



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

Monday, July 07, 2025

COMMITTEE MEETING NOTICE


AD 01

WHIGHAM, Paul L, Agent
BRUNCH ALL DAY CAFE LLC
3428 W VILLARD Av
Milwaukee, WI 53209

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.

Friday, July 18, 2025 at 09:00 AM

The access code is <https://meet.goto.com/217191685>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern License Application for Service Bar and To Go Only as agent for "Brunch All Day Cafe LLC" for "BRUNCH ALL DAY CAFE" at 3428 W VILLARD 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.



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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



Monday, July 07, 2025



Notice of Public Hearing

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WHIGHAM, Paul L, Agent
Brunch All Day Cafe at 3428 W VILLARD Av
Class B Tavern License Application for Service Bar and To Go Only

Friday, July 18, 2025 at 9:00 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 7/18/2025 at 9:00 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	3427 W VILLARD AVE# 414	MILWAUKEE, WI 53209-4776
CURRENT OCCUPANT	3427 W VILLARD AVE# 415	MILWAUKEE, WI 53209-4776
CURRENT OCCUPANT	3427 W VILLARD AVE# 416	MILWAUKEE, WI 53209-4776
CURRENT OCCUPANT	3427 W VILLARD AVE# 417	MILWAUKEE, WI 53209-4776
CURRENT OCCUPANT	3504 W VILLARD AVE# LOWR	MILWAUKEE, WI 53209-4712
CURRENT OCCUPANT	3504 W VILLARD AVE# UPPR	MILWAUKEE, WI 53209-4712
CURRENT OCCUPANT	3518 W VILLARD AVE	MILWAUKEE, WI 53209-4712
CURRENT OCCUPANT	5168 N 35TH ST# 1	MILWAUKEE, WI 53209-5370
CURRENT OCCUPANT	5168 N 35TH ST# 10	MILWAUKEE, WI 53209-5370
CURRENT OCCUPANT	5168 N 35TH ST# 11	MILWAUKEE, WI 53209-5371
CURRENT OCCUPANT	5168 N 35TH ST# 12	MILWAUKEE, WI 53209-5371
CURRENT OCCUPANT	5168 N 35TH ST# 13	MILWAUKEE, WI 53209-5371
CURRENT OCCUPANT	5168 N 35TH ST# 14	MILWAUKEE, WI 53209-5371
CURRENT OCCUPANT	5168 N 35TH ST# 15	MILWAUKEE, WI 53209-5371
CURRENT OCCUPANT	5168 N 35TH ST# 16	MILWAUKEE, WI 53209-5371
CURRENT OCCUPANT	5168 N 35TH ST# 17	MILWAUKEE, WI 53209-5371
CURRENT OCCUPANT	5168 N 35TH ST# 18	MILWAUKEE, WI 53209-5371
CURRENT OCCUPANT	5168 N 35TH ST# 19	MILWAUKEE, WI 53209-5371
CURRENT OCCUPANT	5168 N 35TH ST# 2	MILWAUKEE, WI 53209-5370
CURRENT OCCUPANT	5168 N 35TH ST# 20	MILWAUKEE, WI 53209-5357
CURRENT OCCUPANT	5168 N 35TH ST# 3	MILWAUKEE, WI 53209-5370
CURRENT OCCUPANT	5168 N 35TH ST# 4	MILWAUKEE, WI 53209-5370
CURRENT OCCUPANT	5168 N 35TH ST# 5	MILWAUKEE, WI 53209-5370
CURRENT OCCUPANT	5168 N 35TH ST# 6	MILWAUKEE, WI 53209-5370
CURRENT OCCUPANT	5168 N 35TH ST# 7	MILWAUKEE, WI 53209-5370
CURRENT OCCUPANT	5168 N 35TH ST# 8	MILWAUKEE, WI 53209-5370
CURRENT OCCUPANT	5168 N 35TH ST# 9	MILWAUKEE, WI 53209-5370
CURRENT OCCUPANT	5185 N 35TH ST# 1	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5185 N 35TH ST# 2	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5185 N 35TH ST# 3	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5185 N 35TH ST# 4	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5185 N 35TH ST# 5	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5185 N 35TH ST# 6	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5185 N 35TH ST# 7	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5220 N 35TH ST	MILWAUKEE, WI 53209-4704
CURRENT OCCUPANT	5221 N 34TH ST	MILWAUKEE, WI 53209-4701
CURRENT OCCUPANT	5227 N 34TH ST	MILWAUKEE, WI 53209-4701
CURRENT OCCUPANT	5227A N 34TH ST	MILWAUKEE, WI 53209-4701
CURRENT OCCUPANT	5233 N 34TH ST	MILWAUKEE, WI 53209-4701
CURRENT OCCUPANT	5233A N 34TH ST	MILWAUKEE, WI 53209-4701
CURRENT OCCUPANT	5237 N 34TH ST	MILWAUKEE, WI 53209-4701
CURRENT OCCUPANT	5237 N 35TH ST# 1	MILWAUKEE, WI 53209-4703
CURRENT OCCUPANT	5237 N 35TH ST# 2	MILWAUKEE, WI 53209-4703
CURRENT OCCUPANT	5237 N 35TH ST# 3	MILWAUKEE, WI 53209-4703
CURRENT OCCUPANT	5237 N 35TH ST# 4	MILWAUKEE, WI 53209-4703
CURRENT OCCUPANT	5237 N 35TH ST# 5	MILWAUKEE, WI 53209-4703
CURRENT OCCUPANT	5237 N 35TH ST# 6	MILWAUKEE, WI 53209-4703

CURRENT OCCUPANT	5237 N 35TH ST# 7	MILWAUKEE, WI 53209-4703
CURRENT OCCUPANT	5237 N 35TH ST# 8	MILWAUKEE, WI 53209-4703
CURRENT OCCUPANT	5239 N 34TH ST	MILWAUKEE, WI 53209-4701
CURRENT OCCUPANT	5240A N 35TH ST	MILWAUKEE, WI 53209-4704
CURRENT OCCUPANT	5243 N 34TH ST	MILWAUKEE, WI 53209-4701
CURRENT OCCUPANT	5243A N 34TH ST	MILWAUKEE, WI 53209-4701
CURRENT OCCUPANT	5247 N 34TH ST	MILWAUKEE, WI 53209-4701
CURRENT OCCUPANT	5247A N 34TH ST	MILWAUKEE, WI 53209-4701

Blank Notice

Total Records: 101

Radius 250 feet and Center of the Circle: 3428 W Villard Av

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 06/13/25

LICENSE TYPE: Class B Tavern

NEW: ☐

RENEWAL: ☒

No. 382348

Application Date:

License Location: 3428 W. Villard Ave

Business Name: Brunch All Day Café LLC

Licensee/Applicant: Whigham, Paul L.
(Last Name, First Name, MI)

Date of Birth: 11/30/1972

Home Address: 1837 N. Martin L King Dr. # 3

City: Milwaukee

State: WI

Zip Code: 53212

Home Phone: 414-556-8607

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

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

1. On 10/14/21, the applicant was cited by Milwaukee Police at 3424 W Villard Ave for Assault and Battery.

Charge:	Assault and Battery
Finding:	Guilty
Sentence:	Fine
Date:	05/23/22
Case:	21052818

Date: 06/18/2025
Officer: Eric Kradecki

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

Name of Premise: Brunch All Day Cafe
Address: 3428 W. Villard Ave
Phone: 414-210-2020

Owner: Paul L. Whigham (B/M, 11/30/1972) DL W2506927243007 WI-11/30/26
Owner address: 2511 W. Atkinson Ave.
City State Zip: Milwaukee, WI 53209
Owner Phone: 414-792-0107
Owner email: BrunchAllDay07@gmail.com

Licensee/Agent: Paul L. Whigham (B/M, 11/30/1972) DL W2506927243007 WI-11/30/26
Home Address: 2511 W. Atkinson Ave.
City State Zip: Milwaukee, WI 53209
Phone: 414-792-0107
Email: BrunchAllDay07@gmail.com

Preferred contact: Paul Whigham

Location currently open: ☒ YES ☐ NO

Projected open date:

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

Hours of Operation: Sun: 9am-12am ☐24 hours ☐Y ☒N
Mon: 9am-12am
Tue: 9am-12am
Wed: 9am-12am
Thu: 9am-12am
Fri: 9am-12am
Sat: 9am-12am

Premise Type: ☐Tavern/Bar
☒Restaurant
☐Other:

Licenses currently held:

Alcohol: ☐Yes ☒No Class: #:
Tobacco: ☐Yes ☒No #:

Food: ☒ Yes ☐ No #: FREST 0021659
 Extended Hours: ☐ Yes ☒ No #:
 Secondhand Dealer: ☐ Yes ☒ No Type: #:
 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. Is there a parking lot ☐ Yes ☒ No
7. Is the parking lot clean? ☒ Yes ☐ No
8. Off-Street parking ☒ Yes ☐ No Alley parking slab for employees
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 Will post
15. Are there exterior security cameras ☒ Yes ☐ No How Many: 3
16. Are the address numbers prominently displayed and easy to see ☐ Yes ☒ No Will post

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 black/white
 - b. Digital ☒ Yes ☐ No
 - c. Recorded ☒ Yes ☐ No
20. How long is footage stored for later viewing: Over 30 days
21. Are there exterior cameras ☒ Yes ☐ No How many: 3
22. Are there interior cameras ☒ Yes ☐ No How many: 2
23. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No
24. Cameras located in parking lot ☐ Yes ☒ No How many

Interior Survey:

25. What is the planned capacity Unknown

26. What is the minimum number of employees That will be on premise 4-6
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. Is there a lockable area that separates employees from customers? ☒ Yes ☐ No
31. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
32. 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

33. How many security personnel are going to be employed: No security at this time
34. How ill they be deployed: Interior Exterior
35. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun
36. Will the security be managed by business ☐ or contracted ☐
37. Will they be armed ☐ Yes ☐ No
38. What type of security measures to be used:
- ☐ Wanding/metal detector
 - ☐ ID Scanner
 - ☐ Dress Code
 - ☐ Cover Charge
 - ☐ Age restriction
 - ☐ Other

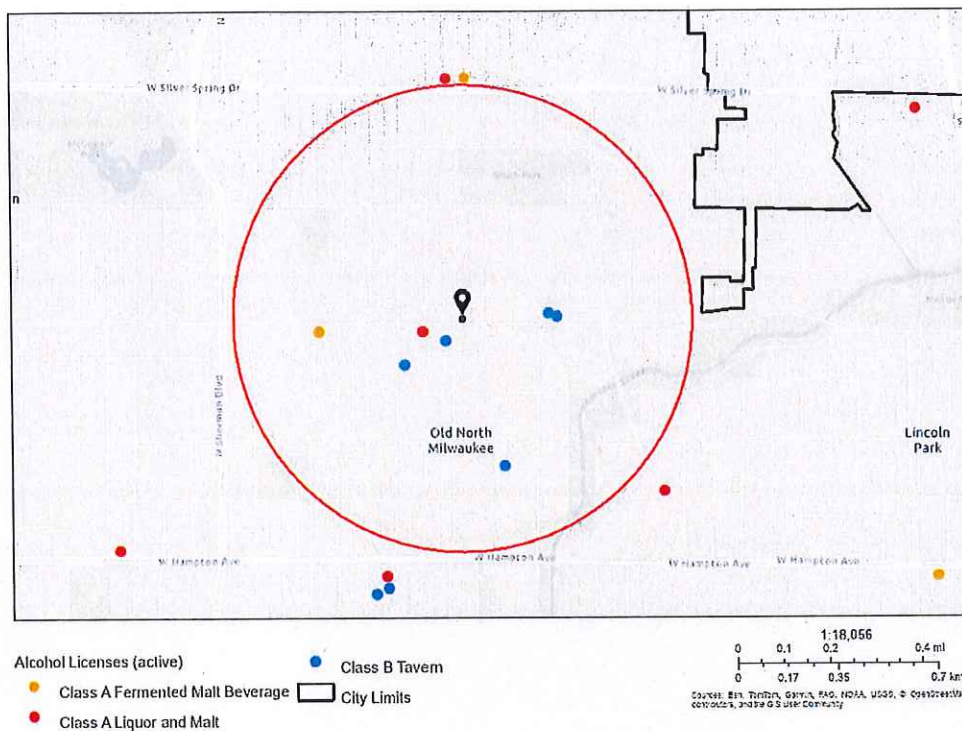
ADDITIONAL COMMENTS/RECOMMENDATIONS:

Licensee is applying for a class B. He is interested in serving daiquiris and wine slushies to go. Cups will be served with protective seals for transport. No on-site alcohol consumption.

Area of Interest (AOI) Information

Area : 21,862,585.89 ft²

Jun 12 2025 15:00:16 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	8		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Tomato Patch	Tomato Patch	Judith A Styne, SP	5173 N 35th ST	Class B Tavern License	80	7/28/2025, 7:00 PM	1
2	Singh, Inc	One Stop Pantry	Daya Singh Mangat, Agt	3927 W Villard AV	Class A Fermented Malt Beverage Retailer's License		9/1/2025, 7:00 PM	1
3	MOMS HOUSE LLC	TONY'S BBQ	BRANDALYN N C CHEATHAM, Agt	3510 W VILLARD AV	Class B Tavern License		9/25/2025, 7:00 PM	1
4	PEARL LIQUOR, INC	SUNSHINE LIQUOR & DELI	JAGJIT S CHEEMA, Agt	3541 W VILLARD AV	Class A Malt & Class A Liquor License		12/19/2025, 6:00 PM	1
5	C-NOTE'S SPORTS LOUNGE	C-NOTE'S SPORTS LOUNGE	CEDRIC R HORTON, SP	5138 N 37TH ST	Class B Tavern License	49	2/9/2026, 6:00 PM	1
6	BOC Group LLC	Oasis Jazz Bar & Grill	OBIORA C OBI, Agt	3120 W Villard AV	Class B Tavern License	675	3/2/2026, 6:00 PM	1
7	STNJ Enterprises LLC	Adam's Bar & Grill	Sia Xiong, Agt	3300 W Cameron AV	Class B Tavern License	80	5/3/2026, 7:00 PM	1
8	3927 VILLARD AVE CORP.	ONE STOP PANTRY	Gurlal Singh, Agt	3927 W VILLARD AV	Class A Fermented Malt Beverage Retailer's License		6/8/2026, 7:00 PM	1

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



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:

Food and Rest. Apply for wine license to sell wine daiquiri

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: *Owner of MICHAEL'S CAFE*

2. Business Operations

- a. Proposed Opening Date: *Already open*
- 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: *Food-Rest*
- 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): *1839A N. M.L. Dr.*
- 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: *7* Locations: *3 in Kitchen 2 Front 2 rear*
Outside: *1* Locations: *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: *To be disposed*

5. Security

- a. Are there onsite parking spaces? ☒ No ☐ Yes If yes, how many? _____ and describe the parking security plan: street parking, cameras
- b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan: Rear of Building
Cameras
- 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? 7 and list locations: 2 Front of building 2 in rear 1 in lobby 1 cashier station 1 Kitchen
- 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 _____ %	Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %
		Other _____ % Describe: _____	

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: _____ Number of Rooms: _____
Rooming House: Number of Floors: _____ 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 _____ (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: VILLARD Avenue

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

e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 2 ☐ Other: _____

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

g. Building Owner Name: Paul Whigham Phone Number: _____

Building Owner Address: 1835 N. MLK DR.

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	9:00 AM	12:00 AM	60-70	25-60	None
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					

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]
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: BRUNCH ALL DAY CAFE LLC

Premise Address: 3428 W. VILLARD AVE. MILW, WI 53209

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.)? SELF

c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ _____

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.

f) Have you made arrangements with the seller for payment of personal property taxes? ☐ No ☐ Yes

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

a) Date lease begins _____ Ends _____

b) Monthly rental \$ _____

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)? _____

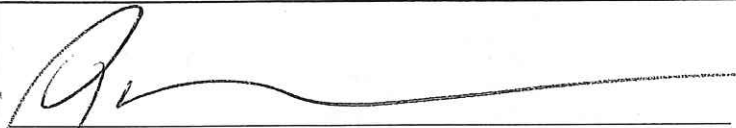
Lease Information (Continued)

- 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 occupant 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):

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

My intent For a CLASS B License is to
Sell slushies only. Only through gravita
machine.
to go only. Paul Whigham

W. Villard
3428 Ave

18.6



6-12-25

Brunch All Day Cafe LLC
3428 W Villard Ave.
Milwaukee, WI 53209

total square footage
13012.92

Paul C. Whigham

Sm = slushy machine

