



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)

65224

(Legistar file number)

LICPC4-2021-00142

(License number)

B

205

(Alder District #)

(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-2012-00513

Business dba Name: Rocky Rococo Pan Style Pizza, Leopold's Books Bar Caffe

Licensed Address: 1301 Regent Street, Madison, WI, 53715

Liquor/Beer Agent Name: Roger K Brown

20 % Alcohol, 72 % Food, 8 % Other Alder, District #: District 13 (Alder Evers) Police Sector: Midtown

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Frist Madco Inc Rocky Rococo Restaurants

Business Mailing Address: 6402 Odana Road, Lower Level, Madison WI 53719

Business Contact Name, Position: Samuel Brown, Vice President, First Madco

Business Phone: 608-256-0600 Business Email: sam.alfred.brown@gmail.com

Current Capacity (indoor): 99 Current Capacity (outdoor): 24 (streetery permit)

Proposed Capacity (indoor): 99 Proposed Capacity (outdoor): 24 (streetery permit)

If your capacity is increasing, contact Building Inspection: (608) 266-4551, binspection@cityofmadison.com

Description of Proposed Changes: Premises are expanded to include the entire indoor space leased by the license holder, with alcohol being served from two distinct main areas. Alcohol to be stored behind two bars and in shared storage room in the basement. Expansion of premise application supported by Greenbush Neighborhood Association and Alder Evers.

Detailed Floor Plans included (required)

Samuel A Brown, 4/15/21
Authorized Signature Date

Orange sign and business card issued
 "License Renewals & Changes" brochure with next steps issued
Office Use Only

