



City of Madison
Class B Combination
License No. 58443-52533



BLUE VELVET LOUNGE LLC
BLUE VELVET LOUNGE
LIQUOR/BEER AGENT: LAWRENCE W SCHMOCK
430 W GILMAN ST
MADISON, WI 53703

Expiration Date 06/30/2018
 Date Issued 06/06/2017



 Mayor



 City Clerk

PURSUANT TO SECTION 38 OF THE MADISON GENERAL ORDINANCES AND CHAPTER 125 OF THE WISCONSIN STATE STATUTES.

Tavern Premise: Basement (storage only) and first and second floors. 1524 sq ft per floor.

License granted by Common Council. Voluntary license conditions as set forth in the following Madison Police Department document:

- 1) Capacity shall not exceed 120 persons.
- 2) The establishment will institute a policy that the police will be called, in a timely manner, any time management or staff have information to believe a crime has or is about to be committed and/or whenever a threat of or act of violence occurs on the premises or on the sidewalk or street area immediately in front of, or to the rear of the establishment.
- 3) Licensee will produce written training and policy manuals. These documents will include, but not be limited to: liquor laws; use of the unruly patron ordinance; guidance on determining when a person is under the influence of alcohol as defined in Section 38.02, MGO, and the refusal to serve or allow such person on the premises; guidance on when to call the police; procedures and responsibilities assigned to create a 'no drugs' atmosphere; specific training on determining a patron's age; and specific policies and procedures to be used in allowing patrons entrance into any part of the licensed establishment.
- 4) Licensee will train all security staff with provisions of Section 38.06(10), MGO, the Unruly Patron Ordinance, and when a patron acts in a manner that is violent, abusive, indecent, profane, boisterous or otherwise disorderly, immediately contact the police and request the police to invoke the provisions of this ordinance.



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Paul R. Ayler *Maibeth Witzel-Behl*

Mayor City Clerk

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CHAPTER 125 OF THE WISCONSIN STATE STATUTES.

Change in licensed premise (11-20-01). Change in licensed premise (4-9-02).

Expiration Date 06/30/2018

Not Transferable. Post entire license in a conspicuous place.