



**CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK**

Wednesday, May 27, 2026

COMMITTEE MEETING NOTICE

AD 12

PARK, Hae jin, Agent
SOONJA'S SEOUL POCHA LLC
5850 S TIMBER RIDGE CT
NEW BERLIN, WI 53151

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, June 09, 2026 at 10:50 AM

The access code is <https://meet.goto.com/498513133>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Food Dealer Licenses Application as agent for "SOONJA'S SEOUL POCHA LLC" for "SOONJA'S SEOUL POCHA" at 839 W NATIONAL Av.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines:

Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 04/29/26

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 392930

Application Date:

License Location: 839 W National

Business Name: Soonja's Seoul Pocha

Licensee/Applicant: Park, Hae Jin
(Last Name, First Name, MI)

Date of Birth: 11/29/75

Home Address: 4321 Kennedy Ct S

City: Colgate

State:

Zip Code: 53017

Home Phone:

This report is written by Police Officer Penny Monreal, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 12/15/18, the applicant was charged with OWI in New Berlin Municipal Court. On 04/03/19, they were convicted and license was revoked for 8 months.

Date:05/06/26
Officer: PO Vodicka

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Tavern Inspection

Name of Premise: Soonja's Seoul Pocha
Address: 839 W National Av
Phone: 414-393-7548

Owner: Soonja's Seoul Pocha LLC
Owner address: 5850 S Timber Ridge Ct
City State Zip: Milwaukee, WI 53207
Owner Phone: 414-393-7548
Owner email: twittyhj@yahoo.com

Licensee/Agent: Same
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: Same

Location currently open: YES NO

Projected open date: ASAP

Day's open: S M T W Th F SA ALL

Hours of Operation: Sun: closed 24 hours Y N
Mon: 4p-11p
Tue: "
Wed: "
Thu: "
Fri: 4p-1a
Sat: "

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

- Alcohol: Yes No Class: #:
- Tobacco: Yes No #:
- Food: Yes No #:
- Other: Yes No Type: #:
- Other: Yes No Type: #:

Exterior Survey:

1. Is the area around the location clean? Yes No
2. What surrounds the location? (Check all the apply)
 - a. Park
 - b. School
 - c. Youth Center
 - d. Church
 - e. Tavern(s) If so, how many
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Street parking Yes No
7. Is there a parking lot Yes No
8. Is the parking lot clean? Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are there exterior security cameras Yes No How Many: 3
16. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. VCR Yes No
 - d. Recorded Yes No
20. How long is footage stored for later viewing: at least 2 weeks
21. Are there exterior cameras Yes No How many: 3
22. Are there interior cameras Yes No How many: 3

23. Do all employees know how to retrieve recorded digital images/footage? Yes No
 24. Cameras located in parking lot Yes No How many N/A

Interior Survey:

25. What is the planned/posted capacity 50
 26. What is the minimum number of employees that will be on premise 2-4
 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
 28. Is the interior of the location neat and clean? Yes No
 29. Does an interior camera face the entrance/exit? Yes No
 30. Are emergency and non-emergency numbers posted near the phone? Yes No
 31. Does the owner know how to contact their police district directly? Yes No
 a. Did you provide a district contact guide to the owner? Yes No

Security

32. How many security personnel are going to be employed: 0
 33. How will they be deployed: Interior Exterior
 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 35. Will the security be managed by business or contracted
 36. Will they be armed Yes No
 37. What type of security measures will be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other
 38. When at capacity, how will the overflow crowd be managed? licensee/host
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

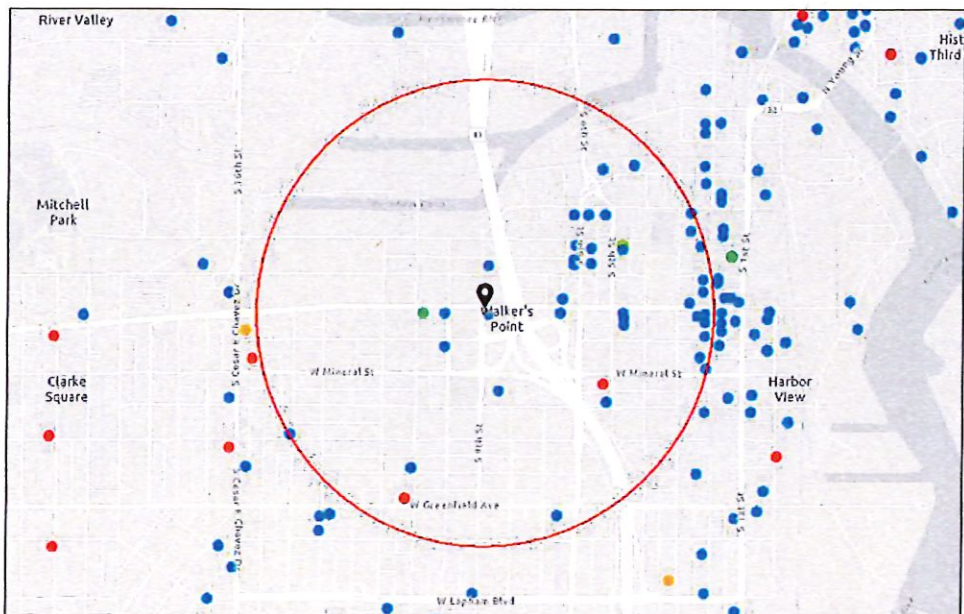


Concentration Map for 839 W National Av

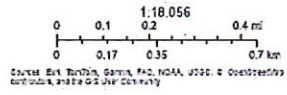
Area of Interest (AOI) Information

Area : 21,862,585.64 ft²

Apr 29 2026 11:25:45 Central Daylight Time



- Alcohol Licenses (active)
- Class A Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Fermented Malt Beverage
- Class B Tavern
- Class C Wine Retailer



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	44		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	FLUID, INC	Fluid	WILLIAM M WARDLOW, Agt	819 S 2ND ST	Class B Tavern License	106	5/11/2026, 7:00 PM	1
2	1110, CORP	Birrieria El Torito	JOSE G LOZOYA, JR, Agt	1108 W GREENFIELD AV	Class B Tavern License	25	5/19/2026, 7:00 PM	1
3	The Chef's Table LLC	The Chef's Table	David P Magnasco, Agt	500 S 3rd ST	Class B Tavern License		5/25/2026, 7:00 PM	1
4	Dream Lab LLC	Dream Lab	Shawn A Kazubowski, Agt	738 S 3RD ST	Class B Tavern License		5/19/2026, 7:00 PM	1
5	Thelma Carol Wine Merchants LLC	Thelma Carol Wine Merchants	Jerel W Hall, Agt	605 W VIRGINIA ST	Class B Tavern License		6/26/2026, 7:00 PM	1
6	LaCage, LLC	LaCage Nite Club	DAVID G WOLZ, Agt	801 S 2ND ST	Class B Tavern License		6/15/2026, 7:00 PM	1
7	TAQUERIA EL TORO LLC	TAQUERIA EL TORO	Toribio Perez Martinez, Agt	625-631 W NATIONAL AV	Class B Tavern License	95	6/30/2026, 7:00 PM	1
8	STATION 1846 LLC	STATION 1846	Meghan M Miles, Agt	215 W BRUCE ST	Class B Tavern License		7/3/2026, 7:00 PM	1
9	Campesino, LLC	Carniceria El Campesino	RUPINDER S ARORA, Agt	635 W GREENFIELD AV	Class B Tavern License	49	6/30/2026, 7:00 PM	1
10	CONEJITO'S PLACE, INC	CONEJITO'S PLACE	THOMAS A MILLER, Agt	539 W VIRGINIA ST	Class B Tavern License	144	6/29/2026, 7:00 PM	1
11	Greige, LLC	Greige	Jessica A Reinhardtson, Agt	408 W Florida ST 104	Class B Tavern License		7/11/2026, 7:00 PM	1
12	Zocalo Tavern LLC	Zocalo Tavern LLC	Jesus O Gonzalez, Agt	620-636 S 6TH ST	Class B Tavern License		7/9/2026, 7:00 PM	1
13	Johanna's Cakes & Desserts LLC	Johanna's Cafe	Johanna Ortiz, Agt	1239 S 11th ST	Class B Tavern License		7/29/2026, 7:00 PM	1
14	BANDERAS 408, LLC	Banderas	MICHAEL J EITEL, Agt	408 W FLORIDA ST 102	Class B Tavern License		7/14/2026, 7:00 PM	1
15	Camacho's Bar, LLC	Camacho's Bar	JESUS M CAMACHO, Agt	631 S 6TH ST	Class B Tavern License	49	7/19/2026, 7:00 PM	1
16	LA GUADALUPANA	LA GUADALUPANA/CAFE EL SOL	Lucero Olivas, Agt	1028 S 9TH ST	Class B Tavern License	170	9/5/2026, 7:00 PM	1
17	THE NATIONAL, LLC	THE NATIONAL	Amy R Plennes, Agt	839 W NATIONAL AV	Class B Tavern License		9/1/2026, 7:00 PM	1
18	GUADALAJARA CORPORATION	GUADALAJARA RESTAURANT	GENOVEVA LOZADA, Agt	901 S 10TH ST	Class B Tavern License	50	9/22/2026, 7:00 PM	1

19	REMS LLC	MobCraft Beer	Sarah J Halstead, Agt	505 S 5TH ST	Class B Tavern License		9/3/2026, 7:00 PM	1
20	Midwest Sad, LLC	Midwest Sad	Samantha M Sandrin, Agt	601 S 6TH ST	Class B Tavern License		9/23/2026, 7:00 PM	1
21	ECN3 Inc	Engine Co No 3	AUGUSTO P SANDRONI, JR, Agt	217 W National AV	Class B Tavern License		10/8/2026, 7:00 PM	1
22	Canni LLC	Canni	Colin J Gazinski, Agt	810 S 5TH ST	Class B Tavern License		10/1/2026, 7:00 PM	1
23	LL Associates, LLC	La Casa de Alberto	Luis A Gonzalez, Agt	624 W NATIONAL AV	Class B Tavern License	49	11/3/2026, 6:00 PM	1
24	RESTAURANTE GUELAGUETZA LLC	RESTAURANTE GUELAGUETZA	Lucia Antonio Perez, Agt	1039 W National AV	Class B Fermented Malt Beverage Retailer's License		10/22/2026, 7:00 PM	1
25	LA BARBUE LLC	Pomeroy	Nathaniel A Davauer, Agt	723 S 2ND ST	Class B Tavern License		10/23/2026, 7:00 PM	1
26	625S6THBAR LLC	Last Rites	James Rice, Agt	625 S 6TH ST	Class B Tavern License	49	11/21/2026, 6:00 PM	1
27	Botanas LLC	Botanas	Jaime A Gonzalez, Agt	816 S 5th ST	Class B Tavern License	373	12/9/2026, 6:00 PM	1
28	VIRELLA LLC	El Batey	Carolin Rosario Virella, Agt	1003 W NATIONAL AV	Class B Tavern License		11/23/2026, 6:00 PM	1
29	El Bodegon LLC	Movida at Hotel Madrid	Aaron R Gersonde, Agt	600 S 6TH ST	Class B Tavern License		12/8/2026, 6:00 PM	1
30	CORK MKE LLC	CORK MKE	Christopher M Homayouni, Agt	1039 S 5TH ST	Class B Tavern License		1/21/2027, 6:00 PM	1
31	Chivas Bar LLC	Chivas Bar	SANTIAGO S MERCADO, JR, Agt	644 S 9th ST	Class B Tavern License	80	1/6/2027, 6:00 PM	1
32	SHULLY CATERING, INC.	Shully's Cuisine and Events	Jacob C Shully, Agt	429 W NATIONAL AV	Class B Tavern License	396	1/6/2027, 6:00 PM	1
33	LA Tropicana Foods LLC	LA Tropicana Foods	SALWA B TALEB, Agt	1011 S 5TH ST	Class A Malt & Class A Liquor License		2/9/2027, 6:00 PM	1
34	MAGIC BOX & BROTHER'S STUDIO LLC	MAGIC BOX & BROTHER'S STUDIO	Nayeli P Flores Melchor, Agt	602 S 5TH ST	Class B Fermented Malt Beverage Retailer's License		1/26/2027, 6:00 PM	1
35	MAGIC BOX & BROTHER'S STUDIO LLC	MAGIC BOX & BROTHER'S STUDIO	Nayeli P Flores Melchor, Agt	602 S 5TH ST	Class C Wine Retailer's License		1/26/2027, 6:00 PM	1
36	RADBAT LLC	Odd Duck	ROSS M BACHHUBER, Agt	939 S 2nd ST	Class B Tavern License		2/26/2027, 6:00 PM	1

37	ANODYNE COFFEE, LLC	ANODYNE COFFEE ROASTING COMPANY	Erica C Karls, Agt	224 W BRUCE ST	Class B Tavern License		2/15/2027, 6:00 PM	1
38	La Dama, LLC	La Dama	Emmanuel Corona Melendez, Agt	839 S 2ND ST	Class B Tavern License		3/8/2027, 6:00 PM	1
39	RIDER HOTEL, LLC	The Iron Horse Hotel	Jesse Kangas, Agt	500 W FLORIDA ST	Class B Tavern License		3/1/2027, 6:00 PM	1
40	Saz's Catering, Inc.	Saz's Hospitality Group	Stephanie L Sazama-Schneck, Agt	201 W Walker ST	Class B Tavern License		4/4/2027, 7:00 PM	1
41	THE V BAR, LLC	The Tin Widow	SAMUEL L BERMAN, Agt	703 S 2ND ST	Class B Tavern License	49	4/15/2027, 7:00 PM	1
42	AJ FOOD MART CORP.	Greenfield Pantry	Gurpreet Singh, Agt	1110 W Greenfield AV	Class A Malt & Class A Liquor License		4/13/2027, 7:00 PM	1
43	THE LAST ONE LLC	CATRINA CAFE	Rosa Marquez, Agt	606 & 610 S 5TH ST	Class B Tavern License		4/15/2027, 7:00 PM	1
44	FLUID, INC	Fluid	WILLIAM M WARDLOW, Agt	819 S 2ND ST	Class B Tavern License	106	5/11/2027, 7:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Wednesday, May 27, 2026



Notice of Public Hearing

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PARK, Hae jin, Agent
SOONJA'S SEOUL POCHA at 839 W NATIONAL Av
Class B Tavern and Food Dealer Licenses Application

Tuesday, June 09, 2026 at 10:50 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 6/9/2026 at 10:50 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.
Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	721 S 9TH ST	MILWAUKEE, WI 53204-1314
CURRENT OCCUPANT	723 S 9TH ST	MILWAUKEE, WI 53204-1314
CURRENT OCCUPANT	725 S 9TH ST	MILWAUKEE, WI 53204-1314
CURRENT OCCUPANT	727 S 9TH ST	MILWAUKEE, WI 53204-1314
CURRENT OCCUPANT	814 S 9TH ST	MILWAUKEE, WI 53204-1331
CURRENT OCCUPANT	823 S 9TH ST	MILWAUKEE, WI 53204-1332
CURRENT OCCUPANT	833 W NATIONAL AVE	MILWAUKEE, WI 53204-1304
CURRENT OCCUPANT	837 W NATIONAL AVE	MILWAUKEE, WI 53204-1304
CURRENT OCCUPANT	901 W NATIONAL AVE	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	903 W NATIONAL AVE	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	903 W NATIONAL AVE# A	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	904 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	905 W NATIONAL AVE	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	908 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	909 W NATIONAL AVE# 1	MILWAUKEE, WI 53204-1362
CURRENT OCCUPANT	909 W NATIONAL AVE# 2	MILWAUKEE, WI 53204-1362
CURRENT OCCUPANT	909 W NATIONAL AVE# 3	MILWAUKEE, WI 53204-1362
CURRENT OCCUPANT	909 W NATIONAL AVE# 4	MILWAUKEE, WI 53204-1362
CURRENT OCCUPANT	909 W NATIONAL AVE# 4	MILWAUKEE, WI 53204-1362
CURRENT OCCUPANT	910 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	914 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	915 W NATIONAL AVE	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	915 W NATIONAL AVE# LOWR	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	915 W NATIONAL AVE# UPPR	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	916 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	918 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	919A W NATIONAL AVE	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	920 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	920A W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	921 W NATIONAL AVE	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	921 W NATIONAL AVE# A	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	922 W WALKER ST	MILWAUKEE, WI 53204-1348

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Total Records: 32

Radius 250 feet and Center of the Circle: 839 W National Av



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.gov

1. Type of Business

Applying for: Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: Delivery Drive Thru Dining Room
 Self Service Laundry Massage Establishment Filling Station
 Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating: korean restaurant serving traditional korean food and beverages. It will operate as a casual dining

Do you have any experience operating this type of business? No Yes If yes, explain: 15 years experience working in restaurant and food service

2. Business Operations

- a. Proposed Opening Date: June 2026
- b. Is this premise under construction? No Yes If yes, list estimated completion date: _____
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: class B Tavern license
- e. Is the current licensee operating? No Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? No Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: _____
- b. How often will grounds be cleaned? Daily Weekly As Needed Monthly Other: _____
- c. Grounds cleaned by: Licensee Building Owner Employees Hired Maintenance Other: _____
- d. How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: _____
- e. Will a sound amplification system be used? No Yes If yes, describe: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 2 Locations: kitchen and dining area / rear alley dumpster
Outside: 2 Locations: rear alley dumpster
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? _____ and describe the parking security plan: _____
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: Deliveries will be received in the rear alley or street. loading area staff will monitor deliveries
- c. Will you have licensed security on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Describe equipment used _____
 List their License Number (s) _____
- d. Will there be security cameras? No Yes If yes, how many? 4 and list locations: Entrance bar dining room, rear exit, Street.
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>20</u> %	Food <u>80</u> % Cigarettes, Electronic Vape Devices, Tobacco Products _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %			

7. Businesses/Licenses on the Premises (check all that apply):

Type 1

- Full Service Restaurant Cafe/Coffee Shop Deli or Fast Food Restaurant Private/Fraternal/Veterans Club
- Night Club Tavern Cocktail Lounge Teen Club
- Banquet Hall Sports Facility Bowling Alley
- Hotel/Motel: Number of Floors: _____ Rooming House: Number of Floors: _____
 Number of Rooms: _____ Number of Rooms: _____

Type 2

- Liquor Store Corner Store Supermarket Convenience Store
- Gas Station Amusement/Phonograph Distributor Recycling, Salvage or Towing
- Used Car Dealer Personal Service Establishment
(such as tattoo business, hair salon, tailor, etc.) Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- Occupancy Permit Cigarette, Tobacco, Electronic Vape Products Gas Station Extended Hours Class "B" Tavern Weights & Measures
- Secondhand Dealer Precious Metal & Gem Other: _____

8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity 50 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop

Other: Describe: _____

b. Describe Location: Major Thoroughfare Secondary Street Other: _____

c. Nearest Major Cross Street: S 9th St

d. Describe Building: Free Standing Building Strip Mall Other: _____

e. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: _____

f. Describe Surrounding Area: Commercial Residential Industrial Other: _____

g. Building Owner Name: SNSHN (Anthony Johnson) Phone Number: (262) 735 5989

Building Owner Address: 2004 N Dr Martin Luther King Jr Drive Milwaukee WI 53212

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	closed	—	—	—	—
Monday	4 PM	10:30 PM 11:00 PM	40	21-65	None
Tuesday	4 PM	11:00 PM	40	20-65	None
Wednesday	4 PM	11:00 PM	"	"	"
Thursday	4 PM	11:00 PM	"	"	"
Friday	4 PM	1:00 AM	60	20-65	None
Saturday	4 PM	1:00 AM	60	20-65	None

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday

Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

11. Signature(s)

Signature of Sole Proprietor, Partner, or 20% or more Shareholder

(If there are no 20% or more shareholders,
Corporate Officer-print name/title and sign)

Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 e-mail address: license@milwaukee.gov www.milwaukee.gov/license

Legal Entity Name:

Soonja's Seoul Pocha LLC

Premise Address:

839 W National Ave Milwaukee WI 53204

Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital?

No Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"?

No Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license?

No Yes

If yes, list their name and address: _____

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business?

No Yes

If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business?

No Yes

If yes, explain: _____

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

No Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building?

Own Lease

b) Who owns the fixtures (for example, coolers, etc.)?

Soonja's Seoul Pocha LLC

c) Are you purchasing the stock and/or fixtures?

No Yes If yes, amount paid \$ 30,000

d) Total amount paid for business

\$ 30,000

e) Total amount paid for goodwill of the business

\$ 0

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

Form Continues on next page →

Lease Information (New & Transfer Applicants who are leasing the premises only)

- a) Date lease begins 4/01/2021 Ends 4/01/2029
- b) Monthly rental \$ 2850.00
- c) Do you have an option to renew the lease? No Yes
- d) Does your lease allow for assignment to another party without the consent of the owner? No Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 3 years
- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupancy object to the granting of your license? No Yes
If yes, explain _____

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? No Yes

If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s): _____

Responsible Beverage Server Training

- a) Within the last 2 years have you held a bartender's license in the state of Wisconsin? No Yes
- b) Within the last 2 years have you held a Class "A" or Class "B" alcohol beverage license, or a Class "B" manager's license in the state of Wisconsin? No Yes
- c) Within the last 2 years have you completed a Responsible Beverage Server Training Course in the state of Wisconsin? No Yes

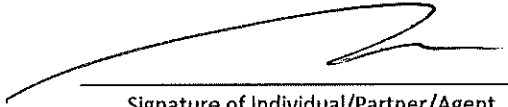
If you answered no to all the above questions, proof of course completion must be provided by submitting your course certificate to the License Division.

For Course enrollment information, contact MATC at (414) 297-8370 or for similar approved courses see "Training" on the Wisconsin Department of Revenue's Website (<https://www.revenue.wi.gov/Pages/Training/alcSellerServer.aspx>)


I understand that a license will not be issued without a copy of the course certificate or proof of the license held within the last two years being submitted to the License Division.

Hae Jin park

Print Name of Individual/Partner/Agent


Signature of Individual/Partner/Agent

Signature


Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

Note: All information contained in this application is subject to approval by the Common Council.
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.
Contact the License Division for information on how to request changes.

New and transfer of premises applicants must submit the following:

- Detailed floor plan
- If a restaurant, copy of the menu



FOOD DEALER LICENSE PLAN OF OPERATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Legal Entity Name: Soonja's Seoul pocha LLC

Premises Address: 839 W National Ave Milwaukee WI 53204

SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):
MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

Retail Items (snacks and beverages):
RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store? Yes No
A convenience store contains less than 7,500 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

Bed & Breakfast
 Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done? No Yes If yes, what percentage of food sales will be wholesale?
 Less than 25%
 25% or More AND:
 Restaurant items (meals) will be sold – Complete this application and also contact DATCP.
 NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

SECTION 2 FOOD PROCESSING

Will any food processing be done? No Yes
Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold? No Yes
(Includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: beef, pork, chicken, seafood

SECTION 4 DETAILS OF OPERATION

Will you have seating on site for dining? No Yes
 Will you be doing any catering? No Yes
 Will you be doing any delivery? No Yes
 Will you have outdoor activities? No Yes - Check all that apply: Bar Cooking/Grilling
 Dining
 Will you have a drive thru window? No Yes - Are hours different from inside? No Yes
 If Yes, provide drive thru hours:
 Will scales or barcode scanners be used? No Yes - You must also apply for a Weights & Measures License.

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?
 At a single site At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars)
 If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?
 No If No, SKIP to Section 8
 Yes If Yes, check all that apply: New construction of a building Renovation or remodeling
 Construction changes to existing building Equipment changes only
 Provide a brief description of the changes: Interior remodeling and
installation of kitchen equipment for
Restaurant operation
 Start date:
 Name, Address & Phone Number of Architect: Melony pederson - melonypederson@gmail.com
 Name, Address & Phone Number of Contractor: Clearance Moss, (414) 213 7223
(Brew City Contractors)

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?
 No If No, SKIP to Section 9
 Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?
 Immediately At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:
AS I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
HC I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.
AS I understand the district alderperson will review and either support or object to my application. If he/she objects, may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make recommendation to the Common Council. The Common Council must grant the license before it may be issued.
AS I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.
AS I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: _____
 Signature of Additional Partner: _____

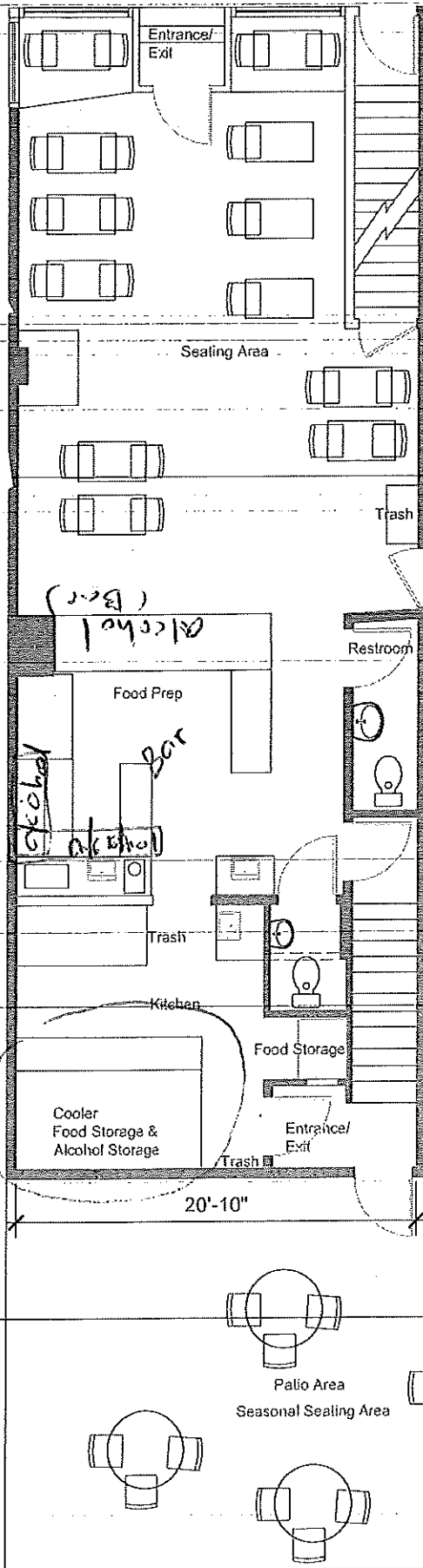
National Ave.

9th Street

58'-11"

20'-1"

34'-5"



Soonja Seoul Pocha LLC
 Soonja Seoul Pocha
 839 W National Ave
 Milwaukee WI 53204

Square Footages:
 1st floor 1227 sqft
 Basement 1227 sqft
 Outdoor 914 sqft

4/29/2026

1. Alcohol Storage Area

10ft x 12ft (120 sqft)

Walk-in cooler

(Food and Alcohol Storage)

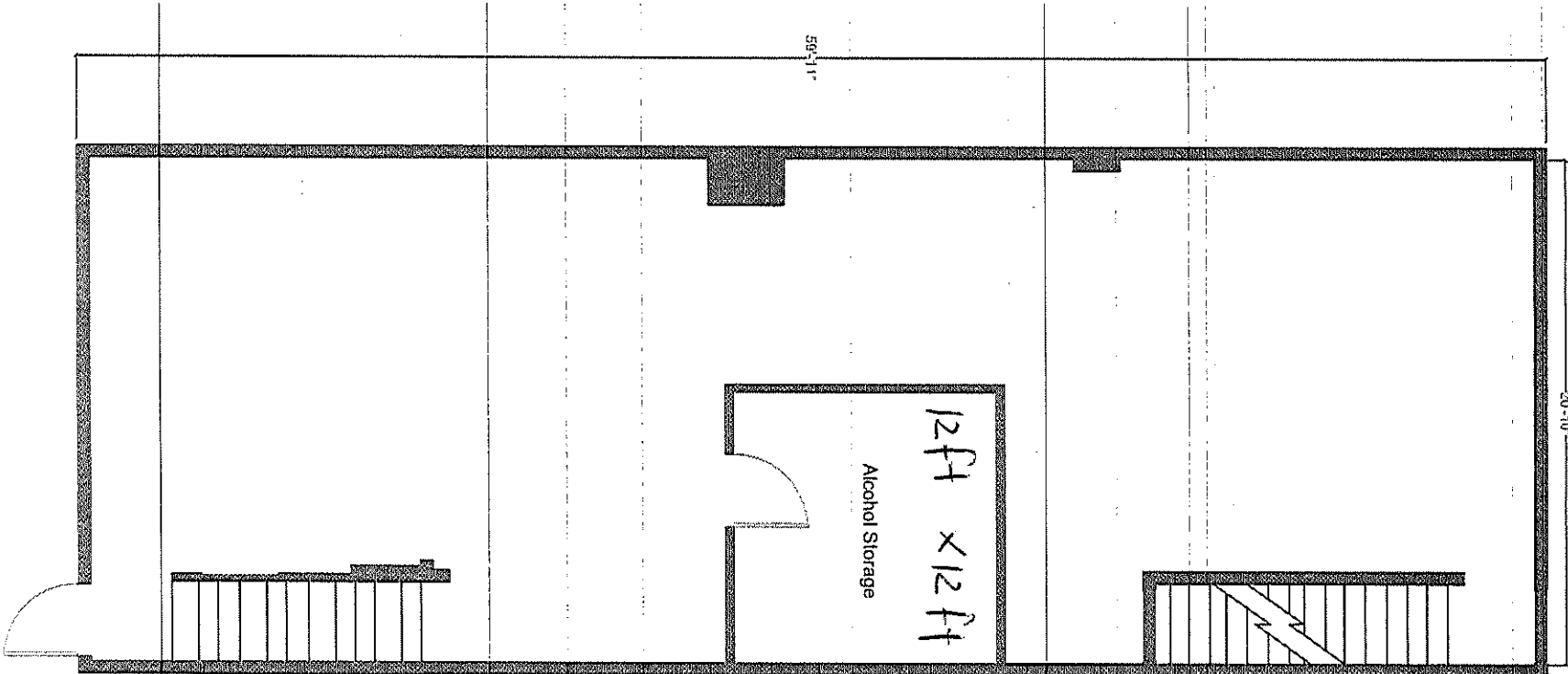
2. Alcohol Display Area

(Bar / Service Area)

8ft x 4ft (32 sqft)

Alcohol service / display area at counter - approx

8ft x 4ft



Soorja Sewl Pocha LLC
 Soorja Sewl Pocha
 839 W National Ave
 Milwaukee WI 53204
 4/12/2026

Square Footages:
 1st floor 1227 sqft
 Basement 1227 sqft
 Outdoor 1555 sqft

12ft x 12ft



Basement Floor Plan

Soonja Seoul Pocha LLC

Appetizers

Kimchi Pancake (Kimchi Jeon)

Savory Korean pancake made with fermented kimchi and vegetables.

Seafood Pancake (Haemul Jeon)

Korean pancake with shrimp, squid, and vegetables.

Fried Dumplings (Mandu)

Korean-style dumplings served with soy dipping sauce.

Edamame

Steamed soybeans with sea salt.

Street Food

Tteokbokki

Spicy Korean rice cakes cooked in gochujang chili sauce.

Korean Corn Dog

Crispy battered hot dog with Korean-style coating.

Fish Cake Soup (Odeng)

Korean fish cake skewers served in warm broth.

Kimbab

Korean rice rolls filled with vegetables and meat.

Main Dishes

Bibimbap

Rice bowl topped with vegetables, egg, and choice of protein.

Bulgogi Rice Bowl

Marinated Korean BBQ beef served with rice.

Spicy Pork Rice Bowl

Stir-fried pork with Korean chili sauce served over rice.

Korean Fried Chicken

Crispy fried chicken with sweet and spicy Korean sauce.

Noodles and Soup

Ramen

Korean ramen noodles served with egg and vegetables.

Jjajangmyeon

Noodles with Korean black bean sauce.

Kimchi Stew (Kimchi Jjigae)

Spicy kimchi soup with tofu and pork.

Beverages

Soft Drinks

Korean Juice and Tea

Non-Alcoholic Beverages

Alcoholic beverages may be served upon approval of the appropriate liquor license.
