



Streatery Extension of Premises

Fee: Waived

Class A: ☐ Beer, ☐ Liquor, ☐ Cider
Class B: ☒ Beer, ☒ Liquor,
☐ Class C Wine

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)

LICPCCH-2020-00448

(License number)

4

405

(Alder District #)

(Police Sector)

Office Use Only

Streatery extension of premises is available for existing licensed premises only. Extensions will not be granted for vertical drinking or beer garden additions. Application must be submitted to the Clerk's office. Staff will review the application and if it is complete and approved by Zoning and/or the street vending coordinator, provisionally approve and forward to the Alcohol License Review Committee for final approval recommendation. Any licensed establishment applying to extend their premises onto City property must provide a certificate of insurance for liquor liability including a separate additional insured endorsement naming the City of Madison with this application.

Are you requesting this temporary extension of licensed premises, in compliance with Emergency Order Resolution Legistar #60695 (Madison Streatery Program), adopted by the Common Council on June 16, 2020?: ☒ Yes ☐ No

Required detailed floor plans of extension area **included**: ☒ Yes

Required approval of expanded eating area obtained from Street Vending Coordinator or Zoning Administrator **included**: ☒ Yes, date approved: 6/18/2020

Street Occupancy Permit obtained from Traffic Engineering: ☒ Yes ☐ No ☐ N/A

Does lease/deed cover area request for temporary extension?: ☒ Yes ☐ No

If no, **must attach** letter from landlord or property owner authorizing use of the property.

Licensed Premises Information

sidewalk cafe license: LICSWC-2014-00058

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: Stephanie Dufek

50 % Alcohol, 50 % Food, % Other Alder, District #: Police Sector:

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

Business Phone: (646) 221-4022 Business Email: josh@rulenoone.com

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Extension DetailsCurrent Capacity (Indoor): 113Current Capacity (outdoor): 15Proposed Capacity (outdoor): 32Description of Proposed Changes: See attached. Detailed plan
submitted to patio licensing.**Signature**

Authorized Signature of Agent or Establishment Owner

Date

6/24/2020**Clerk's Office checklist for complete applications**

- ☐ Floor Plans
- ☐ Copy of approval from Street Vending/Zoning
- ☐ Copy of Street Occupancy Permit included *if applicable*
- ☐ Letter from landlord/property owner authorizing temporary extension of lease area *if applicable*
- ☐ Certificate of Insurance for liquor liability with City of Madison named *if extending on city property*

Upon Application Submission, the Clerk's Office issued to the application:

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