



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Agenda - Approved

### ALCOHOL LICENSE REVIEW COMMITTEE

*Consider: Who benefits? Who is burdened?*

*Who does not have a voice at the table?*

*How can policymakers mitigate unintended consequences?*

*This meeting may be viewed LIVE on Charter Spectrum Channel 994, AT&T U-Verse Channel 99 or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).*

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Wednesday, December 17, 2025

5:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 201 (City-County Building)

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#### Hybrid Meeting

The City of Madison is holding the Alcohol License Review Committee meeting in a hybrid to help protect our community from the Coronavirus (COVID-19) pandemic. Members of the public may choose to view and/or provide comment in person or virtually at hybrid Alcohol License Review Committee meetings.

1. Written Comments: You can send comments on agenda items to [licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)

2. Register for Public Comment:

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you need to join the virtual meeting.

3. Watch the Meeting: You can watch the meeting in several ways:

- Livestream on the Madison City Channel web <https://www.cityofmadison.com/watchALRC>
- Livestream on the City of Madison YouTube channel <https://www.youtube.com/user/CityofMadison>
- Television: Watch live on Spectrum channel 994, AT&T U-Verse channel 99, and Madison City Channel on Roku and Apple TV

4. Listen by Phone:

(877) 853-5257 (Toll Free)

Webinar ID: 876 9969 1180

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Contact the City Clerk's Office at (608) 266-4601.

Applications will go to the Common Council Meeting of January 13, 2026

This meeting is governed by Robert's Rules of order. All speakers wishing to address the committee regarding an agenda item must first complete a registration form and submit it to the City Clerk designee.

Speakers may speak to the committee only after they are called by the Chair. Each speaker will be limited to three minutes.

After speaking to the committee, please take your seat in the gallery. The public is not allowed to address or respond to speakers or committee members unless they have been recognized by the Chair of the committee.

**Notified Absences:**

**Call to Order/Roll Call**

**Approval of Minutes**

November 19, 2025: <http://madison.legistar.com/Calendar.aspx>

**Approval of Minutes**

November 26, 2025: <http://madison.legistar.com/Calendar.aspx>

**Public Comment**

1. [91188](#) Public Comment

**Disclosures and Recusals**

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

**Presentation of the Consent Agenda**

At this time, a consent agenda will be moved with the recommended action, or to grant with any recommended conditions if no action is recommended for each item EXCEPT:

- 1) items which have registrants opposed wishing to speak
- 2) items which members have

seperated out for discussion/debate purposes 3) items recommending ordinance changes 4) operator license applications

### Operator's License Applications

Possible Closed Session: Please take notice that when considering the following items, the ALRC may go into closed session pursuant to sec. 19.85(1)(b), Wis. Stats., which reads in relevant part:

(b) Considering dismissal, demotion, licensing or discipline of any public employee or person licensed by a board or commission or the investigation of charges against such person, ... and the taking of formal action on such matter; provided that the ... person licensed is given actual notice of any evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action may be taken. The notice shall contain a statement that the person has the right to demand that the evidentiary hearing or meeting be held in open session. ....

Further take notice that, if the ALRC goes into closed session, it may return to open session immediately, without giving the 12 hours notice under sec. 19.85(2), Wis. Stats.

2. [89502](#) Operator License Application  
Timothy Consigny - Establishment where employed: LJ'S Sports Tavern & Grill

#### Legislative History

8/20/25	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
9/17/25	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
10/15/25	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
11/19/25	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

3. [90940](#) Operator License Application  
Alexander Grahn - Establishment where employed: Oakcrest Tavern

#### Legislative History

11/26/25	ALCOHOL LICENSE REVIEW COMMITTEE	Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE
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4. [91245](#) Operator License Application  
Nancy Martin - Establishment where employed: Dutch Mill

### Changes of Agent

5. [91192](#) Change of Agent  
Baked Wings Madison LLC • dba Baked Wings & Things • 250 State St

New Agent: Martha McKinney  
Class B Combination Liquor & Beer  
(District 4)

6. [91193](#) Change of Agent  
Wonderstate Coffee LLC • dba Wonderstate • 27 W Main St  
New Agent: Austin Howard  
Class B Combination Liquor & Beer  
(District 4)

7. [91204](#) Change of Agent  
RRK Investment Company • dba Stop N Shop • 312 E Mifflin St  
New Agent: Shriya Khullar  
Class A Beer, Class A Liquor, Class A Cider  
(District 2)

### **Entity Reorganization**

8. [91205](#) Entity Reorganization  
RRK Investment Company • dba Stop N Shop  
312 E Mifflin St  
Class A Beer, Class A Liquor, Class A Cider  
(District 2)  
Add one new officer

9. [91206](#) Entity Reorganization  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs  
4505 East Towne Blvd  
Class B Beer  
(District 17)  
Add one new officer, remove one officer

10. [91207](#) Entity Reorganization  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs  
7230 West Towne Way  
Class B Beer  
(District 9)  
Add one new officer, remove one officer

11. [91211](#) Entity Reorganization  
Fresh City Market LLC • dba Fresh Madison Market  
703 University Ave  
Class B Beer, Class C Wine  
(District 8)

Remove one officer

12. [91213](#) Entity Reorganization  
Metcalfe LLC • dba Metcalfe's  
726 N Midvale Blvd  
Class A Beer, Class A Liquor  
(District 11)  
Remove one officer

13. [91214](#) Entity Reorganization  
Metcalfe Foods-West LLC • dba Metcalfe's  
7455 Mineral Point Rd  
Class A Beer, Class A Liquor  
(District 9)  
Remove one officer

#### **Change of Licensed Premises**

14. [91212](#) Change of Licensed Premises  
Brass Biscuit LLC • dba Mint Mark  
Current Capacity (in/out): 149/59 • Proposed Capacity (in/out): 198/118  
1874 E Washington Ave • Agent: Chad Vogel  
Class B Combination Liquor & Beer • 45% alcohol, 54% food, 1% other  
Police Sector 501 (District 12)  
Request to add sixth floor rooftop bar, connected by a private elevator.  
Increasing indoor capacity by 49 and outdoor capacity by 59.

#### **New License - Public Hearing**

#### **Recessed Public Hearing**

15. [90559](#) Public Hearing - New License  
Bombay Blues Inc • dba Bombay Blues  
6617 Odana Rd • Agent: Babandeep Gabba  
Estimated Capacity (in/out): 50/0  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Police Sector 218 (District 19)

#### Legislative History

10/22/25	Clerk's Office	Referred for Introduction
10/28/25	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
11/19/25	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE

12/9/25 COMMON COUNCIL Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

16. [90560](#) Public Hearing - New License  
Luna's Market LLC • dba Luna's Market  
2328 S Park St • Agent: Mariam Maldonado  
Class A Beer, Class A Liquor  
Police Sector 309 (District 14)

Legislative History

10/22/25	Clerk's Office	Referred for Introduction
10/28/25	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
11/19/25	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
12/9/25	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

17. [90561](#) Public Hearing - New License  
Madcity Lodging LLC • dba Sleep Inn/MainStay  
4802 Tradewinds Pkwy • Agent: Bhavin Patel  
Estimated Capacity (in/out): 100/15  
Class B Beer • 1% alcohol, 99% food  
Police Sector 620 (District 16)

Legislative History

10/22/25	Clerk's Office	Referred for Introduction
10/28/25	COMMON COUNCIL	Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE
11/19/25	ALCOHOL LICENSE REVIEW COMMITTEE	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE
12/9/25	COMMON COUNCIL	Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

**Public Hearing**

18. [91035](#) Public Hearing - New License  
Veil and Vault LLC • dba Veil and Vault  
325 E Wilson St • Agent: Ace McCarty  
Estimated Capacity (in/out): 67/0  
Class B Combination Liquor & Beer • 65% alcohol, 35% food  
Police Sector 405 (District 4)

Legislative History

11/25/25	Clerk's Office	Referred for Introduction
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12/9/25      COMMON COUNCIL      Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

19.      [91036](#)      Public Hearing - New License  
La Bonita LLC • dba La Bonita  
4915 Commercial Ave • Agent: Rodrigo Flores  
Estimated Capacity (in/out): 50/0  
Class B Beer • 25% alcohol, 50% food, 25% other  
Police Sector 609 (District 3)

**Legislative History**

11/25/25      Clerk's Office      Referred for Introduction  
12/9/25      COMMON COUNCIL      Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

20.      [91037](#)      Public Hearing - New License  
La Bonita LLC • dba La Bonita  
5534 Eastpark Blvd • Agent: Rodrigo Flores  
Estimated Capacity (in/out): 50/0  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 520 (District 17)

**Legislative History**

11/25/25      Clerk's Office      Referred for Introduction  
12/9/25      COMMON COUNCIL      Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

21.      [91038](#)      Public Hearing - New License  
Center for Black Excellence and Culture Inc • dba Center for Black Excellence and Culture  
671 W Badger Rd • Agent: Janine Stephens Hale  
Estimated Capacity (in/out): 735/0  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 310 (District 14)

**Legislative History**

11/25/25      Clerk's Office      Referred for Introduction  
12/9/25      COMMON COUNCIL      Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

22.      [91042](#)      21+ Entertainment License  
Center for Black Excellence and Culture Inc • dba Center for Black Excellence and Culture  
Capacity (in/out): 735/0  
671 W Badger Rd • Agent: Janine Stephens Hale  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Police Sector 310 (District 14)

23. [91039](#) Public Hearing - New License  
Banzo LLC • dba Banzo  
2105 Sherman Ave • Agent: Netalee Sheinman  
Estimated Capacity (in/out): 30/30  
Class B Combination Liquor & Beer • 1% alcohol, 98% food, 1% other  
Police Sector 501 (District 12)

**Legislative History**

11/25/25	Clerk's Office	Referred for Introduction
12/9/25	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

24. [91040](#) Public Hearing - New License  
Capitol Club LLC • dba The Capitol Club  
107 State St • Agent: Stephen Matteo Bell-Castile  
Estimated Capacity (in/out): 93/30  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 405 (District 4)

**Legislative History**

11/25/25	Clerk's Office	Referred for Introduction
12/9/25	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

25. [91041](#) Public Hearing - New License  
Friends Applaud LLC • dba Friends Applaud  
1602 Gilson St • Agent: Adam Benedetto  
Estimated Capacity (in/out): 90/300  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 306 (District 13)

**Legislative History**

11/25/25	Clerk's Office	Referred for Introduction
12/9/25	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

26. [91043](#) 21+ Entertainment License  
Friends Applaud LLC • dba Friends Applaud  
Capacity (in/out): 80/500  
1602 Gilson St • Agent: Adam Benedetto  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 306 (District 13)

**Report of Madison Police Department**

27. [91189](#) Recent Calls for Service

**Report of City Clerk's Office**

28. [91190](#) Summary of Licenses Issued

**Adjournment**



# City of Madison

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Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91188

File ID: 91188

File Type: License

Status: Public Comment

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/10/2025

File Name:

Final Action:

Title: Public Comment

Notes:

Sponsors:

Effective Date:

Attachments:

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91188

Title

Public Comment



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 89502

File ID: 89502	File Type: License	Status: Operator License
Version: 1	Reference:	Controlling Body: ALCOHOL LICENSE REVIEW COMMITTEE
<b>File Created Date :</b> 08/11/2025		
<b>File Name:</b>	<b>Final Action:</b>	

**Title:** Operator License Application  
Timothy Consigny - Establishment where employed: LJ'S Sports Tavern & Grill

Notes:

<b>Sponsors:</b>	<b>Effective Date:</b>
<b>Attachments:</b> LICOPR-2025-00578 App for ALRC redacted.pdf, ALRC TC_Redacted.pdf	<b>Enactment Number:</b>
<b>Author:</b>	<b>Hearing Date:</b>
<b>Entered by:</b> jverbick@cityofmadison.com	<b>Published Date:</b>

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	ALCOHOL LICENSE REVIEW COMMITTEE	08/20/2025	Refer	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
<b>Action Text:</b> A motion was made by Verveer, seconded by Carter, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.							
Appearance by Timothy Consigny							
1	ALCOHOL LICENSE REVIEW COMMITTEE	09/17/2025	Refer	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
<b>Action Text:</b> A motion was made by Verveer, seconded by Figueroa Cole, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.							
1	ALCOHOL LICENSE REVIEW COMMITTEE	10/15/2025	Refer	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
<b>Action Text:</b> A motion was made by Westra, seconded by Figueroa Cole, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.							

**Master Continued (89502)**

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1	ALCOHOL LICENSE REVIEW COMMITTEE	11/19/2025 Refer	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
<b>Action Text:</b> A motion was made by Verveer, seconded by Klemons, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.				

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**Text of Legislative File 89502**

**Title**

Operator License Application

Timothy Consigny - Establishment where employed: LJ'S Sports Tavern & Grill

# Operator Application for Licenses to expire

For individuals selling or serving alcohol, pursuant to Madison General Ordinance 38.05. **Fees are not refundable.**

Two-Year Operator License Fee \$80.00

Office use:	LICOPR-2025-00578	BST Date 03/06/2025
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## Filling out your application

- An Operator License is a privilege, not a right. **Any false answers or omissions may result in the denial of your application.**
- This application must be filled out accurately and completely.
- If you have any doubt as to whether to include the facts of a specific incident it is recommended that you disclose the information.
- If you are unsure about how to respond to any questions on this form, check with the City Clerk for clarification.
- Your application will not be processed until you deal with outstanding warrants.
- You can obtain information regarding your arrest and conviction record from the police department, the court with which you interacted, or the Wisconsin Circuit Court Access website at [www.wcca.wicourts.gov/indes.xsl](http://www.wcca.wicourts.gov/indes.xsl) (CCAP may not provide a comprehensive list of ALL arrests and convictions).

## Review of your application

- The Madison Police Department will perform a background check to verify that the information you have provided is complete and accurate.
- If there are concerns about your arrest and /or conviction record as it relates to your application, or if it appears that you falsified or omitted information from your application, you may be called to appear before the Alcohol License Review Committee.
- If you are asked to appear but choose not to do so, your application may be denied.
- *Meetings of the Alcohol License Review Committee are open to the public and televised.*

First Name Timothy	M. I. Consigny	Last Name	
Residence: Street Address [REDACTED]	City Madison	State WI	Zip 53704
Phone [REDACTED]	Date of Birth [REDACTED]	Birth Place (City, State) Madison	Sex Male
Driver's License Number (State & Number) [REDACTED]	Place of employment and phone# LJ's Sports Tavern & Grill	Email Address [REDACTED]	
Other names, aliases or birthdates ever used:			
Cities and States lived in since age 18, including where you now reside: Madison Wisconsin		From: 10/25/1998	To: 03/07/2025

## Arrest and Conviction Record

Since your 17th birthday, have you been convicted of a felony or misdemeanor? (Including criminal traffic offenses?)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
As a juvenile, were you ever waived into adult court and convicted of a felony or misdemeanor?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Have you ever been convicted by a military court-martial?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Have you ever been convicted of disorderly conduct that involved violence against another person?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

## List Any Pending Citations, Tickets, or Criminal Charges

Year	Location	Charge	At the time of the incident were you under the influence of alcohol and /or other drugs?	Did the incident occur in or around an establishment that serves alcohol?

## List All Citations, Tickets, Municipal/Ordinance Violations and Criminal Convictions (Excluding Parking Tickets). Attach additional paper if necessary.

Year	Location	Charge	At the time of the incident were you under the influence of alcohol and /or other drugs?	Did the incident occur in or around an establishment that serves alcohol?

### **Application must be notarized.**

*The undersigned affirms that he/she made complete and true answers to each question and understands that his/her past record will become part of this application and that the applicant applying for an Operator License is a Wisconsin resident.*

Subscribed and sworn before me  
this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Notary Public

My Commission expires \_\_\_\_\_

## To be filled out by the Madison Police Department

- Subject has no Criminal Arrest Record with either the Wisconsin State Crime Bureau or with the Madison Police Department
- Files indicate that subject has the attached Criminal Arrest Record

\_\_\_\_\_  
Madison Police Department Authorized Signature

\_\_\_\_\_  
Date

**From:** [REDACTED]  
**To:** [licensing](#)  
**Subject:** For Jennifer  
**Date:** Wednesday, July 16, 2025 8:16:52 AM

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[You don't often get email from [REDACTED] Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

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

To whom it may concern,  
I applied for a bartending license about four weeks ago. I wasn't sure if I should put pending charges on my report, but I have taken a plea deal on a second OWI that was back in February. I am looking to meet with someone/ get this resolved as soon as possible. My sentencing for the plea deal is set for August 4th, 2025. Thank you again.  
Timothy Consigny  
Sent from my iPhone

Timothy Consigny : [REDACTED]  
 Guideline(s) 3(d)(f), 4(b), 5

State	Date	Description	Pending	Conviction	Fel/Misd/Ord
WI	10/30/2020	Possess Open Intoxicants in MV-Driver Dane County 20TR10662 WI State Patrol		12/07/2020	Forf U
WI	08/20/2021	OWI 1 <sup>st</sup> Madison Police Department		11/21/2021	Ord
WI	06/29/2024	Vehicle Owners Liability for FSA- Hit and Run Madison PD		12/11/2024	Ord
WI	02/02/2025	OWI 2 <sup>nd</sup> Madison PD		08/04/2025	Misd U

Completed by: [REDACTED]

Date Completed: 08/07/2025

Submit to Council

Additional Info Required/ Resubmit application

Submit to ALRC

Other Action: \_\_\_\_\_

Captain Initials: HJ Date: 08/12/25



# City of Madison

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Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 90940

File ID: 90940	File Type: License	Status: Items Referred
Version: 1	Reference:	Controlling Body: ALCOHOL LICENSE REVIEW COMMITTEE
<b>File Created Date :</b> 11/18/2025		
<b>File Name:</b>	<b>Final Action:</b>	
<b>Title:</b> Operator License Application Alexander Grahn - Establishment where employed: Oakcrest Tavern		

Notes:

<b>Sponsors:</b>	<b>Effective Date:</b>
<b>Attachments:</b> LICOPR-2025-00839 App_Redacted.pdf, alrc ag_Redacted.pdf	<b>Enactment Number:</b>
<b>Author:</b>	<b>Hearing Date:</b>
<b>Entered by:</b> jverbick@cityofmadison.com	<b>Published Date:</b>

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	ALCOHOL LICENSE REVIEW COMMITTEE	11/26/2025	Return to Lead with the Recommendation for Approval	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
<b>Action Text:</b> A motion was made by Westra, seconded by Barushok, to Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.							
Appearance by Alexander Grahn							

## Text of Legislative File 90940

### Title

Operator License Application

Alexander Grahn - Establishment where employed: Oakcrest Tavern

# Operator Application for Licenses to expire

For individuals selling or serving alcohol, pursuant to Madison General Ordinance 38.05. **Fees are not refundable.**

Second-Year Operator License Fee \$45.00

Office use:	LICOPR-2025-00839	BST Date 08/25/2025
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## Filling out your application

- An Operator License is a privilege, not a right. **Any false answers or omissions may result in the denial of your application.**
- This application must be filled out accurately and completely.
- If you have any doubt as to whether to include the facts of a specific incident it is recommended that you disclose the information.
- If you are unsure about how to respond to any questions on this form, check with the City Clerk for clarification.
- Your application will not be processed until you deal with outstanding warrants.
- You can obtain information regarding your arrest and conviction record from the police department, the court with which you interacted, or the Wisconsin Circuit Court Access website at

## Review of your application

- The Madison Police Department will perform a background check to verify that the information you have provided is complete and accurate.
- If there are concerns about your arrest and /or conviction record as it relates to your application, or if it appears that you falsified or omitted information from your application, you may be called to appear before the Alcohol License Review Committee.
- If you are asked to appear but choose not to do so, your application may be denied.
- *Meetings of the Alcohol License Review Committee are open to the public and televised.*

First Name Alexander	M. I. William	Last Name Grahn	
Residence: Street Address [REDACTED]	City Madison	State WI	Zip 53717
Phone [REDACTED]	Date of Birth [REDACTED]	Birth Place (City, State) Madison Wisconsin	Sex Male
Driver's License Number (State & Number) [REDACTED]	Place of employment and phone# Oakcrest Tavern	Email Address [REDACTED]	
Other names, aliases or birthdates ever used: [REDACTED]			
Cities and States lived in since age 18, including where you now reside: Madison Wisconsin		From: 11/24/2004	To: 08/25/2025

## Arrest and Conviction Record

Since your 17th birthday, have you been convicted of a felony or misdemeanor? (Including criminal traffic offenses?)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
As a juvenile, were you ever waived into adult court and convicted of a felony or misdemeanor?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Have you ever been convicted by a military court-martial?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Have you ever been convicted of disorderly conduct that involved violence against another person?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

## List Any Pending Citations, Tickets, or Criminal Charges

Year	Location	Charge	At the time of the incident were you under the influence of alcohol and /or other	Did the incident occur in or around an establishment that serves alcohol?

## List All Citations, Tickets, Municipal/Ordinance Violations and Criminal Convictions (Excluding Parking Tickets). Attach additional paper if necessary.

Year	Location	Charge	At the time of the incident were you under the influence of alcohol and /or other	Did the incident occur in or around an establishment that serves alcohol?
2023	Madison WI	underage alcohol	Yes	No
2023	Madison WI	ID Not Theirs	No	No
2023	Madison WI	Posses/Consume off Licensed Premises	Yes	No

### Application must be notarized.

*The undersigned affirms that he/she made complete and true answers to each question and understands that his/her past record will become part of this application and that the applicant applying for an Operator License is a Wisconsin resident.*

Subscribed and sworn before me  
this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Notary Public

### To be filled out by the Madison Police Department

- Subject has no Criminal Arrest Record with either the Wisconsin State Crime Bureau or with the Madison Police Department
- Files indicate that subject has the attached Criminal Arrest Record

\_\_\_\_\_  
Madison Police Department Authorized Signature

\_\_\_\_\_  
Date

**Alexander Grahn : [REDACTED]**  
**Guideline 2(5), 5**

<u>State</u>	<u>Date</u>	<u>Description</u>	<u>Pending</u>	<u>Conviction</u>	<u>Fel/Misd/Ord</u>
WI	08/03/2023	Underage Possess/Consume Alcohol Underage Person Intentionally Cary ID not Theirs Resist or Obstruct Peace Officer Madison PD		04/30/2024	Ord

Completed by: [REDACTED] Date Completed: 10/14/2025

Submit to Council

Additional Info Required/ Resubmit application

Submit to ALRC

Other Action: \_\_\_\_\_

Captain Initials: LLA Date: 10/14/25



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91245

File ID: 91245

File Type: License

Status: Operator License

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/11/2025

File Name:

Final Action:

Title: Operator License Application  
Nancy Martin - Establishment where employed: Dutch Mill

Notes:

Sponsors:

Effective Date:

Attachments: LICOPR-2025-00873 MARTIN\_Redacted.pdf,  
NANCY MARTIN ALRC Sheet\_Redacted.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91245

### Title

Operator License Application  
Nancy Martin - Establishment where employed: Dutch Mill

# Operator Application for Licenses to expire 6/30/2026

For individuals selling or serving alcohol, pursuant to Madison General Ordinance 38.05. Fees are not refundable.

Operator License (\$45).

Operator License with two month Provisional License issued today (\$60).

Office use:	LICOPR-20 <u>25-00873</u>	BST Date <u>7/11/2025</u>
-------------	---------------------------	---------------------------

## Filling out your application

- An Operator License is a privilege, not a right. **Any false answers or omissions may result in the denial of your application.**
- This application must be filled out accurately and completely.
- If you have any doubt as to whether to include the facts of a specific incident it is recommended that you disclose the information.
- If you are unsure about how to respond to any questions on this form, check with the City Clerk for clarification.
- Your application will not be processed until you deal with outstanding warrants.
- You can obtain information regarding your arrest and conviction record from the police department, the court with which you interacted, or the Wisconsin Circuit Court Access website at [www.wcca.wicourts.gov/index.xls](http://www.wcca.wicourts.gov/index.xls) (CCAP may not provide a comprehensive list of ALL arrests and convictions).

## Review of your application

- The Madison Police Department will perform a background check to verify that the information you have provided is complete and accurate.
- If there are concerns about your arrest and/or conviction record as it relates to your application, or if it appears that you falsified or omitted information from your application, you may be called to appear before the Alcohol License Review Committee.
- If you are asked to appear but choose not to do so, your application may be denied.
- Meetings of the Alcohol License Review Committee are open to the public and televised.*

First Name <u>Nancy</u>	M. I. <u>S</u>	Last Name <u>Martin</u>	
Residence: Street Address [REDACTED]	City <u>Waunakee</u>	State <u>WI</u>	Zip <u>53597</u>
Phone [REDACTED]	Date of Birth [REDACTED]	Birth Place (City, State) <u>Madison, WI</u>	Sex <u>F</u>
Driver's License Number (State & Number) [REDACTED]	Place of employment and phone # <u>Dutch Mill 608-222-2508</u>	Email Address [REDACTED]	
Other names, aliases or birthdates ever used: <u>Jacoboski</u>			
Cites and States lived in since age 18, including where you now reside:		From:	To:
<u>Waunakee, WI</u>		<u>From: 2021</u>	<u>To: Present</u>
<u>Lodi, WI</u>		<u>From: 2008</u>	<u>To: 2021</u>
<u>Waunakee, WI</u>		<u>From: 2004</u>	<u>To: 2008</u>
<u>Madison, WI</u>		<u>From: 2000</u>	<u>To: 2004</u>

-over-

### Arrest and Conviction Record

Since your 17 <sup>th</sup> birthday, have you ever been convicted of a felony or misdemeanor? (Including criminal traffic offenses)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
As a juvenile, were you ever waived into adult court and convicted of a felony or misdemeanor?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Have you ever been convicted by a military court-martial?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Have you ever been convicted of disorderly conduct that involved violence against another person?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

### List Any Pending Citations, Tickets, or Criminal Charges

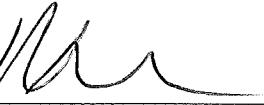
Year	Location	Charge	At the time of incident were you under the influence of alcohol and/or other drugs?	Did the incident occur in or around an establishment that serves alcohol?

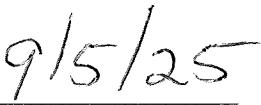
### List All Citations, Tickets, Municipal/Ordinance Violations and Criminal Convictions (Excluding Parking Tickets). Attach additional paper if necessary.

Year	Location	Charge	At the time of incident were you under the influence of alcohol and/or other drugs?	Did the incident occur in or around an establishment that serves alcohol?
2020	Waukesha	Misappropriate (D)	No	No
2020	Fond du Lac	Retail Theft	No	No
2020	Sauk	Retail Theft	No	No
2020	Portage Co.	Retail Theft	No	No
2020	Iowa Co.	Retail Theft	No	No
2020	Dane	Retail Theft	No	No

### Application must be signed.

The undersigned acknowledges that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000, and understands that his/her past record will become part of this application and that the applicant applying for an Operator License is a Wisconsin resident.

  
Applicant's Signature

  
Date

### To be filled out by the Madison Police Department

- Subject has no Criminal Arrest Record with either the Wisconsin State Crime Bureau or with the Madison Police Department
- Files indicate that subject has the attached Criminal Arrest Record

Madison Police Department Authorized Signature

Date

2020	Fond du lac Possession Prescription	No	No
2020	Rock Co Retail Theft	No	No
2001	Driving Under Influence	yes	No
2008	Disorderly Saurk	No	No

- Went through challenging situation in 2020/2021
- successfully completed probation and actively working
- Hold operator's Licenses in Middleton, Fitchburg, and city of Dane.
- No violations on any any license

**Nancy Martin (Jacobski : [REDACTED]**  
**Guideline(s) 1 & 4**

<u>State</u>	<u>Date</u>	<u>Description</u>	<u>Pending</u>	<u>Conviction</u>	<u>Fel/Misd/Ord</u>
WI	05/15/2020	Retail Theft - Intentionally Take (<=\$500) Dane 2020CF1603		01/27/2021	Misd A
WI	05/25/2020	Retail Theft Dane Co 2020CM1349 Madison PD		01/27/2021	Misd A
WI	05/27/2020	Retail Theft - Intentionally Take (<=\$500) Dane 2020M1389		01/27/2021	Misd A
WI	06/25/2020	Retail Theft - Intentionally Take >\$500 - \$5000) Possession of Narcotic Drugs, Resisting or Obstructing an Officer Fond Du Lac 2020CF473 Fond Du Lac PD		06/08/2021	Felony I Felony I Misd A
WI	06/07/2020	Retail Theft - Intentionally Take (<=\$500) Sauk County 2020CF342		05/04/2021	Misd A
WI	05/01/2020	Misappropriate ID Info - Obtain Money x2 Waukesha County 2020CF1172		05/04/2022	Felony H
WI	07/05/2020	Retail Theft - Intentionally Take >\$500 - \$5000) Ozaukee County 2020CF266		04/06/2021	Felony I
WI	07/04/2020	Retail Theft - Intentionally Take >\$500 - \$5000) Portage County 20CF319		06/25/2021	Felony I
WI	07/08/2020	Retail Theft - Remove Anti-Theft Device (>\$500 - \$5000) Iowa County 2020CF119		06/01/2021	Felony I
WI	09/05/2020	Resisting or Obstructing an Officer Dane County 2020CF2281		09/05/2020	Misd A
WI	07/09/2020	Retail Theft - Intentionally Take (<=\$500) Dane County 2020cf2350		01/27/2021	Misd A

Completed by: \_\_\_\_\_ 

Date Completed: 11/13/2025

Submit to Council

Additional Info Required/ Resubmit application

Submit to ALRC

Other Action: \_\_\_\_\_

Captain Initials: Cpt Hartmann Date: 11/25/2025



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91192

File ID: 91192

File Type: License

Status: Change of Agent

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/10/2025

File Name:

Final Action:

Title: Change of Agent

Baked Wings Madison LLC • dba Baked Wings & Things • 250 State St

New Agent: Martha McKinney

Class B Combination Liquor & Beer

(District 4)

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2025-00481 Agent Change App.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91192

### Title

Change of Agent

Baked Wings Madison LLC • dba Baked Wings & Things • 250 State St

New Agent: Martha McKinney

Class B Combination Liquor & Beer

(District 4)



# Liquor/Beer Agent

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](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number) -if change-

(Legistar file number) -if change-

LICLIB-2025-00481

(License number)

4, Verveer

(Alder District # and Name)

Office Use Only

- This application is for Liquor/Beer Agents for new alcohol licenses and for a change of Liquor/Beer Agent to an existing alcohol license.
  - If you are a **new** agent for a **new** license, there is no charge.
  - If this is a **change of agent**, there is a \$10.00 charge.
- Please include a **background check form** and copy of your **picture ID** with this application.
- Please include documentation that you have taken **Beverage Server Training** or have held an **Operator's License** within the last two years.

## To be completed by Corporate Officer or Member of LLC

I, Martha McKinney, officer/member for Baked Wings Madison Corp/LLC,  
doing business as Baked Wings & Things, authorize and appoint Martha McKinney  
as the liquor/beer agent for the premise located at 250 State St. Madison WI 53703

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

11/6/25  
Signature of corporate officer/member, Date

## To be completed by appointed Liquor/Beer Agent

I, Martha McKinney, appointed liquor/beer agent for Baked Wings Madison Corp/LLC,  
being first duly sworn, affirm that I have full authority and control of the premise described  
in this license, and I am involved in the actual conduct of the business as an employee, or have a direct  
financial interest in the business of the licensee. The percent of the business I own is 100 %.

I have included a copy of my photo ID and Beverage Server Training certificate/Operator's license.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

11/6/25  
Signature of corporate Agent, Date





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91193

File ID: 91193

File Type: License

Status: Change of Agent

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/10/2025

File Name:

Final Action:

Title: Change of Agent  
Wonderstate Coffee LLC • dba Wonderstate • 27 W Main St  
New Agent: Austin Howard  
Class B Combination Liquor & Beer  
(District 4)

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2020-00742 Agent Change App (3).pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91193

### Title

Change of Agent  
Wonderstate Coffee LLC • dba Wonderstate • 27 W Main St  
New Agent: Austin Howard  
Class B Combination Liquor & Beer  
(District 4)



# Liquor/Beer Agent

30

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

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

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number) -if change-

(Legistar file number) -if change-

LIC U1B-2020-00742

(License number)

4-VERVETR

(Alder District # and Name)

Office Use Only

- This application is for Liquor/Beer Agents for new alcohol licenses and for a change of Liquor/Beer Agent to an existing alcohol license.
  - If you are a **new** agent for a **new** license, there is no charge.
  - If this is a **change of agent**, there is a \$10.00 charge.
- Please include a **background check form** and copy of your **picture ID** with this application.
- Please include documentation that you have taken **Beverage Server Training** or have held an **Operator's License** within the last two years.

## To be completed by Corporate Officer or Member of LLC

I, Katie Wilbricht, officer/member for Wonderstate Coffee (Corp/LLC),

doing business as Wonderstate, authorize and appoint Austin Howard  
Name

as the liquor/beer agent for the premise located at 27 W Main Street, Madison, WI, 53703.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

  
Signature of corporate officer/member , November 09, 2025  
Date

## To be completed by appointed Liquor/Beer Agent

I, Austin Howard, appointed liquor/beer agent for Wonderstate Coffee (Corp/LLC),

being first duly sworn, affirm that I have full authority and control of the premise described in this license, and I am involved in the actual conduct of the business as an employee, or have a direct financial interest in the business of the licensee. The percent of the business I own is 0 %.

I have included a copy of my photo ID and Beverage Server Training certificate/Operator's license.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

  
Signature of corporate Agent , 11-11-25  
Date



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91204

File ID: 91204

File Type: License

Status: Change of Agent

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/10/2025

File Name:

Final Action:

Title: Change of Agent  
RRK Investment Company • dba Stop N Shop • 312 E Mifflin St  
New Agent: Shriya Khullar  
Class A Beer, Class A Liquor, Class A Cider  
(District 2)

Notes:

Sponsors:

Effective Date:

Attachments: LICLIA-2024-00161 Agent Change App.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

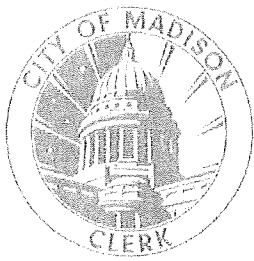
## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91204

### Title

Change of Agent  
RRK Investment Company • dba Stop N Shop • 312 E Mifflin St  
New Agent: Shriya Khullar  
Class A Beer, Class A Liquor, Class A Cider  
(District 2)



# Liquor/Beer Agent

**City of Madison Clerk**  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

Class A:  Beer,  Liquor,  Cider

Class B:  Beer,  Liquor,  
 Class C Wine

licensing@cityofmadison.com  
608-266-4601

*(Agenda Item Number) -If change-*

(Legistar file number) -if change-

LICLIA-2024-00161  
(License number)

*(Alder District # and Name)*  
**Office Use Only**

**Office Use Only**

- This application is for Liquor/Beer Agents for new alcohol licenses and for a change of Liquor/Beer Agent to an existing alcohol license.
  - If you are a **new** agent for a **new** license, there is no charge.
  - If this is a **change of agent**, there is a \$10.00 charge.
- Please include a **background check form** and copy of your **picture ID** with this application.
- Please include documentation that you have taken **Beverage Server Training** or have held an **Operator's License** within the last two years.

**To be completed by Corporate Officer or Member of LLC**

I, RUPINDER SAINI, officer/member for RRK INVESTMENT COMPANY (Corp/LLC),  
doing business as STOP N SHOP, authorize and appoint SHRIYA KHULLAR,  
Name  
as the liquor/beer agent for the premise located at 312 E MIFFLIN ST. MADISON, WI.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

 , 11-12-2025  
Signature of corporate officer/member Date

## To be completed by appointed Liquor/Beer Agent

I, SHRIYA KHULLAR, appointed liquor/beer agent for RRK INVESTMENT COMPANY (Corp/LLC), being first duly sworn, affirm that I have full authority and control of the premise described in this license, and I am involved in the actual conduct of the business as an employee, or have a direct financial interest in the business of the licensee. The percent of the business I own is 51 %.

I have included a copy of my photo ID and Beverage Server Training certificate/Operator's license.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

Phillips

11-12-2025  
Date

REV 09/2018

Form submitted by mail/e-mail  
Office Use Only



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91205

File ID: 91205

File Type: License

Status: Entity  
Reorganization

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/10/2025

File Name:

Final Action:

Title: Entity Reorganization  
RRK Investment Company • dba Stop N Shop  
312 E Mifflin St  
Class A Beer, Class A Liquor, Class A Cider  
(District 2)  
Add one new officer

Notes:

Sponsors:

Effective Date:

Attachments: LICLIA-2024-00161 Officer Change App.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91205

### Title

Entity Reorganization  
RRK Investment Company • dba Stop N Shop  
312 E Mifflin St  
Class A Beer, Class A Liquor, Class A Cider  
(District 2)  
Add one new officer



# Change of Officers

34

(Agenda Item Number)

(Legistar file number)

LICLIA - 2024 - 00161

(License number)

#2 Ochowicz

(Alder District # and Name)

Office Use Only

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](mailto:licensing@cityofmadison.com)  
608-266-4601

- This application is to inform the city of any changes in corporate structure.
- **The fee** for filing this application is \$25.00.
- Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

## Licensed Premises Information

This application modifies existing alcohol license number: LICLIA - 2024 - 00161

Business dba Name: STOP N SHOP

Licensed Address: 312 E MIFFLIN ST, MADISON, WI 53703

Liquor/Beer Agent Name: RUPINDER SAINI Alder, District #: 2

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): RRK INVESTMENT COMPANY

Business Mailing Address: 312 E MIFFLIN ST, MADISON, WI 53703.

Business Contact Name, Position: RUPINDER SAINI, (PARTNER)

Business Phone: 608-256-0207

Business Email: RRKINVESTMENT24@GMAIL.COM

List New Officers/Members/Directors, if applicable (attach background check form for each):

Name	Title
SHRIYA KHULLAR.	PARTNER.

Officers/Members/Directors who will no longer hold their positions:

Name	Former Title

Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

RUPINDER SAINI  
 No  Yes, explain: GURUKIRPA INVESTMENT INC D.B.A PORTAGE ONE STOP CLASS A LIC.

After this change, how many total officers/members/directors will be in the organization?: 2

Will this change alter your business plan?  No  Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

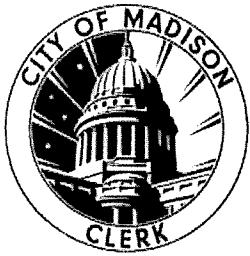
R Saini

Authorized Signature

11-12-2025

Date

Form submitted by mail/e-mail  
Office Use Only



# Liquor/Beer License Application

Class A:  Beer,  Liquor,  Cider

Class B:  Beer,  Liquor,  
 Class C Wine

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703  
[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICLIA - 2024 - 0061  
(License number)

#2

(Alder District #)

#4

(Police Sector)

Office Use Only

## Section A – Applicant

1. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

RRK INVESTMENT COMPANY

2. Trade Name (doing business as) STOP N SHOP

3. Address to be licensed 312 E MIFFLIN ST. MADISON, WI 53703

4. Mailing address 312 E MIFFLIN ST. MADISON, WI 53703

5. Anticipated opening date N/A

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?

No  Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

THIS IS A CONVENIENCE STORE. THE BEER IS KEPT IN THE 6 DOOR COOLER AND WINE IS ON THE SHELVES AND IN THE DISPLAY COOLER. THE ALCOHOL INVENTORY IS STORED IN THE BASEMENT. THE BEER AND WINE ARE SOLD OVER THE COUNTER.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):

Indoor: \_\_\_\_\_ Outdoor: \_\_\_\_\_

10. Describe existing parking and how parking lot is to be monitored.

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11. Was this premises licensed for the sale of liquor or beer during the past license year?

No  Yes, license issued to RRK INVESTMENT COMPANY (name of licensee)

### **Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent SHRIYA KHULLAR

13. City, state in which agent resides POYNETTE, WI

14. How long has the agent continuously resided in the State of Wisconsin? JANUARY, 2013

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting  Yes, date completed 11-12-2025

16. State and date of registration of corporation, nonprofit organization, or LLC.

WISCONSIN DATE: 02-06-2024

17. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
PARTNER.	SHRIYA KHULLAR	POYNETTE, WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

---

19. Is applicant a subsidiary of any other corporation or LLC?

No  Yes (explain) \_\_\_\_\_

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

RUPINDER SAINI

No  Yes (explain) GURUKIRPA INVESTMENT INC. D.B.A. PORTAGE ONE STOP.

## Section D—Business Plan

21. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store  
 Convenience Store without gas pumps  Convenience Store with gas pumps  
 Other \_\_\_\_\_

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  No  Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9AM - 10PM	9AM - 10PM	9AM - 10PM	9AM - 10 PM	9 AM - 10 PM	9AM - 10 PM	9AM - 10PM
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
9AM - 10PM	9AM-10PM	9 AM - 10 PM	9AM - 10 PM	9 AM -10PM	9AM-10PM	9AM - 10PM

## Section E—Consumption on Premises

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. \_\_\_\_\_

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
 \_\_\_\_\_ % Alcohol      \_\_\_\_\_ % Food      \_\_\_\_\_ % Other.

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes

31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes

32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes

33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes

34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes

35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes

36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

## Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 2026.

38. State Seller's Permit 4 5 6 - 1 0 3 1 5 6 4 9 4 9 - 0 2

39. Federal Employer Identification Number 99-1113013

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person SHRIYA KHULLAR.  
 Business phone 608-332-1183 Business e-mail address RRKINVESTMENT24@GMAIL.COM  
 Preferred language ENGLISH

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: \_\_\_\_\_)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: \_\_\_\_\_

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

**Penalty for materially false application information:** Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.



11-13-25

(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

(Date)

<b>Clerk's Office checklist for complete applications</b>		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu ** Class B only

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

- Orange sign  Orange business card
- "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91206

File ID: 91206

File Type: License

Status: Entity  
Reorganization

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/10/2025

File Name:

Final Action:

Title: Entity Reorganization  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs  
4505 East Towne Blvd  
Class B Beer  
(District 17)  
Add one new officer, remove one officer

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2018-00866 Officer Change App (2).pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91206

### Title

Entity Reorganization  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs  
4505 East Towne Blvd  
Class B Beer  
(District 17)  
Add one new officer, remove one officer



# Change of Officers

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)

UC4B-2018-00866

(License number)

17-MADISON

(Alder District # and Name)  
 Office Use Only

- This application is to inform the city of any changes in corporate structure.
- **The fee** for filing this application is \$25.00.
- Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

## Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2018-00866

Business dba Name: Portillo's Hot Dogs

Licensed Address: 4505 East Town Blvd., Madison, WI 53704

Liquor/Beer Agent Name: Ric Ramirez Alder, District #: \_\_\_\_\_

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Portillo's Hot Dogs, LLC

Business Mailing Address: 2001 Spring Road, Ste. 400, Oak Brook, IL 60523

Business Contact Name, Position: Elizabeth Hackett, Regulatory and Corporate Governance Program Manager

Business Phone: 630-954-3773 Business Email: ehackett@portillos.com

List New Officers/Members/Directors, if applicable (attach background check form for each):

Name	Title
Michael A. Miles, Jr.	Interim CEO & President

Officers/Members/Directors who will no longer hold their positions:

Name	Former Title
Michael Osanloo	CEO & President

continued on page two -OVER

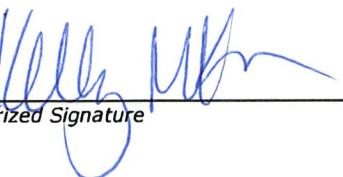
Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

No  Yes, explain: See Attached Chart

After this change, how many total officers/members/directors will be in the organization?: 3

Will this change alter your business plan?  No  Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

  
\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date 11/13/25

Form submitted by mail/e-mail  
Office Use Only

## PORTILLO'S HOT DOGS, LLC LIQUOR LICENSES

Address	Government Body	License/Permit Number
235 E. North Ave., Glenlake Heights 60139	State of Illinois	IA-0003504
Village of Glenlake		210-005
155 S. Rue A3, Elmhurst 60126	State of Illinois	IA-0001181
City of Elmhurst	ALCL-0001181	2012-002025
170 W. North Ave., Northgate 60164	City of Elmhurst	212-153
Village of Downers	State of Illinois	IA-0019527
1500 Butterfield Rd., Downers Grove 60515	Village of Downers	116
State of Illinois	IA-0008763	
134 E. Lake Street, Bloomingdale 60108	Village of Bloomingdale	LIC02-2001
State of Illinois	IA-1133319	
696 W. Dundee Rd., Arlington Heights 60004	Village of Arlington Heights	LIC-000215-2024
State of Illinois	IA-0008763	
650 E. Ogden Ave., Naperville 60540	City of Naperville	LIC-0003504
State of Illinois	IA-0005908	
7740 W. Roosevelt Rd., Forest Park 60130	Village of Forest Park	28
State of Illinois	IA-0008762	
1500 State Highway, Elkhorn Grove Village 80007	Village of Elkhorn Grove	2358
State of Illinois	IA-0008165	
611 E. Golf Rd., Schaumburg 60173	Village of Schaumburg	LIC-25-177
State of Illinois	IA-0008763	
950 S. Barrington Rd., Streamwood 60107	Village of Streamwood	LIC-0001614
State of Illinois	IA-0016892	
1992 W. Jefferson, Naperville 60540	City of Naperville	LIC-0003504
State of Illinois	IA-0005908	
1313 S. Cicero, Crestwood 60445	Village of Crestwood	25-129
State of Illinois	IA-0008763	
221 E. Townline Rd., Vernon Hills 60061	Village of Vernon Hills	2025-1964
State of Illinois	IA-0005905	
1590 S. Harlem Ave., Tinley Park 60477	City of Tinley Park	IA-0111033
State of Illinois	IA-0111034	
8832 W. Dempster, Hinsdale 60174	Village of Hinsdale	IA-0111028
State of Illinois	IA-0111029	
5522 S. Harlem Ave., Summit 60501	Village of Summit	IA-0016434
State of Illinois	IA-0040596	
531 N. Randall Rd., Bellwood 60101	City of Bellwood	4
State of Illinois	IA-0005905	
655 Cog Cr., Crystal Lake 60014	Village of Crystal Lake	2024-52
State of Illinois	IA-0111060	
2810 Route 34, Oswego 60543	Village of Oswego	LIC-000215-2024
State of Illinois	IA-0005906	
3895 E. Main St., St. Charles 60174	City of St. Charles	8225-1
State of Illinois	IA-0008763	
4090 W. 95th St., Oak Lawn 60453	Village of Oak Lawn	BL-24-222
State of Illinois	IA-00031709	
1155 Brock Forest Ave., Shorewood 60431	Village of Shorewood	28
State of Illinois	IA-0008763	
9400 Skokie Blvd., Skokie 60077	Village of Skokie	94-11651
State of Illinois	IA-0041651	
1760 Del Norte Ave., Sycamore 60178	City of Sycamore	2025-CLD-016
State of Illinois	IA-0008763	
555 East 8th Ave., Marquette, WI 54410	City of Marquette	RR4512102
State of Wisconsin	LL25-0154	
7195 Kingery Highway, Willowbrook 60527	City of Willowbrook	IA-0008763
State of Illinois	IA-0008763	
100 W. Ontario, Chicago 60610	Village of Chicago	1941
State of Illinois	IA-0008761	
6102 W. Grand Ave. (Route 132-6007) Gurnee, IL 60031	Village of Gurnee	1268
State of Illinois	IA-0008767	
8350 La Palma Ave., Buena Park, CA 90620	City of Buena Park	41-591655
State of California	41-590921	
12404 Dav St., Moreno Valley, CA 92553	City of Moreno Valley	BL-24-1663
State of California	IA-0111040	
1748 W. Brandon Blvd., Brandon, FL 33510	City of Brandon	24-13307
State of Florida	IA-1139173	
320 W. Taylor St., Chicago, IL 60607	Beer 2025-8	
State of Illinois	IA-0008763	
17645 Bluebound Rd., Brookfield, WI 53003	City of Brookfield	19-222
State of Illinois	IA-1131077	
134 E. Boudinot Rd., Balaшиха, IL 60440	Village of Balaшиха	28-055
State of Illinois	IA-0008763	
2309 E. Lincoln Highway, New Lenox, IL 60451	Village of New Lenox	LL25-01505
State of Illinois	IA-1131353	
1020 S. Rawlins Road, Bensenville, IL 60123	City of Bensenville	24-0025625
State of Illinois	IA-0008763	
2102 E. Fowler Ave., Tampa, FL 33612	City of Tampa	BL-24-1665
State of Florida	IA-0111040	
6090 East State Street, Rockford, IL 61108	City of Rockford	2227
State of Illinois	IA-0008763	
17500 Halsted Street, Homewood, IL 60430	Village of Homewood	25-20
State of Illinois	IA-0008763	
65 S. McGehee Dr., Terre, AZ 85281	City of Terre	1207-0167
State of Arizona	1207-0167	
105741 N 90th Street, Scottsdale, AZ 85258	City of Scottsdale	1120087
State of Arizona	IA-1132082	
7001 Lake Cook Road, Deerfield, IL 60015	Village of Deerfield	13
State of Illinois	IA-0008763	
7308 W. Lawrence Ave., Harwood Heights, IL 60706	Village of Harwood Heights	LL26-0417
State of Illinois	IA-0008763	
2305 N. Prosser Ave., Chicago, IL 60622	City of Chicago	LL-1553
State of Illinois	IA-1134037	
8705 W. Surinam, Greenfield, WI 53228	City of Greenfield	CB25-0095
State of Wisconsin	CB25-0095	
8450 Hudson Road, Woodbury, MN 55125	City of Woodbury	ON5125-72
State of Minnesota	ON5125-70	
1500 W. Golf Rd., Rolling Meadows, IL 60098	City of Rolling Meadows	1637
State of Illinois	IA-0008763	
202 N. Landmark Drive, Normal, IL 61761	City of Normal	2025-24-15
State of Illinois	IA-1135299	
9201 E. 116th Street, Fishers, IN 46037	City of Fishers	RR4536469
State of Indiana	RR4536469	
12251 Elm Creek Blvd., N. Maple Grove, MN 55369	City of Maple Grove	25-60
State of Minnesota	RR4536469	
5100 N. Main Street, Mpls/Ana, IL 60454	City of Mpls/Ana	7121871219
State of Illinois	RR4536469	
4412 W. Rockwood Rd., Peoria, IL 61615	City of Peoria	1207000545
State of Illinois	IA-1137871	
819 1/2 W. 31st, Indianapolis, IN 46227	City of Indianapolis	RR4536469
State of Indiana	RR4536469	
4244 E. US 36, Elkhart, IN 46514	City of Elkhart	BL-24-1665
State of Indiana	IA-0111040	
4505 East Towne Blvd., Madison, WI 53704	City of Madison	LIC-05-2015-03466
State of Wisconsin	RR4536469	
1800 County Road B2, Roseville, MN 55113	City of Roseville	State of Minnesota
2741 E. 51st Street, Des Moines, IA 50307	City of Des Moines	1207000545
State of Iowa	1207000545	
10311 W. McDowell Rd., Avondale, AZ 85392	City of Avondale	1207000545
State of Arizona	1207000545	
235 W. Coliseum Blvd., Fort Wayne, IN 46805	City of Fort Wayne	RR4536469
State of Indiana	RR4536469	
1345 W. Addison, Chicago, IL 60618	City of Chicago	IA-1161619
State of Illinois	09746-203	
3420 Freedom Drive, Springfield, IL 62703	City of Springfield	1207000545
7733 W. Park Place, Chicago, IL 60635	City of Chicago	BL-24-1665
State of Illinois	RR4536469	
1728 N. 7th Ave., Glendale, AZ 85308	City of Glendale	60000001442
State of Arizona	12070013540	
7239 West Towne Way, Madison, WI 53704	City of Madison	LIC-05-2015-03136
State of Wisconsin	RR4536469	
2402 Tyrone Blvd. N. St. Petersburg, FL 33770	City of St. Petersburg	BEV6214694
State of Florida	1207000545	
8041 W. Emerson Memorial Highway, Kennesaw, GA 30046	Town of Kennesaw	ALC00536-05-2022
State of Georgia	ALC00536-05-2022	
2860 S. Market St., Gilbert, AZ 85295	City of Gilbert	12070013513
4550 Destination Drive, The Colony, TX 75056	City of The Colony	RR4536469
State of Texas	RR4536469	
1403 S. 44th St., Oklahoma City, OK 73129	City of Oklahoma City	RR4536469
State of Oklahoma	RR4536469	
3761 E. Broadway Blvd., Tucson, AZ 85716	City of Tucson	73081299
State of Arizona	73081299	
1935 N. Central Expressway, TX 75013	City of Dallas	RR-200591461
State of Texas	RR-200591461	
4200 S. Cooper St., Arlington, TX 76015	City of Arlington	23-015655
State of Texas	23-015655	
20745 E. Warhawk Rd., Queen Creek, AZ 85142	Town of Queen Creek	BB-200591461
State of Arizona	BB-200591461	
300 S. Cooper St., Glendale, AZ 85012	City of Glendale	IA-1155979
State of Arizona	IA-1155979	
1231 N. 14th St., Phoenix, AZ 85007	City of Phoenix	BB-200591461
State of Arizona	BB-200591461	
8784 Tropicana Boulevard, Fort Worth, TX 76117	City of Fort Worth	BB-200591461
State of Texas	BB-200591461	
3330 N. University St., Denton, TX 76201	City of Denton	BB-200591461
State of Texas	BB-200591461	
16320 W. Wadsworth, Surprise, AZ 85379	City of Surprise	013070536450
State of Arizona	013070536450	
1401 W. 10th Street, Glendale, AZ 85303	City of Glendale	1-00425448
State of Arizona	1-00425448	
1204 Marketplace Rd., Livonia, MI 48150	State of Michigan	BB-200591461
State of Michigan	BB-200591461	
410 W. 28th, Mansfield, TX 76063	City of Mansfield	BB-200591461
State of Texas	BB-200591461	
11005 W. Grand Pkwy S., Richmond, TX 77406	City of Richmond	BB-200591461
State of Texas	BB-200591461	
3151 W. Alafaya Trail, Orlando, FL 32828	City of Orlando	BB-200591461
State of Florida	BB-200591461	
1019 Westside Parkway, Katy, TX 77449	City of Katy	BB-200591461
State of Texas	BB-200591461	
7511 W. FM 1950, Houston, TX 77070	City of Houston	ABLP-005694
State of Texas	ABLP-005694	
460 W. State Highway 114, Grand Prairie, TX 76051	City of Grand Prairie	BB-200591461
State of Texas	BB-200591461	
12419 Southwest Freeway, Stafford, TX 77477	City of Stafford	BB-200591461
State of Texas	BB-200591461	
2283 Dr. Randy J. Russell Way, Midlothian, TX 76062	City of Midlothian	BB-200591461
State of Texas	BB-200591461	
3102 State Hwy 161, Grand Prairie, TX 75092	City of Grand Prairie	MB-200175214
State of Texas	MB-200175214	
25531 Tomball Pkwy, Tomball, TX 77375	City of Tomball	MB-200175215
State of Texas	MB-200175215	
111 FM 1565, Bldg 1, Haltom City, TX 76117	City of Haltom City	MB-200175215
State of Texas	MB-200175215	
15545 Dallas Pkwy, Dallas, TX 75240	City of Dallas	MB-200175213
State of Texas	MB-200175213	
16678 E. 135th Street, Dallas, TX 75247	City of Dallas	MB-200175231
State of Texas	MB-200175231	
790 Cobb Place Blvd NW, Kennesaw, GA 30056	City of Kennesaw	ALC005365
State of Georgia	0117019	



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91207

File ID: 91207

File Type: License

Status: Entity  
Reorganization

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/10/2025

File Name:

Final Action:

Title: Entity Reorganization  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs  
7230 West Towne Way  
Class B Beer  
(District 9)  
Add one new officer, remove one officer

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2021-00136 Officer Change (2).pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91207

Title

Entity Reorganization

Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs

7230 West Towne Way

Class B Beer

(District 9)

Add one new officer, remove one officer



# Change of Officers

(Agenda Item Number)

(Legistar file number)

LICLIB-2021-00136

(License number)

9 - PRITCHETT

(Alder District # and Name)

Office Use Only

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](mailto:licensing@cityofmadison.com)  
 608-266-4601

- This application is to inform the city of any changes in corporate structure.
- **The fee** for filing this application is \$25.00.
- Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

## Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2021-00136

Business dba Name: Portillo's Hot Dogs

Licensed Address: 7230 West Towne Way, Madison, WI 53719

Liquor/Beer Agent Name: Ric Ramirez Alder, District #: \_\_\_\_\_

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Portillo's Hot Dogs, LLC

Business Mailing Address: 2001 Spring Road, Ste. 400, Oak Brook, IL 60523

Business Contact Name, Position: Elizabeth Hackett, Regulatory and Corporate Governance Manager

Business Phone: 630-954-3773 Business Email: ehackett@portillos.com

List New Officers/Members/Directors, if applicable (attach background check form for each):

Name	Title
Michael A. Miles, Jr.	Interim CEO & President

Officers/Members/Directors who will no longer hold their positions:

Name	Former Title
Michael Osanloo	CEO & President

continued on page two -OVER

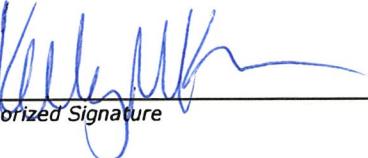
Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

No  Yes, explain: See Attached Chart

After this change, how many total officers/members/directors will be in the organization?: 3

Will this change alter your business plan?  No  Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

  
\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date 11/13/25

Form submitted by mail/e-mail  
Office Use Only

## PORTILLO'S HOT DOGS, LLC LIQUOR LICENSES

Address	Governor Body	License/Permit Number
235 E. North Ave., Glendale Heights 60139	State of Illinois	IA-00025904
Village of Glen Ellyn	City of Glen Ellyn	21-C-051
155 S. Rte. A3, Elmhurst 60126	State of Illinois	IA-00044841
170 W. North Ave., Hinsdale 60154	City of Elmhurst	ALC-000002025
1500 Butterfield Rd., Downers Grove 60515	City of Elmhurst	21-C-1659
Village of Downers	State of Illinois	IA-00019527
115	State of Illinois	IA-000259763
134 E. Lake Street, Bloomingdale 60108	Village of Bloomingdale	LIC-20014001
State of Illinois	IA-11313376	
505 W. Dundee Rd., Arlington Heights 60004	Village of Arlington Heights	LIC-20019294
State of Illinois	IA-00019527	
650 E. Ogden Ave., Naperville 60540	City of Naperville	LIC-00000050
7740 W. Roosevelt Rd., Forest Park 60130	State of Illinois	IA-00025958
28	Village of Forest Park	
1500 Bustle Highway, Elkhorn Grove 60007	Village of Elkhorn Grove	IA-000259782
Village	2358	
State of Illinois	IA-000259765	
611 E. Goff Rd., Schaumburg 60173	Village of Schaumburg	LIC-21-177
State of Illinois	IA-000259739	
950 S. Barrington Rd., Streamwood 60107	Village of Streamwood	LIC-000168
State of Illinois	IA-0016632	
1992 W. Jefferson, Naperville 60540	City of Streamwood	LIC-000168
State of Illinois	IA-0009597	
13130 S. Cicero, Crestwood 60445	Village of Crestwood	25-123
1900 S. Cicero, Crestwood 60445	State of Illinois	IA-0009596
221 E. Townline Rd., Vernon Hills 60061	Village of Vernon Hills	2025-19546
State of Illinois	IA-0009595	
15900 S. Harlem Ave., Tinley Park 60477	State of Illinois	IA-0009594
Village of Tinley Park	IA-0009594	
State of Illinois	IA-0111028	
8832 W. Dempster, Skokie 60714	Village of Skokie	IA-0111028
State of Illinois	IA-0009594	
5532 S. Harlem Ave., Summit 60501	Village of Summit	5
State of Illinois	IA-0040516	
531 N. Randall Rd., Bellwood 60510	State of Illinois	IA-0009596
655 Cog Cr., Crystal Lake 60014	Village of Crystal Lake	2024-52
2810 Route 34, Oswego 60543	City of Crystal Lake	IA-0111020
3495 E. Main St., St. Charles 60174	Village of Oswego	LIC-200192034
State of Illinois	IA-0055296	
City of St. Charles	222-1	
4020 W. 95th St., Oak Lawn 60453	State of Illinois	IA-0009595
Village of Oak Lawn	BL24-0227	
State of Illinois	IA-0061709	
1155 Brook Forest Ave., Shorewood 60431	Village of Shorewood	16-114501
State of Illinois	IA-0009595	
9400 Shadel Blvd., Skokie 60077	Village of Skokie	94-E1-BV
1760 Del Norte Ave., Skokie 60018	City of Skokie	2025-CLD-105
State of Illinois	IA-0009595	
555 East 81st Ave., Memphis, TN 38110	State of Tennessee	PR4532102
1719 Kingsley Highway, Willowbrook 60527	Village of Willowbrook	LL25-0164
State of Illinois	IA-0009595	
100 W. Ontario, Chicago 60610	City of Chicago	33473
State of Illinois	IA-0009595	
6102 W. Grand Ave. (Route 132) 60501 Ormea, IL 60031	Village of Ormea	126
State of Illinois	IA-0009597	
6310 La Palma Ave., Buena Park, CA 90520	City of Buena Park	41-591855
12440 Dav St., Moreno Valley, CA 92533	State of California	41-590821
1748 W. Brandon Blvd., Brandon, FL 33510	City of Brandon	18-1131493
520 W. Taylor St., Chicago, IL 60607	State of Illinois	IA-0110173
17655 Bournwood Rd., Brookfield, WI 53009	City of Brookfield	2025-6
State of Illinois	IA-0009595	
134 E. Bournwood Rd., Brookfield, IL 60440	Village of Brookfield	1A-1131077
State of Illinois	IA-0009595	
2006 E. Lincoln Highway, New Lenox 60451	Village of New Lenox	LL25-01900
1020 S. Ravinia Road, Elgin, IL 60132	City of Elgin	IA-1131353
2102 E. Fowler Ave., Tampa, FL 33612	State of Florida	18-1131165
6090 East State Street, Rockford, IL 61108	City of Rockford	222-1
State of Illinois	IA-0111349	
17500 Halsted Street, Homewood, IL 60430	Village of Homewood	25-20
State of Illinois	IA-0009595	
65 S. McGeoch Dr., Terre, AZ 85281	City of Terre	12074-673
105741 N. 30th Street, Scottsdale, AZ 85258	City of Scottsdale	1212697
700 Lake Cook Road, Deerfield, IL 60015	State of Illinois	IA-1132002
City of Deerfield	17	
Village of Homewood	Village of Homewood	16-1131412
State of Illinois	IA-0009595	
8450 Hudson Road, Woodbury, MN 55125	City of Woodbury	OHIS057-2
State of Minnesota	OHIS057-10	
City of Rolling Meadows	165	
1900 W. Golf Rd., Rolling Meadows, IL 60008	State of Illinois	IA-0009597
102 N. Landmark Drive, Normal, IL 61761	Town of Normal	2025-20-045
8201 E. 116th Street, Fishers, IN 46037	State of Illinois	IA-1135059
State of Indiana	RR2336169	
12251 Elm Creek Blvd. N. Marco Group, MN 55139	City of Marco	23-60
5109 N. Main Street, Mankato, MN 56045	State of Minnesota	RR2336165
44121 N. Rockwood Rd., Peoria, IL 61615	City of Peoria	787
8150 S. US 31, Indianapolis, IN 46227	State of Indiana	RR2336167
1200 N. US 31, Indianapolis, IN 46227	City of Indianapolis	18-1131527
4505 East Young Blvd., Madison, WI 53704	City of Madison	CB25-0065
City of Roseville	State of Minnesota	
1800 County Road B2, Roseville, MN 55113	City of Roseville	71218/71219
2741 E. 53rd Street, Des Moines, IA 50307	State of Iowa	12070019478
1031 W. McDowell Rd., Avondale, AZ 85392	City of Avondale	12070006128
235 W. Coliseum Blvd., Fort Wayne, IN 46805	State of Indiana	RR2336166
3348 W. Addison, Chicago, IL 60618	City of Chicago	25-21
1402 Freedom Drive, Sofiwood, IL 62703	State of Illinois	IA-1116118
7715 W. Palm Parkway, Orlando, FL 32813	City of Springfield	05768-2023
1723 N. 75th Ave., Glendale, AZ 85313	State of Illinois	IA-1116118
7230 West Towne Way, Madison, WI 53704	City of Madison	LIC-B-2021-01336
2302 Tynor Blvd. N. St. Petersburg, FL 33710	State of Florida	BE16-214504
8041 W. 86th Street, Marco Island, FL 34147	City of Marco	12070019333
2650 S. Market St., Gilbert, AZ 85295	State of Arizona	ALC2020-05-2022
4560 Destination Drive, The Colony, TX 75056	City of Gilbert	BC-2025-00034
14031 S.W. 141st, Oklahoma City, OK 73127	State of Oklahoma	18-1131526
3761 E. Broadway Blvd., Tucson, AZ 85716	State of Arizona	121000021638
1955 N. Central Expressway, Dallas, TX 75213	City of Tucson	T5981205
4200 S. Cooper St., Arlington, TX 76015	State of Texas	BC-2020-0000005
20745 E. Winklow Rd., Queen Creek, AZ 85142	City of Arlington	23-01565
1801 S. Randall Rd., Algonquin, IL 60102	Maricopa County	BC-2020-0000001
3300 S. Cooper, Queen Creek, AZ 85088	Town of Algonquin	12070019363
1121 E. 44th Street, Oklahoma City, OK 73111	City of Queen Creek	2025-10-001
8787 N. 70th Street, Phoenix, AZ 85021	State of Arizona	IA-1155919
3330 E. Interstate 35, Denton, TX 76201	State of Texas	BC-202113095
16320 W. Wadsworth Boulevard, Golden, CO 80401	State of Colorado	BC-202112956
1401 W. 10th Street, San Jose, CA 95113	State of California	BC-2020-0000000
1004 M. McAllister Rd., Union City, NJ 07080	State of New Jersey	L-000475448
410 US 287, Mansfield, TX 76063	State of Texas	BC-202124119
11005 W. Grand Plaza S., Richmond, TX 77406	City of Mansfield	BC-202113095
3151 N. Alafaya Trail, Orlando, FL 32828	State of Florida	BC-202113095
1019 Westside Parkway, Katy, TX 77449	City of Orlando	BC-202113071
State of Texas	BC-202113071	
460 W. State Highway 114, Grayslake, IL 60051	State of Texas	BC-202113083
12419 South 1st Freeway, Stamford, CT 06907	City of Grayslake	BC-202113083
2234 Dr. Rand McDaniel Way, Middleton, FL 34162	City of Stamford	BC-202114349
3102 State Hwy 151, Grand Prairie, TX 75052	State of Texas	BC-202113071
25531 Tomball Pkwy, Tomball, TX 77375	City of Grand Prairie	BC-202113071
111 FM 1560, Blythe, California, CA 92226-0025	State of Texas	BC-202113071
15550 Davis Place, Dallas, TX 75243-0025	City of Blythe	BC-202113071
16678 1-35 N. Society, TX 78154* Target Opening in 2026	State of Texas	BC-202113071
750 Cobb Place Blvd. NW, Kennesaw, GA 30046* Opening in 2025	City of Cobb County	ALC00355
State of Georgia	0117919	



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91211

File ID: 91211

File Type: License

Status: Entity  
Reorganization

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/10/2025

File Name:

Final Action:

Title: Entity Reorganization  
Fresh City Market LLC • dba Fresh Madison Market  
703 University Ave  
Class B Beer, Class C Wine  
(District 8)  
Remove one officer

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2013-00530 Officer Change (4).pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

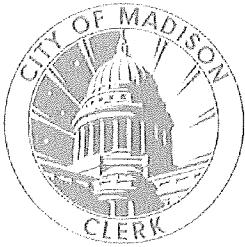
## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91211

### Title

Entity Reorganization  
Fresh City Market LLC • dba Fresh Madison Market  
703 University Ave  
Class B Beer, Class C Wine  
(District 8)  
Remove one officer



# Change of Officers

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)

LICLIB-2013-00530

(License number)

8

(Alder District # and Name)  
 Office Use Only

- This application is to inform the city of any changes in corporate structure.
- **The fee** for filing this application is \$25.00.
- Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

## Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2013-00530

Business dba Name: Fresh Madison Market

Licensed Address: 703 University Ave. Madison, WI 53715

Liquor/Beer Agent Name: Kim Foor

Alder, District #: 8

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Fresh City Market LLC

Business Mailing Address: P.O. Box 8700 Grand Rapids, MI 49518

Business Contact Name, Position: Cindy Devenport, Manager, Licensing & Retail Compliance

Business Phone: 616-878-2751 Business Email: snlicensing@spartannash.com

List New Officers/Members/Directors, if applicable (attach background check form for each):

Name	Title

Officers/Members/Directors who will no longer hold their positions:

Name	Former Title
Ileana McAlary	Assistant Secretary

Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

No  Yes, explain: \_\_\_\_\_

After this change, how many total officers/members/directors will be in the organization?: 6

Will this change alter your business plan?  No  Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

  
\_\_\_\_\_  
Authorized Signature

11/12/2025  
Date

Form submitted by mail/e-mail  
Office Use Only



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91213

File ID: 91213

File Type: License

Status: Entity  
Reorganization

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/10/2025

File Name:

Final Action:

Title: Entity Reorganization  
Metcalfe LLC • dba Metcalfe's  
726 N Midvale Blvd  
Class A Beer, Class A Liquor  
(District 11)  
Remove one officer

Notes:

Sponsors:

Effective Date:

Attachments: 8600-45273 Officer Change (4).pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

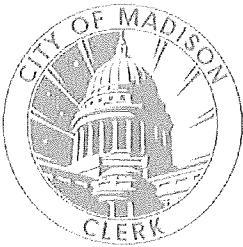
## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91213

### Title

Entity Reorganization  
Metcalfe LLC • dba Metcalfe's  
726 N Midvale Blvd  
Class A Beer, Class A Liquor  
(District 11)  
Remove one officer



# Change of Officers

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](mailto:licensing@cityofmadison.com)  
 608-266-4601

(Agenda Item Number)

(Legistar file number)

8600-45273

(License number)

11

(Alder District # and Name)  
 Office Use Only

- This application is to inform the city of any changes in corporate structure.
- **The fee** for filing this application is \$25.00.
- Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

## Licensed Premises Information

This application modifies existing alcohol license number: 8600-45273

Business dba Name: Metcalfe's

Licensed Address: 726 North Midvale Boulevard Madison, WI

Liquor/Beer Agent Name: Kelsey L. Peyton Alder, District #: 11

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Metcalfe, LLC

Business Mailing Address: P.O. Box 8700 Grand Rapids, MI 49518

Business Contact Name, Position: Cindy Devenport, Manager, Licensing & Retail Compliance

Business Phone: 616-878-2751 Business Email: [snlicensing@spartannash.com](mailto:snlicensing@spartannash.com)

List New Officers/Members/Directors, if applicable (attach background check form for each):

Name	Title

Officers/Members/Directors who will no longer hold their positions:

Name	Former Title
Ileana McAlary	Assistant Secretary

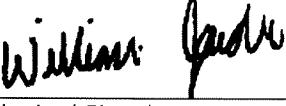
Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

No  Yes, explain: \_\_\_\_\_

After this change, how many total officers/members/directors will be in the organization?: \_\_\_\_\_ 6

Will this change alter your business plan?  No  Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

  
\_\_\_\_\_  
Authorized Signature

11/12/2025  
\_\_\_\_\_  
Date

Form submitted by mail/e-mail  
Office Use Only



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91214

File ID: 91214

File Type: License

Status: Entity  
Reorganization

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/10/2025

File Name:

Final Action:

Title: Entity Reorganization  
Metcalfe Foods-West LLC • dba Metcalfe's  
7455 Mineral Point Rd  
Class A Beer, Class A Liquor  
(District 9)  
Remove one officer

Notes:

Sponsors:

Effective Date:

Attachments: LICLIA-2011-01722 Officer Change (4).pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91214

Title

Entity Reorganization  
Metcalfe Foods-West LLC • dba Metcalfe's  
7455 Mineral Point Rd  
Class A Beer, Class A Liquor  
(District 9)  
Remove one officer



# Change of Officers

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](mailto:licensing@cityofmadison.com)  
 608-266-4601

(Agenda Item Number)

(Legistar file number)

LICLIA-2011-01722

(License number)

9

(Alder District # and Name)  
 Office Use Only

- This application is to inform the city of any changes in corporate structure.
- **The fee** for filing this application is \$25.00.
- Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

## Licensed Premises Information

This application modifies existing alcohol license number: LICLIA-2011-01722

Business dba Name: Metcalfe's

Licensed Address: 7455 Mineral Point Rd

Liquor/Beer Agent Name: Jason B. Zutter Alder, District #: 9

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Metcalfe Foods-West LLC

Business Mailing Address: P.O. Box 8700 Grand Rapids, MI 49518

Business Contact Name, Position: Cindy Devenport, Manager, Licensing & Retail Compliance

Business Phone: 616-878-2751 Business Email: [snlicensing@spartannash.com](mailto:snlicensing@spartannash.com)

List New Officers/Members/Directors, if applicable (attach background check form for each):

Name	Title

Officers/Members/Directors who will no longer hold their positions:

Name	Former Title
Ileana McAlary	Assistant Secretary

Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

No  Yes, explain: \_\_\_\_\_

After this change, how many total officers/members/directors will be in the organization?: \_\_\_\_\_ 6

Will this change alter your business plan?  No  Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

William (Feder)

11/12/2025

Date

Form submitted by mail/e-mail  
Office Use Only



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91212

File ID: 91212

File Type: License

Status: Change of  
Licensed Premise

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/10/2025

File Name:

Final Action:

Title: Change of Licensed Premises  
Brass Biscuit LLC • dba Mint Mark  
Current Capacity (in/out): 149/59 • Proposed Capacity (in/out): 198/118  
1874 E Washington Ave • Agent: Chad Vogel  
Class B Combination Liquor & Beer • 45% alcohol, 54% food, 1% other  
Police Sector 501 (District 12)  
Request to add sixth floor rooftop bar, connected by a private elevator. Increasing  
indoor capacity by 49 and outdoor capacity by 59.

### Notes:

Sponsors:

Effective Date:

Attachments: LICPCH-2025-01031 App.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

### History of Legislative File

Ver-	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

### Text of Legislative File 91212

#### Title

Change of Licensed Premises  
Brass Biscuit LLC • dba Mint Mark  
Current Capacity (in/out): 149/59 • Proposed Capacity (in/out): 198/118  
1874 E Washington Ave • Agent: Chad Vogel  
Class B Combination Liquor & Beer • 45% alcohol, 54% food, 1% other  
Police Sector 501 (District 12)  
Request to add sixth floor rooftop bar, connected by a private elevator. Increasing indoor  
capacity by 49 and outdoor capacity by 59.



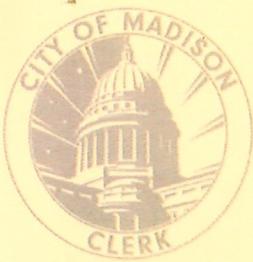
# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

**Master**

**File Number: 91212**

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# Change of Premises

Fee: \$25.00

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

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

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICPCH- 2025- 01031

(License number)

12

501

(Alder District #)

(Police Sector)

Office Use Only

## Licensed Premises Information

This application modifies existing alcohol license number:

LICLIB-2024-00083

Business dba Name: Mint Mark

Licensed Address: 1874 E. Washington Ave

Liquor/Beer Agent Name: Chad Vogel

45% Alcohol, 54% Food, 1% Other

Alder, District #:

Police Sector:

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Brass Biscuit LLC

Business Mailing Address: 1874 E. Washington Ave

Business Contact Name, Position: Chad Vogel

Business Phone: 608-285-5096

Business Email: info@mintmarkmadison.co

Current Capacity (indoor): 149

Current Capacity (outdoor): 59

Proposed Capacity (indoor): 198

Proposed Capacity (outdoor): 118

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

Description of Proposed Changes: Adding 6th Floor Roof top Bar.

Space is connected to Mint Mark by a private elevator. Cocktail Bar will have an indoor capacity of 49 and outdoor capacity of 59

Detailed Floor Plans included (required)

Authorized Signature

11-17-25

Date

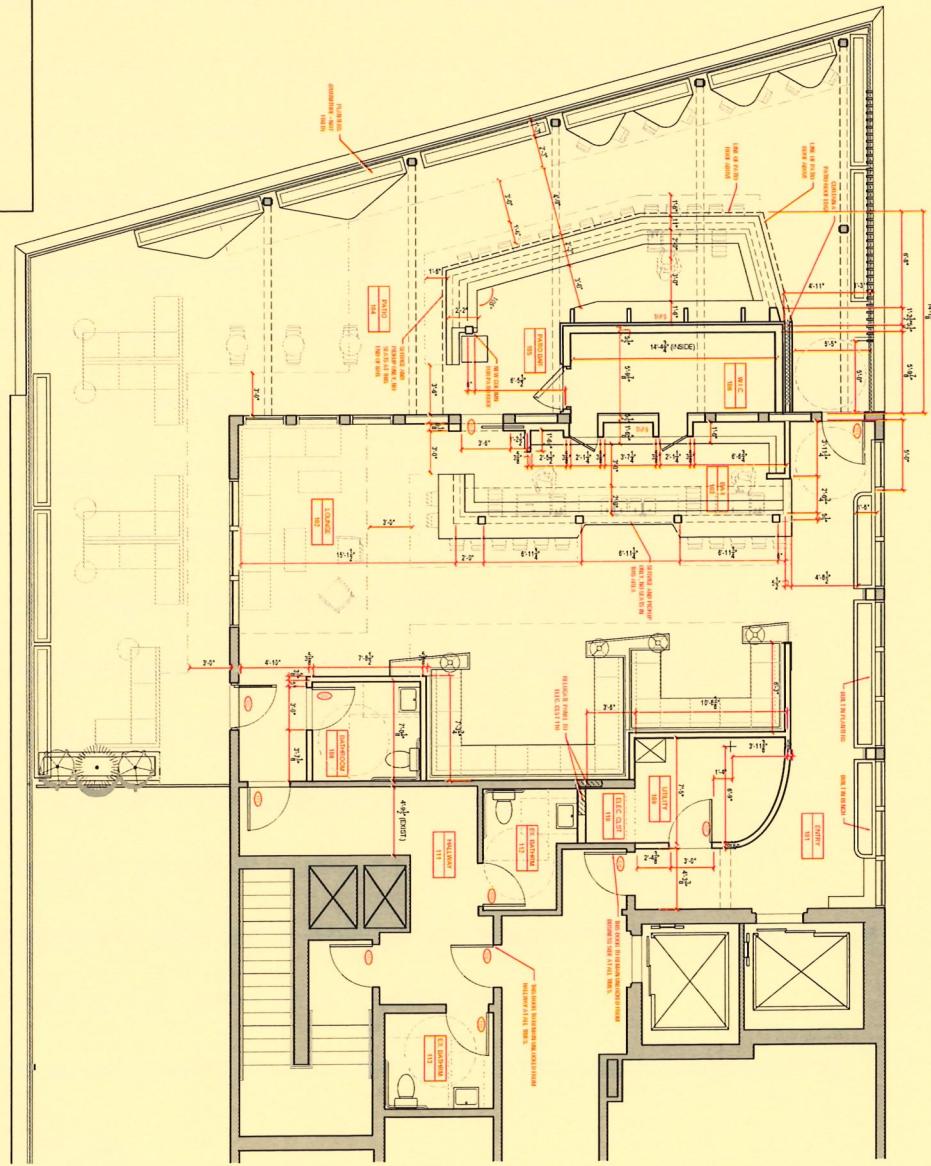
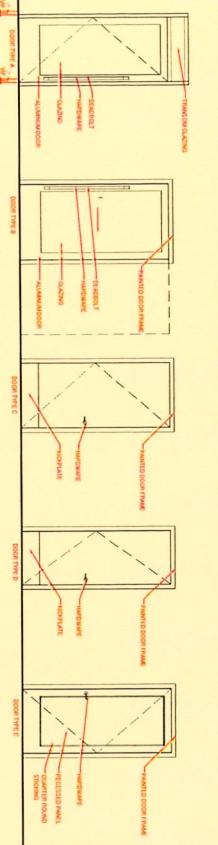
Orange sign and business card issued

"License Renewals & Changes" brochure with next steps issued

Office Use Only



FINISH SCHEDULE									
ITEM	NAME	DATE		TIME		DESCRIPTION		NOTES	
		ACTUAL	ESTIMATED	ACTUAL	ESTIMATED	ACTUAL	ESTIMATED	ACTUAL	ESTIMATED
<b>DOOR SCHEDULE</b>									
1	DOOR 1	2023-01-01	2023-01-01	10:00 AM	10:00 AM	DOOR 1	DOOR 1	DOOR 1	DOOR 1
2	DOOR 2	2023-01-02	2023-01-02	10:00 AM	10:00 AM	DOOR 2	DOOR 2	DOOR 2	DOOR 2
3	DOOR 3	2023-01-03	2023-01-03	10:00 AM	10:00 AM	DOOR 3	DOOR 3	DOOR 3	DOOR 3
4	DOOR 4	2023-01-04	2023-01-04	10:00 AM	10:00 AM	DOOR 4	DOOR 4	DOOR 4	DOOR 4
5	DOOR 5	2023-01-05	2023-01-05	10:00 AM	10:00 AM	DOOR 5	DOOR 5	DOOR 5	DOOR 5
6	DOOR 6	2023-01-06	2023-01-06	10:00 AM	10:00 AM	DOOR 6	DOOR 6	DOOR 6	DOOR 6
7	DOOR 7	2023-01-07	2023-01-07	10:00 AM	10:00 AM	DOOR 7	DOOR 7	DOOR 7	DOOR 7
8	DOOR 8	2023-01-08	2023-01-08	10:00 AM	10:00 AM	DOOR 8	DOOR 8	DOOR 8	DOOR 8
9	DOOR 9	2023-01-09	2023-01-09	10:00 AM	10:00 AM	DOOR 9	DOOR 9	DOOR 9	DOOR 9
10	DOOR 10	2023-01-10	2023-01-10	10:00 AM	10:00 AM	DOOR 10	DOOR 10	DOOR 10	DOOR 10
11	DOOR 11	2023-01-11	2023-01-11	10:00 AM	10:00 AM	DOOR 11	DOOR 11	DOOR 11	DOOR 11
12	DOOR 12	2023-01-12	2023-01-12	10:00 AM	10:00 AM	DOOR 12	DOOR 12	DOOR 12	DOOR 12
13	DOOR 13	2023-01-13	2023-01-13	10:00 AM	10:00 AM	DOOR 13	DOOR 13	DOOR 13	DOOR 13
14	DOOR 14	2023-01-14	2023-01-14	10:00 AM	10:00 AM	DOOR 14	DOOR 14	DOOR 14	DOOR 14
15	DOOR 15	2023-01-15	2023-01-15	10:00 AM	10:00 AM	DOOR 15	DOOR 15	DOOR 15	DOOR 15
16	DOOR 16	2023-01-16	2023-01-16	10:00 AM	10:00 AM	DOOR 16	DOOR 16	DOOR 16	DOOR 16
17	DOOR 17	2023-01-17	2023-01-17	10:00 AM	10:00 AM	DOOR 17	DOOR 17	DOOR 17	DOOR 17
18	DOOR 18	2023-01-18	2023-01-18	10:00 AM	10:00 AM	DOOR 18	DOOR 18	DOOR 18	DOOR 18
19	DOOR 19	2023-01-19	2023-01-19	10:00 AM	10:00 AM	DOOR 19	DOOR 19	DOOR 19	DOOR 19
20	DOOR 20	2023-01-20	2023-01-20	10:00 AM	10:00 AM	DOOR 20	DOOR 20	DOOR 20	DOOR 20
21	DOOR 21	2023-01-21	2023-01-21	10:00 AM	10:00 AM	DOOR 21	DOOR 21	DOOR 21	DOOR 21
22	DOOR 22	2023-01-22	2023-01-22	10:00 AM	10:00 AM	DOOR 22	DOOR 22	DOOR 22	DOOR 22
23	DOOR 23	2023-01-23	2023-01-23	10:00 AM	10:00 AM	DOOR 23	DOOR 23	DOOR 23	DOOR 23
24	DOOR 24	2023-01-24	2023-01-24	10:00 AM	10:00 AM	DOOR 24	DOOR 24	DOOR 24	DOOR 24
25	DOOR 25	2023-01-25	2023-01-25	10:00 AM	10:00 AM	DOOR 25	DOOR 25	DOOR 25	DOOR 25
26	DOOR 26	2023-01-26	2023-01-26	10:00 AM	10:00 AM	DOOR 26	DOOR 26	DOOR 26	DOOR 26
27	DOOR 27	2023-01-27	2023-01-27	10:00 AM	10:00 AM	DOOR 27	DOOR 27	DOOR 27	DOOR 27
28	DOOR 28	2023-01-28	2023-01-28	10:00 AM	10:00 AM	DOOR 28	DOOR 28	DOOR 28	DOOR 28
29	DOOR 29	2023-01-29	2023-01-29	10:00 AM	10:00 AM	DOOR 29	DOOR 29	DOOR 29	DOOR 29
30	DOOR 30	2023-01-30	2023-01-30	10:00 AM	10:00 AM	DOOR 30	DOOR 30	DOOR 30	DOOR 30
31	DOOR 31	2023-01-31	2023-01-31	10:00 AM	10:00 AM	DOOR 31	DOOR 31	DOOR 31	DOOR 31
32	DOOR 32	2023-02-01	2023-02-01	10:00 AM	10:00 AM	DOOR 32	DOOR 32	DOOR 32	DOOR 32
33	DOOR 33	2023-02-02	2023-02-02	10:00 AM	10:00 AM	DOOR 33	DOOR 33	DOOR 33	DOOR 33
34	DOOR 34	2023-02-03	2023-02-03	10:00 AM	10:00 AM	DOOR 34	DOOR 34	DOOR 34	DOOR 34
35	DOOR 35	2023-02-04	2023-02-04	10:00 AM	10:00 AM	DOOR 35	DOOR 35	DOOR 35	DOOR 35
36	DOOR 36	2023-02-05	2023-02-05	10:00 AM	10:00 AM	DOOR 36	DOOR 36	DOOR 36	DOOR 36
37	DOOR 37	2023-02-06	2023-02-06	10:00 AM	10:00 AM	DOOR 37	DOOR 37	DOOR 37	DOOR 37
38	DOOR 38	2023-02-07	2023-02-07	10:00 AM	10:00 AM	DOOR 38	DOOR 38	DOOR 38	DOOR 38
39	DOOR 39	2023-02-08	2023-02-08	10:00 AM	10:00 AM	DOOR 39	DOOR 39	DOOR 39	DOOR 39
40	DOOR 40	2023-02-09	2023-02-09	10:00 AM	10:00 AM	DOOR 40	DOOR 40	DOOR 40	DOOR 40
41	DOOR 41	2023-02-10	2023-02-10	10:00 AM	10:00 AM	DOOR 41	DOOR 41	DOOR 41	DOOR 41
42	DOOR 42	2023-02-11	2023-02-11	10:00 AM	10:00 AM	DOOR 42	DOOR 42	DOOR 42	DOOR 42
43	DOOR 43	2023-02-12	2023-02-12	10:00 AM	10:00 AM	DOOR 43	DOOR 43	DOOR 43	DOOR 43
44	DOOR 44	2023-02-13	2023-02-13	10:00 AM	10:00 AM	DOOR 44	DOOR 44	DOOR 44	DOOR 44
45	DOOR 45	2023-02-14	2023-02-14	10:00 AM	10:00 AM	DOOR 45	DOOR 45	DOOR 45	DOOR 45
46	DOOR 46	2023-02-15	2023-02-15	10:00 AM	10:00 AM	DOOR 46	DOOR 46	DOOR 46	DOOR 46
47	DOOR 47	2023-02-16	2023-02-16	10:00 AM	10:00 AM	DOOR 47	DOOR 47	DOOR 47	DOOR 47
48	DOOR 48	2023-02-17	2023-02-17	10:00 AM	10:00 AM	DOOR 48	DOOR 48	DOOR 48	DOOR 48
49	DOOR 49	2023-02-18	2023-02-18	10:00 AM	10:00 AM	DOOR 49	DOOR 49	DOOR 49	DOOR 49
50	DOOR 50	2023-02-19	2023-02-19	10:00 AM	10:00 AM	DOOR 50	DOOR 50	DOOR 50	DOOR 50
51	DOOR 51	2023-02-20	2023-02-20	10:00 AM	10:00 AM	DOOR 51	DOOR 51	DOOR 51	DOOR 51
52	DOOR 52	2023-02-21	2023-02-21	10:00 AM	10:00 AM	DOOR 52	DOOR 52	DOOR 52	DOOR 52
53	DOOR 53	2023-02-22	2023-02-22	10:00 AM	10:00 AM	DOOR 53	DOOR 53	DOOR 53	DOOR 53
54	DOOR 54	2023-02-23	2023-02-23	10:00 AM	10:00 AM	DOOR 54	DOOR 54	DOOR 54	DOOR 54
55	DOOR 55	2023-02-24	2023-02-24	10:00 AM	10:00 AM	DOOR 55	DOOR 55	DOOR 55	DOOR 55
56	DOOR 56	2023-02-25	2023-02-25	10:00 AM	10:00 AM	DOOR 56	DOOR 56	DOOR 56	DOOR 56
57	DOOR 57	2023-02-26	2023-02-26	10:00 AM	10:00 AM	DOOR 57	DOOR 57	DOOR 57	DOOR 57
58	DOOR 58	2023-02-27	2023-02-27	10:00 AM	10:00 AM	DOOR 58	DOOR 58	DOOR 58	DOOR 58
59	DOOR 59	2023-02-28	2023-02-28	10:00 AM	10:00 AM	DOOR 59	DOOR 59	DOOR 59	DOOR 59
60	DOOR 60	2023-02-29	2023-02-29	10:00 AM	10:00 AM	DOOR 60	DOOR 60	DOOR 60	DOOR 60
61	DOOR 61	2023-03-01	2023-03-01	10:00 AM	10:00 AM	DOOR 61	DOOR 61	DOOR 61	DOOR 61
62	DOOR 62	2023-03-02	2023-03-02	10:00 AM	10:00 AM	DOOR 62	DOOR 62	DOOR 62	DOOR 62
63	DOOR 63	2023-03-03	2023-03-03	10:00 AM	10:00 AM	DOOR 63	DOOR 63	DOOR 63	DOOR 63
64	DOOR 64	2023-03-04	2023-03-04	10:00 AM	10:00 AM	DOOR 64	DOOR 64	DOOR 64	DOOR 64
65	DOOR 65	2023-03-05	2023-03-05	10:00 AM	10:00 AM	DOOR 65	DOOR 65	DOOR 65	DOOR 65
66	DOOR 66	2023-03-06	2023-03-06	10:00 AM	10:00 AM	DOOR 66	DOOR 66	DOOR 66	DOOR 66
67	DOOR 67	2023-03-07	2023-03-07	10:00 AM	10:00 AM	DOOR 67	DOOR 67	DOOR 67	DOOR 67
68	DOOR 68	2023-03-08	2023-03-08	10:00 AM	10:00 AM	DOOR 68	DOOR 68	DOOR 68	DOOR 68
69	DOOR 69	2023-03-09	2023-03-09	10:00 AM	10:00 AM	DOOR 69	DOOR 69	DOOR 69	DOOR 69
70	DOOR 70	2023-03-10	2023-03-10	10:00 AM	10:00 AM	DOOR 70	DOOR 70	DOOR 70	DOOR 70
71	DOOR 71	2023-03-11	2023-03-11	10:00 AM	10:00 AM	DOOR 71	DOOR 71	DOOR 71	DOOR 71
72	DOOR 72	2023-03-12	2023-03-12	10:00 AM	10:00 AM	DOOR 72	DOOR 72	DOOR 72	DOOR 72
73	DOOR 73	2023-03-13	2023-03-13	10:00 AM	10:00 AM	DOOR 73	DOOR 73	DOOR 73	DOOR 73
74	DOOR 74	2023-03-14	2023-03-14	10:00 AM	10:00 AM	DOOR 74	DOOR 74	DOOR 74	DOOR 74
75	DOOR 75	2023-03-15	2023-03-15	10:00 AM	10:00 AM	DOOR 75	DOOR 75	DOOR 75	DOOR 75
76	DOOR 76	2023-03-16	2023-03-16	10:00 AM	10:00 AM	DOOR 76	DOOR 76	DOOR 76	DOOR 76
77	DOOR 77	2023-03-17	2023-03-17	10:00 AM	10:00 AM	DOOR 77	DOOR 77	DOOR 77	DOOR 77
78	DOOR 78	2023-03-18	2023-03-18	10:00 AM	10:00 AM	DOOR 78	DOOR 78	DOOR 78	DOOR 78
79	DOOR 79	2023-03-19	2023-03-19	10:00 AM	10:00 AM	DOOR 79	DOOR 79	DOOR 79	DOOR 79
80	DOOR 80	2023-03-20	2023-03-20	10:00 AM	10:00 AM	DOOR 80	DOOR 80	DOOR 80	DOOR 80
81	DOOR 81	2023-03-21	2023-03-21	10:00 AM	10:00 AM	DOOR 81	DOOR 81	DOOR 81	DOOR 81
82	DOOR 82	2023-03-22	2023-03-22	10:00 AM	10:00 AM	DOOR 82	DOOR 82	DOOR 82	DOOR 82
83	DOOR 83	2023-03-23	2023-03-23	10:00 AM	10:00 AM	DOOR 83	DOOR 83	DOOR 83	DOOR 83
84	DOOR 84	2023-03-24	2023-03-24	10:00 AM	10:00 AM	DOOR 84	DOOR 84	DOOR 84	DOOR 84
85	DOOR 85	2023-03-25	2023-03-25	10:00 AM	10:00 AM	DOOR 85	DOOR 85	DOOR 85	DOOR 85
86	DOOR 86	2023-03-26	2023-03-26	10:00 AM	10:00 AM	DOOR 86	DOOR 86	DOOR 86	DOOR 86
87	DOOR 87	2023-03-27	2023-03-27	10:00 AM	10:00 AM	DOOR 87	DOOR 87	DOOR 87	DOOR 87
88	DOOR 88	2023-03-28	2023-03-28	10:00 AM	10:00 AM	DOOR 88	DOOR 88	DOOR 88	DOOR 88
89	DOOR 89	2023-03-29	2023-03-29	10:00 AM	10:00 AM	DOOR 89	DOOR 89	DOOR 89	DOOR 89
90	DOOR 90	2023-03-30	2023-03-30	10:00 AM	10:00 AM	DOOR 90	DOOR 90	DOOR 90	DOOR 90
91	DOOR 91	2023-03-31	2023-03-31	10:00 AM	10:00 AM	DOOR 91	DOOR 91	DOOR 91	DOOR 91
92	DOOR 92	2023-04-01	2023-04-01	10:00 AM	10:00 AM	DOOR 92	DOOR 92	DOOR 92	DOOR 92
93	DOOR 93	2023-04-02	2023-04-02	10:00 AM	10:00 AM	DOOR 93	DOOR 93	DOOR 93	DOOR 93
94	DOOR 94	2023-04-03	2023-04-03	10:00 AM	10:00 AM	DOOR 94	DOOR 94	DOOR 94	DOOR 94
95	DOOR 95	2023-04-04	2023-04-04	10:00 AM	10:00 AM	DOOR 95	DOOR 95	DOOR 95	DOOR 95
96	DOOR 96	2023-04-05	2023-04-05	10:00 AM	10:00 AM	DOOR 96	DOOR 96	DOOR 96	DOOR 96
97	DOOR 97	2023-04-06	2023-04-06	10:00 AM	10:00 AM	DOOR 97	DOOR 97	DOOR 97	DOOR 97
98	DOOR 98	2023-04-07	2023-04-07	10:00 AM	10:00 AM	DOOR 98	DOOR 98	DOOR 98	DOOR 98
99	DOOR 99	2023-04-08	2023-04-08	10:00 AM	10:00 AM	DOOR 99	DOOR 99	DOOR 99	DOOR 99
100	DOOR 100	2023-04-09	2023-04-09	10:00 AM	10:00 AM	DOOR 100	DOOR 100	DOOR 100	DOOR 100
101	DOOR 101	2023-04-10	2023-04-10	10:00 AM	10:00 AM	DOOR 101	DOOR 101	DOOR 101	DOOR 101
102	DOOR 102	2023-04-11	2023-04-11	10:00 AM	10:00 AM	DOOR 102	DOOR 102	DOOR 102	DOOR 102
103	DOOR 103	2023-04-12	2023-04-12	10:00 AM	10:00 AM	DOOR 103	DOOR 103	DOOR 103	DOOR 103</



1878 E. Washington Ave.  
Madison, Wisconsin 53701  
Project #: 2024.02

"THE PERCH"  
BAR



Potter  
Lawson  
Success by Design

# A101

(2) DOOR ELEVATIONS

3/8" = 1'-0" (1) FLOOR PLAN

$$1/4 = 1, 0$$



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 90559

File ID: 90559

File Type: License

Status: Recessed Public Hearing

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 10/22/2025

File Name:

Final Action:

Title: Public Hearing - New License  
Bombay Blues Inc • dba Bombay Blues  
6617 Odana Rd • Agent: Babandeep Gabba  
Estimated Capacity (in/out): 50/0  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Police Sector 218 (District 19)

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2025-00916 App.pdf, LICLIB-2025-00916  
Supplemental.pdf, 6617 Odana Rd map.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	10/22/2025	Referred for Introduction				
	Action Text:	This License was Referred for Introduction					
	Notes:	Alcohol License Review Committee- Public Hearing (11/19/25), Common Council (12/9/25)					
1	COMMON COUNCIL	10/28/2025	Refer For Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
	Action Text:	A motion was made by Vidaver, seconded by Govindarajan, to Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.					
1	ALCOHOL LICENSE REVIEW COMMITTEE	11/19/2025	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
	Action Text:	A motion was made by Klemons, seconded by Farley, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.					
	Notes:	Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)					

1	COMMON COUNCIL	12/09/2025	Re-refer for Recessed Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
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**Action Text:** A motion was made by Vidaver, seconded by Govindarajan, to Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

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### **Text of Legislative File 90559**

#### **Title**

Public Hearing - New License  
Bombay Blues Inc • dba Bombay Blues  
6617 Odana Rd • Agent: Babandeep Gabba  
Estimated Capacity (in/out): 50/0  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Police Sector 218 (District 19)



# Liquor/Beer License Application

Class A:  Beer,  Liquor,  Cider

Class B:  Beer,  Liquor,  
 Class C Wine

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703  
[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)  
LICLIB-2025-00916  
(Legistar file number)  
(License number)  
19 Guequierre 218  
(Alder District #) (Police Sector)  
Office Use Only

## Section A – Applicant

1. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

BOMBAY BLUES, INC

2. Trade Name (doing business as) BOMBAY BLUES

3. Address to be licensed 6617 ODANA ROAD, MADISON, WI 53719

4. Mailing address 212 E VERONA AVENUE, WI 53593

5. Anticipated opening date 10/01/2025

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?

No  Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

THE TOTAL SIZE OF THE PREMISE IS 9687 SQ/FT WITH A DINING CAPACITY OF 50 PERSONS.

THE ALCOHOL WILL BE SERVED AT THE DINNER TABLES ONLY WITH FOOD. NO ALCOHOL SHALL BE SERVED WITHOUT FOOD. WE WILL CARRY NO MORE THAN 10 CASES OF BEER, WHICH WILL BE STORED IN THE WALK-IN COOLER INSIDE THE KITCHEN.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):

Indoor: 50      Outdoor: N/A

10. Describe existing parking and how parking lot is to be monitored.

Shared parking with other Tenants on the western end of the building.

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No     Yes, license issued to \_\_\_\_\_ (name of licensee)

### **Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Babandeep Gabba

13. City, state in which agent resides WAUNAKEE, WISCONSIN

14. How long has the agent continuously resided in the State of Wisconsin? 4 YEARS

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting     Yes, date completed \_\_\_\_\_

16. State and date of registration of corporation, nonprofit organization, or LLC.

WISCONSIN & 08/27/2025

17. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
PRESIDENT	MANMOHAN PASRICHA	WAUNAKEE, WI
VICE PRESIDENT	BABANDEEP GABBA	WAUNAKEE, WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

BABANDEEP GABBA

19. Is applicant a subsidiary of any other corporation or LLC?

No     Yes (explain) \_\_\_\_\_

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No     Yes (explain) \_\_\_\_\_

## Section D—Business Plan

21. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store

Convenience Store without gas pumps  Convenience Store with gas pumps

Other \_\_\_\_\_

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  No  Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10AM-12AM	10AM -12AM	10AM-12AM				
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

## Section E—Consumption on Premises

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. Indian Food and Drinks

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

10 % Alcohol      90 % Food      --- % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown?  No  Yes  
You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

\_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes

31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes

32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes

33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes

34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes

35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes

36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

## Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 2026.

38. State Seller's Permit 4 5 6 - 1 0 3 2 1 5 6 5 9 3 - 0 4

39. Federal Employer Identification Number 39-4012846

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person MANMOHAN S PASRICHA  
 Business phone 6083547872 Business e-mail address MAXCUSTOMTAILOR@GMAIL.COM  
 Preferred language ENGLISH

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: \_\_\_\_\_)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: \_\_\_\_\_

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

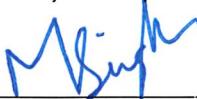
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

**Penalty for materially false application information:** Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.



(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

09/11/2025

(Date)

<b>Clerk's Office checklist for complete applications</b>		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu ** Class B only
<b>Upon Application Submission, the Clerk's Office issued to the application:</b>		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card <input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____		

## Bombay Blues Food Menu

### Appetizers

#### Chicken

##### Claypot Tandoor-iffic

(chicken marinated in yogurt and spices and roasted in a tandoor, a cylindrical clay oven.)

##### Sheek Saari duo

(juicy, spiced ground meat of chicken and lamb kebabs in warm naan bread with fresh toppings and a cooling sauce.)

##### Cream Dream

(Tender, creamy, and aromatic chicken marinated in yogurt, cream, and mild spices, grilled to perfection with a hint of smokiness.)

##### Skewered Spice Chicken tiké

(Experience our artfully prepared kebabs featuring juicy, bite-sized pieces of boneless chicken marinated OVERNIGHT in a rich, tangy blend of yogurt, ginger, garlic, and traditional spices like cumin and coriander. Cooked over charcoal until slightly charred, each bite is tender, moist, and bursting with flavor. Served with fresh lemon and onion.)

##### Butter Chicken Wings

(An Indian-American fusion. We start with extra crispy chicken wings, then toss them in our lusciously creamy and perfectly balanced makhani sauce, made with butter, cream, and fragrant spices.)

#### Chilly Willy

(Our take on the classic Indo-Chinese street food. Marinated chicken pieces are fried to a perfect golden crisp, then wok-tossed in a rich, bold sauce of ginger, garlic, chilies, soy sauce, and a hint of vinegar. Served with your choice of gravy or dry.)

#### Lamb

##### Fire-Grilled Lamb Chops

Inspired by the legendary cuisine of Bombay, these opulent lamb chops are marinated in a luscious blend of yogurt, cream, and a fragrant medley of authentic spices. They are grilled to a succulent finish, promising an unforgettable taste of Mughal-era indulgence.

##### Bhuna Lamb

(Our take on a traditional slow-cooked classic beloved British-Indian favorite known for its rich, bold flavors. We use bone-in lamb for maximum flavor, braised until

melt-in-your-mouth tender in a dark, luscious gravy of golden onions, fresh ginger, and tomatoes. The signature "bhuna" technique intensifies the spices, creating a deeply aromatic and satisfying dish)

#### Bombay Blues Special 65

(Crispy, spicy, and irresistible. Tender mutton pieces are marinated with traditional spices and deep-fried to create this classic, fiery starter. )

### Fish

#### Silk Route Salmon

(Crispy, golden-fried Salmon fillets seasoned with carom seeds (ajwain), ginger, garlic, and traditional spices. A popular street food from Amritsar, served with fresh mint chutney and a squeeze of lemon)

#### Signature Achari Fish

(Experience the bold flavors of the pickle jar, transformed. Tender fish is infused with a zesty and vibrant achari spice mix, featuring mustard, fenugreek, and fennel seeds. The perfect appetizer for those who love a smoky, tangy, and spicy kick.)

#### The Bombay Blues Sizzler

(A satisfying platter of almost all the appetizers of chicken, lamb and fish bites served with naan bread and salads, perfect for sharing)

### Vegetarian

#### Appetizers

#### Beetroot Galouti Kebabs

(Crafted in the tradition of the toothless Nawabs of Lucknow, these legendary "melt-in-the-mouth" vegetarian kebabs are a culinary masterpiece. Our chefs meticulously blend finely grated beetroot with rich spices, cashews, and rose petals for an exceptionally soft and aromatic experience. )

#### Paneer Tiranga Tikka

(tri-colored appetizer featuring cubes of soft Indian cottage cheese (paneer) and vegetables marinated in three distinct, flavorful yogurt-and-spice mixes. The dish is named tiranga (meaning "tricolor" in Hindi) because it is prepared to resemble the colors of the Indian national flag—saffron, white, and green.)

#### Chilly Willy Paneer

Our take on the classic Indo-Chinese street food. Marinated cottage cheese pieces are fried to a perfect golden crisp, then wok-tossed in a rich, bold sauce of ginger, garlic, chilies, soy sauce, and a hint of vinegar. Served with your choice of gravy or dry.)

#### The Great Mushroom Roast

(Button mushrooms and vegetables, marinated overnight in a luscious blend of hung curd, cashew paste, and aromatic spices. Cooked in a clay oven until tender, developing a creamy texture and balanced smoky flavor. A favorite party starter, best enjoyed with a squeeze of lemon and a sprinkle of chaat masala.)

#### Paneer Franky

(Taste the streets of Mumbai with our signature Paneer Frankie. A hearty, hand-held wrap with a spiced paneer and vegetable filling, wrapped in a fresh, warm flatbread. Topped with zesty chutneys and fresh onions for an authentic street-style experience.)

#### Main course

##### Vegetarian

###### Dal Makhani

(The ultimate Indian comfort food. This rich and creamy curry is made with whole black lentils and kidney beans cooked slowly until tender. It's perfectly spiced and finished with a swirl of cream and butter for a hearty, satisfying meal.)

###### The Tawa Medley

Experience the bold flavors of the Indian streets with our signature Mix Veg Tawa Masala. A colorful medley of vegetables is expertly seared on a heavy iron griddle, developing a delightful charred and smoky depth. The vegetables are then coated in our chef's special, house-ground masala, creating a dish that is robust, aromatic, and perfectly balanced with savory, spicy, and tangy notes.

###### Kadai paneer

Kadai paneer is a popular North Indian dish featuring cubes of paneer (Indian cottage cheese), bell peppers, and onions in a rich, flavorful tomato-onion gravy. The dish gets its name from the kadai, the thick, deep, wok-like pan in which it is traditionally prepared.

###### Butterlicious paneer

The rich and creamy Indian curry made with soft cubes of paneer (Indian cottage cheese) simmered in a silky, vibrant tomato-and-cashew gravy. Also known as butter paneer, it is a staple of North Indian cuisine and a popular restaurant and home-cooked dish.

###### Spinach Cheese Delight

(fusion Indian dish combining the creamy, buttery, and mildly sweet tomato gravy of paneer butter masala with the earthy, spiced leafy greens found in traditional saag paneer. It is a rich, flavorful, and indulgent vegetarian curry not found in

traditional Indian cuisine. )

### Non Vegetarian

#### Butter chicken

A classic Indian dish featuring marinated and grilled chicken (often tandoori) simmered in a rich, creamy, mildly spiced, and buttery tomato-based gravy with a sweet and tangy flavor profile.

#### Kadai chicken

Also known as chicken karahi, is a popular North Indian and Pakistani dish featuring tender chicken cooked in a thick, spicy, and tangy tomato and onion-based gravy. The dish gets its name from the traditional heavy, circular iron wok, or kadai, in which it is prepared.

#### Spinach chicken

Consisting of tender chicken pieces simmered in a thick, creamy, spiced sauce made from a mixture of leafy greens, most commonly spinach, but sometimes including other greens like kale or collard greens. It's known for its earthy, spicy flavor profile, with the velvety green sauce creating a comforting and hearty curry.

#### Chicken tikka masala

This popular dish consisting of marinated, grilled chicken pieces (tikka) simmered in a creamy, spiced tomato-based sauce (masala) It features an aromatic flavor profile from ingredients like ginger, garlic, cumin, coriander, garam masala, and often features a rich, orange-colored sauce made with tomatoes and cream.)

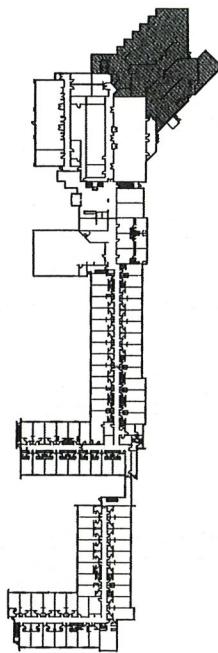
### Rice and biryani

- Steamed basmati rice
- Saffron ghee rice
- Jeera rice
- Chicken biryani
- Lamb biryani
- Egg biryani
- Veg pulao

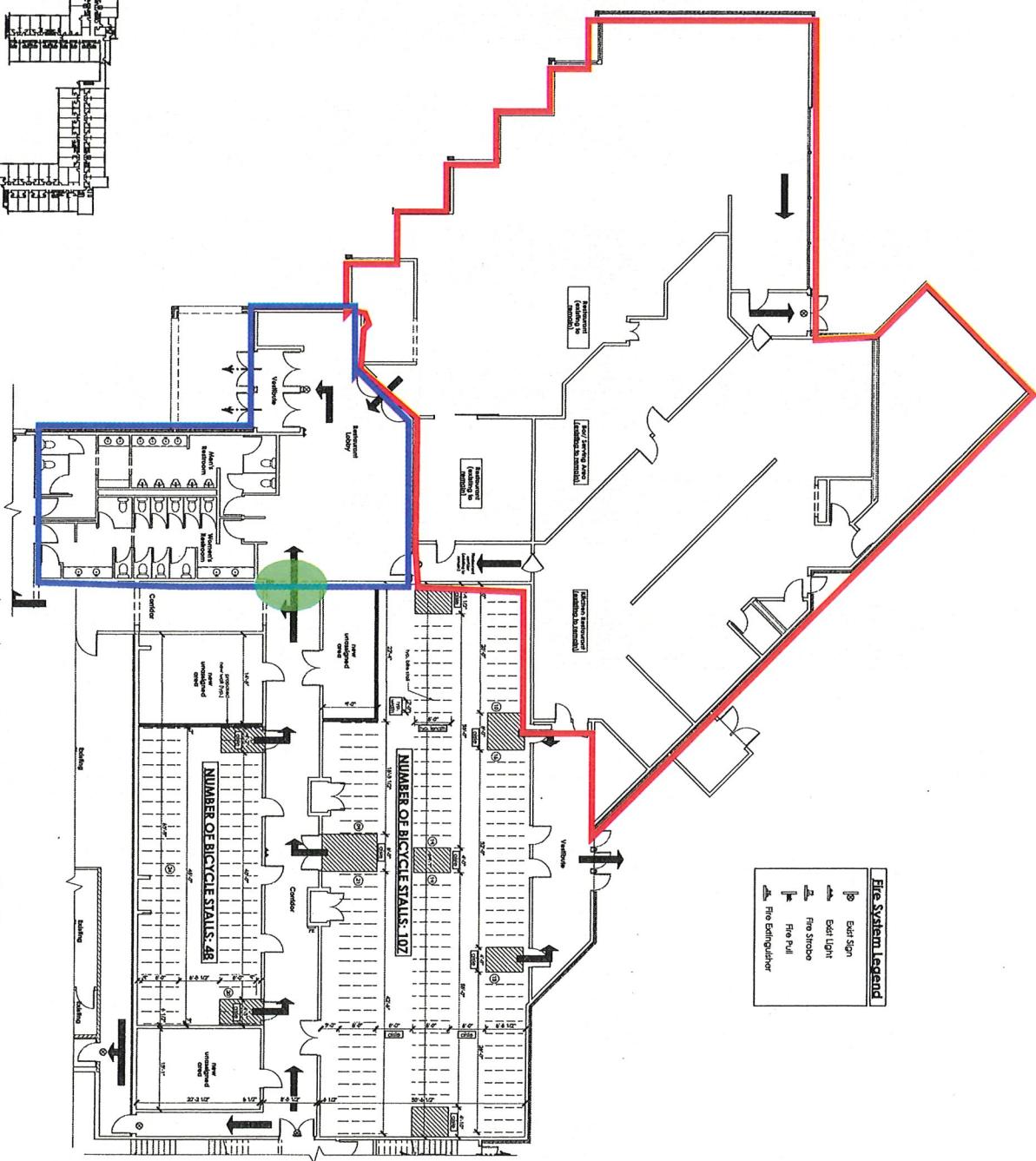
### Breads and naan

- Plain naan
- Butter naan
- Cheese naan
- Onion naan
- Prantha
- Tawa RottiAppetizers

 **Key Plan - Restaurant Area**  
2  
SCALE: NTS



 **Restaurant Area - Partial Floor Plan**  
1  
SCALE:  
1/16 = 1'-0" (2x2-3/8" - Full size)  
1/16 = 1'-0" (2x2-1/8" - Half size)



**A1.4**

Existing Building Alteration Level-2 Conversion  
of Hotel to Multi-family for  
**VIVO Living Madison, LLC**  
511 Grand Canyon Drive, Madison, WI, 53711

  
Bouril Design Studio, LLC  
5129 Oldona Road, Suite 2  
Madison, Wisconsin 53711  
608-833-3400 [www.bourildesign.com](http://www.bourildesign.com)

**CONSTRUCTION DOCUMENTS**

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## **Business Plan: Bombay Blues**

**Date:** October 26, 2023

**Business Name:** Bombay Blues

**Address:** 6617 Odana Road, Madison, WI 53719

**Operating Hours:** 10:00 AM - 12:00 Midnight, 7 Days a Week

**Core Concept:** A modern, family-friendly Indian restaurant offering authentic regional cuisine, a warm atmosphere, and a unique policy of serving alcohol only with food to emphasize the culinary experience.

---

### **1.0 Executive Summary**

Bombay Blues is a new Indian restaurant poised to launch at 6617 Odana Road in Madison, Wisconsin. Our concept is to provide a genuine and elevated Indian dining experience that caters to both the lunch and dinner crowds, as well as late-night seekers of quality food. Unlike typical bars, we will serve beer, wine, and curated cocktails exclusively with food orders, reinforcing our focus on cuisine and a comfortable, family-oriented environment.

We will operate from 10:00 AM to midnight daily, capturing the lunch, dinner, and late-night markets. Our menu will feature classics from North and South India, including Tandoori specialties, Biryani, and a dedicated vegetarian/vegan section. Occasional live music nights will enhance our community presence and draw in new customers. The Odana Road corridor is a high-traffic retail area with strong demographics that align with our target market. Bombay Blues aims to become a staple in Madison's diverse culinary scene by offering exceptional food, consistent service, and a memorable atmosphere.

### **2.0 Company Description**

- **Business Name:** Bombay Blues
- **Legal Structure:** Small Business Corporation (S-Corp)
- **Location:** 6617 Odana Road, Madison, WI 53719
- **Mission Statement:** To bring the authentic and diverse flavors of India to Madison by using traditional cooking methods and high-quality ingredients, served in a welcoming and vibrant setting.
- **Vision Statement:** To be recognized as Madison's premier destination for Indian cuisine and a beloved community gathering place.

### **3.0 Concept, Products, and Services**

**Core Concept:** Modern Indian cuisine with a focus on authenticity and accessibility.

#### **Menu Offerings:**

- **Lunch (10:30 AM - 3:00 PM):** Quick-service lunch buffet (weekdays) and an extensive à la carte menu featuring wraps, thalis (platters), and classic entrees.
- **Dinner (5:00 PM - 11:30 PM):** Full-service à la carte dining with an expansive menu of appetizers, Tandoori grills, curries, biryanis, and breads.
- **Late-Night (10:00 PM - Midnight):** A condensed menu featuring popular, quickly-served items like kebabs, samosas, and biryani for the post-theater, post-game, and evening crowd.

- **Weekend Brunch (10:00 AM - 2:00 PM):** A special menu featuring Indian-inspired brunch items (e.g., Masala Omelets, Keema Pav, Uttapam).

#### **Beverage Service:**

- **Alcohol Policy:** Alcohol (draft/craft beer, wine, signature cocktails like Mango Lassi Mojitos) will be served **only with a food order**. This policy ensures a dining-focused atmosphere and aligns with our family-friendly brand.
- **Non-Alcoholic:** Traditional drinks like Mango Lassi, Sweet/Salted Lassi, Masala Chai, and a selection of premium teas and soft drinks.

#### **Special Features:**

- **Music Nights:** Monthly events featuring live traditional Indian music (Sitar, Tabla) or acoustic sets to create a unique ambiance without becoming a loud bar scene.
- **Catering:** Build a dedicated catering menu for local businesses, universities, and private events.
- **Online Ordering & Delivery:** Partner with major third-party apps (Uber Eats, DoorDash) and develop an in-house system for pick-up orders to maximize reach.

### **4.0 Market Analysis**

#### **Target Market:**

- **Primary:** Residents of Madison's west side and surrounding suburbs (Middleton, Verona). Families, professionals (30-65), and empty-nesters with mid-to-high disposable income who appreciate quality dining.
- **Secondary:** University of Wisconsin students, faculty, and staff seeking a change from typical fast food; tourists and visitors to the area; and the local Indian community seeking authentic cuisine.

#### **Competition:**

- **Direct:** Other Indian restaurants in Madison. We will differentiate through our extended hours, modern atmosphere, unique alcohol policy, and focus on consistent, high-quality food.
- **Indirect:** All other dining options on the busy Odana Road corridor (e.g., chain restaurants, other ethnic cuisines). Our unique value proposition will help us compete for a share of the dining budget.

**Demographics:** The west side of Madison is affluent, well-educated, and has a high concentration of families. The area has a growing interest in diverse, authentic, and high-quality culinary experiences.

### **5.0 Marketing and Sales Strategy**

#### **Phase 1: Pre-Launch (2-3 Months Before Opening)**

- **Website & Social Media:** Launch Instagram, Facebook, and Google Business Profile. Build hype with "coming soon" posts, behind-the-scenes content, and menu teasers.

- **Local PR:** Send press releases to local news outlets (Isthmus, Cap Times, Wisconsin State Journal) and food bloggers.
- **Email List:** Build an early-bird email list offering a discount on the first meal.

### Phase 2: Grand Opening (First Month)

- **Soft Opening:** Invite local influencers, food critics, and neighbors for a soft opening to gather reviews and generate buzz.
- **Launch Promotion:** Offer a "15% off entire bill" promotion for the first week.
- **Direct Mail:** Send postcards with offers to households in a 3-mile radius.

### Phase 3: Ongoing Operations

- **Loyalty Program:** Implement a digital punch card or points system for repeat customers.
- **Community Engagement:** Participate in local festivals and sponsor community events.
- **Email Marketing:** Send monthly newsletters featuring new dishes, music night schedules, and special offers.
- **Online Reputation:** actively manage and respond to all Google and Yelp reviews.

## 6.0 Management Team

- **Proprietor/General Manager:** [Your Name], with experience in [mention your relevant experience, e.g., restaurant management, business administration, or a passion for Indian cuisine and hospitality].
- **Head Chef:** To be hired—a highly experienced chef specializing in North and South Indian cuisines with a proven track record.
- **Key Hires:** An experienced restaurant manager, a dedicated marketing/social media coordinator, and seasoned front-of-house and kitchen staff.

## 7.0 Operations Plan

- **Hours of Operation:** 10:00 AM - 12:00 AM, 7 days a week.
- **Facility:** 2,500 sq. ft. space with an estimated seating capacity of 80-100. Layout will include dining area, open kitchen view of Tandoor oven, takeout counter, and restrooms.
- **Suppliers:** Establish relationships with local produce suppliers (e.g., Dane County Farmers' Market vendors) and national specialty distributors for authentic Indian spices and ingredients.
- **Technology:** Point-of-Sale (POS) system with integrated online ordering, inventory management, and reservation capabilities.
- 

## 8.0 Financial Plan

### Key Revenue Assumptions:

- Average Lunch Ticket: \$18
- Average Dinner Ticket: \$32
- Estimated Seat Turnover: 1.5x daily

- Gradually increasing capacity utilization from 30% in Month 1 to 65% by Month 12.

**Startup Costs (Estimated):**

- Kitchen Equipment & Fit-Out: \$150,000
- Leasehold Improvements (Decor, Furniture): \$100,000
- Initial Inventory: \$20,000
- Licenses & Permits (Liquor, Food, Health): \$5,000
- Marketing (Pre-opening): \$10,000
- **Total Estimated Startup Costs: ~\$285,000**
- 

**Projected Monthly Operating Expenses (Estimated):**

- Rent: \$6,000
- Payroll (Staff of 15-20): \$25,000
- Food & Beverage Cost: (30-35% of sales)
- Utilities: \$2,500
- Marketing: \$1,500
- Loan Repayment: \$3,000
- Other (Insurance, etc.): \$2,000
- **Total Estimated Monthly Fixed Costs: ~\$40,000 (before COGS)**

November 2025 ALRC New License

## Class A Licenses.csv



## All items

## Class B Licenses.csv



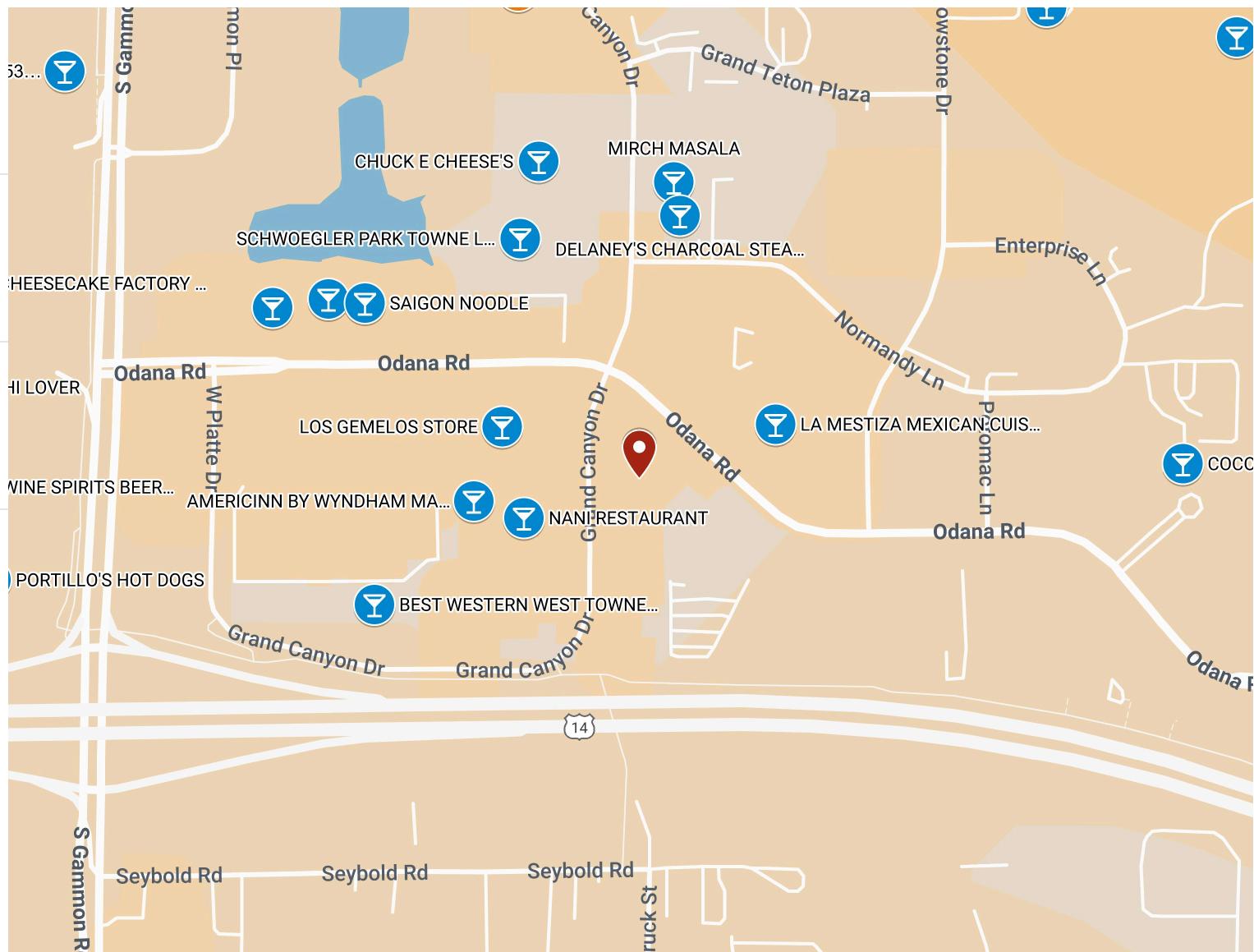
## All items

## New Licenses.xlsx



## All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 90560

File ID: 90560

File Type: License

Status: Recessed Public  
Hearing

Version: 2

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 10/22/2025

File Name:

Final Action:

Title: Public Hearing - New License  
Luna's Market LLC • dba Luna's Market  
2328 S Park St • Agent: Mariam Maldonado  
Class A Beer, Class A Liquor  
Police Sector 309 (District 14)

Notes:

Sponsors:

Effective Date:

Attachments: LICLIA-2025-00927 App.pdf, LICLIA-2025-00927  
Floor Plan.pdf, 2328 S Park St map.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	10/22/2025	Referred for Introduction				
	Action Text:	This License was Referred for Introduction					
	Notes:	Alcohol License Review Committee- Public Hearing (11/19/25), Common Council (12/9/25)					
1	COMMON COUNCIL	10/28/2025	Refer For Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
	Action Text:	A motion was made by Vidaver, seconded by Govindarajan, to Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.					
1	ALCOHOL LICENSE REVIEW COMMITTEE	11/19/2025	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING	ALCOHOL LICENSE REVIEW COMMITTEE			Pass

**Action Text:** A motion was made by Klemons, seconded by Farley, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

One registration in support.

**Notes:** Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)

2 COMMON COUNCIL	12/09/2025	Re-refer for Recessed Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
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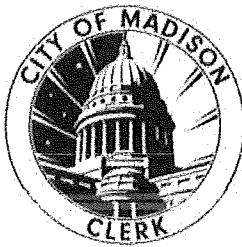
**Action Text:** A motion was made by Vidaver, seconded by Govindarajan, to Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

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### **Text of Legislative File 90560**

#### **Title**

Public Hearing - New License  
Luna's Market LLC • dba Luna's Market  
2328 S Park St • Agent: Mariam Maldonado  
Class A Beer, Class A Liquor  
Police Sector 309 (District 14)



# Liquor/Beer License Application

(Agenda Item Number)

(Legistar file number)

LCLIA-2025-00927

(License number)

14

(Alder District #)

C-309

(Police Sector)

Office Use Only

Class A:  Beer,  Liquor,  Cider

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

Class B:  Beer,  Liquor,  
 Class C Wine

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

## Section A – Applicant

1. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

*Luna's Market*

2. Trade Name (doing business as) *Luna's Market*
3. Address to be licensed *2328 S Park Street, Madison WI 53718*
4. Mailing address *2810 Red Arrow Trl Madison WI 53718*
5. Anticipated opening date *10/15/2025*
6. Is the applicant an employee or agent of, or acting on behalf of anyone except the applicant named in question 1?  
 No  Yes (explain)  
*Orace bys Nury Luna*
7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

*Back of the store, coolers, towards the front behind the customer service counter.*

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: N/A Outdoor: N/A

10. Describe existing parking and how parking lot is to be monitored.

The parking is in a plaza, The plaza has their own security

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No  Yes, license issued to \_\_\_\_\_ (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Mariam Maldonado

13. City, state in which agent resides Fitchburg WI

14. How long has the agent continuously resided in the State of Wisconsin? 20 years

15. Has the liquor license agent completed the responsible beverage server training course?

— No, but will complete prior to ALRC meeting  Yes, date completed \_\_\_\_\_

16. State and date of registration of corporation, nonprofit organization, or LLC.

8/30/23

17. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Owner	Mariam Maldonado	Fitchburg WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

N/A

19. Is applicant a subsidiary of any other corporation or LLC?

No  Yes (explain) Jana's Groceries LLC

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No  Yes (explain) \_\_\_\_\_

## Section D—Business Plan

21. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store

Convenience Store without gas pumps  Convenience Store with gas pumps

Other \_\_\_\_\_

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  No  Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00

## Section E—Consumption on Premises

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. N/A

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
 \_\_\_\_\_ % Alcohol    \_\_\_\_\_ % Food    \_\_\_\_\_ % Other  
 If applicable, describe "Other": N/A  
 Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No  Yes—what kind? N/A

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes

31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes

32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes

33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes

34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes

35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes

36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  
 No  Yes

#### **Section G—Information for Clerk's Office**

37. This application is for the license period ending June 30, 2025.

38. State Seller's Permit 4 5 6 - 10 32148854-02

39. Federal Employer Identification Number 33-3735526

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Mariam moldenado

Business phone 608 698 6107 Business e-mail address mariam30linasgroceries.com

Preferred language English

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: \_\_\_\_\_)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: \_\_\_\_\_

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name N/A

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

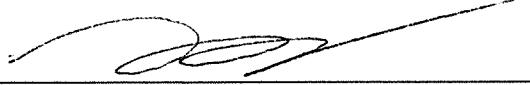
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),  
 Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,  
 Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

**Penalty for materially false application information:** Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

9/25/25

(Date)

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

<input type="checkbox"/> WI Seller's Permit Certificate , (matching articles of incorporation)	<input type="checkbox"/> Background investigation form(s) , <input type="checkbox"/> Form for surrender of previous license	<input type="checkbox"/> Floor Plans , <input type="checkbox"/> Lease ,
<input type="checkbox"/> FEIN ,	<input type="checkbox"/> *Articles of Incorporation , <input type="checkbox"/> *Appointment of Agent ,	<input type="checkbox"/> Business Plan
<input type="checkbox"/> Written description of premises ,	<input type="checkbox"/> * Corporation/LLC only	<input type="checkbox"/> **Sample Menu ** Class B only

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

Orange sign     Orange business card  
 "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

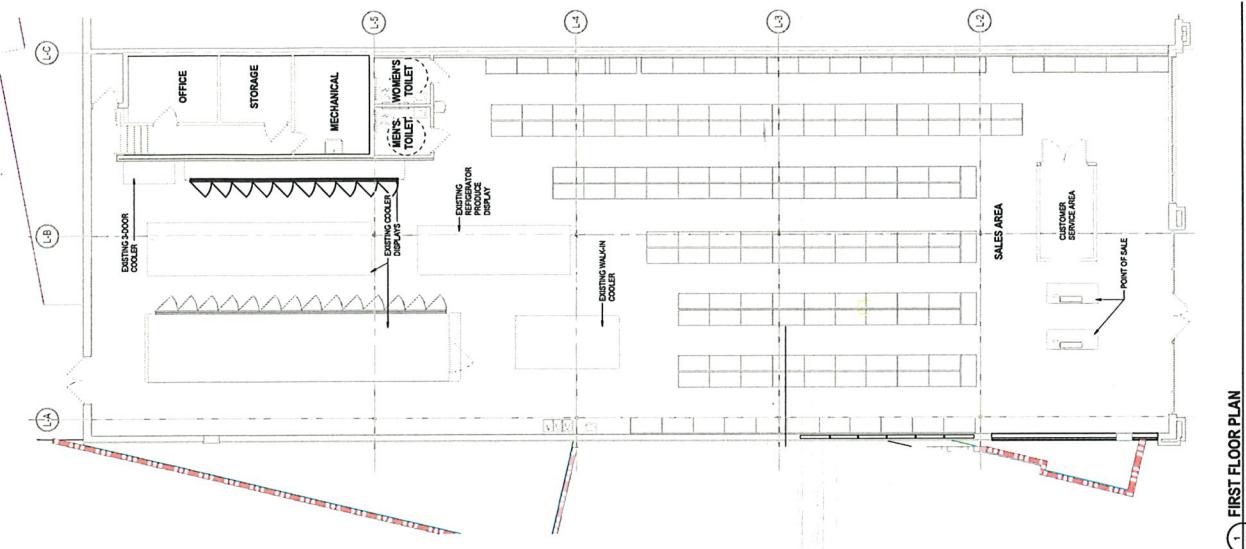
Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_



STRANG

ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN  
MADISON WI | WALKERSCHA  
W

MAGSCH, W. | MAURER, W.



**FIRST FLOOR PLAN**  
1 A201b SCALE: 1/8" = 1'-0"

# November 2025 ALRC New License

Class A Licenses.csv



All items

Class B Licenses.csv



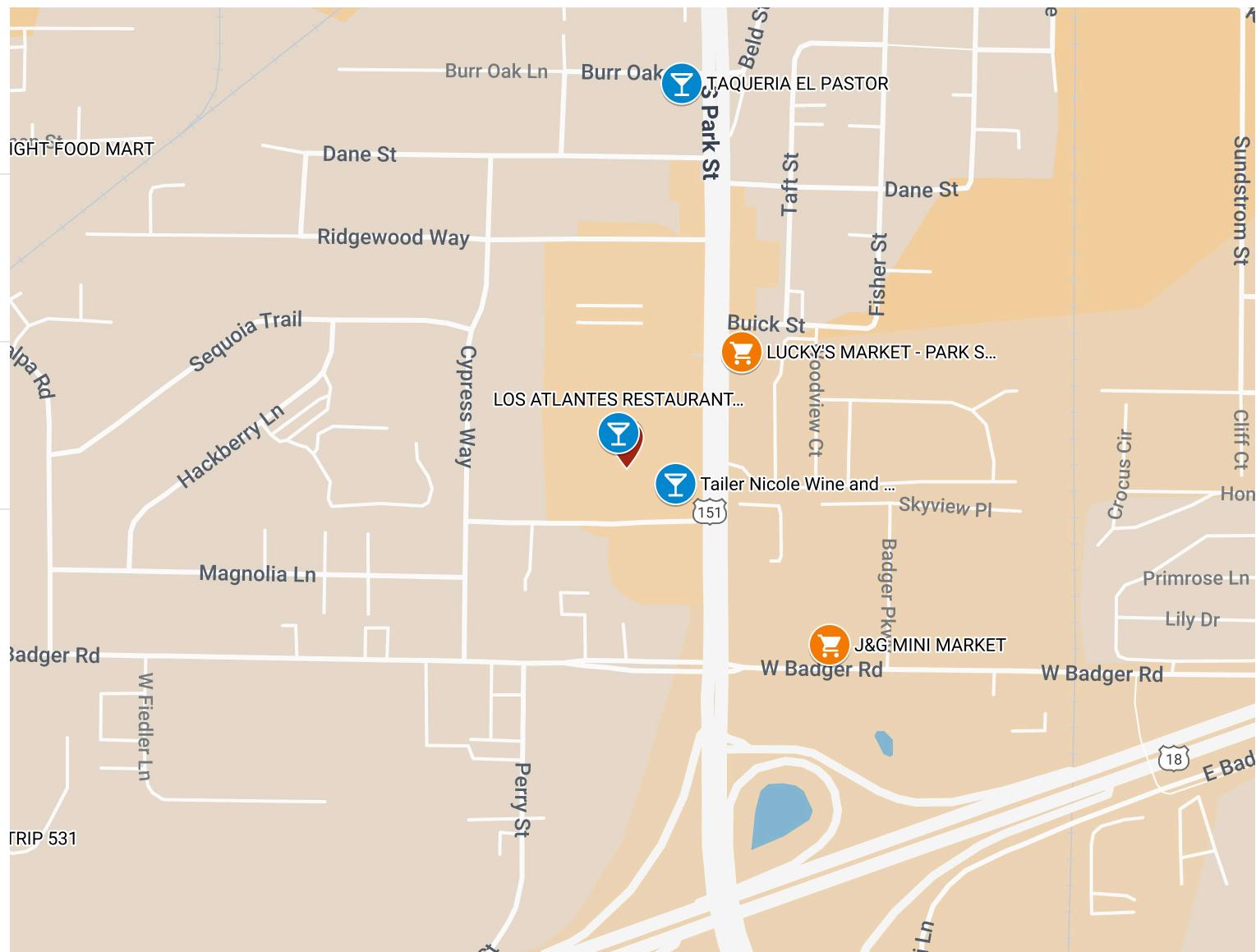
All items

New Licenses.xlsx



All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 90561

File ID: 90561	File Type: License	Status: Recessed Public Hearing
Version: 1	Reference:	Controlling Body: ALCOHOL LICENSE REVIEW COMMITTEE
File Created Date : 10/22/2025		
File Name:	Final Action:	
<p>Title: Public Hearing - New License Madcity Lodging LLC • dba Sleep Inn/MainStay 4802 Tradewinds Pkwy • Agent: Bhavin Patel Estimated Capacity (in/out): 100/15 Class B Beer • 1% alcohol, 99% food Police Sector 620 (District 16)</p>		

### Notes:

Sponsors:	Effective Date:
Attachments: LICLIB-2025-00945 App.pdf, LICLIB-2025-00945 Floor Plan.pdf, 4802 Tradewinds Pkwy map.pdf	Enactment Number:
Author:	Hearing Date:
Entered by: jverbick@cityofmadison.com	Published Date:

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	10/22/2025	Referred for Introduction				
	Action Text:	This License was Referred for Introduction					
	Notes:	Alcohol License Review Committee- Public Hearing (11/19/25), Common Council (12/9/25)					
1	COMMON COUNCIL	10/28/2025	Refer For Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
	Action Text:	A motion was made by Vidaver, seconded by Govindarajan, to Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.					
1	ALCOHOL LICENSE REVIEW COMMITTEE	11/19/2025	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING	ALCOHOL LICENSE REVIEW COMMITTEE			Pass

**Action Text:** A motion was made by Farley, seconded by Verveer, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

One registration in support.

**Notes:** Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)

1	COMMON COUNCIL	12/09/2025	Re-refer for Recessed Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
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**Action Text:** A motion was made by Vidaver, seconded by Govindarajan, to Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

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### **Text of Legislative File 90561**

#### **Title**

Public Hearing - New License

Madcity Lodging LLC • dba Sleep Inn/MainStay

4802 Tradewinds Pkwy • Agent: Bhavin Patel

Estimated Capacity (in/out): 100/15

Class B Beer • 1% alcohol, 99% food

Police Sector 620 (District 16)



# Liquor/Beer License Application

(Agenda Item Number)

(Legistar file number)

LICLIB 2025 00945

(License number)

16

(Alder District #)

620

(Police Sector)

Office Use Only

Class A:  Beer,  Liquor,  Cider

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

Class B:  Beer,  Liquor,

Class C Wine

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

## Section A – Applicant

1. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

Madcity Lodging LLC

2. Trade Name (doing business as) Sleep Inn/MainStay
3. Address to be licensed 4802 Tradewinds Pkwy, Madison, WI. 53718
4. Mailing address 4802 Tradewinds Pkwy, Madison, WI. 53718
5. Anticipated opening date \_\_\_\_\_
6. Is the applicant an employee or agent of, or acting on behalf of anyone except the applicant named in question 1?  No  Yes (explain)
7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Our Sleep Inn/MainStay is a 157 room hotel located on the southeast corner of Madison. The only are used for sales is our lobby and common breakfast room. All purchases must be made at our front desk. There is a small patio area next to our breakfast room.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):

Indoor: 40 100      Outdoor: 15

10. Describe existing parking and how parking lot is to be monitored.

Our beverages will only be available for sale to our in house guests.

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No    Yes, license issued to \_\_\_\_\_ (name of licensee)

### **Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Bhavin Patel

13. City, state in which agent resides Oregon, WI

14. How long has the agent continuously resided in the State of Wisconsin? 20 years

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting    Yes, date completed 11/23/2023

16. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin/July 2023

17. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Member	Bhavin Patel	Oregon, WI
Member	Jagdish Patel	Waunakee, WI
Member	Hitendra Patel	Janesville, WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Bhavin Patel

19. Is applicant a subsidiary of any other corporation or LLC?

No    Yes (explain) \_\_\_\_\_

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No    Yes (explain) \_\_\_\_\_

## Section D—Business Plan

21. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store

Convenience Store without gas pumps  Convenience Store with gas pumps

Other Hotel

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  No  Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
-	-	-	-	-	-	-
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

## Section E—Consumption on Premises

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. \_\_\_\_\_

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

1% % Alcohol        % Food 99% % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown?  No  Yes  
You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes

31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes

32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes

33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes

34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes

35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes

36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

## Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 2026.

38. State Seller's Permit 4 5 6 - 1 0 3 1 4 4 9 5 5 5 - 0 2

39. Federal Employer Identification Number 93-2125698

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Bhavin Patel  
 Business phone 608-695-8450 Business e-mail address BobPatel@branchhotelmanagement.com  
 Preferred language English

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: \_\_\_\_\_)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: \_\_\_\_\_

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

**Penalty for materially false application information:** Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.



(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

11/14/2024

(Date)

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

<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input checked="" type="checkbox"/> Background investigation form(s)	<input type="checkbox"/> Floor Plans
<input checked="" type="checkbox"/> FEIN	<input type="checkbox"/> Form for surrender of previous license	<input type="checkbox"/> Lease
<input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Business Plan
	<input type="checkbox"/> *Appointment of Agent	<input type="checkbox"/> **Sample Menu
	* Corporation/LLC only	** Class B only

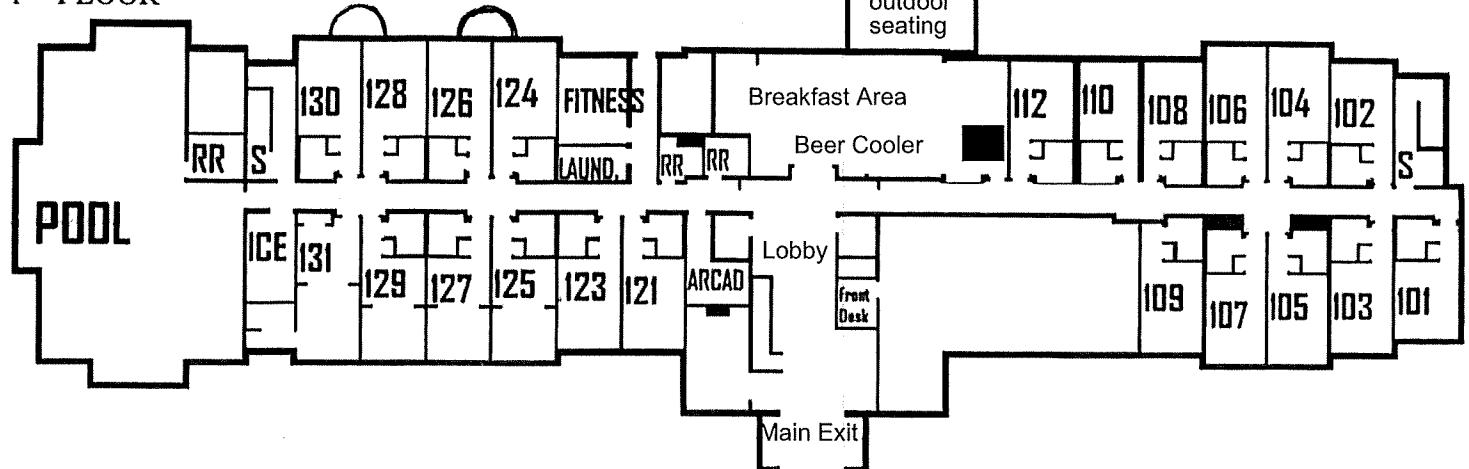
#### Upon Application Submission, the Clerk's Office issued to the application:

- Orange sign  Orange business card
- "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_

1<sup>ST</sup> FLOOR

# November 2025 ALRC New License

Class A Licenses.csv



All items

Class B Licenses.csv



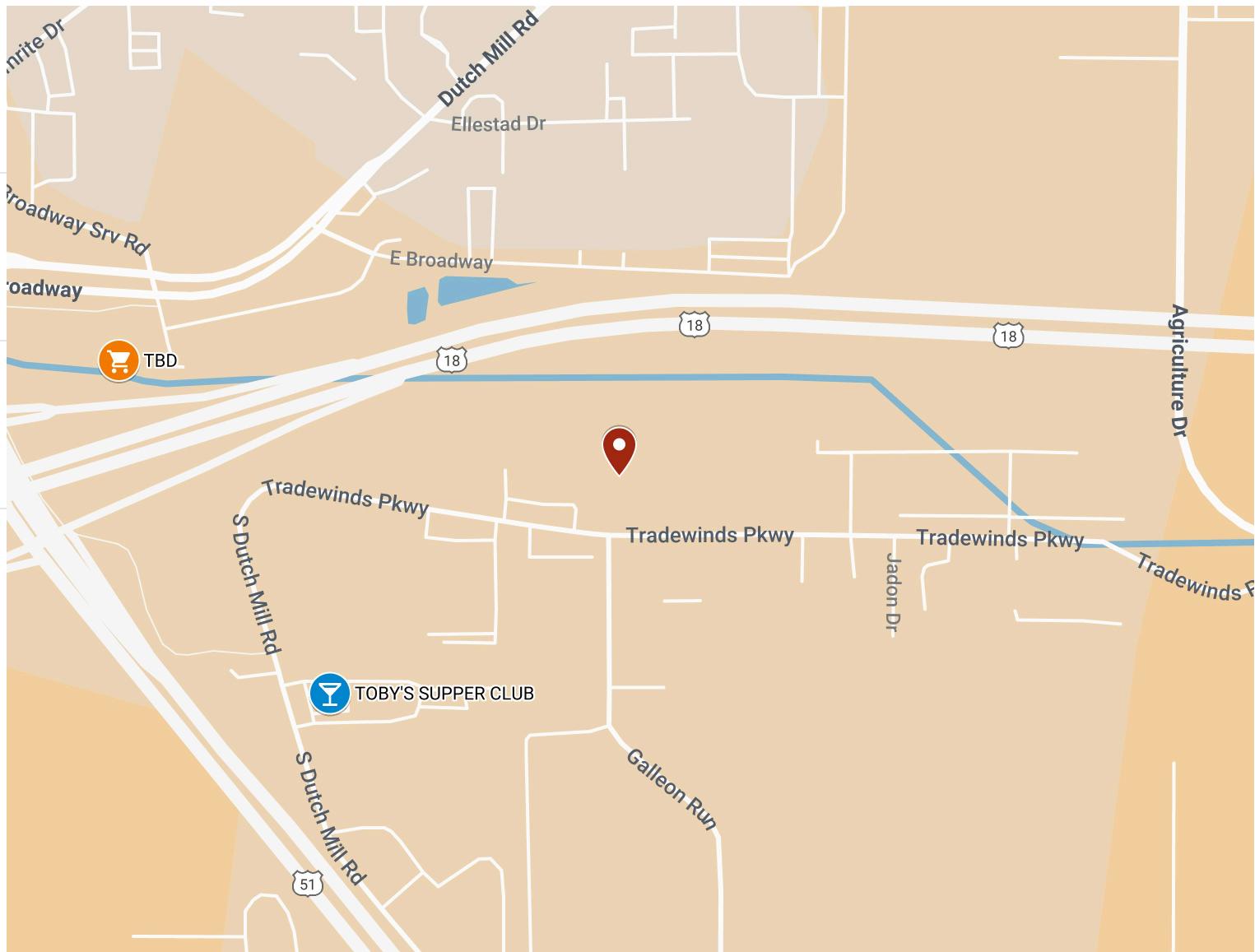
All items

New Licenses.xlsx



All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91035

File ID: 91035	File Type: License	Status: Public Hearing
Version: 1	Reference:	Controlling Body: ALCOHOL LICENSE REVIEW COMMITTEE
<b>File Created Date :</b> 11/25/2025		
<b>File Name:</b>		<b>Final Action:</b>
<div style="border: 1px solid black; padding: 10px;"><p><b>Title:</b> Public Hearing - New License Veil and Vault LLC • dba Veil and Vault 325 E Wilson St • Agent: Ace McCarty Estimated Capacity (in/out): 67/0 Class B Combination Liquor &amp; Beer • 65% alcohol, 35% food Police Sector 405 (District 4)</p></div>		

**Notes:**

<b>Sponsors:</b>	<b>Effective Date:</b>
<b>Attachments:</b> LICLIB-2025-01000 App.pdf, LICLIB-2025-01000 Supplemental.pdf, 325 E Wilson St map.pdf	<b>Enactment Number:</b>
<b>Author:</b>	<b>Hearing Date:</b>
<b>Entered by:</b> jverbick@cityofmadison.com	<b>Published Date:</b>

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
			Action Text: This License was Referred for Introduction Notes: Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)				
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
			Action Text: This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE				

## Text of Legislative File 91035

**Title**

Public Hearing - New License  
Veil and Vault LLC • dba Veil and Vault  
325 E Wilson St • Agent: Ace McCarty  
Estimated Capacity (in/out): 67/0

Class B Combination Liquor & Beer • 65% alcohol, 35% food  
Police Sector 405 (District 4)



# Liquor/Beer License Application

100

(Agenda Item Number)

(Legistar file number)

LICLIB-2025-01000

(License number)

4

(Alder District #)

405

(Police Sector)

Office Use Only

Class A:  Beer,  Liquor,  CiderCity of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703Class B:  Beer,  Liquor,licensing@cityofmadison.com  
608-266-4601 Class C Wine

## Section A – Applicant

1. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

Veil and Vault LLC

2. Trade Name (doing business as) Veil and Vault

3. Address to be licensed 325 E Wilson St, Madison WI, 53703

4. Mailing address 325 E Wilson St, Madison WI, 53703

5. Anticipated opening date 03-28-26

6. Is the applicant an employee or agent of, or acting on behalf of anyone except the applicant named in question 1?

No  Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Veil and Vault is a speakeasy nestled inside The Historic Saddlery Building.  
There will be NO outdoor space and approximately 1500 sq. ft. comprised of 40  
seats, with additional 15 seats in a private room. Alcohol is stored in prep room  
in kitchen area. It is served at the bar and table service. There will be a back bar area.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):

Indoor: 67      Outdoor: 0

10. Describe existing parking and how parking lot is to be monitored.

PUBLIC PARKING, STREET + RAMP

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No     Yes, license issued to \_\_\_\_\_ (name of licensee)

### **Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent ACE MCCARTY

13. City, state in which agent resides SUN PRAIRIE, WISCONSIN

14. How long has the agent continuously resided in the State of Wisconsin? 10 years

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting     Yes, date completed 2022 / <sup>active</sup> <sub>operator</sub> <sub>license</sub>

16. State and date of registration of corporation, nonprofit organization, or LLC.

WISCONSIN, 9-24-24

17. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Owner	Courtney MCCARTY	SUN PRAIRIE, WISCONSIN
Owner	DANIEL HENRY	PHILADELPHIA, PENNSYLVANIA
Owner	ACE MCCARTY	SUN PRAIRIE, W.I.

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

ACE MCCARTY

19. Is applicant a subsidiary of any other corporation or LLC?

No     Yes (explain) \_\_\_\_\_

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No     Yes (explain) I own part of NITRO LLC, Courtney owns the other part

## Section D—Business Plan

21. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store

Convenience Store without gas pumps  Convenience Store with gas pumps

Other \_\_\_\_\_

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  No  Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
-	-	-	-	4 - PM	4 - PM	4 - PM
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	1 - 9 AM	1 - 9 AM	1 - 9 AM

## Section E—Consumption on Premises

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. Food - Light Bites

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
65 % Alcohol 35 % Food        % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes

31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes

32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes

33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes

34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes

35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes

36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

### **Section G—Information for Clerk's Office**

37. This application is for the license period ending June 30, 2026.

38. State Seller's Permit 4 5 6 - 1 0 3 2 1 8 8 1 7 0 - 0 4

39. Federal Employer Identification Number 99-5142381

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Courtney McCarty

Business phone 608-553-2316 Business e-mail address Courtney@TheNithOLounge.com

Preferred language English

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: \_\_\_\_\_)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: \_\_\_\_\_

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

**Penalty for materially false application information:** Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

11-5-25

(Date)

<b>Clerk's Office checklist for complete applications</b>		
<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input checked="" type="checkbox"/> Background investigation form(s)	<input checked="" type="checkbox"/> Floor Plans
<input checked="" type="checkbox"/> FEIN	<input checked="" type="checkbox"/> Form for surrender of previous license	<input checked="" type="checkbox"/> Lease
<input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> *Articles of Incorporation	<input checked="" type="checkbox"/> Business Plan
	<input checked="" type="checkbox"/> *Appointment of Agent	<input checked="" type="checkbox"/> **Sample Menu
	<input checked="" type="checkbox"/> * Corporation/LLC only	
		** Class B only

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

- Orange sign     Orange business card
- "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

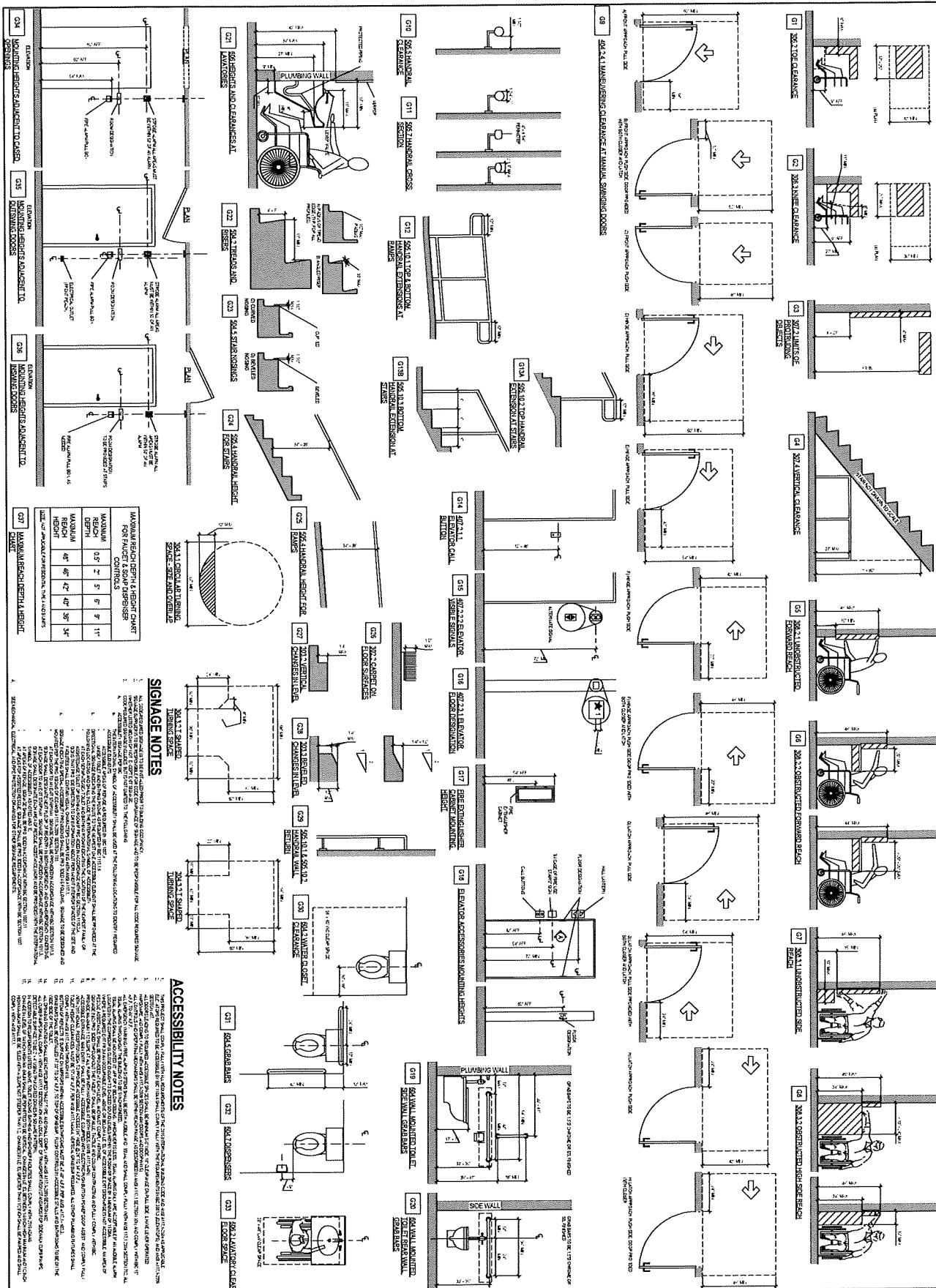
Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_







G002

**ANGUS-YOUNG**  
 ARCHITECTS/ENGINEERS  
 Janesville • Madison • Rockford

VEIL &amp; VAULT LLC

VEIL & VAULT INTERIOR  
BUILDOUT305 E. WIS. ST.  
MADISON, WI 53703

DRAWN BY: JAD

APPROVED BY: JAD

REVIEWED BY: JAD

FOR CONSTRUCTION: JAD

PRINTED BY: JAD

DATE: 07/20/2023

JOB NUMBER: 81220

PROJECT NUMBER: 81220

DRAWN BY: JAD

E&amp;B

TYPICAL MOUNTING HEIGHTS

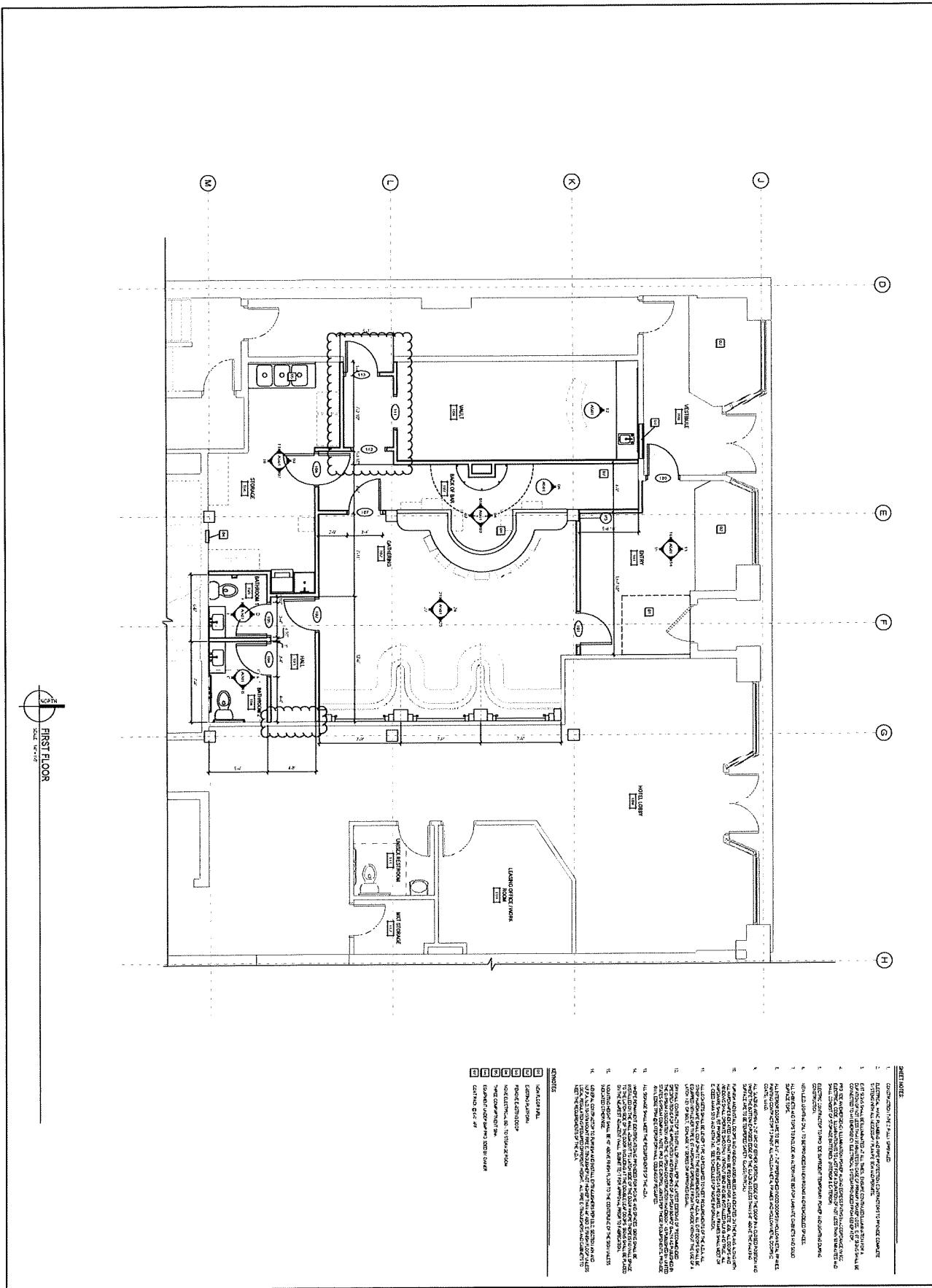
AND AD STANDARDS FOR

REFERENCE ONLY

ANGUS YOUNG ASSOCIATES, INC.

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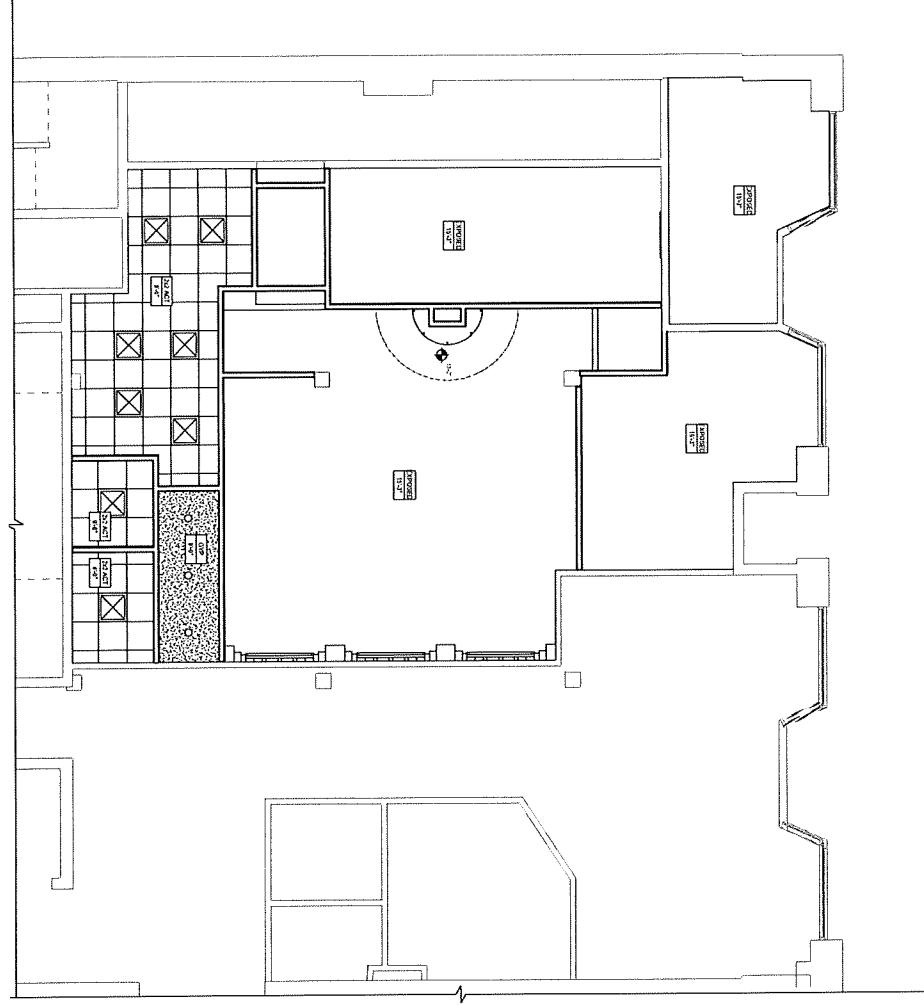




A101

PROJECT NUMBER  
81220  
APPROVED BY  
JAD  
REVIEWED BY  
JAD  
DRAWN BY  
EJB  
FIRST FLOOR PLAN

ITEM	NO. IN SCHEDULE	DESCRIPTION	DATE ENTERED
11	CONSTRUCTION		
12	DECOMMISSIONING		
13	DECOMMISSIONING PLANNING		
14	DECOMMISSIONING		



FIRST FLOOR REFLECTED CEILING PLAN

## NET NOTES

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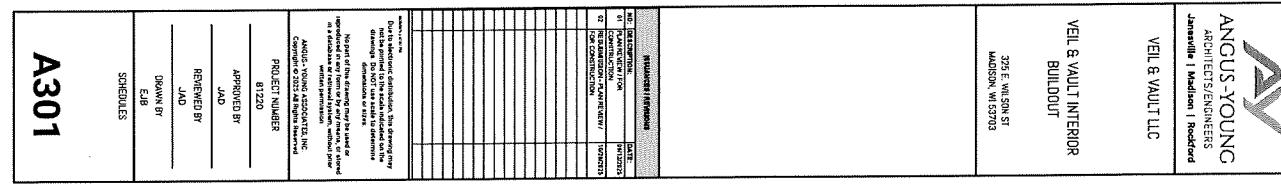
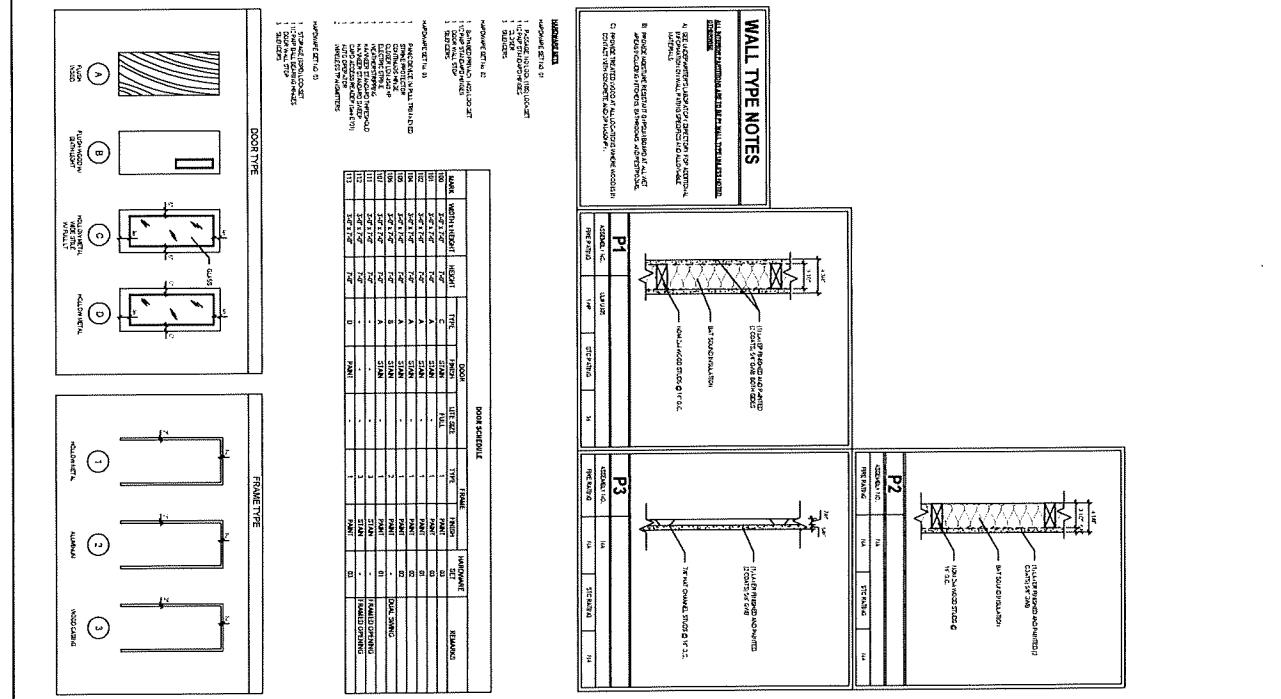
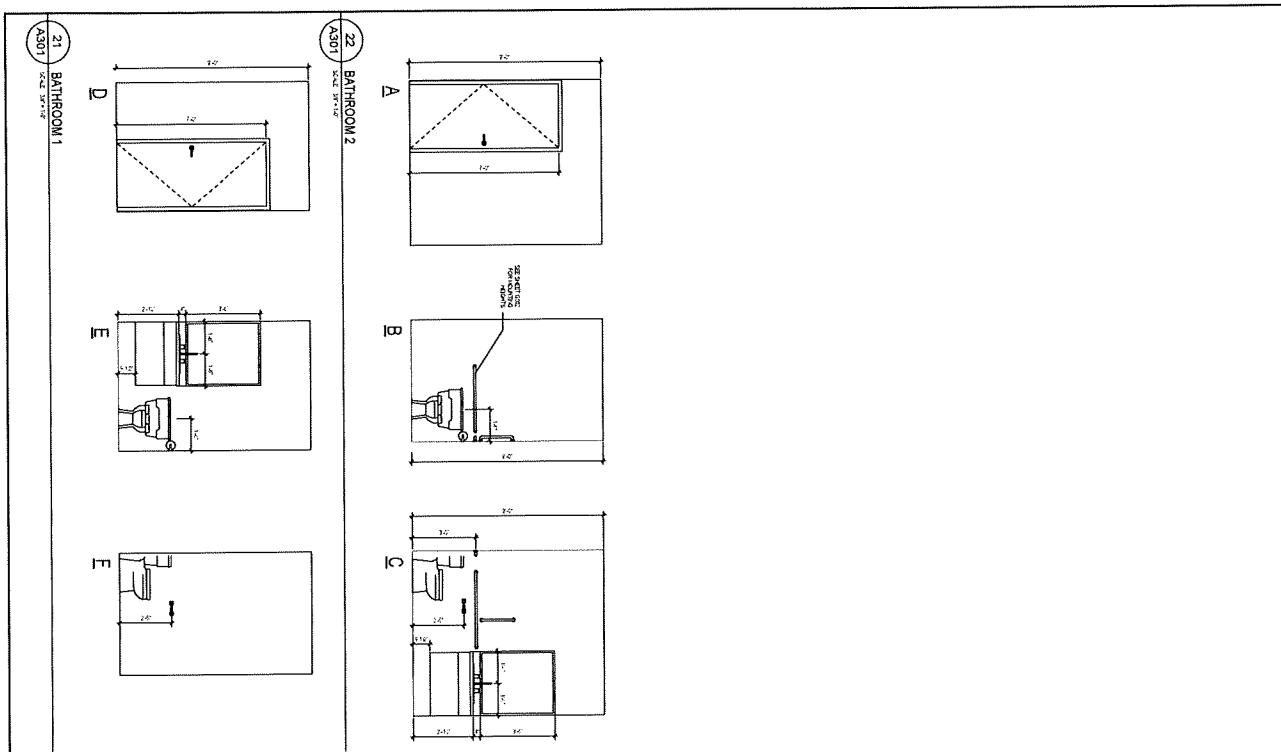
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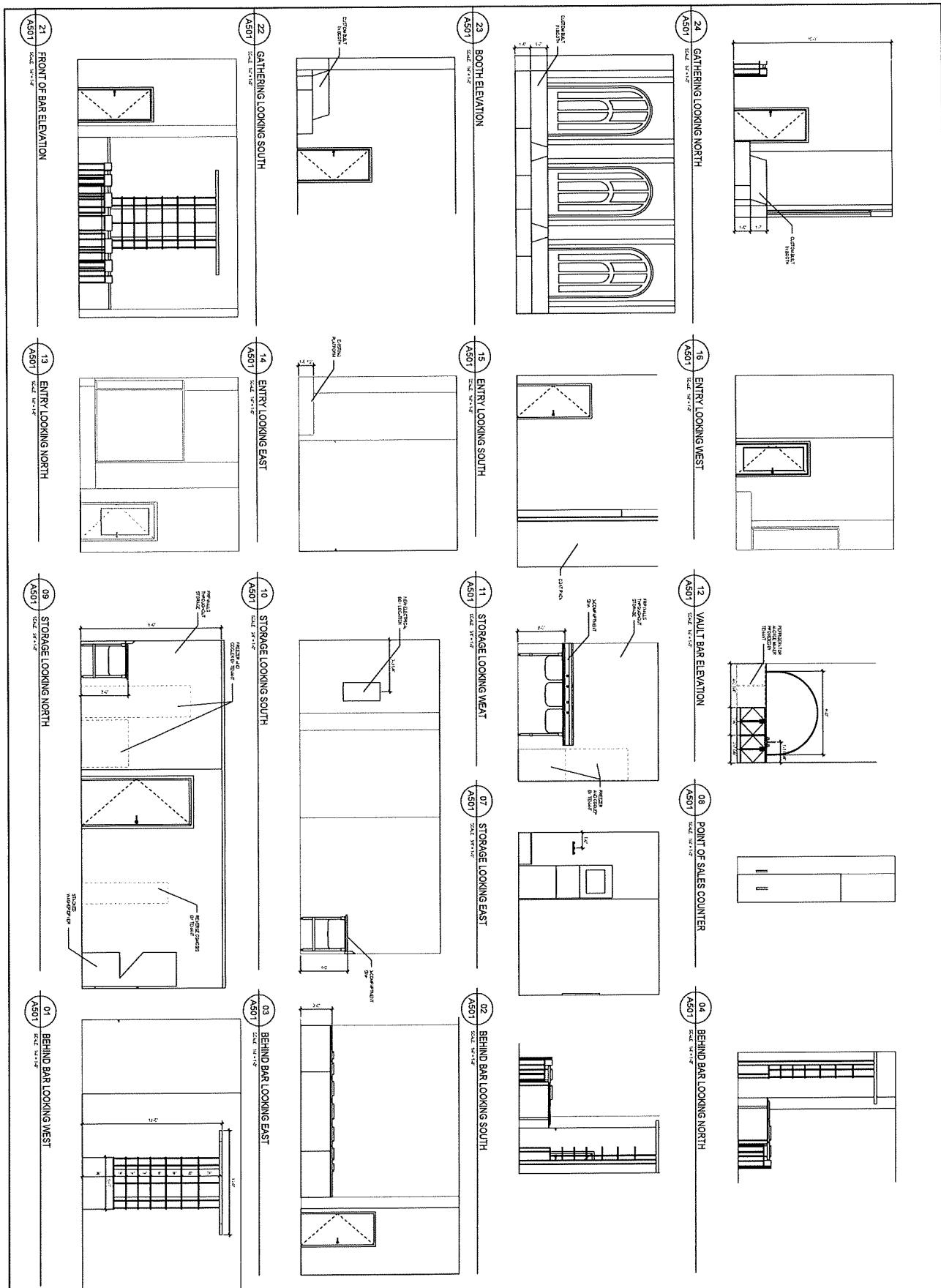
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ANGUS-YOUNG ARCHITECTS/ENGINEERS Janesville, WI / Madison, Rockford	
VEIL & VAULT LLC 205 E. WIS. 51 MADISON, WI 53703	
<p>VEIL &amp; VAULT INTERIOR BUILDOUT</p> <p>VEIL &amp; VAULT LLC</p>	
<p>Angus Young Associates, Inc. Copyright © 2022 AY. All rights reserved.</p> <p>PROJECT NUMBER: 81220 APPROVED BY: JAD REVIEWED BY: JAD DRAWN BY: EAB INTERIOR ELEVATIONS</p>	

# VEIL & VAULT

## SIGNATURE CLASSIC COCKTAILS

### WHISKEY & BOURBON

**BOULEVARDIER** \$15

Bourbon • Campari • Sweet Vermouth *A rich, spirit-forward classic*

**PAPER PLANE** \$16

Bourbon • Aperol • Amaro Nomino • Lemon

**GOLD RUSH** \$14

Rye • Cognac • Sweet Vermouth *Bright clean, and quietly powerful*

**VIEUX CARRE** \$16

New Orleanians tradition with layers of *spice*, warmth, and charm

### GIN CLASSICS

**LAST WORD** \$16

Gin • Green Chartreuse • Maraschino • Lime *Equal parts balance —*

**BEE'S KNEES** \$14

Prohibition favorite, elegant in its simplicity *and natural sweetness*

**CORPSE REVIVER NO. 2** \$15

Zesty, bright, and perfectly calibrated — *the ultimate pre-dinner cocktail*

**AVIATION** \$15

Floral and sophisticated, with notes of cherry blossom and citrus

### ELEGANT & OTHER SPIRITS

**SIDECAR** \$15

Elegant and tart — a timeless blend of citrus and warmth

**PISCO SOUR** \$14

Silky and aromatic with a creamy citrus lift

## Company Description

### **A. Ownership Information**

Veil and Vault LLC is owned by Ace McCarty, Courtney McCarty and Dan Hamm. This limited liability corporation will be formed independently of Nitro, LLC to ensure both financial and operational separation of existing and future business owned by the McCarty's and any potential stakeholders.

### **B. Mission Statement**

*"Transcend the ordinary"*

At Veil and Vault, every cocktail is a masterpiece, meticulously crafted with premium and local ingredients paired to innovative techniques which engage the senses and ignite the imagination. We are dedicated to providing an intimate, immersive atmosphere where the spirit of the Prohibition era is celebrated through sophistication, exclusivity, and a relentless pursuit of excellence.

### **C. The Vision**

Veil and Vault envisions establishing itself as a trailblazer within Madison, WI, by filling a notable void in the city's nightlife and culinary scene. As craft cocktails continue to rise in popularity across the United States, marking their presence in every major city with high-experience offerings, Madison remains a largely untapped market with only a handful of craft cocktail locations. Recognizing this gap, Veil and Vault aims to introduce an unparalleled speakeasy and high-experience craft cocktail lounge to the area. This endeavor is not just about serving exquisite drinks; it's about crafting an immersive experience that transports patrons to a bygone era of mystery and exclusivity, while showcasing the artistry and innovation behind each cocktail. Through Veil and Vault, we seek to bring a slice of the burgeoning national trend of speakeasies and high-quality craft cocktails to Madison, making it a destination for both connoisseurs and those looking to explore the rich, intricate world of mixology in a setting that feels both exclusive and welcoming.

### **D. Products and Services**

#### **Afternoon Operations**

As part of the operational planning for our speakeasy, the afternoon preparation routine has been meticulously structured to ensure a seamless transition into the evening's service, providing an unparalleled experience for our guests. This period is critical for setting the tone and ensuring operational excellence. It begins with the thorough setup of the bar, involving a detailed inventory check, strategic placement of liquors and mixers for efficient access, and polishing of glassware to ensure each piece sparkles under the dim, ambient lighting characteristic of our establishment. There will be a heavy focus on preparation of fresh goods for use in the menu items, such as syrups, tinctures, infusions, batched cocktails, and elaborate garnishments.

While bar and kitchen staff are engaged in prep and setup, our host will be stationed in the boutique storefront to engage with walk-in guests, selling and serving items such as macaroons, bottles of wine, and cocktail kits. This ensures the boutique operates as both a standalone retail experience and as a discreet gateway to the speakeasy, maintaining the sense of discovery for those who realize there is more hidden behind the walls.

### **Evening Operations**

Veil and Vault will serve curated craft cocktails designed hand-in-hand with leading industry experts. Veil and Vault qualifies to obtain a Class B Combination license from the City of Madison to serve Liquor, Beer, and Wine. Veil and Vault will employ two bartenders and two server/hostesses. Menus will change seasonally, and both alcoholic and non-alcoholic options will be offered. Hours of operation will be from Wednesday to Saturday. Hours 5pm to 1am.

### **Accompaniments**

Veil and Vault will feature a thoughtfully crafted small plates menu designed to complement and enhance the cocktails we serve. Guests can enjoy these elevated bites alongside a dedicated cocktail menu, offering a wide variety of creative craft cocktails to suit every palate.

Our food and drink program will be available during all days of operation, providing a consistent and elevated experience for every guest. Each visit will also include a complimentary non-alcoholic welcome drink, both included in the 2-drink minimum per person.

Veil and Vault will be hidden behind a boutique storefront, offering guests an added layer of intrigue and discovery in true speakeasy fashion. The boutique will sell thoughtfully curated items such as macaroons, bottles of wine, and cocktail kits to-go, serving both as a standalone retail space and a subtle entry point to the hidden lounge.

The Veil and Vault boutique will serve as both a revenue driver and brand extension, offering a curated selection of premium products that mirror the exclusivity of the speakeasy. The boutique will highlight signature macaroons, wines, and cocktail kits that allow guests to take a piece of the experience home while also acting as the discreet entry point to the lounge. This ensures a balance of retail revenue and guest intrigue, while reinforcing our identity as a lifestyle destination rather than just a bar. Complementing the retail program, the food menu will be carefully curated to pair seamlessly with cocktails, featuring rotating small plates and shareables designed in collaboration with local chefs and purveyors. This culinary focus provides guests with an elevated, holistic dining experience, increases average check size, and strengthens Veil and Vault's differentiation in a competitive market where most competitors remain food or beverage centric but rarely both.

### **E. Channels of Distribution**

Veil and Vault will operate as a direct-to-consumer speakeasy bar, offering an elevated craft cocktail experience designed to engage the senses and provide a must-try experience. Alongside our cocktails, we

# December 2025 ALRC New License

## Class A Licenses.csv



## All items

## Class B Licenses.csv



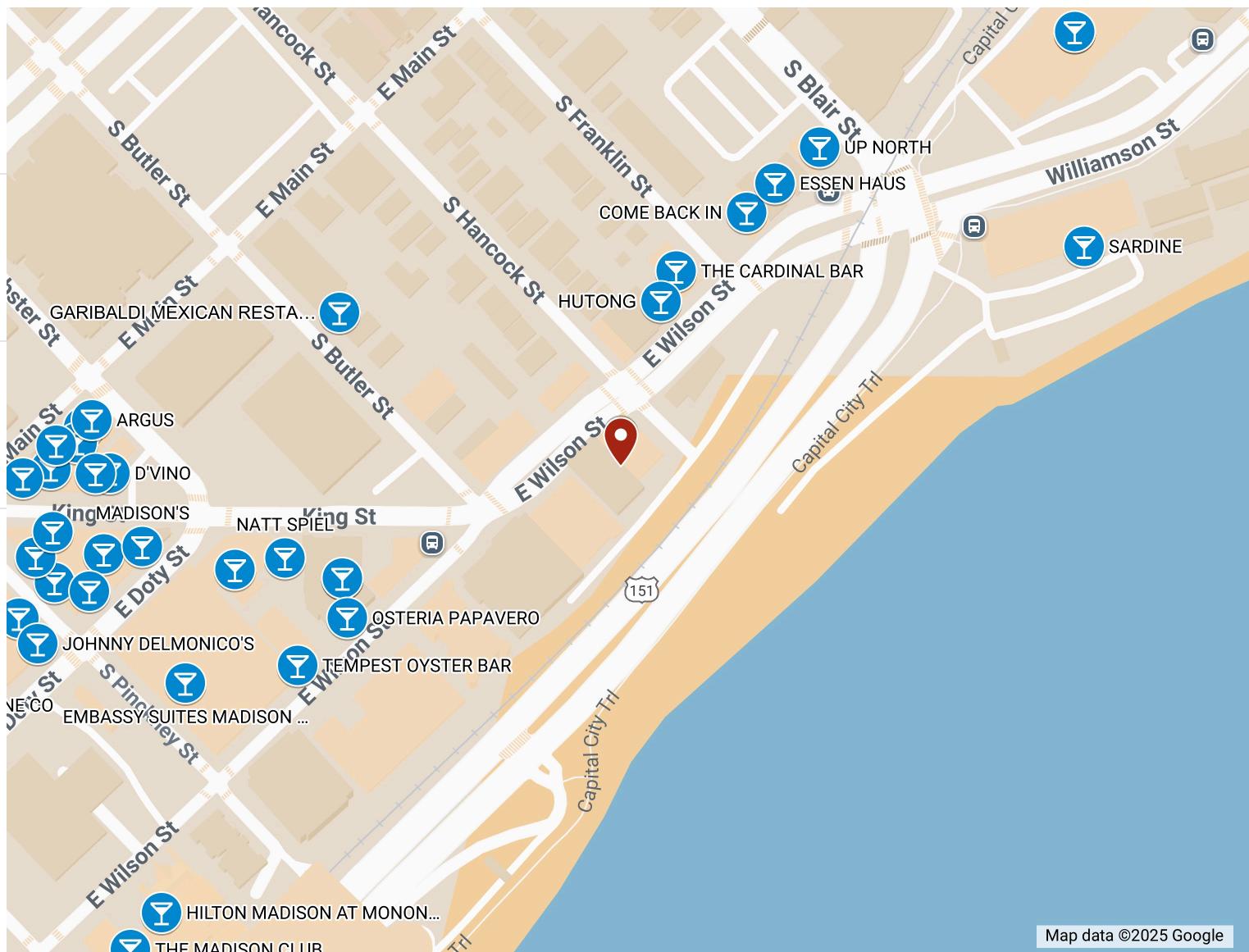
## All items

## New Licenses.xlsx



## All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91036

File ID: 91036

File Type: License

Status: Public Hearing

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 11/25/2025

File Name:

Final Action:

Title: Public Hearing - New License  
La Bonita LLC • dba La Bonita  
4915 Commercial Ave • Agent: Rodrigo Flores  
Estimated Capacity (in/out): 50/0  
Class B Beer • 25% alcohol, 50% food, 25% other  
Police Sector 609 (District 3)

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2025-01004 App.pdf, LICLIB-2025-01004  
Supplemental.pdf, 4915 Commercial Ave map.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
			Action Text: This License was Referred for Introduction Notes: Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)				
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
			Action Text: This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE				

## Text of Legislative File 91036

### Title

Public Hearing - New License  
La Bonita LLC • dba La Bonita  
4915 Commercial Ave • Agent: Rodrigo Flores  
Estimated Capacity (in/out): 50/0

Class B Beer • 25% alcohol, 50% food, 25% other  
Police Sector 609 (District 3)



# Liquor/Beer License Application

119

Class A:  Beer,  Liquor,  Cider

Class B:  Beer,  Liquor,  
 Class C Wine

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICL1B-2025-01004

(License number)

3

(Alder District #)

609

(Police Sector)

Office Use Only

## Section A – Applicant

1. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

La Bonita LLC

2. Trade Name (doing business as) La Bonita

3. Address to be licensed 4915 Comerical Ave Madison WI 53704

4. Mailing address

5. Anticipated opening date 3-10-21

6. Is the applicant an employee or agent of, or acting on behalf of anyone except the applicant named in question 1?

No  Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Alcohol will be stored in a cooler, Alcohol will be served at tables.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):

Indoor: 40 - 50      Outdoor: \_\_\_\_\_

10. Describe existing parking and how parking lot is to be monitored.

\_\_\_\_\_

\_\_\_\_\_

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No     Yes, license issued to \_\_\_\_\_ (name of licensee)

### **Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Rodrigo Flores

13. City, state in which agent resides Windsor, Wisconsin

14. How long has the agent continuously resided in the State of Wisconsin? 15 years

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting     Yes, date completed \_\_\_\_\_

16. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin, 5/12/21

17. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Owner	Rodrigo Flores	Windsor, WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Rodrigo Flores

19. Is applicant a subsidiary of any other corporation or LLC?

No     Yes (explain) \_\_\_\_\_

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No     Yes (explain) \_\_\_\_\_

## Section D—Business Plan

21. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store

Convenience Store without gas pumps  Convenience Store with gas pumps

Other \_\_\_\_\_

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  No  Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9 am - 9 pm	9 am - 9 pm	9 am - 9 pm	9 am - 9 pm	9 am - 9 pm	9 am - 9 pm	9 am - 9 pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

## Section E—Consumption on Premises

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. \_\_\_\_\_

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
25 % Alcohol 30 % Food 25 % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes

31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes

32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes

33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes

34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes

35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes

36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

### **Section G—Information for Clerk's Office**

37. This application is for the license period ending June 30, 20\_\_\_\_\_.  
 38. State Seller's Permit 4 5 6 - 1 0 3 2 2 0 6 2 3 6 - 0 4  
 39. Federal Employer Identification Number 80-0991004  
 40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Rodrigo flores  
 Business phone 608-358-6363 Business e-mail address rodrigo.flores194418@gmail.com  
 Preferred language Spanish

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: Spanish)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: Spanish

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

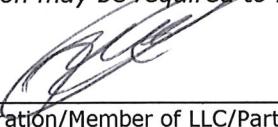
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

  
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

11-07-25  
(Date)

Clerk's Office checklist for complete applications		
<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input checked="" type="checkbox"/> Business Plan <input checked="" type="checkbox"/> **Sample Menu ** Class B only

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

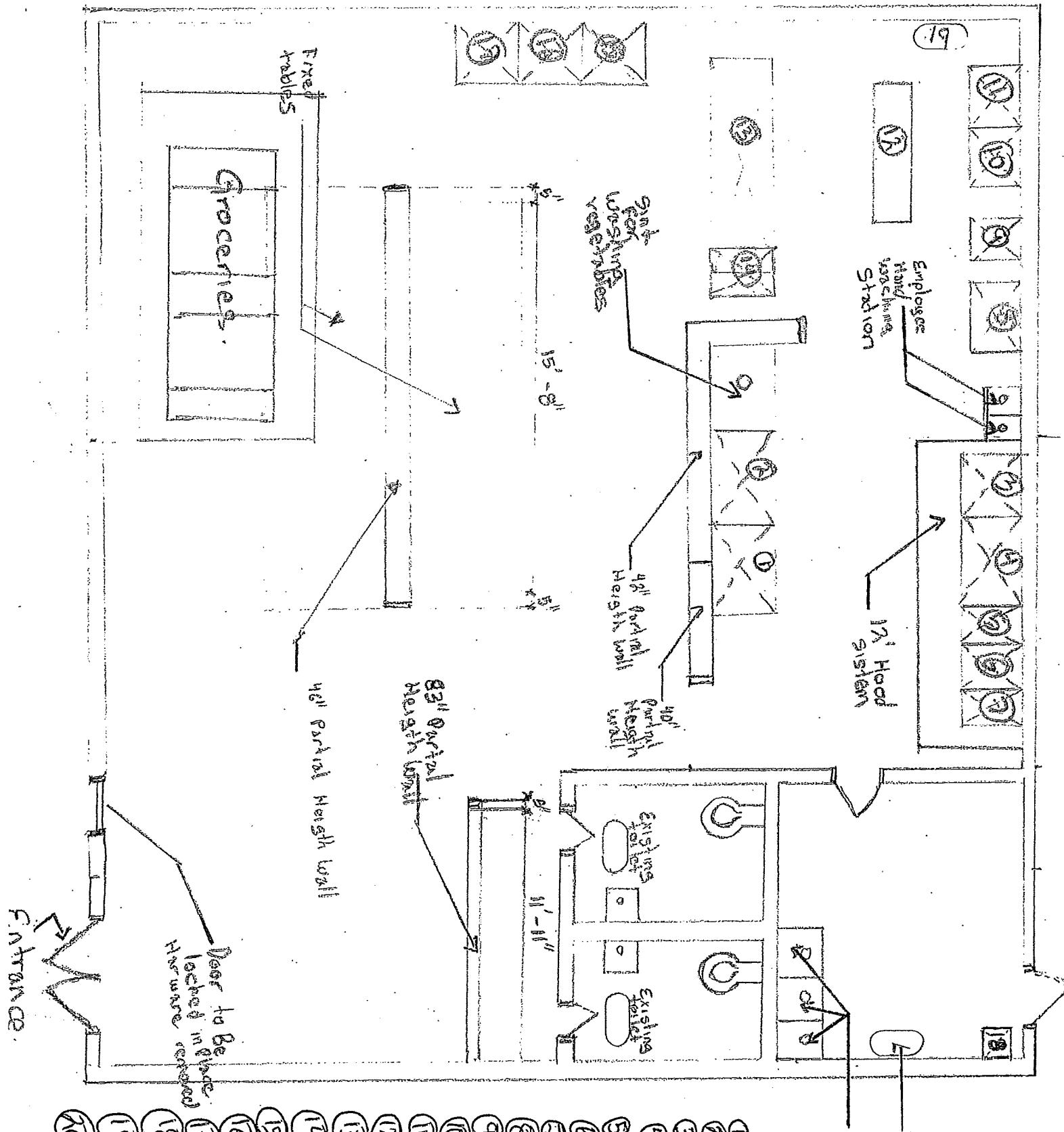
Orange sign  Orange business card

"Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office 11/17/25

Date of ALRC meeting 12/17/25 Date license granted by Common Council 11

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_



Equipment	sch
1 -	"48" Sandwich
2 -	Team table
3 -	4 Burner - R.
4 -	Grill 48" W
5 -	Fryer 15-1/2"
6 -	Pat Panos
7 -	Ice bin and
8 -	Meat Slicer
9 -	Alc 48x
10 -	Prog Table
11 -	Deli Meat
12 -	Passenger
13 -	
14 -	
15 -	
16 -	
17 -	
18 -	
19 -	
20 -	

## LA Bonita Bussines Plans

We sell a Mexican Food with Grocery  
stor and sell Beer Also

We open every day 9 to 9



# TAQUERIA LA BONITA

## BURRITOS

### PRICE

Asada (Steak)	7.99
Pollo (Chicken)	7.99
Pastor (Pork)	7.99
Campechano	7.99
(Combination of Meats)	7.99

## QUESADILLAS

### PRICE

Cheese Quesadilla	3.50
Pork & Ham Quesadilla	5.00
Meat Quesadilla	6.00
Sopes	3.50
Carne Asada	11.99
Chuleta Ahumada	10.99

## TORTAS

### PRICE

Milanesa de pollo (Breaded Chicken)	8.79
Milanesa de Res (Breaded Beef)	8.79
Pastor (Pork)	8.79
Jamon (Pork Ham)	7.99
Chorizo (Sausage)	7.99
Campechano	8.79
(Combination of Meats)	

## TACOS

### PRICE

Asada (Steak)	2.69
Pollo (Chicken)	2.69
Pastor (Pork)	2.69
Chorizo (Sausage)	2.59
Tripa (Beef Tripe)	2.89
Lengua (Beef Tongue)	2.89
Campechano	2.69
(Combination of Meats)	

## Sodas - Drinks



2.00



1.00



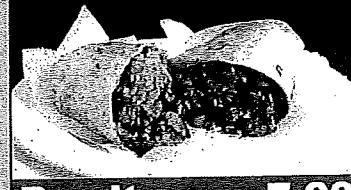
2.00



Tacos 2.89



Tortas 8.79



Burritos 7.99



Quesadillas 3.50



Sopes 3.50

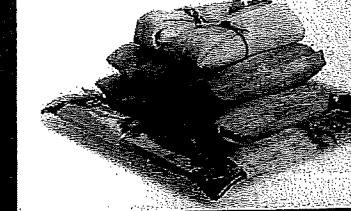


Huaraches 3.50

## Especiales de Fines de Semana

Fajitas Mixta 20.99

Tamales Docena 18.99



Barbacoa de Res	9.99
Barbacoa de Borrrego	13.99
Carnitas	7.99
Menudo	9.99

## Visitenos:

7 dias  
a la semana  
Lunes a Sabado  
10: a 8:00 PM  
Domingo

4915 Comercial Ave  
Madison Wi 53704  
(608) 283-9982

# December 2025 ALRC New License

Class A Licenses.csv



All items

Class B Licenses.csv



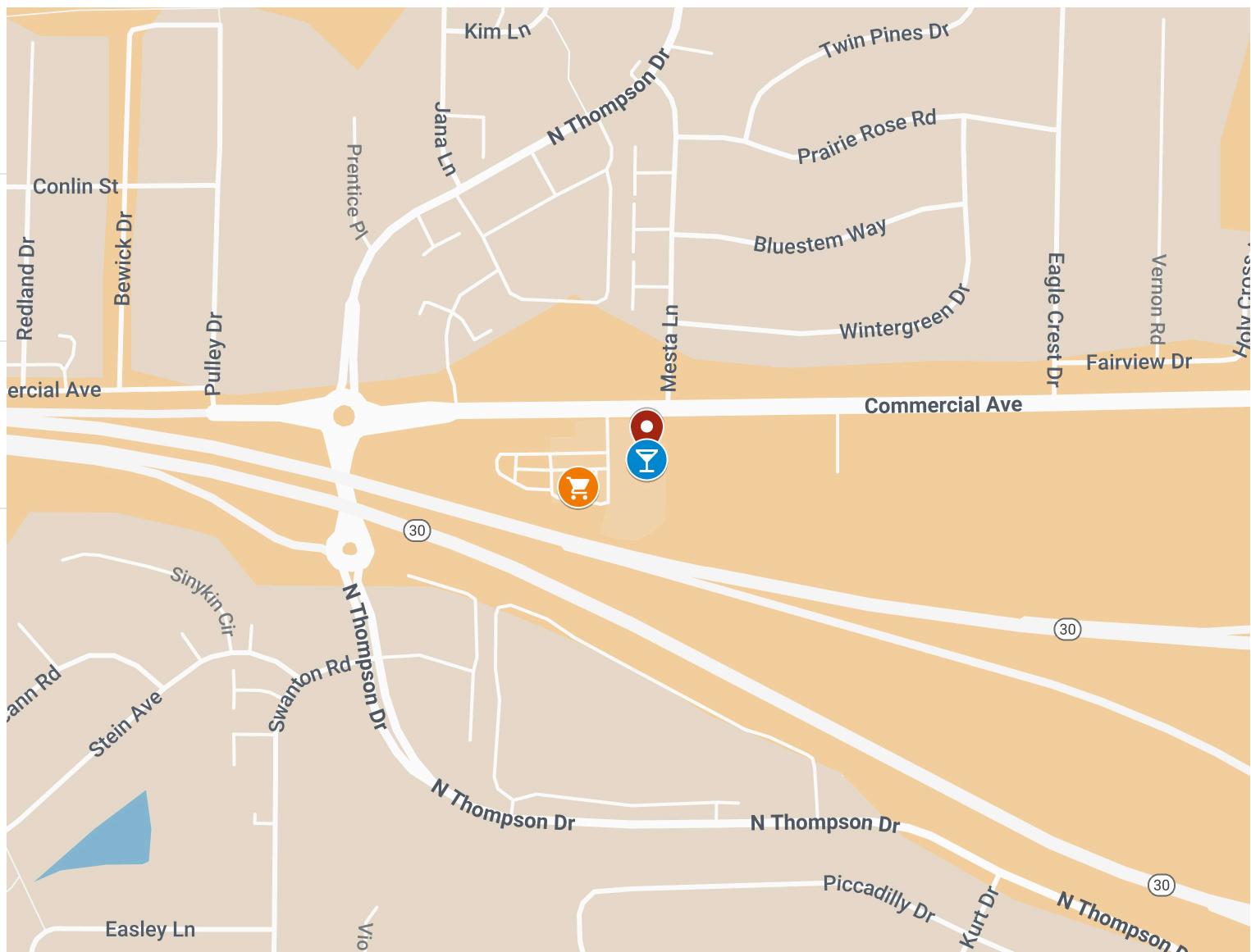
All items

New Licenses.xlsx



All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91037

File ID: 91037

File Type: License

Status: Public Hearing

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 11/25/2025

File Name:

Final Action:

Title: Public Hearing - New License  
La Bonita LLC • dba La Bonita  
5534 Eastpark Blvd • Agent: Rodrigo Flores  
Estimated Capacity (in/out): 50/0  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 520 (District 17)

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2025-01005 App.pdf, LICLIB-2025-01005  
Supplemental.pdf, 5534 Eastpark Blvd map.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

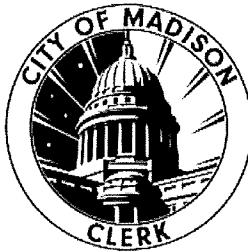
Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
			Action Text: This License was Referred for Introduction Notes: Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)				
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
			Action Text: This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE				

## Text of Legislative File 91037

### Title

Public Hearing - New License  
La Bonita LLC • dba La Bonita  
5534 Eastpark Blvd • Agent: Rodrigo Flores  
Estimated Capacity (in/out): 50/0

Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 520 (District 17)



# Liquor/Beer License Application

130

(Agenda Item Number)

(Legistar file number)

LICCB2025-01005

(License number)

17

(Alder District #)

520

(Police Sector)

Office Use Only

Class A:  Beer,  Liquor,  CiderCity of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703Class B:  Beer,  Liquor,licensing@cityofmadison.com  
608-266-4601 Class C Wine

## Section A – Applicant

1. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

Li Bonds LLC

2. Trade Name (doing business as) Li Bonds

3. Address to be licensed 5534 Eastpark Blvd, Madison, WI

4. Mailing address \_\_\_\_\_

5. Anticipated opening date 12-01-2025

6. Is the applicant an employee or agent of, or acting on behalf of anyone except the applicant named in question 1?

No  Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Alcohol will be stored in a cooler, Alcohol will be served at tables.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):

Indoor: 50      Outdoor: \_\_\_\_\_

10. Describe existing parking and how parking lot is to be monitored.

\_\_\_\_\_

\_\_\_\_\_

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No     Yes, license issued to \_\_\_\_\_ (name of licensee)

### **Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Rodrigo Flores

13. City, state in which agent resides Windsor Wisconsin

14. How long has the agent continuously resided in the State of Wisconsin? 15 years

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting     Yes, date completed \_\_\_\_\_

16. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin, 5-12-21

17. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Owner	Rodrigo Flores	Windsor WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Rodrigo Flores

19. Is applicant a subsidiary of any other corporation or LLC?

No     Yes (explain) \_\_\_\_\_

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No     Yes (explain) \_\_\_\_\_

## Section D—Business Plan

21. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store

Convenience Store without gas pumps  Convenience Store with gas pumps

Other \_\_\_\_\_

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  No  Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10 am - 9 pm	10 am - 9 pm	10 am - 9 pm	10 am - 9 pm	10 am - 9 pm	10 am - 9 pm	10 am - 9 pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

## Section E—Consumption on Premises

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. \_\_\_\_\_

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

30 % Alcohol 30 % Food 40 % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown?  No  Yes  
You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes

31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes

32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes

33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes

34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes

35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes

36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

### **Section G—Information for Clerk's Office**

37. This application is for the license period ending June 30, 20\_\_\_\_\_.  
 38. State Seller's Permit 4 5 6 - 1 0 3 2 2 0 6 2 3 6 - 0 4

39. Federal Employer Identification Number 80-0991004

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Rodrigo Flores  
 Business phone 608-358-0363 Business e-mail address rodrigo.flores194418@gmail.com  
 Preferred language Spanish

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: Spanish)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: Español

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

11-07-28

(Date)

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

<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license	<input type="checkbox"/> Floor Plans ✓
<input checked="" type="checkbox"/> FEIN	<input checked="" type="checkbox"/> *Articles of Incorporation	<input checked="" type="checkbox"/> Lease ✓
<input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> *Appointment of Agent  * Corporation/LLC only	<input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu ✓
		 ** Class B only

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

- Orange sign     Orange business card
- "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

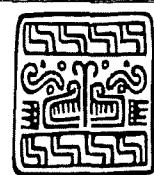
Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_

## LA Bonita Bussines Plans

We sell a Mexican Food with Grocery  
Star and Sell Beer Also

We open every day 9 to 9



# TAQUERIA LA BONITA

## BURRITOS

### PRICE

Asada (Steak)	7.99
Pollo (Chicken)	7.99
Pastor (Pork)	7.99
Campechano	7.99
(Combination of Meats)	7.99

## QUESADILLAS

### PRICE

Cheese Quesadilla	3.50
Pork & Ham Quesadilla	5.00
Meat Quesadilla	6.00
Sopes	3.50
Carne Asada	11.99
Chuleta Ahumada	10.99

## TORTAS

### PRICE

Milanesa de pollo (Breaded Chicken)	8.79
Milanesa de Res (Breaded Beef)	8.79
Pastor (Pork)	8.79
Jamon (Pork Ham)	7.99
Chorizo (Sausage)	7.99
Campechano	8.79
(Combination of Meats)	

## TACOS

### PRICE

Asada (Steak)	2.69
Pollo (Chicken)	2.69
Pastor (Pork)	2.69
Chorizo (Sausage)	2.59
Tripa (Beef Tripe)	2.89
Lengua (Beef Tongue)	2.89
Campechano	2.69
(Combination of Meats)	

## Visitenos:

7 dias  
a la semana  
Lunes a Sabado  
10: a 8:00 PM  
Domingo

4915 Comercial Ave  
Madison Wi 53704  
(608) 283-9982

## Sodas - Drinks



2.00



1.00



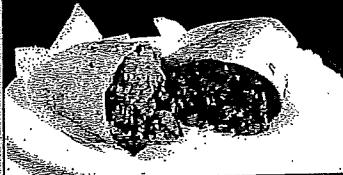
2.00



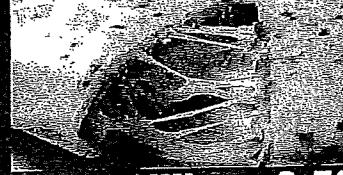
Tacos 2.89



Tortas 8.79



Burritos 7.99



Quesadillas 3.50



Sopes 3.50



Huaraches 3.50

Especiales de  
Fines de Semana

Fajitas Mixta 20.99 Tamales Docena 18.99



Barbacoa de Res 9.99  
Barbacoa de Borrrego 13.99  
Carnitas 7.99  
Menudo 9.99

# December 2025 ALRC New License

Class A Licenses.csv



All items

Class B Licenses.csv



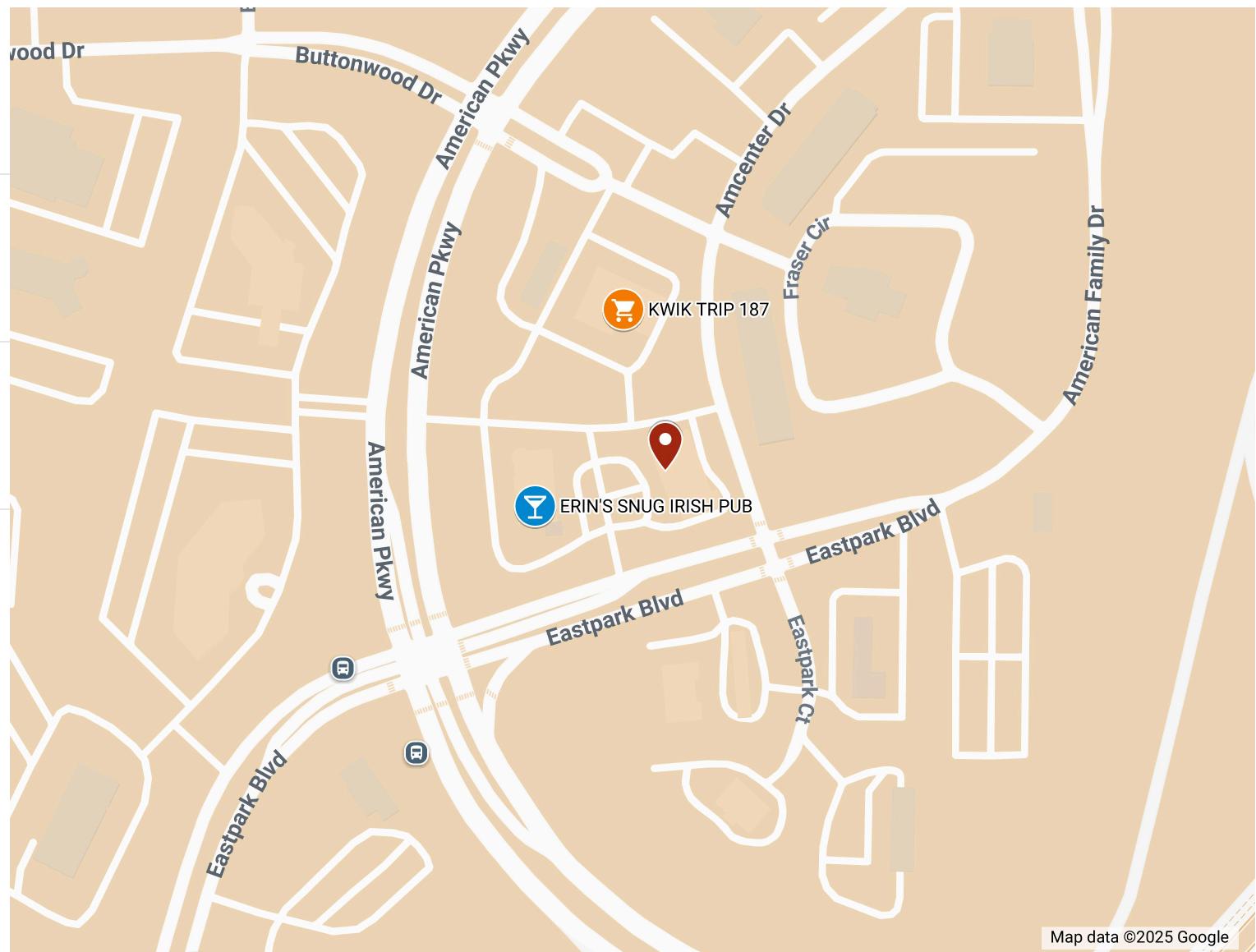
All items

New Licenses.xlsx



All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91038

File ID: 91038	File Type: License	Status: Public Hearing
Version: 1	Reference:	Controlling Body: ALCOHOL LICENSE REVIEW COMMITTEE
File Created Date : 11/25/2025		
<b>File Name:</b>		<b>Final Action:</b>
<div style="border: 1px solid black; padding: 10px;"><p><b>Title:</b> Public Hearing - New License Center for Black Excellence and Culture Inc • dba Center for Black Excellence and Culture 671 W Badger Rd • Agent: Janine Stephens Hale Estimated Capacity (in/out): 735/0 Class B Combination Liquor &amp; Beer • 40% alcohol, 60% food Police Sector 310 (District 14)</p></div>		

**Notes:**

<b>Sponsors:</b>	<b>Effective Date:</b>
<b>Attachments:</b> LICLIB-2025-01014 App.pdf, LICLIB-2025-01014 Supplemental.pdf, 671 W Badger Rd map.pdf	<b>Enactment Number:</b>
<b>Author:</b>	<b>Hearing Date:</b>
<b>Entered by:</b> jverbick@cityofmadison.com	<b>Published Date:</b>

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
			<b>Action Text:</b> This License was Referred for Introduction <b>Notes:</b> Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)				
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
			<b>Action Text:</b> This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE				

## Text of Legislative File 91038

**Title**

Public Hearing - New License

Center for Black Excellence and Culture Inc • dba Center for Black Excellence and Culture  
671 W Badger Rd • Agent: Janine Stephens Hale

Estimated Capacity (in/out): 735/0  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 310 (District 14)



# Liquor/Beer License Application

140

Class A:  Beer,  Liquor,  Cider

Class B:  Beer,  Liquor,  
 Class C Wine

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703  
[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)	
(Legistar file number)	
LICLIB-2025-01014	
(License number)	
14	310
(Alder District #)	(Police Sector)
Office Use Only	

## Section A – Applicant

1. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.  
Center for Black Excellence and Culture, Inc.
2. Trade Name (doing business as) \_\_\_\_\_
3. Address to be licensed 671 W. Badger Rd, Madison WI 53713
4. Mailing address PO Box 259042, Madison WI 53725
5. Anticipated opening date January 1, 2026
6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
 No  Yes (explain)
7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Alcohol beverages will be sold and stored in two main areas. There will be a built in bar located in the Garden/Atrium located on the lower level of the building and Club Afrique, an exclusive member only lounge located on the upper level of the building. Each bar area has properly built in and designated storage for the alcohol.

9. *Applicants for on-premises consumption only. Estimated capacity (patrons and employees):*

Indoor: 135 for lounge/ 361 large theatre  
239 small theatre      Outdoor: \_\_\_\_\_

10. *Describe existing parking and how parking lot is to be monitored.*

We have a private parking lot that will be monitored by a contracted security company when hosting events

As well as 2-4 volunteers to monitor entry/exit points who will be provided with vests, radios or cell phones

11. *Was this premises licensed for the sale of liquor or beer during the past license year?*

No     Yes, license issued to \_\_\_\_\_ (name of licensee)

**Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. *Name of liquor license agent* Janine Stephens Hale

13. *City, state in which agent resides* Madison, WI

14. *How long has the agent continuously resided in the State of Wisconsin?* 41 years

15. *Has the liquor license agent completed the responsible beverage server training course?*

No, but will complete prior to ALRC meeting     Yes, date completed 10/28/2025

16. *State and date of registration of corporation, nonprofit organization, or LLC.*

Wisconsin, 05/03/2021

17. *In the table below list the directors of your corporation or the members of your LLC.*

*Attach background check forms for each director/member.*

Title	Name	City and State of Residence
President	Alexander Gee, Jr.	Fitchburg, WI
Chairman	Raymond Allen	Madison, WI
	Francis Huntley- Cooper	Fitchburg, WI
Treasurer	Brian Russell	Fitchburg, WI

18. *Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.*

Jason Fields

19. *Is applicant a subsidiary of any other corporation or LLC?*

No     Yes (explain) \_\_\_\_\_

20. *Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?*

No     Yes (explain) \_\_\_\_\_

## Section D—Business Plan

21. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store

Convenience Store without gas pumps  Convenience Store with gas pumps

Other Event venue

---

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  No  Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12pm-9pm	10am-9pm	10am-9pm	10am-9pm	10am-9pm	12pm-11pm	11am-11pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

## Section E—Consumption on Premises

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. Pre-packaged food and snacks

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
40 % Alcohol 60 % Food        % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No  Yes—what kind? Live music, DJ  
theatrical performances, comedy shows

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes

31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes

32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes

33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes

34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes

35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes

36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

### **Section G—Information for Clerk's Office**

37. This application is for the license period ending June 30, 20 26.

38. State Seller's Permit 4 5 6 - 1030779756 - 05

39. Federal Employer Identification Number 85-3072819

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Janine Stephens Hale  
 Business phone 608-205-8378 Business e-mail address jshale@theblackcenter.org  
 Preferred language English

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: \_\_\_\_\_)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: \_\_\_\_\_

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

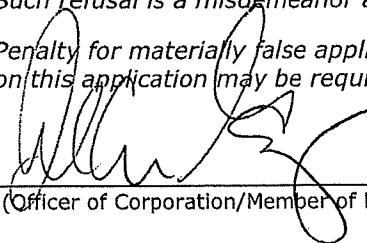
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

  
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

11/4/25  
(Date)

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

<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input type="checkbox"/> Background investigation form(s)	<input type="checkbox"/> Floor Plans
<input type="checkbox"/> FEIN	<input type="checkbox"/> Form for surrender of previous license	<input type="checkbox"/> Lease
<input type="checkbox"/> Written description of premises	<input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Business Plan
	<input type="checkbox"/> *Appointment of Agent	<input type="checkbox"/> **Sample Menu
	* Corporation/LLC only	** Class B only

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

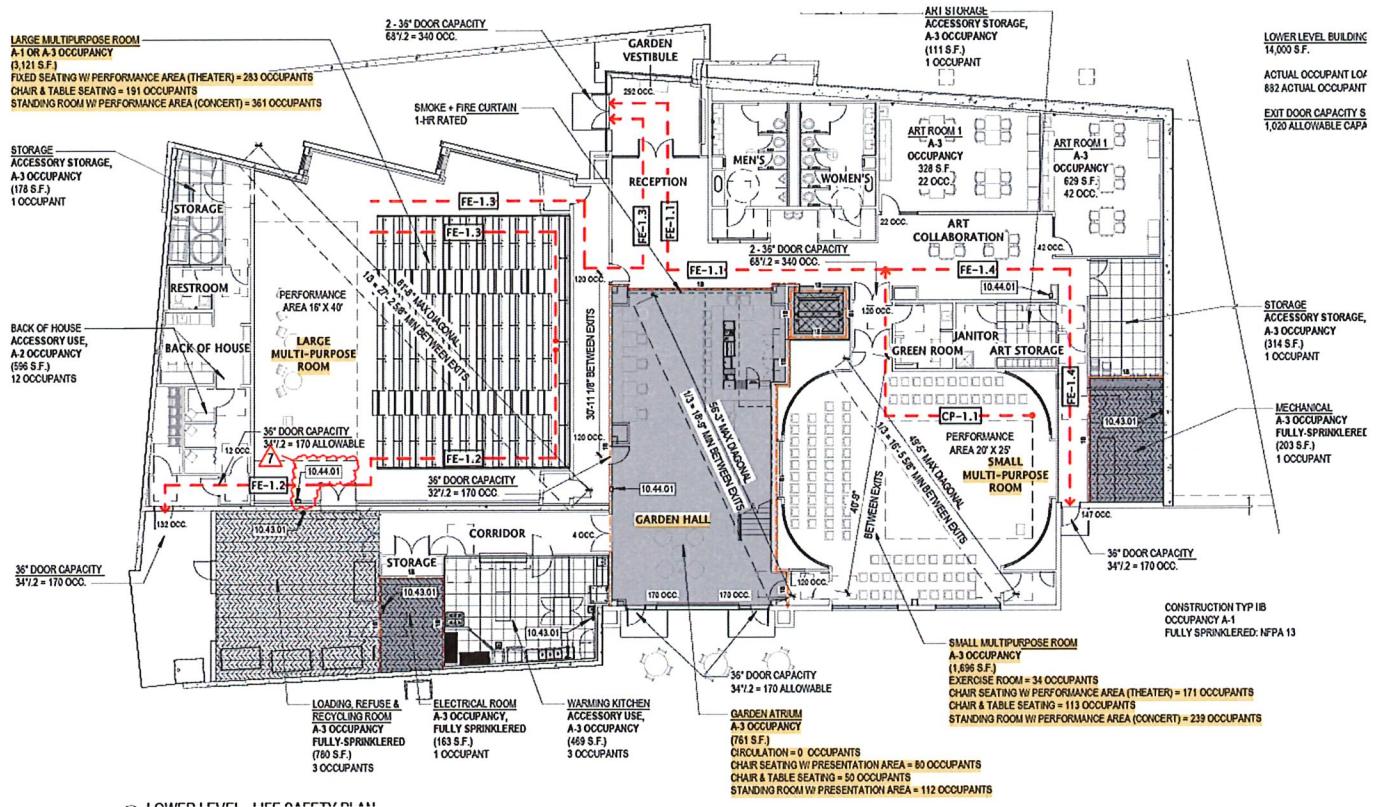
- Orange sign  Orange business card
- "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

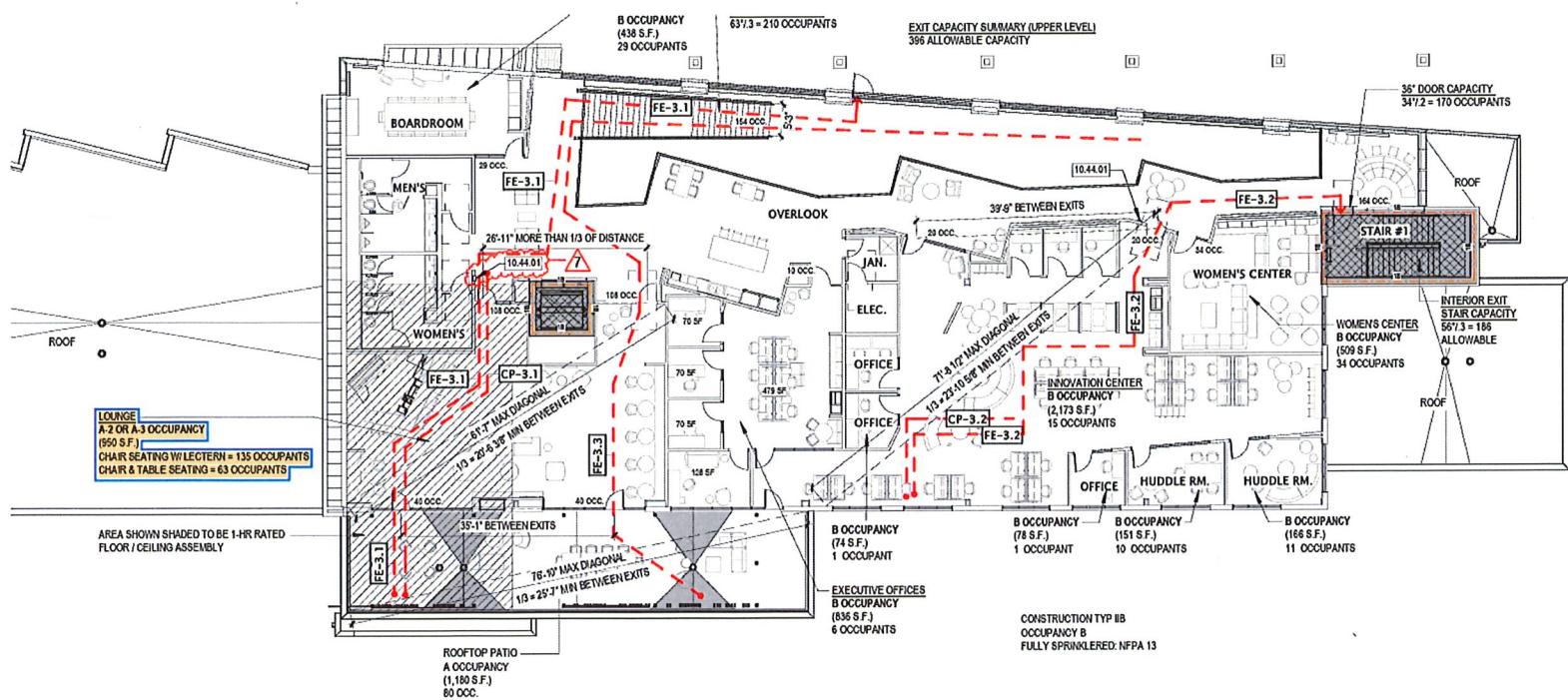
Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_

Alcohol will be served in the Large Multipurpose Room, Garden Atrium and Small Multipurpose Room during special events





**Alcohol will be served in the 3rd floor lounge**







June 1, 2024

The Center for Black Excellence and Culture is expected to be constructed in 2024/2025 and will consist of a three story, approximately 35,000 square foot building located at 655 W Badger Road, Madison.

This cultural center will have two multi-purpose gathering spaces capable of hosting performing arts events including live performances, theater, film festivals, and a variety of other assembly events including lectures, weddings and hosting school field trip events. The larger of these two rooms (Space A, noted below) will be equipped with a retractable platform system with 240 integral theater seats. The smaller room (Space B) will accommodate up to 100 people with loose seating. A large Garden Atrium (Space C) will be situated between these venues providing for casual gathering before and after events. A catering kitchen (Space D) will also be adjacent to these spaces.

Approximately 1350 square feet will be dedicated to visual arts production rooms (Spaces E) and another 650 sf for gallery/exhibition space (Space F).

Six independent, classroom-type spaces (Spaces G) will be available for meetings and youth functions with one equipped as a multi-media center. A small recording studio (Space H), with control room and sound booth will be provided.

Adjacent to the main entry will be a reception desk, merchandise store (Space I) and a large commons (Space J) for gatherings and small events.

Limited access will be provided to the upper floor for those attending the Center's office suite (Space K) and board room (Space L), a large private lounge with an outdoor roof-top patio (Space M), approximately 2700 sf of co-working space (Space N), and a Women's Center (Space O).

Space A – Large Multi-Purpose Room, 3135 sf : theater, music, film, lecture, weddings, school field trips

Space B – Small Multi-Purpose Room, 1704 sf : theater, music, film, lecture, weddings, school field trips

Space C – Garden Atrium, 1440 sf : pre-event gathering, bar and catering service, informal events

Space D – Kitchen, 451 sf : catering/finishing kitchen (not full production)

Spaces E – Art Production, 627 sf, 325 sf, 399 sf : 2D & 3D art production

Space F – Art Gallery, 654 sf : art exhibition

Spaces G – Meeting Rooms, 599 sf, 642 sf, 682 sf, 742 sf, 464 sf, 439 sf : classrooms, youth functions, meetings, reading room, senior center

Space H – Recording Studio, 381 sf : music and spoken word recording

Space I – Reception & Store, 340 sf : information, merchandise sale

Space J – Commons, 1536 sf : gathering

Space K – Executive Offices, 874 sf : business offices

Space L – Board Room, 405 sf : meetings

Space M – Lounge, 1428 sf : casual gatherings with food and drink, lectures

Space N – Innovation Center, 2700 sf : co-working office environment

Space O – Women's Center, 513 sf : gathering/meeting space





## Center for Black Excellence and Culture Club Afrique and Garden Atrium Bar Menu

Center for Black Excellence and Culture Club Afrique and Garden Atrium Bar Menu  
Bar services operated by CBEC will offer beer, wine, and simple cocktails alongside light food service. Alcohol service is limited to guests aged 21+ during posted hours.

### Beer & Cider

<u>Item</u>	<u>Description</u>	<u>Size</u>	<u>Price</u>
Local Craft Lager	Light, crisp lager brewed locally	12 oz bottle	\$6
Amber Ale	Smooth malt-forward ale	12 oz bottle	\$6
Hard Cider	Semi-dry, gluten-free cider	12 oz can	\$7
Domestic Light Beer	Traditional American-style light beer	12 oz bottle	\$5

### Wine by the Glass

<u>Item</u>	<u>Type</u>	<u>Region</u>	<u>Price</u>
House White	Chardonnay or Sauvignon Blanc	California	\$8
House Red	Cabernet Sauvignon or Merlot	California	\$8
Rosé	Dry, fruit-forward	Oregon	\$8
Sparkling Wine	Prosecco	Italy	\$9

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## Simple Cocktails

<u>Item</u>	<u>Ingredients</u>	<u>Price</u>
Classic Margarita	Tequila, triple sec, lime juice, salt rim	\$10
Whiskey Sour	Whiskey, lemon juice, simple syrup	\$9
Vodka Cranberry	Vodka, cranberry juice, lime	\$8
Rum & Cola	Light rum, cola, lime wedge	\$8
Gin & Tonic	London dry gin, tonic, lime	\$8
Mocktail Mule (Nonalcoholic)	Ginger beer, lime, mint	\$6

## Nonalcoholic Beverages

<u>Item</u>	<u>Price</u>
Sparkling Water	\$3
Soft Drinks	\$3
Iced Tea or Lemonade	\$4
Coffee or Espresso	\$4
Mocktail of the Month	\$6

## Light Snacks (Available During Alcohol Service)

<u>Item</u>	<u>Description</u>	<u>Price</u>
Cheese & Cracker Plate	Local cheeses, fruit, crackers	\$10
Flatbread or Panini	Rotating seasonal options	\$9

# THE CEN TER

Hummus & Veggie Plate	Served with pita wedges	\$8
Chips & Salsa	Fresh tomato salsa	\$6
Dessert Bites	Mini brownies or cookies	\$5

### 🕒 Proposed Alcohol Service Hours

Day	Hours
Thursday	5:00 PM – 9:00 PM
Friday	5:00 PM – 10:00 PM
Saturday	4:00 PM – 10:00 PM
Sunday	3:00 PM – 8:00 PM

### ⚖️ Responsible Service Statement

The Center Lounge is committed to the safe and responsible service of alcohol.

- All servers will complete Responsible Beverage Service (RBS) training.
- Alcohol will only be served with food available on-site.
- ID will be checked for all patrons purchasing alcohol, regardless of age appearance.
- No drink specials, 'shots-only' service, or self-service alcohol is permitted.

# December 2025 ALRC New License

Class A Licenses.csv



All items

Class B Licenses.csv



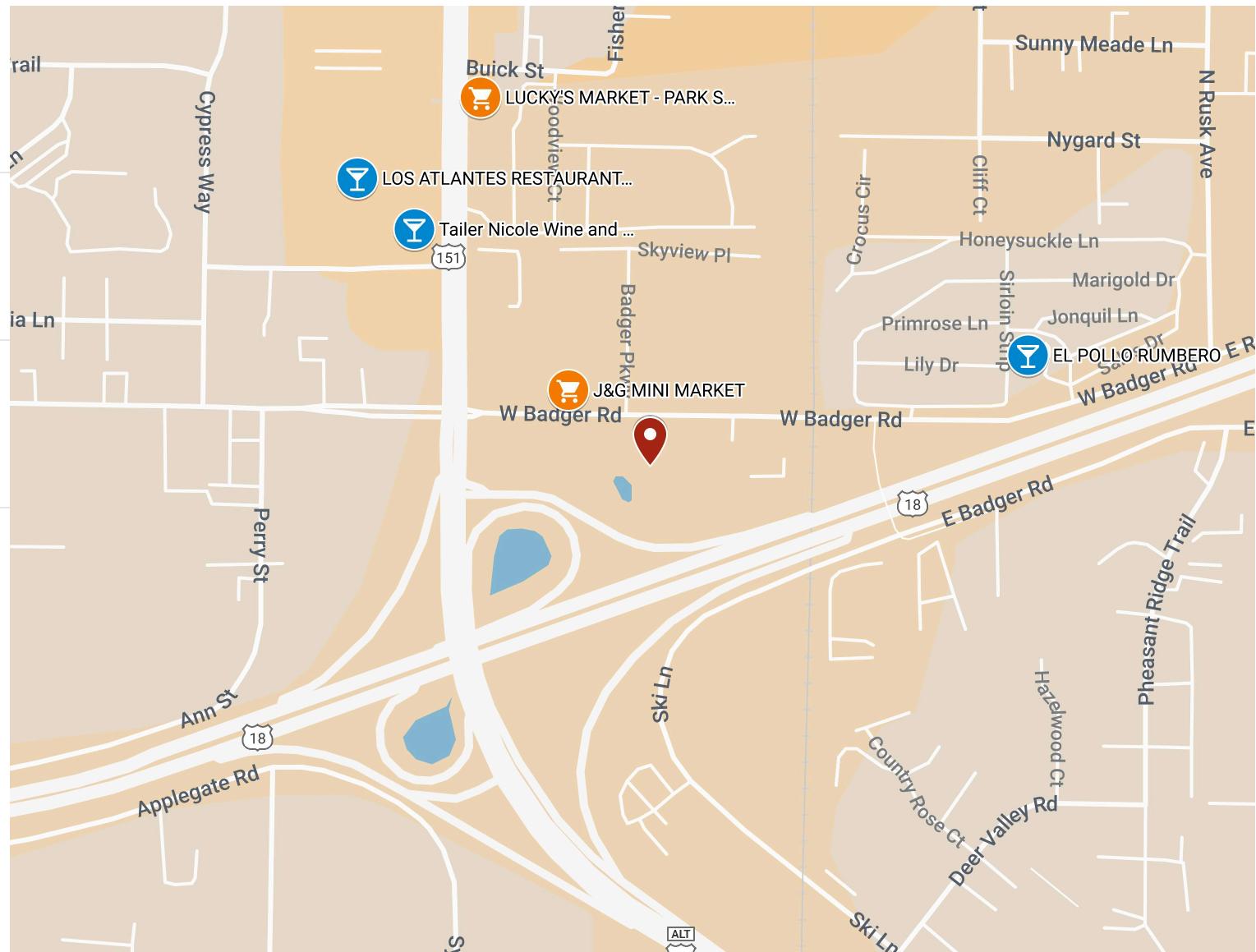
All items

New Licenses.xlsx



All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91042

File ID: 91042

File Type: License

Status: 21 Entertainment

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 11/25/2025

File Name:

Final Action:

Title: 21+ Entertainment License  
Center for Black Excellence and Culture Inc • dba Center for Black Excellence and Culture  
Capacity (in/out): 735/0  
671 W Badger Rd • Agent: Janine Stephens Hale  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Police Sector 310 (District 14)

Notes:

Sponsors:

Effective Date:

Attachments: LICENT-2025-01015 App\_Redacted.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver-	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91042

### Title

21+ Entertainment License  
Center for Black Excellence and Culture Inc • dba Center for Black Excellence and Culture  
Capacity (in/out): 735/0  
671 W Badger Rd • Agent: Janine Stephens Hale  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Police Sector 310 (District 14)



# Entertainment License

Permanent

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

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

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)	
(Legistar file number)	
LICENT-	2025-00788
(License number)	
14	310
(Alder District #)	(Police Sector)
Office Use Only	

Type of entertainment license:  Entertainment License (21+)  Visual & Performing Arts License (18+)

## Licensed Premises Information

This application modifies existing alcohol license number (if applicable): LICLIB-2025-01014  
(Class B license only)

Business dba Name: Center for Black Excellence and Culture, Inc.

Licensed Address: 671 W. Badger Rd

135 lounge/361 large theatre

Premise Capacity: 239 small theatre Liquor/Beer Agent Name: Janine Stephens Hale

Indoor Outdoor Alder, District #: McKinney, #1 Police Sector: South District  
60 % Alcohol, 40 % Food, 0 % Other

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Center for Black Excellence and Culture, Inc.

Business Mailing Address: PO Box 259042, Madison WI 53725

Business Contact Name, Position: Janine Stephens Hale, Chief Administrative Officer

Business Phone: 608-205-8378 Business Email: jshale@theblackcenter.org

## Corporate Officers, Partners, or Sole Proprietor's information:

Name	Address	Title
Alexander Gee, Jr.	2827 Charleston Dr, Fitchburg WI 53711	President
Raymond Allen	26 Sumter Ct, Madison WI 53701	Chairman
Frances Huntley Cooper	5801 Roanoke Drive, Fitchburg WI 53719	Secretary

Will entertainment or any amplified sound be outdoors?  No  Yes

If yes, contact Zoning ([zoning@cityofmadison.com](mailto:zoning@cityofmadison.com), 608-266-4551) for necessary approvals.

I certify that this information is true and correct to the best of my knowledge.

X Janine Stephens Hale  
Signature

November 2, 2025

Date

Orange sign and business card issued  
 "License Renewals & Changes" brochure with next steps issued  
Office Use Only

### Entertainment and Security Information

Live entertainment includes (check all that apply):  Live Music  Disc Jockey  Designated Dance Floor  
*Live entertainment does not include non-amplified or acoustic music performed by a single artist, or performances where an uncompensated patron sings along with a machine that plays pre-recorded music, commonly known as karaoke.*

Type of live entertainment to be offered: Live music, DJ, Comedy Show, Performing Arts Performances

Number of security personnel and how they will be utilized: 2-3 depending on size of event to monitor even and and bar crowd control and serve as entry and exit control monitors.

Description of clothing to identify security personnel: Uniforms clearly marked as security

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:  
We plan to have 2-4 volunteers monitor entry/exit points and walk the lot periodically.

How will the entrance line be managed and controlled: 2-4 volunteers and a security officer

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Begin by issuing a warning via staff  
If the behavior continues we will have security escort them out with at least one staff member present. If they resist we will plan to contact law enforcement.

Underage drinking and fake ID plan: All patrons will be properly carded. ID's will be properly checked to ensure they are valid. If there is any question, staff will use the FEAR method to validate the identification.

If underage drinking is suspected we would observe, assess prior to approaching or having them escorted out.

Plan to control and supervise patrons under twenty-one (21) years of age: All guests must check in at the entrance  
A valid ID will be required for wristband or stamp issuance. Under 21 will receive a wristband while those over 21 will not receive a wristband or stamp. We will post clear signage in visible areas and appoint a volunteer to monitor compliance.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:  
We will have volunteers designated for clearing up and monitoring noise levels.

### Management Personnel

Name	Date of Birth	Name	Date of Birth
Janine Stephens Hale	[REDACTED]		
Jason Fields	[REDACTED]		



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91039

File ID: 91039

File Type: License

Status: Public Hearing

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 11/25/2025

File Name:

Final Action:

Title: Public Hearing - New License  
Banzo LLC • dba Banzo  
2105 Sherman Ave • Agent: Netalee Sheinman  
Estimated Capacity (in/out): 30/30  
Class B Combination Liquor & Beer • 1% alcohol, 98% food, 1% other  
Police Sector 501 (District 12)

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2025-01026 App.pdf, LICLIB-2025-01026  
Supplemental.pdf, 2105 Sherman Ave map.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

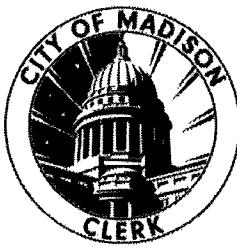
Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
	Action Text:	This License was Referred for Introduction					
	Notes:	Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)					
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
	Action Text:	This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE					

## Text of Legislative File 91039

### Title

Public Hearing - New License  
Banzo LLC • dba Banzo  
2105 Sherman Ave • Agent: Netalee Sheinman  
Estimated Capacity (in/out): 30/30

Class B Combination Liquor & Beer • 1% alcohol, 98% food, 1% other  
Police Sector 501 (District 12)



# Liquor/Beer License Application

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

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703  
[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)	
(Legistar file number)	
LICLIB-2025-01026	
(License number)	
12	501
(Alder District #)	(Police Sector)
Office Use Only	

## Section A – Applicant

1. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

Banzo LLC

2. Trade Name (doing business as) Banzo

3. Address to be licensed 2105 Sherman Ave. Madison, WI 53704

4. Mailing address 2105 Sherman Ave. Madison, WI 53704

5. Anticipated opening date open since 09/2011

6. Is the applicant an employee or agent of, or acting on behalf of anyone except the applicant named in question 1?

No  Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Banzo is a small fast-casual restaurant with a dining room on the ground floor and an outdoor patio. The second floor of the building is used for offices and storage.

Alcohol will be stored in secure stock rooms on 2nd floor and basement accessible by authorized staff only.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):  
Indoor: 30      Outdoor: 30

10. Describe existing parking and how parking lot is to be monitored.  
We currently rent 17 parking spots in the lot adjacent to the restaurant. Security cameras are in place 24 hours.

11. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No     Yes, license issued to Banzo LLC (beer & wine) (name of licensee)

## **Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Netalee Sheinman

13. City, state in which agent resides Madison, WI

14. How long has the agent continuously resided in the State of Wisconsin? 14 years

15. Has the liquor license agent completed the responsible beverage server training course?  
 No, but will complete prior to ALRC meeting    Yes, date completed \_\_\_\_\_

16. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin - August 2011

17. In the table below list the directors of your corporation or the members of your LLC.  
 Attach background check forms for each director/member. \_\_\_\_\_

Title	Name	City and State of Residence
member	Netalee Sheinman	Madison, WI
member	Aaron Collins	Madison, WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.  
Aaron Collins

---

19. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) \_\_\_\_\_

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?  
 No  Yes (explain) \_\_\_\_\_

## Section D—Business Plan

21. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store

Convenience Store without gas pumps  Convenience Store with gas pumps

Other \_\_\_\_\_

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  No  Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
-	-	11a - 9p	11a - 9p	11a - 9p	11a - 9p	11a - 9p
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

## Section E—Consumption on Premises

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. food

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
 1 \_\_\_\_\_ % Alcohol    98 \_\_\_\_\_ % Food    1 \_\_\_\_\_ % Other

If applicable, describe "Other": merchandise

Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes

31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes

32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes

33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes

34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes

35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes

36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

### **Section G—Information for Clerk's Office**

37. This application is for the license period ending June 30, 2026.

38. State Seller's Permit 4 5 6 - 1 0 2 7 3 8 1 9 6 8 - 0 2

39. Federal Employer Identification Number 45-2970859

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Aaron Collins

Business phone 608-441-2002 Business e-mail address aaron@banzomadison.com

Preferred language English

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: \_\_\_\_\_)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: \_\_\_\_\_

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

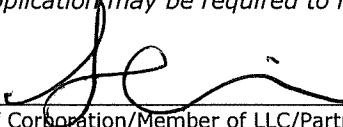
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),  
 Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,  
 Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

**Penalty for materially false application information:** Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

  
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

11/14/2025  
(Date)

<b>Clerk's Office checklist for complete applications</b>		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Appointment of Agent  * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu  ** Class B only
<b>Upon Application Submission, the Clerk's Office issued to the application:</b>		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card		
<input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____		

# Banzo – Business Plan for Liquor License Application

Madison, Wisconsin

## 1. Executive Summary

Banzo is a well-established fast-casual Mediterranean restaurant that has operated in Madison, Wisconsin for nearly 15 years. Known for its warm, inviting atmosphere and award-winning handmade Mediterranean cuisine, Banzo serves a loyal customer base of neighborhood regulars, new residents, and diners who value high-quality ingredients and a welcoming environment.

To enhance the guest experience, remain competitive, and increase revenue, Banzo plans to introduce a thoughtfully curated craft cocktail program that complements its Mediterranean menu. This business plan outlines the concept, operational approach, and responsible-service measures that will guide the addition of alcoholic beverages to the restaurant.

---

## 2. Company Overview

Founded in Madison, WI, Banzo has become a neighborhood staple and has earned *Best of Madison* awards in the Mediterranean/Middle Eastern category for more than 10 consecutive years. The restaurant operates with a fast-casual counter-service model and offers dine-in, takeout, delivery, and catering.

Banzo is recognized for its commitment to high-quality ingredients, environmentally conscious practices, meaningful community engagement, and a strong, supportive workplace culture.

---

## 3. Concept & Proposed Cocktail Program

Banzo plans to introduce a small, focused craft cocktail menu that enhances the overall dining experience while maintaining simplicity and efficiency. Key components include:

- A curated list of signature cocktails incorporating Mediterranean-inspired flavors such as citrus, herbs, and regionally influenced spirits.
- One to two rotating seasonal cocktails featuring fresh, local ingredients.
- Batch-prepared cocktails stored securely in the back-of-house, allowing staff to pour drinks quickly and consistently.
- The potential inclusion of zero-proof craft beverages to accommodate guests who prefer non-alcoholic options.

This program aligns with Banzo's culinary identity and the expectations of guests who value quality, thoughtful preparation, and consistency.

## 4. Market & Customer Base

Banzo serves a diverse yet cohesive customer base, primarily composed of:

- Long-time regulars who dine with Banzo frequently
- New residents in the area discovering high-quality, community-oriented restaurants
- Guests who prioritize fresh ingredients, scratch-made food, and a warm, welcoming atmosphere

The introduction of craft cocktails is expected to deepen engagement with these guests and enhance their overall dining experience, while attracting additional patrons seeking full-service-quality beverages in a casual setting.

## 5. Operations & Staffing

The cocktail program is designed to be operationally efficient and require no major workflow changes:

- No additional staffing is needed. Current staff will receive all required alcohol-service training.

- Banzo will appoint a designated Liquor Agent to manage compliance and oversee the program.
- Planned small investments include:
  - Staff training and certification courses
  - Secure bar equipment and dispensing tools
  - Locking storage cabinets for alcohol inventory

Batch preparation and streamlined service ensure that cocktails can be served quickly without impacting food operations.

---

## 6. Safety, Compliance & Responsible Service

Banzo prioritizes safety and compliance in all aspects of service. Alcohol service will follow strict procedures, including:

- Responsible server training for all staff who serve alcohol
- Rigorous ID verification for all alcohol purchases
- Secure storage with controlled access for all alcoholic products
- Ongoing monitoring and oversight by the Liquor Agent

These measures ensure responsible service and a safe dining environment for all guests.

---

## 7. Community Impact & Reputation

Banzo has earned a strong reputation in Madison for nearly 15 years through:

- Consistent recognition as one of the city's top Mediterranean restaurants
- Regular donations and volunteer partnerships with local nonprofit organizations

- Environmentally conscious initiatives and sustainable operating practices
- A commitment to positive staff culture and community-building

The introduction of a modest and well-managed cocktail program will allow Banzo to continue evolving while maintaining its community-focused identity.

---

## 8. Financial Outlook

Adding a small craft cocktail menu is expected to:

- Increase average check value
- Boost overall revenue
- Attract additional guests seeking a more complete dining experience
- Strengthen the restaurant's competitive position in the neighborhood

Because of the batch-preparation model and minimal capital investment, the financial risk is low and the potential return is strong.

---

## 9. Conclusion

Banzo is well positioned to responsibly offer a selection of craft cocktails that enrich the guest experience and align with the restaurant's commitment to quality and community. With a strong history in Madison, a loyal customer base, and a thoughtful operational plan, Banzo will ensure that alcohol service is handled safely, effectively, and in a way that enhances its role as a neighborhood fixture.

# Banzo

HAND-MADE MEDITERRANEAN

## Step 1: What do you want?

### Sides?

**Pita Sandwich** \$12 Filled with hummus, pickles, chips, and chopped salad

**Rice Bowl** \$13.50 Majadra rice, chopped salad, and hummus

**Salad Bowl** \$14 Mixed greens with chopped salad, olives, chickpeas, feta, and lemon agave dressing

**Hummus Bowl** \$11.75 Homemade hummus with pita

### Ready to order?

Tuesday - Saturday 11am-9pm  
2105 Sherman Ave  
Madison, WI 53704

**Falafel**  
Batata  
Hummus + Pita  
Babaganush + Pita  
Hand Cut Fries  
Majadra Rice  
Chopped Salad  
Couscous Tabouli  
Roasted Beet Salad  
Moroccan Carrots  
Fried Cauliflower

## Step 2: How do you want it?

**Banzo**  
Classic Falafel + Fried Fresh

**F-Bomb**  
Classic Falafel + Choice of Chicken (+ \$2.50)

### Extras?

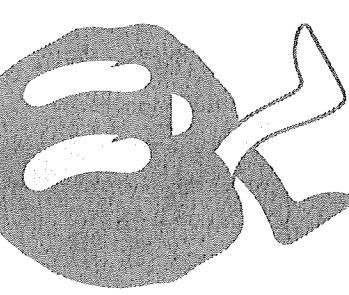
**Batata**  
Sweet Potato + Falafel

**Harvest**  
Classic Falafel + Seared Eggplant

**Chick**  
Marinated Chicken + Tenderloin (+ \$2.50)

**Shawarma**  
Slow Roasted Chicken Thighs (+ \$2.50)

**Kofta**  
Ground Beef Kebabs In Curry Sauce (+ \$2.50)



**Lamb**  
Turkish Coffee Glazed (+ \$10) (+ \$2.50)

**Sauces** \$0.50 - tahini, yogurt dill, chili garlic (hot), or green chili (hot)

# Banjo

HAND-MADE MEDITERRANEAN

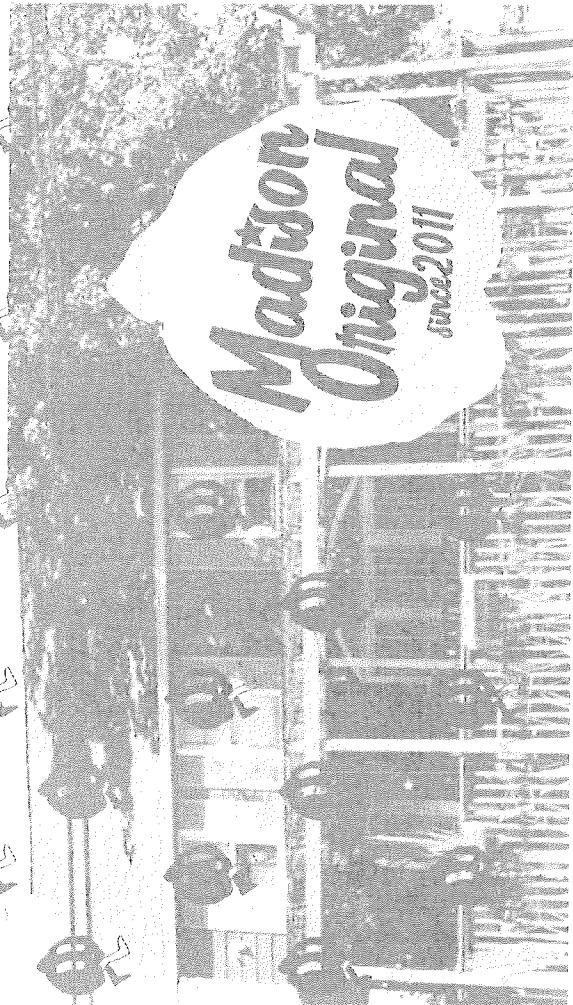


## Deli Items

<b>Salads and Spreads</b>	16oz	<b>Sauces</b>	6 oz.	\$3
• babaganoush		• tahini		
• chopped salad		• yogurt dill		
• couscous tabbouli		• chili garlic (hot)		
• roasted beet salad		• green chili (hot)		
• Moroccan carrots		• Lemon agave dressing		
<b>Sliced Dill Pickles</b>				
6 oz.	\$3			
<b>Homemade Hummus</b>		<b>Kalamata Olives</b>		
16 oz.	\$6.99	6 oz.	\$6	
<b>Take and Bake Falafel</b>		<b>Pita</b> (package of 4)	\$8	
(12 pieces)	\$6.99			

## Take and Bake Family Meal

1 lb. majadra rice, 1 lb. chicken, 12 falafel, 16 oz. chopped salad, 16 oz. homemade hummus, 4 pitas and sauces \*vegan option (no chicken, double falafel)



(608) 441-2002

BanjoMadison.com

# Drinks

## Spindrift \$2.50

lemon lime  
grapefruit  
pineapple  
nojito

## San Pellegrino \$2.50

plain  
lime  
cherry  
peach

## Specher Sodas \$3

root beer  
low-cal root beer  
cherry cola  
cream soda

## Let It Ride Kombucha \$5

ginger  
blueberry  
raspberry

## Iced Chai-der \$6

## Apple Juice Box \$1.50

## Water (12oz can) \$2.50

# Wine

## By The Bottle \$24

pinot grigio  
pinot noir  
cabernet sauvignon

## By The Can \$8

malbec  
cabernet sauvignon  
chardonnay  
pinot grigio  
rosé

## Sangria \$8

house-made red wine sangria  
w/ grapes and pears

# Coffee & Tea

## Iced Turkish Coffee \$6

black  
with oat milk

## Coffee \$3

"Banzo Blend" by Just Coffee Coop

## Home-Brewed Iced Tea \$3.50

unsweetened black tea brewed w/  
mint leaves and tart cherry

## Yerba Mate \$4

revel berry  
enlighten mint

## Teasider Hot Tea \$3

Banzo Blend (black tea w/ lemon, mint, hyssop)  
earl gray  
green  
midwest mint (caffeine free)

# Beer, Cider & Hard Seltzer

## PBR Tallboy \$4

## Delta Beer Lab (16oz) \$6

German-style pilsner  
hazy IPA  
strawberry rhubarb sour  
amber ale  
porter

## ACE Perry Craft Cider \$5

## Spindrift Spiked Pineapple \$6

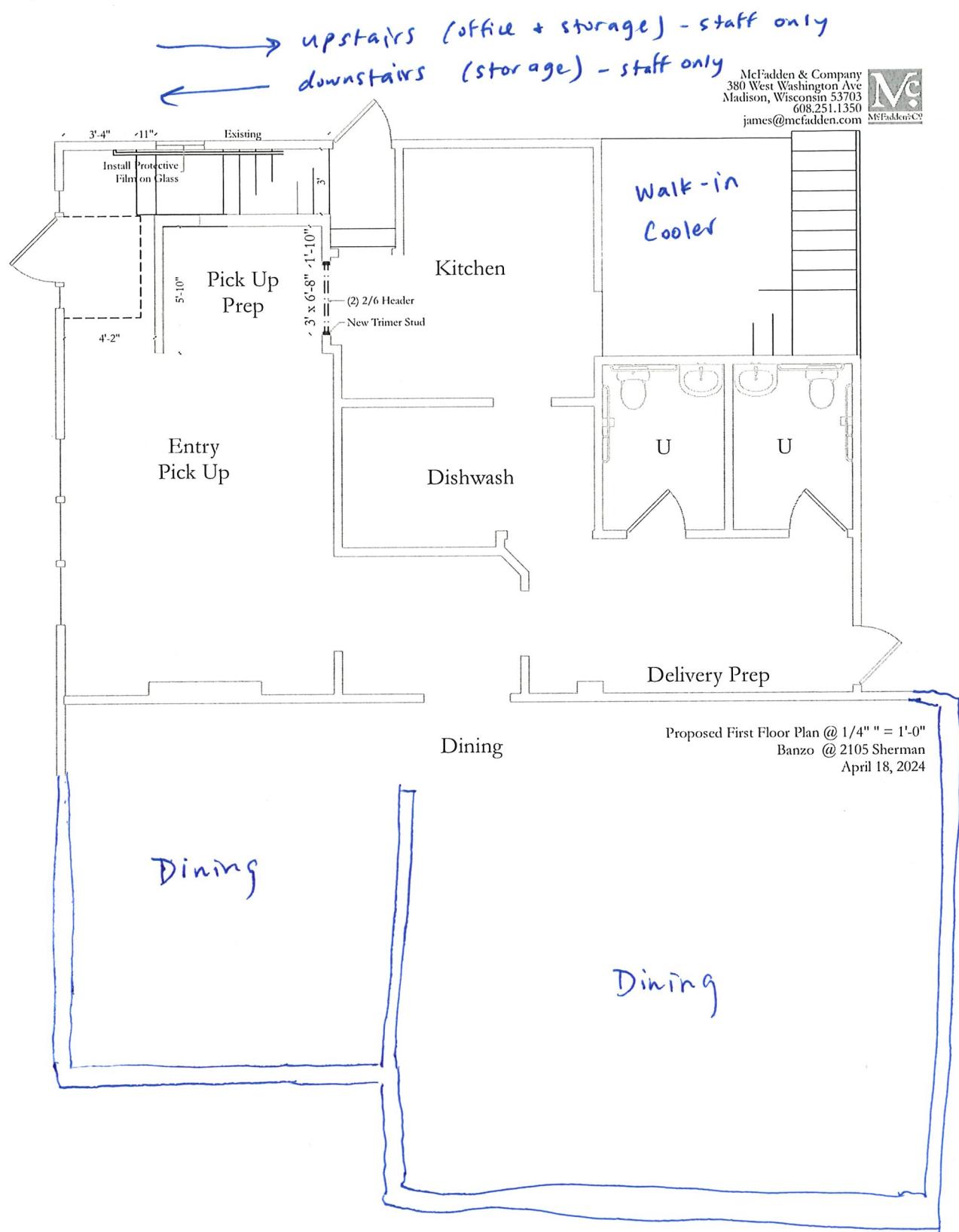
## Non-Alcoholic

Hop Water \$5  
Untitled Art Grapefruit Radler \$5  
Honey Bee Cannabis Co  
Ginger Lime THC Sparkling Water \$6

# Cocktails

- Signature Cocktail #1 \$8
- Signature Cocktail #2 \$8
- Signature Cocktail #3 \$10
- Seasonal Cocktail \$11





# December 2025 ALRC New License

Class A Licenses.csv



All items

Class B Licenses.csv



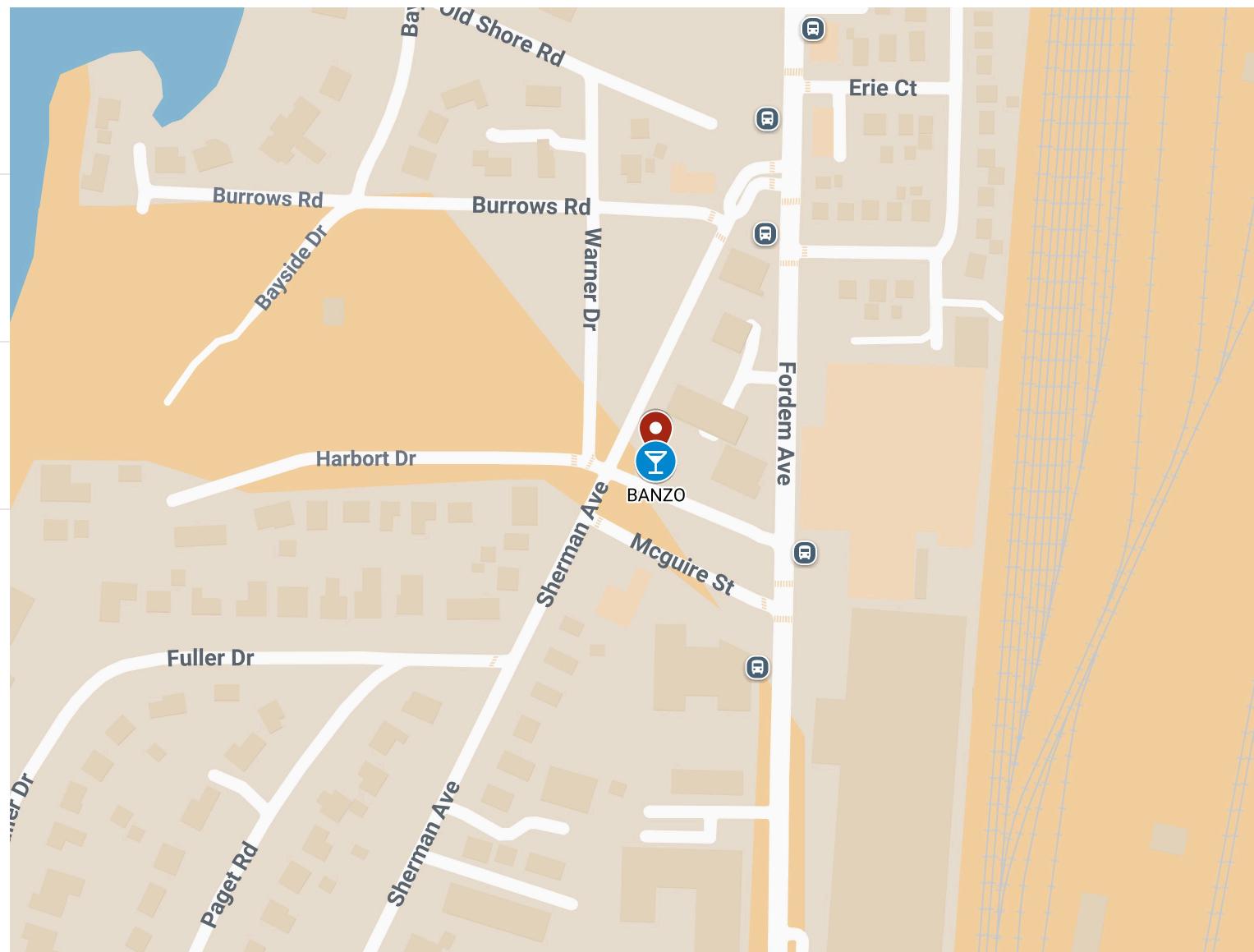
All items

New Licenses.xlsx



All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91040

File ID: 91040

File Type: License

Status: Public Hearing

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 11/25/2025

File Name:

Final Action:

Title: Public Hearing - New License  
Capitol Club LLC • dba The Capitol Club  
107 State St • Agent: Stephen Matteo Bell-Castile  
Estimated Capacity (in/out): 93/30  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 405 (District 4)

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2025-01028 App.pdf, LICLIB-2025-01028  
Supplemental.pdf, 107 State St map.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

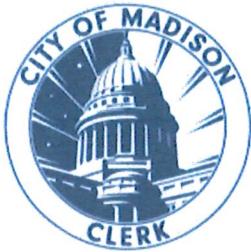
Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
	Action Text:	This License was Referred for Introduction					
	Notes:	Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)					
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
	Action Text:	This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE					

## Text of Legislative File 91040

### Title

Public Hearing - New License  
Capitol Club LLC • dba The Capitol Club  
107 State St • Agent: Stephen Matteo Bell-Castile  
Estimated Capacity (in/out): 93/30

Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 405 (District 4)



# Liquor/Beer License Application

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

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703  
[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICLIB-2025-01028

(License number)

(Alder District #)

(Police Sector)

Office Use Only

## Section A – Applicant

1. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

Capitol Club LLC

2. Trade Name (doing business as) The Capitol Club

3. Address to be licensed 107 State St. Madison, WI, 53703

4. Mailing address 401 East Washington Ave, Madison, WI, 53763

5. Anticipated opening date January 2026

6. Is the applicant an employee or agent of, or acting on behalf of anyone except the applicant named in question 1?  
 No  Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Alcohol will be stored in a locked Room in the Basement, Cold Storage will be in a separate Walk-in Cooler in the Basement. Alcohol will be sold and served at the bar and in the dining room. Outside Patio Seating also available. With Alcohol Service Provided in the designated Area.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 93      Outdoor: 80

10. Describe existing parking and how parking lot is to be monitored.

City Street & Ramp Parking Available

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No  Yes, license issued to B's Hospitality LLC (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Stephen Mattes Bell-Castile

13. City, state in which agent resides Madison, WI

14. How long has the agent continuously resided in the State of Wisconsin? 7 Years

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting  Yes, date completed \_\_\_\_\_

16. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin 11/16/25

17. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Management	Brian Reynolds	Chicago, IL

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Brian Reynolds

19. Is applicant a subsidiary of any other corporation or LLC?

No  Yes (explain) \_\_\_\_\_

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No  Yes (explain) Frost Madison Beer Hall, owner

## Section D—Business Plan

21. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store

Convenience Store without gas pumps  Convenience Store with gas pumps

Other \_\_\_\_\_

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  No  Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11am - 12am	11am - 12am	11am - 12am	11am - 12am	11am - 12am	11am - 1am	11am - 1am
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

## Section E—Consumption on Premises

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. N/A

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
30 % Alcohol 70 % Food 0 % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes

30. I agree to contact the Police Department Captain for this location prior to the ALRC meeting.  No  Yes

31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes

32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes

33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes

34. I understand we must file a Special Occupational Tax return (ITB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes

35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes

36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

### Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 2026.

38. State Seller's Permit 4 5 6 - Applied for

39. Federal Employer Identification Number 41-2620317

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Brian Reynolds  
 Business phone 773 419 6906 Business e-mail address Brian@letsPost.com  
 Preferred language English

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: \_\_\_\_\_)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: \_\_\_\_\_

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name N/A  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

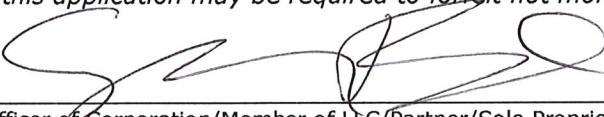
*Applied for*

Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),  
 Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,  
 Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

**Penalty for materially false application information:** Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

  
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

  
(Date)

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

<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input checked="" type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu ** Class B only
--	---	--

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

Orange sign     Orange business card  
 "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_

## 107 STATE STREET GASTROPUB

## Food &amp; Beverage Menu

## SHAREABLES

Wisconsin Cheese Curds – Beer-battered white cheddar, herb ranch – 12

Giant Pretzel – Warm Bavarian pretzel, beer cheese, mustard – 14

Duck Confit Wings – Crispy duck wings, chili-maple glaze – 15

Smoked Whitefish Dip – Great Lakes whitefish, herbs, kettle chips – 13

Chorizo Queso Fundido – Roasted poblanos, melted cheese blend, tortillas – 14

## SOUPS &amp; GREENS

Roasted Tomato Bisque – 8

Beer Cheese Soup – 9

State Street Salad – Roasted squash, pecans, cranberries, goat cheese, maple vinaigrette – 13

Caesar With a Twist – Brussels sprouts, parmesan, toasted crumbs – 12

Add chicken +6, crispy tofu +4

## SANDWICHES &amp; BURGERS

State Street Smash Burger – Two smashed patties, caramelized onions, house sauce – 15

Fried Chicken Sandwich – Buttermilk chicken, pickles, hot honey, slaw – 16

Short Rib Grilled Cheese – Beer onions, cheddar, provolone – 17

Black Bean Veggie Burger – Guacamole, tomato jam, greens – 14

Capitol Square Cubano – Mojo pork, ham, Swiss, pickles, mustard – 16

Served with fries or side salad.

## PLATES

Fish & Chips – 17

Steak Frites – 24

Pork Schnitzel — 19

Seasonal Risotto — 17

LATE NIGHT (After 10pm)

Single Smash Burger — 10

Poutine — 11

Fried Chicken Bites — 9

#### BEVERAGES

##### DRAFT BEER

Working Draft "What's Next?" Pale Ale — 7

Spotted Cow — 6

Fantasy Factory IPA — 7

Riverwest Stein Amber — 6

Penguin Pale Ale — 6

##### COCKTAILS

State Street Old Fashioned — 10

Capitol Mule — 9

Smoky Maple Manhattan — 12

Lavender Gin Fizz — 11

Session Margarita — 10

Autumn Spritz — 10

##### WINE

White — Pinot Grigio 8/30, Chardonnay 9/34

Red — Pinot Noir 10/36, Cabernet Sauvignon 10/38

Sparkling — Prosecco 9/32

**ZERO-PROOF**

Cucumber Cooler — 7

Ginger-Lemon Fizz — 7

NA IPA (rotating) — 6

W. Mifflin St.

185

Rear Doors

Booth Seating

Bar

Kitchen

Women's  
Men's  
Restroom  
Position

Table  
Seating

Front Door

State St.

## Business Plan

### 1. Executive Summary

The 107 State St Gastropub will be a chef-driven, locally focused bar and restaurant in the heart of downtown Madison, WI. The concept combines elevated comfort food, craft beer, curated cocktails, and a relaxed but refined atmosphere. Positioned between the Capitol Square and the University of Wisconsin campus, the location captures heavy foot traffic from students, professionals, locals, and tourists.

### 2. Mission Statement

To provide high-quality, inventive pub fare and a welcoming gathering place that celebrates Wisconsin ingredients, community, and hospitality.

### 3. Business Objectives

- Establish the gastropub as a top dining and drinking destination on State Street within year one.
- Achieve profitability by month 18.
- Build a loyal base of local customers and repeat visitors.
- Maintain a rotating menu featuring local farms and breweries.

---

### 4. Location Overview

**Address:** 107 State St, Madison, WI

This location offers:

- High pedestrian traffic
- Proximity to UW-Madison
- Event-driven surges (Farmers' Market, protests, campus events, concerts, theater shows, parades)
- Visibility from Capitol Square footpaths

---

## 5. Concept & Menu

### Food

- Elevated pub classics: smash burgers, confit wings, fish & chips, seasonal salads
- Shareables: cheese curds, pretzels with beer cheese, smoked dips
- Seasonal chef specials using local farms and producers

### Drinks

- 4-8 rotating Wisconsin craft beer taps
- Classic and house-original cocktails
- Small, curated wine list
- Zero-proof cocktail and beer options

---

## 6. Target Market

- Young professionals working near Capitol Square
- UW-Madison students (especially graduate and professional students)
- Downtown residents
- Theatergoers
- Tourists
- Event-day traffic (Badger games, protests, concerts, farmers market)

---

## 7. Competitive Analysis

State Street has heavy competition (bars, quick-service restaurants, casual sit-downs). The gastropub differentiates itself with:

- Higher-quality food than typical bars

- Strong identity around Wisconsin sourcing
- A comfortable environment appealing to both students and professionals
- More approachable, friendly vibe compared to upscale restaurants on the Square

---

## 8. Marketing & Branding Strategy

- Brand identity focused on local sourcing, comfort, and craftsmanship
- Strong social media presence (Instagram, TikTok for menu reveals, tap changes)
- Partnerships with local breweries and distilleries
- Soft-opening events for influencers, local business owners, and service industry
- Promotions around major UW and Capitol events
- Loyalty program with digital punch rewards

---

## 9. Operations Plan

### Hours

- Lunch & dinner 7 days/week
- Late-night kitchen on weekends

### Staffing

- General Manager
- Chef / Kitchen Manager
- Line cooks & prep cooks
- Bartenders
- Servers & support staff

# December 2025 ALRC New License

Class A Licenses.csv



All items

Class B Licenses.csv



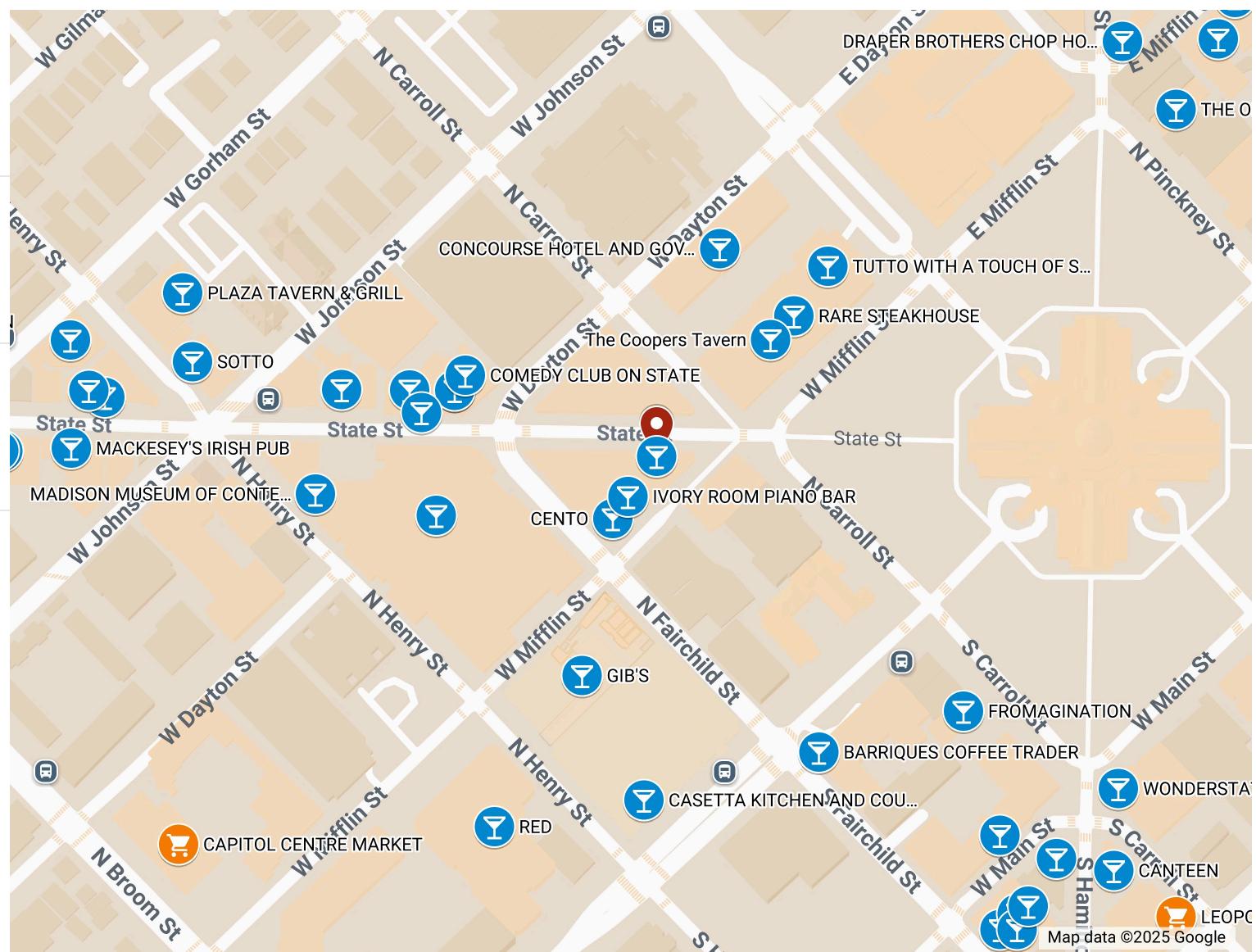
All items

New Licenses.xlsx



All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.



Map data ©2025 Google



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91041

File ID: 91041

File Type: License

Status: Public Hearing

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 11/25/2025

File Name:

Final Action:

Title: Public Hearing - New License  
Friends Applaud LLC • dba Friends Applaud  
1602 Gilson St • Agent: Adam Benedetto  
Estimated Capacity (in/out): 90/300  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 306 (District 13)

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2025-01029 App.pdf, LICLIB-2025-01029  
Supplemental.pdf, 1602 Gilson St map.pdf, Lee  
Comments.pdf, Emails forwarded, Alder Evers  
Comments.pdf, Kitchel Rothbund Zirngible  
Comments.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction  <b>Action Text:</b> This License was Referred for Introduction <b>Notes:</b> Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)				
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			

**Action Text:** This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

## Text of Legislative File 91041

### Title

Public Hearing - New License

Friends Applaud LLC • dba Friends Applaud  
1602 Gilson St • Agent: Adam Benedetto  
Estimated Capacity (in/out): 90/300  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 306 (District 13)



# Liquor/Beer License Application

Class A:  Beer,  Liquor,  Cider

Class B:  Beer,  Liquor,  
 Class C Wine

City of Madison Clerk  
 210 MLK Jr Blvd, Room 105  
 Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
 608-266-4601

(Agenda Item Number)

(Legistar file number)

LICCB-2025-01029

(License number)

13

(Alder District #)

306

(Police Sector)

Office Use Only

## Section A – Applicant

1. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

Friends Applaud LLC

2. Trade Name (doing business as) Friends Applaud

3. Address to be licensed 1602 Gilson Street, Madison, WI 53715

4. Mailing address 5730 Dogwood Place, Madison WI, 53705

5. Anticipated opening date February 1, 2026

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?

No  Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)

## Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

The location has 900 sqf indoor space as well as 3000 sqf in a fenced in back yard and 250 square feet in front of the building that is surrounded by a fence.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 45 people      Outdoor: 300

10. Describe existing parking and how parking lot is to be monitored.

There is an abundance of street parking in the area because that section of Gilman is mostly industrial space.

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No     Yes, license issued to \_\_\_\_\_ (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Adam Benedetto

13. City, state in which agent resides Madison, Wisconsin

14. How long has the agent continuously resided in the State of Wisconsin? 5 years

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting     Yes, date completed 8/5/2024

16. State and date of registration of corporation, nonprofit organization, or LLC.

The LLC was formed October 30, 2025

17. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Owner	Adam Benedetto	Madison WI
Owner	Sacha Benedetto	Madison, WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Adam Benedetto

19. Is applicant a subsidiary of any other corporation or LLC?

No     Yes (explain) \_\_\_\_\_

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No     Yes (explain) \_\_\_\_\_

## Section D—Business Plan

21. What type of establishment is contemplated?

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store

Convenience Store without gas pumps  Convenience Store with gas pumps

Other \_\_\_\_\_

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  No  Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9am midnight	9am midnight	9am Midnight	9am Midnight	9am- Midnight	9am midnight	9am Midnight
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

## Section E—Consumption on Premises

*This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.*

24. Indicate any other product/service offered. \_\_\_\_\_

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

40 % Alcohol      60 % Food      % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown?  No  Yes  
You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

We hope have a stage that hosts live music bands both acoustic and amplified music.  
Poetry shows and stand up acts.

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes

31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes

32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes

33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes

34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes

35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes

36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

## Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 20\_\_\_\_\_.

38. State Seller's Permit 4-5-6 - 456-1032199013-04

39. Federal Employer Identification Number 41-2419818

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Adam Benedetto

Business phone 718.501.4306 Business e-mail address benadamdetto@gmail.com

Preferred language English Adam@friendsapplaud.com

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: \_\_\_\_\_)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: \_\_\_\_\_

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

**Penalty for materially false application information:** Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

Adam Benedetto

November 15, 2025

(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

(Date)

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

<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input type="checkbox"/> Background investigation form(s)	<input type="checkbox"/> Floor Plans
<input type="checkbox"/> FEIN	<input type="checkbox"/> Form for surrender of previous license	<input type="checkbox"/> Lease
<input type="checkbox"/> Written description of premises	<input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Business Plan
	<input type="checkbox"/> *Appointment of Agent	<input type="checkbox"/> **Sample Menu
	* Corporation/LLC only	** Class B only

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

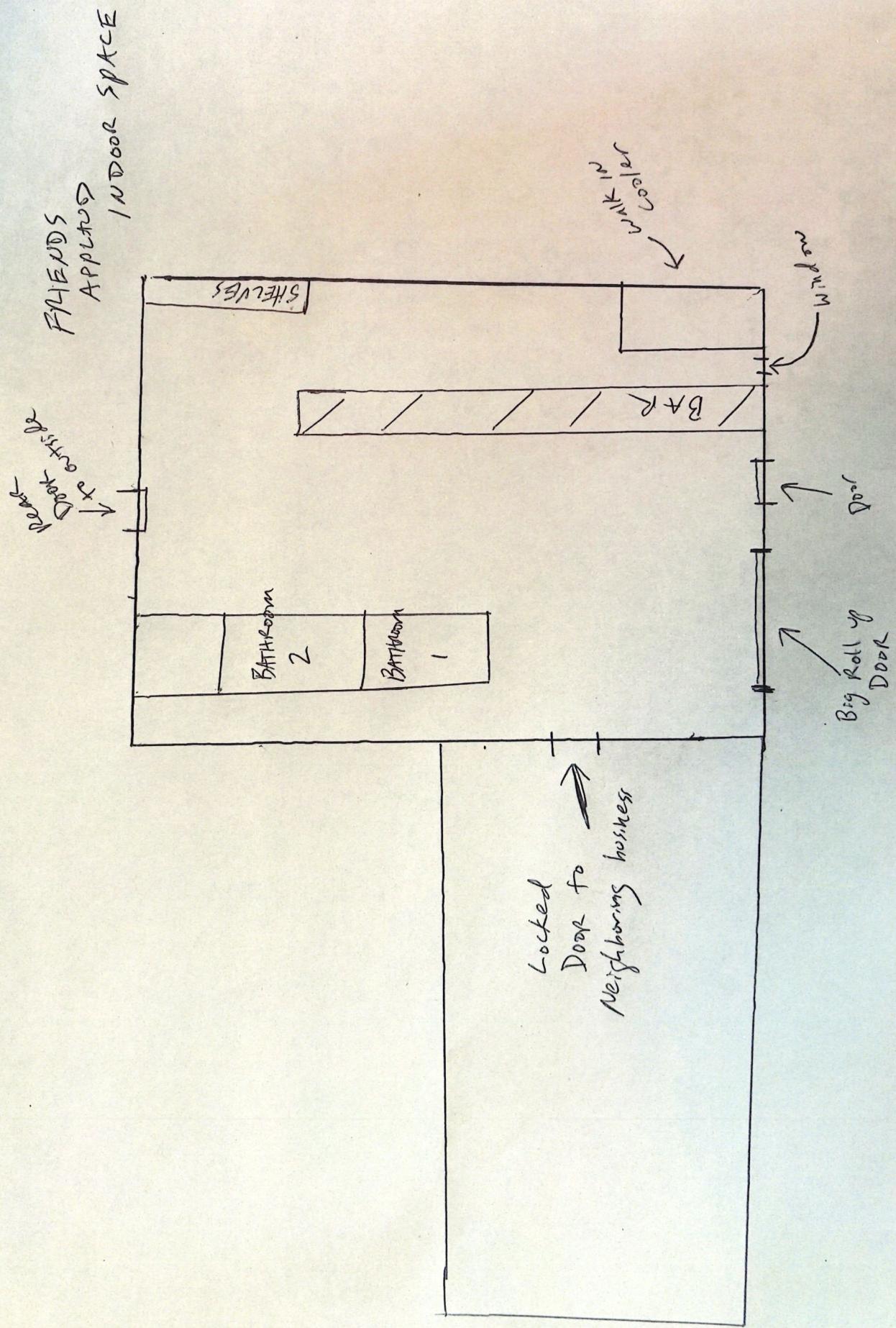
Orange sign     Orange business card

"Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_



# “Friends Applaud” Opening Business Plan

By Adam Benedetto

Email: [benadamdetto@gmail.com](mailto:benadamdetto@gmail.com)

Phone: 718.501.4306

## Executive summary

Friends Applaud will be a full-service restaurant that specializes in Detroit style pizza. It will also regularly offer soups, salads, desserts, beers on tap, mixed drinks and fantastic Old World and New World wines. The restaurant will seat 10 people at the bar, 30 people at tables in-doors and an array of picnic tables for outdoor seating when the weather is nice.

With 3280 square feet of outdoor space, there will be a lot of opportunities to create an environment that neighborhood people will want to spend time in. We'll have outdoor dining and an intimate stage that features live music and other performances.

Friends Applaud will continually keep the Madison public curious and the immediate neighborhood well fed.

## Highlights

The ultimate highlight of Friends Applaud will be the charm of the service. The food, the beer, the wine, the atmosphere, the excellent lighting, the music, and whatever events we have going on outdoors will only be tools for the people who work there to invite guests to feel a part of the space. It will be the people working that will connect the guests with the space enough to make them want to find their way back.

## Objectives

### Step 1. An Introduction to the Neighborhood: January 2026 - July 2026

When the restaurant opens it will have a full liquor license and serve pizza, handmade pasta, soups and ornate salads. The reason for this is that we will not have a hood; making pizza doesn't require one. Pizza is also easy to keep tight food costs on. Every day, we will hand make pizza dough in the morning to serve the following day (24-hour dough). We will offer a series of toppings and have a few specialty pizzas. We'll also offer deliveries.

The most important aspect of our menu is that it won't require a lot of labor. One person can prepare pizza dough, pizza toppings, and soup. Salads can be prepared with fresh ingredients, every day, from 12-4pm before dinner. The idea is that three people can serve drinks and cook for a space that seats 40 people.

The menu may look something like this:

**Dinner Menu (Items that we don't need a hood to serve)**

**10" x14" Handmade Detroit Style Pizzas**

**Assorted specialty pizzas**

Toppings: Pepperoni, Toasted Fennel Sausage, Burrata, Hen of the Wood Mushrooms, Pickled Jalapenos, Greek Olives, Anchovies, Fennel, Anchovies, etc.

**Four Cheese Veggie Lasagna**

**Kale Tofu Salad** – with pickled red onion, red cabbage, pepita seeds, honey, tahini

**Sabine Salad** - A creative rotating salad based on 8 fresh ingredients.

**Curt's Famous Popcorn Piled High Over Spicy Chili**

**Avgolemono (Greek Lemon Chicken Soup)**

**A Cheese Plate Featuring the top 5 Cheeses in Wisconsin** as determined at the world Dairy Expo.

**Specials: Handmade pasta and a rustic red sauce.**

Eventually we will be able to open for brunch on the weekends. This menu again reflects No Hood.

**Brunch Menu Available Saturday and Sunday from 9AM-2PM**

**Toast with smoked Chubb**, a hard-boiled egg and mixed green salad

**Avocado toast** with hard-boiled egg and mixed greens

**Quinoa with Red Pepper, Green Pepper warmed with Spiraled Ham** a soft-boiled egg and touched with vinaigrette and everything bagel seasoning

**Pesto Burrata on Rye** with Honey and a poached egg

**Overnight Steel Oats** with assorted berries

**Assorted Pastries**

We will have a large learning curve to do with the 3000 square foot outdoor space. Using the outdoor space effectively is critical for us to be highly profitable. So between January and July we will listen to the neighborhood to figure out what to do with the outdoor space. We do plan to put out games like Bocce Ball, Corn Hole, and the popular Scandinavian yard game Kubb; the games and music events will present the opportunity to bring the community together and begin to understand how to tailor to the local vibe.

**Step 2. Putting in a Kitchen: July 2026**

The city of Madison offers a building upgrade worth \$50,000. Every other business in the building has taken advantage of that. We will apply for that as soon as the lease goes into effect. With 50,000 we will be able to put a hood in the space to the left of the bar and then add a stove, a grill.

With a stove and a deep fryer in the kitchen we will have the ability to cook more food in a timely manner. That will mean we can serve more people, offer pizza deliveries/to go, and we can serve more expensive products. For example, entrees like steak and more sides like french fries will bring the overall check average up.

For a more ambitious menu we'd probably have to bring on a chef with some skills to manage the kitchen. It would be their job to oversee food costs and ordering at that point.

Below is an example of the menu:

**Dinner (with the hood vent):**

**10" x14" Handmade Detroit Style Pizzas**

**Assorted specialty pizzas**

Toppings: Pepperoni, Toasted Fennel Sausage, Buratta, Hen of the Wood Mushrooms, Pickled Jalapenos, Greek Olives, Anchovies, Fennel, Anchovies, etc.

**Crab Cake BLT** on a bun.

**Marinated Hanger Steak** with Fries

**Curt's Old-Bay Popcorn Encrusted Chicken** - Pickle brined chicken thighs, peppercorn braised and then deep fried to order in a seasoned popcorn dredge

**Trujillo Burger** - Jalapeno Pepper jelly, brie cheese, with tomato mayonnaise with crispy shallots

**Chicken Liver Mousse** - served with cherry preserve and sour dough toast

**Bone Marrow with Wisconsin Wild Cat Piled on Top** - served with rye bread and French Fries

**Kale Tofu Salad** -with or without chicken

**Sabine Salad** - A creative rotating salad based on 8 fresh ingredients.

**Avgolemono (Greek Lemon Chicken Soup)**

**Sides:**

French Fries

Pesto Burrata on Rye

A Cheese Plate that features the top 5 Cheeses in Wisconsin as determined at the world Dairy Expo.

Caramelized Cauliflower with capers, mustard vinaigrette and pine nuts

Side Kale Salad

## Mission statement

The mission of Friends Applaud will be a community hub with excellent food, wine, and live music/events. It will be a success when people consider it a true example of Madison's personality, and it creates a sense of place on the South Side. When people think of Friends Applaud as the number one thing to "go to" when they want to experience the culture of Madison, we will have succeeded.

## Key to success

► There are Two Keys to Success:

1. Location. Location. Location. Being a new neighborhood restaurant and live entertainment spot in a developing part of town is a challenge but it is exactly what we need to capitalize on. There is a sense of intriguing mystery to a new and awesome place in a part of town no one expects – think Roberta's Pizza place in Brooklyn; when they first opened, it was an intimidating place to get out of a cab. But mainly claim that Roberta's presence changed the neighborhood. We can do the same for South Park Street.
2. Excellent customer service will be paramount. Every restaurant and bar is doing the same thing; offering food and drinks. Few places dedicate their staff to creating a customer experience that goes far beyond a transactional exchange. The food, the wine, the music... Those are all tools to help people become infatuated with us but they will fall in love with us because of how they are treated in our space and how they remember it later. That's the real magic.

## Description of business

► Friends Applaud will bring a P.M. hangout to the southside of Madison. We will feature great food, select wines, beer people like, and mixed cocktails in a comfortable setting built with beautiful natural wood. We will have great lighting that everyone looks amazing in. There is no bar like it on the South Side. Cordial makes nice drinks but has no food. No other place is open. The neighborhood is badly in need of a 3<sup>rd</sup> space, a hangout space, a place for neighbors to talk over coffee, beer or dinner. We will have an outdoor fire for people to sit around. We will have live entertainment– music, plays, comedy, an open mic – anything a stage can accommodate.

We will strive not only to be a neighborhood restaurant but a place all of Madison is proud of. When people think of Madison, they add Friends Applaud to the list of things to see and experience.

## Company ownership/legal entity

► A proposal, all options are still on the table.

- Owner: Adam Benedetto
- Adam likes the idea of having a food focused business partner as we grow. It may be that he will hire a chef and offer them profit sharing. If they prove themselves, they can become a partner.

## Location

► A GENERAL UNDERSTANDING OF THE 1602 GILSON LOCATION

- 1602 Gilson is in a unique part of Madison. It is located just one block from Wingra Creek Bike Path, half a mile from the Goodman Pool, 2.2 miles from the Wisconsin Capitol Building, and 2.2 miles to the Memorial Union Terrace, and 1 mile to the city's beltline of HWY 12/18

# December 2025 ALRC New License

Class A Licenses.csv



All items

Class B Licenses.csv



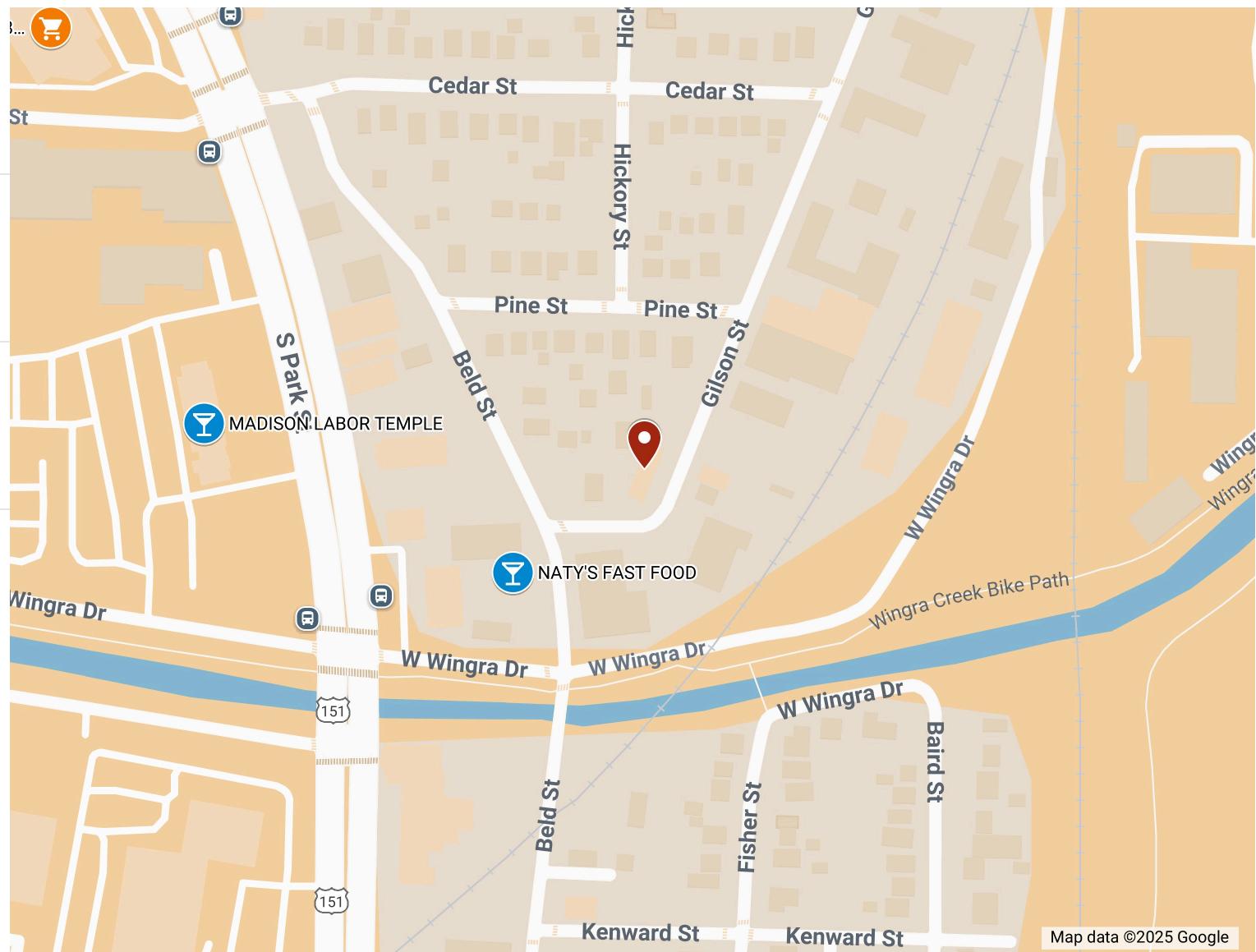
All items

New Licenses.xlsx



All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.



**From:** [Lindsey Lee-CC](#)  
**To:** [Evers, Tag; licensing](#)  
**Cc:** [Adam@friendsapplaud.com](#)  
**Subject:** Friends Applaud  
**Date:** Monday, December 15, 2025 4:44:24 PM

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[You don't often get email from [cargocoffee@yahoo.com](mailto:cargocoffee@yahoo.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

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

Hello Alder Evers and members of the ALRC,

I am writing in support of the Class B Combination Liquor & Beer licence being sought by a new restaurant called Friends Applaud, proposed for 1602 Gilson Street. I also support the Entertainment license sought by this business.

I own and operate Cargo Coffee, which is nearby at 1309 South Park Street. I look forward to having this exciting restaurant concept in the neighborhood. I routinely talk to many of our neighbors, and I have only heard similar sentiments from them.

I have also had the pleasure of knowing one of the owners, Adam Benedetto, for over two decades. Given his extensive experience in the hospitality field and his good, community-focused character, I have no concerns that Friends Applaud will be anything but a solid asset for our southside community.

Thank you for your service,

Lindsey Lee

Sent from my mobile phone

To Whom It May Concern,

Below are a series of letters in support of Friends Applaud getting a Liquor and Entertainment License. I can forward the direct emails or Alder Evers has them as well.

Thank you for your time.

Sincerely,

Adam Benedetto

Friends Applaud

718.501.4306

++++

Hello Alder Evers and members of the ALRC,

I am writing in support of the Class B Combination Liquor & Beer licence being sought by a new restaurant called Friends Applaud, proposed for 1602 Gilson Street. I also support the Entertainment license sought by this business.

I own and operate Cargo Coffee, which is nearby at 1309 South Park Street. I look forward to having this exciting restaurant concept in the neighborhood. I routinely talk to many of our neighbors, and I have only heard similar sentiments from them.

I have also had the pleasure of knowing one of the owners, Adam Benedetto, for over two decades. Given his extensive experience in the hospitality field and his good, community-focused character, I have no concerns that Friends Applaud will be anything but a solid asset for our southside community.

Thank you for your service,

Lindsey Lee

+++++

Dec. 16, 2025

Dear ALRC,

I am a long-term Bay Creek neighborhood who supports granting liquor and live entertainment licenses to Adam Benedetto's new restaurant, Friends Applaud.

Currently, our entire neighborhood from Haywood to Wingra Creek has only two dinner restaurants open in the evenings, Naty's on Beld St. (with no liquor license) and the Taqueria Guadalajara on S. Park. The neighborhood wants more neighborhood businesses and would appreciate more dining choices and places to socialize within walking distance.

Granting Friends Applaud alcohol and live entertainment licenses will enrich the neighborhood and help support the kind small scale development we need.

Thank you for your time and consideration,

Stanley Rubio Jackson

810 Emerson St.

Madison, WI

53715

++++

Dear Mr. Evers,

I am writing as a neighbor across Monona Bay to express my strong support for the liquor license application for Friends Applaud, newly located at 1602 Gilson St, owned by Adam & Sacha Benedetto.

Friends Applaud is a valuable addition to our community, and I believe granting them a liquor license will significantly enhance the dining experience for patrons and contribute positively to our local economy. This establishment will provide a high quality and truly unique dining experience offering a multitude of cuisines that are currently lacking in our area.

I am confident in Friends Applaud's commitment to responsible alcohol service. Both Adam and Sacha have extensive experience in and around the service industry, particularly in restaurants. I have seen their leadership first hand, and am a firm believer in their ability to prevent underage drinking and overconsumption, ensuring a safe environment for all guests.

This license will allow Friends Applaud to fully reach its potential, creating jobs, attracting more visitors, and fostering a vibrant local scene. Adam and Sacha are incredibly talented entertainers with real experience as business owners under their belts to back up this dream of theirs. I know Friends Applaud will be a smashing success and I ask for you to join in my excitement of welcoming this business to the Bay Creek Neighborhood. I urge you to approve their application.

Thank you for your time and consideration!

Sincerely,

Reegan Franzmeier

Local Resident & Community Member

523 W Wilson St

Apt 203

Madison, WI 53703

Cell: 920-472-9417

Email: [reeganfranzmeier@gmail.com](mailto:reeganfranzmeier@gmail.com)

+++++

To Tag Evers and for District 13,

My name is Anthony Moors, I've been a resident of District 13 for over 6 years and am the current owner of Michelangelo's Coffee House.

I was excited when I heard the neighborhood rumors of a potential local restaurant going into the Funk Factory location. I then found out the rumors were true in a recent Isthmus article, along with the new restaurant owners being Adam Benedetto and his wife Sacha. I've known both of them for quite some time now and couldn't imagine a better couple to take on this project. I'm now even more excited to see what they can bring to that space.

I'm reaching out to give my 100% support and approval of their licensing and liquor licensing for the space and any and all additional support they may need along the way.

I believe having them bring their culinary imagination into the neighborhood will only benefit District 13, Bay Creek, and the city.

Best Regards,  
Tony Moors

**From:** [Evers, Tag](#)  
**To:** [licensing](#)  
**Cc:** [adam@friendsapplaud.com](#)  
**Subject:** Item 25 (Legistar 91041 & Item 26 (Legistar 91043) - Friends Applaud - 1602 Gilson St.  
**Date:** Wednesday, December 17, 2025 1:19:20 PM  
**Attachments:** [Outlook-cid\\_image0.png](#)

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Dear Committee Members,

I wish to offer my hearty endorsement of the liquor and entertainment license applications submitted by Adam Benedetto for Friends Applaud LLC.

Adam has a tremendous amount of experience creating and curating high quality dining and entertainment experiences in Madison and NYC. I'm very excited to see what Adam and Sacha (Adam's wife and partner) will bring to this location on Gilson St.

Adam and Sacha recently held a meeting for neighbors to learn of their plans. I have not heard from any residents concerned about this business. It's apparent Bay Creek residents are as excited as I am and are already applauding what these two are proposing to do.

I encourage you to vote affirmatively in support of both items so that Adam and Sacha can proceed with their plans.

Thanks and best wishes for the holidays,

Tag



**Tag Evers**

**District 13 Alder**

*Tel* 608 424 2580

*Email* [District13@cityofmadison.com](mailto:District13@cityofmadison.com)

Sign up for District 13 email updates/blog:

<http://www.cityofmadison.com/council/district13/blog/>

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To: ALRC  
From: Laura Zirngible, Lisie Kitchel, Carrie Rothburd  
Re: Items 25 and 26  
Date: 12/17/25

Seven years ago, neighbors on Pine, Cedar, and Spruce streets worked together with Planning, the then-owners of the tasting room at 1602 Gilson Street, and their neighborhood association to come up with a CU arrangement that facilitated the outdoor expansion of the tasting room while respecting the preexisting uses of the residential properties in this corner of Bay Creek, aka the Tree Streets.

Neighbors in this quiet, residential section of Bay Creek were at that time experiencing some negative community impacts as a result of the tasting room—noisy late-night foot and car traffic; disturbances from car alarms; and blocked driveways—when the outdoor patio was proposed. The terms of the CUP established in 2018 covered these.

We wish to ensure that Friends Applaud also keeps to the standards of development for Conditional Use of 1602 Gilson as a pub and eatery. There are significant differences between the activities described by Friends Applaud in their business plan and applications for a Liquor License and 21+ Entertainment License and the terms of CU laid out in 2018.

We understand from Zoning that they have not yet determined whether that CUP still obtains for 1602 Gilson St. or whether a new CUP will need to be approved. Thus, **we support granting Friends Applaud the Liquor License they need to operate as a pub. However, we oppose their application for a 21+ Entertainment License for the patio activities described in their application** until the terms of the CUP for Friends Applaud are clear.

Friends Applaud	Past Agreement
Friends Applaud states that it has 3,280 sf (900 sf indoors, 3000 sf back pation, and 250 sf front patio = 4,150 sf total. (There is a discrepancy here))	The total for the established business was 3,555 sq for its brewery and tasting room
Friends Applaud proposes to serve 90 patrons (per the Liquor Lic.) or 80 patrons (per the 21+ Entertainment Lic.) patrons (although according to its application it can seat only 40)	Indoor seating area maximum was set at 45 patrons
Friends Applaud proposes to serve 300 (Liquor Lic.) or 500 21+ Entertainment Lic.)	Outdoor seating area maximum was set at 90 patrons
Friends Applaud proposes to operate from 9 AM-12 AM seven days a week	Hours of operation for the outdoor patio were 10 AM-9 PM seven days a week
Friends Applaud proposes to add a kitchen with a fryer	No kitchen
Friends Applaud lists an unspecified number of plays, comedy shows, concerts outdoors per year	Outdoor events were limited to four dates where outdoor amplified sound could be used. Rear patio could remain open on event nights until 10:00 pm
Friends Applaud proposes both acoustic and amplified events on a regular basis	Amplified sound was not allowed, including, but not limited to television, ambient music or musical performances, in the outdoor eating areas, except during the four permitted amplified events
Friends Applaud proposed firepits	A single firepit was permitted
	A solid screening fence between 6 and 8 feet tall existed around the entire perimeter of the rear patio

One of the Tree Street neighbors met on 12/16/25 with Adam Benedetto and appreciates his willingness to take steps to peacefully embed his proposed pub into the nearby residential community. We look forward to introducing more neighbors into this conversation with the Benedettos in the weeks and to welcoming them to our close-knit community.

**Hutt, William M <WHutt@cityofmadison.com>** Tue, Dec 16, 4:13 PM (16 hours ago)

To: [crothburd@gmail.com](mailto:crothburd@gmail.com)

Hello!

Thank you for giving us a call earlier in regards to the conditional use at 1602 Gilson.

To answer your question on what the process may look like at this new establishment, the answer is it depends. One of the main factors that this process is dependent on is the use, and whether the use which was approved through the 2018 conditional use, had ceased for over 1 year.

My understanding of the property (which limited since I haven't worked on this property yet) is that this use of this property has stayed as a Tavern / Tavern and Restaurant since 2018. If this is the case, that it has not changed in use or stopped its use since 2018, then the existing conditional use would still apply with all of the conditions of approvals that were previously approved back in 2018.

However in the case this property has stopped its use for over a year in length, then it would require a new conditional use. This primarily happens during the approvals for things like liquor licenses, zoning is almost always the last sign off and that is where we decide whether or not it needs a new conditional use.

I'll work with some of my colleagues to track down what history we have of this property so we can determine what this might require.

Please let me know if you have any other questions!

**William Hutt**  
**Zoning & Sign Code Specialist**  
[whutt@cityofmadison.com](mailto:whutt@cityofmadison.com)  
608-266-5978



**Project Address:** 1602 Gilson Street (District 13 - Ald. Eskrich)

**Application Type:** Conditional Use

**Legistar File ID #** [50821](#)

**Prepared By:** Sydney Prusak, Planning Division  
Report Includes Comments from other City Agencies, as noted

**Reviewed By:** Kevin Firchow, AICP, Principal Planner

## Summary

**Applicant & Contact:** Amanda Funk; Funk Factory Geuzeria; 1602 Gilson Street; Madison, WI 53715

**Property Owner:** Curt Roeming; 1521 Gilson Street; Madison, WI 53715

**Requested Action:** The applicant requests approval of a conditional use to create an outdoor eating area for a tasting room for a brewery on a property zoned TE (Traditional Employment District) at 1602 Gilson Street.

**Proposal Summary:** The applicant proposes to create two outdoor eating areas for an existing tasting room for a brewery. The larger rear patio would be located on the south west corner of the site and would have an outdoor performance platform (stage) and a children's play area. The smaller front patio would be located on the north east corner of the site along Gilson Street. As part of this proposal, the applicant is also requesting approval to host four (4) outdoor amplified events per year, and these events would not extend past 10:00 pm.

**Applicable Regulations & Standards:** This proposal is subject to the standards for Conditional Uses [M.G.O. §28.183] as M.G.O §28.082(1) lists *outdoor eating areas associated with food and beverage establishments* as a conditional use in the Traditional Employment (TE) District. The Supplemental Regulations [M.G.O. §28.151] contain further regulations for these uses.

**Review Required By:** Plan Commission

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to establish an outdoor eating area for a brewery on a property zoned TE (Traditional Employment District) at 1602 Gilson Street. These requests are subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

## Background Information

**Parcel Location:** The 16,512-square-foot (0.38-acre) subject site is located along Gilson Street near the intersection with Beld Street. The site is within Aldermanic District 13 (Ald. Eskrich), as well as the Madison Metropolitan School District.

**Existing Conditions and Land Use:** The subject parcel contains a one-story, 3,555-square-foot building with an existing brewery and tasting room. City Assessor records state that the building was constructed in 1947. The subject site is currently in the process of recording a Certified Survey Map (CSM), which would combine the existing lots addressed 1516 Gilson Street and 1602 Gilson Street into one large lot.

### Surrounding Land Use and Zoning:

North: Single family homes, zoned Traditional Residential – Consistent 4 (TR-C4) and Traditional Residential – Consistent 2 (TR-C2);

East: Commercial properties, zoned Traditional Employment (TE) with one single family home also zoned TE;

South: Commercial properties, zoned TE; and

West: A commercial building with a second floor apartment, zoned TE.

**Adopted Land Use Plan:** The [Comprehensive Plan \(2006\)](#) recommends low density residential (LDR), defined as 0-15 units per acre. The [South Madison Neighborhood Plan \(2005\)](#) more specially recommends the area transition to well-designed townhouses and multifamily buildings that reflect the scale of the nearby residential area.

**Zoning Summary:** The project site is currently zoned Traditional Employment (TE).

Requirements	Required	Proposed
Lot Area (sq. ft.)	6,000 sq. ft.	16,512 sq. ft.
Lot Width	50'	160.08'
Front Yard Setback	None	Adequate
Side Yard Setback	None unless needed for access	Existing side yard setback
Rear Yard Setback	Lesser of 20% lot depth or 20'	Adequate
Maximum Lot Coverage	85%	Less than 85% (17)
Minimum Building Height	22' measured to building cornice	1 story existing building
Maximum Building Height	5 stories/ 68'	1 story existing building
Number Parking Stalls	Not required	7 (16)
Accessible Stalls	TBD	None
Loading	None	None
Number Bike Parking Stalls	<b>Tavern/tasting room:</b> 5% of capacity of persons (4) <b>Brewery:</b> 1 per 10 employees (1) (5 total)	None (18)
Landscaping and Screening	Yes	None (19)(20)(21)
Lighting	Not required	Existing lighting (24)
Building Forms	Not required	Existing building
<b>Other Critical Zoning Items</b>	Utility Easements; Barrier Free (ILHR 69)	

*Table Prepared by Jenny Kirchgatter, Assistant Zoning Administrator*

**Environmental Corridor Status:** The subject site is not located in a mapped environmental corridor.

**Public Utilities and Services:** This property is served by a full range of urban services, with Metro Transit Route #44 along Gilson Street.

### Previous Approvals

The applicant, Funk Factory Geuzeria, received conditional use approval from the Plan Commission on January 12, 2015 to establish a brewery in the Traditional Employment (TE) zoning district. On February 15, 2017, the Director of Planning and Community and Economic Development, per the recommendation from the district Alder, approved a minor alteration to the conditional use to allow for a tasting room on the property to complement the brewery.

## Project Description

The applicant, Funk Factory Geuzeria, proposes to create two outdoor seating areas for a tasting room for a brewery at their current location. The Funk Factory has been operating as a brewery since 2015, with the addition of a tasting room in 2017.

The 3,555 square-foot brewery and tasting room is located in an existing one-story warehouse building, which received a façade grant from the City in 2014. The applicant is requesting a conditional use for two outdoor seating areas. The first is referred to as the rear patio and would be located on the south west portion of the site and would include a fire pit, picnic tables, a children's play area, and outdoor performance platform (stage). The stage would be located on the northern portion of the outdoor area, facing towards the center of the space. The patio would be built on a combination of gravel and pavement. As proposed, the hours of operation for this patio would be between 10:00 am and 12:00 am daily.

The second proposed patio, referred to as the front patio, would be located on the east side of the building along Gilson Street. The applicant is proposing to keep the existing grass for this outdoor area with tables for customers. The applicant is also proposing to install a combination of low ornamental metal or wood fencing, with some planters, to provide a division between the tasting room patrons and the sidewalk. As proposed, the hours of operation for the front patio would be between 10:00 am and 9:00 pm daily. Together, the front and rear patio would have a total capacity of 37 people.

As previously mentioned, the applicant is proposing to build a platform in the corner of the rear patio. The applicant intends to use this space for live music, or "open mic" and poetry. According to the applicant, there would be a maximum number of four (4) outdoor amplified events per year. The applicant has had discussions with the neighborhood association and stated that they would need to request permission from the neighborhood if they would like to exceed that amount. The applicant indicated that all outdoor amplified sound would end at 10:00 pm.

## Analysis and Conclusion

This proposal is subject to the standards for Conditional Uses [M.G.O. §28.183] as M.G.O §28.082(1) lists *Outdoor eating areas associated with food and beverage establishments* as conditional uses in the Traditional Employment (TE) District.

### Conditional Use Standards

In regards to the approval standards, the Plan Commission shall not approve a conditional use without due consideration of the City's adopted plan recommendations, design guidelines, and finding that all of the Conditional Use Standards of §28.183(6) M.G.O. are met. The Planning Division anticipates that if well-managed, the proposed outdoor eating areas should not result in significant impacts to the surrounding properties.

The [Comprehensive Plan \(2006\)](#) calls for low density residential for subject site, and the [South Madison Neighborhood Plan \(2005\)](#) calls for the transition of this area to townhouse and multi-family development. While this proposal does not further these planning goals, because the property is already an established brewery and tasting room, Staff does not believe that permitting outdoor eating areas would preclude nearby properties from redeveloping in accordance to adopted plans.

Staff believes the conditional use standards can be met as follows:

1. *The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.*

Staff believes that this standard can be found met.

2. *The City is able to provide municipal services to the property where the conditional use is proposed, given due consideration of the cost of providing those services.*

Staff believes that this standard can be found met.

3. *The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner.*

Due to the size, location, and possibility for outdoor amplified sound, Staff believes certain modifications will be necessary to mitigate potential impacts. Given that the applicant made reference to live music on the outdoor elevated platform, Staff has concerns that this could negatively impact the residential properties to the north of the site. The applicant originally proposed to have eight outdoor amplified events per year, and after meeting with the neighborhood, has lowered that number to a maximum of four outdoor amplified events per year. The applicant has negotiated with neighbors that if they wish to exceed that number they would need to request permission from the neighborhood association prior to scheduling the event. As a condition of approval, Staff will require that the applicant submit these four event dates to the Zoning Administrator no later than May 15<sup>th</sup> of each calendar year. Dates beyond these four would be considered as an alteration to the conditional use.

The applicant has also indicated that outdoor amplification would not extend past 10:00 pm. As proposed, the rear patio would be open daily from 10:00 am to 12:00 am and the front patio would be open daily from 10:00 am to 9:00 pm. The Bay Creek Neighborhood Association has requested that all non-amplified outdoor music and patio use end at 9:00 pm, except during the four permitted amplified events that would end at 10:00 pm. For non-amplified event nights, Staff also has concerns about having the patio open until midnight due to potential conflicts with nearby residential uses and believes that an earlier closing time should be carefully considered by the Plan Commission. Staff believes that establishing an earlier closing time will limit the negative impacts resulting from the outdoor patios to east and north. Staff further recommends that on non-amplified sound nights, no outdoor amplified sound will be permitted.

As a condition of approval, Staff also recommends that the applicant provide a solid fence between six (6) and eight (8) feet tall around the entire perimeter of the rear patio. For zoning purposes, a screening fence is required where the property abuts residentially zoned properties. Planning Division Staff believes that this should be extended along the entire property boundary to fully screen and enclose this area. The applicant shall use wood or equivalent materials and provide further detail to Staff for final sign-off. Staff believes that this fence would screen the patio from nearby residential properties and reduce some of the potential noise impacts.

Furthermore, as a condition of approval, Staff will require that the applicant submit a more accurate and scaled seating plan showing exactly where tables would be located on the patios. As part of this seating plan, the applicant shall describe what kind of tables they will use and how many seats will be provided. Staff also requests a more detailed description of the children's play area and outdoor performance platform, including any special features and materials. Staff will also request that the applicant clarify the hours of operation for the tasting room and patios.

The neighborhood association has also expressed concern over the proposed fire pit and the smoke affecting nearby residents. Staff believes that the Fire Department's condition of approval regarding the fire pit would reduce the impact on surrounding properties and believes that it can be found to meet this approval standard. The fire pit shall conform to the standards in the City's Fire Code and shall be located a minimum of 15 feet from a structure or combustible material.

Staff believes that this standard can be found met, so long as the conditions of approval from the reviewing agencies are satisfied.

4. *The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.*

Staff believes that this standard can be found met, so long as the conditions of approval from Zoning are satisfied.

5. *Adequate utilities, access roads, drainage, parking supply, internal circulation improvements, including but not limited to vehicular, pedestrian, bicycle, public transit, and other necessary site improvements have been or are being provided.*

Staff believes that this standard can be found met, so long as the conditions of Approval from Traffic Engineering and Zoning are satisfied.

7. *The conditional use conforms to all applicable regulations of the district in which it is located.*

Staff believes that this standard can be found met, so long as the parking and landscaped areas of the site are brought up to contemporary Zoning standards.

[Standards 6, 8-15 do not apply to this request]

Finally, Staff has concerns about the existing grass and gravel as the proposed surfaces for the outdoor patios. The primary concern is from a maintenance and mess standpoint, especially after rain. However, this is more of a concern for patrons and Staff does not believe such a modification would necessarily need to be imposed to meet the conditional use standards, especially for the rear patio. Staff believes that the aforementioned screening fence for the rear patio will limit the visibility in the area. From a building code standpoint, the area would need to meet minimum maintenance requirements, however Planning Staff understands that there is no code standard to require a hard surface for the patio.

### **Supplemental Regulations**

M.G.O. § 28.151 contains further regulations for outdoor eating areas associated with food and beverage establishments. First, primary access to the area shall be from within the establishment. According to the site plan provided, Staff believes that this requirement has been fulfilled. Second, hours of operation may be restricted and noise and lighting limits imposed as part of the conditional use approval. The Planning Division has provided conditions of approval to regulate the outdoor music and patio hours. Lastly, where the use is conditional, an appropriate transition area between the use and adjacent property may be required, using landscaping, screening, and other site improvements consistent with the neighborhood. As previously mentioned, Staff recommends that the applicant provide a solid fence between six (6) and eight (8) feet tall around the entire perimeter of the rear patio. Staff believes that this fence will fulfill the Supplemental Regulations for outdoor eating areas.

## Conclusion

Staff believes that the outdoor eating area associated with the tasting room for a brewery can be found to meet the Conditional Use Approval Standards and recommends that it be approved by the Plan Commission, subject to several conditions. At the time of report writing, Staff received comments from the Bay Creek Neighborhood Association. Those comments are attached.

If approved, the Plan Commission retains continuing jurisdiction over this conditional use, meaning that should complaints be filed, the Plan Commission could take further action on this conditional use as allowed in M.G.O. §28.183(9)(d).

## Recommendation

### Planning Division Recommendation (Contact Sydney Prusak, (608) 243-0554)

The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to establish an outdoor eating area for a tasting room for a brewery on a property zoned TE (Traditional Employment District) at 1602 Gilson Street. These requests are subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

### **Recommended Conditions of Approval** Major/Non-Standard Conditions are Shaded

### Planning Division (Contact Sydney Prusak, (608) 243-0554)

1. As part of this approval, the applicant is annually limited to four (4) event dates where outdoor amplified sound may be used and the rear patio may be open until 10:00 pm. Annually, the applicant shall submit the four dates for the outdoor amplified events to the Zoning Administrator no later than May 15<sup>th</sup> of each calendar year. If the applicant chooses to host more than four amplified events per year, an alteration to this conditional use will be required.
2. There shall be no amplified sound, including, but not limited to television, ambient music or musical performances, in the outdoor eating areas located at the brewery and tasting room addressed 1602 Gilson Street, except during the four permitted amplified events.
3. The hours of operation for the outdoor eating areas located at 1602 Gilson Street shall be Monday through Sunday from 10:00 am – 9:00 pm. Future modifications to the hours of operation of the outdoor eating area may be requested by the applicant in the future as a minor alteration of the conditional use following a recommendation by the district alder.
4. The applicant shall submit a more accurate and scaled seating plan showing exactly where the tables will be located on each patio. As part of this seating plan, the applicant shall describe what kind of tables they will use and how many seats will be provided. Staff also requests a more detailed description of the children's play area and outdoor performance platform, including any special features and materials.
5. The applicant shall install a solid fence between six (6) and eight (8) feet tall around the entire perimeter of the rear patio. The applicant shall use wood or equivalent materials and provide further details to Staff for final sign-off.

6. The applicant shall provide details on any screening fence proposed for the front patio, for staff approval. This shall not be a six (6) foot solid fence abutting the sidewalk.

7. The applicant shall obtain an entertainment license, if applicable to their liquor license requirements.

8. The applicant shall have the Certified Survey Map (CSM) recorded before final sign-off.

**Engineering Division (Main Office)** (Contact Brenda Stanley, (608) 261-9127)

9. The applicant shall submit, prior to plan sign-off but after all revisions have been completed, digital PDF files to the Engineering Division. Email PDF file transmissions are preferred to: [bstanley@cityofmadison.com](mailto:bstanley@cityofmadison.com) (East) or [troester@cityofmadison.com](mailto:troester@cityofmadison.com) (West). The digital copies shall be to scale, and shall have a scale bar on the plan set. (POLICY and MGO 37.09(2))PDF submittals shall contain the following information:

- a) Building Footprints
- b) Internal Walkway Areas
- c) Internal Site Parking Areas
- d) Other Miscellaneous Impervious Areas (i.e. gravel, crushed stone, bituminous/asphalt, concrete, etc.)
- e) Right-of-Way lines (public and private)
- f) Lot lines or parcel lines if unplatte
- g) Lot numbers or the words unplatte
- h) Lot/Plat dimensions
- i) Street names
- j) Stormwater Management Facilities
- k) Detail drawings associated with Stormwater Management Facilities (including if applicable planting plans).

**Engineering Division (Mapping)** (Contact Jeff Quamme, (608) 266-4097)

10. The pending Certified Survey Map application for this property shall be completed and recorded with the Dane County Register of Deeds (ROD) prior to issuance of any building permits for new construction. When the recorded CSM image is available from the ROD, the Assessor's Office can then create the new Address-Parcel-Owner (APO) data in GEO so that the Accela system can upload this data and permit issuance made available for this new land record.

**Traffic Engineering Division** (Contact Sean Malloy, (608) 266-5987)

11. Due to changes in site operation, the applicant shall work with Traffic Engineering to determine if the existing entrances are functioning as intended and close one, if not two access points to Gilson Street.

12. Per MGO 10.08 - all off-street parking facilities shall be improved with bituminous or concrete pavement and designed so as to prevent encroachment onto adjacent land areas: secure all gravel areas with fencing or note as landscaping.

13. Secure patio area. If the applicant intends to have an outdoor seating area, the applicant shall secure the outdoor seating area from the Right of Way with a continuous fence.

14. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan

showing existing conditions for approval. The plan drawings shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; pavement markings; signing; building placement; items in the terrace such as signs, street light poles, hydrants; surface types such as asphalt, concrete, grass, sidewalk; driveway approaches, including those adjacent to and across street from the project lot location; parking stall dimensions, including two (2) feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.

15. All parking facility design shall conform to MGO standards, as set in section 10.08(6).

**Zoning** (Contact Jenny Kirchgatter, (608) 266-4569)

16. The areas labeled "Existing Parking" have not been approved for parking. Remove the "Existing Parking" labels from the site plan and discontinue parking in these areas or obtain approval for the parking lots. Per Section 28.141(8) Parking Design and Location, parking for automobiles and other motor vehicles shall be designed according to the requirements of Sec. 10.08, MGO.

17. Provide a calculation and plan detail for lot coverage with the final submittal. The lot coverage maximum is 85%. Lot coverage is defined as the total area of all buildings, measured at grade, all accessory structures including pools, patios, etc., and all paved areas as a percentage of the total area of the lot, with the following exceptions: sidewalks or paved paths no wider than five (5) feet, pervious pavement, green roofs and decks. Note that gravel areas are impervious and contribute to the lot coverage maximum. Provide details of the permeable front patio area.

18. Bicycle parking shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide a minimum of five (5) short-term bicycle parking stalls located in a convenient and visible area on a paved or impervious surface. Bicycle parking shall be located at least as close as the closest non-accessible automobile parking and within one hundred (100) feet of a principal entrance. Note: A bicycle stall is a minimum of two (2) feet by six (6) feet with a five (5) foot wide access area. Provide a detail of the proposed bike rack.

19. Submit a landscape plan and landscape worksheet stamped by the registered landscape architect. Per Section 28.142(3) Landscape Plan and Design Standards, landscape plans for zoning lots greater than ten thousand (10,000) square feet in size must be prepared by a registered landscape architect.

20. Screening is required adjacent the Zoning district boundary along the west property line. Screening shall be provided along side and rear property boundaries between commercial/ mixed-use districts and residential districts. Screening shall consist of a solid wall, solid fence, or hedge with year-round foliage, between six (6) and eight (8) feet in height. Submit a detail of the screening fence with the final plans.

21. Identify the refuse disposal area on the site plan. All developments, except single family and two family developments, shall provide a refuse disposal area. If the refuse disposal area is located outside the building, it shall be screened on four (4) sides (including a gate for access) by a solid, commercial-grade wood fence, wall, or equivalent material with a minimum height of six (6) feet and not greater than eight (8) feet. Submit a detail of the trash enclosure if provided outside the building.

22. Provide a detail of the fence enclosing the outdoor eating area located on the east side of the building.

23. The outdoor eating areas shall meet applicable building/fire codes. The capacity shall be established for the outdoor eating areas. Occupancy is established by the Building Inspection Unit. Contact Building Inspection staff at (608) 266-4559 to help facilitate this process.

24. Verify whether exterior lighting will be provided for the outdoor patio areas. If exterior lighting is provided, it must comply with City of Madison General Ordinances Section 10.085 outdoor lighting standards. If exterior site lighting is provided, submit an exterior lighting plan and fixture cut sheets with the final plan submittal.
25. Per Section 28.186(4)(b), the property owner or operator is required to bring the property into compliance with all elements of the approved site plans by the date established by the Zoning Administrator as part of the site and building plan approval. Work with Zoning staff to establish a final site compliance date.

**Fire Department** (Contact Bill Sullivan, (608) 261-9658)

26. The proposed outdoor fire pit shall comply with IFC307.4.3. The fire pit shall be located a minimum 15-ft from of a structure or combustible material and the pit shall have a spark arrestor in place at all times while in use. Contact MFD prior to purchasing materials. Note: This is based on an approved occupant load of 35 classifying the space as a Group B Occupancy. MFD would need to reevaluate the allowance of a fire pit if the Occupancy changed to an Assembly if the occupant load reaches 50 persons.

**Parks/Forestry Division** (Contact, Kathleen Kane (608) 261-9671)

27. Existing street trees shall be protected. Please include the following note on the site plan: Contractor shall install tree protection fencing in the area between the curb and sidewalk and extend it at least 5 feet from both sides of the tree along the length of the terrace. No excavation is permitted within 5 feet of the outside edge of a tree trunk. If excavation within 5 feet of any tree is necessary, contractor shall contact City Forestry (266-4816) prior to excavation to assess the impact to the tree and root system. Tree pruning shall be coordinated with City Forestry prior to the start of construction. Tree protection specifications can be found in section 107.13 of City of Madison Standard Specifications for Public Works Construction - <http://www.cityofmadison.com/business/pw/documents/StdSpecs/2018/Part1.pdf>. Any tree removals that are required for construction after the development plan is approved will require at least a 72 hour wait period before a tree removal permit can be issued by Forestry, to notify the Alder of the change in the tree plan.
28. An existing inventory of trees (location, species, & DBH) and any tree removal plans (in PDF format) shall be submitted to the plans and Brad Hofmann – [bhofmann@cityofmadison.com](mailto:bhofmann@cityofmadison.com) or 266-4816. All proposed street tree removals within the right of way shall be reviewed by City Forestry. Approval and permitting of street tree removals shall be obtained from the City Forester and/or the Board of Public Works prior to the approval of the site plan.



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91043

File ID: 91043	File Type: License	Status: 21 Entertainment
Version: 1	Reference:	Controlling Body: ALCOHOL LICENSE REVIEW COMMITTEE
<b>File Created Date :</b> 11/25/2025		
<b>File Name:</b>		<b>Final Action:</b>
<div style="border: 1px solid black; padding: 10px;"><p><b>Title:</b> 21+ Entertainment License Friends Applaud LLC • dba Friends Applaud Capacity (in/out): 80/500 1602 Gilson St • Agent: Adam Benedetto Class B Combination Liquor &amp; Beer • 40% alcohol, 60% food Police Sector 306 (District 13)</p></div>		

**Notes:**

<b>Sponsors:</b>	<b>Effective Date:</b>
<b>Attachments:</b> LICENT-2025-01030 App_Redacted.pdf, Lee Comments.pdf, Alder Evers Comments.pdf, Kitchel Rothburd Zirngible Comments.pdf	<b>Enactment Number:</b>
<b>Author:</b>	<b>Hearing Date:</b>
<b>Entered by:</b> jverbick@cityofmadison.com	<b>Published Date:</b>

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

## Text of Legislative File 91043

### Title

21+ Entertainment License  
Friends Applaud LLC • dba Friends Applaud  
Capacity (in/out): 80/500  
1602 Gilson St • Agent: Adam Benedetto  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 306 (District 13)

# Entertainment License

Permanent

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

City of Madison Clerk  
 210 MLK Jr Blvd, Room 105  
 Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
 608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT-2025-01030

(License number)

306

13

5

(Alder District #)

(Police Sector)

Office Use Only

Type of entertainment license:  Entertainment License (21+)  Visual & Performing Arts License (18+)

## Licensed Premises Information

This application modifies existing alcohol license number (if applicable):

(Class B license only)

Business dba Name: Friends Applaud

Licensed Address: 1602 Wilson St Madison WI 53715

Premise Capacity: 80 500 Liquor/Beer Agent Name: Adam Benedetto  
 Indoor                    Outdoor

40 % Alcohol, 60 % Food, 0 % Other      Alder, District #: \_\_\_\_\_ Police Sector: \_\_\_\_\_

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Friends Applaud LLC

Business Mailing Address: 5730 Dogwood Pl Madison WI 53705

Business Contact Name, Position: Adam Benedetto, Owner

Business Phone: 718 501 4304      Business Email: Adam@FriendsApplaud.com

Corporate Officers, Partners, or Sole Proprietor's information:

Name	Address	Title
<u>Adam Benedetto</u>	<u>5730 Dogwood Pl Madison WI 53705</u>	<u>Owner</u>
<u>Sasha Benedetto</u>	<u>5730 Dogwood Pl Madison WI 53705</u>	<u>Owner</u>

Will entertainment or any amplified sound be outdoors?  No  Yes

If yes, contact Zoning ([zoning@cityofmadison.com](mailto:zoning@cityofmadison.com), 608-266-4551) for necessary approvals.

I certify that this information is true and correct to the best of my knowledge.

X Adam Benedetto  
 Signature

Nov 17 2025  
 Date

Orange sign and business card issued

"License Renewals & Changes" brochure with next steps issued  
 Office Use Only

## Entertainment and Security Information

Live entertainment includes (check all that apply):  Live Music  Disc Jockey  Designated Dance Floor

Live entertainment does not include non-amplified or acoustic music performed by a single artist, or performances where an uncompensated patron sings along with a machine that plays pre-recorded music, commonly known as karaoke.

Type of live entertainment to be offered: Live music, both Acoustic and electric.

Stand up comedy, DJs, small theatrical plays,

Number of security personnel and how they will be utilized:

For larger shows we will hire security based on ticket sales.

Description of clothing to identify security personnel:

We will hire security carrying with appropriate uniforms.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:

As it is an outside venue we will end shows at a reasonable hour. Our staff will encourage patrons to respect the neighborhood.

How will the entrance line be managed and controlled: We will have a door person <sup>Checking</sup> taking IDs. And another door person fatty tickets.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: We will have management and owners on premise to handle these situations.

First we will deescalate verbally and then use bouncers to remove people from the premise. We will call the police if necessary.

Underage drinking and fake ID plan:

We will have a bouncer check IDs at the door. And issue wrist bands to people 21 and over.

Plan to control and supervise patrons under twenty-one (21) years of age:

If there is a big show outside we will not let people under 21 outside.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:

Staff will make sure no glasses leave the premise, we will have staff pick up litter around the premise. The owner will work with the landlord + neighbor, to handle noise complaints.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Adam Benedetto	[REDACTED]		
Sasha Benedetto	[REDACTED]		

**From:** [Lindsey Lee-CC](#)  
**To:** [Evers, Tag; licensing](#)  
**Cc:** [Adam@friendsapplaud.com](#)  
**Subject:** Friends Applaud  
**Date:** Monday, December 15, 2025 4:44:24 PM

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[You don't often get email from [cargocoffee@yahoo.com](mailto:cargocoffee@yahoo.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

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

Hello Alder Evers and members of the ALRC,

I am writing in support of the Class B Combination Liquor & Beer licence being sought by a new restaurant called Friends Applaud, proposed for 1602 Gilson Street. I also support the Entertainment license sought by this business.

I own and operate Cargo Coffee, which is nearby at 1309 South Park Street. I look forward to having this exciting restaurant concept in the neighborhood. I routinely talk to many of our neighbors, and I have only heard similar sentiments from them.

I have also had the pleasure of knowing one of the owners, Adam Benedetto, for over two decades. Given his extensive experience in the hospitality field and his good, community-focused character, I have no concerns that Friends Applaud will be anything but a solid asset for our southside community.

Thank you for your service,

Lindsey Lee

Sent from my mobile phone

**From:** [Evers, Tag](#)  
**To:** [licensing](#)  
**Cc:** [adam@friendsapplaud.com](#)  
**Subject:** Item 25 (Legistar 91041 & Item 26 (Legistar 91043) - Friends Applaud - 1602 Gilson St.  
**Date:** Wednesday, December 17, 2025 1:19:20 PM  
**Attachments:** [Outlook-cid\\_image0.png](#)

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Dear Committee Members,

I wish to offer my hearty endorsement of the liquor and entertainment license applications submitted by Adam Benedetto for Friends Applaud LLC.

Adam has a tremendous amount of experience creating and curating high quality dining and entertainment experiences in Madison and NYC. I'm very excited to see what Adam and Sacha (Adam's wife and partner) will bring to this location on Gilson St.

Adam and Sacha recently held a meeting for neighbors to learn of their plans. I have not heard from any residents concerned about this business. It's apparent Bay Creek residents are as excited as I am and are already applauding what these two are proposing to do.

I encourage you to vote affirmatively in support of both items so that Adam and Sacha can proceed with their plans.

Thanks and best wishes for the holidays,

Tag



**Tag Evers**

**District 13 Alder**

*Tel* 608 424 2580

*Email* [District13@cityofmadison.com](mailto:District13@cityofmadison.com)

Sign up for District 13 email updates/blog:

<http://www.cityofmadison.com/council/district13/blog/>

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To: ALRC  
From: Laura Zirngible, Lisie Kitchel, Carrie Rothburd  
Re: Items 25 and 26  
Date: 12/17/25

Seven years ago, neighbors on Pine, Cedar, and Spruce streets worked together with Planning, the then-owners of the tasting room at 1602 Gilson Street, and their neighborhood association to come up with a CU arrangement that facilitated the outdoor expansion of the tasting room while respecting the preexisting uses of the residential properties in this corner of Bay Creek, aka the Tree Streets.

Neighbors in this quiet, residential section of Bay Creek were at that time experiencing some negative community impacts as a result of the tasting room—noisy late-night foot and car traffic; disturbances from car alarms; and blocked driveways—when the outdoor patio was proposed. The terms of the CUP established in 2018 covered these.

We wish to ensure that Friends Applaud also keeps to the standards of development for Conditional Use of 1602 Gilson as a pub and eatery. There are significant differences between the activities described by Friends Applaud in their business plan and applications for a Liquor License and 21+ Entertainment License and the terms of CU laid out in 2018.

We understand from Zoning that they have not yet determined whether that CUP still obtains for 1602 Gilson St. or whether a new CUP will need to be approved. Thus, **we support granting Friends Applaud the Liquor License they need to operate as a pub. However, we oppose their application for a 21+ Entertainment License for the patio activities described in their application** until the terms of the CUP for Friends Applaud are clear.

Friends Applaud	Past Agreement
Friends Applaud states that it has 3,280 sf (900 sf indoors, 3000 sf back pation, and 250 sf front patio = 4,150 sf total. (There is a discrepancy here))	The total for the established business was 3,555 sq for its brewery and tasting room
Friends Applaud proposes to serve 90 patrons (per the Liquor Lic.) or 80 patrons (per the 21+ Entertainment Lic.) patrons (although according to its application it can seat only 40)	Indoor seating area maximum was set at 45 patrons
Friends Applaud proposes to serve 300 (Liquor Lic.) or 500 21+ Entertainment Lic.)	Outdoor seating area maximum was set at 90 patrons
Friends Applaud proposes to operate from 9 AM-12 AM seven days a week	Hours of operation for the outdoor patio were 10 AM-9 PM seven days a week
Friends Applaud proposes to add a kitchen with a fryer	No kitchen
Friends Applaud lists an unspecified number of plays, comedy shows, concerts outdoors per year	Outdoor events were limited to four dates where outdoor amplified sound could be used. Rear patio could remain open on event nights until 10:00 pm
Friends Applaud proposes both acoustic and amplified events on a regular basis	Amplified sound was not allowed, including, but not limited to television, ambient music or musical performances, in the outdoor eating areas, except during the four permitted amplified events
Friends Applaud proposed firepits	A single firepit was permitted
	A solid screening fence between 6 and 8 feet tall existed around the entire perimeter of the rear patio

One of the Tree Street neighbors met on 12/16/25 with Adam Benedetto and appreciates his willingness to take steps to peacefully embed his proposed pub into the nearby residential community. We look forward to introducing more neighbors into this conversation with the Benedettos in the weeks and to welcoming them to our close-knit community.

**Hutt, William M <WHutt@cityofmadison.com>** Tue, Dec 16, 4:13 PM (16 hours ago)

To: [crothburd@gmail.com](mailto:crothburd@gmail.com)

Hello!

Thank you for giving us a call earlier in regards to the conditional use at 1602 Gilson.

To answer your question on what the process may look like at this new establishment, the answer is it depends. One of the main factors that this process is dependent on is the use, and whether the use which was approved through the 2018 conditional use, had ceased for over 1 year.

My understanding of the property (which limited since I haven't worked on this property yet) is that this use of this property has stayed as a Tavern / Tavern and Restaurant since 2018. If this is the case, that it has not changed in use or stopped its use since 2018, then the existing conditional use would still apply with all of the conditions of approvals that were previously approved back in 2018.

However in the case this property has stopped its use for over a year in length, then it would require a new conditional use. This primarily happens during the approvals for things like liquor licenses, zoning is almost always the last sign off and that is where we decide whether or not it needs a new conditional use.

I'll work with some of my colleagues to track down what history we have of this property so we can determine what this might require.

Please let me know if you have any other questions!

**William Hutt**  
**Zoning & Sign Code Specialist**  
[whutt@cityofmadison.com](mailto:whutt@cityofmadison.com)  
608-266-5978



**Project Address:** 1602 Gilson Street (District 13 - Ald. Eskrich)

**Application Type:** Conditional Use

**Legistar File ID #** [50821](#)

**Prepared By:** Sydney Prusak, Planning Division  
Report Includes Comments from other City Agencies, as noted

**Reviewed By:** Kevin Firchow, AICP, Principal Planner

## Summary

**Applicant & Contact:** Amanda Funk; Funk Factory Geuzeria; 1602 Gilson Street; Madison, WI 53715

**Property Owner:** Curt Roeming; 1521 Gilson Street; Madison, WI 53715

**Requested Action:** The applicant requests approval of a conditional use to create an outdoor eating area for a tasting room for a brewery on a property zoned TE (Traditional Employment District) at 1602 Gilson Street.

**Proposal Summary:** The applicant proposes to create two outdoor eating areas for an existing tasting room for a brewery. The larger rear patio would be located on the south west corner of the site and would have an outdoor performance platform (stage) and a children's play area. The smaller front patio would be located on the north east corner of the site along Gilson Street. As part of this proposal, the applicant is also requesting approval to host four (4) outdoor amplified events per year, and these events would not extend past 10:00 pm.

**Applicable Regulations & Standards:** This proposal is subject to the standards for Conditional Uses [M.G.O. §28.183] as M.G.O §28.082(1) lists *outdoor eating areas associated with food and beverage establishments* as a conditional use in the Traditional Employment (TE) District. The Supplemental Regulations [M.G.O. §28.151] contain further regulations for these uses.

**Review Required By:** Plan Commission

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to establish an outdoor eating area for a brewery on a property zoned TE (Traditional Employment District) at 1602 Gilson Street. These requests are subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

## Background Information

**Parcel Location:** The 16,512-square-foot (0.38-acre) subject site is located along Gilson Street near the intersection with Beld Street. The site is within Aldermanic District 13 (Ald. Eskrich), as well as the Madison Metropolitan School District.

**Existing Conditions and Land Use:** The subject parcel contains a one-story, 3,555-square-foot building with an existing brewery and tasting room. City Assessor records state that the building was constructed in 1947. The subject site is currently in the process of recording a Certified Survey Map (CSM), which would combine the existing lots addressed 1516 Gilson Street and 1602 Gilson Street into one large lot.

### Surrounding Land Use and Zoning:

North: Single family homes, zoned Traditional Residential – Consistent 4 (TR-C4) and Traditional Residential – Consistent 2 (TR-C2);

East: Commercial properties, zoned Traditional Employment (TE) with one single family home also zoned TE;

South: Commercial properties, zoned TE; and

West: A commercial building with a second floor apartment, zoned TE.

**Adopted Land Use Plan:** The [Comprehensive Plan \(2006\)](#) recommends low density residential (LDR), defined as 0-15 units per acre. The [South Madison Neighborhood Plan \(2005\)](#) more specially recommends the area transition to well-designed townhouses and multifamily buildings that reflect the scale of the nearby residential area.

**Zoning Summary:** The project site is currently zoned Traditional Employment (TE).

Requirements	Required	Proposed
Lot Area (sq. ft.)	6,000 sq. ft.	16,512 sq. ft.
Lot Width	50'	160.08'
Front Yard Setback	None	Adequate
Side Yard Setback	None unless needed for access	Existing side yard setback
Rear Yard Setback	Lesser of 20% lot depth or 20'	Adequate
Maximum Lot Coverage	85%	Less than 85% (17)
Minimum Building Height	22' measured to building cornice	1 story existing building
Maximum Building Height	5 stories/ 68'	1 story existing building
Number Parking Stalls	Not required	7 (16)
Accessible Stalls	TBD	None
Loading	None	None
Number Bike Parking Stalls	<b>Tavern/tasting room:</b> 5% of capacity of persons (4) <b>Brewery:</b> 1 per 10 employees (1) (5 total)	None (18)
Landscaping and Screening	Yes	None (19)(20)(21)
Lighting	Not required	Existing lighting (24)
Building Forms	Not required	Existing building
<b>Other Critical Zoning Items</b>	Utility Easements; Barrier Free (ILHR 69)	

*Table Prepared by Jenny Kirchgatter, Assistant Zoning Administrator*

**Environmental Corridor Status:** The subject site is not located in a mapped environmental corridor.

**Public Utilities and Services:** This property is served by a full range of urban services, with Metro Transit Route #44 along Gilson Street.

### Previous Approvals

The applicant, Funk Factory Geuzeria, received conditional use approval from the Plan Commission on January 12, 2015 to establish a brewery in the Traditional Employment (TE) zoning district. On February 15, 2017, the Director of Planning and Community and Economic Development, per the recommendation from the district Alder, approved a minor alteration to the conditional use to allow for a tasting room on the property to complement the brewery.

## Project Description

The applicant, Funk Factory Geuzeria, proposes to create two outdoor seating areas for a tasting room for a brewery at their current location. The Funk Factory has been operating as a brewery since 2015, with the addition of a tasting room in 2017.

The 3,555 square-foot brewery and tasting room is located in an existing one-story warehouse building, which received a façade grant from the City in 2014. The applicant is requesting a conditional use for two outdoor seating areas. The first is referred to as the rear patio and would be located on the south west portion of the site and would include a fire pit, picnic tables, a children's play area, and outdoor performance platform (stage). The stage would be located on the northern portion of the outdoor area, facing towards the center of the space. The patio would be built on a combination of gravel and pavement. As proposed, the hours of operation for this patio would be between 10:00 am and 12:00 am daily.

The second proposed patio, referred to as the front patio, would be located on the east side of the building along Gilson Street. The applicant is proposing to keep the existing grass for this outdoor area with tables for customers. The applicant is also proposing to install a combination of low ornamental metal or wood fencing, with some planters, to provide a division between the tasting room patrons and the sidewalk. As proposed, the hours of operation for the front patio would be between 10:00 am and 9:00 pm daily. Together, the front and rear patio would have a total capacity of 37 people.

As previously mentioned, the applicant is proposing to build a platform in the corner of the rear patio. The applicant intends to use this space for live music, or "open mic" and poetry. According to the applicant, there would be a maximum number of four (4) outdoor amplified events per year. The applicant has had discussions with the neighborhood association and stated that they would need to request permission from the neighborhood if they would like to exceed that amount. The applicant indicated that all outdoor amplified sound would end at 10:00 pm.

## Analysis and Conclusion

This proposal is subject to the standards for Conditional Uses [M.G.O. §28.183] as M.G.O §28.082(1) lists *Outdoor eating areas associated with food and beverage establishments* as conditional uses in the Traditional Employment (TE) District.

### Conditional Use Standards

In regards to the approval standards, the Plan Commission shall not approve a conditional use without due consideration of the City's adopted plan recommendations, design guidelines, and finding that all of the Conditional Use Standards of §28.183(6) M.G.O. are met. The Planning Division anticipates that if well-managed, the proposed outdoor eating areas should not result in significant impacts to the surrounding properties.

The [Comprehensive Plan \(2006\)](#) calls for low density residential for subject site, and the [South Madison Neighborhood Plan \(2005\)](#) calls for the transition of this area to townhouse and multi-family development. While this proposal does not further these planning goals, because the property is already an established brewery and tasting room, Staff does not believe that permitting outdoor eating areas would preclude nearby properties from redeveloping in accordance to adopted plans.

Staff believes the conditional use standards can be met as follows:

1. *The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.*

Staff believes that this standard can be found met.

2. *The City is able to provide municipal services to the property where the conditional use is proposed, given due consideration of the cost of providing those services.*

Staff believes that this standard can be found met.

3. *The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner.*

Due to the size, location, and possibility for outdoor amplified sound, Staff believes certain modifications will be necessary to mitigate potential impacts. Given that the applicant made reference to live music on the outdoor elevated platform, Staff has concerns that this could negatively impact the residential properties to the north of the site. The applicant originally proposed to have eight outdoor amplified events per year, and after meeting with the neighborhood, has lowered that number to a maximum of four outdoor amplified events per year. The applicant has negotiated with neighbors that if they wish to exceed that number they would need to request permission from the neighborhood association prior to scheduling the event. As a condition of approval, Staff will require that the applicant submit these four event dates to the Zoning Administrator no later than May 15<sup>th</sup> of each calendar year. Dates beyond these four would be considered as an alteration to the conditional use.

The applicant has also indicated that outdoor amplification would not extend past 10:00 pm. As proposed, the rear patio would be open daily from 10:00 am to 12:00 am and the front patio would be open daily from 10:00 am to 9:00 pm. The Bay Creek Neighborhood Association has requested that all non-amplified outdoor music and patio use end at 9:00 pm, except during the four permitted amplified events that would end at 10:00 pm. For non-amplified event nights, Staff also has concerns about having the patio open until midnight due to potential conflicts with nearby residential uses and believes that an earlier closing time should be carefully considered by the Plan Commission. Staff believes that establishing an earlier closing time will limit the negative impacts resulting from the outdoor patios to east and north. Staff further recommends that on non-amplified sound nights, no outdoor amplified sound will be permitted.

As a condition of approval, Staff also recommends that the applicant provide a solid fence between six (6) and eight (8) feet tall around the entire perimeter of the rear patio. For zoning purposes, a screening fence is required where the property abuts residentially zoned properties. Planning Division Staff believes that this should be extended along the entire property boundary to fully screen and enclose this area. The applicant shall use wood or equivalent materials and provide further detail to Staff for final sign-off. Staff believes that this fence would screen the patio from nearby residential properties and reduce some of the potential noise impacts.

Furthermore, as a condition of approval, Staff will require that the applicant submit a more accurate and scaled seating plan showing exactly where tables would be located on the patios. As part of this seating plan, the applicant shall describe what kind of tables they will use and how many seats will be provided. Staff also requests a more detailed description of the children's play area and outdoor performance platform, including any special features and materials. Staff will also request that the applicant clarify the hours of operation for the tasting room and patios.

The neighborhood association has also expressed concern over the proposed fire pit and the smoke affecting nearby residents. Staff believes that the Fire Department's condition of approval regarding the fire pit would reduce the impact on surrounding properties and believes that it can be found to meet this approval standard. The fire pit shall conform to the standards in the City's Fire Code and shall be located a minimum of 15 feet from a structure or combustible material.

Staff believes that this standard can be found met, so long as the conditions of approval from the reviewing agencies are satisfied.

4. *The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.*

Staff believes that this standard can be found met, so long as the conditions of approval from Zoning are satisfied.

5. *Adequate utilities, access roads, drainage, parking supply, internal circulation improvements, including but not limited to vehicular, pedestrian, bicycle, public transit, and other necessary site improvements have been or are being provided.*

Staff believes that this standard can be found met, so long as the conditions of Approval from Traffic Engineering and Zoning are satisfied.

7. *The conditional use conforms to all applicable regulations of the district in which it is located.*

Staff believes that this standard can be found met, so long as the parking and landscaped areas of the site are brought up to contemporary Zoning standards.

[Standards 6, 8-15 do not apply to this request]

Finally, Staff has concerns about the existing grass and gravel as the proposed surfaces for the outdoor patios. The primary concern is from a maintenance and mess standpoint, especially after rain. However, this is more of a concern for patrons and Staff does not believe such a modification would necessarily need to be imposed to meet the conditional use standards, especially for the rear patio. Staff believes that the aforementioned screening fence for the rear patio will limit the visibility in the area. From a building code standpoint, the area would need to meet minimum maintenance requirements, however Planning Staff understands that there is no code standard to require a hard surface for the patio.

### **Supplemental Regulations**

M.G.O. § 28.151 contains further regulations for outdoor eating areas associated with food and beverage establishments. First, primary access to the area shall be from within the establishment. According to the site plan provided, Staff believes that this requirement has been fulfilled. Second, hours of operation may be restricted and noise and lighting limits imposed as part of the conditional use approval. The Planning Division has provided conditions of approval to regulate the outdoor music and patio hours. Lastly, where the use is conditional, an appropriate transition area between the use and adjacent property may be required, using landscaping, screening, and other site improvements consistent with the neighborhood. As previously mentioned, Staff recommends that the applicant provide a solid fence between six (6) and eight (8) feet tall around the entire perimeter of the rear patio. Staff believes that this fence will fulfill the Supplemental Regulations for outdoor eating areas.

## Conclusion

Staff believes that the outdoor eating area associated with the tasting room for a brewery can be found to meet the Conditional Use Approval Standards and recommends that it be approved by the Plan Commission, subject to several conditions. At the time of report writing, Staff received comments from the Bay Creek Neighborhood Association. Those comments are attached.

If approved, the Plan Commission retains continuing jurisdiction over this conditional use, meaning that should complaints be filed, the Plan Commission could take further action on this conditional use as allowed in M.G.O. §28.183(9)(d).

## Recommendation

### Planning Division Recommendation (Contact Sydney Prusak, (608) 243-0554)

The Planning Division recommends that the Plan Commission find that the approval standards for conditional uses are met and **approve** the request to establish an outdoor eating area for a tasting room for a brewery on a property zoned TE (Traditional Employment District) at 1602 Gilson Street. These requests are subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

### **Recommended Conditions of Approval** Major/Non-Standard Conditions are Shaded

### Planning Division (Contact Sydney Prusak, (608) 243-0554)

1. As part of this approval, the applicant is annually limited to four (4) event dates where outdoor amplified sound may be used and the rear patio may be open until 10:00 pm. Annually, the applicant shall submit the four dates for the outdoor amplified events to the Zoning Administrator no later than May 15<sup>th</sup> of each calendar year. If the applicant chooses to host more than four amplified events per year, an alteration to this conditional use will be required.
2. There shall be no amplified sound, including, but not limited to television, ambient music or musical performances, in the outdoor eating areas located at the brewery and tasting room addressed 1602 Gilson Street, except during the four permitted amplified events.
3. The hours of operation for the outdoor eating areas located at 1602 Gilson Street shall be Monday through Sunday from 10:00 am – 9:00 pm. Future modifications to the hours of operation of the outdoor eating area may be requested by the applicant in the future as a minor alteration of the conditional use following a recommendation by the district alder.
4. The applicant shall submit a more accurate and scaled seating plan showing exactly where the tables will be located on each patio. As part of this seating plan, the applicant shall describe what kind of tables they will use and how many seats will be provided. Staff also requests a more detailed description of the children's play area and outdoor performance platform, including any special features and materials.
5. The applicant shall install a solid fence between six (6) and eight (8) feet tall around the entire perimeter of the rear patio. The applicant shall use wood or equivalent materials and provide further details to Staff for final sign-off.

6. The applicant shall provide details on any screening fence proposed for the front patio, for staff approval. This shall not be a six (6) foot solid fence abutting the sidewalk.

7. The applicant shall obtain an entertainment license, if applicable to their liquor license requirements.

8. The applicant shall have the Certified Survey Map (CSM) recorded before final sign-off.

**Engineering Division (Main Office)** (Contact Brenda Stanley, (608) 261-9127)

9. The applicant shall submit, prior to plan sign-off but after all revisions have been completed, digital PDF files to the Engineering Division. Email PDF file transmissions are preferred to: [bstanley@cityofmadison.com](mailto:bstanley@cityofmadison.com) (East) or [troester@cityofmadison.com](mailto:troester@cityofmadison.com) (West). The digital copies shall be to scale, and shall have a scale bar on the plan set. (POLICY and MGO 37.09(2))PDF submittals shall contain the following information:

- a) Building Footprints
- b) Internal Walkway Areas
- c) Internal Site Parking Areas
- d) Other Miscellaneous Impervious Areas (i.e. gravel, crushed stone, bituminous/asphalt, concrete, etc.)
- e) Right-of-Way lines (public and private)
- f) Lot lines or parcel lines if unplatte
- g) Lot numbers or the words unplatte
- h) Lot/Plat dimensions
- i) Street names
- j) Stormwater Management Facilities
- k) Detail drawings associated with Stormwater Management Facilities (including if applicable planting plans).

**Engineering Division (Mapping)** (Contact Jeff Quamme, (608) 266-4097)

10. The pending Certified Survey Map application for this property shall be completed and recorded with the Dane County Register of Deeds (ROD) prior to issuance of any building permits for new construction. When the recorded CSM image is available from the ROD, the Assessor's Office can then create the new Address-Parcel-Owner (APO) data in GEO so that the Accela system can upload this data and permit issuance made available for this new land record.

**Traffic Engineering Division** (Contact Sean Malloy, (608) 266-5987)

11. Due to changes in site operation, the applicant shall work with Traffic Engineering to determine if the existing entrances are functioning as intended and close one, if not two access points to Gilson Street.

12. Per MGO 10.08 - all off-street parking facilities shall be improved with bituminous or concrete pavement and designed so as to prevent encroachment onto adjacent land areas: secure all gravel areas with fencing or note as landscaping.

13. Secure patio area. If the applicant intends to have an outdoor seating area, the applicant shall secure the outdoor seating area from the Right of Way with a continuous fence.

14. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan

showing existing conditions for approval. The plan drawings shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; pavement markings; signing; building placement; items in the terrace such as signs, street light poles, hydrants; surface types such as asphalt, concrete, grass, sidewalk; driveway approaches, including those adjacent to and across street from the project lot location; parking stall dimensions, including two (2) feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.

15. All parking facility design shall conform to MGO standards, as set in section 10.08(6).

**Zoning** (Contact Jenny Kirchgatter, (608) 266-4569)

16. The areas labeled "Existing Parking" have not been approved for parking. Remove the "Existing Parking" labels from the site plan and discontinue parking in these areas or obtain approval for the parking lots. Per Section 28.141(8) Parking Design and Location, parking for automobiles and other motor vehicles shall be designed according to the requirements of Sec. 10.08, MGO.

17. Provide a calculation and plan detail for lot coverage with the final submittal. The lot coverage maximum is 85%. Lot coverage is defined as the total area of all buildings, measured at grade, all accessory structures including pools, patios, etc., and all paved areas as a percentage of the total area of the lot, with the following exceptions: sidewalks or paved paths no wider than five (5) feet, pervious pavement, green roofs and decks. Note that gravel areas are impervious and contribute to the lot coverage maximum. Provide details of the permeable front patio area.

18. Bicycle parking shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide a minimum of five (5) short-term bicycle parking stalls located in a convenient and visible area on a paved or impervious surface. Bicycle parking shall be located at least as close as the closest non-accessible automobile parking and within one hundred (100) feet of a principal entrance. Note: A bicycle stall is a minimum of two (2) feet by six (6) feet with a five (5) foot wide access area. Provide a detail of the proposed bike rack.

19. Submit a landscape plan and landscape worksheet stamped by the registered landscape architect. Per Section 28.142(3) Landscape Plan and Design Standards, landscape plans for zoning lots greater than ten thousand (10,000) square feet in size must be prepared by a registered landscape architect.

20. Screening is required adjacent the Zoning district boundary along the west property line. Screening shall be provided along side and rear property boundaries between commercial/ mixed-use districts and residential districts. Screening shall consist of a solid wall, solid fence, or hedge with year-round foliage, between six (6) and eight (8) feet in height. Submit a detail of the screening fence with the final plans.

21. Identify the refuse disposal area on the site plan. All developments, except single family and two family developments, shall provide a refuse disposal area. If the refuse disposal area is located outside the building, it shall be screened on four (4) sides (including a gate for access) by a solid, commercial-grade wood fence, wall, or equivalent material with a minimum height of six (6) feet and not greater than eight (8) feet. Submit a detail of the trash enclosure if provided outside the building.

22. Provide a detail of the fence enclosing the outdoor eating area located on the east side of the building.

23. The outdoor eating areas shall meet applicable building/fire codes. The capacity shall be established for the outdoor eating areas. Occupancy is established by the Building Inspection Unit. Contact Building Inspection staff at (608) 266-4559 to help facilitate this process.

24. Verify whether exterior lighting will be provided for the outdoor patio areas. If exterior lighting is provided, it must comply with City of Madison General Ordinances Section 10.085 outdoor lighting standards. If exterior site lighting is provided, submit an exterior lighting plan and fixture cut sheets with the final plan submittal.
25. Per Section 28.186(4)(b), the property owner or operator is required to bring the property into compliance with all elements of the approved site plans by the date established by the Zoning Administrator as part of the site and building plan approval. Work with Zoning staff to establish a final site compliance date.

**Fire Department** (Contact Bill Sullivan, (608) 261-9658)

26. The proposed outdoor fire pit shall comply with IFC307.4.3. The fire pit shall be located a minimum 15-ft from of a structure or combustible material and the pit shall have a spark arrestor in place at all times while in use. Contact MFD prior to purchasing materials. Note: This is based on an approved occupant load of 35 classifying the space as a Group B Occupancy. MFD would need to reevaluate the allowance of a fire pit if the Occupancy changed to an Assembly if the occupant load reaches 50 persons.

**Parks/Forestry Division** (Contact, Kathleen Kane (608) 261-9671)

27. Existing street trees shall be protected. Please include the following note on the site plan: Contractor shall install tree protection fencing in the area between the curb and sidewalk and extend it at least 5 feet from both sides of the tree along the length of the terrace. No excavation is permitted within 5 feet of the outside edge of a tree trunk. If excavation within 5 feet of any tree is necessary, contractor shall contact City Forestry (266-4816) prior to excavation to assess the impact to the tree and root system. Tree pruning shall be coordinated with City Forestry prior to the start of construction. Tree protection specifications can be found in section 107.13 of City of Madison Standard Specifications for Public Works Construction - <http://www.cityofmadison.com/business/pw/documents/StdSpecs/2018/Part1.pdf>. Any tree removals that are required for construction after the development plan is approved will require at least a 72 hour wait period before a tree removal permit can be issued by Forestry, to notify the Alder of the change in the tree plan.
28. An existing inventory of trees (location, species, & DBH) and any tree removal plans (in PDF format) shall be submitted to the plans and Brad Hofmann – [bhofmann@cityofmadison.com](mailto:bhofmann@cityofmadison.com) or 266-4816. All proposed street tree removals within the right of way shall be reviewed by City Forestry. Approval and permitting of street tree removals shall be obtained from the City Forester and/or the Board of Public Works prior to the approval of the site plan.



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91189**

**File ID:** 91189

**File Type:** License

**Status:** MPD Report

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Recent Calls for Service

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:**

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

<b>Ver- sion:</b>	<b>Acting Body:</b>	<b>Date:</b>	<b>Action:</b>	<b>Sent To:</b>	<b>Due Date:</b>	<b>Return Date:</b>	<b>Result:</b>
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## Text of Legislative File 91189

**Title**

Recent Calls for Service



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

File Number: 91190

File ID: 91190

File Type: License

Status: Clerk Report

Version: 1

Reference:

Controlling Body: ALCOHOL  
LICENSE REVIEW  
COMMITTEE

File Created Date : 12/10/2025

File Name:

Final Action:

Title: Summary of Licenses Issued

Notes:

Sponsors:

Effective Date:

Attachments:

Enactment Number:

Author:

Hearing Date:

Entered by: jverbick@cityofmadison.com

Published Date:

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91190

Title

Summary of Licenses Issued