



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@ruleone.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

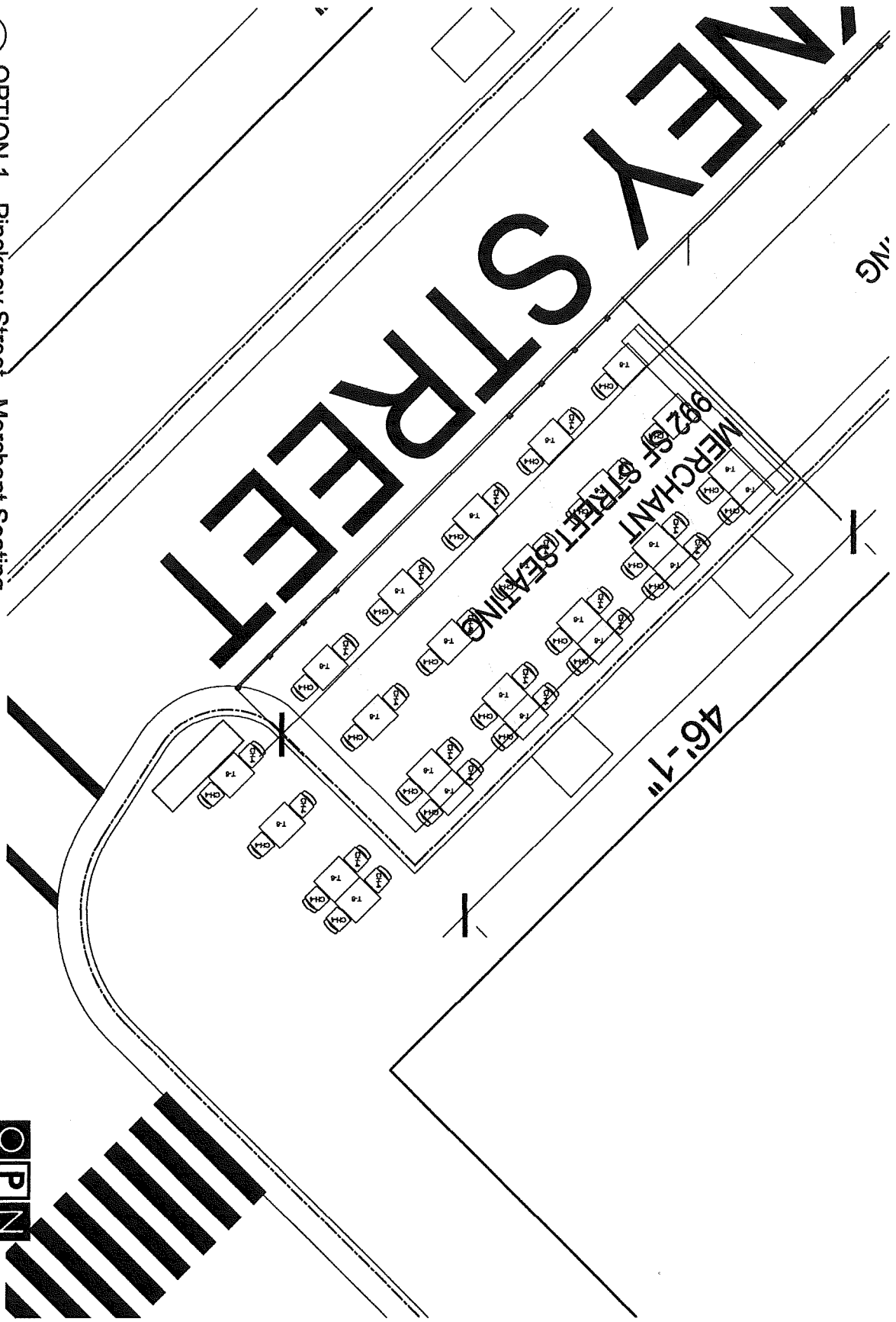
Date

5/16/2022

- Orange sign and business card issued
- "License Renewals & Changes" brochure with next steps issued

Office Use Only

NEW STREET



1 OPTION 1 - Pinckney Street - Merchant Seating
1/82" = 1'-0"

04-12-2022

