

# Application for Change of Licensed Premise

**\$25 non-refundable filing fee is charged at time of application. Complete application is due at 12 noon two weeks before ALRC meeting. Applicants must appear before the ALRC.**

**Please contact City Zoning (MMB LL-100, 608-266-4560). A Conditional Use Permit may be required.**

- Detailed floor plans (no larger than 8 1/2 x 14) must accompany this form, or the request will not be presented to the ALRC.
- Orange sign- You must display the public notice sign within three days of your application at the current premise until the Common Council makes a final determination.

**Prior to your appearance before the Alcohol License Review Committee (ALRC), you must contact**

- **The Alderperson of the District in which you intend to do business.**
- **The representative of the appropriate neighborhood association (if any).**
- **The Madison Police Department.**

Alderperson Resnick & Verveer can be reached at \_\_\_\_\_, at the Common Council Office (266-4071), or via e-mail at [council@cityofmadison.com](mailto:council@cityofmadison.com).

The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or online at [www.ci.madison.wi.us/neighborhoods/contacts.htm](http://www.ci.madison.wi.us/neighborhoods/contacts.htm).

- Police Department Central District Captain Carl Gloede (Sector 400) can be reached at 261-9694.
- Police Department East District Captain Tom Snyder (Sector 600) can be reached at 267-2100.
- Police Department North District Captain Cam McLay (Sector 500) can be reached at 245-3652.
- Police Department West District Captain Jay Lengfeld (Sectors 100-200) can be reached at 243-0503.
- Police Department South District Captain Joe Balles (Sector 300) can be reached at 267-8687.

The Alcohol Policy Coordinator, Mark Woulf can be reached at 264-9295

Corporate/Owner Name Wisconsin Ventures, Inc.

DBA Segredo Contact Phone Number: (608) 257-1122 (office)

Address 624 University Avenue Madison, WI 53715

Current Capacity (Indoor): 605 Proposed Capacity (Indoor): 720

Current Capacity (Outdoor): N/A Proposed Capacity (Outdoor): N/A

Description of Proposed Changes: Continue to cover the 4 bowling lanes as a dance floor with space for removable dj or

band platforms until Underwriters Laboratory certification issues are resolved. The capacity increase simply allows the previous bowling

lane space to be returned for customer use and is only 20 more patrons than was previously approved for Madison Avenue. Should we

be able to re-open the lanes for use, we would still want to occasionally cover them for dancing./fashion shows/live music performances.

Signature of Applicant [Handwritten Signature] Date 12/6/11

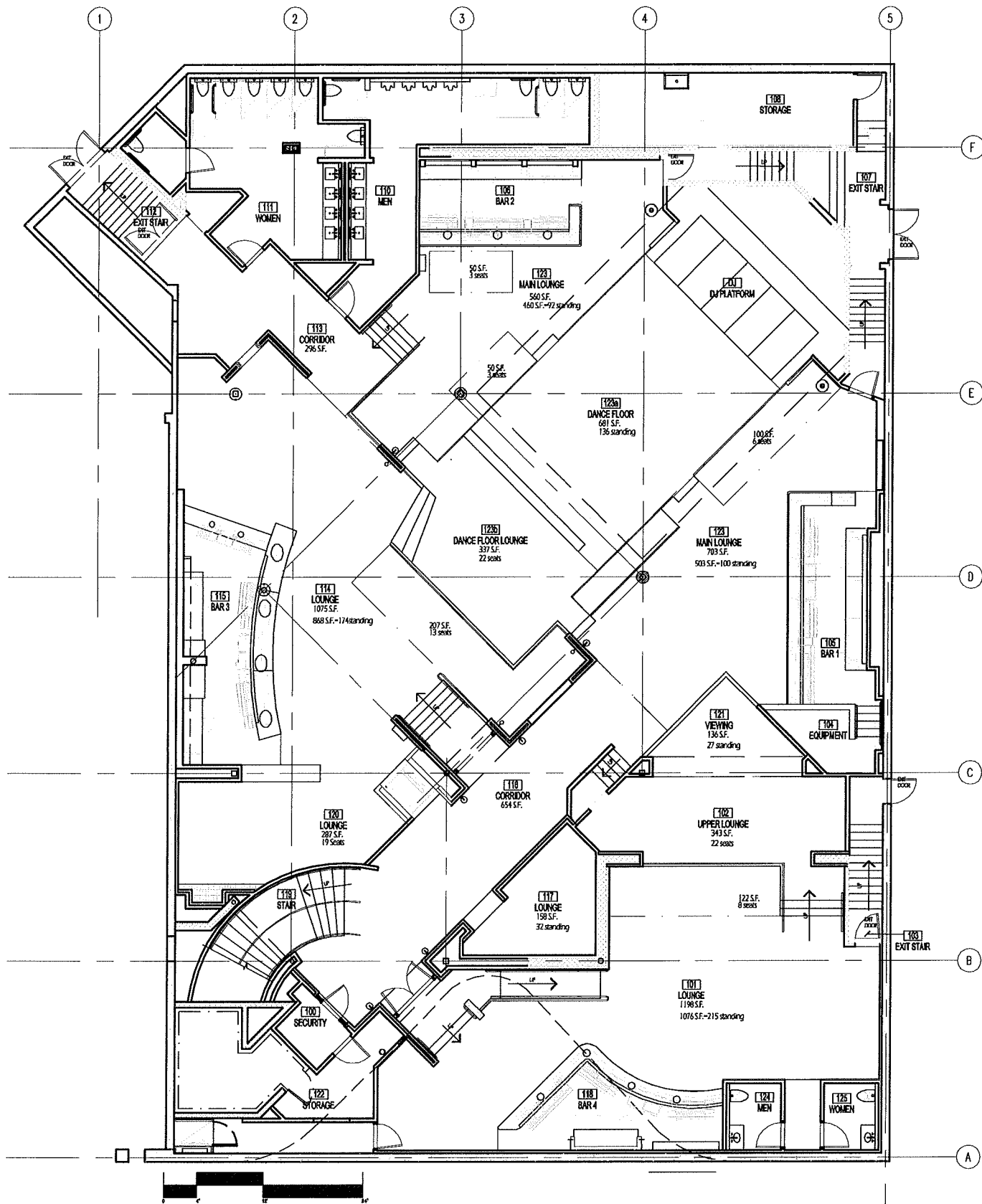
Application to be considered at the 12/21 ALRC meeting and the 1/3/12 Council meeting.

License Number LICPCH-2011-01772 Legistar # \_\_\_\_\_

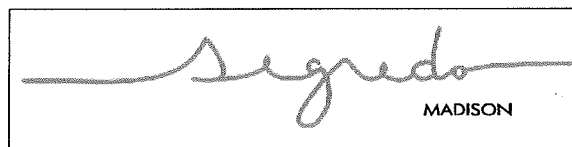
Routed:  City Zoning  Building Inspection  Madison Police Sector 403  Alder RESNICK (District 8)

N.A. - STATE - LANGSDON (Ald. RESNICK IS THE CONTACT)

CLASS B LIC # 76375-88070



Previous capacity 605  
 Requested capacity 720



AREA PLAN 11.10.11

**Segredo's Change of Licensed Premises Application &  
18+ Entertainment License Renewal Request: Some Context**

Our purpose in submitting a Change of Licensed Premises application is to formally request ALRC permission to continue to “temporarily” cover our 4 bowling lanes as a dance floor along with space for a movable, non-permanent dj &/or band platform. Unfortunately, despite spending nearly 18 months and tens of thousands of dollars on resolving this issue - we don't see any short/medium-term technologically feasible or cost effective solution to address the City's Building Inspection Division objection to the lack of Underwriters Laboratory certification of our Brazilian-manufactured bowling equipment. This objection (**see attached letter dated 8/12/2010 addressed to Segredo's landlords threatening legal action**), and not the lack of commercial success of our original concept, forced us to disconnect the bowling system power and cover the lanes.

The crux of the matter is that UL as an independent testing organization (not a government entity) does not currently extend reciprocity to the Brazilian equivalent of UL that it accepted in many other parts of the world (including the European Union) and the cost of obtaining certification for a customized UL compliant Segredo installation would end up costing more than our entire initial acquisition/ installation investment in the bowling system. Our hope is that at some point in the future, UL's reciprocity approach will change and we will be able to return the bowling lanes to service while still being able to occasionally cover them for dance parties/fashion shows/bands/etc. which was our original plan. As part of this Change of Licensed Premises application we are also necessarily requesting a capacity increase to allow the space previously used as bowling lanes to be used by customers as a dance floor, and our capacity request is only 20 patrons more than was previously approved for use by the prior licensed establishment (Madison Avenue) in this same 11,000+sq ft (extremely large) space that has the potential of accommodating just under 1,000 patrons depending on the business model/usage.

We would make three points in support of our application:

- 1) Whether the focal point of the main room space is used by 24 bowlers or 100+ dancers, over the last 2 years Segredo has been operating in the 600 block of University Avenue as exactly the type of entertainment venue (vs. a bar devoted to vertical drinking space) that the City is trying to encourage. In fact, while most people aren't aware of it - this semester we have probably been the 3<sup>rd</sup> busiest music venue in downtown Madison (behind only the Overture center and the Majestic) despite the tough economy (**see the attached Segredo show flyer for some of this semester's larger shows**).

- 2) Two years ago we chose to locate Segredo in Madison because we felt strongly about our ability to prove that a large capacity entertainment venue WITH AN 18+ LICENSE could be successfully operated near campus. Given our track record over the past twenty four months, and with a huge amount of effort/money on our part, we have earned the respect and support of the Madison Police Department based upon our operating philosophy & practices (see attached "Before" and "After" graphics depicting Madison Police Call For Service statistics for Madison Avenue prior to our ownership and in Segredo's first year of operation). Every weekend, month in and month out, we offer our customers (whether they are 18+ OR 21+) a fun and safe place to see great entertainment in a beautiful setting. And we keep getting better. Most residents would probably agree that the City needs more 18+ entertainment options for our young people. We like to think we are helping that cause.
- 3) We understand that there are some residents of the City who do not believe ANY increase in licensed establishment capacity should be permitted downtown because of alcohol abuse issues. We understand why people might feel this way. However, I would offer three comments for your consideration a) the capacity increase we are asking for is overwhelmingly going to be used as dancing space, not drinking space b) given our 18+ Entertainment License, many of the additional people we might allow into Segredo with the incremental capacity increase won't be drinking and c) our view is that while it's very important for the ALRC to firmly punish bad operators, it's also very important to reward good, solid operators like Segredo for their efforts. We hope you find this capacity increase a reasonable request we are making under the circumstances.

With respect to the 18+ Entertainment License, in the process of preparing our Change of Licensed Premises application these past few weeks, it was brought to our attention that Segredo's most recent 18+ Entertainment License was not renewed at the last renewal cycle. Neither the City Clerk's office nor Segredo understands exactly why that omission occurred, but as soon as we found out what the situation was - we indicated that we would re-apply for the license at the next regularly scheduled ALRC meeting (which is this upcoming meeting).

Sincerely,



Michael Hierl  
Owner  
Segredo



Department of Planning and Community & Economic Development  
**Building Inspection Division**

Website: [www.cityofmadison.com](http://www.cityofmadison.com)

Madison Municipal Building  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2984  
Madison, Wisconsin 53701-2984  
TTY/TEXTNET 866 704 2318  
FAX 608 266 6377  
PH 608 266 4551

August 12, 2010

JON F & JAMIE OKONEK  
1402 ELDORADO CT  
WAUNAKEE WI 53597


**Subject: Premises Located At: 624 University Ave  
Case No. 210012018  
Issued on January 12, 2010**

Dear Mr. & Mrs. Okonek:

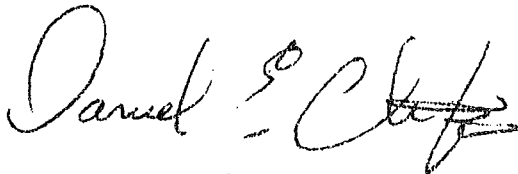
The City of Madison puts a lot of effort into keeping its neighborhoods and housing stock in good repair. An important part of this effort is effective, consistent and efficient code enforcement. Noncompliance matters are referred to the City Attorney's Office for legal action.

A reinspection of your property on August 15, 2010 revealed that the following item listed on the above referenced official notice was not corrected or not satisfactorily corrected:

Item #2 - New bowling machine at Segredo's is not a listed and labeled piece of equipment.

 The purpose of this letter is to inform you that the matter has been referred to the City Attorney's Office for appropriate legal action. We strongly recommend that you complete the correction of all code violations as soon as possible. You should be aware that penalties increase each day the violation continues.

Sincerely,



Daniel E. Christoph  
Heating/Electrical Inspector

# LIVE AT SEGREDO

WHERE THE STARS COME OUT

- 10/28 (Fri) Wolfgang Gartner  
11/3 (Thurs) VibeSquad  
11/6 (Sun) Designer Drugs & Black Matter  
11/10 (Thurs) Le Castle Vania  
11/12 (Sat) Mustard Pimp  
11/17 (Thurs) NouveauBeats & Vince Le Fin  
11/18 (Fri) Tipper  
11/19 (Sat) Zebo  
12/2 (Fri) Hardwell



segredo

624 UNIVERSITY AVENUE MADISON

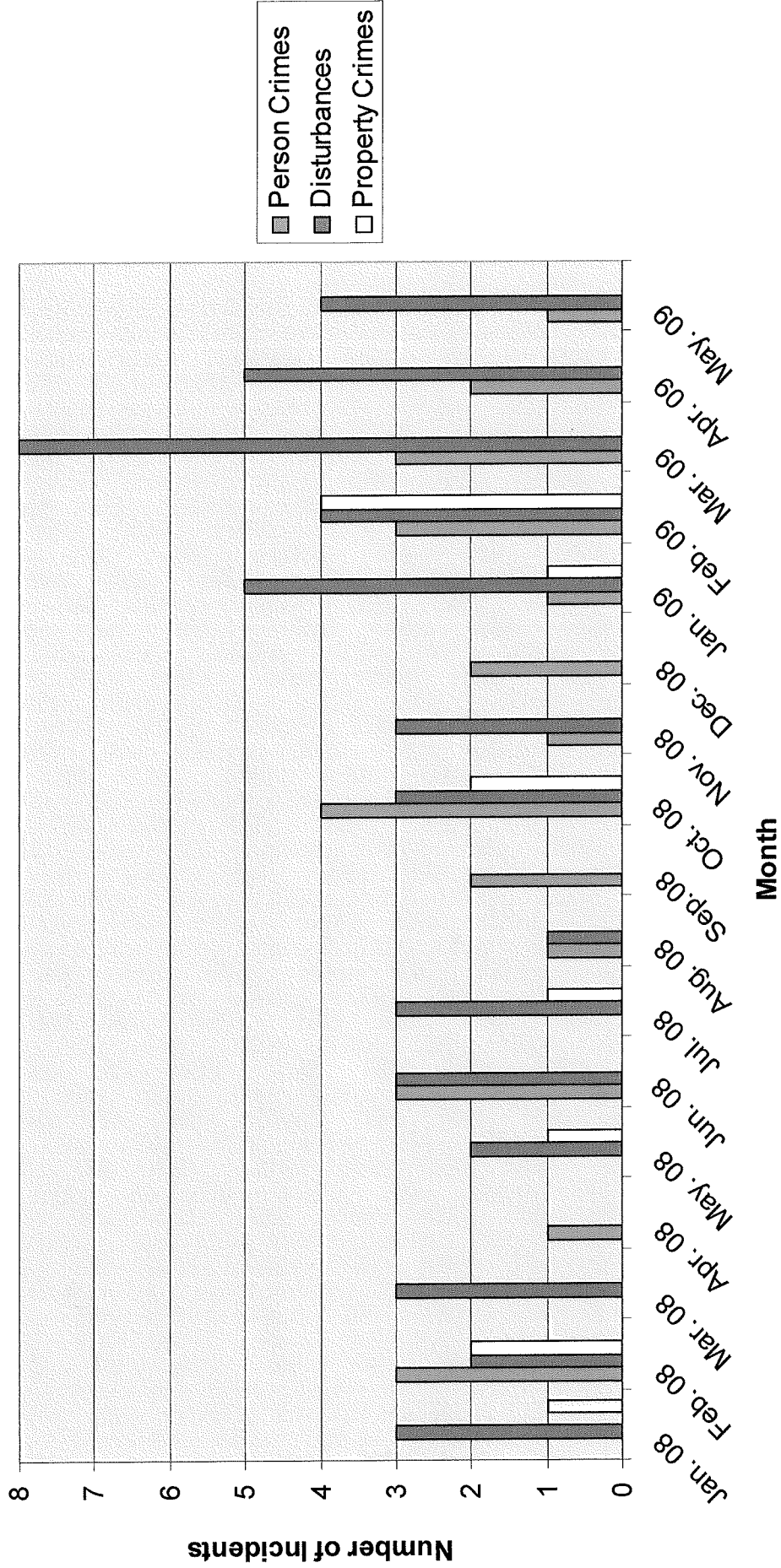
**TICKETS@** [WWW.SEGREDOMADISON.COM](http://WWW.SEGREDOMADISON.COM)  
or **SEGREDO - MADISON** 

18+ TO ENTER | 21+ TO DRINK

"Before"

Prior to Segredo's Operation

### Madison Ave. CFS.





"After" 1st Year of Operation

### Segredo CFS 2010

