



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
Off-Premises Consumption: Class A Beer Class A Liquor

p-408
c-6

Section A – Applicant

- If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

- This application is for the license period ending June 30, 20 16.
- List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.

BURAKA, LLC.

- Trade Name (doing business as) BURAKA

- Address to be licensed 1210 WILLIAMSON STREET

- Mailing address 1902 WHEENONA DR. MADISON, WI 53711

- Anticipated opening date JUNE 15, 2015

- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____

- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

- Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

ALCOHOL TO BE SERVED IN BAR AREA, INDOOR SEATING AREA, & OUTDOOR ON SITE AREAS WITHIN THE LEASEHOLD AS NOTED ON PLANS. ALCOHOL WILL BE STORED IN BASEMENT.

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 74 INSIDE
45 OUTSIDE

13. Describe existing parking and how parking lot is to be monitored.

1 SERVICE STALL

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to JOLLY BOB'S (name of licensee)

15. Attach copy of lease.

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent MARKOS REGASSA

17. City, state in which agent resides MADISON, WI

18. How long has the agent continuously resided in the State of Wisconsin? SINCE 1985

19. Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed APRIL 2002

21. State and date of registration of corporation, nonprofit organization, or LLC.

5/13/2015

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
<u>Member</u>	<u>Markos Regassa</u>	<u>Madison, WI</u>
<u>Manager</u>	<u>Maron Regassa</u>	<u>Madison, WI</u>

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____

25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?
 No Yes (explain) _____

Section D—Business Plan

26. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____

27. Business description _____
WE PREPARE FOOD AND WE SERVE BEVERAGES

28. Hours of operation 11 AM - 2 AM

29. Describe your management experience 20+ years

30. List names of managers below, along with city and state of residence.
MARKOS REGASSA MADISON, WI
MARON REGASSA MADISON, WI

31. Describe staffing levels and staff duties at the proposed establishment _____
2 PREPS, 2 COOKS, 2 BAR ATTENDERS, 4 WAIT STAFFS

32. Describe your employee training _____
WE HIRE EXPERIENCE STAFFS AND 1/2 PEOPLE TRAINING

33. Utilizing your market research, describe your target market.

WILLY ST NEIGHBORHOOD AND EXISTING
BURAKA CUSTOMERS.

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

LOCAL NEIGHBORHOOD NEWS PAPERS AND
WORD OF MOUTH.

35. Are you operating under a lease or franchise agreement? No Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?

No Yes N/A

Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? No Yes—what kind? _____

38. What age range do you hope to attract to your establishment? ALL

39. What type of food will you be serving, if any? _____

Breakfast Brunch Lunch Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?

Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners

41. During what hours of operation do you plan to serve food? 11AM - 10PM & LIGHT MEAL

42. What hours, if any, will food service not be available? ~~11AM - 10PM~~ - ~~11AM - 10PM~~ - UNTIL 2AM.

43. Indicate any other product/service offered. _____

44. Will your establishment have a kitchen manager? No Yes

45. Will you have a kitchen support staff? No Yes

46. How many wait staff do you anticipate will be employed at your establishment? 4-6

During what hours do you anticipate they will be on duty? 11AM - 2:30PM 5PM - 10PM

47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 17
 How many bartenders do you anticipate having work at one time on a busy night? 3
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 70%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 90%
 What percentage of your advertising budget do you anticipate will be drink related? 10%
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
30 % Alcohol 65 % Food 5 % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

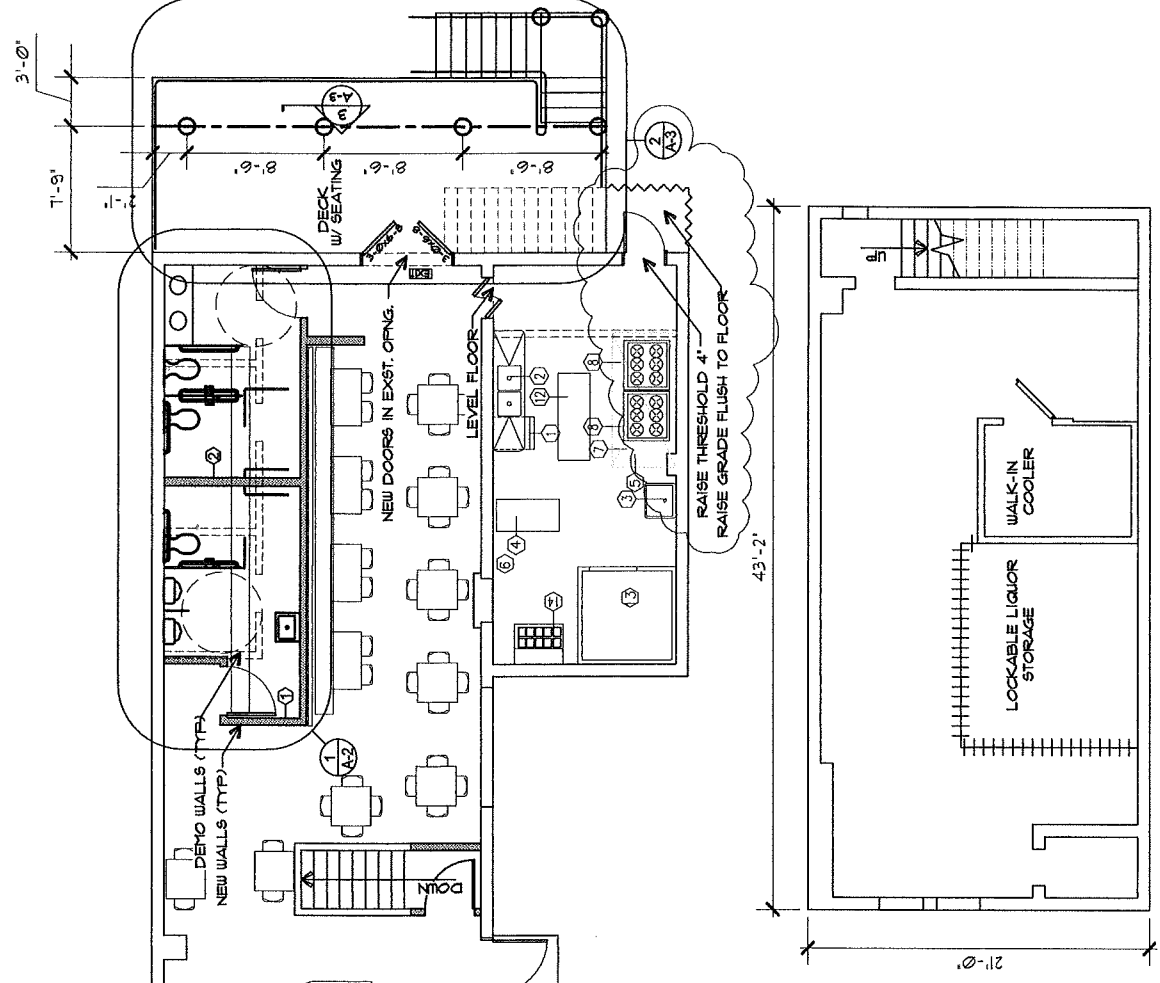
59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes

Designed by *Van Vincent*
 221 SOUTH MIDVALE BLVD.
 MADISON, WI 53705
 (608) 213-1665
 biglogoarchitect.net

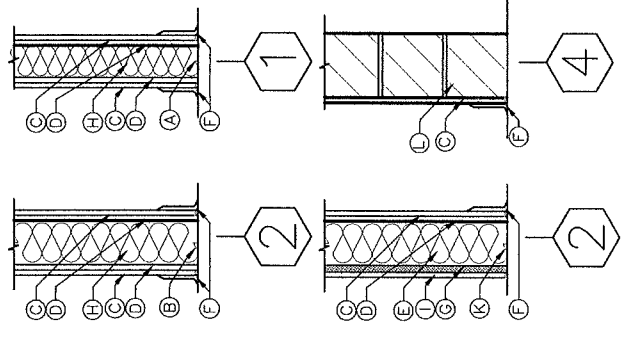
BURAKA RESTAURANT
 1210 Williamson Street
 MADISON * WISCONSIN

DRAFTED BY: JV	CHECKED BY: JV
DRAWING STATUS: PRELIMINARY	PROGRESS
REVIEW	REVISION NO. DATE
1	5/5/15
2	5/11/15
DATE: APRIL 6, '15	
PROJ. NO: 15008	
SHEET NUMBER	

A-1



BASEMENT PLAN
 1/8" = 1'-0"



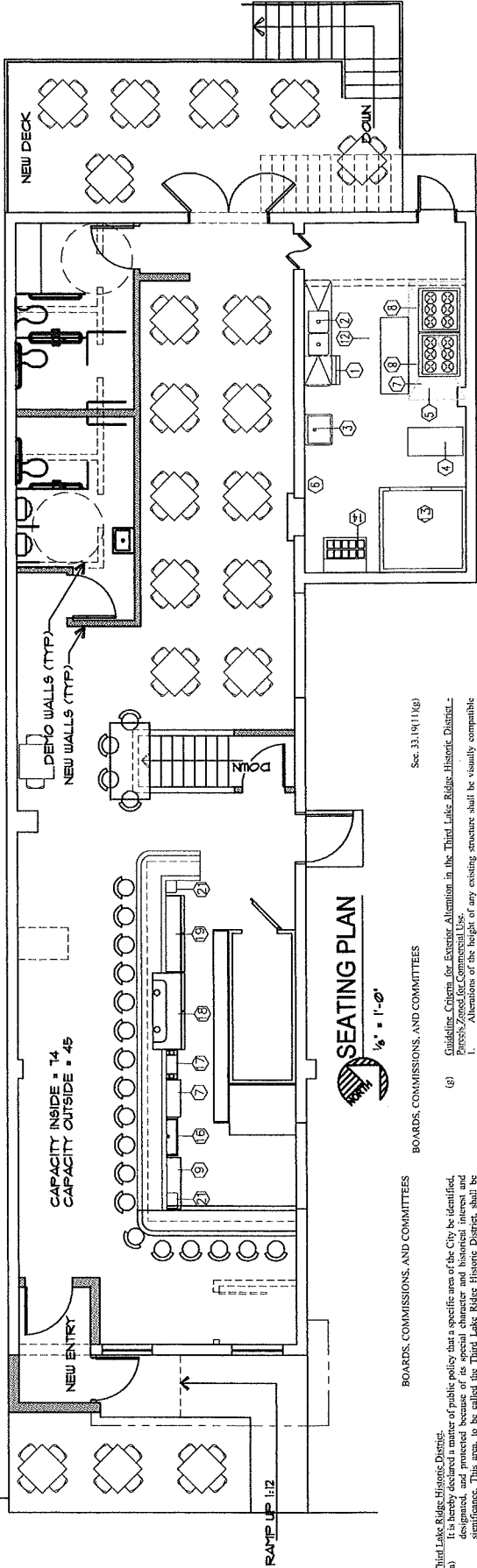
LEGEND

- (A) 3/8" MTL STUD WALL
- (B) 6" MTL STUD WALL
- (C) 1/2" DRYWALL TYPE GREEN
- (D) 3/8" CDX PLYWOOD SHEATHING
- (E) FIBERGLASS BATT INS.
- (F) 6" COVE BASE (CERAMIC)
- (G) 1" STYRO. SHEATHING
- (H) SOUND BATT INS.
- (I) 3/8" EXT. GYP. BOARD SHEATHING
- (J) CULTURED STONE
- (K) 6" MTL STUD WALL 20g's
- (L) 8" CMU (CONCRETE BLOCK)
- (M) 6" MTL STUD WALL

WALL SCHEDULE & LEGEND

Williamson Street
 4'-0"

NEW TOILET ROOMS



Designed by
 Dan Vincent
 (608) 713-1668
 MADISON, WI 53705
 221 SOUTH MIDVALE BLVD.
 Digital@dcvinterior.com

Sec. 33.19(1)(g)

BOARDS, COMMISSIONS, AND COMMITTEES

BOARDS, COMMISSIONS, AND COMMITTEES

Sec. 33.19(1)(i)

- (b) Third Lake Ridge Historic District. It is hereby declared a matter of public policy that a specific area of the City be identified, designated, and protected because of its special character and historical interest and significance. This area, to be called the Third Lake Ridge Historic District, shall be described in general by the map and specifically by the legal description on file in the City Clerk's Office. The purpose and intent of this ordinance shall be to designate this area as a historic district in accordance with the provisions of the Madison General Ordinance, through 4. Landmarks Commission, of the Madison General Ordinances. (Am. by Ord. 8690, 10-19-85 & 11-14-85)
- (c) Criteria for the Creation of the Third Lake Ridge Historic District. In the Third Lake Ridge Historic District area reflects a broad pattern of social history of Madison and the State and the Upper Midwest and in that elements within the district are of historic significance and are worthy of preservation. (Am. by Ord. 8690, 10-19-85 & 11-14-85)
- (d) Are identified with historic personages or with important events in state or local history; and
- (e) Embody the distinguishing characteristics of an architectural type specimen, inherently valuable or otherwise, or a style, type, method of construction, or of construction, or of a building or other structure, or of a site, or of a group of buildings or sites in the District.
- (f) The area described by the map and legal description shall be designated an historic district.
- (g) Reevaluation of Construction. Reevaluation. Exterior Alteration and Demolition. The Commission shall act in these matters as they regard the Third Lake Ridge Historic District in the manner specified by Sec. 33.01(2)(a) and (c), Madison General Ordinance.
- (h) Guideline Criteria for new Development in the Third Lake Ridge Historic District - Parks Zoned for Residential Use.
 1. Any new structure shall be evaluated according to all criteria listed in Sec. 33.01(1)(d).
 2. The materials, patterns and textures of any new structure shall be compatible with those of the buildings and environment within its visually related area.
 3. The materials, patterns and textures of any new structure shall be compatible with those of the buildings and environment within its visually related area.
 4. The landscape plan of any new structure shall be compatible with that of the buildings and environment within its visually related area.
- (i) Guideline Criteria for new Development in the Third Lake Ridge Historic District - Parks Zoned for Residential Use.
 1. Alteration of any existing structure shall be evaluated according to all criteria listed in Sec. 33.01(1)(g).
 2. Alteration of the surface material, pattern and texture in the facade(s) of any existing structure shall be compatible with the original or existing historical finishes.
 3. Alteration of any existing structure shall retain or be compatible with the original or existing historical rhythm of masses and spaces.
 4. Alteration of any existing structure shall retain the existing historical landscape plan or shall develop a new plan which is compatible with the plan of the building or existing structure within its visually related area.
 5. Alteration of the street facade(s) of any existing structure shall retain the original or existing historical proportional relationships of door sizes to window sizes.
- (j) Conformance With Regulations - Maintenance of the District. Conditions. Damages to Life, Health and Property. Penalties. For all structures, responsibility for the maintenance of the historic district shall be the responsibility of the owner. The public policy guidelines established in Sec. 33.01(7) through (9) and (13) and (15) of the Madison General Ordinance, in all of these matters. (Am. by Ord. 10,871, Adopted 3-15-94)
- (k) The public policy guidelines in this subsection derive from a plan entitled "Third Lake Ridge Historic District" prepared by the Planning Department, January, 1976. (Sec. 33.01(1)(c), by Ord. 6470, 1-24-79)

BURAKA RESTAURANT
 1210 Williamson Street
 * MADISON * WISCONSIN

DRAFTED BY JV	7
CHECKED BY JV	7
PRELIMINARY	7
PROGRESS	7
REVIEW	7
FINAL	7
REVISION NO.-DATE	7

DATE: APRIL 6, 19
 PROJ. NO: 1509
 SHEET NUMBER

SE-1

EXISTING STREETSCAPE

NO SCALE

ORDINANCE INFORMATION

Rev. 12/5/08

33-39

33-38

Rev. 6/15/07

