



# Liquor/Beer License Application

(Agenda Item Number)

58366

(Legistar file number)

LCLIB-2019-01/02

(License number)

14

(Alder District #)

312

(Police Sector)

Office Use Only

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

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

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

## 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.  
Liberty Station Tavern Madison, LLC
- Trade Name (doing business as) Liberty Station
- Address to be licensed 2161 Rimrock Road, Madison, WI 53713
- Mailing address PO Box 620994, Middleton, WI 53562
- Anticipated opening date March 1, 2020
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
 No  Yes (explain)  


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- Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No  Yes (explain)  
 North Central Management, Inc. is the registered agent for Liberty Station Tavern Madison, LLC

## 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.

5675 sq ft building will operate as a Liberty Station full service restaurant. Beverages will be sold & served at the bar area and at tables

located in the restaurant and outdoor patio space. Liquor will be stored in the designated bar area. Receipts will be stored in Managers office.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):  
Indoor: 174 Outdoor: 84

10. Describe existing parking and how parking lot is to be monitored.  
70 surface parking spaces to be monitored by staff.

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 Ana Maria Carolina Duhr

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

14. How long has the agent continuously resided in the State of Wisconsin? 28 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 03/01/2019

16. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin, 9/17/2019

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
See attached org charts		

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.  
North Central Management, Inc.

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) See attached

**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
10:00 - 9:00	11:00 - 10:00	11:00 - 10:00	11:00 - 10:00	11:00 - 10:00	11:00 - 10:00	11:00 - 10:00
<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, merchandise (clothing, BBQ sauce, etc)
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:  
28 % Alcohol   70 % Food   2 % Other
- If applicable, describe "Other": Mechandise (clothing, BBQ sauce, etc)
- 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 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 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, 2020.
38. State Seller's Permit 4 5 6 - 1 0 3 0 3 4 4 7 7 0 - 0 2
39. Federal Employer Identification Number 84-3218388
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Christine Hoebel  
 Business phone 608-662-3828 Business e-mail address choebel@ncghotels.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 Catherine M. Gillman  
 Phone 608-662-3615 E-mail cgillman@ncghotels.com

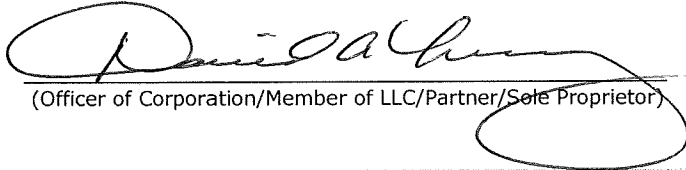
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

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

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

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

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

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

11/4/2019  
 (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 \_\_\_\_\_

**LIBERTY STATION TAVERN MADISON, LLC  
OWNERSHIP SCHEDULE**

*Manager-Managed*  
*Manager: North Central Group, Inc.*

<b><u>Date last changed:</u></b> September 17, 2019
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<b><u>Members</u></b>	<b><u>Units</u></b>	<b><u>Overall Ownership Percentage</u></b>
David A. Lenz Investments, LLC	75.00	75.00000%
David A. Lenz Legacy Trust	25.00	25.00000%
<b>TOTAL</b>	<b><u>100.00</u></b>	<b><u>100.0000%</u></b>

DAVID A. LENZ INVESTMENTS, LLC  
OWNERSHIP SCHEDULE

*Member-Managed*

<b>Date last changed:</b> January 1, 2008
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	<u>Units</u>	<u>Overall Ownership Percentage</u>
<b><u>Members</u></b>		
David A. Lenz	995.0000	99.5000%
North Central Management, Inc.	<u>5.0000</u>	<u>0.5000%</u>
<b>TOTAL</b>	<u>1,000.0000</u>	<u>100.0000%</u>

**Location Details**





# Liberty Station

Madison, WI



## Business Plan



### **Project Summary**

North Central Group (Rimrock Retail Investors I, LLC) proposes constructing a building for a new Liberty Station restaurant. The site is bordered by Rimrock Road to the west, the Wisconsin Department of Revenue to the north, and the west Beltline Highway to the south. Construction of the restaurant began on September 26, 2019 and has an expected duration of approximately 5 months, opening in mid-March 2020.

### **Property Basics**

Brand:	Liberty Station – American Tavern and Smokehouse
Location:	2161 Rimrock Rd
Site:	0.96 Acres (Total Lot 1 Area = 1.43 acres)
Building Size:	5,675 SF
Parking:	70 Surface Spaces
Capacity:	163 Interior seats (dining room, bar, porch, & lounge) & 117 exterior seats (patio dining, lounge dining, & game zone)
Contractor:	Tri-North Builders
Architect:	GBA Architecture & Design
Real Estate Manager:	North Central Management, Inc. (“NCM”)

### **Location and Market**

- NCG has extensive experience in the greater Madison marketplace currently owning and/or operating 12 hotels successfully, for a number of years.
- Currently, and the proposed future expansion of, the Alliant Energy Center that will serve as an amenity to the Home2 Suites will provide a diversity of demand generators including the CrossFit Games, the World Dairy Expo, concerts, conferences, and events.

### **Anticipated Timeline**

- Construction will commence by September 26, 2019.
- Targeted opening of the restaurant is March 2020.

EST. 2016

# LIBERTY STATION

## AMERICAN TAVERN & SMOKEHOUSE

### SHAREABLES

- BOSTON COD TACOS 13**  
Grilled Cod, Housemade Pico, Cilantro, Chili Aioli, Corn Tortillas |GF|
- BBQ PULLED PORK TACOS 11**  
Cole Slaw, Carolina Sauce, Corn Tortilla |GF|
- GREEN CHILI PORK STEW 15**  
Braised Pork Shoulder, Roasted Poblanos, Flour Tortillas |RGF|
- FIRECRACKER SHRIMP 14**  
Tempura Battered, Thai Sweet-Chili Sauce
- SMOKED CHICKEN WINGS 14 | 24**  
Spicy BBQ Sauce, Crudite
- BRISKET QUESADILLA 14**  
Burnt Ends, Pepper Jack Cheese, Roasted Poblano, Housemade Pico, Sour Cream
- BRISKET LOADED FRIES 14**  
Poblano Cream Sauce, Smoked Bacon, Sour Cream, Chives, Paprika
- TAVERN TOTS 9**  
Yukon Potato Hash, Cheddar & Pepperjack Cheese, Poblano Crema |V|
- LIBERTY NACHOS 15**  
Pork Stew, Cheese, Pico, Avocado Crema, Sour Cream, Serrano, Cilantro, White Corn Chips
- BRUSSEL SPROUTS 9**  
Smoked Bacon, Shaved Horseradish |GF|RV|
- 
- ### SOUPS & SALADS
- NEW ENGLAND CLAM CHOWDER |GF| 5 | 7**
- TAVERN TOMATO SOUP |GF|V| 4 | 6**
- CLASSIC CAESAR 7 | 11**  
Romaine, Crouton, Shaved Parmesan |RGF|
- LIBERTY SALAD 8 | 12**  
Mixed Greens, Tomato, Cucumber, Cheddar Cheese, Champagne Vinaigrette |GF|V|
- CHICKEN CHOPPED SALAD 11 | 15**  
Bacon, Tomato, Cucumber, Onion, Avocado, Cheddar Cheese, Chipotle Ranch Dressing, Paprika Seasoning |GF|RV|
- ICEBERG WEDGE SALAD 8 | 12**  
Egg, Bacon, Blue Cheese Crumbles, Red Onion, Tomatoes, Blue Cheese Dressing |GF|RV|
- BRISKET SALAD 19**  
Egg, Tomato, Cucumber, Avocado, Blue Cheese Crumbles, BBQ Ranch Dressing |GF|
- 
- ### ADD PROTEIN
- CHICKEN 5  
SHRIMP 7
- GRILLED SALMON\* 10  
FLAT IRON STEAK\* 10

### FROM THE SMOKER

choice of 2 sides: honey butter cornbread, coleslaw, house salad, french fries, mac & cheese, baked beans, sweet potato fries, or bbq dusted house chips

<b>TEXAS BRISKET</b> Salt and Pepper, Coffee 14   24	<b>ST. LOUIS SPARE RIBS</b> Kansas City Style Glaze 22   38
<b>CAROLINA PORK SHOULDER</b> Carolina BBQ Sauce 13   22	<b>THE TAVERN BBQ PLATTER</b> Brisket, Pork Shoulder & Spare Ribs 42

### SANDWICHES

served with choice of french fries, coleslaw or bbq dusted house chips

<b>LIBERTY BURGER, 1/2 LB. ★</b>	Cheddar, Iceberg, Tomato, Liberty Sauce, Pickle  RGF	13
<b>TAVERN BURGER, 1/2 LB. ★</b>	All Natural Beef, BBQ Pulled Pork, Cheddar, Liberty Sauce, Pickles  RGF	15
<b>SHRIMP PO-BOY</b>	Crispy Rock Shrimp, Coleslaw, Tomato, Remoulade Sauce  RGF	16
<b>ARIZONA PULLED PORK</b>	Carolina BBQ Sauce, Coleslaw, Cheddar Cheese  RGF	13
<b>SMOKED CHICKEN WRAP</b>	Bacon, Tomato, Lettuce, Avocado Crema, Chili Aioli, Wheat Wrap	14
<b>BRISKET GRILLED CHEESE</b>	Cheddar Cheese, Burnt Ends & Tavern Tomato Soup as its side	13
<b>BBQ PULLED CHICKEN</b>	Cheddar, Onion Strings, Coleslaw, Challa Bun	14
<b>SMOKED PRIME RIB DIP</b>	Cheddar Cheese, Smoked Onions, Horseradish Cream, Au Jus  RGF	16
<b>"THE BIG POPPY" BRISKET SANDWICH</b>	Brisket, Cheddar, Fried Pickles, Fried Bacon, Romaine, Tomato, Garlic Aioli, Carolina Sauce	16

### SIGNATURE MAINS

<b>BOSTON COD FISH &amp; CHIPS</b>	Tempura Battered, French Fries, Malt Vinaigrette, Tartar Sauce	18
<b>GRILLED SALMON ★</b>	Orange BBQ Glaze, Roasted Potatoes, Green Beans  GF	26
<b>IDAHO RAINBOW TROUT</b>	Smokey Mashed Potatoes, Green Beans, Almondine  GF	22
<b>LAKE SUPERIOR WALLEYE</b>	Roasted Potatoes, Sweet Corn, Cherry Tomatoes  GF	24
<b>RED BIRD FRIED CHICKEN</b>	Smokey Mashed Potatoes, Cole Slaw, Chicken Jus	20
<b>SMOKED PORK BUCATINI</b>	Smoked Pork Shoulder, Rich Pork Broth, Lemon, Fennel, Carrots, Onions, Celery	18
<b>FLAT IRON STEAK FRITES ★</b>	Parmesan-Herb Fries, Steak Demi-Glace  GF	24

### LIQUIDS

<b>FOUNTAIN DRINKS</b> Coke   Diet Coke   Sprite Barq's Root Beer   Dr. Pepper 3.25	<b>CHINA MIST ICED TEAS</b> Traditional Black   Blackberry Green 3.50	<b>ROC2 BLACK &amp; TAN COFFEE BLEND</b> Regular   Decaf 3.25
	<b>LEMONADE 3.50</b>	<b>LEAVES PURE HOT TEAS 3.50</b>

A WORD ON OUR  
**GOOD COOKING**

★ Consuming raw or undercooked meats, poultry, shellfish, oysters or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions. Items cooked to order.  
GF = Gluten Free | RGF = Request Gluten Free | V = Vegetarian | RV = Request Vegetarian