



Change of Premises

LICPCH-2018-01210
(Number)

(scanned)

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

(Leg file number)

(initials)

licensing@cityofmadison.com
608-266-4601

(Processing step)

This application modifies existing alcohol license number: LICLIB-2013-00283

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

Aldermanic District: 17 Alder Name: _____ Police Sector: 632

Corporate Information

Licensed Premise Information

Business Legal Name: Apple Hospitality Group, LLC

Business dba Name: Applebee's

Business Address: 2120 Pewaukee Road, #200
Waukesha, WI 53188

Licensed Address: 4710 E Towne Boulevard 53704

Corporate Contact Name & Position: Marjorie Wachs *Krista Sobitski*

Business Contact Name & Position: Larry Cook

Legal Assistant

General Manager

Phone & Email: 414-259-8466 414-266-5119
marjorie.wachs@whgroup.com

Phone & Email: 608-244-1077
App149@whgroup.com

Liquor Beer Agent Name: Larry Cook % Alcohol: 15 % Food: 85

Current Capacity (indoor): 132

Current Capacity (outdoor): n/a

Proposed Capacity (indoor): no change

Proposed Capacity (outdoor): 3 Carside ToGo

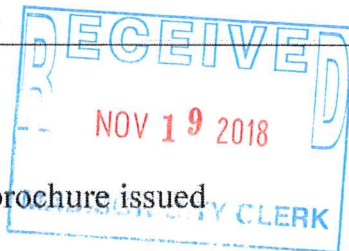
Description of Proposed Changes: Please see attached

Detailed Floor Plans included (required)

Orange sign and "License Renewals & Changes" brochure issued
Apple Hospitality Group, LLC

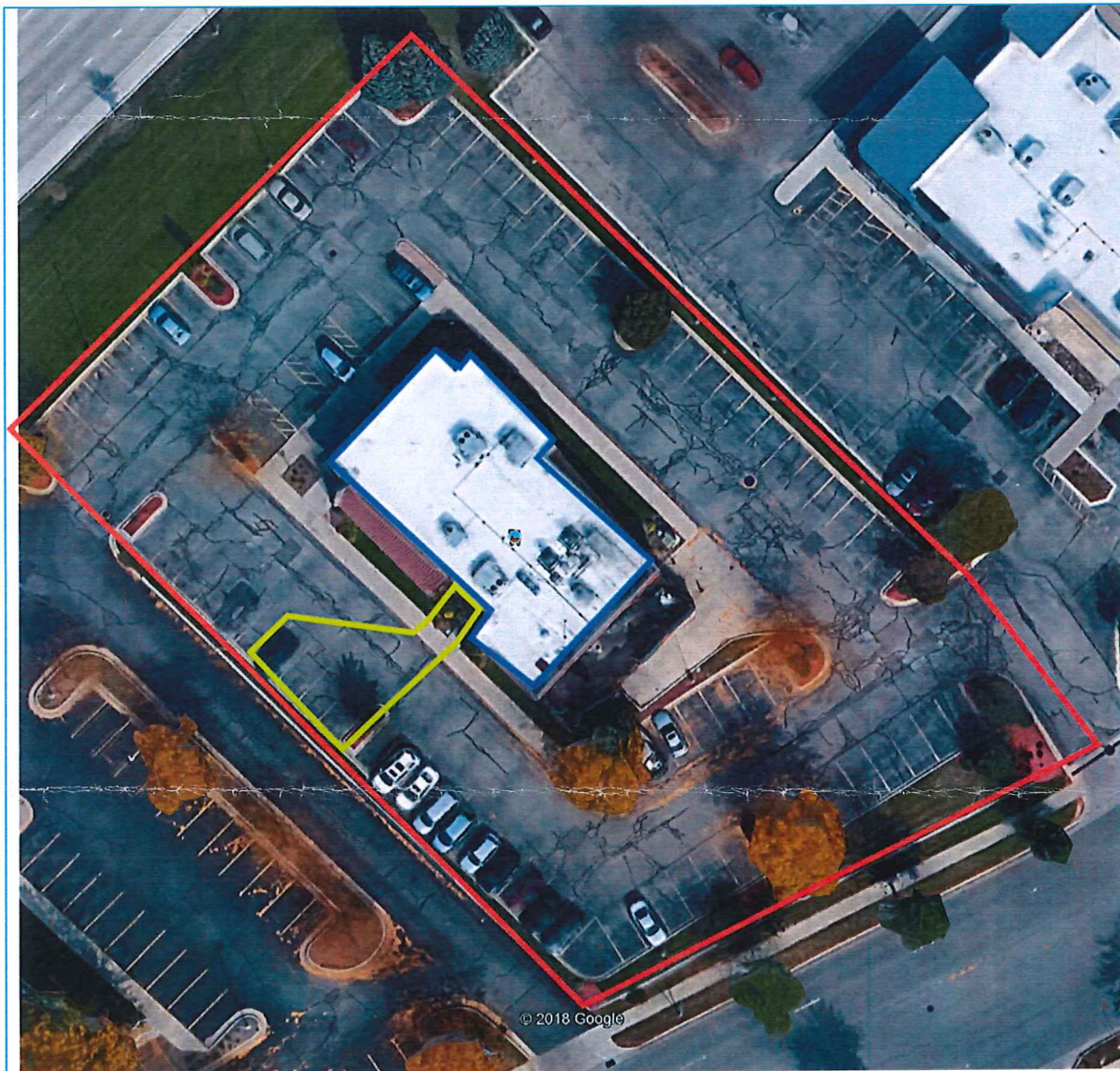
X By: [Signature]
Applicant signature
Mark Dillon, President

Date: 11/15/2018



**Applebee's Located at
4710 East Towne Blvd, Madison, Wisconsin**

Apple Hospitality Group, LLC (“AHG”) is exploring the possibility to offer the sale of packaged, unopened beer, wine and/or liquor to our carry-out guests for offsite consumption. Such carry-out sales could include (i) sales in which guests enter the restaurant to pay and receive their food and beverage orders and (ii) sales in which guests order via telephone or online for Carside ToGo service where the guest remains in their car, parked only in designated parking stalls, and restaurant staff delivers the ordered food and beverage to and receives payment from the guest in the guest’s car. Below is an aerial map that shows highlighted in green the dedicated Carside ToGo parking stalls and the sidewalk path between the restaurant and parking stalls over which our restaurant staff traverse to deliver Carside orders to our guests. AHG has made no decisions in this regard but is amending its Premises Descriptions for all restaurants that offer Carside ToGo service.



-  = Applebee's Legal Parcel
-  = Building Interior Boundaries
-  = Carside ToGo Parking Stalls and Walk-Way for restaurant staff