

Sports Plaza Venue License

Committee on License and Consumer Protection - June 21, 2016

A working group made up of local residents and neighborhood leaders convened in late 2015 to review the proposals and provide feedback to the Cubs and the Alderman on the proposed Sports Plaza Venue License. The information provided is a modification of the ordinance introduced in January 2016 and is the product of that community process.

This ordinance has been designed to create a new license that allows for limited alcohol sales in conjunction with baseball games and stadium concerts plazas adjacent to major sports venues in Chicago. Each Sports Plaza will need its own enabling ordinance to come into existence and can have specific regulations crafted to meet its unique neighborhood circumstances.

This ordinance regulates the hours, limits offerings to beer and wine, regulates the points of sale, mandates security measures, and sets noise limitations on the plaza.

In conjunction with the Sports Plaza Venue License, the owner of the plaza will obtain a Public Place of Amusement (PPA) license to allow for limited amusements and activities on the sports plaza. The PPA allows for smaller scale amusements and events such as an ice rink, movies in the park, community and family programming, farmers markets, musical performance, performing arts, participant games and sports, and others.

Special Event Permits are required for large-scale events on the Wrigley plaza. These include any non-baseball or concert event that:

- will exceed 1,000 in attendance
- will serve beer and wine throughout the entire plaza
- will exceed the City's noise ordinance limits

The ordinance has a limit of twelve special event permits for the year with only five allowed as large concerts.

These measures would begin a three-season trial period for the Wrigley Sports Plaza. After this trial period, the community, city departments, the Cubs and the Alderman will evaluate the ordinance and make recommendations for updates.

Cubs Plaza Outline

Game Days

- Plaza functions as an extension of the Wrigley concourse – only those with game tickets are

permitted

- Beer and wine can be sold at kiosks located on the Plaza from opening (two hours before the game) to one hour after the game for day games and until the end of the game for night games
- Beer and wine can be taken to and from the plaza and concourse only during times when sold in the ballpark
- A hard stop time of 11pm for alcohol service is in place in case of extra innings or rain delays
- For Night Games, the Plaza closes 45 minutes after the end of the game

Stadium Concerts and Events

- Plaza functions as an extension of the Wrigley concourse – only those with concert/event tickets are permitted
- Beer and wine can be sold from opening (two hours before the event) until one hour before the end of the concert or event
- Beer and wine can be taken to and from the plaza and concourse only during times when sold on the plaza
- Plaza closes 45 minutes after the end of the concert or event
- Large stadium concerts will not be held on Sun-Thurs nights from Labor Day through June 15 to accommodate the school year

Lower Impact Plaza Events and Passive Use

- Ice Rink, Movies in the Park, Branding and Promotional events, Farmers Markets, Fitness/Athletic Programs, Family and Children's Programming
- Plaza Hours – 7am to 10pm Sunday through Thursday, until 11pm on Friday and Saturday
- No beer and wine sales on plaza itself, only in brick and mortar restaurants and licensed outdoor patios
- City's noise ordinance must be observed

High Impact Plaza Events

- Limited events authorized with Special Event Permits and a limit of twelve permits annually, (i.e. Plaza Concerts, Fashion Week, Food and Wine Festival). No more than five for Plaza

Concerts

- Permits are required for any event where occupancy expected to exceed 1000
- Beer and wine sales from kiosks allowed from beginning of the event to one hour prior to the end of the event
- All events must end no later than 10pm on Sun-Thurs, and 11pm on Fri-Sat
- All events from Labor Day through June 15 on Sun-Thurs end must end by 9pm (school nights)

For ALL days

- Additional security for the Plaza, Clark Street, and surrounding neighborhood is required based on the type and impact of event
- Adequate bathroom facilities must be provided at all times – bathrooms inside the ballpark can be used to satisfy this requirement

ALSO

- Patio occupancy for the adjacent office building will be allowed/limited to 1000 patrons among several different patios. Occupancy for patio licenses city-wide is capped at 250 people
- This ordinance would sunset after three years of operations on the plaza for re-evaluation by the Alderman, Cubs, City departments and the community. (Seasons 2017-2019 with re-evaluation before the 2020 season)
- More than 100,000 square feet of food and beverage space is already approved between the office building and hotel that fronts onto the plaza. There are between four and six outdoor patio spaces anticipated that will follow the same rules as other restaurants and patios in the city
- More than 35,000 square feet of signage has already been approved for the plaza, hotel and office building. This is well in excess of any signage normally allowed by the zoning code