



Change of Premises

Fee: \$25.00

City of Madison Clerk

210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com

608-266-4601

(Agenda Item Number)

(Legistar file number)

LICPCN-2022-00338

(License number)

4
(Alder District #)

405
(Police Sector)

Office Use Only

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☐ Class C Wine

Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2011-00167

Business dba Name: Merchant

Licensed Address: 121 S. Pinckney St. Madison, WI 53703

Liquor/Beer Agent Name: Tara Goldberg

40 % Alcohol, 60 % Food, _____ % Other

Alder, District #: 1 Police Sector: Central District

Corporate Information

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

Business Mailing Address: 121 S. Pinckney St. Madison, WI 53703

Business Contact Name, Position: Joshua Berkson, Owner

Business Phone: 646-221-7022

Business Email: josh@rulenone.com

Current Capacity (indoor): 123

Current Capacity (outdoor): 24

Proposed Capacity (indoor): 123

Proposed Capacity (outdoor): 60

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

Change is: ☒ Permanent

☐ Temporary (from _____ until _____)
Date Date

Is this change related to a Roadway Café Expansion License/Roadway Permit: ☒ Yes or ☐ No

Description of Changes (include approximate measurements, and fencing, if necessary):

992 SF Seating - 46' 1" x 21' (24) tables (48) chairs

☐ Detailed Floor Plans included (required)

Authorized Signature

Date

5/16/2022

☐ Orange sign and business card issued

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

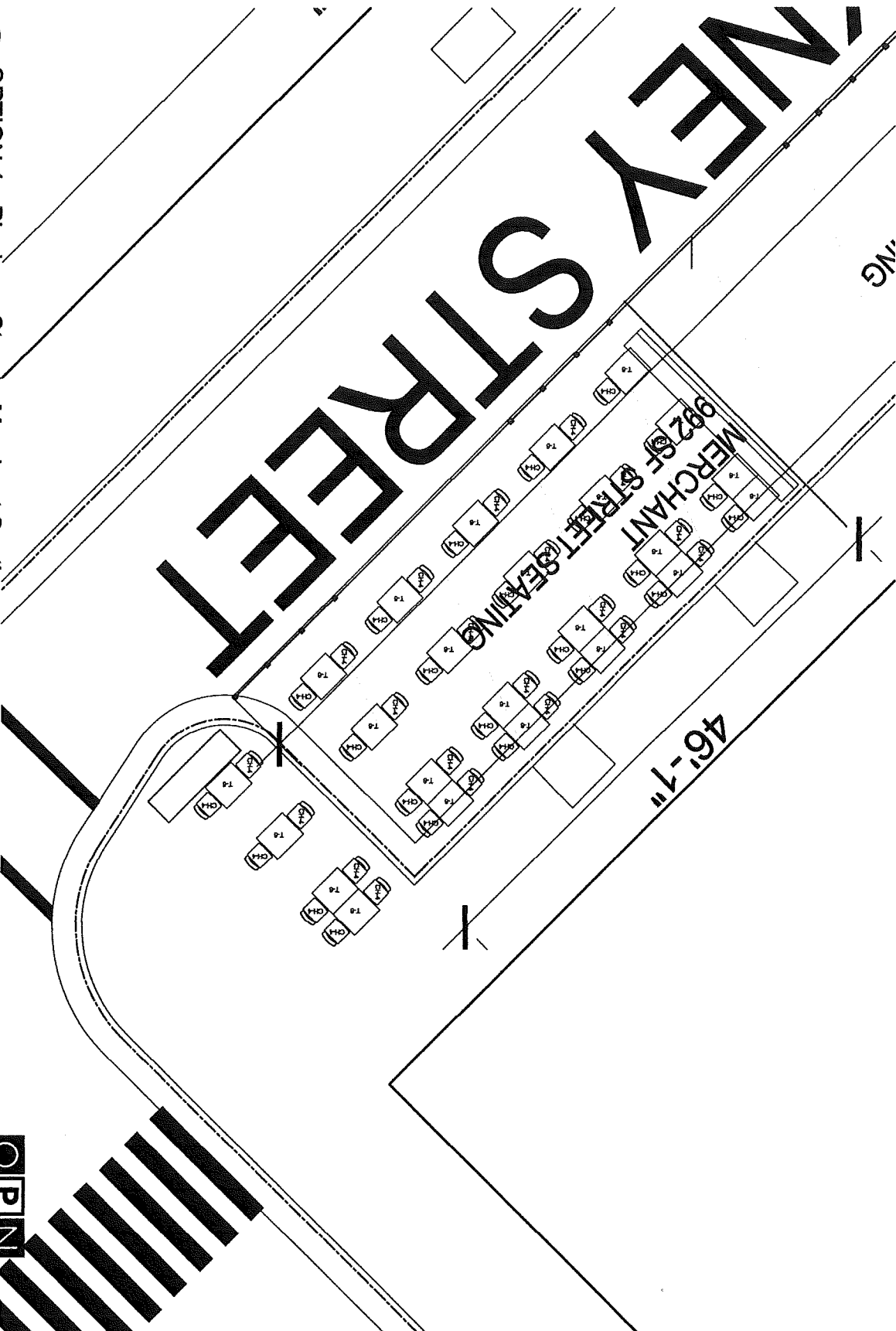
Office Use Only

NEW STREET

46'-7"

992 SF STREET SEATING

MERCHANT



OPTION 1 - Pinckney Street - Merchant Seating

1/82" = 1'-0"

04-12-2022

OPN ARCHITECTS