



Change of Premises

LICPOH-2017-00187
(Number)

46614
(scanned)

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

(Leg file number)

licensing@cityofmadison.com
608-266-4601

(Processing step)

(initials)

This application modifies existing alcohol license number: 68051-729107

- Class A Beer
- Class B Beer
- Class A Liquor
- Class B Liquor
- Class C Wine

Aldermanic District: 12 Alder Name: LARRY PALM Police Sector: NORTH-500 513

Corporate Information

Licensed Premise Information

Business Legal Name: ALE ASYLUM, LLC

Business dba Name: ALE ASYLUM

Business Address: 2002 PANKEATZ ST.

Licensed Address: 2002 PANKEATZ ST / MADISON

Corporate Contact Name & Position: OTTO BILBA

Business Contact Name & Position: RODNEY

VICE PRESIDENT

NEEDLOSE / EVENTS MANAGER

608-6003-3920
Phone & Email: OTTO@ALEASYLUM.COM

608-6003-3920
Phone & Email: RODNEY@ALEASYLUM.COM

Liquor Beer Agent Name: OTTO BILBA % Alcohol: 55 % Food: 45

Current Capacity (indoor): 164

Current Capacity (outdoor): 1310

Proposed Capacity (indoor): 164

Proposed Capacity (outdoor): 300

Description of Proposed Changes: Use overflow area in our lot per attached diagram for additional seating/event use for an in house Bloody Mary Contest.

Detailed Floor Plans included (required)

Orange sign and "License Renewals & Changes" brochure issued

X OTTO BILBA Date: 02.23.17
Applicant signature

Haar, Jennifer

From: Ruckriegel, Edwin
Sent: Thursday, February 23, 2017 1:39 PM
To: Haar, Jennifer
Subject: RE: Premise Change License: LICPCH-2017-00187

Jennifer:

Please make the following statement a condition of approval:

The outdoor capacity increase requires a specific capacity approval by the fire department. A set-up plan and capacity calculations must be submitted for approval. Contact Joe Seifert for details.

Thanks
Ed

From: licensing
Sent: Thursday, February 23, 2017 1:20 PM
To: Ruckriegel, Edwin
Subject: FW: Premise Change License: LICPCH-2017-00187

Hi Fire Marshal Ruckriegel,

Just an FYI that Ale Asylum has filed paperwork for a Premise change to use their overflow lot. This will go before the April 19TH ALRC meeting. I'm sending this now while I'm thinking about it and you will most likely also get notified later when we officially send out the notifications. I just didn't want to forget.

Thank you,

Jennifer S. Haar

City of Madison Clerk's Office
City-County Building Room 103
210 Martin Luther King Jr Blvd
Madison WI 53703
608.266.4601
Website: www.cityofmadison.com/clerk
Twitter: [@MadisonWIClerk](https://twitter.com/MadisonWIClerk)

From: noreply@cityofmadison.com [<mailto:noreply@cityofmadison.com>]
Sent: Thursday, February 23, 2017 1:05 PM
To: Palm, Lawrence
Cc: licensing
Subject: Premise Change License: LICPCH-2017-00187

A new Premise Change license has been applied for in your district.

Contact Name/Phone/Email: OTTO DILBA 608-663-3926 OTTO@ALEASYLUM.COM

Establishment Name: ALE ASYLUM

Address: 2002 Pankratz ST, Madison, WI 53704