



Change of Premises

WLC PCH - 2015 - 00580
(Number)

(scanned)

39609
(Leg file number)

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

licensing@cityofmadison.com
608-266-4601

(Processing step)

(initials)

This application modifies existing alcohol license number: _____

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

Aldermanic District: 4 Alder Name: Verveer Police Sector: 403

Corporate Information

Licensed Premise Information

Business Legal Name: BAT INC

Business dba Name: Madhatter

Business Address: 322 W. Gorham

Licensed Address: 5754 Modern Ave St

Corporate Contact Name & Position: TED GERVASI - President

Business Contact Name & Position: Ted Gervasi - owner

Phone & Email: 608-213-4222
tgervasi@gmail.com

Phone & Email: Same

Liquor Beer Agent Name: _____ % Alcohol: 100 % Food: 0

Current Capacity (indoor): 200

Current Capacity (outdoor): 0

Proposed Capacity (indoor): 320

Proposed Capacity (outdoor): 0

Description of Proposed Changes: _____

Detailed Floor Plans included (required)

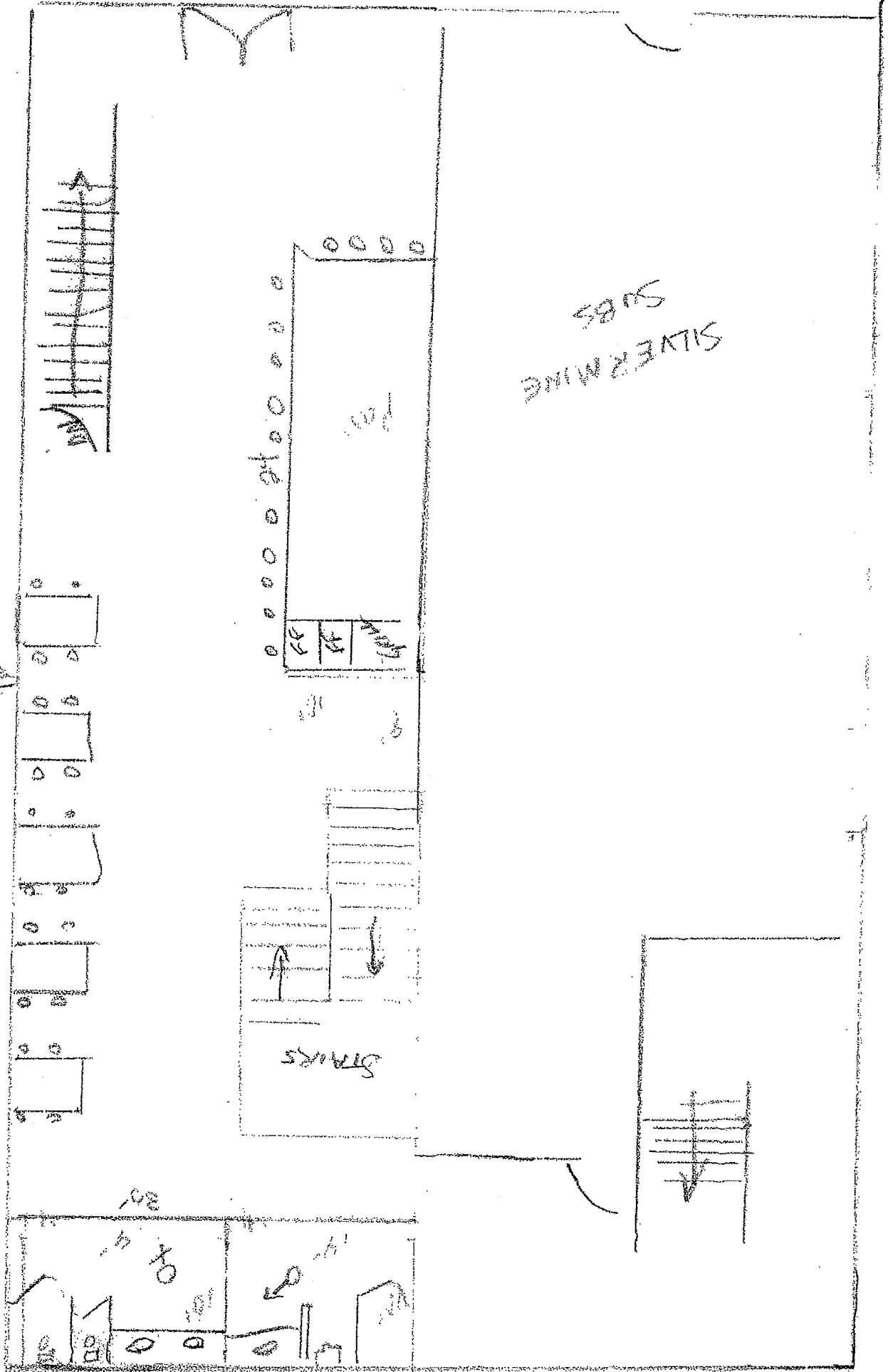
Orange sign and "License Renewals & Changes" brochure issued

X Ted Gervasi Applicant signature Date: 7-27-15

320 ~~320~~ W. Gorham St

MAD-HATTER

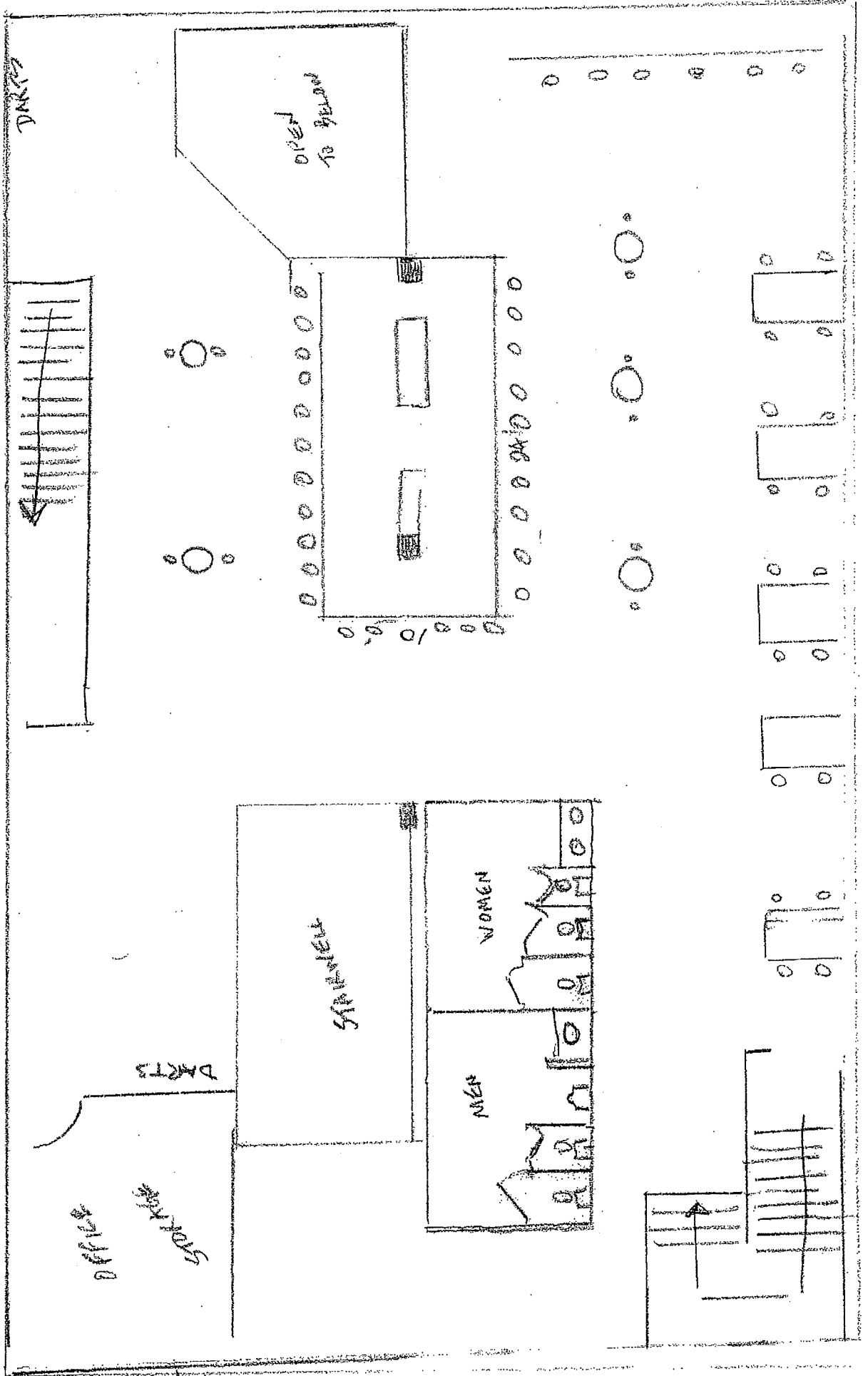
FIRST FLOOR PLAN



Broom

315 W. Graham St.

2nd Floor Plan



1971

M. B. B.

M.B.B.

Haar, Jennifer

From: Ted Gervasi [tgervasi@gmail.com]
Sent: Thursday, August 06, 2015 2:16 PM
To: licensing
Subject: Re: Change of Premise Application - Incomplete Application

Hello Jennifer,

Here are the answers to the required information listed in your email from today:

- 1) No changes
- 2) No change - the floor plans are exactly the same as always
- 3) Ted Gervasi
- 4) 0% Food
100% Alcohol

Best regards,
Ted Gervasi

On Thu, Aug 6, 2015 at 8:54 AM, licensing <licensing@cityofmadison.com> wrote:

Hello,

We are preparing files today for the upcoming Aug 19 ALRC meeting and we noticed your application for a premise change is incomplete. I called and left you a voicemail this morning about 8:50am.

We need the following from you by the end of business today (4pm) via email or in person:

1. Written description of the proposed change.
2. Detailed Floor Plans.
3. Liquor/Beer Agent's name.
4. % of Food and % of Alcohol sales.

If we do not receive this information by 4pm today, 8/6/15, this application will go to the 09/16/2015 ALRC meeting.

Thank you,

Jennifer S. Haar

Municipal Clerk I

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)

We exist to assist.

In compliance with State public records law, the City of Madison retains copies of ALL email messages to and from this mailbox. Email messages may be released in response to appropriate open record requests.