



City of Madison

City of Madison
Madison, WI 53703
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.

Wednesday, December 17, 2025

5:30 PM

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

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

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

separated 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

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

City of Madison
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

File Created Date : 08/11/2025

File Name:

Final Action:

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

Notes:

Sponsors:

Effective Date:

Attachments: LICOPR-2025-00578 App for ALRC redacted.pdf,
ALRC TC_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:
1	ALCOHOL LICENSE REVIEW COMMITTEE	08/20/2025	Refer	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
Action Text: 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
Action Text: 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
Action Text: 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.							

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

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/index.ssf (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.	Last Name Consigny		
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 tht 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

[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 st 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 nd 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: [Signature]

Date: 08/12/25



City of Madison

City of Madison
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

File Created Date : 11/18/2025

File Name:

Final Action:

Title: Operator License Application
Alexander Grahn - Establishment where employed: Oakcrest Tavern

Notes:

Sponsors:

Effective Date:

Attachments: LICOPR-2025-00839 App_Redacted.pdf, alrc
ag_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:
1	ALCOHOL LICENSE REVIEW COMMITTEE	11/26/2025	Return to Lead with the Recommendation for Approval	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
Action Text: 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 Grahm
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Residence: Street Address [REDACTED]	City Madison	State WI	Zip 53717
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Phone [REDACTED]	Date of Birth [REDACTED]	Birth Place (City, State) Madison Wisconsin	Sex Male
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Driver's License Number (State & Number) [REDACTED]	Place of employment and phone# Oakcrest Tavern	Email Address [REDACTED]
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Other names, aliases or birthdates ever used:

Cities and States lived in since age 18, including where you now reside: Madison Wisconsin	From: 11/24/2004	To: 08/25/2025
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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 tht 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(c), 5

State	Date	Description	Pending	Conviction	Fel/Misd/Ord
WI	08/03/2023	Underage Possess/Consume Alcohol Underage Person Intentionally Carry 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: UHA 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</u> -00873	BST Date <u>Vill. DNE</u>
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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/index.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 <u>Nancy</u>	M. I. <u>S</u>	Last Name <u>Martin</u>
Residence: Street Address [REDACTED]	City <u>Waukegan</u>	State <u>WI</u>
Phone [REDACTED]	Date of Birth [REDACTED]	Zip <u>53597</u>
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 WI 222-2508</u>	Email Address [REDACTED]
Other names, aliases or birthdates ever used: <u>Jacobowski</u>		
Cities and States lived in since age 18, including where you now reside:		
<u>Waukegan, WI</u>	From: <u>2021</u>	To: <u>Present</u>
<u>Lodi, WI</u>	From: <u>2008</u>	To: <u>2021</u>
<u>Waukegan, WI</u>	From: <u>2006</u>	To: <u>2008</u>
<u>Madison, WI</u>	From: <u>2000</u>	To: <u>2006</u>

-over-

Arrest and Conviction Record

Since your 17 th 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 ID	No	No
2020	Fondulac	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

 9/15/25
 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	Ford dollar	Possession Prescription	No	No
2020	Rock Co	Retail Theft	No	No
2001	Priving	Under Influence	yes	No
2008	Disorderly	SAUK	NO	No

- Went through challenging situation in 2020/2021
- successfully completed probation and actively working
- Hold operators 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

___x___ 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

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

licensing@cityofmadison.com
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

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

(Agenda Item Number) -if change-

(Legistar file number) -if change-

L1CLIB-2025-00481

(License number)

4, Verveen

(Alder District # and Name)

Office Use Only

28

- 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 BakedWings&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.

[Signature]
Signature of corporate officer/member

11/6/25
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.

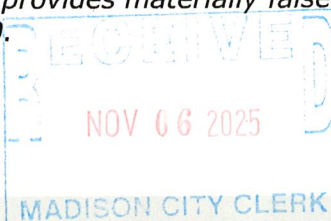
Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

[Signature]
Signature of corporate Agent

11/6/25
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: 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:

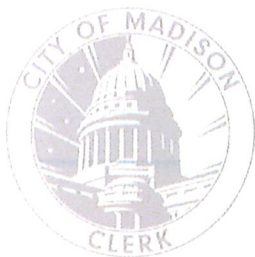
History of Legislative File

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

City of Madison Clerk

210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com

608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☐ Class C Wine

(Agenda Item Number) -if change-

(Legistar file number) -if change-

LIC LIB-2020-00742

(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, 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

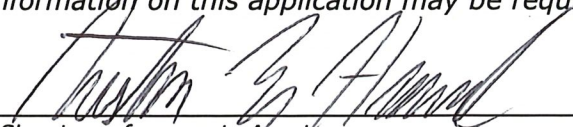
I, Austin Howard, appointed liquor/beer agent for Wonderstate Coffee (Corp/LLC),

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:

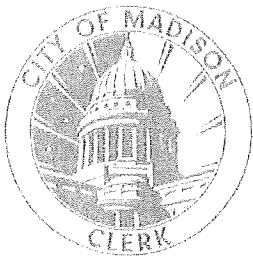
History of Legislative File

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

licensing@cityofmadison.com
608-266-4601

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

(Agenda Item Number) -If change-

(Legistar file number) -if change-

LTCLIA-2024-00161
(License number)

#2 Will Ochowicz
(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, 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.

R Saini, 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.

Shriya Khullar, 11-12-2025
Signature of corporate Agent Date



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 Ochawicz

(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

608-266-4601

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o 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

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: RUPINDER SAINI
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

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

licensing@cityofmadison.com
608-266-4601

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

(Agenda Item Number)

(Legistar file number)

LILLIA - 2024 - 0061
(License number)

#2 #4
(Alder District #) (Police Sector)
Office Use Only

36

Section A – Applicant

- 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
- Trade Name (doing business as) STOP N SHOP
- Address to be licensed 312 E MIFFLIN ST. MADISON, WI 53703
- Mailing address 312 E MIFFLIN ST. MADISON, WI 53703
- Anticipated opening date N/A
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
☐ No ☐ Yes (explain)

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

Section B—Premises

- 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.

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. DBA 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 - 10PM	9AM - 10PM	9AM - 10PM	9AM - 10PM
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
9AM - 10PM	9AM - 10PM	9AM - 10PM	9AM - 10PM	9AM - 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, 20 26.

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.



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

11-13-25

(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 _____



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

City of Madison Clerk

210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☐ Liquor,

☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LC4B-2018-00866

(License number)

17 - MADISON

(Alder District # and Name)

Office Use Only

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o 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

11/13/25
Date

☐ Form submitted by mail/e-mail
Office Use Only

PORTILLO'S HOT DOGS, LLC LIQUOR LICENSES

Address	Geographic Body	License/Permit Number
235 E. North Ave., Grandville Heights 60139	State of Illinois	1A-0005564
155 S. Elm St., Elmhurst 60126	Village of Elmhurst	23-0295
170 W. North Ave., Northlake 60164	City of Elmhurst	1A-0005561
1500 Butterfield Rd., Downers Grove 60515	City of Elmhurst	ALCL-201744-2015
134 E. Lake Street, Bloomington 61808	State of Illinois	25-1888
656 W. Dundee Rd., Arlington Heights 60004	State of Illinois	1A-0015567
950 E. Ogden Ave., Naperville 60540	Village of Downers Grove	116
7740 W. Roosevelt Rd., Forest Park 60130	State of Illinois	1A-0008763
1500 Basile Highway, Elk Grove Village 60007	Village of Downers Grove	LIQ25-0001
611 E. Golf Rd., Schaumburg 60173	State of Illinois	1A-1133176
950 S. Barrington Rd., Streamwood 60107	Village of Arlington Heights	LIQ-200249-2024
1992 W. Jefferson, Naperville 60540	State of Illinois	1A-0015565
13130 S. Cicero, Crestwood 60445	City of Naperville	LIQ-2002505
221 E. Townline Rd., Vernon Hills 60061	State of Illinois	1A-0005506
15900 S. Harlem Ave., Tinley Park 60477	Village of Forest Park	28
8832 W. Dempster, Niles 60714	State of Illinois	1A-0008762
5532 S. Harlem Ave., Summit 60051	Village of Elk Grove	2168
531 N. Randall Rd., Batavia 60010	State of Illinois	1A-0008765
555 Cog Dr., Crystal Lake 60014	Village of Schaumburg	LIQ-24-127
2810 Route 34, Oswego 60543	State of Illinois	1A-0008759
3895 E. Main St., St. Charles 60174	Village of Streamwood	LIQ-000168
4200 W. 95th St., Oak Lawn 60453	State of Illinois	1A-0016692
1155 Brook Forest Ave., Shorewood 60431	City of Naperville	LIQ-0000051
3470 Skokie Blvd., Skokie 60077	Village of Crestwood	1A-0005507
1760 DeKalb Ave., Sycamore 60178	State of Illinois	23-1129
555 East 81st Ave., Mantoloking, NJ 08410	State of Illinois	1A-0005506
7195 Kingsley Highway, Willowbrook, IL 60527	Village of Vernon Hills	2025-1965
100 W. Ontario, Chicago 60610	State of Illinois	1A-0005506
6102 W. Grand Ave. (Route 122 8607) Gurnee, IL 60031	Village of Tinley Park	1A-0016684
8350 La Palma Ave., Buena Park, CA 90620	State of Illinois	1A-0011078
12840 Day St., Moreno Valley, CA 92553	Village of Niles	4
1743 W. Brandon Blvd., Brandon, FL 33510	Village of Summit	1A-0005506
530 W. Taylor St., Chicago, IL 60607	State of Illinois	1A-0005506
17645 Blumendorn Rd., Brookfield, WI 53005	State of Illinois	1A-0005506
134 E. Bourbonnais Rd., Bolingbrook, IL 60440	State of Illinois	1A-0005506
2308 E. Lincoln Highway, New Lenox, IL 60451	State of Illinois	1A-0005506
2100 S. Randall Road, Elgin, IL 60120	State of Illinois	1A-0005506
2100 E. Fowler Ave., Tampa, FL 33612	State of Illinois	1A-0005506
8090 East State Street, Rockford, IL 61108	State of Illinois	1A-0005506
17600 Haled Street, Homewood, IL 60430	State of Illinois	1A-0005506
65 S. McDonough Dr., Tempe, AZ 85281	State of Illinois	1A-0005506
10574 N. 90th Street, Scottsdale, AZ 85258	State of Illinois	1A-0005506
700 Lake Cook Road, Deerfield, IL 60015	State of Illinois	1A-0005506
7308 W. Lawrence Ave., Hancock Heights, IL 60908	State of Illinois	1A-0005506
2308 N. Prospect Ave., Chicago, IL 60612	State of Illinois	1A-0005506
8705 W. Sun Lane, Greenfield, WI 53228	State of Illinois	1A-0005506
8450 Madison Road, Woodbury, NJ 08815	State of Illinois	1A-0005506
1900 W. Golf Rd., Rolling Meadows, IL 60009	State of Illinois	1A-0005506
202 N. Landmark Drive, Normal, IL 61761	State of Illinois	1A-0005506
9201 E. 116th Street, Fishers, IN 46037	State of Illinois	1A-0005506
12251 Elm Creek Blvd., H. Maple Grove, MN 55369	State of Illinois	1A-0005506
5102 N. Main Street, Mahanwah, IL 64545	State of Illinois	1A-0005506
4412 N. Rockwood Rd., Peoria, IL 61615	State of Illinois	1A-0005506
8190 US 31, Indianapolis, IN 46227	State of Illinois	1A-0005506
10446 E. US 28, Arpa, IL 60137	State of Illinois	1A-0005506
4905 East Towne Blvd., Madison, WI 53704	State of Illinois	1A-0005506
1803 County Road B3, Roseville, MI 58113	State of Illinois	1A-0005506
2741 E. 57th Street, Decatur, IL 62520	State of Illinois	1A-0005506
10311 W. McDowell Rd., Chandler, AZ 85120	State of Illinois	1A-0005506
295 W. Coliseum Blvd., Fort Wayne, IN 46805	State of Illinois	1A-0005506
3343 W. Addison, Chicago, IL 60618	State of Illinois	1A-0005506
3400 Freedom Drive, Springfield, IL 62703	State of Illinois	1A-0005506
7715 W. Palm Parkway, Orlando, FL 32835	State of Illinois	1A-0005506
17125 N. 7th Ave., Glendale, AZ 85308	State of Illinois	1A-0005506
870 E. State Road 32, Westfield, IL 60074	State of Illinois	1A-0005506
7390 West Towne Way, Madison, WI 53704	State of Illinois	1A-0005506
2902 Tyrone Blvd. N., St. Petersburg, FL 33710	State of Illinois	1A-0005506
6041 W. McPherson Memorial Highway, Kissimmee, FL 34747	State of Illinois	1A-0005506
2850 S. Market St., Gilbert, AZ 85295	State of Illinois	1A-0005506
4560 Destination Drive, The Colony, TX 75056	State of Illinois	1A-0005506
1403 US 41, Seneca, IL 60555	State of Illinois	1A-0005506
3761 E. Broadway Blvd., Tucson, AZ 85718	State of Illinois	1A-0005506
1555 N. Central Expressway, Allen, TX 75013	State of Illinois	1A-0005506
4200 S. Cooper St., Arlington, TX 76015	State of Illinois	1A-0005506
20745 E. Walnut Rd., Queen Creek, AZ 85142	State of Illinois	1A-0005506
1601 S. Randall Rd., Algonquin, IL 60102	State of Illinois	1A-0005506
3302 S. Coaling Creek, IL 60008	State of Illinois	1A-0005506
124 E. Main St., Chicago, IL 60611	State of Illinois	1A-0005506
8769 Telemachus College Dr., Fort Worth, TX 76177	State of Illinois	1A-0005506
3330 N. Interstate 35, Denton, TX 76201	State of Illinois	1A-0005506
16302 W. Warden Rd., Sugar Land, TX 77479	State of Illinois	1A-0005506
14435 Lakeside Circle, Sterling Heights, MI 48313	State of Illinois	1A-0005506
13004 Middlefield Rd., Lyoma, MI 48150	State of Illinois	1A-0005506
410 US 287, Mansfield, TX 76063	State of Illinois	1A-0005506
11005 W. Grand Pkwy S., Richmond, TX 77406	State of Illinois	1A-0005506
315 N. Alanya Trail, Orlando, FL 32828	State of Illinois	1A-0005506
1019 Westside Parkway, Katy, TX 77449	State of Illinois	1A-0005506
7811 W. FM 1850, Houston, TX 77070	State of Illinois	1A-0005506
460 W. State Highway 114, Grapevine, TX 76051	State of Illinois	1A-0005506
12419 Southwest Freeway, Stafford, TX 77477	State of Illinois	1A-0005506
2283 Dr. Randy McDaniel Way, Madison, IL 62252	State of Illinois	1A-0005506
3102 State Hwy 153, Grand Prairie, TX 75050	State of Illinois	1A-0005506
25331 Tomcat Pkwy, Tomball, TX 77375	State of Illinois	1A-0005506
111 FM 1960 Rd, Blythe, IL, Madison, TX 77318, Target Opening in 2026	State of Illinois	1A-0005506
13904 Dallas Pkwy, Dallas, TX 75249, Opening in 2025	State of Illinois	1A-0005506
18978-35 N. Spaworth, TX 78154, Target Opening in 2026	State of Illinois	1A-0005506
780 Cobb Plaza Blvd, N.W. Kennesaw, GA, Opening in 2025	State of Illinois	1A-0005506



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)

City of Madison Clerk

210 MLK Jr Blvd, Room 103

Madison, WI 53703

licensing@cityofmadison.com

608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☐ Liquor,

☒ Class C Wine

LICLIB-2021-00136

(License number)

9 - PRITCHETT

(Alder District # and Name)

Office Use Only

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o Please include a completed **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

11/13/25

Date

☐ Form submitted by mail/e-mail
Office Use Only

PORTILLO'S HOT DOGS, LLC LIQUOR LICENSES

Address	Location	License Number
235 E. North Ave., Glendale Heights 60139	Glendale Heights State of Illinois	1A-0005504
155 S. Rte. 63, Elmhurst 60126	Elmhurst City of Elmhurst	23-0001
170 W. North Ave., Northlake 60164	Northlake City of Northlake	ALCL-201744-2021
1500 Butterfield Rd., Downers Grove 60515	Downers Grove State of Illinois	25-1488
134 E. Lake Street, Bloomingdale 60108	Bloomingdale State of Illinois	1A-0008763
806 W. Dundee Rd., Arlington Heights 60004	Arlington Heights State of Illinois	1A-0008763
590 E. Ogden Ave., Naperville 60540	Naperville City of Naperville	LIQ-000249-2024
7740 W. Roosevelt Rd., Forest Park 60130	Forest Park State of Illinois	1A-0013956
1500 Buena Vista Highway, Elk Grove Village 60007	Elk Grove Village State of Illinois	LIQ-000060
611 E. Golf Rd., Schaumburg 60173	Schaumburg State of Illinois	1A-0025508
950 S. Barrington Rd., Streamwood 60107	Streamwood State of Illinois	1A-0008763
1992 W. Jefferson, Naperville 60540	Naperville City of Naperville	LIQ-000249-2024
13130 S. Cicero, Crestwood 60445	Crestwood State of Illinois	1A-0008763
221 E. Townline Rd., Vernon Hills 60061	Vernon Hills State of Illinois	LIQ-000249-2024
15900 S. Harlem Ave., Tinley Park 60477	Tinley Park State of Illinois	1A-0008763
8832 W. Dempster, Niles 60714	Niles State of Illinois	1A-0008763
5532 S. Harlem Ave., Summit 60501	Summit State of Illinois	1A-0008763
531 N. Randall Rd., Batavia 60510	Batavia State of Illinois	1A-0008763
555 Cog Dr., Crystal Lake 60014	Crystal Lake State of Illinois	1A-0008763
2810 Route 34, Oswego 60543	Oswego State of Illinois	1A-0008763
3895 E. Main St., St. Charles 60174	St. Charles State of Illinois	1A-0008763
4020 W. 95th St., Oak Lawn 60453	Oak Lawn State of Illinois	1A-0008763
1155 Brook Forest Ave., Shorewood 60431	Shorewood State of Illinois	1A-0008763
8400 Skokie Blvd., Skokie 60077	Skokie State of Illinois	1A-0008763
1760 DeKalb Ave., Sycamore 60178	Sycamore State of Illinois	1A-0008763
555 East 81st Ave., Maitland 32751	Maitland State of Florida	1A-0008763
7195 Kinney Highway, Willowbrook 60527	Willowbrook State of Illinois	1A-0008763
100 W. Ontario, Chicago 60610	Chicago State of Illinois	1A-0008763
6102 W. Grand Ave. (Route 132 #607) Umea, E. 60031	Umea State of Illinois	1A-0008763
8350 La Palma Ave., Buena Park, CA 90620	Buena Park State of California	1A-0008763
12440 Day St., Morgan Valley, CA 92553	Morgan Valley State of California	1A-0008763
1744 W. Brandon Blvd., Brandon, FL 33510	Brandon State of Florida	1A-0008763
430 W. Taylor St., Chicago, IL 60607	Chicago State of Illinois	1A-0008763
17655 Bluemound Rd., Brookfield, WI 53009	Brookfield State of Wisconsin	1A-0008763
134 E. Boughton Rd., Bolingbrook, IL 60440	Bolingbrook State of Illinois	1A-0008763
2308 E. Lincoln Highway, New Lenox, IL 60451	New Lenox State of Illinois	1A-0008763
1000 S. Randall Road, Elgin, IL 60120	Elgin State of Illinois	1A-0008763
2102 E. Fowler Ave., Tampa, FL 33612	Tampa State of Florida	1A-0008763
6050 East State Street, Rockford, IL 61108	Rockford State of Illinois	1A-0008763
17600 Healed Street, Homewood, IL 60430	Homewood State of Illinois	1A-0008763
65 S. McCord Dr., Tempe, AZ 85281	Tempe State of Arizona	1A-0008763
10574 N. 30th Street, Scottsdale, AZ 85258	Scottsdale State of Arizona	1A-0008763
700 Lake Cook Road, Deerfield, IL 60015	Deerfield State of Illinois	1A-0008763
3308 W. Leavenworth Ave., Hancock Heights, IL 60708	Hancock Heights State of Illinois	1A-0008763
2306 N. Prospect Ave., Chicago, IL 60622	Chicago State of Illinois	1A-0008763
8705 W. Sun Lane, Greenfield, WI 53128	Greenfield State of Wisconsin	1A-0008763
8450 Madison Road, Woodbury, MN 55121	Woodbury State of Minnesota	1A-0008763
1900 W. Golf Rd., Rolling Meadows, IL 60008	Rolling Meadows State of Illinois	1A-0008763
202 N. Landmark Drive, Normal, IL 61761	Normal State of Illinois	1A-0008763
8201 E. 116th Street, Fishers, IN 46037	Fishers State of Indiana	1A-0008763
12251 Elm Creek Blvd., Maple Grove, MN 55127	Maple Grove State of Minnesota	1A-0008763
5102 N. Main Street, Mahanwah, NJ 08053	Mahanwah State of New Jersey	1A-0008763
4412 N. Rockwood Rd., Peoria, IL 61615	Peoria State of Illinois	1A-0008763
8150 US 31, Indianapolis, IN 46227	Indianapolis State of Indiana	1A-0008763
10444 E. US 26, Arpa, IN 46713	Arpa State of Indiana	1A-0008763
4505 East Towne Blvd., Madison, WI 53704	Madison State of Wisconsin	1A-0008763
1900 County Road B2, Roseville, MN 55113	Roseville State of Minnesota	1A-0008763
2741 E. 53rd Street, Danbury, CT 06810	Danbury State of Connecticut	1A-0008763
10311 W. McDowell Rd., Avondale, AZ 85392	Avondale State of Arizona	1A-0008763
235 W. Coliseum Blvd., Fort Wayne, IN 46826	Fort Wayne State of Indiana	1A-0008763
3343 W. Addison, Chicago, IL 60618	Chicago State of Illinois	1A-0008763
3400 Freedom Drive, Springfield, IL 62703	Springfield State of Illinois	1A-0008763
7715 W. Palm Parkway, Orlando, FL 32835	Orlando State of Florida	1A-0008763
17125 N. 7th Ave., Glendale, AZ 85108	Glendale State of Arizona	1A-0008763
870 E. State Road 32, Westfield, NJ 08074	Westfield State of New Jersey	1A-0008763
7330 West Towne Way, Madison, WI 53704	Madison State of Wisconsin	1A-0008763
2922 Lyons Blvd. N., St. Petersburg, FL 33710	St. Petersburg State of Florida	1A-0008763
8041 V. Mo Brinson Memorial Highway, Kissimmee, FL 34747	Kissimmee State of Florida	1A-0008763
2650 S. Market St., Gilbert, AZ 85235	Gilbert State of Arizona	1A-0008763
4560 Destination Drive, The Colony, TX 75056	The Colony State of Texas	1A-0008763
1401 US 41, Seneca, NY 14857	Seneca State of New York	1A-0008763
3761 E. Broadview Blvd., Tucson, AZ 85718	Tucson State of Arizona	1A-0008763
1555 N. Central Expressway, Alton, TX 75013	Alton State of Texas	1A-0008763
4200 S. Cooper St., Arlington, TX 76015	Arlington State of Texas	1A-0008763
20745 E. Walnut Rd., Queen Creek, AZ 85142	Queen Creek State of Arizona	1A-0008763
1801 S. Randall Rd., Algonquin, IL 60102	Algonquin State of Illinois	1A-0008763
3300 S. Cooper, Coon, IL 60008	Coon State of Illinois	1A-0008763
121 E. Highway 20, Orem, UT 84057	Orem State of Utah	1A-0008763
8789 Tehuacan Road, Fort Worth, TX 76177	Fort Worth State of Texas	1A-0008763
3330 W. Interstate 35, Denton, TX 76201	Denton State of Texas	1A-0008763
16102 W. Winstead Rd., San Antonio, TX 78237	San Antonio State of Texas	1A-0008763
14425 Lakeside Circle, San Antonio, TX 78237	San Antonio State of Texas	1A-0008763
13004 Middlefield Rd., Loma, MI 48150	Loma State of Michigan	1A-0008763
410 US 287, Mansfield, TX 76063	Mansfield State of Texas	1A-0008763
11005 W. Grand Pkwy S., Richmond, TX 77406	Richmond State of Texas	1A-0008763
315 N. Alafaya Trail, Orlando, FL 32828	Orlando State of Florida	1A-0008763
1019 Westside Parkway, Katy, TX 77449	Katy State of Texas	1A-0008763
7611 W. FM 1960, Houston, TX 77070	Houston State of Texas	1A-0008763
460 W. State Highway 118, Grapevine, TX 76051	Grapevine State of Texas	1A-0008763
12419 Southwest Freeway, Garland, TX 75042	Garland State of Texas	1A-0008763
2283 Dr. Randy McDaniel Way, Modesto, IL 31182	Modesto State of Illinois	1A-0008763
3102 State Hwy 151, Grand Prairie, TX 75052	Grand Prairie State of Texas	1A-0008763
25331 Tomball Pkwy, Tomball, TX 77375	Tomball State of Texas	1A-0008763
111 FM 1960 Rd BWP E, Humble, TX 75814 - Target Opening in 2026	Humble State of Texas	1A-0008763
13504 Dallas Pkwy, Dallas, TX 75249 - Opening in 2025	Dallas State of Texas	1A-0008763
18478 JLN, Seaside, TX 78154 - Target Opening in 2025	Seaside State of Texas	1A-0008763
750 Cobb Place Blvd, NW, Kennesaw, GA - Opening in 2025	Kennesaw State of Georgia	1A-0008763



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:

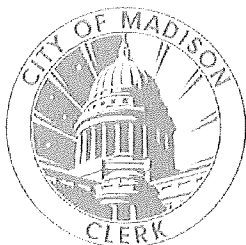
History of Legislative File

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

City of Madison Clerk
 210 MLK Jr Blvd, Room 103
 Madison, WI 53703
licensing@cityofmadison.com
 608-266-4601

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

(Agenda Item Number)

(Legistar file number)

LICLIB-2013-00530

(License number)

8

(Alder District # and Name)

Office Use Only

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o 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

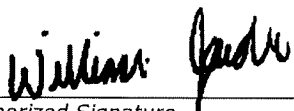
Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

☒ 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:

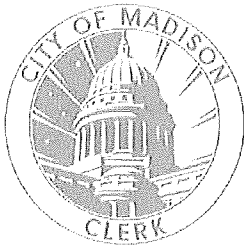
History of Legislative File

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

City of Madison Clerk

210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

Class A: ☒ Beer, ☒ Liquor, ☐ Cider

Class B: ☐ Beer, ☐ Liquor,

☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

8600-45273

(License number)

11

(Alder District # and Name)

Office Use Only

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o 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

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

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: _____

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 J. Jones

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



Change of Officers

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703
licensing@cityofmadison.com
608-266-4601

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

(Agenda Item Number)

(Legistar file number)

LICLIA-2011-01722

(License number)

9

(Alder District # and Name)

Office Use Only

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o 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

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

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: _____

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: [Signature]

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: 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- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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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.

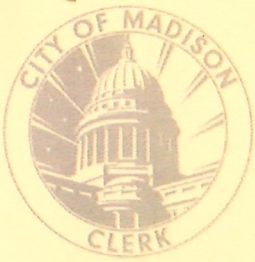


City of Madison

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

Master

File Number: 91212



Change of Premises

Fee: \$25.00

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

(Agenda Item Number)

(Legistar file number)

LICPC4-2025-01031

(License number)

12

501

(Alder District #)

(Police Sector)

Office Use Only

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☒ Class C Wine

licensing@cityofmadison.com
608-266-4601

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, buildinginspection@cityofmadison.com

Description of Proposed Changes: Adding 6th Floor Rooftop 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)

Carl Vogel
Authorized Signature

11-17-25

Date

☒ Orange sign and business card issued

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

Office Use Only

"THE PERCH"
BAR

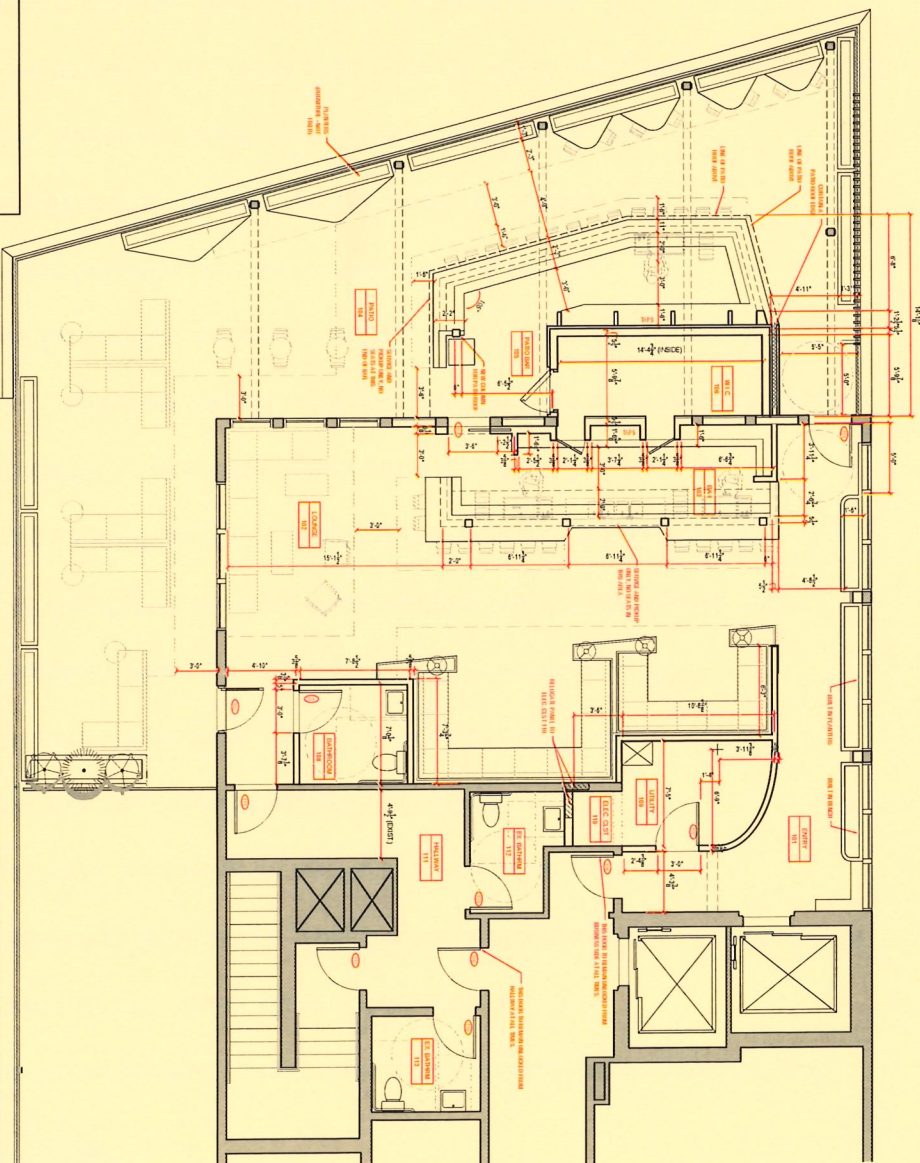
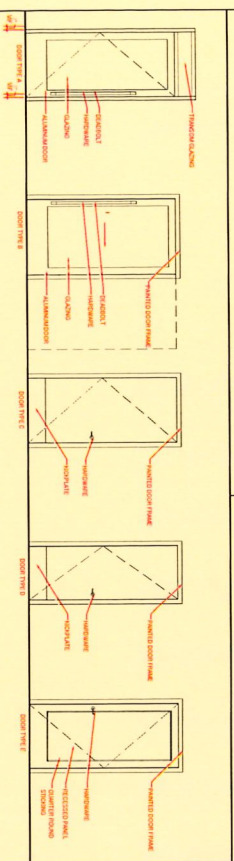
1878 E. Washington Ave.
Madison, Wisconsin 53704
Project #: 2024.02

Date	Issuance/Revision
02-26-01	CONSTRUCTION ISSUE 1

PROJECT INFO

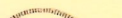
A000

DOOR SCHEDULE									
NO.	SYMBOL	LOCATION	TYPE	FINISH	REMARKS	DATE	BY	CHECKED BY	REVISION
1	1000	ENTRANCE	SWING	1000	1000	1000	1000	1000	1000
2	2000	ENTRANCE	SLIDING	2000	2000	2000	2000	2000	2000
3	3000	ENTRANCE	SWING	3000	3000	3000	3000	3000	3000
4	4000	ENTRANCE	SLIDING	4000	4000	4000	4000	4000	4000
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40	40000	ENTRANCE	SLIDING	40000	40000	40000	40000	40000	40000
41	41000	ENTRANCE							

 $\otimes \mathbb{Q}^2 = 1^+ \oplus 0^+$

**Potter
Lawson**

Success by Design



"THE PERCH"

BAR

1878 E. Washington Ave.
Madison, Wisconsin 53704

Project #: 2024.02

Date	Issued/Revised
01/15/2024	Initial Issue
02/26/2024	Final Issue

CONSTRUCTION ISSUE 1

FLOOR PLAN

A101



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.

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

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

licensing@cityofmadison.com
608-266-4601

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

(Agenda Item Number)

(Legistar file number)

LICLIB-205-00916
(License number)

19 Guequierre 218
(Alder District #) (Police Sector)
Office Use Only

Section A – Applicant

- 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
- Trade Name (doing business as) BOMBAY BLUES
- Address to be licensed 6617 ODANA ROAD, MADISON, WI 53719
- Mailing address 212 E VERONA AVENUE, WI 53593
- Anticipated opening date 10/01/2025
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
☒ No ☐ Yes (explain)

- Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

Section B—Premises

- 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	10AM -12AM	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 _____

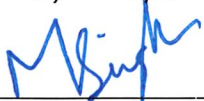
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☐ 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)

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 _____

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

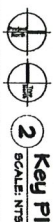
This popular dish consisting of marinated, grilled chicken pieces (tikka) simmered in a creamy, spiced tomato-based sauce (masala) It features an aromatic flavor profile from ingredients like ginger, garlic, cumin, coriander, garam masala, and often features a rich, orange-colored sauce made with tomatoes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

Rice and biryani

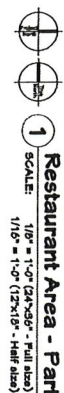
- Steamed basmati rice
- Saffron ghee rice
- Jeera rice
- Chicken biryani
- Lamb biryani
- Egg biryani
- Veg pulao

Breads and naan

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








Key Plan - Restaurant Area



Restaurant Area - Partial Floor Plan

Fire System Legend

	Exit Sign
	Exit Light
	Fire Strobe
	Fire Pull
	Fire Extinguisher

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, Biryanis, 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.

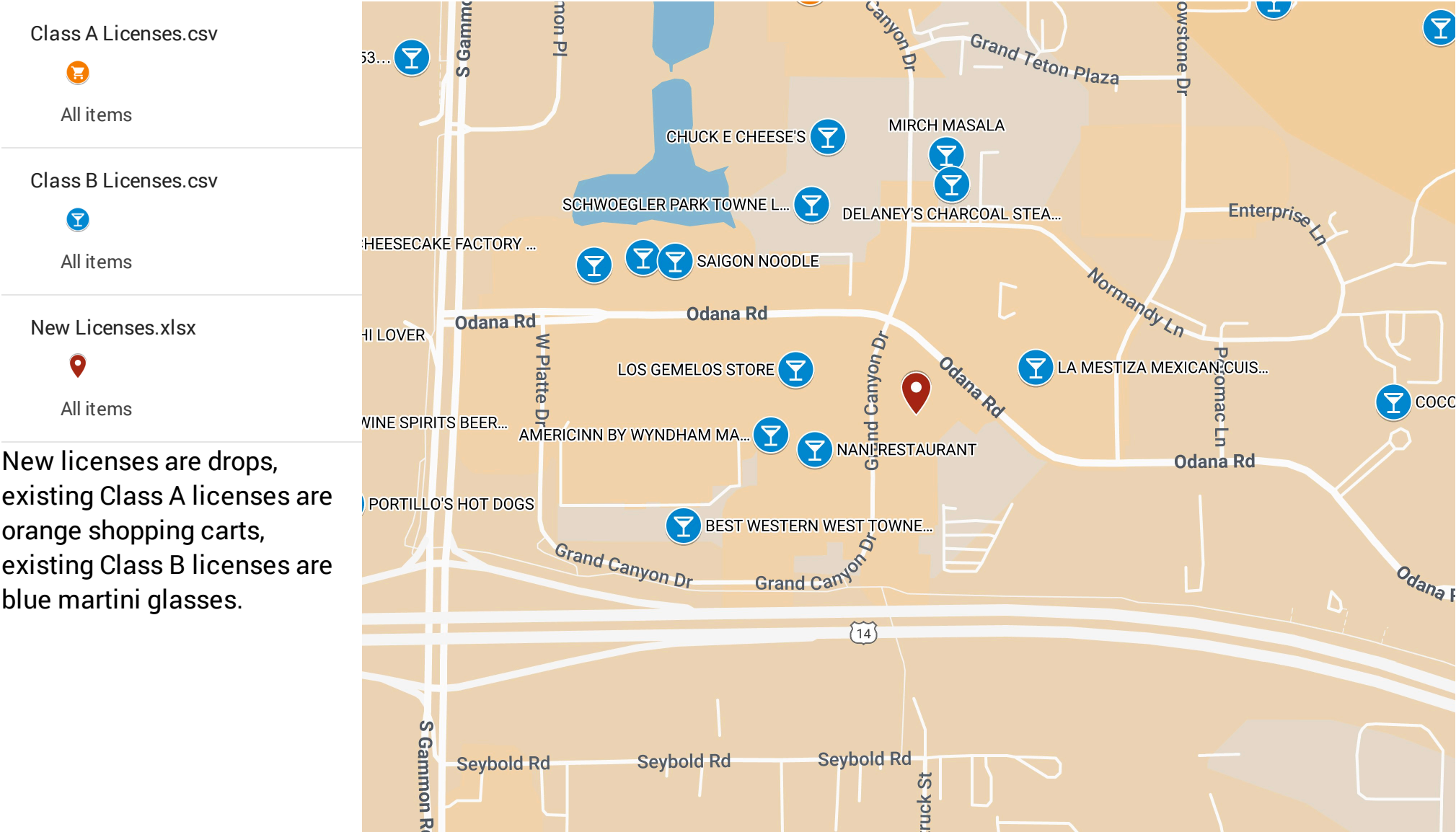
Startup Costs (Estimated):

- 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



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.

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

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

licensing@cityofmadison.com
608-266-4601

(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

Class B: ☐ Beer, ☐ Liquor,

☐ 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.

Luma's Market

2. Trade Name (doing business as) Luma's Market

3. Address to be licensed 2328 S Park Street, Madison WI 53718

4. Mailing address 2010 Red Arrow Trl Madison WI 53718

5. Anticipated opening date 10/15/2025

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)

Gracelys Nung Luma

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
<u>Owner</u>	<u>Mariam Maldonado</u>	<u>Fitchburg WI</u>

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) Sana'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
(Class B only) Enter below any hours when food service will not be available, if applicable						
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 3 2 1 4 8 8 5 4 - 0 2
39. Federal Employer Identification Number 33-3736526

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

Contact person Mariam Maldonado

Business phone 608 698 6107 Business e-mail address mnunzola@munozgroceries.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 _____

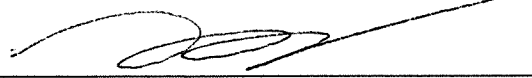
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☒ 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"/> 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

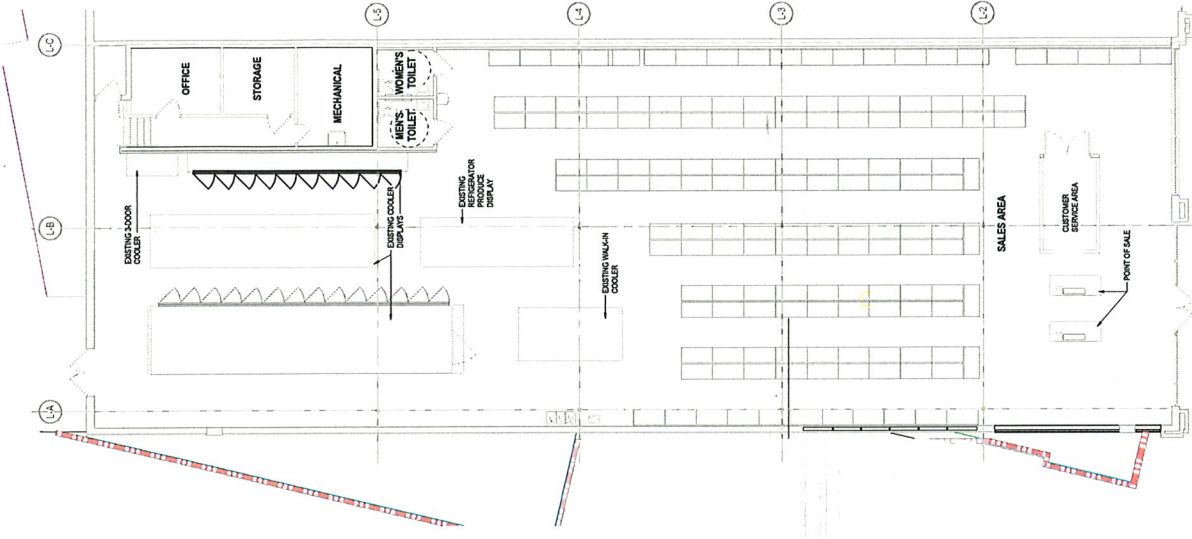
Date complete application filed with Clerk's Office _____

Date of ALRC meeting _____ Date license granted by Common Council _____

Date provisional issued _____ Date license issued _____

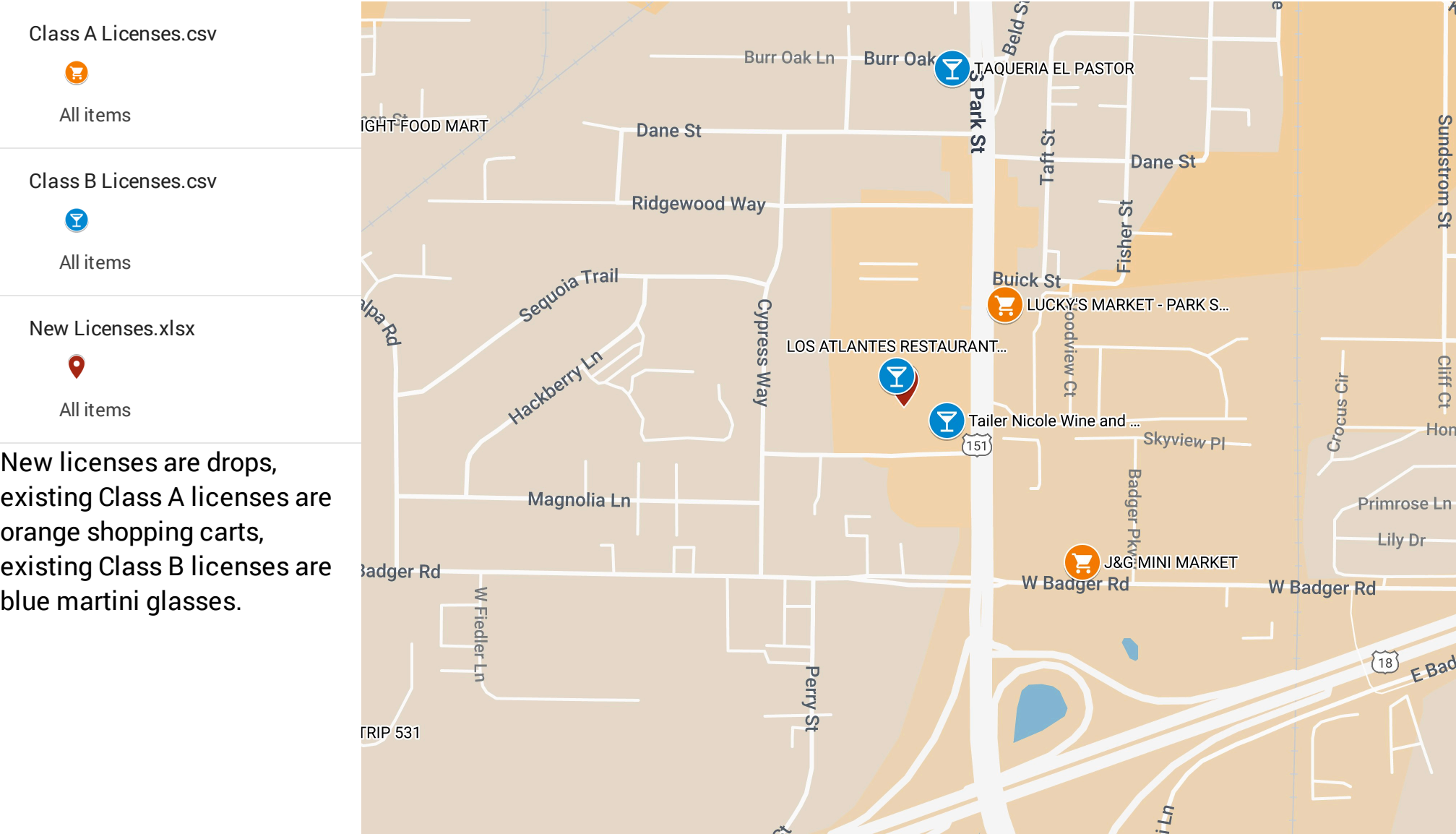
ISSUED FOR CONSTRUCTION DATE: 02/11/2025 DRAWING SET: 2025117 PROJECT NO.: 2025117	
REVISIONS NO. DESCRIPTION DATE	
COPYRIGHT STRANG, INC. 2025	

A201b



1 FIRST FLOOR PLAN
SCALE: 1/8\"/>

November 2025 ALRC New License





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:

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)

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.

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

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

licensing@cityofmadison.com
608-266-4601

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

(Agenda Item Number)

(Legistar file number)

LIC18-202500945
(License number)

16
(Alder District #)

620
(Police Sector)
Office Use Only

Section A – Applicant

- 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
- Trade Name (doing business as) Sleep Inn/MainStay
- Address to be licensed 4802 Tradewinds Pkwy, Madison, WI. 53718
- Mailing address 4802 Tradewinds Pkwy, Madison, WI. 53718
- Anticipated opening date _____
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
☒ No ☐ Yes (explain)

- Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

Section B—Premises

- 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 of our breakfast room.

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

Indoor: ~~40~~ 100 Outdoor: ~~15~~ ~~15~~ 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.



11/14/2024

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

(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:

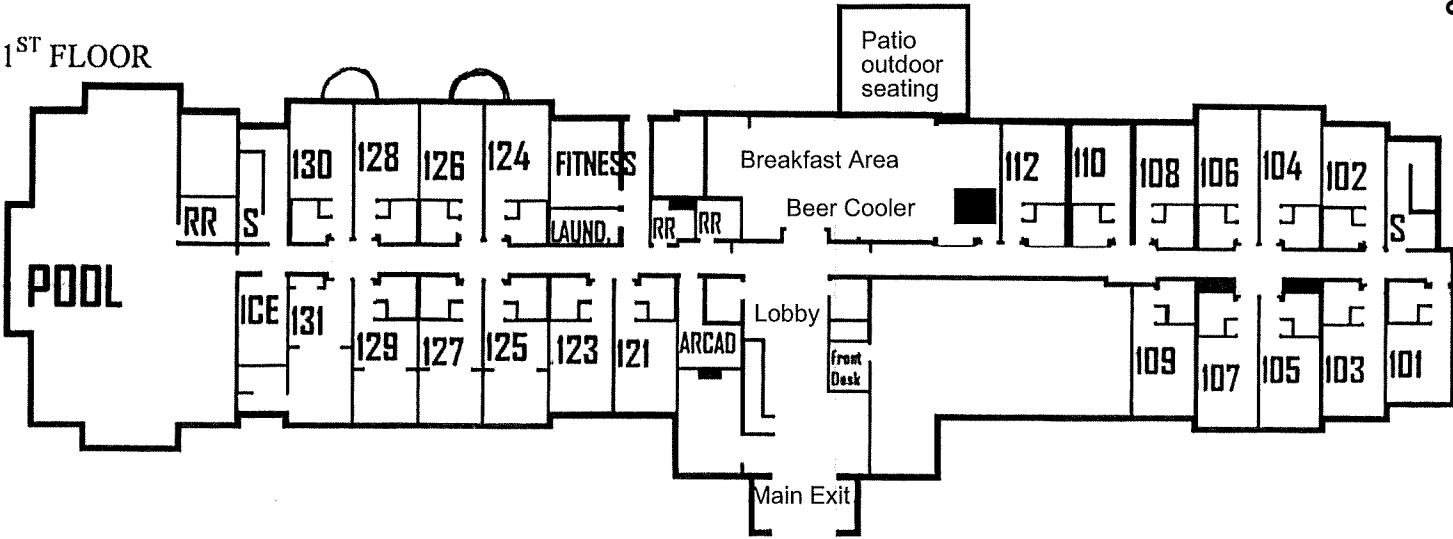
- ☒ Orange sign ☒ Orange business card
☒ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office _____


Date of ALRC meeting _____ Date license granted by Common Council _____


Date provisional issued _____ Date license issued _____


1ST FLOOR



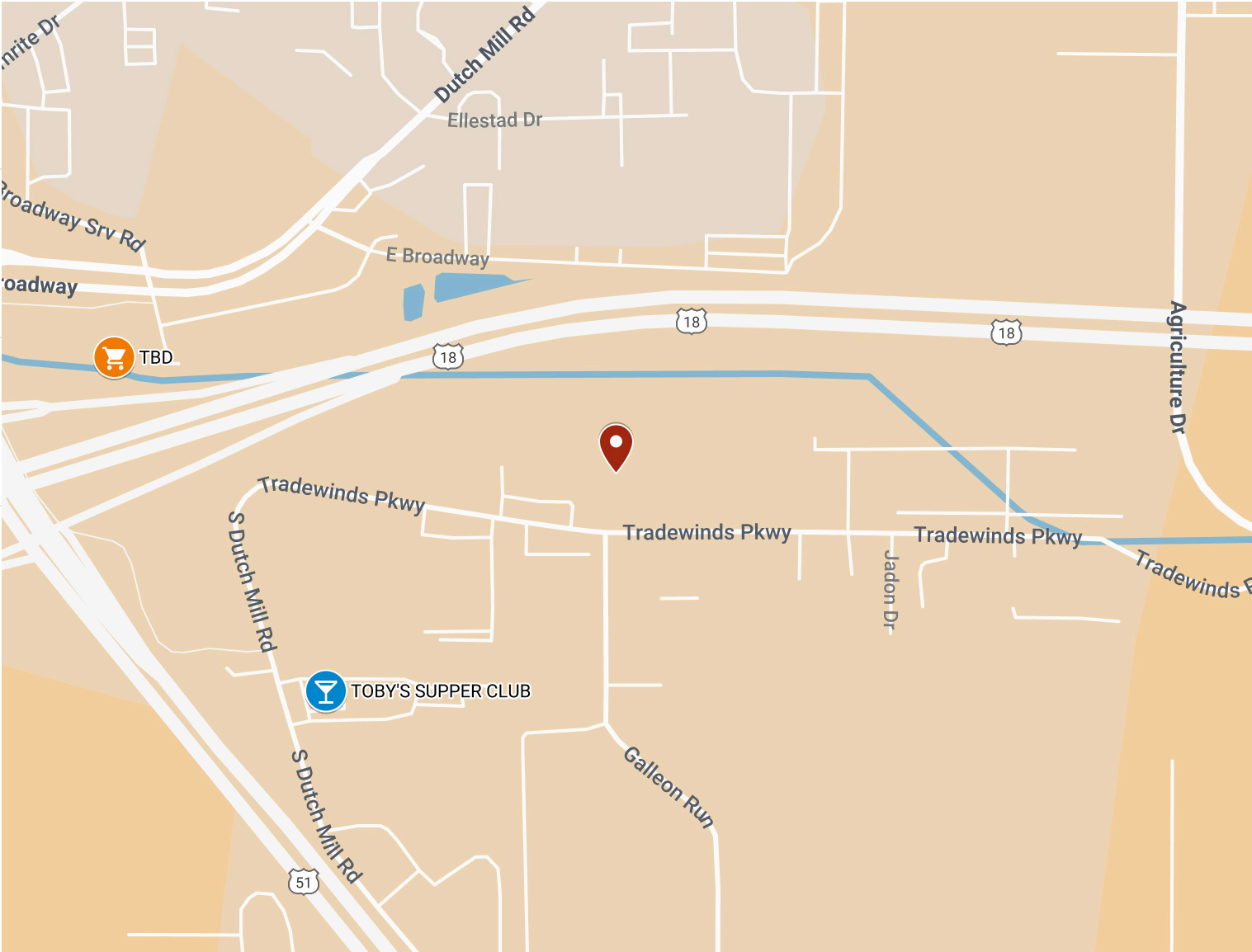
November 2025 ALRC New License

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

File Created Date : 11/25/2025

File Name:

Final Action:

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)

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2025-01000 App.pdf, LICLIB-2025-01000
Supplemental.pdf, 325 E Wilson 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 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

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

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICLIB-2025-01000

(License number)

4
(Alder District #)

405
(Police Sector)

Office Use Only

100

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☒ Class C Wine

Section A – Applicant

- 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
- Trade Name (doing business as) Veil and Vault
- Address to be licensed 325 E Wilson St, Madison WI, 53703
- Mailing address 325 E Wilson St, Madison WI, 53703
- Anticipated opening date 03-28-26
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
☒ No ☐ Yes (explain)
- Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

Section B—Premises

- 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 / active operator license

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 HANN	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 MITRO 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
(Class B only) Enter below any hours when food service will not be available, if applicable						
-	-	-	-	1 - 9 PM	1 - 9 PM	1 - 9 PM

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, 20 26.

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@TheN140Lounge.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.

Alc MC

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

11-5-25

(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"/> 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 checked="" type="checkbox"/> **Sample Menu ** Class B only
<input checked="" type="checkbox"/> FEIN		
<input checked="" type="checkbox"/> Written description of premises		

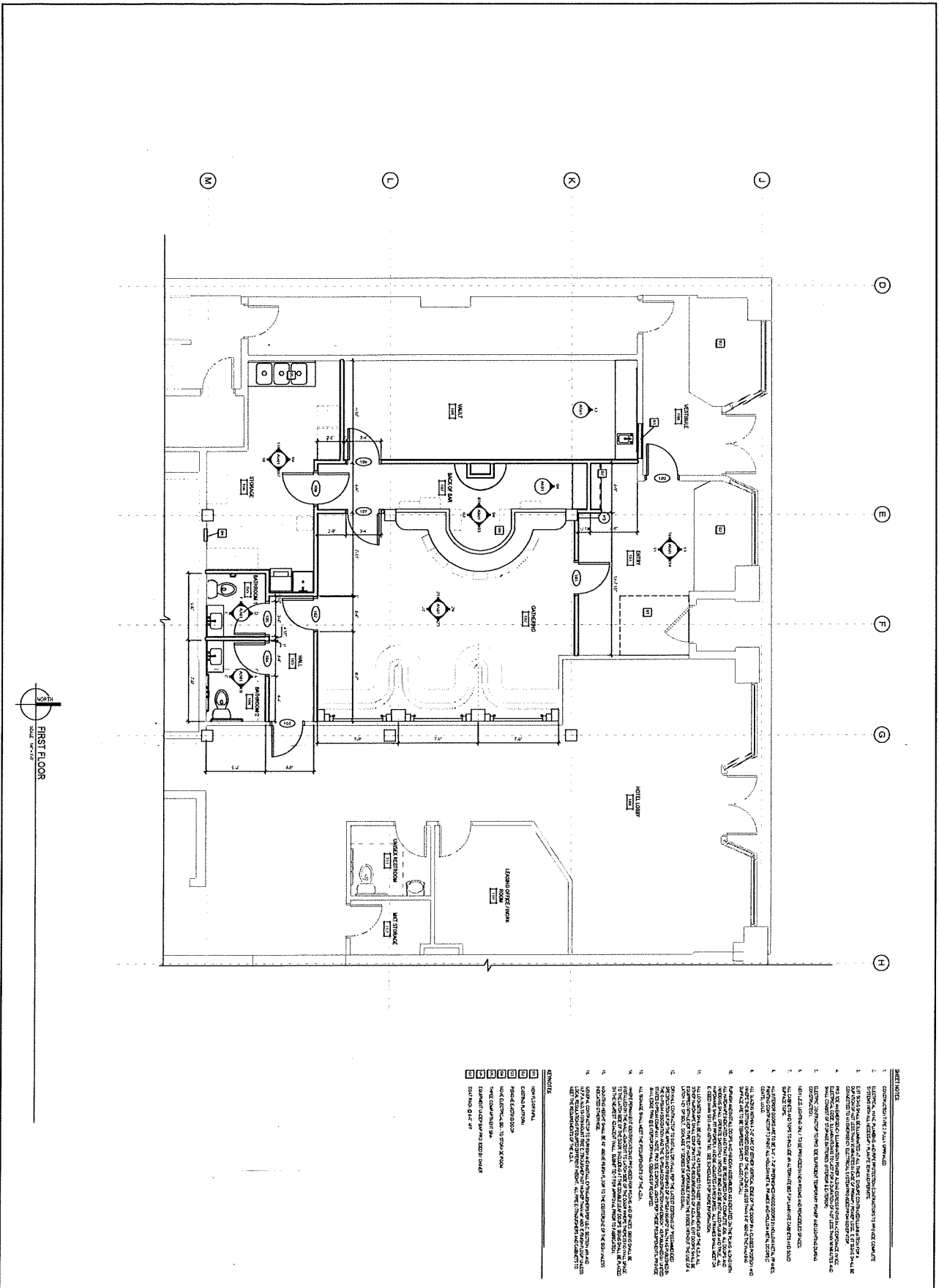
Upon Application Submission, the Clerk's Office issued to the application:

- ☐ 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 _____



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

- REVISIONS**
- | NO. | DATE | DESCRIPTION |
|-----|------------|------------------------------|
| 1 | 01/15/2010 | ISSUED FOR PERMIT |
| 2 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 3 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 4 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 5 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 6 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 7 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 8 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 9 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 10 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 11 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 12 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 13 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 14 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 15 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 16 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 17 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 18 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 19 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
| 20 | 01/15/2010 | REVISIONS TO PERMIT COMMENTS |
- LEGEND**
- | NO. | DESCRIPTION |
|-----|--------------|
| 1 | OVERLAP AREA |
| 2 | CEILING AREA |
| 3 | CEILING AREA |
| 4 | CEILING AREA |
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| 20 | CEILING AREA |

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ARCHITECTS/ENGINEERS
Janesville | Madison | Rockford

VEIL & VAULT LLC

VEIL & VAULT INTERIOR BUILDOUT

317 E. WILSON ST
MADISON, WI 53703

PROJECT NUMBER
81220

APPROVED BY
JAO

REVIEWED BY
JAO

DRAWN BY
CLB

FIRST FLOOR PLAN

A101

VEIL & VAULT INTERIOR BUILDOUT

VEIL & VAULT LLC

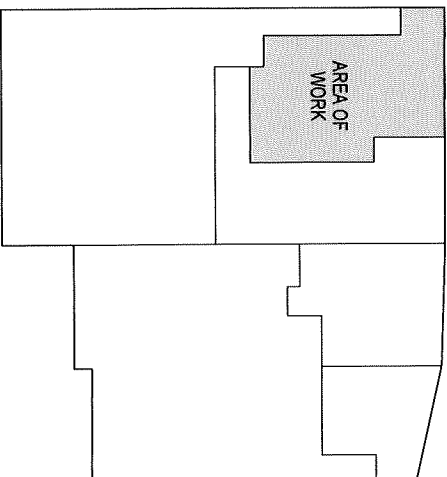
325 E. WILSON ST
MADISON, WI 53703



ANGUS-YOUNG
ARCHITECTS/ENGINEERS
Janesville | Madison | Rockford

VEIL & VAULT INTERIOR BUILDOUT

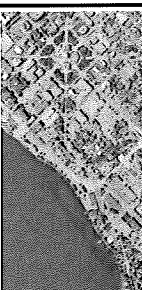
AY PROJECT NUMBER: 81220



SHEET INDEX:

GENERAL	
001	COVER SHEET
002	GENERAL NOTES
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100	GENERAL NOTES

LOCATION MAP:

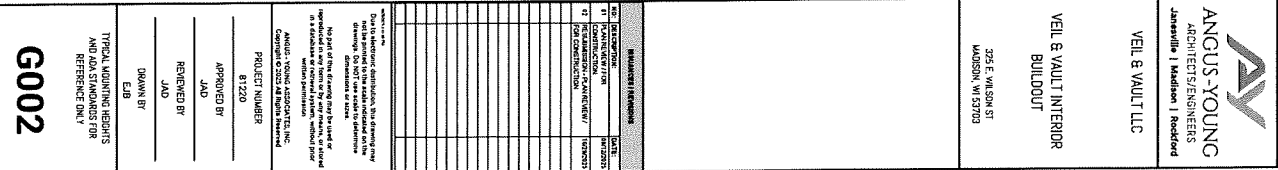


RESOURCES / PERSONS	
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PROJECT TEAM

OWNER:	ARCHITECT:
COURTNEY AND ACE BUCKHARTY	ANGUS YOUNG
CONTACT: COURTNEY MCKINNEY	315 W WASHINGTON AVE
EMAIL: COURTNEY@HEDERSCOURNE.COM	MADISON, WI 53703
PHONE: 608-756-2326	
	CONTACT: JEFF DAVIS
	EMAIL: JEFF@ANGUSYOUNG.COM
	PHONE: 608-756-2326

608.756.2326	www.angusyoung.com
COVER SHEET	
G001	



Abstract

There is a growing concern about the effects of the use of mobile phones on the health of the general population. The purpose of this study was to determine the effects of mobile phone use on the health of the general population. The study was conducted in a large, multi-center, cross-sectional study. The study included 10,000 participants from 10 different countries. The participants were asked to complete a questionnaire about their mobile phone use and health. The questionnaire included questions about the frequency of use, the duration of use, and the location of use. The results of the study showed that there was a significant association between mobile phone use and health. The study found that people who used mobile phones more frequently had a higher risk of developing health problems. The study also found that people who used mobile phones for longer periods of time had a higher risk of developing health problems. The study concluded that the use of mobile phones can have a negative impact on the health of the general population.

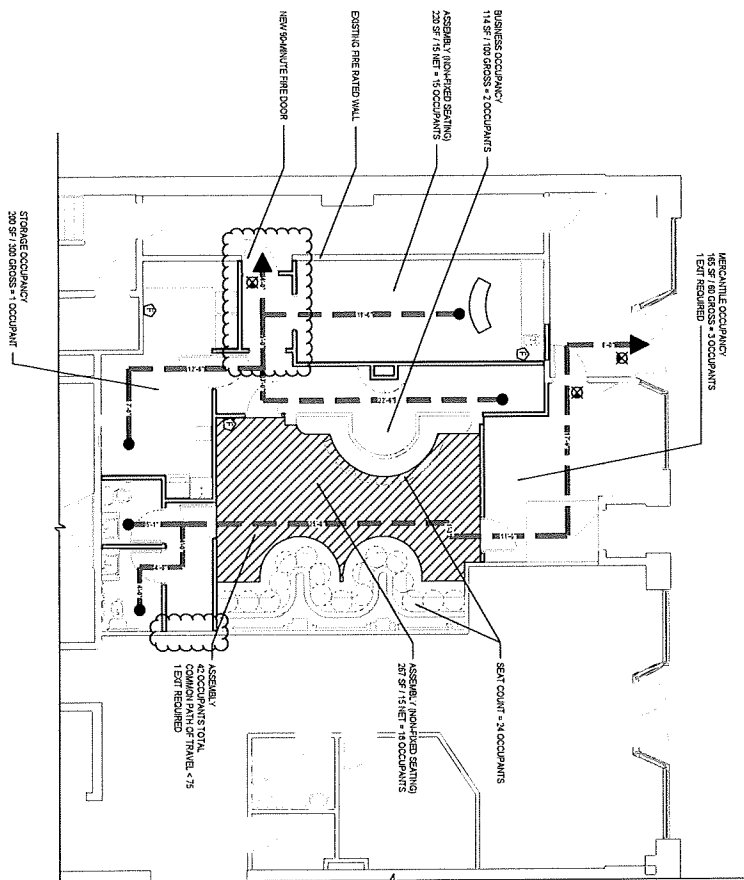
Keywords: mobile phone use, health, general population, cross-sectional study, questionnaire, frequency of use, duration of use, location of use, health problems, risk of developing health problems, negative impact on health.

[illegible]

Table 1. Amino acid sequence of the peptides used in the study

Peptide	Sequence	Length (aa)	Source
1	1-15	15	Human
2	16-30	15	Human
3	31-45	15	Human
4	46-60	15	Human
5	61-75	15	Human
6	76-90	15	Human
7	91-105	15	Human
8	106-120	15	Human
9	121-135	15	Human
10	136-150	15	Human
11	151-165	15	Human
12	166-180	15	Human
13	181-195	15	Human
14	196-210	15	Human
15	211-225	15	Human
16	226-240	15	Human
17	241-255	15	Human
18	256-270	15	Human
19	271-285	15	Human
20	286-300	15	Human
21	301-315	15	Human
22	316-330	15	Human
23	331-345	15	Human
24	346-360	15	Human
25	361-375	15	Human
26	376-390	15	Human
27	391-405	15	Human
28	406-420	15	Human
29	421-435	15	Human
30	436-450	15	Human
31	451-465	15	Human
32	466-480	15	Human
33	481-495	15	Human
34	496-510	15	Human
35	511-525	15	Human
36	526-540	15	Human
37	541-555	15	Human
38	556-570	15	Human
39	571-585	15	Human
40	586-600	15	Human
41	601-615	15	Human
42	616-630	15	Human
43	631-645	15	Human
44	646-660	15	Human
45	661-675	15	Human
46	676-690	15	Human
47	691-705	15	Human
48	706-720	15	Human
49	721-735	15	Human
50	736-750	15	Human
51	751-765	15	Human
52	766-780	15	Human
53	781-795	15	Human
54	796-810	15	Human
55	811-825	15	Human
56	826-840	15	Human
57	841-855	15	Human
58	856-870	15	Human
59	871-885	15	Human
60	886-900	15	Human
61	901-915	15	Human
62	916-930	15	Human
63	931-945	15	Human
64	946-960	15	Human
65	961-975	15	Human
66	976-990	15	Human
67	991-1005	15	Human
68	1006-1020	15	Human
69	1021-1035	15	Human
70	1036-1050	15	Human
71	1051-1065	15	Human
72	1066-1080	15	Human
73	1081-1095	15	Human
74	1096-1110	15	Human
75	1111-1125	15	Human
76	1126-1140	15	Human
77	1141-1155	15	Human
78	1156-1170	15	Human
79	1171-1185	15	Human
80	1186-1200	15	Human
81	1201-1215	15	Human
82	1216-1230	15	Human
83	1231-1245	15	Human
84	1246-1260	15	Human
85	1261-1275	15	Human
86	1276-1290	15	Human
87	1291-1305	15	Human
88	1306-1320	15	Human
89	1321-1335	15	Human
90	1336-1350	15	Human
91	1351-1365	15	Human
92	1366-1380	15	Human
93	1381-1395	15	Human

TABLE 1	PERCENTAGE OF COUNTRIES IN EACH CATEGORY			
CATEGORY	2000	2001	2002	2003
BOYCOTTED	4	10	14	10
APPROVED	96	90	86	90








USE SAFETY PANS GENERAL NOTES:

1. PRE-CAST/PANDED ELEMENTS SHALL BE DIMENSIONED.
2. CONCRETE SHALL BE LOCATED BY PRE-CAST/PANDED ELEMENTS TO WITHSTAND THE COMBINATION OF DEAD, LIVE, WIND, EARTHQUAKE, AND TEMPERATURE LOADS.
3. CONCRETE SHALL BE LOCATED BY PRE-CAST/PANDED ELEMENTS TO WITHSTAND THE COMBINATION OF DEAD, LIVE, WIND, EARTHQUAKE, AND TEMPERATURE LOADS.
4. CONCRETE SHALL BE LOCATED BY PRE-CAST/PANDED ELEMENTS TO WITHSTAND THE COMBINATION OF DEAD, LIVE, WIND, EARTHQUAKE, AND TEMPERATURE LOADS.

LIFE SAFETY LEGEND

9 HOUR SMOKE TIGHT PARTITION SEPARATION
1 HOUR FIRE/SMOKE BARRIER SEPARATION
2 HOUR FIRE/SMOKE BARRIER SEPARATION
3 HOUR FIRE/SMOKE BARRIER SEPARATION
3 HOUR FIRE/SMOKE BARRIER SEPARATION

JO-JAC	JOINT SECOND DISTANCE
	JOINT STAIR
	NON-GLASS CURTAINED
	NUMBER OF OCCUPANTS OCCUPANCY AVAILABLE PER WIDTH OF DOOR
	PER EXTINGUISHER CURRENT/STAMP RE-TESTED
	EXIT SIGN

Disclaimer: This plan is intended to be printed in color as it contains color coded life table data. Without a color print, information contained on this plan may be misread or misinterpreted.

[illegible]

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PROJECT NUMBER
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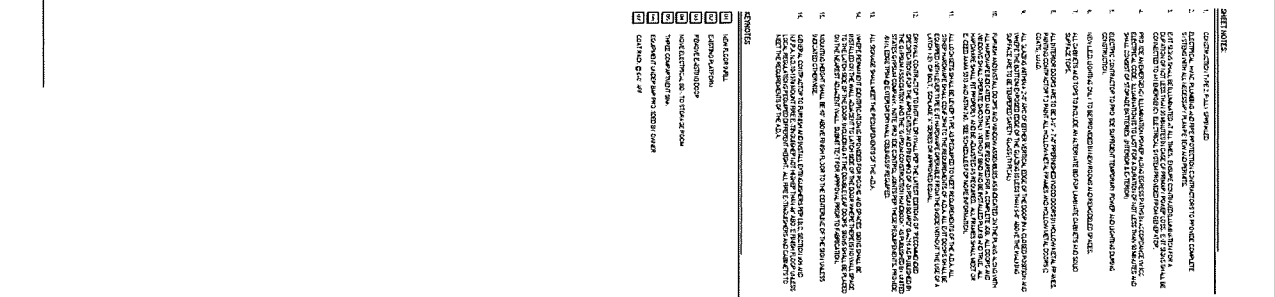
APPROVED BY	JAD
REVIEWED BY	JAD
DRAWN BY	EJB
LIFE SAFETY	

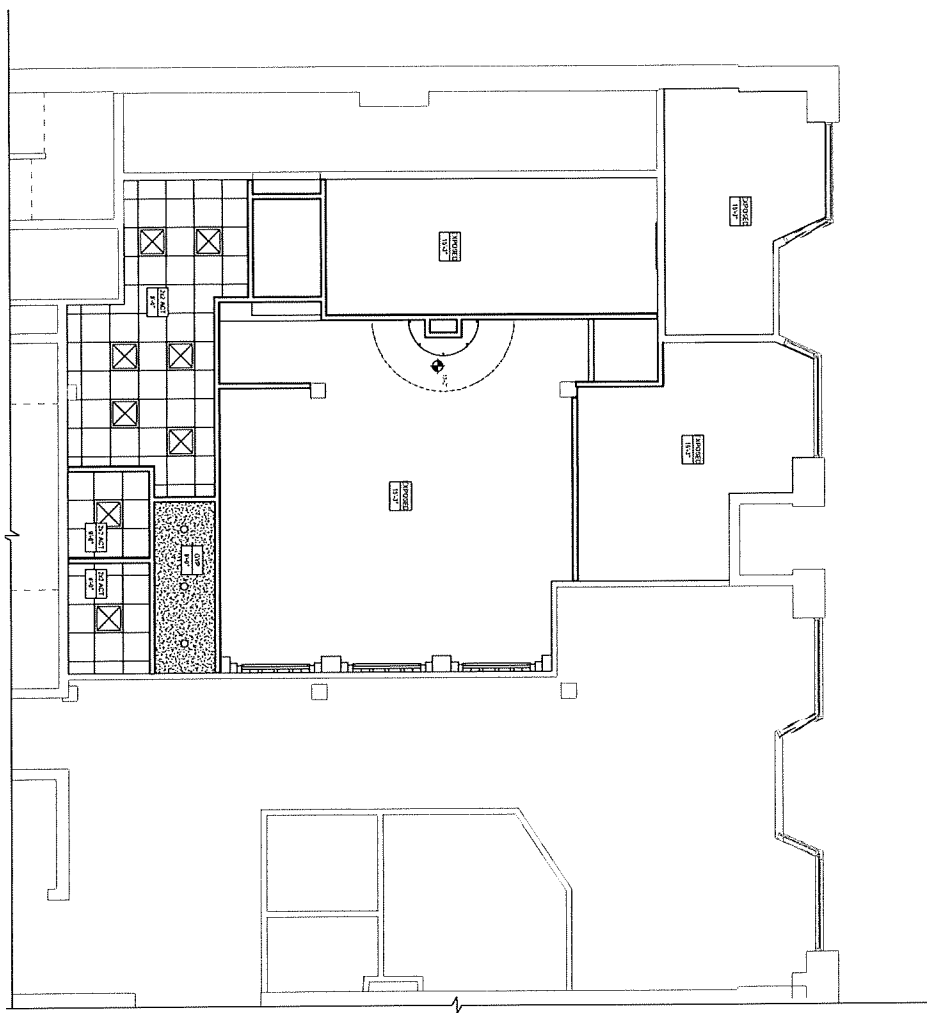
GOOSE

AY
ANGUS-YOUNG
ARCHITECTS/ENGINEERS
Janesville | Madison | Rockford

VEIL & VAULT LLC

**VEIL & VAULT INTERIOR
BUILDOUT**

[illegible]




 FIRST FLOOR REFLECTED CEILING PLAN
 SCALE: 1/8" = 1'-0"

- [illegible]



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VEIL & VAULT LLC

**VEIL & VAULT INTERIOR
BUILDOUT**

325 E. WILSON ST
MADISON, WI 53703

[illegible]

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PROJECT NUMBER

037719

APPROVED

JAD

REVIEWED

JAV

URBAIN E

100

CEILING PANELS

5

120

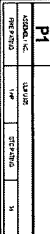
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A201



ALL OF THE FOLLOWING ARE TRUE OF SMALL, TYPICAL, LOCAL-LEVEL ECONOMIES.

- THEY HAVE A HIGHLY AUTARKIC ORIENTATION FOR ECONOMIC DEVELOPMENT.
- THEY HAVE A HIGHLY OPEN ORIENTATION FOR ECONOMIC DEVELOPMENT.
- THEY HAVE A HIGHLY OPEN ORIENTATION FOR ECONOMIC DEVELOPMENT.
- THEY HAVE A HIGHLY OPEN ORIENTATION FOR ECONOMIC DEVELOPMENT.



		DOSE RESPONSE				
		DOSE	100% DOSE	10% DOSE	1% DOSE	DOSE RESPONSE
100%	100%	100%	100%	100%	100%	100%
90%	90%	90%	90%	90%	90%	90%
80%	80%	80%	80%	80%	80%	80%
70%	70%	70%	70%	70%	70%	70%
60%	60%	60%	60%	60%	60%	60%
50%	50%	50%	50%	50%	50%	50%
40%	40%	40%	40%	40%	40%	40%
30%	30%	30%	30%	30%	30%	30%
20%	20%	20%	20%	20%	20%	20%
10%	10%	10%	10%	10%	10%	10%
0%	0%	0%	0%	0%	0%	0%

Figure 1 consists of four diagrams labeled A, B, C, and D, each showing a cross-section of a door profile. Diagram A shows a door with a handle and a lock mechanism. Diagram B shows a door with a handle and a lock mechanism. Diagram C shows a door with a handle and a lock mechanism. Diagram D shows a door with a handle and a lock mechanism.

325 E. WILSON ST
MADISON, WI 53703

A301

PROJECT NUMBER

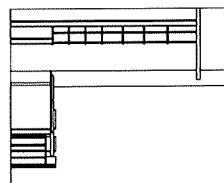
APPENDIX

333

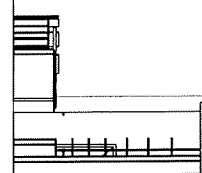
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EJB

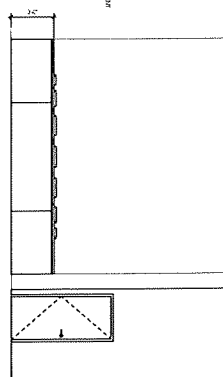
CONCLUSIONS



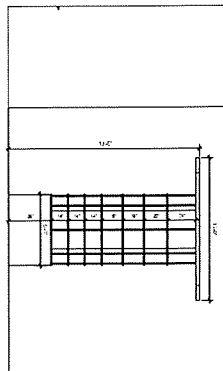
04
A501



02 BEHIND BAR LOOKING SOUTH
A501 SCALE 1/4" = 1'-0"



03 BEHIND BAR LOOKING EAST
A501 22.46 14.13



01 BEHIND BAR LOOKING WEST
A501 SEE N-14

[illegible]

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VELL & VAULT LLC

**VELL & VAULT INTERIOR
BUILDOUT**

326 E. WALSH ST.
MADISON, WI 53703

A501

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 - *Brrrigh clean, and quietly powerful*

VIEUX CARRE _____ \$16

New Orfeans 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 calibrateevd — *the ultimate pre-dinner cocktail*

AVIATION _____ \$15

Floral and sophisticated, with notes of cherry blossom and chrus

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.

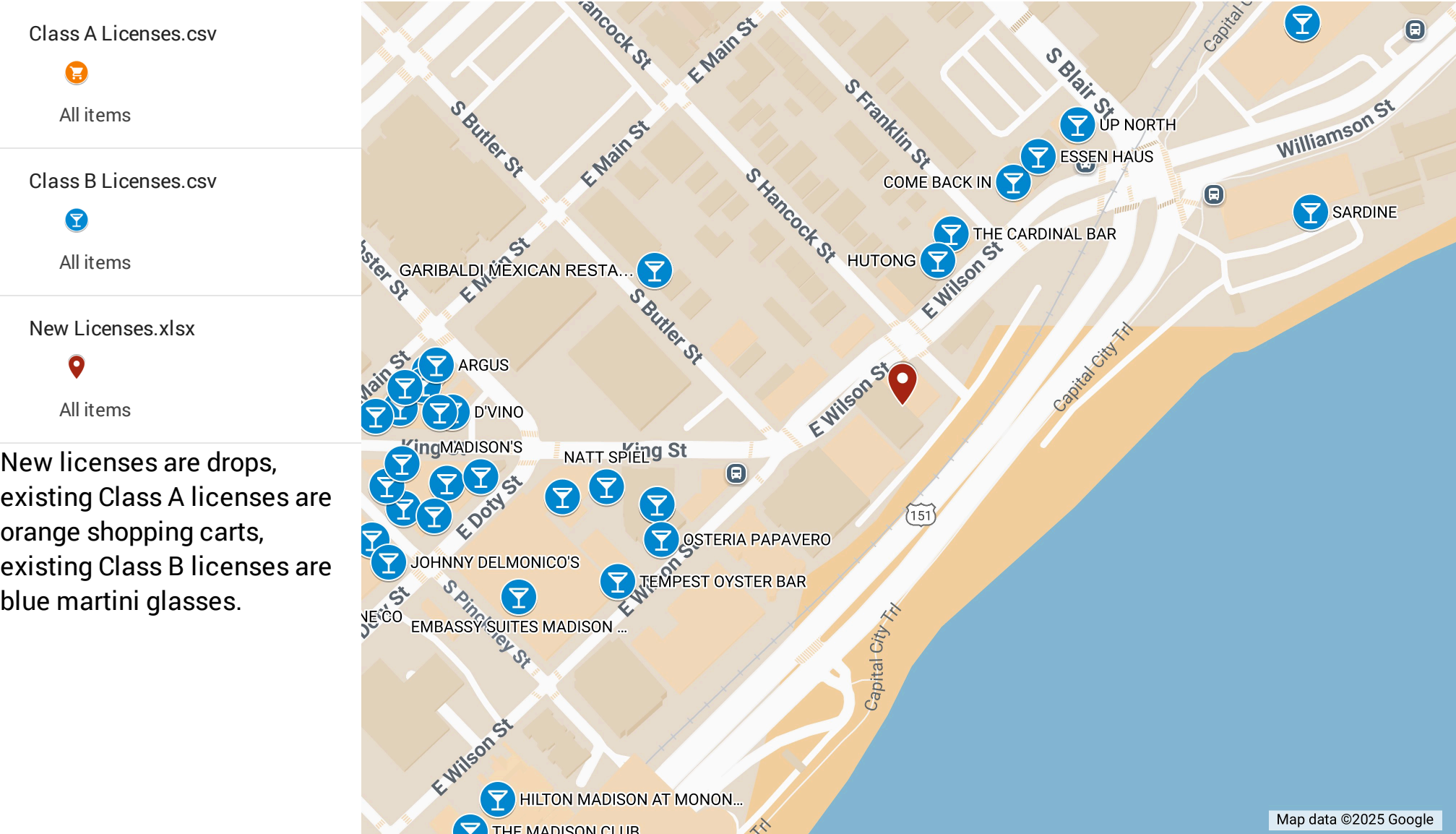
Veil and Vault will be hidden behind a boutique storefront, offering guests an added layer of intrigue and discovery in true speakeasy fashion. The boutique will sell thoughtfully curated items such as macaroons, bottles of wine, and cocktail kits to-go, serving both as a standalone retail space and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





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

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

licensing@cityofmadison.com
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☐ Liquor,
☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

216613-2025-01004

(License number)

3

(Alder District #)

609

(Police Sector)

Office Use Only

119

Section A – Applicant

- 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
- Trade Name (doing business as) La Bonita
- Address to be licensed 4915 Commercial Ave Madison WI 53704
- Mailing address _____
- Anticipated opening date 3-10-21
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
☒ No ☐ Yes (explain)

- Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

Section B—Premises

- 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 608-358-0363 Business e-mail address rodrigo.flores194413@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 _____

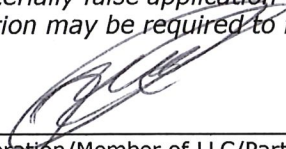
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☐ 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)

11-03-25.
 (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"/> Background investigation form(s) | <input checked="" type="checkbox"/> Floor Plans |
| <input checked="" type="checkbox"/> FEIN | <input 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 |
| | * 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 11/7/25

Date of ALRC meeting 12/17/25 Date license granted by Common Council 11

Date provisional issued _____ Date license issued _____

- Hand wash
- 3 compartments
Sinks
- Equipment sch
- ① - 48" Sanwch
② - 5' Jan table
③ - 4 Burner - R.
④ - Grill 48" W
⑤ - Fryer 15-1/4"
⑥ - Pot Range
⑦ -
⑧ - Ice bind and
⑨ - Meat slicer
⑩ - > A/c 48"
⑪ -
⑫ - Prep table
⑬ - Deli Meat
⑭ - Refrigerated
⑮ - > Merch 200
⑯ -
⑰ - Existing Pmt
⑱ - Heat Gun
⑲ -

A 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 (Combination of Meats)	8.79

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 (Combination of Meats)	2.69

Sodas - Drinks



2.00



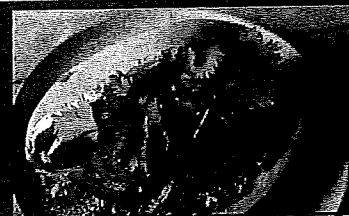
1.00



2.00



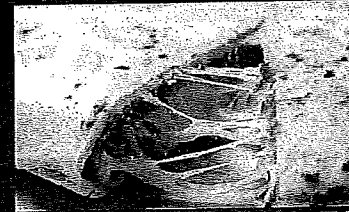
Tacos 2.89



Tortas 8.79



Burritos 7.99



Quesadillas 3.50



Sopes 3.50

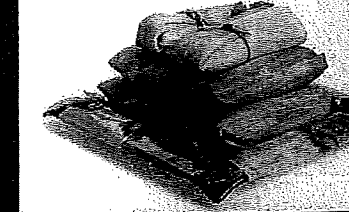


Huaraches 3.50

Especiales de Fines de Semana

Fajitas Mixta 20.99

Tamales Docena 18.99



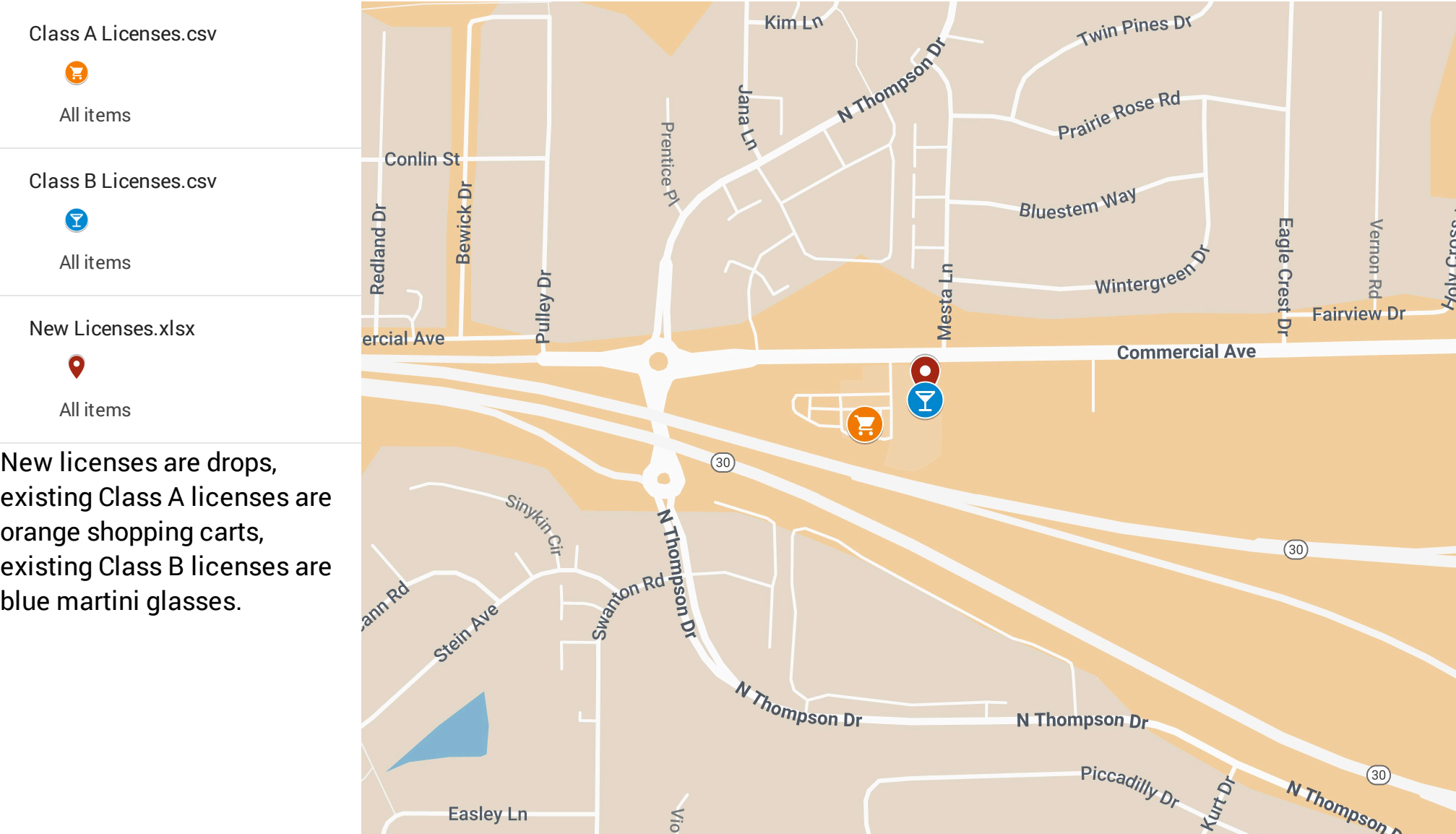
Visitenos:

7 dias
a la semana
Lunes a Sabado
10: a 8:00 PM
Domingo

4915 Comercial Ave
Madison Wi 53704
(608) 283-9982

Barbacoa de Res 9.99
Barbacoa de Borrego 13.99
Carnitas 7.99
Menudo 9.99

December 2025 ALRC New License





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				
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	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			
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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

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

licensing@cityofmadison.com
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LIC182025.01005

(License number)

17
(Alder District #)

520
(Police Sector)

Office Use Only

130

Section A – Applicant

- 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
- Trade Name (doing business as) La Bonita
- Address to be licensed 5534 Eastpark Blvd, Madison, WI
- Mailing address _____
- Anticipated opening date 12-01-2025
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
☒ No ☐ Yes (explain)

- Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

Section B—Premises

- 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: 30 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? 18 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
(Class B only) Enter below any hours when food service will not be available, if applicable						
-	-	-	-	-	-	-

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 70 % 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, 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.flores194413@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 _____

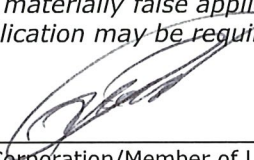
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☐ 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 | <input checked="" type="checkbox"/> Business Plan ✓ |
| | * 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 _____

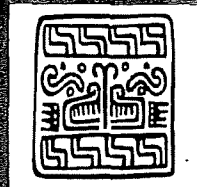
Date of ALRC meeting _____ Date license granted by Common Council _____

Date provisional issued _____ Date license issued _____

A LA Bonta 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	8.79
(Breaded Chicken)	
Milanesa de Res	8.79
(Breaded Beef)	
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



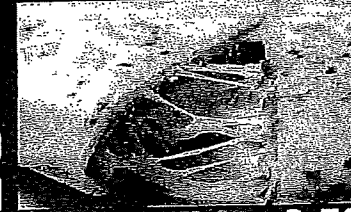
Tacos 2.89



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

Visitenos:


7 dias
a la semana
Lunes a Sabado
10: a 8:00 PM
Domingo

4915 Comercial Ave
Madison Wi 53704
(608) 283-9982

Barbacoa de Res	9.99
Barbacoa de Borrego	13.99
Carnitas	7.99
Menudo	9.99


December 2025 ALRC New License

Class A Licenses.csv




All items

Class B Licenses.csv



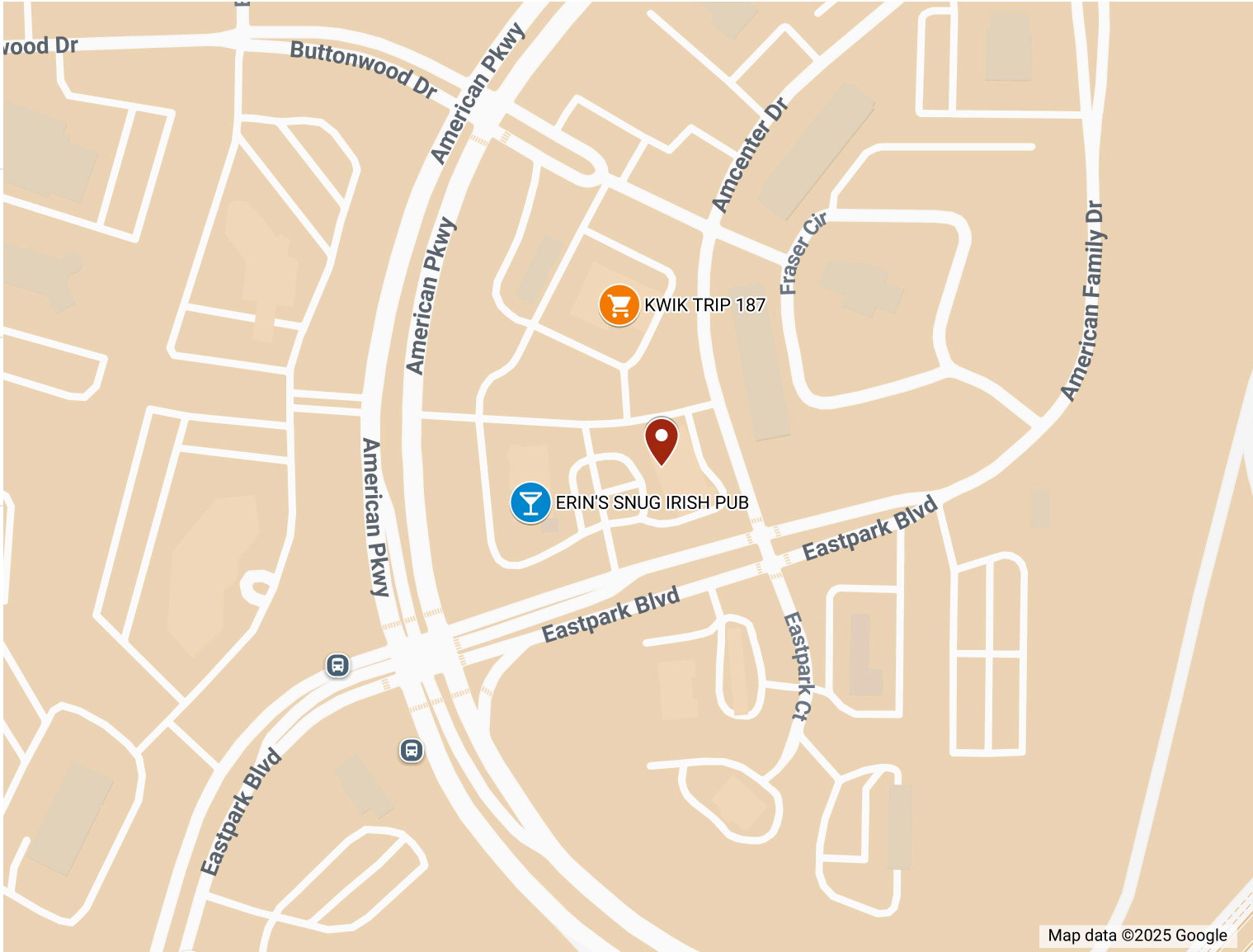
All items

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

File Name:

Final Action:

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)

Notes:

Sponsors:

Effective Date:

Attachments: LICLIB-2025-01014 App.pdf, LICLIB-2025-01014
Supplemental.pdf, 671 W Badger 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	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 91038

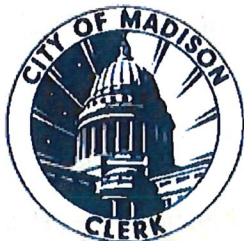
Title

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

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

licensing@cityofmadison.com
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LICLIB-2025-01014

(License number)

14

(Alder District #)

310

(Police Sector)

Office Use Only

Section A – Applicant

- 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.
- Trade Name (doing business as) _____
- Address to be licensed 671 W. Badger Rd, Madison WI 53713
- Mailing address PO Box 259042, Madison WI 53725
- Anticipated opening date January 1, 2026
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
☒ No ☐ Yes (explain)

- Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

Section B—Premises

- 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, 2026.
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 _____

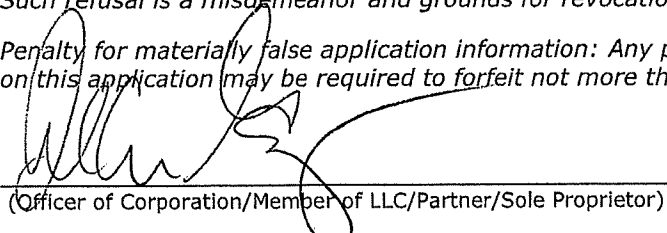
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- ☐ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☐ Appointment of Agent (if Corp/LLC),
☐ Member background investigation forms, ☐ Articles of Incorporation (if Corp/LLC), ☐ Floor Plans,
☐ Copy of Lease, ☐ Business Plan, 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:

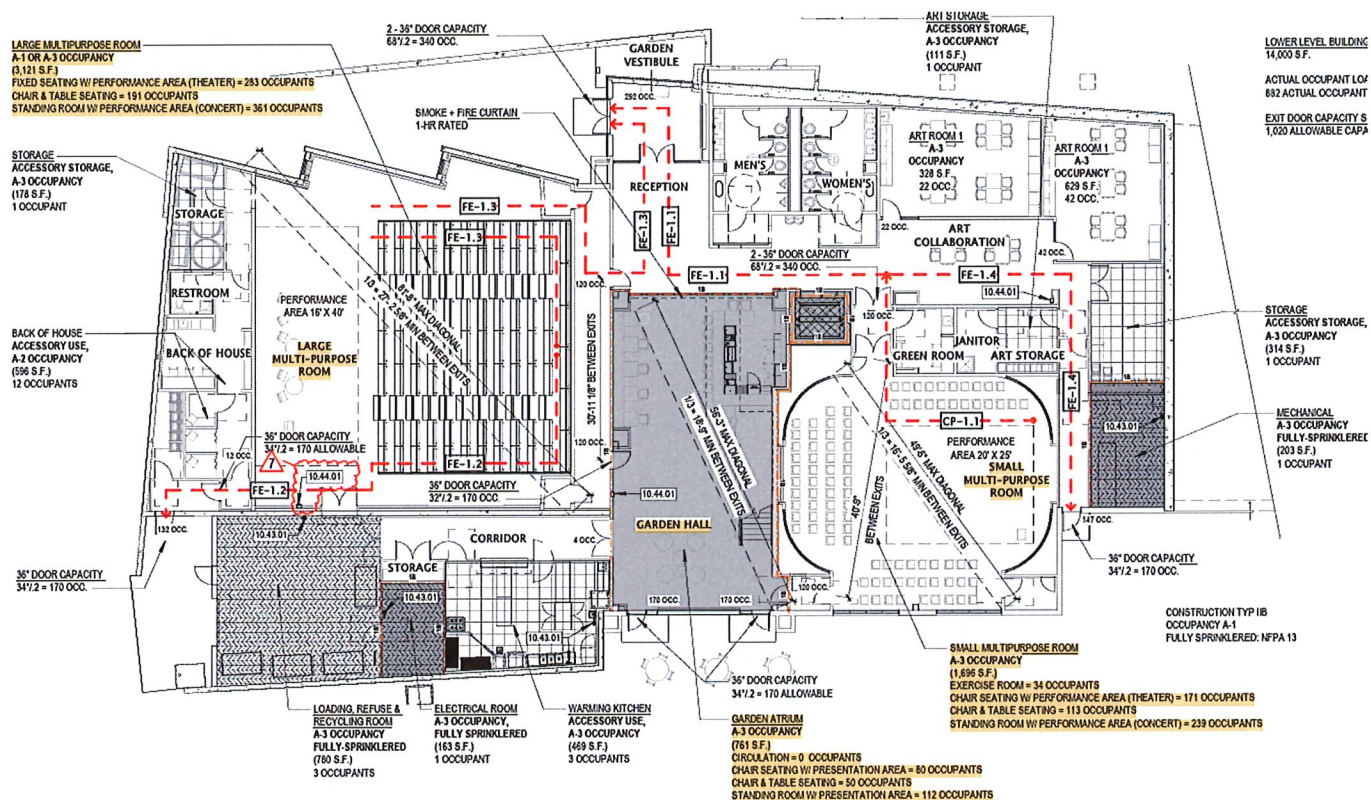
- ☐ Orange sign ☐ Orange business card
☐ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office _____

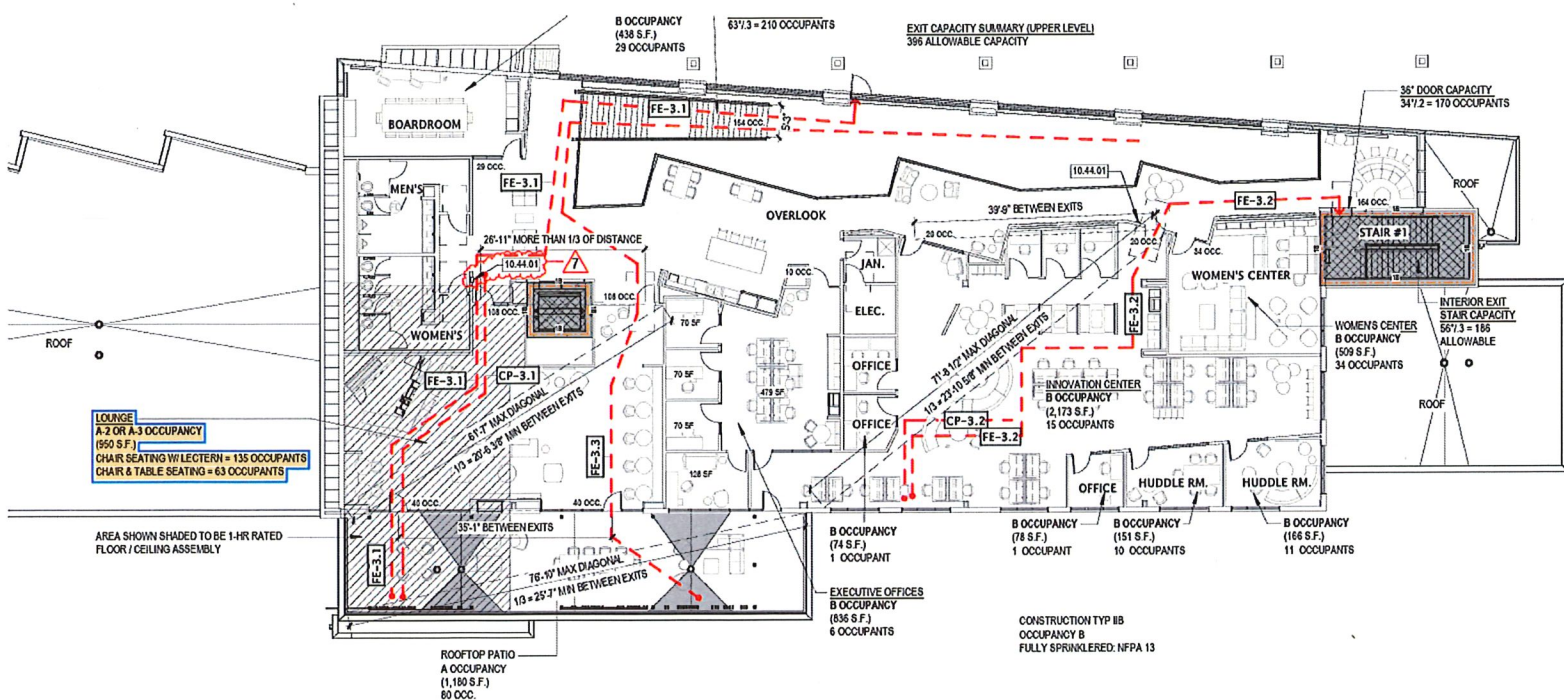
Date of ALRC meeting _____ Date license granted by Common Council _____

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



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



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



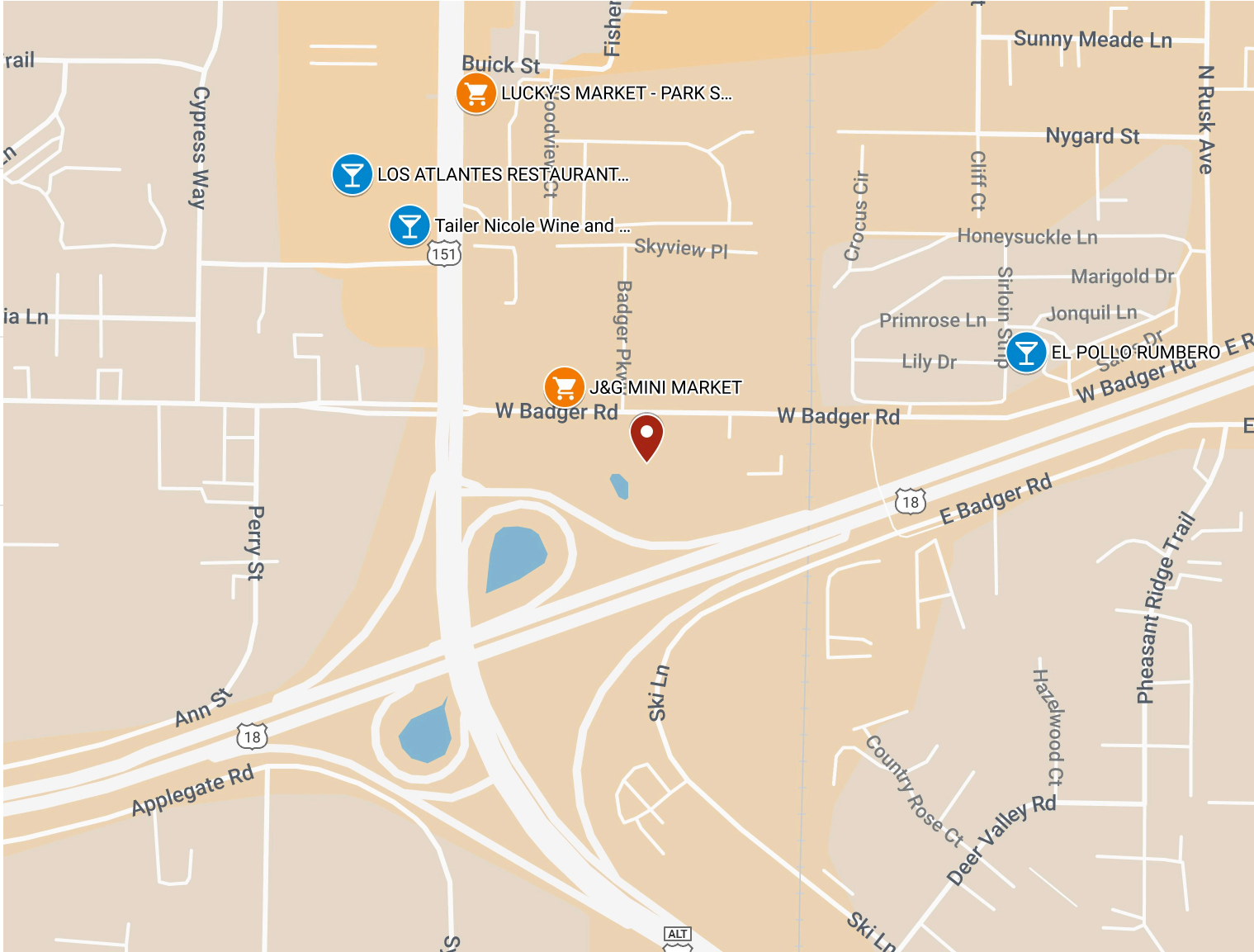
All items

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- sion:	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
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): LIC11B-2025-01014
(Class B license only)

Business dba Name: Center for Black Excellence and Culture, Inc.

Licensed Address: 671 W. Badger Rd

Premise Capacity: 135 lounge/361 large theatre

239 small theatre

Liquor/Beer Agent Name: Janine Stephens Hale

60 % Alcohol, 40 % Food, % Other

Alder, District #: McKinney, #1 Police Sector: South District

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, 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 cleaning up and monitoring noise levels.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Janine Stephens Hale			
Jason Fields			



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

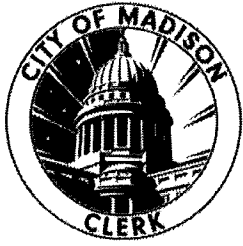
Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
	Action Text: This License was Referred for Introduction						
	Notes: Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)						
1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

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

licensing@cityofmadison.com
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☐ Beer, ☒ Liquor,

☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LC41B-2025-01026

(License number)

12

(Alder District #)

501

(Police Sector)

Office Use Only

Section A – Applicant

- 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
- Trade Name (doing business as) Banzo
- Address to be licensed 2105 Sherman Ave. Madison, WI 53704
- Mailing address 2105 Sherman Ave. Madison, WI 53704
- Anticipated opening date open since 09/2011
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
☒ No ☐ Yes (explain)

- Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

Section B—Premises

- 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 _____

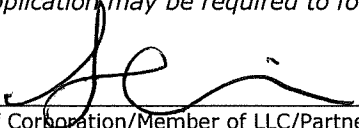
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☒ 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)

Clerk's Office checklist for complete applications		
<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: <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?

Pita

Sandwich \$12

Filled with hummus, pickles, chips, and chopped salad

Salad Bowl \$14

Mixed greens with chopped salad, olives, chickpeas, feta, and lemon agave dressing

Rice Bowl \$13.50

Majadra rice, chopped salad, and hummus

Hummus

Bowl \$11.75

Homemade hummus with pita

Step 2: How do you want it?

Banzo

Classic Falafel Fried Fresh

Harvest

Classic Falafel + Seared Eggplant

Batata

Sweet Potato Falafel

F-Bomb

Classic Falafel + Choice of Chicken (+ \$2.50)

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)

Sides? ^{1 for \$4.50} ^{3 for \$12.00}

Falafel

Batata

Hummus + Pita

Babaganush + Pita

Hand Cut Fries

Majadra Rice

Chopped Salad

Couscous Tabouli

Roasted Beet Salad

Moroccan Carrots

Fried Cauliflower

Extras?

Lentil Soup - cup \$3.50 bowl \$5.50

Hand-cut Chips \$2.50

Pita Chips \$2.50

Pita \$2.50

Falafel or Eggplant \$2

Pickled Red Onions \$1

Tea Egg \$2

Chicken \$3.50

Baklava \$4.50

Salted Tahini Chocolate Chip Cookie \$2.25

Sauces \$0.50 - tahini, yogurt dill, chili garlic (hot), or green chili (hot)

Ready to order?

Tuesday - Saturday 11am-9pm
2105 Sherman Ave
Madison, WI 53704

call

(608) 441-2002

online

BanzoMadison.com



Barzo

HAND-MADE MEDITERRANEAN

Deli Items

- | | |
|---|---|
| Salads and Spreads 16oz
\$11 each or 3 for \$30 | Sauces 6 oz. \$3 |
| • babaganush | • tahini |
| • chopped salad | • yogurt dill |
| • couscous tabouli | • chili garlic (hot) |
| • roasted beet salad | • green chili (hot) |
| • Moroccan carrots | • lemon agave dressing |
| Homemade Hummus
16 oz. \$6.99 | Sliced Dill Pickles
6 oz. \$3 |
| Take and Bake Falafel
(12 pieces) \$6.99 | Kalamata Olives
6 oz. \$6 |
| | Pita (package of 4) \$8 |

Take and Bake Family Meal \$60

- 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 BarzoMadison.com

Drinks

Spindrift \$2.50

lemon lime
grapefruit
pineapple
nojiro

San Pelligrino \$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

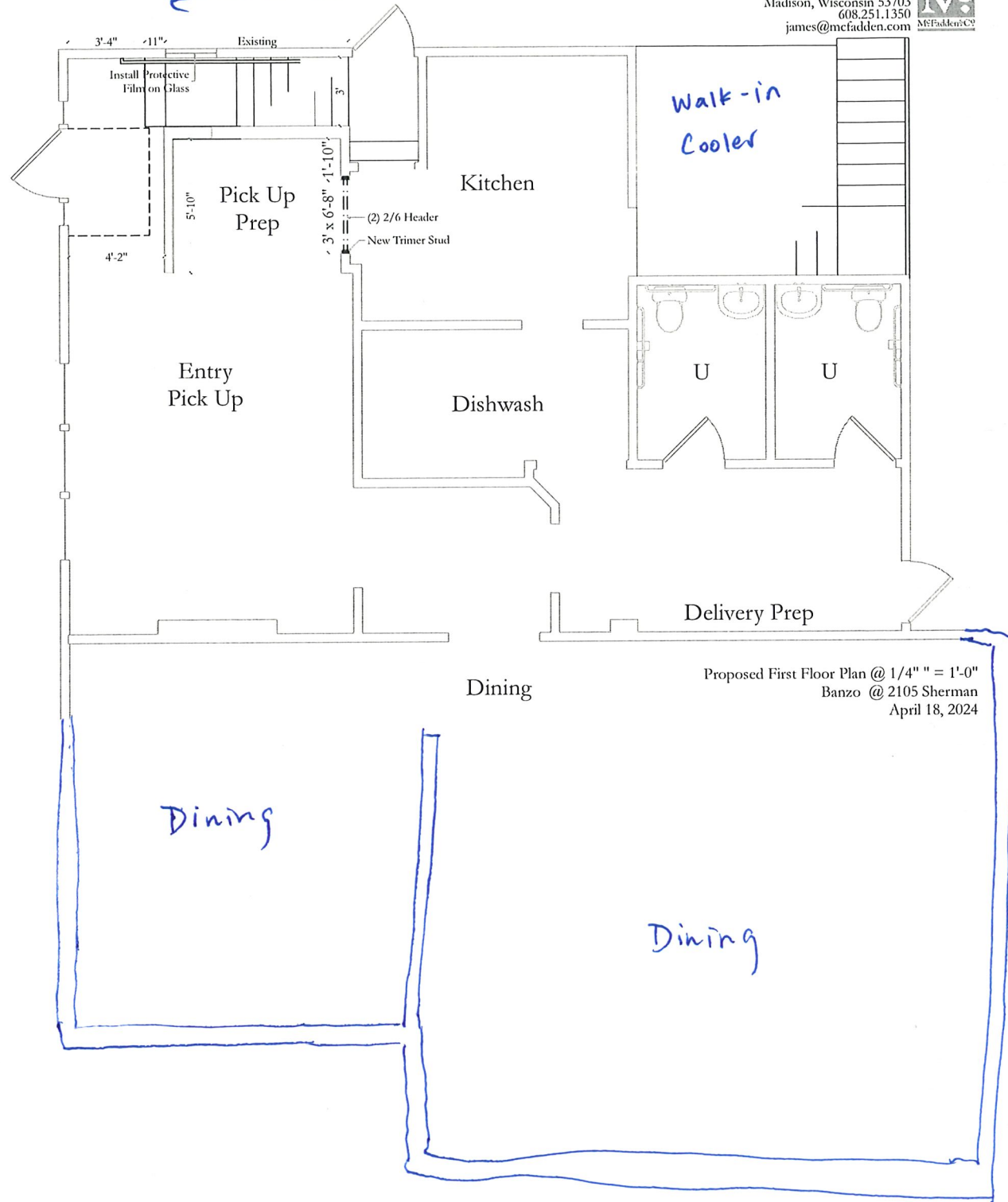
Hop Water \$5
Untitled Art Grapefruit Radler \$5
Honey Bee Cannabis Co
Ginger Lime THC Sparkling Water \$6

Cocktails

- Signature Cocktail #1 \$8
- Signature Cocktail #2 \$8
- Signature Cocktail #3 \$10
- Seasonal Cocktail \$11

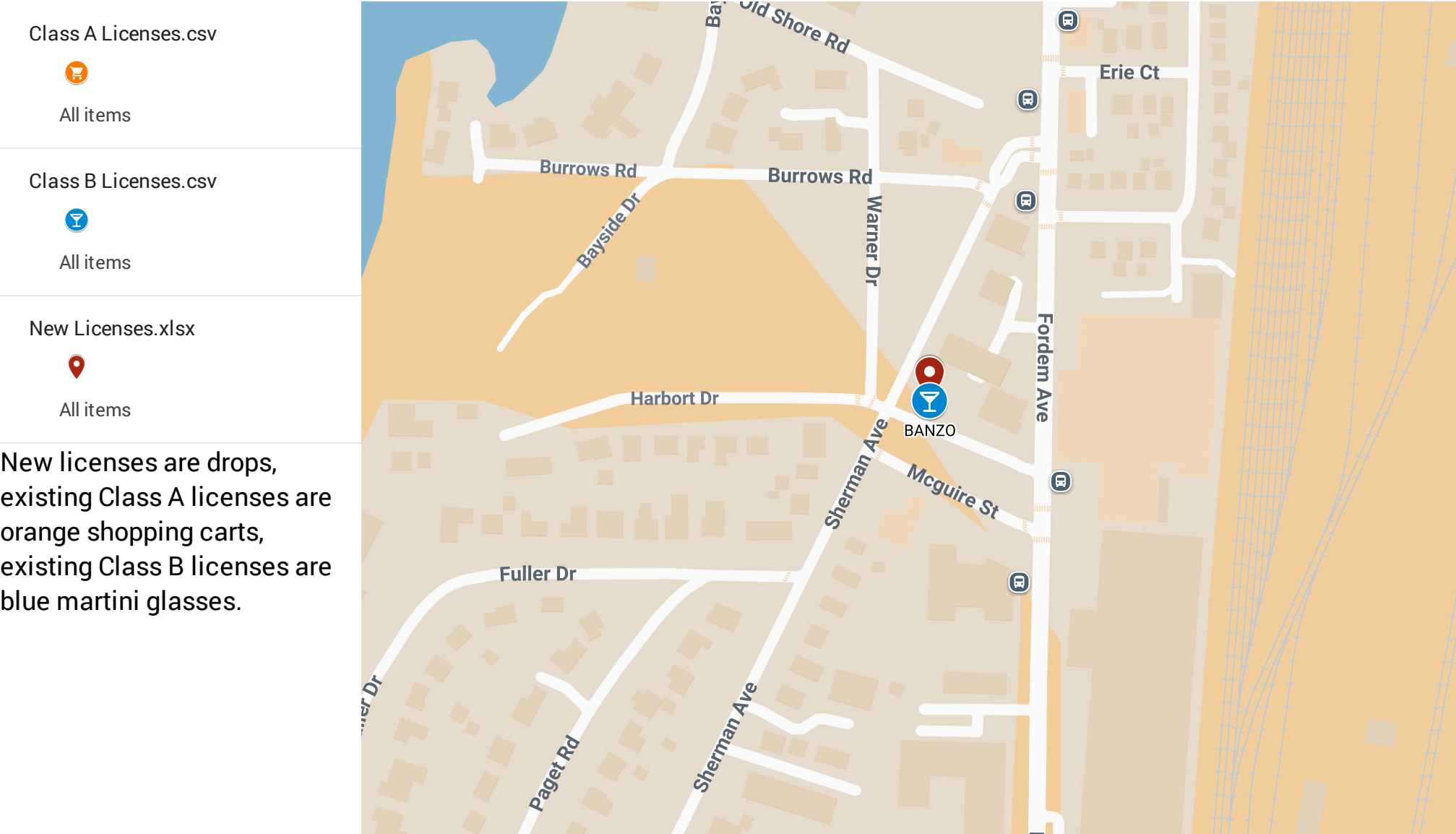
→ upstairs (office + storage) - staff only
← downstairs (storage) - staff only

McFadden & Company
380 West Washington Ave
Madison, Wisconsin 53703
608.251.1350
james@mcfadden.com



Proposed First Floor Plan @ 1/4" = 1'-0"
Banzo @ 2105 Sherman
April 18, 2024

December 2025 ALRC New License





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

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

licensing@cityofmadison.com
608-266-4601

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

(Agenda Item Number)

(Legistar file number)

LICLIB-2025-01028
(License number)

(Alder District #)

(Police Sector)

Office Use Only

177

Section A – Applicant

- 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
- Trade Name (doing business as) The Capitol Club
- Address to be licensed 107 State St. Madison, WI, 53703
- Mailing address 401 East Washington Ave, Madison, WI, 53703
- Anticipated opening date January 2026
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
☒ No ☐ Yes (explain)
- Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

Section B—Premises

- 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 locked 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: 30

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 Matteo 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
<u>Management</u>	<u>Brian Reynolds</u>	<u>Chicago, IL</u>

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) Prost-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
(Class B only) Enter below any hours when food service will not be available, if applicable						
-	-	-	-	-	-	-

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 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 - 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 734 419 6980 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)

11/17/25
 (Date)

Clerk's Office checklist for complete applications

- ☐ WI Seller's Permit Certificate
 (matching articles of incorporation)
☒ FEIN
☒ Written description of premises

- ☒ Background investigation form(s)
☒ Form for surrender of previous license
☒ *Articles of Incorporation
☒ *Appointment of Agent
 * Corporation/LLC only

- ☒ Floor Plans
☒ Lease
☒ Business Plan
☒ **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 & 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 & 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 & 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. Miff/ia St.

Rear Doors

Women's
Restroom

Men's
Restroom

Booth Seating

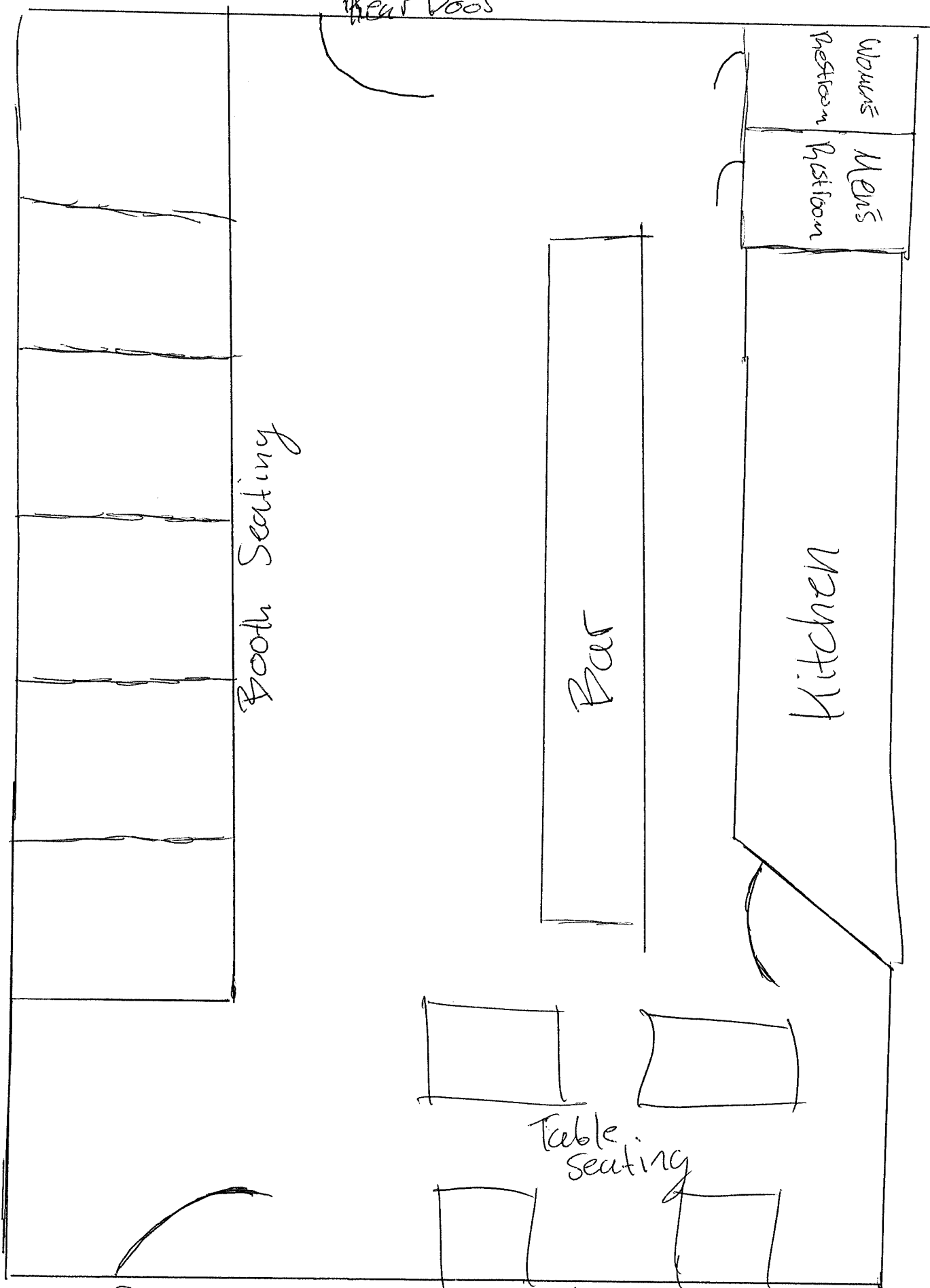
Bar

Kitchen

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

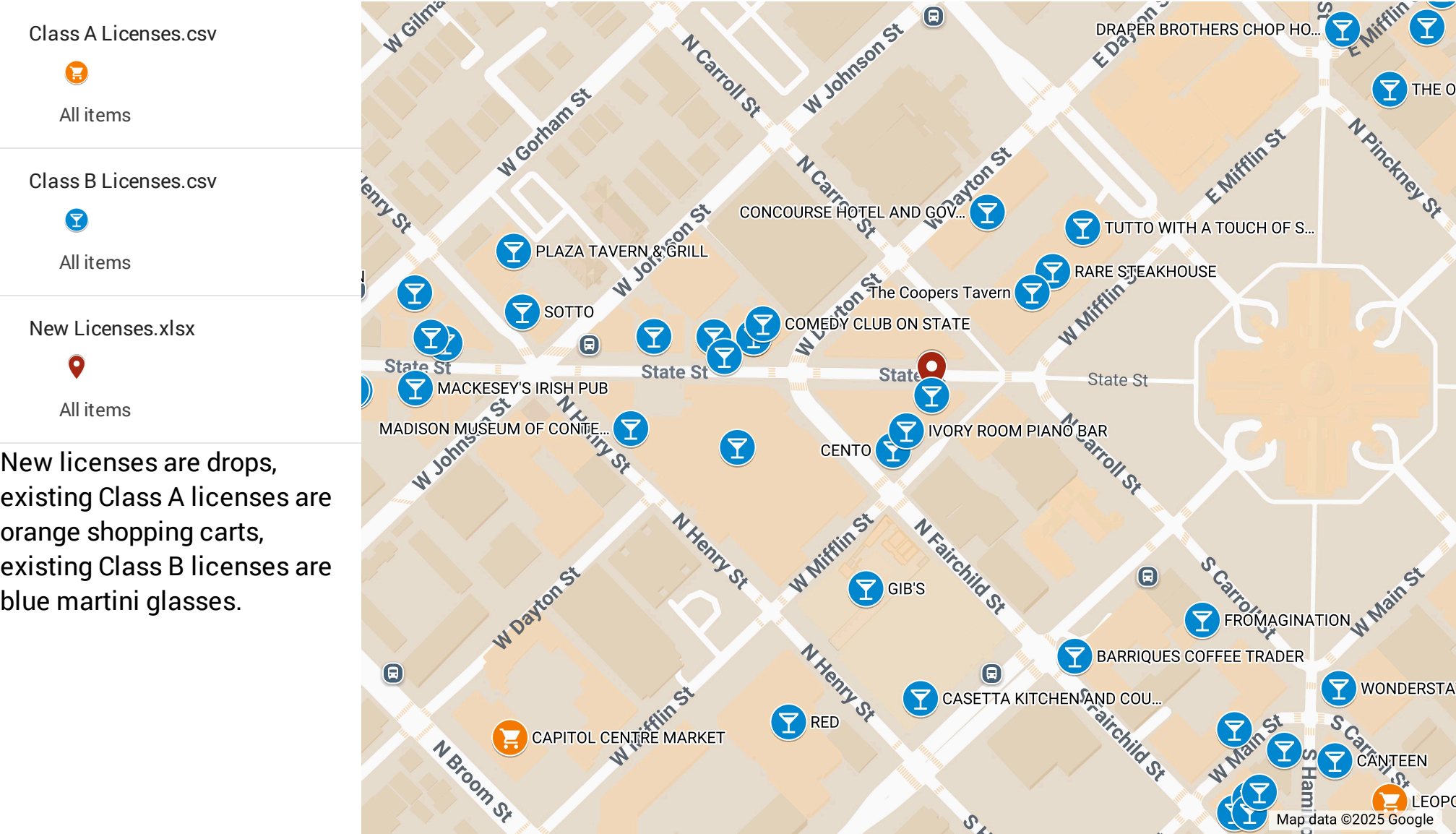
Hours

- 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





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 Rothburt 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				
	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 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

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

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

(Legistar file number)

44418-2025.01029

(License number)

13

306

(Alder District #)

(Police Sector)

Office Use Only

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☐ 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.

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: ⁹⁰ ~~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
(Class B only) Enter below any hours when food service will not be available, if applicable						
-	-	-	-	-	-	-

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 |

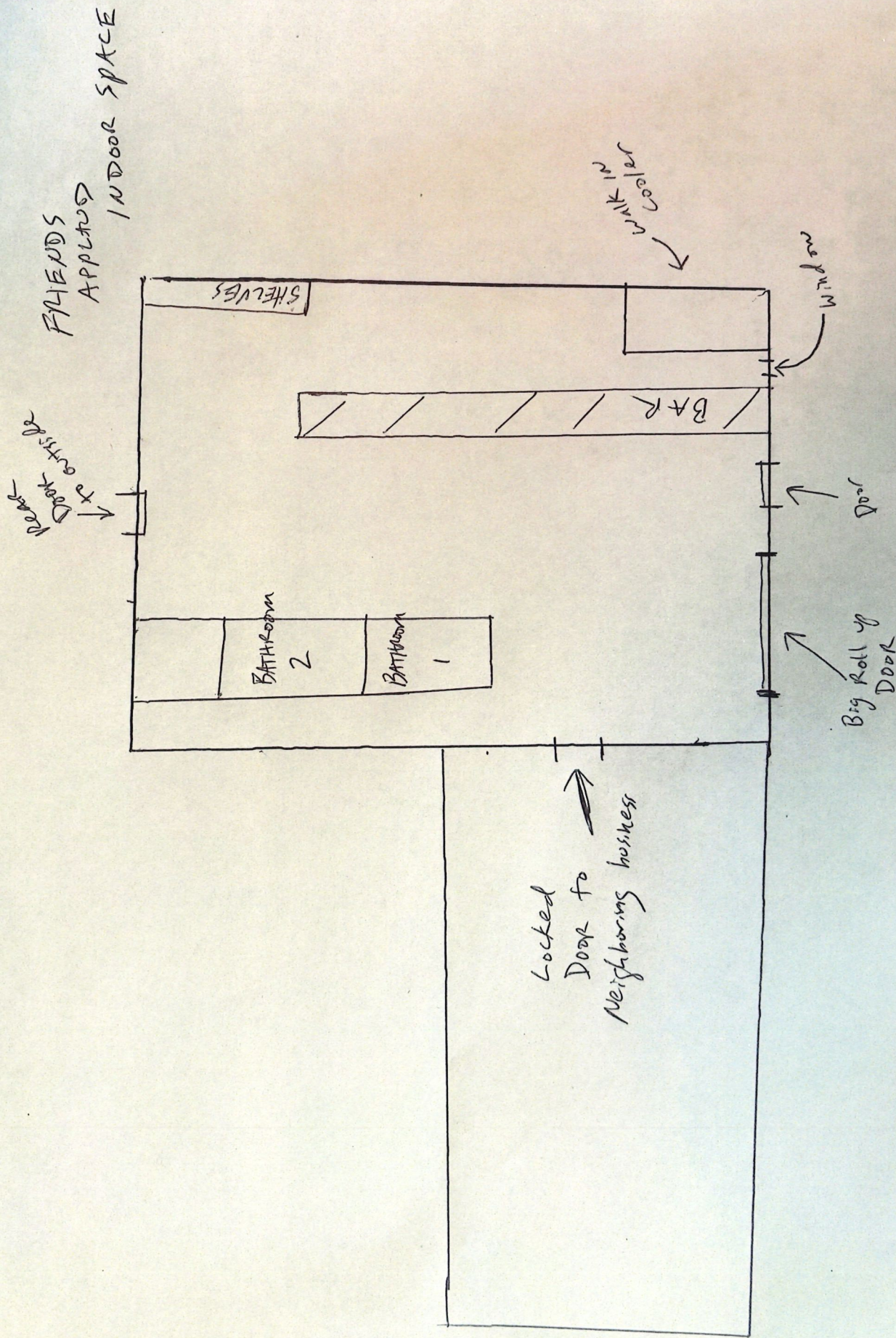
Upon Application Submission, the Clerk's Office issued to the application:

- ☐ 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

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, Burrata, 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 3rd 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



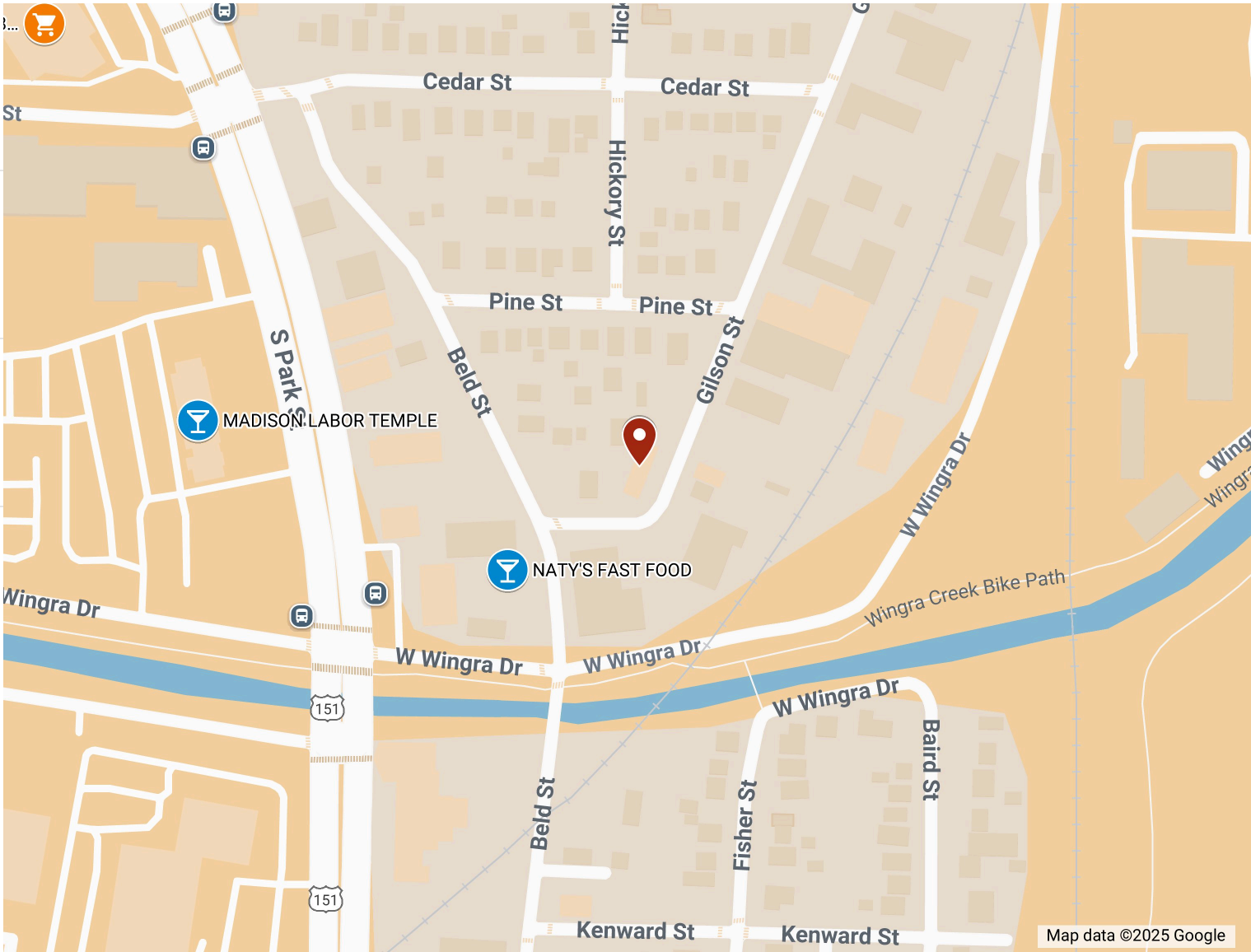
All items

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

[You don't often get email from 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

+++++

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](#)

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

Sign up for District 13 email updates/blog:

<http://www.cityofmadison.com/council/district13/blog/>

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

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

608-266-5978



PREPARED FOR THE PLAN COMMISSION

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	Tavern/tasting room: 5% of capacity of persons (4) Brewery: 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
Other Critical Zoning Items	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 15th 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 improvement s 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 15th 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 (East) or 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 unplatted
- g) Lot numbers or the words unplatted
- 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 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

File Created Date : 11/25/2025

File Name:

Final Action:

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)

Notes:

Sponsors:

Effective Date:

Attachments: LICENT-2025-01030 App_Redacted.pdf, Lee
Comments.pdf, Alder Evers Comments.pdf, Kitchel
Rothburd 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:
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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

(Agenda Item Number)

(Legistar file number)

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

LICENT-2025-01030
(License number)

13 (Alder District #) 5306 (Police Sector)

Office Use Only

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☐ Beer, ☐ Liquor,

☐ Class C Wine

licensing@cityofmadison.com

608-266-4601

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 Indoor 500 Outdoor Liquor/Beer Agent Name: Adam Benedetto

40 % Alcohol, 60 % Food, _____ % 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 4306 Business Email: Adam@FriendsApplaud.com

Corporate Officers, Partners, or Sole Proprietor's information:

Name	Address	Title
Adam Benedetto	5730 Dogwood Pl MADISON WI 53705	Owner
SACHA Benedetto	5730 Dogwood Pl MADISON WI 53705	Owner

Will entertainment or any amplified sound be outdoors? ☐ No ☒ Yes

If yes, contact Zoning (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 ~~company~~ security company 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 ~~taking~~ ^{checking} IDs, and another door person taking 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 + neighbors to handle noise complaints.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Adam Benedetto			
Stella Benedetto			

From: [Lindsey Lee-CC](#)
To: [Evers, Tag](#); [licensing](#)
Cc: Adam@friendsapplaud.com
Subject: Friends Applaud
Date: Monday, December 15, 2025 4:44:24 PM

[You don't often get email from 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](#)

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

Sign up for District 13 email updates/blog:

<http://www.cityofmadison.com/council/district13/blog/>

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

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

608-266-5978



PREPARED FOR THE PLAN COMMISSION

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	Tavern/tasting room: 5% of capacity of persons (4) Brewery: 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
Other Critical Zoning Items	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 15th 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 improvement s 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 15th 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 (East) or 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 unplatted
- g) Lot numbers or the words unplatted
- 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 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

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