



Change of Premises

Fee: \$25.00

City of Madison Clerk

210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

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

(Agenda Item Number)

(Legistar file number)

LICPCB - 2025 - 00574
(License number)

(Alder District #)

(Police Sector)

Office Use Only

Licensed Premises Information

This application modifies existing alcohol license number: LICLIB - 2021 - 00429

Business dba Name: AfterShock Classic Arcade

Licensed Address: 1444 East Washington Ave

Liquor/Beer Agent Name: Brad Van Kesteren

75% Alcohol, 5% Food, 20% Other Alder, District #: Davey #6 Police Sector: East
Mayer

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Classic Arcade Company

Business Mailing Address: 1444 East Washington Ave

Business Contact Name, Position: Chris Welch, Co-Owner & Manager

Business Phone: 608-89-6119 Business Email: aftershock.classicarcade@gmail.com

Current Capacity (indoor): 54 Current Capacity (outdoor): 0

Proposed Capacity (indoor): 54 Proposed Capacity (outdoor): 20

If your capacity is increasing, contact Building Inspection: (608) 266-4551, inspection@cityofmadison.com

Change is: ☒ Permanent ☐ Temporary (from _____ until _____)
Date Date

Is this change related to a Roadway Café Expansion License/Roadway Permit: ☐ Yes or ☐ No

Description of Changes (include approximate measurements, and fencing, if necessary):

We would like to serve alcohol on the Patio area. This is the driveway on the side of the building, formerly used as a loading dock driveway. Parched Eagle Brewery used to use that space as a patio, but they are no longer in business. Aftershock would now like to that space and serve alcohol on the patio. Patio is highlighted in yellow.

☒ Detailed Floor Plans included (required)

Authorized Signature

Date

6/16/25

☐ Orange sign and business card issued

☐ "License Renewals & Changes" brochure with next steps issued

Office Use Only

Proposed Aftershock Patio.

- The area in yellow is the proposed area.
- This is the same area that the former Parched Eagle used.
- There is a fence between the driveway and the city grass.

