



Alcoholic Beverage Control Office

Public Notice

Application for Alcoholic Beverage License

Application ID: 6391

License Type: Restaurant Eating Place License (REPL) AS
04.09.210

License Number: 60463

Doing Business As: Madam's Parlor

Premises Address: 157 S Franklin St, Juneau, AK, 99801, USA

Name Jason Clifton

Agent's Phone Number 765-366-4662

Agent's Email jason@bauerclifton.com

Address 119 A 2nd St, Juneau, AK, 99801, USA

The registered agent is either an individual resident of the state or a domestic corporation authorized to transact business in the state and whose business office is the same as the registered office? Yes

City/Municipality: Juneau (City and Borough of)

Borough: Juneau (City and Borough of)

Licensee

Licensee Name: Ak Parlor, Llc

Type: Limited liability company

Licensee Email: jeremy@bauerclifton.com

Licensee Phone: 765-366-4662

Licensee Mailing Address: 119 A 2nd St, Juneau, AK, 99801, USA

Entity Member #1

Type: Person

Name: Jason Clifton

Title: Member

Percentage of Ownership: 51%

Phone number: 765-366-4662
Email: jason@bauerclifton.com
Mailing Address: 318 Highland Dr, Juneau, AK, 99801, USA

Entity Member #2

Type: Person
Name: Jeremy Bauer
Title: Member
Percentage of Ownership: 49%
Phone number: 907-209-4903
Email: jeremy@bauerclifton.com
Mailing Address: 943 Calhoun Ave, Juneau, AK, 99801, USA

Interested persons may object to the application by submitting a written statement of reasons for the objection to their local government, the applicant, and the Alcohol & Marijuana Control Office (AMCO). Written comments should be sent to AMCO at alcohol.licensing@alaska.gov or to 550 W 7th Ave. Suite 1600, Anchorage, AK 99501.

Posting Date:



Document reference ID : 6391

Licensing Application Summary

Application ID: 6391

Applicant Name: Ak Parlor, Llc

License Type applied for: Restaurant Eating Place License (REPL) (AS 04.09.210)

Application Status: In Review

Application Submitted On: 12/12/2025 02:43 PM AKST

Entity Information

Business Structure: Limited liability company

FEIN/SSN Number: [REDACTED]

Member Managed or Manager Managed: Member Managed

Alaska Entity Number (CBPL): 10296937

Alaska Entity Formed Date: 01/08/2025

Home State: AK

Entity Contact Information

Name	Phone	Email	Relation
Jeremy Bauer	907-209-4903	jeremy@bauerclifton.co m	Designated Licensee
Jason Clifton	765-366-4662	jason@bauerclifton.com	Other

Name	Phone	Email	Relation
Mailing Address:		119 A 2nd St, Juneau, AK, 99801, USA	

Designated Licensee Information

Authority Type:	I am authorized user by the designated licensee with binding authority
Legal First Name:	Jason
Legal Last Name:	Clifton
Email Address:	jason@bauerclifton.com
Phone Number:	765-366-4662

Additional Authorized Users

Legal Name	Relation with Applicant
Jeremy Bauer	Designated Licensee

Registered Agent Information

Name	Jason Clifton
Agent's Phone Number	765-366-4662
Agent's Email	jason@bauerclifton.com
Address	119 A 2nd St, Juneau, AK, 99801, USA
The registered agent is either an individual resident of the state or a domestic corporation authorized to transact business in the state and whose business office is the same as the registered office?	Yes

Ownership / Principal Party Details

Principal Parent Entity	Principal Party	Role	%Ownership
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Ak Parlor, Llc	Jason Clifton	Member	51
Ak Parlor, Llc	Jeremy Bauer	Member	49

Premises Address

Address: 157 S Franklin St, Juneau, AK, 99801-1321, USA

Does the proposed site include a valid street address? Yes

Basic Business information

Business/Trade Name: Madam's Parlor

What is your primary business at this location? Restaurant

Premises Contact Details

Contact Person Name Jason Clifton

Business Phone Number 907-789-9120

Alternate Phone Number 765-366-4662

Email Address jason@bauerclifton.com

Local Government and Community Council Details

City/Municipality Juneau (City and Borough of)

Property Ownership

Do you, the applicant, own the land, building, and/or warehouse at this proposed licensed location?

No

Property Utilization Status

An Existing Facility

Are you operating under?

Lease

Add Copy of Lease\Sublease document

[AK Parlor - Lease Agreement 2025-01-11.pdf](#)

Premises Diagram

Will the license or permit embrace the entire premises address?

No

Premises Diagram

- [AK Parlor - AB-02 Premises Diagram.PDF](#)

Security Plan

- [AK Parlor - Security Plan.pdf](#)

Restaurant Detail

Dining after standard closing hours: AS 04.16.010(c)	Yes
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Dining by persons 16 – 20 years of age: AS 04.16.049(a)(2)	Yes
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Dining by persons under the age of 16 years, accompanied by a person over the age of 21: AS 04.16.049(a)(3)	Yes
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Employment for any persons under 21 years of age: AS 04.16.049(c)	Yes
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List where within the premises minors are anticipated to have access in the course of either dining or employment. (Example: Minors will only be allowed in the dining area. OR Minors will only be employed and present in the Kitchen.)

Persons under 21 years of age will be allowed in the dining areas of the Lounge and Showroom Kitchen only when accompanied by a parent, guardian, or supervised adult. Persons under 21 may also be employed in the kitchen and food preparation areas, but will not be permitted behind the bar, in alcohol storage areas, or in any restricted service zones. These zones are outlined in the AB-02 Premises Diagram, updated as of 2025-08-15.

Describe the policies, practices and procedures that will be in place to ensure that minors do not gain access to alcohol while dining or employed at your premises.

Alcoholic beverages will be stored in secure, staff-only areas and behind the bar. Only employees age 21 or older will have access to or handle alcoholic beverages. All alcohol service is restricted to patrons seated at tables or at the bar by trained servers. Employees are trained to check IDs before service, and employees who sell or serve alcohol are required to hold a valid Alaska Alcohol Server Education (TAPS/TAM) card.

Is an owner, manager, or assistant manager who is 21 years of age or older always present on the premises during business hours? Yes

Food Service Permit

Is your license located in Municipality of Anchorage? No

Do you have Approved food service permit for this premises? No

Copy of the current food service permit for this premises OR the plan review approval. [AK Parlor - Food Service Establishment Permit.pdf](#)

Entertainment & Service

Are any forms of entertainment offered or available within the licensed business or within the proposed licensed premises? Yes

Describe the entertainment offered or available and the hours in which the entertainment may occur:

Yes, occasional small-scale entertainment will be offered, including live music and special events, generally concluding by 11:00 PM. This will be on special occasions and not anticipated daily.

Food and beverage service offered or anticipated is: Table Service

Restaurant Declaration

Please upload the finalized or expected Food and Alcohol Menu.

[AK PARLOR - Menu 2025-11-11.pdf](#)

There are tables or counters at my establishment for consuming food in a dining area on the premises. I have included with this form a menu, or an expected menu, listing the meals to be offered to patrons.

This menu includes entrées that are regularly sold and prepared by the licensee at the licensed premises.

I certify that the license for which I am requesting designation is either a Beverage Dispensary, Beverage Dispensary Tourism, Club, Sporting Activity or Event License, Outdoor Recreation Lodge, Golf Course, Destination Resort, OR Restaurant or Eating Place, Seasonal REPL Tourism License.

Hours Of Operation

Sunday	10:00 AM - 10:00 PM
Monday	10:00 AM - 10:00 PM
Tuesday	10:00 AM - 10:00 PM
Wednesday	10:00 AM - 10:00 PM
Thursday	10:00 AM - 10:00 PM
Friday	10:00 AM - 10:00 PM
Saturday	10:00 AM - 10:00 PM

Other Licenses Involvement

Does any representative or owner named in this application have any direct or indirect financial interest in any other alcoholic beverage business that does business in or is licensed in Alaska?

No

Individual Certification and Financial Interest

I hereby certify that no person other than a proposed licensee listed on the liquor license application has a direct or indirect financial interest, as defined in AS 04.11.450(f) in the business for which a liquor license is being applied for.

I hereby certify that any ownership change shall be reported to the board as required under AS 04.11.040, AS 04.11.045, AS 04.11.050, and AS 04.11.055.

Public Notice Posting Attestation and Publishers Affidavit

Have you posted your application at both required locations for ten consecutive days?	Yes
What was the other conspicuous location of your post? (Please Include the full address)	Juneau Public Library, 292 Marine Way, Juneau AK 99801
What was the first day you posted your application?	11/12/2025
If the newspaper advertisement was published did you advertise once a week for three consecutive weeks or if by radio twice week for three successive weeks?	Yes
What was the final date your advertisement was published/broadcasted?	12/03/2025

Newspaper/Publishers Affidavit

[AK Parlor - Newspaper Avidavit 2025-12-09.pdf](#)

Upload Paper form Application

[Business License.pdf](#)

I attest that I have met the public posting notice requirement set forth under AS 04.11.310 by posting a copy of my application for the 10-day period at the location of the proposed licensed premises and at another conspicuous location in the area of the proposed premises as listed in this application.

I hereby attest that I am the person herein named and subscribing to this application and that I have read the complete application, and I know the full content thereof. I declare that all of the information contained herein, and evidence or other documents submitted are true and correct. I understand that any falsification or misrepresentation of any item or response in this application, or any attachment, or documents to support this application, is sufficient grounds for denying or revoking a license/permit. I further understand that it is a Class A misdemeanor under Alaska Statute 11.56.210 to falsify an application and commit the crime of unsworn falsification.

Attestations

I certify that all proposed licensees (as defined in AS 04.11.260) and affiliates have been listed on this application.

I certify that I understand that providing a false statement on this form or any other form provided by AMCO is grounds for rejection or denial of this application or revocation of any license issued.

I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check the identification of a patron will complete an approved alcohol server education course, if required by AS 04.21.025, and, while selling or serving alcoholic beverages, will carry or have available to show a current course card or a photocopy of the card certifying completion of approved alcohol server education course, if required by 3 AAC 305.700.

I agree to provide all information required by the Alcoholic Beverage Control Board in support of this application.

I hereby certify that I am the person herein named and subscribing to this application and that I have read the complete application, and I know the full content thereof. I declare that all of the information contained herein, and evidence or other documents submitted are true and correct. I understand that any falsification or misrepresentation of any item or response in this application, or any attachment, or documents to support this application, is sufficient grounds for denying or revoking a license/permit. I further understand that it is a Class A misdemeanor under Alaska Statute 11.56.210 to falsify an application and commit the crime of unsworn falsification.

I certify that all proposed licensees have been listed with Division of Corporation, Business, and Professional Licensing.

I certify that I and any individual identified in the business entity ownership section of this application, has or will read AS 04 and its implementing regulations.

I certify I have provided a menu of a variety of types of food appropriate for meals that are prepared on the licensed premises.

I certify that non-employees under 21 years of age will not enter and remain on the licensed premises except for the purposes of dining only.

I certify that the sale and service of food and alcoholic beverages and any other business on the licensed premises is under the sole control of the licensee.

I certify the licensed premises is a bona fide restaurant as defined in AS 04.21.080(b).

I certify there is supervision on the licensed premises adequate to reasonably ensure that a person under 21 years of age will not gain access to alcoholic beverages.

Signature

This application was digitally signed by : Jason Clifton on 11/12/2025 04:02 PM AKST

Payment Info

Payment Type : CC

Payment Id: 3b948a53-e2a0-4102-aa8a-93b26c0a299d

Receipt Number: 101227908

Payment Date: 12/11/2025 04:20 PM AKST

Documents

#	File Name	Type	Added On
1	AK Parlor - Lease Agreement 2025-01-11.pdf	License Lease\Sublease document	11/12/2025 03:04 PM AKST
2	AK Parlor - AB-02 Premises Diagram.PDF	License Location Diagram Document	11/12/2025 03:37 PM AKST
3	AK Parlor - Security Plan.pdf	License Location Diagram Security Plan Document	11/12/2025 03:37 PM AKST
4	AK Parlor - Food Service Establishment Permit.pdf	LicenseRestaurantDetailFoodServicePermitDocumen t	11/12/2025 03:49 PM AKST
5	AK PARLOR - Menu 2025-11-11.pdf	LicenseRestaurantDeclarationFoodAlcoMenuDocume nt	11/12/2025 04:00 PM AKST
6	AK Parlor - Newspaper Avidavit 2025-12-09.pdf	Publishers Affidavit	12/11/2025 02:41 PM AKST
7	Business License.pdf	License Paper Form Application Document	12/12/2025 02:43 PM AKST



Alaska Alcoholic Beverage Control Board

Form AB-02: Premises Diagram**Why is this form needed?**

A detailed diagram of the proposed licensed premises is required for all alcohol license applications, per AS 04.11.260, 3 AAC 305.630 and 3 AAC 305.660. Your diagram must include dimensions and must show all entrances and boundaries of the premises, walls, bars, fixtures, and areas of storage, service, consumption, and manufacturing.

This form must be completed and submitted to AMCO's Anchorage office before any license application will be considered complete. You may attach blueprints or other detailed drawings that meet the requirements of this form.

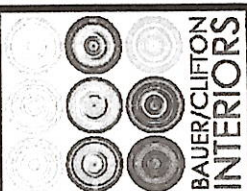
The diagram MUST include:

- You must use a **solid, contiguous red line** to outline the outer perimeter of your premises with no breaks or separations.
 - The red outline is required to follow a physical barrier (wall, fence and even across doorways). ✓
 - There should be no red lines within the perimeter
- Each area should be clearly labeled in any color other than red where alcohol is:
 - Stored ✓
 - Served/Sold ✓
 - Manufactured
 - Consumed ✓
- All diagrams must include:
 - Dimensions (AMCO does not accept diagrams drawn to scale) ✓
 - Cross streets ✓
 - Points of reference, such as a compass rose indicating True North ✓
 - All entrances, exits, walls, bars, and fixtures ✓
- If your premises include multiple floors, please include a separate diagram of each floor.
 - You must identify the stairs between each floor, and each hallway/corridor that leads to each set of stairs.
- If your premises includes multiple floors, please include a separate diagram of each floor. You must identify the stairs between each floor, and each hallway/corridor that leads to each set of stairs.
- If your proposed premises is located within a building or building complex that contains multiple businesses and/or tenants, please provide an additional page that clearly shows the location of your proposed premises within the building or building complex, along with the addresses and/or suite numbers of the other businesses and/or tenants within the building or building complex.
- **Any license applications that include outdoor space** are required to submit a security plan that includes information about the barriers, practices, and personnel that are to be used to ensure that alcohol is not introduced or removed from the permitted premises and to prevent the access of alcohol by a minor during the permitted event. A security plan may be requested for other proposed locations on a case-by-case basis.

Section 1 – Establishment Information

Enter information for the business seeking to be licensed, as identified on the license application.

Licensee:	AK PARLOR, LLC	License Number:	
License Type:	AS. 04.09.210		
Doing Business As:	MADAM'S PARLOR		
Premises Address:	157 S. FRANKLIN ST.		
City:	JUNEAU	State:	AK
		ZIP:	99801



BAUER/CLIFTON
INTERIORS

119a 2nd street
Juneau, AK 99801
[p] 907.789.9120
[f] 907.789.9121
info@bauerclifton.com
www.bauerclifton.com

FRANKLIN LEGACY, LLC
BUILDING RENOVATION
157 S. FRANKLIN ST.
JUNEAU, AK 99801
(907)-789-9120

job#
drawn by:
checked by:
date:
scale:

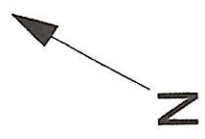
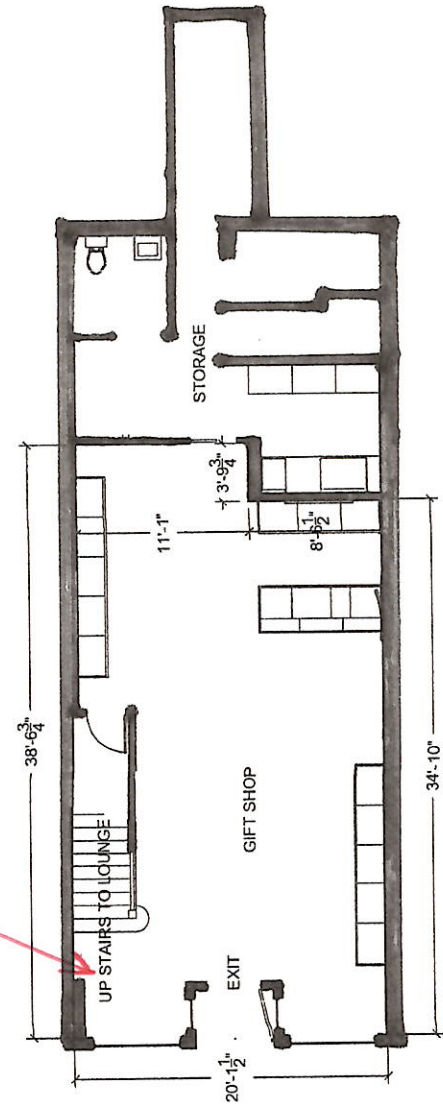
FIRST FLOOR
PLAN

SHEET

A-1.1

OF X SHEETS

HOSTESS STAND
& SIGNAGE FOR UPSTAIRS



FIRST FLOOR PLAN
SCALE: 1/8" = 1'

FRANKLIN STREET



BAUER/CLIFTON
INTERIORS

119a 2nd street
Juneau, AK 99801
[p] 907.789.9120
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JUNEAU, AK 99801
(907)-789-9120

job#
drawn by:
checked by:
date: 07/17/2020
scale: 1/8" = 1'

SECOND
FLOOR
PLAN

SHEET

A-2.1

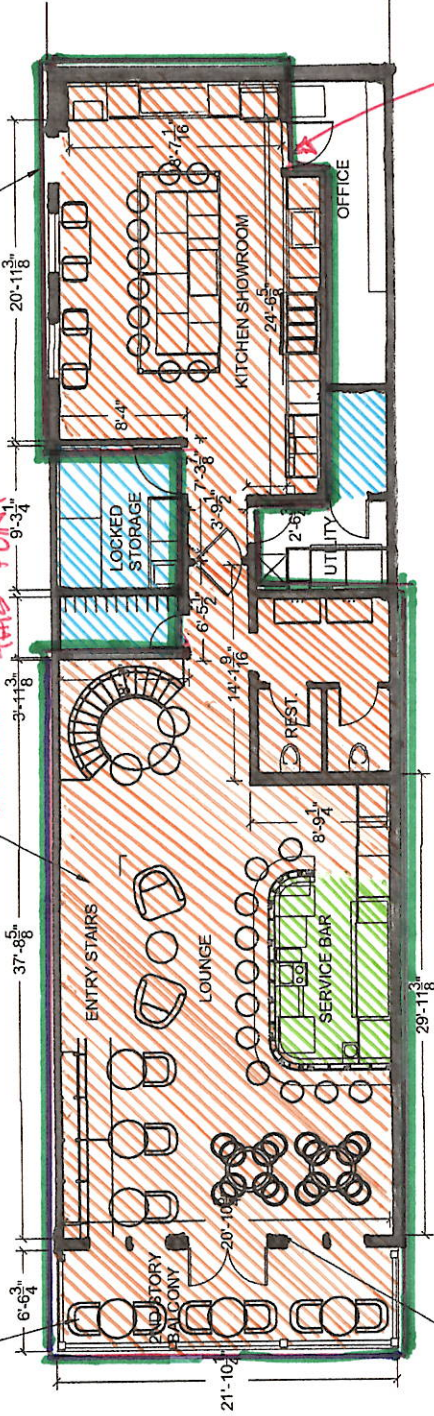
OF X SHEETS

NOTE:
BUILDING BUILT ON THE SIDE OF A MOUNTAIN.
ENTRY OUT OF THE FRONT OF THE BUILDING IS
DOWN A SET OF STAIRS AND OUT OF THE FRONT
DOOR OF THE GIFT SHOP AREA. EXIT OUT THE
BACK OF THE BUILDING IS OUT A BACK DOOR AT
GROUND LEVEL FURTHER UP THE MOUNTAIN.

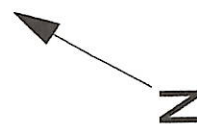
BALCONY IS LOCATED
13' ABOVE STREET
STREET LEVEL.
BALCONY RAILING TO
BE APPROXIMATELY 40"
TALL.

EXIT DOWN STAIRS
SIGNAGE: NO ALCOHOL BEYOND
THIS POINT

EMERGENCY EXIT
GROUND LEVEL



SIGNAGE:
NO ALCOHOL BEYOND
THIS POINT



SECOND FLOOR PLAN

SCALE: 1/8" = 1'

SEATING CAPACITY
LOBBY - 36 PEOPLE

KITCHEN SHOWROOM 14 PEOPLE

FRANKLIN STREET

SIGNAGE

Second Floor – Outdoor Service Area (Balcony) Security Plan

The outdoor service area is a balcony located more than 14 feet above street level and enclosed on all three exposed sides by a 42-inch high safety railing. The only access to and exit from the balcony is through the licensed indoor lounge space; there is no separate public entrance or exit to the balcony.

Following AS 04.09.210, minors may be permitted in the lounge and on the balcony only when accompanied by a parent or legal guardian, and solely for dining purposes. Staff will monitor the access point between the lounge and balcony at all times to ensure all guests entering the balcony have already entered through the lounge and are either 21 or older, or are minors accompanied by a parent/guardian for dining; alcoholic beverages are served only to persons 21 or older with verified ID; and signage is posted at the lounge entrance and balcony access point indicating that unaccompanied persons under 21 are not permitted.

This physical configuration, combined with direct supervision by trained alcohol service staff, ensures that minors are present only in compliance with the statute and that no alcohol is accessible to them without a guardian present, satisfying the “adequate supervision” requirement under AS 04.09.210(c)(1)(B).

First Floor – Retail Gift Shop Inclusion in Licensed Premises

Please note, the first-floor retail gift shop within the building is not a part of the licensed premise. As noted in the updated AB-02 premises diagram, a hostess stand with signage will be located at the base of the stairwell leading to the second-floor lounge to ensure appropriate monitoring and access control.

Gift Shop Sales & License Renewal Compliance

The first-floor retail business will be operated independently of AK Parlor, LLC. All sales from these businesses will be solely those of their respective entities and will not be combined with, nor attributed to, AK Parlor, LLC. Following AS 04.09.210(e), AK Parlor, LLC will maintain compliance by ensuring gross receipts from food sales in the lounge remain greater than alcoholic beverage sales for each license renewal period.

Food Service Establishment Permit

Please note: the building is under reconstruction. ADEC Food Service Establishment Permit application will be submitted upon completion of construction and required inspections. Plan review approval will be provided details once available.

Madam's Parlor

Breakfast

Poached Egg & Greens – with toasted sourdough

Breakfast Sandwich – farm egg, cheese, and choice of bacon or vegetables

Fresh Pastry of the Day – rotating chef's choice

Lunch

Daily Soup & Salad Pairing

Seasonal Grain Bowl – roasted vegetables & herbs

Open-Faced Tartine – chef's choice toppings on rustic bread

Beverages

Espresso

Latte

Americano

Cappuccino

Selection of Fine Teas

Madam's Parlor

Small Plates & Starters

Soup of the Day

Smoked Salmon Dip – crostini & cucumber

Marinated Olives & Pickled Vegetables

Artisan Cheese Plate – local & imported selection

Salads

House Salad – shaved vegetables, herb vinaigrette

Beet & Goat Cheese Salad – walnuts & citrus dressing

Mains

Grilled Salmon Filet – roasted root vegetables

Braised Short Ribs – Yukon mashed potatoes

Wild Mushroom Risotto – parmesan & herbs

Roasted Chicken Breast – seasonal greens & pan jus

Desserts

Chocolate Torte – crème fraîche

Seasonal Berry Compote – local honey

Madam's Parlor

Wine

House Red

House White

Rotating Varietals

Beer

Local Draft Selection

Seasonal Bottled Options

Champagne

Brut & Rose Options

Non-Alcoholic Beer & Wine

Assorted N/A Beer

N/A Wine Options

Mocktails

Seasonal Zero-Proof Creations