



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

Tuesday, May 06, 2025

COMMITTEE MEETING NOTICE

AD 12

STEREN, Jeffrey M, Agent
PIERCE FIRST LLC
3451 E RAMSEY Av
CUDAHY, WI 53110

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, May 20, 2025 at 10:10 AM

The access code is <https://meet.goto.com/724980021>. Please see the enclosed best practices document for further instructions.

Regarding: Your Extended Hours Establishments and Food Dealer License Renewal Application as agent for "PIERCE FIRST LLC" for "MC DONALD'S" at 707 S 1ST St.

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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. 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: 02/21/25
LICENSE TYPE: FOOD
NEW: ☐
RENEWAL: ☒

No. 377019
Application Date:

License Location: 707 S 1st St
Business Name: McDonald's

Licensee/Applicant: STEREN, Jeffrey M
(Last Name, First Name, MI)
Date of Birth: 06/10/1951

Home Address: 4976 N Ardmore Av
City: Whitefish Bay State: WI Zip Code: 53217
Home Phone:

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

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

1. On 08/09/2019 officers were dispatched to a Trouble with Subject at McDonald's. 707 S 1st St. The manager was cooperative with the officers and stated the subject was no longer on scene.
=====
2. On 10/01/24 at 7:05p.m., Milwaukee Police were dispatched to a Trouble with Subject. On arrival the subject was no longer on scene. The business was cooperative.
3. On 10/16/24 at 8:02p.m., Milwaukee Police were dispatched to a Trouble with Subject. On arrival the subject was no longer on scene. The business was cooperative

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2410160160

OtherEvent #: 24-LP-1549

Incident

707 S 1ST ST MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 10/17/2024 20:02:00
CAD Number:: P2410161455
District:: 2
Beat:: 240
Reporting Area:: 5203

Business Agent (1)

STEREN, JEFFREY MICHAEL

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 06/10/1951
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-962-9615
Phone 1 Type:: Phone
Address:: 4976 N ARDMORE AVE
City:: WHITEFISH BAY
State:: WISCONSIN
Zip Code:: 53217

Licensed Persons Involved (1)

BARRAZA, VERONICA

Person Involvement:: Manager
DOB:: 04/21/1981
Sex:: FEMALE
Race:: WHITE
Address:: 1131 W GREENFIELD AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204

Licensed Premise Data (1)

MCDONALD'S RESTAURANT

Phone 1 Number:: (414)-276-7906
Phone 1 Type:: Phone
Address:: 707 S 1ST ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2410160160

OtherEvent #: 24-LP-1549

Licensee was cooperative: (If not
explain in narrative): No

Licensee or Manager was on
premises at time of
violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Mendez Santiago, Dellian M 028797

10/17/2024

This report is being typed by PO Dellian Mendez Santiago, assigned to District Two, Late Power, Traven Squad 2445, in full duty uniform, operating marked MPD Squad 217, and equipped with my department issued body worn camera, which captured this investigation.

On Wednesday, October 16, 2024 at approximately 8:02 PM, Squad 2445 (PO Vidal Lomeli and I) responded to McDonald's located at 1229 707 S 1st St in the City and County of Milwaukee to investigate a trouble with subject complaint.

Upon arrival, I spoke to the manager on scene who was identified as Veronica Barraza (w/f, 4/21/81) who stated she called the police after a homeless gentleman walked into the lobby and began to make threats. Barraza state she feared for her staff and decided to call 911 to have the gentleman removed. Barraza described the suspect as follows: BLACK, MALE, SLIM BUILD, LIGHT COLORED CLOTHING, WHITE HAT, APPROXIMATELY 6'00 FEET TALL,

Barraza stated after a few minutes of talking to the male suspect, the suspect left on foot northbound on S. 1st towards W. Bruce St.

I conducted a license check of listed business and all license are posted and up to date.

According to their business plan: Only a supervisor can call police for service which was done.

No violations were observed by MPD.

Owner/manager were corporative with DOR Agents and officers throughout the entirety of the investigation.

End of report.

Officer (2)

Reporting Officer:

Mendez Santiago, Dellian M
(028797)

10/17/2024 01:26:00

Section: (Work Location):

24

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2410160160

OtherEvent #: 24-LP-1549

Approving Officer:

Mejia, Jonathan (015348)

10/17/2024 03:42:23

Section: (Work Location):

24

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2410010158

OtherEvent #: 24-LP-1498

Incident

707 S 1ST ST Milwaukee, WISCONSIN 53204

Incident Date/Time:: 10/01/2024 18:49:00
CAD Number:: P2410011217
District:: 2
Beat:: 240
Reporting Area:: 5203

Business Agent (1)

STEREN, JEFFREY MICHAEL

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 06/10/1951
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-962-9615
Phone 1 Type:: Phone
Address:: 4976 N ARDMORE AVE
City:: WHITEFISH BAY
State:: WISCONSIN

Licensed Persons Involved (1)

WILKERSON, SHIRL M

Person Involvement:: Manager
DOB:: 05/24/2003
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Address:: 3223 N 41ST ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53216

Licensed Premise Data (1)

MCDONALDS

Address:: 707 S 1ST ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2410010158

OtherEvent #: 24-LP-1498

Licensee or Manager was on
premises at time of
violation/incident::

No

Narrative (1)

LICENSED PREMISE REPORT

Moore, Shemar 026059

10/01/2024

This report is written by P.O. Shemar MOORE assigned to District 2, Late Power Shift.

On Tuesday, October 1, 2024, at 7:05pm, my squad partner (Vidal LOMELI) and I were dispatched to the McDonald's located at 707 S. 1 St. (located in the City and County of Milwaukee) for a Trouble with Subject complaint.

Upon arrival, the subject causing a disturbance was no longer on scene.

The manager, Shir! M WILKERSON (B/F 5/24/03) , was on scene. SHELTON was cooperative with our investigation. WILKERSON provided us with the name of the owner of this location (Jeff STEREN), who was not on scene WILKERSON had no further information.

End of Report.

Officer (2)

Reporting Officer:	Moore, Shemar (026059)	10/01/2024 22:16:00
Section: (Work Location):	24	
Approving Officer:	Mejia, Jonathan (015348)	10/03/2024 01:21:13
Section: (Work Location):	24	



Tuesday, May 06, 2025



Notice of Public Hearing

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STEREN, Jeffrey M, Agent
MC DONALD'S at 707 S 1ST St
Extended Hours Establishments and Food Dealer Licenses Renewal Application

Tuesday, May 20, 2025 at 10:10 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 5/20/2025 at 10:10 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.

[illegible]

CURRENT OCCUPANT	120 E NATIONAL AVE# 304	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 305	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 306	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 307	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 308	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 309	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 311	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 312	MILWAUKEE, WI 53204-1897
CURRENT OCCUPANT	120 E NATIONAL AVE# 313	MILWAUKEE, WI 53204-1897
CURRENT OCCUPANT	120 E NATIONAL AVE# 314	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 315	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 316	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 317	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 319	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 322	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 324	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 325	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 326	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 327	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 329	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 330	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 331	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 332	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 333	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 337	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 339	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	120 E NATIONAL AVE# 341	MILWAUKEE, WI 53204-1896
CURRENT OCCUPANT	122A W NATIONAL AVE	MILWAUKEE, WI 53204-1807
CURRENT OCCUPANT	124A W NATIONAL AVE	MILWAUKEE, WI 53204-1807
CURRENT OCCUPANT	621 S 2ND ST	MILWAUKEE, WI 53204-1616
CURRENT OCCUPANT	646 S 2ND ST# 1	MILWAUKEE, WI 53204-1615
CURRENT OCCUPANT	702 S 2ND ST	MILWAUKEE, WI 53204-1803
CURRENT OCCUPANT	703 S 2ND ST# A	MILWAUKEE, WI 53204-1867
CURRENT OCCUPANT	703 S 2ND ST# B	MILWAUKEE, WI 53204-1867
CURRENT OCCUPANT	703 S 2ND ST# C	MILWAUKEE, WI 53204-1867
CURRENT OCCUPANT	703 S 2ND ST# D	MILWAUKEE, WI 53204-1867
CURRENT OCCUPANT	703 S 2ND ST# E	MILWAUKEE, WI 53204-1875
CURRENT OCCUPANT	703 S 2ND ST# F	MILWAUKEE, WI 53204-1875
CURRENT OCCUPANT	703 S 2ND ST# G	MILWAUKEE, WI 53204-1875
CURRENT OCCUPANT	703 S 2ND ST# H	MILWAUKEE, WI 53204-1875
CURRENT OCCUPANT	710 S 3RD ST# 101	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 102	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 103	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 104	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 105	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 106	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 107	MILWAUKEE, WI 53204-1865

[illegible]

CURRENT OCCUPANT	737 S 2ND ST	MILWAUKEE, WI 53204-1804
CURRENT OCCUPANT	739 S 2ND ST	MILWAUKEE, WI 53204-1804
CURRENT OCCUPANT	802 S 2ND ST	MILWAUKEE, WI 53204-1821

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Total Records: 143

Radius 250 feet and Center of the Circle: 707 S 1st St



BUSINESS LICENSE RENEWAL PLAN OF OPERATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202

Licenses to be Renewed	Renewal Fee(s)	Expiration Date: 4/30/2025 File By Date: 2/20/2025 Date Late Fee Begins: 2/21/2025 Late Fee Amount: \$75.00
Food Dealer - FREST 20520	\$1,725.00	
Extended Hours - 24HRS 200448	\$225.00	
Filling Station -		
Cigarette & Tobacco -		
Weights & Measures -		
Sidewalk Dining -		
TOTAL DUE	\$1950	

Legal Entity Name: **PIERCE FIRST LLC**

Premises Address: **707 S 1ST ST**

Changes Since Last Application?

Are there any changes in your plans to address litter, noise, and/or security? ☒ No ☐ Yes If yes, describe: _____

Are there any changes to the hours of operation (as listed on your current license)? ☒ No ☐ Yes If yes, describe: _____

Are there any changes to your current plan of operation or floor plan*? ☒ No ☐ Yes If yes, describe: _____

*If there are changes to the floor plan, a new floor plan must be submitted with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.

Weights & Measures Licensees Only

Number/Type of Devices:

Are there any changes to the number or types of devices?

☒ No ☐ Yes If yes, contact our office for further instructions.

Sidewalk Dining

Are there any changes to the sidewalk dining site plan?

☒ No ☐ Yes If yes, submit an updated site plan with this application.

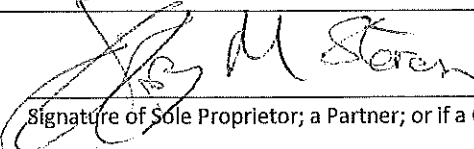
Food Dealer Licensees Only

Your current food license includes the following business operations: **DHS - MODERATE, Restaurant, Sales > \$2,000,000**

Are there any changes to your plan of operation (for example, adding processing, changing sales amount or complexity, etc.)? ☒ No ☐ Yes

If yes, you must complete a "Request to Modify Food Establishment/Food Operation Plan" which can be obtained at www.milwaukee.gov/licenses under "Forms and Related Information" or by contacting our office.

All Applicants: Signature


Signature of Sole Proprietor; a Partner; or if a Corporation or LLC, the Agent must sign