

September 12, 2013

Zoning Administrator  
215 Martin Luther King Jr. Blvd; Room LL-100  
Madison, Wisconsin 53701-2985

To Members of the Plan Commission:

This request is submitted on behalf of Patrick Rynes, Katherine Bulgrin, and Susan Bulgrin who are co-owners of the Echo Tap & Grill which is located at 554 West Main Street in the Bassett Street neighborhood. We have jointly owned this business since June 2011 and will continue to function as such as no change in ownership is anticipated.

The Echo Tap & Grill is a bar and restaurant which currently employs 37 staff, with 15 of those individuals working 30 hours or more. Many of the part time employees live within the Bassett Street neighborhood and are attending post secondary educational institutions. Staff are supported by four managers: Christopher Aragon, Troy Cox, Joseph Selbo and Anthony Steinhauer who each work 50 plus hours weekly to cover the hours in which the facility is in operation. The business serves customers seven days a week; Sunday-Thursday 9am-2am, and Friday-Saturday 9am-2:30am. On each of these days, our kitchen is open from 10:30am to close while on weekends breakfast is served both Saturday and Sunday.

With a total remodel of the original facility including the addition of an outdoor patio space in 2011, the expansion has afforded the business opportunities to promote additional marketing events that have yielded a more consistent customer base. Additionally, demographics have changed within the neighborhood with the addition of multiple condo and apartment complexes that have attracted a broader base of graduate students and younger professionals. Many of these individuals choose to patronize the Echo later in the evening, both for dining and to enjoy the 18 televisions for viewing sporting events. Spending time outdoors on our fully landscaped patio affords these patrons a space in which to stay within the neighborhood, fraternize with staff and friends that are local and familiar, and to support financially a small business that continues function within the Bassett Street neighborhood.

We are requesting two specific modifications to our operating license that presently allows the use of an outdoor patio space and the patio hours of operation until 10:00pm Sunday through Thursday and 11:00pm both Friday and Saturdays.

\*We are requesting to extend the hours of operation on our outdoor patio until midnight, Monday through Sunday.

\*We are also requesting the use of low volume sound on the two outdoor televisions that are located center patio. No other amplified sound equipment will be used.

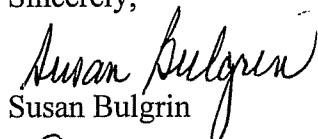
While presenting these two requests to members of the Bassett Street Neighborhood Association at a meeting on Monday, September 9<sup>th</sup>, many of the individuals speaking in support of extending the patio hours and adding low volume sounds to the television live at 26 South Bedford in the Depot Lofts, directly across from the outdoor patio. Other individuals living within the neighborhood also spoke in favor, citing facts that included having the patio coincide with kitchen hours of operation and having access to the outdoor space while watching entire sporting events on the television and not having to leave midway to move to indoor space. The supporting individuals also noted that other bars and restaurants nearby have extended hours for outdoor space and felt that the Echo Tap should be given equal consideration as the business is located in a mixed use neighborhood.

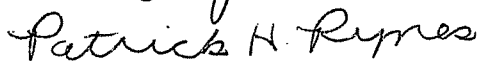
With the addition of a temporary tent like structure that is secured to the building during much of the fall and winter months and covers a 14 foot by 19.5 foot area of the patio, this structure also reduces outdoor sounds from those occupying this space while dining and watching the television. This structure was added after approval by the Plan Commission in 2012 and has proven to be a welcome addition to the site.

In closing, we thank the members of the Plan Commission for considering the two requests, one for the expanded hours of operation on the outdoor patio until midnight, Monday through Friday, and second to allow low volume on the two outdoor televisions located center patio.

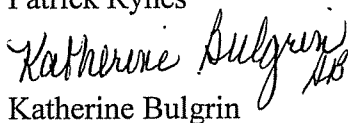
Should you have questions, please feel free to contact Susan Bulgrin at 608-235-3733, Patrick Rynes at 608-256-6928 or Katherine Bulgrin at 312-485-6442.

Sincerely,

  
Susan Bulgrin



Patrick Rynes

  
Katherine Bulgrin