension of Premises

Fee: Waived

Class A:  Beer,  Liquor,  Cider  
Class B:  Beer,  Liquor,  
 Class C Wine

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703  
licensing@cityofmadison.com  
608-266-4601

(Agenda Item Number)

(Legistar file number)

LIC PEH-2020-07688

(License number)

11  
(Alder District #)

215  
(Police Sector)

Office Use Only

Streatery extension of premises is available for existing licensed premises only. Extensions will not be granted for vertical drinking or beer garden additions. Application must be submitted to the Clerk's office. Staff will review the application and if it is complete and approved by Zoning and/or the street vending coordinator, provisionally approve and forward to the Alcohol License Review Committee for final approval recommendation. Any licensed establishment applying to extend their premises onto City property must provide a certificate of insurance for liquor liability including a separate additional insured endorsement naming the City of Madison with this application.

Are you requesting this temporary extension of licensed premises, in compliance with Emergency Order Resolution/Legistar #60695 (Madison Streatery Program), adopted by the Common Council on June 16, 2020?:  Yes  No

Required detailed floor plans of extension area **included**:  Yes

Required approval of expanded eating area obtained from Street Vending Coordinator or Zoning Administrator **included**:  Yes, date approved: \_\_\_\_\_

Street Occupancy Permit obtained from Traffic Engineering:  Yes  No  N/A

Does lease/deed cover area request for temporary extension?:  Yes  No

If no, **must attach** letter from landlord or property owner authorizing use of the property.

## Licensed Premises Information

This application modifies existing alcohol license number: 70883-76703

Business dba Name: Muramoto Hilldale

Licensed Address: 546 N. Midvale Blvd Madison WI 53705

Liquor/Beer Agent Name: Shinji Muramoto

15 % Alcohol, 85 % Food,      % Other

Alder, District #: \_\_\_\_\_ Police Sector: \_\_\_\_\_

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): N43 Venture LLC

Business Mailing Address: 546 N. Midvale Blvd Madison WI 53705

Business Contact Name, Position: Jean Potocki - bookkeeper

Business Phone: 608 441 1090

Business Email: muramotobusiness@gmail.com

-Continue on Back-



**Extension Details**

Current Capacity (indoor): 35  
(25% capacity)

Current Capacity (outdoor): 0

Proposed Capacity (outdoor): see 48 application

Description of Proposed Changes: \_\_\_\_\_

see application

**Signature**



Authorized Signature of Agent or Establishment Owner

9/17/2020

Date

**Clerk's Office checklist for complete applications**

- Floor Plans
- Copy of approval from Street Vending/Zoning
- Copy of Street Occupancy Permit included *if applicable*
- Letter from landlord/property owner authorizing temporary extension of lease area *if applicable*
- Certificate of Insurance for liquor liability with City of Madison named *if extending on city property*

**Upon Application Submission, the Clerk's Office issued to the application:**

- Orange sign     Orange business card
- "License Renewals & Changes" brochure with next steps issued





# City of Madison Site Plan Verification

**PROJECT:** LNDSPR-2020-00119

**Address:** 546 N Midvale BLVD

**Current Revision #:** 0

**Submitted by:** Muramoto

**Contact:** Shinji Muramoto  
(608) 441-1090  
shinjimura@gmail.com

**Project Type:** Permitted Use Site Plan Review

**Description:** Temporary Outdoor Seating in parking lot for Restaurant-tavern, valid until October 25, 2020

**Status:** Approved

**Revision History:** 0

Review	Status	Reviewer	Reviewed
Fire Review		<u>William Sullivan</u>	Aug 25 2020
Traffic Engineering Review		<u>Timothy Stella</u>	Aug 25 2020
Zoning Review		<u>Matthew Tucker</u>	Sep 3 2020

## TRAFFIC ENGINEERING

**Supplement Accepted**

**Comment Date:** 08/13/2020

Email a revised electronic copy of the site plan, .pdf preferred, to Tim Stella - [tstella@cityofmadison.com](mailto:tstella@cityofmadison.com)

**Supplement Accepted**

**Comment Date:** 08/13/2020

Applicant shall add wheel stops to the parking stalls to secure the temporary seating area.

**Supplement Accepted**

**Comment Date:** 08/13/2020

Applicant shall maintain at least a 2' buffer between the fence and the next parking stall.



**City of Madison Building Inspection Division**  
 215 Martin Luther King Jr Blvd, Suite 017 PO Box 2984 Madison, WI 53701-2984  
 608.266.4551 <http://www.cityofmadison.com/dpced/bi/>

### Temporary Outdoor Seating Application

BE SURE TO INCLUDE THE FOLLOWING WITH YOUR APPLICATION:

- ✓ Site Plan showing location of outdoor seating. If you do not have a site plan, please email [Zoning@cityofmadison.com](mailto:Zoning@cityofmadison.com) to request a PDF copy.
- ✓ Property owner's approval

OFFICE USE ONLY	
Permit Number: LND	<u>SPR-2020-00119</u>
Application Date	<u>8-12-20</u>
Issued Date	<u>9-2-20</u>
Approved by	<u>mwt</u>
Zoning District	<u>PD</u>

Location Address 546 ~~54~~ N. MIDVALE BLVD, MADISON WI 53705

Business Name MURAMOTO

Contact Person SHINJI MURAMOTO

Telephone 608.441.1090 Email shinjimura@gmail.com

Which of the following best describes the Use?

- Brewpub     
  Coffee shop or Tea House     
  Restaurant (You do NOT have an alcohol license)  
 Tavern     
  Tasting Room for Brewery, Distillery, or Winery     
  Nightclub  
 Restaurant-nightclub (You have an entertainment license)     
  Restaurant-tavern (You have an alcohol license)

Do you have an existing outdoor seating Conditional Use approval?     Yes       No

Do you have an existing liquor license?     Yes       No

Your capacity limit set by Building Inspections: 143

I understand the temporary outdoor eating area requirements as listed on the following page and understand once this application is approved, it is only valid until **October 25, 2020**. Any violations of the temporary accessory outdoor eating area approved by the Zoning Administrator shall be enforceable by the Zoning Administrator as ordinance violations under Chapter 28, Madison General Ordinances.

Applicant signature: [Signature] Date: 7-24-20

Property Owner's signature\*: see attached letter Date: 7-24-20

\* Or attached separate letter of approval from property owner

\*\*\* Please see following page for temporary outdoor seating requirements and Site Plan requirements \*\*\*

### Temporary Outdoor Seating Requirements

All temporary outdoor eating areas approved through this review are subject to the following requirements:

1. Hours of Operation
  - New Outdoor Eating Areas must close by 10pm Sunday – Thursday, and by 11pm on Friday and Saturday.
  - Expanded existing Outdoor Eating Areas: Hours shall be set as provided in existing Conditional Use approval.
2. No outdoor amplified sound in new or expanded outdoor seating areas.
3. Additional Exterior lighting required for any seating areas operating after dusk shall comply with Code requirements. Light levels are to be the same or equal to parking lot requirements. If new wiring is required to power the lights, an electrical permit is required. Use of extension cords is not permissible.
4. The Zoning Administrator, Traffic Engineer, and City of Madison Fire Department shall approve any outdoor seating under this order.
5. The site must be operated in conformance with all City of Madison Fire requirements for building accessibility, and regulations from Public Health Madison & Dane County.
6. Tables, chairs, barricades, and fencing shall be safely secured on site when not in use.
7. If alcohol is served, signs shall be displayed for patrons stating that alcohol must stay within the seating area.
8. Under no circumstances do approvals for new or expanded outdoor eating areas allow for the creating of a “beer garden” or other social gathering space for patrons to stand and congregate to drink for any purpose.
9. All new or expanded outdoor eating areas shall post a sign with language provided by the City directed outward from the seating area to inform the public of the temporary approval.
10. **This temporary approval shall expire on October 25<sup>th</sup>, 2020.**

More information and guidelines for the Streatery Restaurant Recovery Program can be found [here](#).

### Site Plan Review Requirements

The site plans shall be drawn to scale and shall accurately reflect the location and layout for the temporary facility. Temporary outdoor eating areas may be located in parking spaces or other paved areas on the zoning lot immediately adjacent to the tenant space, and must be designed to be accessible for persons with disabilities. The amount of parking replaced with seating will be approved on a case by case basis. Under no circumstance may the combined indoor and proposed outdoor seating exceed maximum capacity of persons, as established by the Building Inspection Division.

The site plan shall identify the tenant space and layout of the outdoor seating located on the site. Seating areas in parking lots shall be located behind traffic barriers, such as cones, type 3 barricades, portable fencing, etc., which shall be identified on the site plan. Seating areas for establishments with liquor licenses must secure the seating area with “light fencing”. Seating areas may not impede any vision triangles or accessible routes. If tents will be used, show location and dimensions of tents on the site plan. Additionally, no parking for disabled persons may be repurposed for outdoor eating areas, unless those spaces are relocated elsewhere on the property, which will need to be shown on the site plan, to confirm the location and width meets code requirements.

No permanent structures may be erected under this temporary approval. Tents that are 10 feet by 10 feet in size or smaller may be erected in parking spaces to provide shade for the dining area. The City of Madison Fire Department requirements are listed under “Madison General Ordinance (MGO) 29.355 - Use of Tents for Merchandising and Display; Wisconsin Administrative Code Chapter COMM 62; and 14, International Fire Code Chapter 24.” If you have any questions regarding the above requirements telephone the Fire Prevention Division at 266-4420. [Link to requirements.](#)

If you do not have a site plan of your lot, please email [Zoning@cityofmadison.com](mailto:Zoning@cityofmadison.com) to request a PDF copy.

The completed application, property owner approval letter, and site plan are to be emailed to [Zoning@cityofmadison.com](mailto:Zoning@cityofmadison.com) for agencies review. Any questions regarding this temporary outdoor seating application can be sent to [Zoning@cityofmadison.com](mailto:Zoning@cityofmadison.com).



To whom it may concern,

WS Development is excited to support Dumpling House in their application to temporarily expand outdoor seating and their liquor premises. They are a valued tenant at Hilldale and we are excited to support their efforts as they utilize the Streeteatery Program to convert surface parking into additional outdoor dining space. Dumpling House will continue operating from 11am until 10pm and these hours will extend to these temporary outdoor patios.

Please contact Nanci Horn, information below, from WS Development with any questions or concerns on the approval of this application.

Thank you for your consideration and review of this application and continuing to work with WS Development to support our great tenants at Hilldale Shopping Center.

A handwritten signature in black ink that reads "Nanci Horn".

WSDEVELOPMENT  
NANCI HORN  
GENERAL MANAGER | HILLDALE

M 617-913-3251  
Nanci.Horn@wsdevelopment.com

726 N MIDVALE BLVD SUITE LL-003 MADISON WI 53705  
HILLDALE.COM

WSDEVELOPMENT

33 BOYLSTON STREET, CHESTNUT HILL MA 02467, T +1 617 232 8900

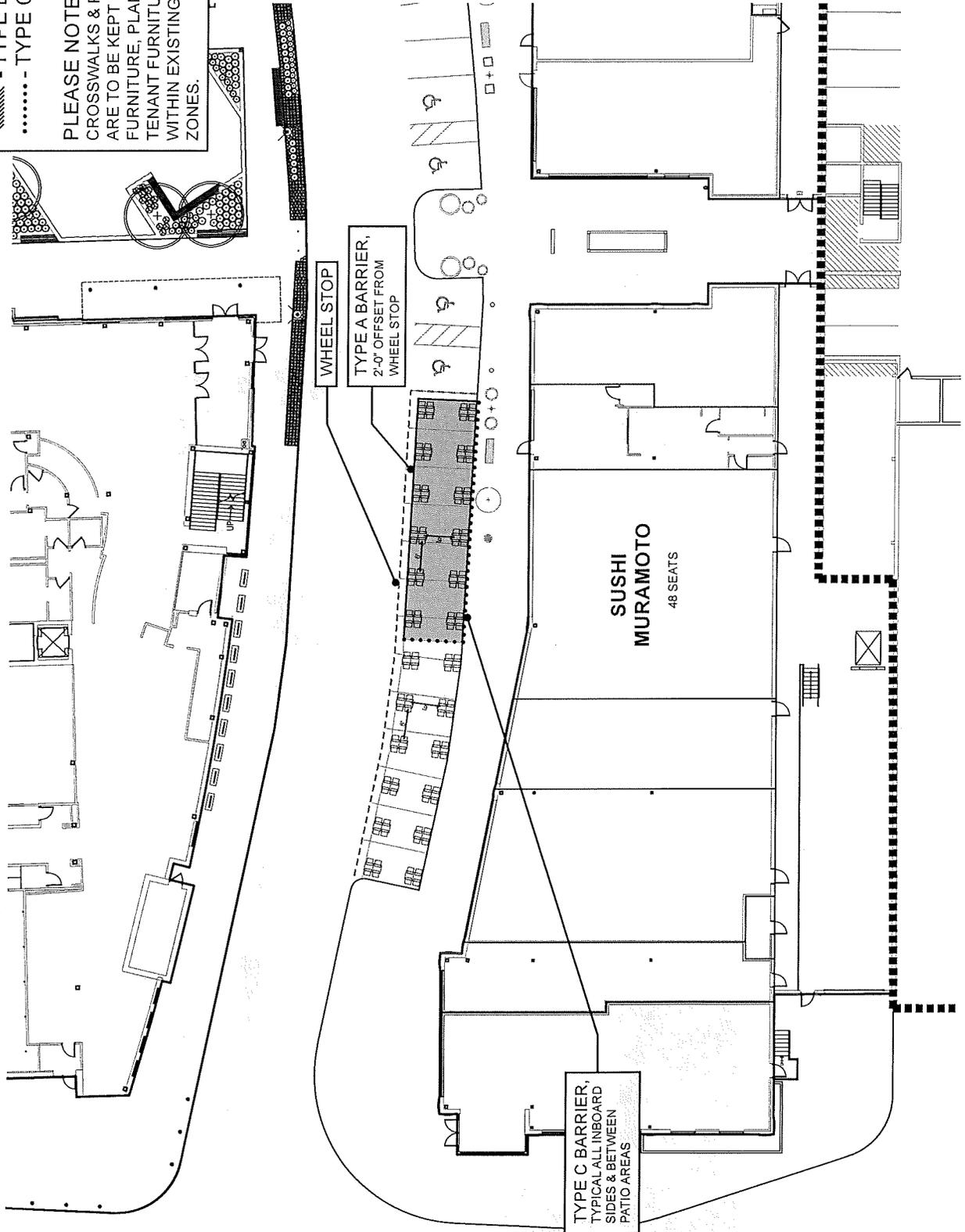
WSDEVELOPMENT.COM

**LEGEND**

- EXISTING OUTDOOR SEATING ZONE
- PROPOSED SEATING AREA
- TYPE A BARRIER
- TYPE B BARRIER
- TYPE C BARRIER

**PLEASE NOTE:**

CROSSWALKS & PEDESTRIAN RAMPS ARE TO BE KEPT CLEAR FROM SEATING, FURNITURE, PLANTERS, ETC. AT ALL TIMES. TENANT FURNITURE TO ONLY BE PLACED WITHIN EXISTING OR PROPOSED SEATING ZONES.



WHEEL STOP

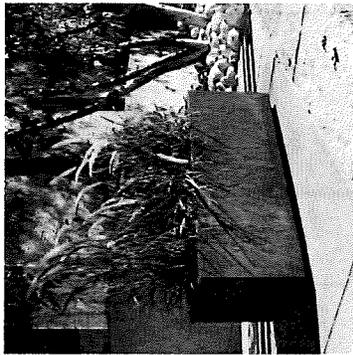
TYPE A BARRIER,  
2'-0" OFFSET FROM  
WHEEL STOP

TYPE C BARRIER,  
TYPICAL ALL INBOARD  
SIDES & BETWEEN  
PATIO AREAS

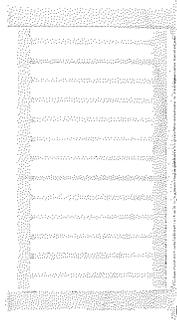
SUSHI  
MURAMOTO  
48 SEATS

# Hilldale's "Streatory" Program Furniture Choices

VEHICLE BARRIER  
TYPE B (example)



Crowd controlwarehouse.com  
6' w x 42" h



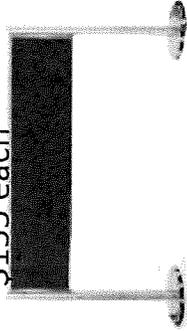
\$165 ea.

VEHICLE BARRIER  
TYPE A (example)

- Capacity (32" H x 42" W x 16" D Size)
- : 11000oz.
- Drainage Holes: Yes \$265 ea.

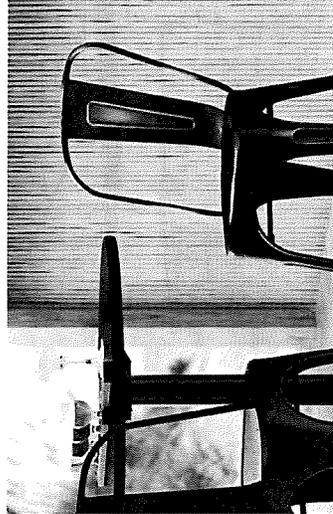
Displays to go

\$155 each



- 2-Piece Expansion Includes:
- (1) 60" w Frame Panel
- (1) 40" h Stanchion Post
- Linkable Expansion Barrier Queuing System
- Frame Panel Holds Signage or Clear Inserts
- 15" Tall Frame
- Four Post Channels for Multi-Panel Setups
- (2) Non-Glare Lenses and Foam Backer Included

CROWD BARRIER  
TYPE C (example)



chair examples

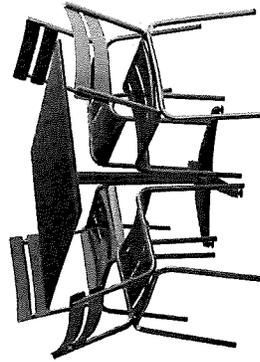
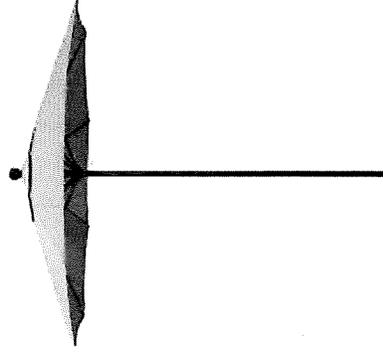


table examples



umbrella examples

**Verbick, Jim**

---

**From:** Muramoto Business <muramotobusiness@gmail.com>  
**Sent:** Tuesday, September 8, 2020 2:14 PM  
**To:** licensing  
**Cc:** Tucker, Matthew; Shinji Muramoto  
**Subject:** Re: Streatery extension app

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Per Shinji our outside capacity is 48.

On Tue, Sep 8, 2020 at 2:12 PM Muramoto Business <muramotobusiness@gmail.com> wrote:  
Sorry- meant to include our projected sales: FOOD 85% ALCOHOL 15%

On Tue, Sep 8, 2020 at 2:08 PM Muramoto Business <muramotobusiness@gmail.com> wrote:  
Hi - thank you for your quick response. Below is the email from Matthew for our outdoor seating approval.  
Matthew - did we get approved for a capacity? Thanks for the help.

Hello Shinji- Your Streatery temporary outdoor seating approval is attached. Please be sure to follow the regulations on the second page of the application. Also attached is a copy of the "NOTICE SIGNAGE" for your participation in the Streatery temporary outdoor seating program. This sign must be printed out on an 8 ½" x 11" paper. You must post this sign near the seating area, directed outward from the seating area to inform the public that the new or expanded outdoor seating area is intended to help offset the impact of COVID-19 and expires on October 25, 2020, and that maintaining the outdoor seating area beyond that date will require regular city approvals.

If you have a liquor license and intend to serve alcohol on the seating area, go ahead and apply for the temp liquor license with the City Clerk's Office. [Here](#) is the link to the temporary change of licensed premise application which you must remit to the City Clerk's Office.

Let me know if you have any questions.

Matt Tucker