



Office of the Common Council

Ald. Sara Eskrich, District 13

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To: Members of the Alcohol License Review Committee
From: Sara Eskrich, District 13 Alder
RE: Lucky's 1313 Regent Street
Date: October 20, 2015

Thank you for your attention to the request for a beer and liquor license and entertainment license at 1313 Regent Street.

I held a public neighborhood meeting, in coordination with the applicant, with mailed postcard and electronic invitations to residents on June 15th to discuss this application. The proposal that the neighborhood saw included a new apartment building behind the proposed brewpub, which have now been put on hold. I have had subsequent conversations with the applicant, staff, and the Madison Police Department regarding impacts and use limitations on this proposal.

This proposed brewpub provides adaptive reuse of a building on Regent Street, which is a welcome addition to this neighborhood. However, the structure of the building provides for a very large space and capacity when the banquet facility is open. As was described to the neighborhood and myself, capacity on "regular days" of just the brewpub is 208. When the banquet hall is open, capacity increases dramatically to 658, with the potential for 58 more on the outdoor patio. This is a much more intensive use, and not appropriate to the designation as a brewpub and banquet facility, as such, the following conditions have been applied by the Plan Commission in response their required conditional parking reduction and outdoor seating area:

1. That there shall be no outdoor amplified sound in the outdoor eating area.
2. That the outdoor eating area shall close at 10:00 pm, nightly.
3. That the outdoor seating area shall not be available of use during regular season Wisconsin Badger home football games.
4. That the parking facilities must be available at all times, and shall not be shut down for any events.
5. That the reception hall/room shall close at midnight.
5. That maximum capacities shall be approved by the Director of Building inspection but shall not exceed: (a) 208 for brewpub (number of available seats, plus staff, plus a reasonable number of people waiting for seats); (b) 58 for outdoor seating area;(c) 155 for reception hall/room when furniture, tables and chairs are present (fixed-seat capacity); and (d) 450 for reception hall/room when no tables or chairs present (general assembly capacity) An alteration to this conditional use shall be required prior to granting a higher capacity.
6. That the reception hall/room may be used with the general assembly capacity for Wisconsin Badger Home Football games and other events open to the public taking place at Camp Randall Stadium. Capacity will be limited to 155 all other days/events (fixed-seat capacity).

7. That to minimize parking impacts, the reception hall space shall not be used as expanded capacity for the brewpub. In no event shall the reception hall be used as a music venue other than music provided in conjunction with private events such as weddings, receptions, private parties (retirement, birthday, holiday, reunion, or other special occasions including private events hosted related to Kohl Center and Camp Randall sporting events and concerts). The doors are required to be closed and locked to reception hall space but for when it is being used for separate events.
8. A condition was added to propose additional landscaping of the outdoor seating area to be submitted and approved by staff.

I believe that these conditions will well-address many of the concerns about impactful use of this space. The specific approvals being requested from the ALRC will have impacts on the neighborhood as well, particularly with regard to the hours of operation, capacity, and entertainment. I propose the following conditions of approval on the entertainment license to the ALRC that correspond with the intent of the Plan Commission conditions of approval to mitigate impacts:

1. The banquet room and the brew pub cannot utilize live entertainment, including bands, karaoke, and/or DJs, simultaneously.
2. All live entertainment in the banquet room will end at midnight, when the banquet room hours end.
3. That there shall be no outdoor amplified sound in the outdoor eating area.
4. That brew pub doors will remain closed when live entertainment is being used in the brew pub.

Thank you in advance for your consideration of this license and the proposed condition. I trust that the ALRC will fully contemplate the impact of this large brewpub on Regent Street, abutting a residential neighborhood.