



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, June 13, 2019

COMMITTEE MEETING NOTICE

AD 08

ARORA, Gurmeet S, Agent
Arora Pantry Inc
3332 W Lincoln Av

Milwaukee, WI 53215

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, June 25, 2019 at 09:15 AM

Regarding: Your Class A Malt, Class A Liquor-Cider Only, and Food Dealer License Renewal Applications Removing Processing as agent for "Arora Pantry Inc" for "Quick Pick Food Mart" at 3332 W Lincoln 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 85-4-4, 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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: _____

Jessica Celella
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: 05/21/2019
LICENSE TYPE: ALQML
NEW:
RENEWAL:

No. 293980
Application Date: 05/20/2019

License Location: 3332 West Lincoln Avenue
Business Name: Arora Pantry

Licensee/Applicant: Arora, Gurmeet S.
(Last Name, First Name, MI)

Date of Birth: 03/24/1967

Home Address: 6955 s. Riverwood Blvd #305
City: Franklin State: WI Zip Code: 53132
Home Phone: 715-892-2886

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 12/05/2015 a 15 year old, working in conjunction with Milwaukee police, was able to purchase a cigar from the cashier at 3332 West Lincoln Avenue (Quik Pik). The cashier was advised that an enrollment letter for the M.A.R.T.S. program would be mailed to the applicant.

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2. On 07/31/18 at 10:25 am, Milwaukee Police conducted a license premise check at the address of 3330-3332 W. Lincoln Avenue (Arora Pantry). During the check, officers found that the only employee working did not have a class D operators license. The agent was contacted and informed that he would be issued a citation for not having a responsible person on premise.

Charge: Responsible Person on Premise Required
Finding: Guilty
Sentence: \$150.00 fine
Date: 11/14/18
Case: 18070857

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3. On 03/29/2019 at 4:08pm officers were dispatched to a Trouble with Subject at Quick Pantry, 3332 W. Lincoln Ave. The officers interviewed the applicant, who stated there was a customer that was upset stating the ATM took his \$10 and he wanted it back. The subject was threatening to burn down the store or "shoot it up" if he didn't get his money. The officers placed the subject in custody and he was cited for Disorderly Conduct. In order to diffuse the situation the applicant did give the subject \$10 and asked that he not return to the store.

4. On 04/09/2019 officers along with agents from the WI Department of Revenue conducted a licensed premise check at Quick Pick Food Mart. The inspection was due to a complaint the store was selling K2. No K2 was found but the Department of Revenue agents were unable to locate invoices for tobacco products. The un-invoiced products were seized. The applicant was cooperative and stated he would purchase tobacco from a wholesaler.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #:190880112

OtherEvent #: 19-LP-0269

Incident

3332 W LINCOLN AV Milwaukee, WISCONSIN 53215

Incident Date/Time:: 03/29/2019 15:56:54
CAD Number:: 190881570
District:: 2
Beat:: 220
Reporting Area:: 5845

Business Agent (1)

ARORA, GURMEET S

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 03/24/1967
Sex:: MALE
Race:: ASIAN
Phone 1 Number:: (715)-892-2886
Phone 1 Type:: Cell
Address:: 6855 S RIVERWOOD BL
Apartment or Suite:: 305
City:: FRANKLIN
State:: WISCONSIN
Zip Code:: 53132

Licensed Premise Data (1)

ARORA PANTRY INC

Phone 1 Number:: (715)-892-2886
Phone 1 Type:: Cell
Address:: 3332 W LINCOLN AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215
License Type:: Food Dealer
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 03/29/2019 16:15:00
Business Was Cited For Violation:: No
Licensee was cooperative: (if not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident: Yes

Narrative (1)

INITIAL INVESTIGATION

Scollin, Vance A 017805

03/29/2019

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #:190880112

OtherEvent #: 19-LP-0269

This report was written by PO Vance SCOLLIN, District Two, Early Power Shift. On 3-29-19 at 4:08 PM, while assigned to Sqd 2221 with PO SZYMBORSKI, we were dispatched to a trouble with subject at 3332 W Lincoln Av. This location is a convenience store called Quick Pantry. The caller (later identified as Scott J LONG III (b/m 10-19-93, 3703 N 14th St) stated the ATM at the location stole \$10 from him and the employees at the store were not helping him and if they did not give him \$10 he was going to burn the building down and/or somehow shoot employees. The 911 operator for the City of Milwaukee informed LONG that he was on a recorded line and he stated that he did not care. This entire incident was recorded on PO SZYMBORSKI's and my personal body cameras.

Upon arrival, PO SZYMBORSKI and I located LONG inside of the business yelling at the owner (Gurmeet S ARORA i/m 3-24-67, 715-892-2886), demanding his \$10. LONG refused to calm down and listen to PO SZYMBORSKI and I as we attempted to explain to him how to contact his bank and they would credit his account. We attempted to reason with LONG outside the main doors of the store for a few minutes before he said he was getting his money back or there would be issues as he reentered the business. PO SZYMBORSKI and I placed LONG into police custody for disorderly conduct and placed into the back of our squad car.

LONG stated he put his card in the ATM 3-4 times and requested \$200 each time and every time the transaction was denied and he got no receipt but the machine charged him a total of \$10 in fees and he wanted that \$10 back.

PO SZYMBORSKI remained with LONG and I spoke to ARORA inside the store. ARORA stated he came to the store after his employee (clerk- Harvinder OBEROI i/m 3-28-64) called him and told him a customer was there demanding \$10 that the ATM did not give him. ARORA stated once on scene he attempted to find out what exactly the ATM transaction was and what the issue was from LONG but he just yelling and making threats as he demanded \$10. ARORA stated other customers inside became fearful and left the store and just before our arrival he thought LONG was going to hit him because he kept approaching him in an aggressive manner while yelling. ARORA stated he wanted no further issues with LONG so he gave me \$10 cash which I gave LONG. ARORA stated LONG was no longer welcome in his business and wanted him to be issued a citation.

PO SZYMBORSKI and I took the handcuffs off of LONG and he was let out of the squad as I explained that he was getting a citation for disorderly conduct. The citation number was 61568010. LONG stated he understood and he then asked for a ride home which we gave him. I mailed the citation to LONG due to a high call volume in District Two.

Officer (2)

Reporting Officer:	Scollin, Vance A (017805)	03/29/2019 16:15:50
Section: (Work Location):	22	
Approving Officer:	Jolliff, Justin M (018641)	03/30/2019 13:04:46
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #: 190990112

OtherEvent #: 19-LP-0368

Incident

3332 W LINCOLN AV Milwaukee, WISCONSIN 53215

Incident Date/Time:: 04/09/2019 13:36:00
CAD Number:: 190991250
District:: 2
Beat:: 220
Reporting Area:: 5845

Business Agent (1)

GURMEET, ARORA S

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 03/24/1967
Sex:: MALE
Race:: ASIAN
Address:: 6955 S RIVERWOOD BL
Apartment or Suite:: 305
City:: FRANKLIN
State:: WISCONSIN
Zip Code:: 53132

Licensed Persons Involved (1)

MEETU, OBEROI MEETU

Person Involvement:: Employee
DOB:: 02/17/1969
Sex:: FEMALE
Race:: ASIAN
Address:: 3556 W RAWSON AV
City:: FRANKLIN
State:: WISCONSIN
Zip Code:: 53132

Licensed Premise Data (1)

QUICK PICK FOOD MART

Phone 1 Number:: (414)-645-1460
Phone 1 Type:: Work
Address:: 3332 W LINCOLN AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215
License Type:: Tobacco
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 04/09/2019 14:00:00
Business Was Cited For Violation:: No
Licensee was cooperative: (if not explain in narrative): Yes

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #: 190990112

OtherEvent #: 19-LP-0368

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

Yes

Narrative (1)

INITIAL INVESTIGATION

Vodicka, Kevin E 018950

04/09/2019

This report is written by P.O. Kevin VODICKA assigned to District Two, Early Power Shift, Community Prosecution Unit. On Tuesday, April 9, 2019, at 1:36 PM, I assisted Wisconsin Department of Revenue Agent Georgeann KING with an inspection of "Quick Pick Food Mart", located at 3332 W Lincoln Av., and was accompanied by A.C.A. Heather HOUGH. I was in full uniform and equipped with a body-worn camera.

The inspection was due to a recent complaint that the premises openly sold "K2" or synthetic marijuana.

Agent KING and I entered the premises and spoke with an employee, Meetu OBEROI, who was unaware of such sales. I did not observe any synthetic marijuana offered for sale but did observe several cartons of expired eggs in a refrigerator that were available for purchase. OBEROI was advised to remove the items.

Agent KING then conducted her inspection, eventually speaking with the licensee, Gurmeet ARORA on the phone and later in person. ARORA was unable to provide sales invoices for numerous tobacco items, which were then seized by Agent KING.

ARORA was cooperative during the investigation and vowed to purchase tobacco products only from licensed wholesalers.

Officer (2)

Reporting Officer:	Vodicka, Kevin E (018950)	04/09/2019 17:42:00
Section: (Work Location):	22	
Approving Officer:	Sawyer, Kieran J (016635)	04/24/2019 17:23:22
Section: (Work Location):	22	



Thursday, June 13, 2019



Notice of Public Hearing

ARORA, Gurmeet S, Agent
Quick Pick Food Mart at 3332 W Lincoln Av
Class A Malt, Class A Liquor-Cider Only, and Food Dealer License Renewal Applications
Removing Processing

Tuesday, June 25, 2019 at 9:15 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 6/25/2019 at 9:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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	2232 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2252 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2254 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3335 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2229A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2239 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3314 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3311 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3306A W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3431 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3409 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3412A W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2238A S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2248 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3331 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3326 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3321 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2233 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2247 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2253A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3310 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2319 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2319 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2226 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3327 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2257 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3301A W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2323 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2235 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3427 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3417 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3400 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3406 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3323 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2254 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2255 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2246 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2241 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2238 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2252A S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2256 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2233A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2253 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2257A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2307 S 33RD ST A	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2318A S 34TH ST	MILWAUKEE, WI 53215

CURRENT OCCUPANT	2229 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3421 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2249 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2242 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2245 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3312 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2235A S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3413 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2245 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2307 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3402 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3412 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2236 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3331A W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2229 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3306B W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2322 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2325 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2318 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2254A S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2242 S 35TH ST	MILWAUKEE, WI 53215

Total Records: 67

Radius: 250.0 feet and Center of Circle: 3332 W Lincoln Ave

2018-2019 Plan of Operation for 3332 W LINCOLN AV

1. Litter & Security Plans			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:			
Who cleans the grounds? <input type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input type="checkbox"/> Security <input type="checkbox"/> Manager approaches customer(s) <input checked="" type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of garbage cans: Inside <u>2</u> Locations: <u>PARKING LOT</u> Outside <u>1</u> Locations: <u>By Cooler</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>1</u>		Name of solid waste contractor: <u>WASTE MANAGEMENT</u>	
Are there parking spaces on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list number of spaces: <u>5</u> and describe security plans:			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:			
Do you have security personnel on the premise? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, how many? _____			
AND What are their responsibilities? _____			
What security equipment do they use? _____			
List their licensing, certification or training credentials: _____			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>INSIDE & OUTSIDE</u>			
Are searches and/or identification checks conducted upon entry? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe:			
2. Percentage of Sales (must total 100%)			
Alcohol <u>95</u> %	Food Sales <u>5</u> %	Entertainment <u>α</u> %	Other <u>α</u> %
3. Businesses On The Premises (choose all that apply):			
<input type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input type="checkbox"/> Cocktail Lounge <input checked="" type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility <input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other:			
4. Hours of Operation and Age Restriction			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.			
5. Floor Plan and Capacity			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
6. Sidewalk Dining: Fee:			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
7. Food License: FOOD 9221 Fee: \$350.00		8. Weights and Measures: Fee:	
Your current food license includes the following food operations: Processing, Hazardous Foods, Sales < \$20,000, Food Store. Are there any changes to your food operations as listed above? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes, if Yes, explain <u>No Processing and Cappichine Machine Removal</u>		Number/Type of Devices: Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, June 18, 2019

COMMITTEE MEETING NOTICE

AD 08

BOOHER, Anthony T, Agent
MKE Junk Junkies, LLC
2640 W Greves St
Milwaukee, WI 53233

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, June 25, 2019 at 09:15 AM



Regarding: Your Recycling, Salvaging, or Towing Premises License Application Requesting Non-Consensual Towing, Dealing, Storing, Transporting, Removing, and/or Recycling Junk/Valuable Metal, Waste Tires, and Salvaged Motor Vehicle Parts as agent for "MKE Junk Junkies, LLC" for "MKE Junk Junkies" at 2640 W Greves 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 85-2.7-4, 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.

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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 OW CZARSKI, CITY CLERK

BY: _____
Jessica Celella
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



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

Tuesday, June 18, 2019

COMMITTEE MEETING NOTICE

AD 08

BOOHER, Anthony T, Agent
MKE Junk Junkies, LLC
3738 E Pulaski Ave Apt B
Cudahy, WI 53110

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, June 25, 2019 at 09:15 AM

Regarding: Your Recycling, Salvaging, or Towing Premises License Application Requesting Non-Consensual Towing, Dealing, Storing, Transporting, Removing, and/or Recycling Junk/Valuable Metal, Waste Tires, and Salvaged Motor Vehicle Parts as agent for "MKE Junk Junkies, LLC" for "MKE Junk Junkies" at 2640 W Greves 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 85-2.7-4, 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:

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JIM OW CZARSKI, CITY CLERK

BY:

Jessica Celella

License Division Manager

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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

294324

MILWAUKEE POLICE DEPARTMENT
LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 05/30/19
LICENSE TYPE: RST
NEW:
RENEWAL:

No. 294324
Application Date: 05/28/19

License Location: 2640 W. Greves Street
Business Name: MKE Junk Junkies

Licensee/Applicant: BOOHER, Anthony T
(Last Name, First Name, MI)
Date of Birth: 10/25/1989

Home Address: 3738B E. Pulaski Avenue
City: Cudahy State: WI Zip Code: 53110
Home Phone: 414-315-4111

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

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

1. On 04/17/09 the applicant was cited in the City of West Milwaukee with Prowling/Loitering, Criminal Damage to Property, and Entry to Locked Vehicle.

Charge 1: Prowling/Loitering
2: Criminal Damage to Locked Vehicle
3: Entry to Locked Vehicle
Finding 1: Guilty
2: Guilty
3: Dismissed
Sentence: fine
Date: 05/08/09
Case: N996587

2. On 05/24/10 the applicant was cited in the City of Menomonee Falls for Carrying a Concealed Weapon.

Charge: Carrying a Concealed Weapon
Finding: Guilty
Sentence: fine
Date: 10/20/10
Case: R2182

3. On 06/28/13 the applicant was charged in Milwaukee County with Knowingly Violate a Domestic Abuse Order-Domestic Abuse (Misdemeanor).

Charge: Knowingly Violate a Domestic Abuse Order-Domestic Violence.
Finding: Guilty
Sentence: 18 months probation
Date: 01/14/14
Case: 2013CM002927

4. On 06/28/13 the applicant was charged in Milwaukee County with Knowingly Violate a Domestic Abuse Order-Domestic Abuse (Misdemeanor).

Charge: Knowingly Violate a Domestic Abuse Order-Domestic Violence
Finding: Dismissed but Read into Sentencing for Case # 2013CM002927
Sentence: 18 months probation
Date: 11/29/13
Case: 2013CM003299

5. On 12/26/13 the applicant was cited in the City of Milwaukee at 2335 S. 27th Street for Snipe Advertising Prohibited.

Charge: Snipe Advertising Prohibited
Finding: Guilty-Suspended Sentence
Sentence: \$0.00 fine
Date: 11/17/14
Case: 14005469

6. On 02/19/14 the applicant was cited in the City of Milwaukee at 510 W. Holt Avenue for Snipe Advertising Prohibited.

Charge: Snipe Advertising Prohibited
Finding: Guilty
Sentence: \$171.00 fine
Date: 11/17/14
Case: 14017035

7. On 05/12/15 the applicant was cited in the City of Milwaukee at 3355 S. 27th Street for Snipe Advertising Prohibited.

Charge: Snipe Advertising Prohibited
Finding: Guilty
Sentence: \$181.00 fine
Date: 07/01/15
Case: 15028707

8. On 05/20/15 the applicant was cited in the City of Milwaukee at 3100 S. Elle Street Street for Snipe Advertising Prohibited.

Charge: Snipe Advertising Prohibited
Finding: Guilty
Sentence: \$181.00 fine
Date: 07/01/15
Case: 15032432

9. On 08/31/16 the applicant was cited in the City of Milwaukee (unknown location) for Recycle/Salvage/Tow-License Required.

Charge: Recycle/Salvage/Tow-License Required
Finding: Guilty
Sentence: **\$2,540.00 fine – warrant issued for Failure to Pay Judgement)**
Date: 05/19/17
Case: 16055508

10. On 01/23/19 the applicant was charged in Milwaukee County with 1st Degree Reckless Endangering Safety-Use of a Dangerous Weapon (Felony).

Charge: 1st Degree Recklessly Endangering Safety-Use of a Dangerous Weapon
Finding: Jury Trial set for 06/17/19 at 9:00 am Room 632
Sentence:
Date:
Case: 2019CF000338

11. The applicant has the following past due fines owed to Milwaukee Municipal Court:

\$498.60 Motor Carrier/No Insurance on File \$498.60 due 04/09/19



Tuesday, June 18, 2019



Notice of Public Hearing

BOOHER, Anthony T, Agent
MKE Junk Junkies at 2640 W Greves St
Recycling, Salvaging, or Towing Premises License Application Requesting Non-Consensual
Towing, Dealing, Storing, Transporting, Removing, and/or Recycling Junk/Valuable Metal, Waste
Tires, and Salvaged Motor Vehicle Parts

Tuesday, June 25, 2019 at 9:15 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 6/25/2019 at 9:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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	2734 W SAINT PAUL AVE	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2732 W SAINT PAUL AVE	MILWAUKEE, WI 53208

Total Records: 2

Radius: 500.0 feet and Center of Circle: 2640 W Greves St



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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:

Auto Salvage, Auto Retail, Private Impound

Do you have any experience operating this type of business? No Yes If yes, explain: Previously Precision Towing LLC

2. Business Operations

- a. Proposed Opening Date: 06/01/2019
- 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: _____
- e. Is the current licensee operating? No Yes If no, list date closed: May 1, 2019
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: Type 1 Outdoor Salvage (WI License)
- 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: As of: May 1, 2019 (N/A)

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: Industrial Location
- 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: Non-Smoking
- b. Number of Garbage Cans: Inside: 10 Locations: multiple sizes
Outside: 3 Locations: dumpster, 2 (30 gallon)
- c. Is a crowd control barrier used? No Yes If yes, describe: Locked Gate
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: Eagle

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 90 and describe the parking security plan: locked gate no customers allowed inside
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Is security equipment used? No Yes If yes, describe _____
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 10 and list locations: every corner of the building and enterances
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe WI License & Registration

6. Percentage of Sales (must total 100%)

Alcohol <u>0</u> %	Food <u>0</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %		
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>100</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: <u>0</u>

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 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 N/A (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: Industrial Neighborhood

c. Nearest Major Cross Street: St Paul

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: Bryan Jost Phone Number: (414) 559-5555

Business Owner Address: _____

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

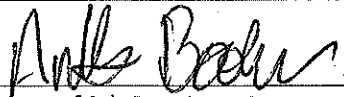
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	10 ⁰⁰ am	2 ⁰⁰ PM	10	26-50 ↓ V	
Monday	9 ⁰⁰ AM	5 ⁰⁰ PM	10		
Tuesday	9 ⁰⁰ AM	5 ⁰⁰ PM	10		
Wednesday	9 ⁰⁰ AM	5 ⁰⁰ PM	10		
Thursday	9 ⁰⁰ AM	5 ⁰⁰ PM	10		
Friday	9 ⁰⁰ AM	5 ⁰⁰ PM	10		
Saturday	9 ⁰⁰ AM	5 ⁰⁰ PM	10		

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.



RECYCLING, SALVAGING OR TOWING PREMISES LICENSE SUPPLEMENTAL APPLICATION

ccl-rstprem 2/23/18

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

Legal Entity Name: MKE JUNK JUNKIES LLC.
Business Address: 2640 W. Greves St. Milw. WI 53233
Do you currently hold any licenses in the City of Milwaukee? [X] Yes If yes, list: Precision Towing LLC.
Has any person on the application ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 93 denied, not renewed, suspended, or revoked? [X] No [] Yes
Do you understand that you must follow all recordkeeping, reporting and operating regulations in MCO 93-43-49? [] No [X] Yes
Do you understand that all records and reports must be available to the police department upon request? [] No [X] Yes

Business Operations

Check all activities that apply:

- [X] Non-Consensual Towing: Provide the address within the City of Milwaukee where vehicles will be towed: 2640 W. Greves Milw. WI 53233
Junk/Valuable Metal: [X] Dealing, Storing and/or Transporting [X] Removing and/or Recycling
Waste Tires: [X] Dealing, Storing and/or Transporting [X] Removing and/or Recycling
Salvaged Motor Vehicle Parts: [X] Dealing, Storing and/or Transporting [X] Removing and/or Recycling

Do you have an additional yard(s) used for storage? [X] No [] Yes
If yes, provide the address(es) below and submit an additional \$50 per yard:

How many motor vehicles will be used in the business operations? 7 Provide information for each vehicle on page 2.

Required Signature(s)

Handwritten signature of Amy Boeken

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

Additional partner or 20% or more shareholder

Table with 5 columns: App#, YD#, Permit #s, Initials, Filed; and 5 columns: DNS, LC, CC, Mayor's Signature, License #



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, June 13, 2019

COMMITTEE MEETING NOTICE

AD 08

CALLOWAY, JR, Edward R, Agent
5050 Lounge LLC
8881 S Country DR #103

Oak Creek, WI 53154

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, June 25, 2019 at 09:15 AM

Regarding: Your Class B Tavern and Food Dealer License Applications as agent for "5050 Lounge LLC" for "Junior's Cocktail Lounge" at 3300 W Lincoln 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.

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JIM OWCZARSKI, CITY CLERK

BY: _____

Jessica Celella

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: 04/29/2019

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 292459

Application Date: 04/24/2019

License Location: 3300 W Lincoln Av

Business Name: Juniors Cocktail Lounge

Licensee/Applicant: CALLOWAY, Edward R
(Last Name, First Name, MI)

Date of Birth: 12/28/1983

Home Address: 8881 S Country Dr #103

City: Oak Creek

State: WI **Zip Code:** 53154

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 04/01/2011 the applicant was cited for Operating While Intoxicated. He was convicted on 05/04/2011 and his license was revoked for 9 months.

Date:05/16/19
Officer: P.O. PICENO

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

Name of Premise: Jounior's Cocktail Lounge
Address: 3300 W. Lincoln Av.
Phone: (414) 763-8850

Owner: CALLOWAY, Edward Ray (JR)
Owner address: 8881 S. Country Dr. #103
City State Zip: Oak Creek, WI 53154
Owner Phone: (414) 306-5285
Owner email: ecalloway29@gmail.com

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

Preferred contact: Calloway's personal cellphone.

Location currently open: YES NO

Projected open date: 07/01/2019

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

Hours of Operation: Sun: 12p-2:30a 24 hours Y N
Mon:
Tue: 5p-2a
Wed: 5p-2a
Thu: 5p-2a
Fri: 12p-2:30a
Sat: 12p-2:30a

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

- Alcohol: Yes No Class: #: Currently in the process to obtain.
- 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 3
 - 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: Owner does plan on installing atleast two exterior security cameras.
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: Owner plans on installing Arlo cameras, which hold video for at least two weeks.

- 21. Are there exterior cameras Yes No How many: Owner does plan on installing atleast two exterior security cameras.
- 22. Are there interior cameras Yes No How many: Owner does plan on installing atleast two interior security cameras.
- 23. Do all employees know how to retrieve recorded digital images/footage? Yes No
- 24. Cameras located in parking lot Yes No How manyNo parking lot.

Interior Survey:

- 25. What is the planned/posted capacity 99
- 26. What is the minimum number of employees that will be on premise 4-5
- 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: 2
- 33. How will they be deployed: Interior 1 Exterior1
- 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 Owner plans to have a wand at the front door.
 - ID Scanner Owner does plan to have a physcial ID scanner.
 - Dress Code
 - Cover Charge
 - Age restriction Owner will allow only patrons aged 23yr and up.
 - Other
- 38. When at capacity, how will the overflow crowd be managed?
- 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Owner doesn't currently have a distributor, nor has one in mind. Also the owner does not plan to have public entertainment, states he will be using a laptop or ipod. Property is currently being renovated and plans for the location are visibility, and surveillance features and capabilities being installed.

Alcohol Concentration for 3300 W Lincoln Ave.

City of Milwaukee, Wisconsin



- Legend -

- Street names 10,000
- City limits
- Freeways 15,000
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets 10,000
- Streets 10,000
- Waterways
- Milwaukee Parcels
- Alcohol licenses
- Class A intoxicating liquor
- Class A fermented malt beverage
- Class A liquor and malt
- Class B fermented malt beverage
- Class B tavern
- Class C wine retailer

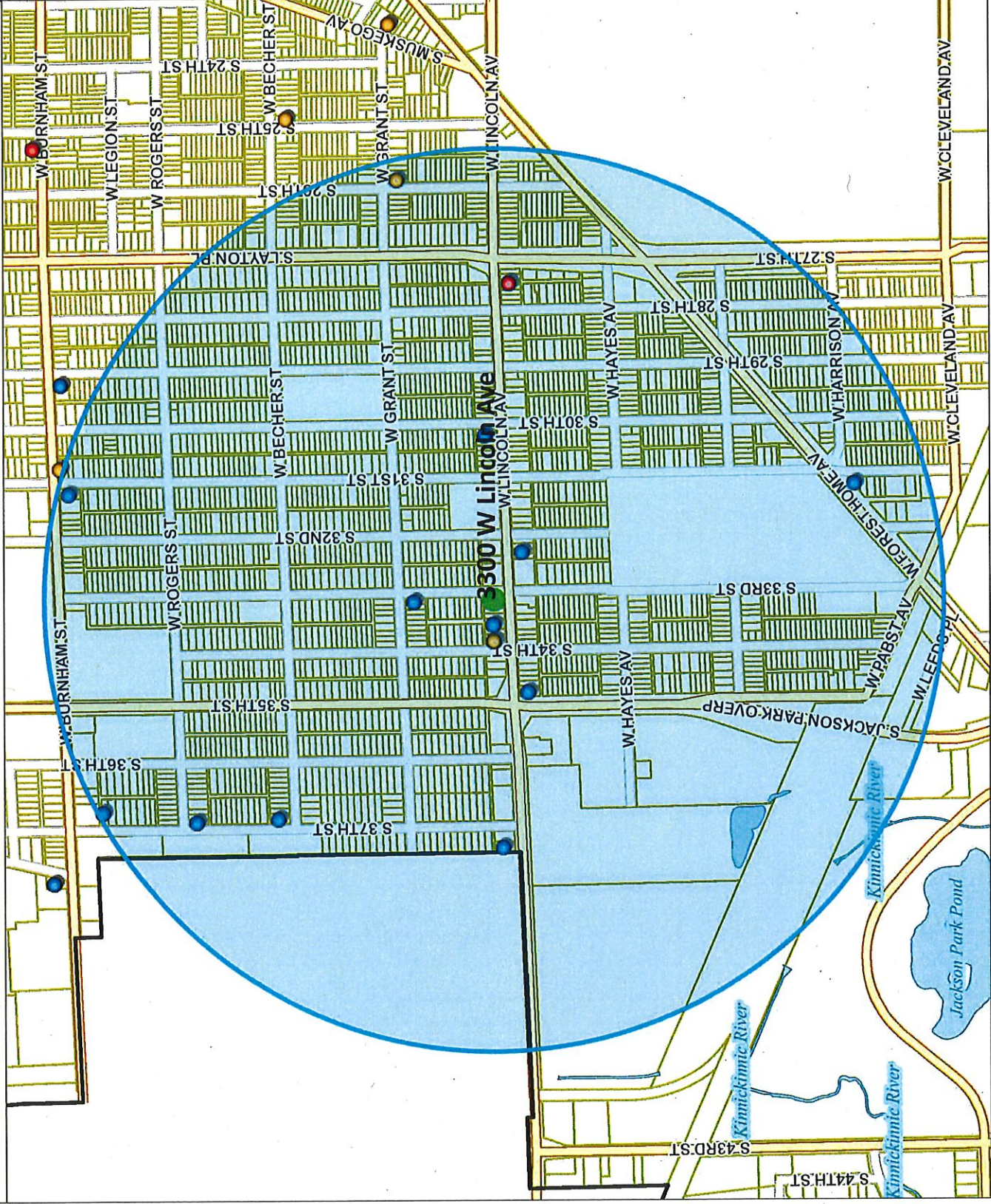


- Notes -

Alcohol Establishments within a .5 Mile Radius Centered on 3300 W Lincoln Ave as of 04/24/2019



Department of Administration - ITMD



Map Scale: 1: 10,000

© City of Milwaukee, Wisconsin
 Map Milwaukee: Property Information
 Disclaimer
 4/24/2019

Licensed Alcohol Beverage Establishments within a .5 Miles Radius Centered on 3300 W. Lincoln Ave. as of 04/24/2019

License Summary	Trade name	Licensee	License type name	Total capacity	Address
Class A Fermented Malt Beverage Retailer's License	Supermarket La Veracruzana	ERIC J TREDER, Agt	Class A Fermented Malt Beverage Retailer's License		2539 W Grant ST
Class A Malt & Class A Liquor License	Quick Pick Food Mart	Gurmeet S Arora, Agt	Class A Fermented Malt Beverage Retailer's License		3332 W Lincoln AV
Class A Retailer's Intoxicating Liquor License	LINCOLN AVENUE FOOD & LIQUOR	INTISAR HASAN, Agt	Class A Malt & Class A Liquor License		2717 W LINCOLN AV
Class B Tavern License	Quick Pick Food Mart	Gurmeet S Arora, Agt	Class A Retailer's Intoxicating Liquor License		3332 W Lincoln AV
	EL SENORIAL	MIGUEL HUERTA, Agt	Class B Tavern License	76	1901 S 31ST ST
	KOCHANSKI'S CONCERTINA BEER HALL	ANDREW J KOCHANSKI, Agt	Class B Tavern License	80	1920 S 37TH ST
	MC KIERNANS	GENE M MC KIERNAN, Agt	Class B Tavern License	25	2066 S 37TH ST
	Villana's Place	Juan Manuel Macias Gallardo, Agt	Class B Tavern License	160	3000 W LINCOLN AV
	BREW CITY TAP	MARK S SILBER, Agt	Class B Tavern License	80	3105 W FOREST HOME AV
	JUST ONE MORE	ANTONIO S PEREZ, Agt	Class B Tavern License	25	3209 W LINCOLN AV
	CHILLY WILLYS SALOON	DAVID W OLSON, SP	Class B Tavern License	25	3301 W GRANT ST
	Agave Azul	FRANCISCO RIOS, JR, SP	Class B Tavern License	94	3316 W Lincoln AV
	LA PICA CARR 3 BAR & HALL	WILLIAM RIVERA, Agt	Class B Tavern License	162	3427-31 W LINCOLN AV
	CJ's Pub	CORINA L WAGE, Agt	Class B Tavern License	49	3643 W Rogers ST
	Tu Casa Mexican Restaurant & Bar	Susana L Barba-Martin, Agt	Class B Tavern License		3710 W LINCOLN AV
Grand Total				15	



Thursday, June 13, 2019

Licenses Committee Notice of Hearing

James Properties & Holdings LLC
1014 Vine St
Union Grove, WI 53182

Date: 6/25/2019
Time: 09:15 AM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Food Dealer License Applications
CALLOWAY, JR, Edward R, Agent
Junior's Cocktail Lounge at 3300 W Lincoln Av

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





Thursday, June 13, 2019

Licenses Committee Notice of Hearing

Durante & Rich Real Estate
3824 Johnsburg Rd
Johnsburg, IL 60051

Date: 6/25/2019
Time: 09:15 AM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Food Dealer License Applications
CALLOWAY, JR, Edward R, Agent
Junior's Cocktail Lounge at 3300 W Lincoln Av

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





Thursday, June 13, 2019



Notice of Public Hearing

CALLOWAY, JR, Edward R, Agent
Junior's Cocktail Lounge at 3300 W Lincoln Av
Class B Tavern and Food Dealer License Applications

Tuesday, June 25, 2019 at 9:15 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 6/25/2019 at 9:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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	2238 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2242 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 208	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 210	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2257A S 32ND ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2232 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2252 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2254 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3335 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2229A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2239 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3314 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3311 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3306A W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3232 W LINCOLN AVE B	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 202	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 204	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 209	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3214 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3213 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2238A S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2248 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3331 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3326 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3321 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2233 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2247 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2253A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3310 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2319 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2228 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2252 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 301	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 304	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 306	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2249 S 32ND ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2226 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3327 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2257 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3301A W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2324 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2322 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2232A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2238A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3232 W LINCOLN AVE A	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 203	MILWAUKEE, WI 53215

CURRENT OCCUPANT	3227 W LINCOLN AVE 205	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 303	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 305	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3213A W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3323 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2322A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2228A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2242A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 307	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 309	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2238 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2252A S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2256 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2233A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2253 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2257A S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2307 S 33RD ST A	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2318A S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 308	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2257 S 32ND ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2242 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2245 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3312 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2232 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2256 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 206	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 207	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 310	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2243 S 32ND ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2249A S 32ND ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2307 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2248 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 201	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3227 W LINCOLN AVE 302	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2255 S 32ND ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3331A W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2229 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3306B W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2325 S 33RD ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2318 S 34TH ST	MILWAUKEE, WI 53215

Total Records: 86

Radius: 250.0 feet and Center of Circle: 3300 W Lincoln Ave



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

Continuation of 107-20

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: JUNIOR'S COCKTAIL LOUNGE is a place where good food and drinks are provided in a relaxed setting where safety and security are provided.

Do you have any experience operating this type of business? No Yes If yes, explain: 5 years restaurant management and bartending experience

2. Business Operations

- a. Proposed Opening Date: May 1st 2019
- b. Is this premise under construction? No Yes If yes, list estimated completion date: May 3rd 2019
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: CLASS B TAVERN
- e. Is the current licensee operating? No Yes If no, list date closed: February 2013
- 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: 1000 watts

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 5 Locations: 2 @ bar 1 in kitchen 1 in each bathrm.
Outside: 2 Locations: alley way by garage
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2
- 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: street parking
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? No Yes If yes, how many? 2 and answer the following:
 What are their responsibilities? Door Man, control crowd, securing outside premises
 Is security equipment used? No Yes If yes, describe Mase + metal detector
 List their licensing, certification, or training credentials N/A
- d. Will there be security cameras? No Yes If yes, how many? 4 and list locations: 3 inside by bar and back door area and one outside
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe Security will pat down and use metal detectors check identification

6. Percentage of Sales (must total 100%)

Alcohol <u>80</u> %	Food <u>20</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %		
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	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: _____ 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 Gas Station Extended Hours Class "B" Tavern Weights & Measures
 Secondhand Dealer Precious Metal & Gem Other: Hookah

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

Capacity 99 (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: 35th and Lincoln
- 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: Durante & Rich Real Estate Phone Number: 847-221-0058
 Business Owner Address: 3824 Johnsburg Rd, Johnsburg Ill 60051

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	12:00 pm	2:00 am	75 to 100	23+	23+
Monday	closed		—	—	—
Tuesday	5:00 pm	2:00 am	100	23+	23+
Wednesday	5:00 pm	2:00 am	150	23+	23+
Thursday	5:00 pm	2:00 am	175	23+	23+
Friday	12:00 noon	2:30 am	200	23+	23+
Saturday	12:00 noon	2:30 am	200	23+	23+

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 Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday
 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)

Edward Ray Callberg Jr
 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.



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: 5050 Lounge LLC

Premise Address: 3300 W. LINCOLN AVE MILW, WI 53215

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: Tyleria Griffin
8881 S. COUNTRY DR. OAK CREEK WI 53154
- 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: _____

Proof of Ownership, Lease, or Offer to Purchase (New & Transfer Applicants Only)

Submit proof of ownership, lease, or offer to purchase the building with this application.
A lease or offer to purchase must:
a) Be in the same legal entity name as that apply for the license
b) Reflect the same address as the premises address on this application
c) Reflect current dates and
d) Be signed by the lessor/seller and lessee/buyer

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.)? Landlord
 - c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ 1900.00
 - d) Total amount paid for business \$ 15,000.00
 - e) Total amount paid for goodwill of the business \$ N/A
- 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

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

a) Date lease begins 4-1-19 Ends 3-31-21

b) Monthly rental \$ 2000.00

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)? 2 yrs.

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): _____

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 premise applicants must submit the following:

- Proof of ownership, lease or offer to purchase the building
- 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: 5050 Lounge LLC

Premises Address: 3300 W. LINCOLN AVE MILW WI 53215

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 5,000 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: Chicken, fish, Cheese, hot dogs, ranch sour cream, lettuce, tomatoes

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: kitchen and bathroom upgrades, floor design, painting

Start date: April 1, 2019

Name, Address & Phone Number of Architect: Steven Robert 5110 S. LOOMIS Rd
Waterford WI, 53185 262-534-3886

Name, Address & Phone Number of Contractor: same Steven Robert

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:

ee I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

ee 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.

ee I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

ee 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.

ee 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: Edward Ray Callaway Jr

Signature of Additional Partner: _____

Junior's Cocktail Lounge

Bar Menu

- Chicken Wings (lemon pepper, plain and buffalo)
- Chicken Tenders (lemon pepper, plain, buffalo)
- Regular Fry
- Deluxe Fries (meat, cheese, sour cream, peppers and bacon bits)
- Cheese Curds
- Fish (Beer batter Cod and Catfish filets)
Friday only
- Tacos (shredded chicken or beef)
lettuce, cheese, sour cream and taco sauce
- Dipping sauces: ranch, marinara, and bbq

JUNIORS **COCKTAIL** ***LOUNGE***

3300 W Lincoln Ave

MILWAUKEE, WI 53215

P: 414-306-5285

Business Plan

Company Management:

Owner: Edward Calloway, Jr.

Legal Company Name: Juniors Cocktail Lounge ; DBA: 5050lounge Lounge, LLC

Industry

Bar/Restaurant

Number of Employees

10

Mission:

Our mission is to help the customer feel welcomed and satisfied with their experience.

Executive Summary:

Juniors Cocktail Lounge is part of the Bars and Nightclubs industry, the industry is still expected to grow at an annualized rate of 1.1% to \$24.4 billion over the five years to 2023. Industry revenue is expected to increase 0.3% in 2018, as per capita alcohol consumption and disposable income rise, permitting people to spend more of their pay at bars and nightclubs.

Bar and nightclub operators have attempted to respond to volatile growth and increased competition by diversifying new concepts such as wine bars, cocktail lounges and brewpubs to attract new demographics. New operators are consistently entering the industry to satisfy new consumer trends. As a result, the industry has become more fragmented because drinking establishments are catering to a larger range of niche markets. Many of the remaining establishments have adapted their menus and entertainment offerings to accommodate consumer tastes. While per capita expenditure on alcohol is expected to rise at an annualized rate of 0.4% over the five years to 2018, several consumers are increasingly drinking packaged beverages at home rather than alcoholic beverages at nightclubs or bars.

Over the five years to 2023, the industry is projected to continue contending with competition from in-home alcohol consumption and non-industry establishments that also serve alcohol, such as restaurants. Despite these factors, the industry's financial performance is forecast to remain relatively steady as the economy improves and consumer spending increases. Bars will also continue to introduce healthier upscale products like craft beer and organic food to their menus to appeal to consumer tastes. Over the five years to 2023, industry revenue is forecast to increase at an annualized rate of 0.6% to \$25.2 billion.

Business Description:

Juniors Cocktail Lounge will provide good food, and drinks in a relaxed setting where safety and security are provided.

Industry experts have identified the following keys to success:

- *Having a loyal customer base: It is important to ensure a high level of regular customers who spread good word-of-mouth recommendations to others.*
- *Ability to quickly adopt new technology: Establishment operators should have appropriate levels of technology in areas such as stock control, which is a major cost area.*
- *Ability to control stock on hand: Operators must have control over stocks, particularly stock losses, and have sufficient stock in line with expected demand.*
- *Effective cost controls: Having effective cost controls and systems in place is essential because this is a relatively low profit margin industry.*
- *Must have license: Operators are required to have the appropriate licenses to operate and always meet the conditions of the licenses.*
- *Access to niche markets: It is important to have a very good understanding of the markets*

serviced by your location and customers' changing needs.

Company Background:

Juniors Cocktail Lounge was founded February 1, 2018. I the owner, Edward R Calloway Jr., have 5 years of restaurant management and bartending experience, and have also attended the West Allis bartending academy school where I received my certificate for being a qualified mixologist. I will draw on that experience to successfully own and operate my business.

Products/Services:

Juniors Cocktail Lounge will provide food and drinks in a comfortable, safe, and relaxed setting.

The following is an overview of what is sold in the industry.

Sales of liquor, wine and beer

The overwhelming majority of industry revenue stems from alcoholic beverage sales, accounting for 76.7% of the total. IBISWorld estimates that distilled spirit sales account for 35.4% of total revenue, while beer and ale account for 33.6% of sales. Wine accounts for 7.7% of sales. Sales of packaged alcohol account for less than 2.0% of revenue. Over the past 10 years, there has been a general decline in the proportion of alcohol-related revenue derived from beer and ale, though this trend has been offset by increasing consumption of wine, distilled and mixed spirit drinks. Over the past 10 years, high-end cocktail bars have become a more conventional venue for many consumers drinking outside of the home. In lieu of the traditional pub that offers merely straight pours and a range of beer on draft, the rise of the cocktail bar has also eschewed a style, decor, and disposition to making drinks that values quality ingredients, fresh produce (such as freshly squeezed citrus) and cutting-edge techniques to make quality beverages for consumers. Much of the success behind this premiumization of distilled spirits lies in the fact that many of these techniques are difficult to replicate at home. With carbonated cocktails and infused liquors becoming more of the norm in these venues, consumers gladly increase their spending on alcohol outside of the house to experience the spectacle. As a result, distilled spirit sales have increased over the period.

Wine, similarly, has also surged ahead in recent years, primarily as a result of it being a comparable beverage offered at high-end cocktail bars, while also maturing into the centerpiece of entire bars as well. Wine bars have become increasingly popular over the past 10 years, as consumers who wish to partake in libations but opt for a healthier choice, such as wine, is becoming increasingly popular. For consumers looking for a rare vintage, or a hard-to-find bottle, are able to visit wine bars and partake in the curated offerings available to them. In a similar vein, hard cider has also increased in popularity over the period, as dedicated hard-cider bars have cropped up in major metropolitan areas, such as New York City and Los Angeles, offering a unique and diverse array of offerings that is hard to replicate at home. This segment is expected to

increase over the next five years, as wine and cider continue to increase in popularity among health-conscious consumers, as well as individuals looking to find unique alcoholic offerings outside of the norm.

This segment is highly sensitive to economic factors that affect the on-premise consumption of alcohol. Over the past five years, consumers became more selective about how they spent their disposable income. Consumer spending declined and discretionary leisure activities like visiting bars, nightclubs and drinking establishments were reduced or cut out. Some consumers opted to drink in their homes instead of visiting bars. Consumers who continued patronizing drinking establishments tended to visit them less, spent less when they did go out and often chose more affordable establishments.

Other

Food and meals, largely for consumption on the premises, and sales of nonalcoholic beverages, account for 14.1% of sales. This segment can include prepackaged food, appetizers and even full meals. The number of bars serving food has increased over the past five years because consumers are increasingly time poor and want to go to establishments that are a one-stop shop for their eating and drinking activities. Revenue from cover charges and admissions to bars and nightclubs represents 2.6% of total industry revenue. Other revenue is derived from sales of cigars, cigarettes and from slot machines.

Technology:

The Bars and Nightclubs industry is subject to a low level of technological change. In general, small business owners do not have a strong incentive to invest heavily in new technology due to the

limited economies of scale available. The industry relies on a high level of personalized service provided by bartenders, waiters, servers and managers. The degree of personal service provided by a bar is normally crucial to the establishment's performance and can often be the reason patrons are enticed to return. Moreover, many owner-operators rely heavily on their own labor or extended family and friends, usually at relatively low hourly rates. Consequently, the main incentive to increase the use of technology, which is to reduce a reliance on physical labor, is not as prevalent for this industry, particularly at the small-scale end of the industry.

Business efficiency

Technology can be used by bar and nightclub operators to improve internal business processes, such as ordering inputs and all other back-of-house functions. Back-of-house operations have become more efficient due to technology. Steam cooking ovens and super ovens that cook items much faster than conventional ovens are beneficial to diners that are expected to offer fast and efficient service. These improvements can deliver a competitive advantage against competitors, which is especially important given the fierce level of industry competition. Computer software is also available to assist bar and nightclub operators to monitor and control labor costs, inventory control and cash management. Front-of-house booking systems are also used as portals for venues to manage patrons and enable guests to seamlessly make reservations through their smartphones.

Smartphones

The ubiquitous use of smartphones throughout society has had a minimal effect on the industry. Social networking sites are now mainstream and can be used by bars and nightclubs as a sales and marketing tool. Bar and nightclubs that have been the most successful to-date essentially enable patrons to market for them through sharing photos of the establishment on social networks like Instagram or Facebook. The next smartphone trend that is likely to play a role in the industry is near-field communication that enables phones and other devices to talk to each other. This technology permits customers to order additional bottles of wine or make payments directly through their phones without the use of a bartender or server.

Markets:

Our main target market will be working male and female professionals in the 21-45 age range. Over 90.0% percent of the total revenue earned by bars, nightclubs and drinking establishments is derived from households. The biggest spenders on alcohol per capita, according to the US Census Bureau, are those aged 34 years and younger. However, due to the size of the population aged between 45 and 54, this segment is the industry's largest single market. Older consumers also tend to spend more on additional items such as food. Alcohol consumption tends to decline substantially once a person reaches 65 years of age.

According to a survey by Centers for Disease Control, about 56.0% of those aged 18 to 45 are current regular drinkers, compared with 50.0% of the total population. Given these findings, customer demographics will vary according to whether the establishment is located in a college

town or elsewhere, and depending on the concept, which could be a neighborhood bar, an on-premises beer-brewing tavern, a sports bar, a wine bar or a nightclub.

Some revenue is derived from the private sector, such as businesses that may seek to rent conference rooms or other facilities for a special function or occasion. These occasions may include a product launch or a seasonal staff function. The major markets for this industry have remained relatively stable over the five years to 2018. Older consumers account for a growing percentage of industry sales due to the ageing demographics.

Marketing:

We will leave business cards with nearby businesses, promote happy hour, utilize the local media and heavily advertise the grand opening. The most powerful and effective means of generating new business is word-of-mouth. People turn to trusted friends or colleagues for recommendations regarding product or service providers. Because word-of-mouth referrals are free, you can't beat the return on investment that a positive referral can generate. To stimulate word of mouth, we will actively ask customers for referrals and recommendations. The driving force behind consumers' desire to share positive stories about organizations is the trust they have in the products, services and people associated with those entities. We will strive to build that trust with every interaction we have with a customer.

We will also use an internet based strategy. This is very important as many people seeking local services now use the Internet to conduct their preliminary searches. We will register with online portals so that potential customers can easily reach the business. The Company will have its own website showcasing the Company's services, preliminary pricing information, and relevant contact information.

Social media is also quickly becoming the primary way content is shared. Sites like Twitter, Google+, Stumble Upon, and Facebook all allow consumers to share valuable content with others in their network. Research shows people are more likely to trust content shared from people they know, so a share is akin to a 4 star rating.

We can also use the power of Facebook to advertise. Facebook's pay-per click advertising is very effective and can help the business reach its target audience. More than 1.4 billion people use Facebook to connect with what matters to them, and more than 900 million visit every day. When we run a Facebook Ad, we can choose the audiences that see it by location, age, interests and more. More than 700 million people visit Facebook every day on their phones and tablets—and when they do, they see Facebook Ads along with stories from family and friends. Because Facebook Ads are placed in the stream of information people view on Facebook, they're more likely to see our ads and take action.

We are catering to a more elite crowd of professionals. The Bars and Nightclubs industry is highly competitive, with competition coming from both within the industry (internal competition) and from operators in similar industries (external competition). This owes to the relatively low barriers to entry associated with opening a bar or nightclub. There are a large number of small business establishments and the industry is highly fragmented.

Price is an important competitive factor. Operators that can serve food and beverages at the most value will normally attract and retain patrons, even during times of anemic economic growth. Location is another important competitive factor for a bar or nightclub. Establishments are usually located in areas where people congregate for entertainment purposes and businesses are prominent. Bars and nightclubs also take advantage of agglomeration, meaning they will usually benefit from being located within proximity to competitors.

Service is one of the most important competitive factors for bars and nightclubs, especially those with a high-end focus. Upscale bars and nightclubs need to provide world-class service to guests that expect a seamless and enjoyable visit. Front-of-house staff like bartenders and wait staff are trained to be professional, courteous and accommodating and to portray concern for the well-being of patrons. It has become increasingly common for operators to chase higher earning patrons by renovating venues and providing higher quality beverages and menus. Within the changing alcohol consumption market, bars have moved toward providing cocktails and providing high-quality food in unique environments.

4-15-2019.

Kitchen
exit

Trade: Juniors
Cocktail
Lounge

Edward Ray
Calloway Jr.

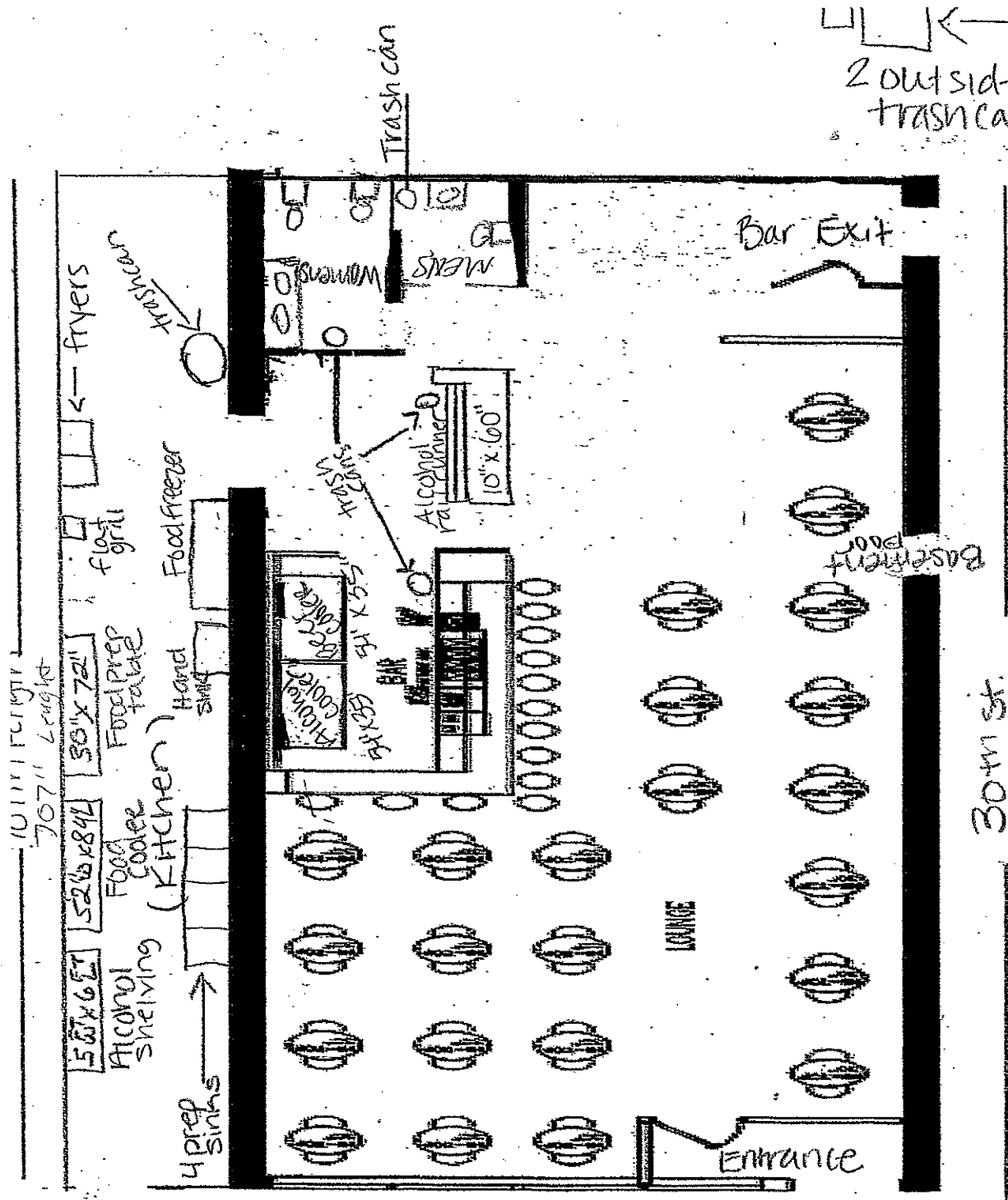
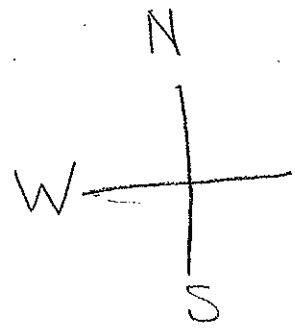
3050 Lounge
L.L.C

3300 W

LINCOLN AVE
MILW, WI 53215

Sq ft: 11000

Capacity: 99



PROPOSED FLOOR PLAN - ALTERATION NOTES



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, June 12, 2019

COMMITTEE MEETING NOTICE

AD 08

JANOWSKI, Valarie J, Agent
Jeremy's Garage LLC
2636 S 32ND St

Milwaukee, WI 53215

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, June 25, 2019 at 09:15 AM

Regarding: Your Recycling, Salvaging, or Towing Premises License Application Requesting Removing and/or Recycling Junk/Valuable Metal as agent for "Jeremy's Garage LLC" for "Jeremy's Garage" at 2636 S 32ND 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 85-2.7-4, 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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 OWZARSKI, CITY CLERK

BY:

Jessica Ceella

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



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

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JIM OWCZARSKI, CITY CLERK

BY:

Jessica Ceella

License Division Manager

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Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 05/14/19
LICENSE TYPE: RST
NEW:
RENEWAL:

No. 293486
Application Date:

License Location:
Business Name:

Licensee/Applicant: Janowski, Valarie J
(Last Name, First Name, MI)

Date of Birth: 08/27/68

Home Address: 1423 S. 9th St.
City: Milwaukee
Home Phone:

State: WI Zip Code: 53204

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 05/09/19 a Department of Transportation employee, along with Milwaukee Police conducted a license premise check at Jeremy's Garage, located at 2636 S. 32nd St. This was in regards to the garage operating without a mechanical license. During the investigation Milwaukee Police issued a verbal warning to the agent to obtain an RST (Recycling, Salvaging or Towing) License.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #: 191290079

OtherEvent #: 19-LP-0417

Incident

2636 S 32ND ST MILWAUKEE, WISCONSIN 53215

Incident Date/Time:: 05/09/2019 14:00:00
CAD Number:: 191291233
District:: 2
Beat:: 220
Reporting Area:: 6083

Business Agent (1)

JANOWSKI, VALARIE JEAN

Person Involvement: (Must choose Agent
AGENT from drop down);
DOB:: 08/27/1968
Sex:: FEMALE
Race:: WHITE
Phone 1 Number:: (414)-551-5674
Address:: 1423 S 9TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204

Licensed Persons Involved (2)

JANOWSKI, EDWARD M

Person Involvement:: Employee
DOB:: 12/21/1969
Sex:: MALE
Race:: WHITE
Address:: 1423 S 9TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204

JANOWSKI, JEREMY D

Person Involvement:: Manager
DOB:: 02/27/1991
Sex:: MALE
Race:: WHITE
Address:: 1423 S 9TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53204

Licensed Premise Data (1)

JEREMYS GARAGE

Phone 1 Number:: (414)-551-5674
Phone 1 Type:: Work

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #: 191290079

OtherEvent #: 19-LP-0417

Address:: 2636 S 32ND ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215
License Type:: Recycling/Salvage/Towing
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 05/10/2019 14:00:00
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: Yes

Narrative (1)

LICENSE PREMISE CHECK

See, Jeanine 012877

05/10/2019

This report is typed by P.O. Jeanine SEE, assigned to CIB-Property, Day Shift.

I was conducting investigations and had contact with Edward M JANOWSKI (w/m-12/21/69), via phone, on 03/12/19 and 04/01/19. JANOWSKI identified himself as the owner of Jeremys Garage at 2636 S 32nd St. JANOWSKI told me he has been in business since 2015, but moved to the 32nd St location, summer 2018. I told JANOWSKI I conduct a LIRA check and did not see him/the business as a RST licensed premises, since he was operating a tow truck company in Milwaukee. I told JANOWSKI both phone conversations that he needed to get a RST license.

On 05/09/19, Department of Transportation employees Jim Burdnik and Nick Dent asked me to come with them to Jeremys garage because they were going to issue citations for operating Edward operating Jeremys garage with a mechanical license.

Before I met DOT, I spoke with Milwaukee License employee Nathan Schafer, who told me no Janowski, Jeremys garage or the address ever registered for a RST license.

On scene we had contact with JANKOWSKI and his son, Jeremy D JANOWSKI (02/27/91), who identified himself as the manager of Jeremys garage. Jeremy and Edward told me their wife/mom, Valarie J JANOWSKI (w/f-08/27/68) was the actual listed owner of Jeremys garage as she was listed as the EIN for the IRS.

I spoke with Valarie, via phone. Valarie told me she was sick and she could not come to the garage. Valarie told me she was aware she needed a RST license because Edward told her. Valarie also told me she thought their attorney had already handled the paperwork.

Since this is the first time I spoke with the real listed owner of Jeremys garage and because Valarie

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #: 191290079

OtherEvent #: 19-LP-0417

thought her attorney was handling paperwork, I gave Valarie a verbal warning that I would be checking on May 16 to see if they applied for a RST license. If no license applied for, I will issue a citation.

Officer (2)

Reporting Officer:	See, Jeanine (012877)	05/09/2019 13:25:20
Section: (Work Location):	91	
Approving Officer:	Raden, Chad M (010032)	05/13/2019 09:34:54
Section: (Work Location):	27	



Wednesday, June 12, 2019



Notice of Public Hearing

JANOWSKI, Valarie J, Agent
Jeremy's Garage at 2636 S 32ND St
Recycling, Salvaging, or Towing Premises License Application Requesting Removing and/or
Recycling Junk/Valuable Metal

Tuesday, June 25, 2019 at 9:15 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 6/25/2019 at 9:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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	2624 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2660 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2636 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2644 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2640 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2656 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2648 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3105 W FOREST HOME AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2611 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2620 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2630 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2616 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2628 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2634 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2642 S 31ST ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2652 S 31ST ST	MILWAUKEE, WI 53215

Total Records: 16

Radius: 250.0 feet and Center of Circle: 2636 S 32nd St



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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:

Small indoor salvage garage

Do you have any experience operating this type of business? No Yes If yes, explain: Have worked with other salvage businesses before start up of our business

2. Business Operations

- a. Proposed Opening Date: 5/15/2019
- 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: _____
- 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: At this time no customers are on premises
- 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: 3 Locations: front/back doors, office area
Outside: 2 Locations: back of building
- 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: We dump at the City of Milwaukee Yard

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 6 and describe the parking security plan: Security cameras
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Is security equipment used? No Yes If yes, describe Security cameras
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 8 and list locations: Front, side and back of building and inside the building
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol _____%	Food _____%	Secondhand Merchandise _____%	Precious Metals & Gems _____%
Entertainment _____%	Cigarettes _____%	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____%	Other _____%
Pawnbroker Activity _____%	Salvaged Materials <u>100</u> % (such as scrap metal)		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: _____ 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 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: Forest Home 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: Jerry Mutza Phone Number: 262-679-0200

Business Owner Address: W206S7944 Pasadena Dr Muskego WI 53150

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	10 am	6 pm	—	—	—
Monday	7 am	7 pm	—	—	—
Tuesday	7 am	7 pm	—	—	—
Wednesday	7 am	7 pm	—	—	—
Thursday	7 am	7 pm	—	—	—
Friday	7 am	7 pm	—	—	—
Saturday	8 am	5 pm	—	—	—

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)

Valarie Janowski
 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)

Jerry Mutza
 Signature of additional partner or 20% or more shareholder

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



RECYCLING, SALVAGING OR TOWING PREMISES LICENSE SUPPLEMENTAL APPLICATION

ccl-rstprem 2/23/18

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

Legal Entity Name: Jeremy's Garage LLC
 Business Address: 2636 S 32nd St Milw 53215
 Do you currently hold any licenses in the City of Milwaukee? No Yes If yes, list:

Has any person on the application ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 93 denied, not renewed, suspended, or revoked? No Yes
 If yes, provide the circumstances and jurisdiction in which the event occurred (including a record of any actions from the State Department of Transportation and Financial Institutions relating to suspensions, revocations, forfeitures and warnings imposed by these departments relating to the operation of any automotive sales business by the applicant):

Do you understand that you must follow all recordkeeping, reporting and operating regulations in MCO 93-43-49? No Yes
 Do you understand that all records and reports must be available to the police department upon request? No Yes

Business Operations

Check all activities that apply:

Non-Consensual Towing: Provide the address within the City of Milwaukee where vehicles will be towed:

Junk/Valuable Metal: Dealing, Storing and/or Transporting Removing and/or Recycling

Waste Tires: Dealing, Storing and/or Transporting Removing and/or Recycling

Salvaged Motor Vehicle Parts: Dealing, Storing and/or Transporting Removing and/or Recycling
(including secondhand tires/batteries)

Do you have an additional yard(s) used for storage? No Yes
 If yes, provide the address(es) below and submit an additional \$50 per yard:

How many motor vehicles will be used in the business operations? 2 Provide information for each vehicle on page 2.

Required Signature(s)

Salanie Janowska
 Sole Proprietor, Partner, or 20% or more Shareholder
 (If there are no 20% or more shareholders,
 Corporate Officer-print name/title and sign)

Jeremy Janowska
 Additional partner or 20% or more shareholder

Office Use Only:			Initials	Filed
App#	YD#	Permit #s	Paid	MPD
DNS	LC	CC	Mayor's Signature	License #

Recycling, Salvaging or Towing - Vehicle Information

(attach additional pages as needed)

Vehicle Make: GMC	Model: TRUCK	Year: 2000	Plate #: DH15747
VIN #: 1GDKC34J4YF400264		US DOT # or WI DOT operating authority: 3114157	Assigned Permit #: 2358

Vehicle Make: Chevrolet	Model: TRUCK	Year: 2002	Plate #: XD94639
VIN #: 3GBKC34G32M103037		US DOT # or WI DOT operating authority: 3114157	Assigned Permit #: 2359

Vehicle Make:	Model:	Year:	Plate #:
VIN #:		US DOT # or WI DOT operating authority:	Assigned Permit #:

Vehicle Make:	Model:	Year:	Plate #:
VIN #:		US DOT # or WI DOT operating authority:	Assigned Permit #:

Vehicle Make:	Model:	Year:	Plate #:
VIN #:		US DOT # or WI DOT operating authority:	Assigned Permit #:

Vehicle Make:	Model:	Year:	Plate #:
VIN #:		US DOT # or WI DOT operating authority:	Assigned Permit #:

Vehicle Make:	Model:	Year:	Plate #:
VIN #:		US DOT # or WI DOT operating authority:	Assigned Permit #:

Vehicle Make:	Model:	Year:	Plate #:
VIN #:		US DOT # or WI DOT operating authority:	Assigned Permit #:



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, June 12, 2019

COMMITTEE MEETING NOTICE

AD 08

RIVERA, William, Agent
LA PICA #3, LLC
3427-31 W LINCOLN Av

MILWAUKEE, WI 53215

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, June 25, 2019 at 09:15 AM

Regarding: Your Class B Tavern and Public Entertainment Premises License Renewal Applications as agent for "LA PICA #3, LLC" for "LA PICA CARR 3 BAR & HALL" at 3427-31 W LINCOLN 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 85-4-4, 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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: _____

Jessica Celella
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
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 05/10/2019
LICENSE TYPE: BTAVN
NEW:
RENEWAL: X

No. 293387
Application Date: 05/09/2019
Expiration Date:

License Location: 3427-31 W Lincoln Avenue
Business Name: La Pica Carr 3 Bar & Grill

Aldermanic District: 11

Licensee/Applicant: Rivera, William
(Last Name, First Name, MI)
Date of Birth: 08/22/58

Male: X

Female:

Home Address: 2077 S 30th Street
City: Milwaukee
Home Phone: (414) 313-1556

State: Wi **Zip Code: 53215**

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 3-3-89, in Milwaukee County, Wisconsin, subject was charged with Possession with Intent to Deliver – Controlled Substance.

Charge: Possession with Intent to Deliver – Controlled Substance
Finding: guilty
Sentence: 3yrs 6 months Prison
Date: 4-29-91
Case: F890714 FELONY

The following occurred at 2078 S 8th Street where the applicant is currently the licensee:

2. On 03-02-06, at 11:40pm, Milwaukee Police conducted a license premise check at 2078 S. 8th St, La Pica Lounge. They found the rear door locked. They also found a 19 year old underage person on the premise. Another patron walked into the bar while the officers were there and was observed by police to have dropped suspected cocaine. Patron was arrested for possession of controlled substance cocaine. Licensee was issued the following citations:

Charge: Presence of Underage
Safe Egress From Ent Door/Serving Room
Finding: Dismissed w/o Prejudice
Guilty
Sentence: Fined \$343.00
Date: 05/30/06
Case: 06032440
06032441

- =====
3. On 10/19/08 at 12:15 am, Milwaukee police were dispatched to 2078 S 8th Street for a Battery complaint. Investigation revealed the manager of La Pica's, Jerry Garcia, battered his girlfriend while inside the tavern causing injury. Garcia was arrested and charged with Substantial Battery. No tavern violations were observed during this investigation.
 4. On 07/09/09 at 10:15 pm, Milwaukee police were conducting Sales of Alcohol To Underage Person and had a Milwaukee police aide, who is under the age of 21, enter 3431 W Lincoln in attempts to purchase alcohol. The bartender, identified as Victor Caban, served the aide a bottle of Corona beer without asking for any ID. Officers spoke to Caban who stated he was in training and didn't card the patron because it was busy. Officers spoke to the licensee William Rivera regarding this incident. Rivera was cited for Presence of Minor and Caban was cited for Sale of Alcohol to Minor Prohibited.

As to Rivera:

Charge: Presence of Minor at Licensed Premise
Finding: Dismissed w/o prejudice
Date: 01/22/10
Case: 09106345

As to Caban:

Charge: Sale of Alcohol To Underage Person
Finding: Guilty
Sentence: Fined \$100.00
Date: 09/02/09
Case: 09106295

- =====
5. On 01/02/2015 Milwaukee police conducted a licensed premise check at 3431 West Lincoln Avenue. No violations were observed.

- =====
6. On 11/25/2015 officers conducted a tavern check on La Pica, 3427 W. Lincoln Av. The staff was cooperative and no violations were observed.
 7. On 12/13/2015 officers conducted a tavern check on La Pica, 3427 W. Lincoln Av. The applicant was on scene and cooperative. No violations were observed.
- =====

8. On 09/01/2017 at 1:11am officers were dispatched to a subject with gun complaint at 3431 W. Lincoln Av, La Pica Carr Bar & Hall. The officers interviewed a patron, Angelina VALDEZ, who stated she got into a verbal argument with another patron, Destinie LUCIANO, because LUCIANO bumped into her. VALDEZ stated during the argument she thought she was armed with a firearm. The officers interviewed LUCIANO who denied having a weapon. The officers checked LUCIANO but could not locate a weapon. The applicant was cooperative with the officers. No citations were issued.
9. On 02/15/2018 at 1:00am officers were dispatched to La Pica Bar, 3431 W. Lincoln Av for a subject with weapon complaint. The victim, Omar FIGUEROA, stated he had an incident 2-3 months ago with the security guard, Jose PEREZ. Today FIGUEROA stated PERZ wanted to fight him outside the bar. During the fight PEREZ stabbed FIGUEROA. The officers interviewed the applicant who stated a patron and his security guard got into a fight outside. The applicant was cooperative and the officers did not observe any violations.
10. On 02/27/2018 a meeting was held at District 2 regarding a Battery cutting on 02/16/2018 at La Pica Carr, 3427 W. Lincoln Av. The applicant stated he was present at the incident and tried to break up the fight. He stated his security was involved and he has now fired the guard. He stated he made a mistake not calling the police and has instructed his employees to always call when incidents occur. The applicant stated he is looking into getting a ID scanner, and continue to use the security wand at the door.

=====

11. On 05/16/2018 at 1:55am officers were dispatched to 3431 W. Lincoln Av for an Entry complaint. The officers spoke with the applicant, who stated there was a female in the bar saying "F---, Juan" several times. Another customer named Juan thought she was talking about him, so he became upset and wanted to fight the female. The applicant kicked out Juan and kept the female inside. Juan then attempted to get back in the tavern and threatened to shoot the bar. The applicant called the police and was cooperative with the officers.
12. On 10/20/2018 at 2:25am officers were dispatched to Mt Sinai Hospital to investigate a shooting that occurred at La Pica Carr, 3431 W. Lincoln Av. The investigation revealed the victim and suspect were in the bar and the suspect was reaching into her purse for her ATM card when she discharged the pistol that was in her purse, striking the victim in the leg. The suspect then drove the victim to the hospital for treatment. The officers went to the bar at about 3:25am but found the bar closed and the applicant did not answer his phone or the door when the officers went to his house. In the morning the officers contacted the applicant and he went to the bar. The officers found the bar was not cleaned up and the video surveillance was not recording. The applicant stated he does not know how a gun got inside because he has two security officers and they pat everyone down to check for weapons. He stated he did not call the police because he thought someone else did. He also stated he was fearful his license would not be renewed since he was given a warning last year. The officers found his liquor license was not posted.

Charge: Display of License Required
Finding: Guilty
Sentence: Fined \$150.00
Date: 04/11/2019
Case: 19000744

13. On 11/15/2018 a meeting was held at District 2 regarding La Pica Carr and the recent nuisance declaration. The applicant stated he was working the night of the shooting and heard the shot but did not see anyone injured. He stated he panicked and closed the bar for the night. He was advised that he needed to call the police when incidents occur. He stated the security cameras still did not work but was planning on having them repaired. He submitted an abatement plan which was approved.
14. On 04/24/2019 officers responded with DNS inspectors to 3427 W. Lincoln Av. There was no answer at the door even though the inspectors had an appointment with the owner. They then went to the apps residence and again received no response. The inspector left a letter with his contact information.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #: 181360176

OtherEvent #: 18-LP-0021

Incident

3431 W LINCOLN AV Milwaukee, WISCONSIN 53215

Incident Date/Time:: 05/16/2018 00:49:00
CAD Number:: 181360189
District:: 2
Beat:: 220
Reporting Area:: 5906

Business Agent (1)

RIVERA, WILLIAM

Person Involvement:: Agent (License Holder)
DOB:: 08/22/1958
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-267-7018
Phone 1 Type:: Cell
Address:: 2077 S 30TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215

Narrative (1)

INITIAL INVESTIGATION

Espitia, Oscar 025682

05/17/2018

This report is typed by PO Oscar ESPITIA assigned to District Two, Late Power Shift and Tavern Squad 2464.

On Wednesday May 16, 2018 at approximately 1:55 AM Squad 2450 (PO RUSCH) was dispatched to 3431 W. Lincoln Ave (La Pica Bar) for an Entry complaint.

Officer RUSCH spoke to the owner of Pica Bar who identified himself as William RIVERA (08/22/58). RIVERA stated that a patron who was identified as Sindia M. CABAN (12/12/75) was intoxicated and was saying "fuck Juan" several times. RIVERA stated CABAN was talking about her father but another patron in the bar named Juan thought she was talking about him and became upset and tried fighting CABAN. RIVERA kicked out Juan and locked the door and kept CABAN inside the bar. RIVERA stated Juan attempted several times to enter the bar and made threats to come back and shoot the bar. RIVERA stated he called police and kept CABAN in the bar until police arrived.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #:181360176

OtherEvent #: 18-LP-0021

RIVERA was cooperative with Officer RUSCH. Officer RUSCH did not observe any other violations.

Officer (1)

Reporting Officer:	Espitia, Oscar (025682)	05/17/2018 20:28:00
Section: (Work Location):	24	
Approving Officer:	Krueger, Jeffrey S (017798)	05/17/2018 22:01:42

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #: 182930024

OtherEvent #: 18-LP-0451

Incident

3427 W LINCOLN AV Milwaukee, WISCONSIN 53215

Incident Date/Time:: 10/20/2018 02:00:00
CAD Number:: 182930289
District:: 2
Beat:: 220
Reporting Area:: 5906

Business Agent (1)

RIVERA, WILLIAM

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 08/22/1958
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-736-2019
Phone 1 Type:: Cell
Address:: 2077 S 30TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215

Licensed Premise Data (1)

LA PICA CARR #3

Phone 1 Number:: (414)-736-2019
Phone 1 Type:: Cell
Address:: 3427 W LINCOLN AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215
License Type:: Alcohol
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 10/20/2018 08:08:00
Business Was Cited For Violation:: Yes
Citation Number: (Additional Citations List In Narrative): J9815S26TM
Violation/Ordinance Number:: 90-16-1
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: Yes

Narrative (1)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #: 182930024

OtherEvent #: 18-LP-0451

INITIAL INVESTIGATION

Espitia, Oscar 025682

10/22/2018

This report is typed by PO Oscar ESPITIA assigned to District Two, Late Power Shift, License Premise Squad 2464.

On Saturday, October 20, 2018 at approximately 3:25 AM, I responded to the address of 3431 W. Lincoln Ave (La Pica Carr #3 bar) to investigate a shooting incident. At approximately 2:25 AM, Mt. Sinai Hospital called stating they had a shooting victim, who was later identified as Edgar ROSARIO (W/M, 02/08/90). ROSARIO had one gunshot wound to the leg. ROSARIO stated he was shot inside La Pica Bar.

Our investigation revealed that the victim Edgar A. ROSARIO-ALVARADO (W/M, 02/08/90), was shot by his friend Catherine REYES-ROBLES (W/F, 03/01/94). REYES-ROBLES was inside the bar and was taking her ATM card out of her purse. In her purse she had a .40 caliber Smith & Wesson handgun which discharged striking ROSARIO-ALVARADO in the leg. REYES-ROBLES along with other patrons walked ROSARIO-ALVARADO to her vehicle and then she drove him to Sinia Hospital where police was called.

At the time of the investigation, no one had called police from the scene. The first call was when the victim showed up at the hospital.

Upon arrival, La Pica Bar was closed, no one answered the door and all of the lights were off. I called the owner, William RIVERA on his cell phone and no one answered. I went to his home address, all lights were off and no one came to the door.

In the morning, a squad knocked at RIVERA'S residence and he answered the door. RIVERA took the officers to the bar and opened it. Officers on scene stated it looked like the bar was closed in a rush the night before. Officers stated the bar was a mess with half drunk beer bottles still on top of the bar.

RIVERA allowed officers to view the surveillance video. Officers were unable to see any video because the cameras are currently not recording. RIVERA told officers he was not aware that the cameras were currently not working and was unable to tell officers how long they have not been working.

I conducted follow up and spoke to RIVERA directly at La Pica on Saturday night. RIVERA stated he doesn't know how a gun got past his security guards as everyone is supposed to get patted down for weapons as they enter the building. RIVERA has two security guards at the door; one of them is armed. RIVERA stated he did not call police because he thought someone else called.

RIVERA stated he left before police arrived on scene because he was afraid of getting in trouble. RIVERA stated when he renewed his license; he received a warning, that if another major incident occurred at La Pica Bar, he could lose his liquor license.

I observed RIVERA did not have his liquor license posted in a visible area and I issued a citation (CIT# J9815S26TM).

RIVERA was originally uncooperative with the investigation as he failed to call police when a patron was shot inside the bar. RIVERA instead closed the bar and didn't answer his cell phone or the door at his residence, when police attempted to contact him.

RIVERA became more cooperative during the follow-up investigation and told me he would provide any information needed. A tavern check at La Pica on Sunday, October 21, 2018 revealed that RIVERA had corrected the liquor license posting issue and did have it posted in a visible location.

End of Report...

Officer (2)

Reporting Officer:	Espitia, Oscar (025682)	10/22/2018 01:10:00
Section: (Work Location):	24	
Approving Officer:	Martin, Christopher F (015266)	10/24/2018 02:44:49

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #:182930024

OtherEvent #: 18-LP-0451

Section: (Work Location): 22

Milwaukee Police Department



749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:183510039

OtherEvent #: 19-LP-0024

Incident

3431 W LINCOLN AV Milwaukee, WISCONSIN 53215

Incident Date/Time:: 11/15/2018 11:30:00
CAD Number:: 183510657
District:: 2
Beat:: 220
Reporting Area:: 5906

Business Agent (1)

RIVERA, WILLIAM

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 08/22/1958
Sex:: MALE
Race:: H
Phone 1 Number:: (414)-736-2019
Address:: 2077 S 30TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215

Licensed Premise Data (1)

LA PICA CARR 3

Phone 1 Number:: (414)-736-2019
Address:: 3431 W LINCOLN AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215
License Type:: Alcohol
Licenses Notification Was Made:: Yes
Licensee Notified Date/Time:: 12/17/2018 11:00:00
Business Was Cited For Violation:: No
Licensee was cooperative: (if not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

MEETING WITH LICENSEE

Vodicka, Kevin E 018950

01/15/2019

This report is written by P.O. Kevin VODICKA assigned to District Two, Early Power Shift Community

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #:183510039

OtherEvent #: 19-LP-0024

Prosecution Unit. On Thursday, November 15, 2018, at 11:30 AM, Captain Alexander RAMIREZ, Sergeant Chad RADEN, A.C.A. Heather HOUGH, A.D.A. Ann LOPEZ, P.O. Oscar ESPITIA, and I met with the licensee of La Pica Carr 3 regarding a recent shooting that occurred inside of the premises and in order to notify the licensee that the premises was being declared a nuisance property pursuant to MCO 80-10.

The meeting began with a recap of the incident and included the point that the investigation had revealed that the incident occurred inside of the premises during business hours. The licensee stated that he had been present during the incident, had heard a gunshot inside of the premises, did not notice any injuries or evidence (blood), panicked, closed the bar for the night without calling for police, and left his phone inside of the bar.

The licensee was reminded that during a previous battery incident in which a "bouncer" had been stabbed and cut by a patron, the licensee stated he had also panicked and not called for police services and that during a subsequent meeting at district two the licensee was reminded how important it is for a business owner to call for police services when they are needed.

The licensee was served with the 80-10 nuisance designation and provided a list of items that he had already set into place to help abate some of the activity. I suggested that he review the designation and submit a formal plan that would abate the specific items as well.

The licensee stated that there is a "zero weapons policy" and attendees stressed that security for the premises has to check every patron, including females. SGT RADEN suggested having one security guard for every fifteen to twenty patrons.

The licensee stated that the cameras for the premises still do not work, but that he plans on having them repaired.

The licensee later submitted an abatement plan that was reviewed and accepted by Captain RAMIREZ.

Officer (2)

Reporting Officer:	Vodicka, Kevin E (018950)	01/15/2019 17:20:00
Section: (Work Location):	22	
Approving Officer:	Jolliff, Justin M (018641)	01/15/2019 20:04:04
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #:183510039

OtherEvent #: 19-LP-0024

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #:191140109

OtherEvent #: 19-LP-0371

Incident

3427 W LINCOLN AV Milwaukee, WISCONSIN 53215

Incident Date/Time:: 04/24/2019 14:00:00
CAD Number:: 191141435
District:: 2
Beat:: 220
Reporting Area:: 5906

Business Agent (1)

RIVERA, WILLIAM

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 08/22/1958
Sex:: MALE
Race:: H
Phone 1 Number:: (414)-736-2019
Phone 1 Type:: Cell
Address:: 2077 S 30TH ST
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215

Licensed Premise Data (1)

La Pica Carr3 Bar & Hall

Phone 1 Number:: (414)-736-2019
Phone 1 Type:: Work
Address:: 3427 W LINCOLN AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

INITIAL INVESTIGATION

Flores, Mariolys 024325

04/24/2019

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #:191140109

OtherEvent #: 19-LP-0371

This report is submitted by P.O. Mariolys NELSON, assigned to District TOW, Early Power Shift.

On Wednesday, April 24, 2019 at approximately 2:00 p.m., Squad 2266, I, P.O. NELSON went to the address of 3427-31 W Lincoln Av to meet with DNS Plumbing Inspector Paul Savoie and Inspector Jim Kosmatka.

Upon arrival the Inspectors and I attempted to make contact with the owner/management at the door of La Pica, but got no answer at the doors around the premise of the location. Inspector Kosmatka called the phone number that he had on file for the owner, but also received no answer.

The Inspectors and I then went over to the address of 2077 S 30th St to get in contact with the Agent of La Pica William Rivera. After numerous attempts to located Mr. Rivera at the S 30th St location, the inspectors and I drove back over to La Pica located at 3427 W Lincoln Av.

Upon arrival Inspector Kosmatka spoke to the resident who lives in the upper unit of the premise. The resident stated that she did not have access to the tavern and did not know where the owner or agent could be located at the time. Inspector Kosmatka left a letter along with his contact information to be given to the owner or agent.

Inspector Kosmatka stated that he's been trying to get in the building to check the plumbing for quite some time. Inspector Kosmatka stated that he had an agreement with the owner to meet at La Pica today 4/24/19 at 2:00 p.m.

End of report.

Officer (2)

Reporting Officer:	Flores, Mariolys (024325)	04/24/2019 15:35:00
Section: (Work Location):	22	
Approving Officer:	Sawyer, Kieran J (016635)	04/24/2019 17:11:20
Section: (Work Location):	22	



Wednesday, June 12, 2019



Notice of Public Hearing

RIVERA, William, Agent
LA PICA CARR 3 BAR & HALL at 3427-31 W LINCOLN Av
Class B Tavern and Public Entertainment Premises License Renewal Applications

Tuesday, June 25, 2019 at 9:15 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 6/25/2019 at 9:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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	3335 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3431 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3409 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3412A W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2335 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2319 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2257 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2322 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2343 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2339 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2327 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2326 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2323 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3427 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3417 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3400 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3406 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2340 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2254 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2255 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2344 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2318A S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3421 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2328 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2332 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2336 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2331 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3413 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2346 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3402 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3412 W LINCOLN AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2347 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2322 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2318 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2254A S 35TH ST	MILWAUKEE, WI 53215

Total Records: 35

Radius: 250.0 feet and Center of Circle: 3427-31 W Lincoln Ave

2018-2019 Plan of Operation for 3427-31 W LINCOLN AV

1. Litter & Security Plans			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other: <u>h</u>			
Who cleans the grounds? <input checked="" type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input checked="" type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input checked="" type="checkbox"/> Call Police <input checked="" type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>side of the building</u>			
Number of garbage cans: Inside <u>4</u> Locations: <u>REST ROOMS BAR AREA</u> Outside <u>2</u> Locations: <u>SMOKING AREA</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>3</u>		Name of solid waste contractor: <u>ADVANCE DISPOSAL</u>	
Are there parking spaces on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list number of spaces: <u>10</u> and describe security plans: <u>SECURITY WATCHES LOT</u>			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:			
Do you have security personnel on the premise? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, how many? <u>3</u> AND What are their responsibilities? <u>KEEP THE PEACE REGULATE NOISE</u> What security equipment do they use? <u>METAL DETECTOR, ID SCANNER</u> List their licensing, certification or training credentials: <u>ALL HAVE WORKED FOR SECURITY COMPANIES</u>			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>INSIDE AND OUTSIDE</u>			
Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe:			
2. Percentage of Sales (must total 100%)			
Alcohol <u>94</u> %	Food Sales <u>0</u> %	Entertainment <u>5</u> %	Other <u>1</u> %
3. Businesses On The Premises (choose all that apply):			
<input type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input checked="" type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility <input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other:			
4. Hours of Operation and Age Restriction			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.			
5. Floor Plan and Capacity			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
6. Sidewalk Dining: Fee:			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
7. Food License: Fee:		8. Weights and Measures: Fee:	
Your current food license includes the following food operations: Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain _____		Number/Type of Devices: Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

1. CURRENT APPROVED ENTERTAINMENT

The following types of entertainment have been approved for your current Public Entertainment Premises license:

Disc Jockey, Jukebox, Karaoke, Patrons Dancing, Instrumental Musicians, 5 Amusement Machines, 1 Pool Table

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE.**

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Bands | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Comedy Acts |
| <input type="checkbox"/> Disc Jockey | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Poetry Readings | <input type="checkbox"/> Dancing by Performers |
| <input type="checkbox"/> Jukebox | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Patron Contests | <input type="checkbox"/> Patrons Dancing |
| <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Karaoke | <input type="checkbox"/> Bowling Alley
How many? _____ | <input type="checkbox"/> Pool Tables
How many? _____ |
| <input type="checkbox"/> Motion Pictures (movies by admission)
How many screens? _____ | <input type="checkbox"/> Amusement Machines
How many? _____ | <input type="checkbox"/> Concerts
Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input type="checkbox"/> Other: _____ | | | |

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? No Yes ^{No} If Yes, Describe: ~~SPEAKER SET UP~~

At any time will sound amplification be used? No Yes If Yes, Describe: SPEAKER SET UP

5. SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

William Rivers

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



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, June 18, 2019

COMMITTEE MEETING NOTICE

AD 08

SMITH, Jay P, Agent
Silver Spur LLC
4102 N Morris Bl
Shorewood, WI 53211

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, June 25, 2019 at 09:15 AM

Regarding: Your Class B Tavern, Public Entertainment Premises, Food **De**aler, and Sidewalk Dining License Applications Requesting Jukebox, 1 Pool Table, and 5 Amusement Machines as agent for "Silver Spur LLC" for "Silver Spur LLC" at 3700 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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:

Jessica Celella
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

Date:6-7-19
Officer: PO Matthew Diener

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

Name of Premise: Silver City Tap
Address: 3700 W National Av
Phone: No business yet

Owner: Jay P SMITH
Owner address: 4102 N Morris Blvd
City State Zip: Milwaukee, WI 53211
Owner Phone: 414-899-3144
Owner email: jay.smith1@mac.com

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

Preferred contact: phone

Location currently open: YES NO

Projected open date: End of June 2019

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

Hours of Operation: Sun: 10a-2a 24 hours Y N
Mon: x
Tue: 10a-2a
Wed: 10a-2a
Thu: 10a-2a
Fri: 10a-2:30a
Sat: 10a-2:30a

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

Alcohol: Yes No Class: D #: 0230933
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 that 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 appear 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:
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:
21. Are there exterior cameras Yes No How many:
22. Are there interior cameras Yes No How many:

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/posted capacity 25 now, applying for 49
 26. What is the minimum number of employees that will be on premise 1
 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

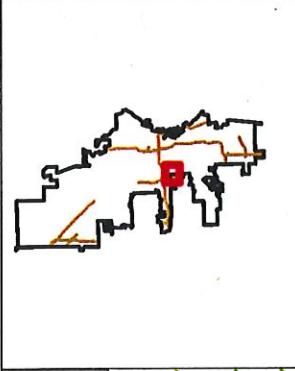
32. How many security personnel are going to be employed: 0
 33. How will they be deployed: Interior Exterior
 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 35. Will the security be managed by business or contracted
 36. Will they be armed Yes No
 37. What type of security measures 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?
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

The premise is currently under renovation. Applicant advised regarding keeping window curtains/blinds open during hours of operation for safety reasons (business can observe outside, and police can observe inside). There are no cameras currently installed, however, the applicant plans to install 5-6, and was advised on best locations for camera placement. The applicant wants to operate the premise as a local neighborhood tavern and doesn't see the need to have security, unless concerns arise. The applicant was also advised to check for proper lighting outside, and lighten any areas of darkness.

Alcohol Concentration for 3700 W National Ave

City of Milwaukee, Wisconsin

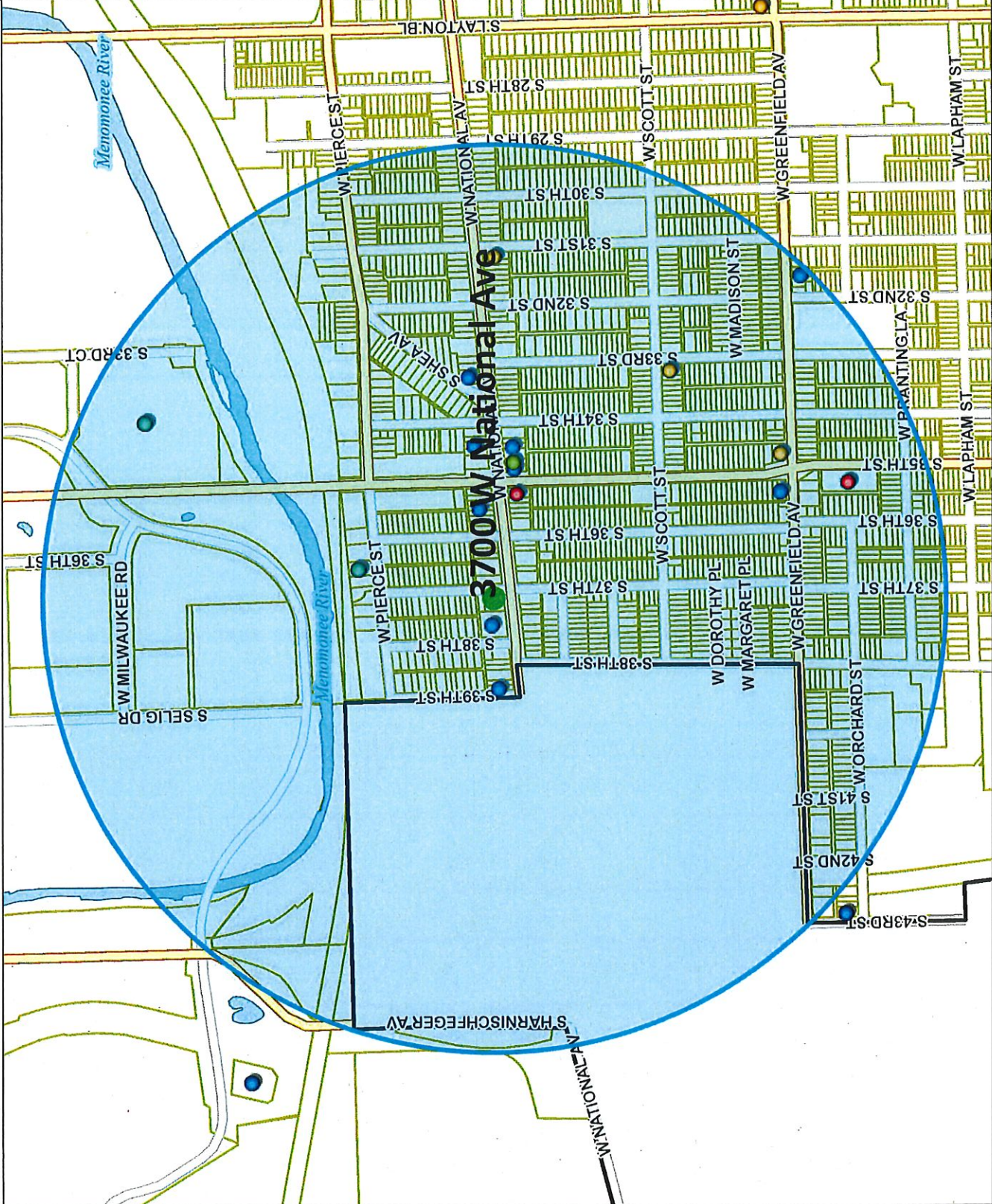


- Legend -

- Street names 10,000
- City limits
- Freeways 15,000
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets 10,000
- Streets 10,000
- Waterways
- Milwaukee Parcels
- Alcohol licenses
- Class A intoxicating liquor
- Class A fermented malt beverage
- Class A liquor and malt
- Class B fermented malt beverage
- Class B tavern
- Class C wine retailer

- Notes -

Alcohol Establishments within a .5 Mile Radius Centered on 3700 W National Ave as of 05/24/2019



Map Scale: 1: 10,000

Licensed Alcohol Beverage Establishments within a .5 Miles Radius Centered on <address> as of <date>					
Legal entity	Trade name	Licensee	License type name	Total capacity	Address
Scott Beer & Food LLC	El Rincon Grocery	GURMUKH SINGH, Agt	Class A Fermented Malt Beverage Retailer's License		1201 S 33rd ST
FIRST STOP FOODS	FIRST STOP FOODS	ABDELMUNAM A ASAD, SP	Class A Fermented Malt Beverage Retailer's License		1330 S 35TH ST
National Beer & Food Mart, LLC	National Food	JASMINDER SINGH, Agt	Class A Fermented Malt Beverage Retailer's License		3101 W National AV
ALDI, INC	ALDI #87	Destiny S Fleischmann, Agt	Class A Malt & Class A Liquor License		1441 S 35TH ST
National Grocery, LLC	National Grocery	Manpreet Singh, Agt	Class A Malt & Class A Liquor License		3501 W National AV
Palermo Villa, Inc	Pizzeria 3301	Laurie Ann Fallucca, Agt	Class B Fermented Malt Beverage Retailer's License		3301 W Canal ST
Bamboo LLC	Bamboo	Jay Xa Khongmany, Agt	Class B Fermented Malt Beverage Retailer's License		3427 W NATIONAL AV
Velobahn Coffee & Cycle LLC	Velobahn Coffee & Cycle	Seth Ogden, Agt	Class B Fermented Malt Beverage Retailer's License		3618 W Pierce ST
Celebrity's Hall	Celebrity's Hall	Raul Varela-Rodriguez, SP	Class B Tavern License	91	1329 S 35th ST
Hangoverz	Hangoverz	TINA M MIINTO, SP	Class B Tavern License	25	3121 W GREENFIELD AV
MAMIE'S	MAMIE'S	DEBRA L MICKEY, SP	Class B Tavern License	68	3300 W NATIONAL AV
GENE'S UNICORN PUB II	GENE'S UNICORN PUB II	SHANE G PARKER, SP	Class B Tavern License	25	3412 W NATIONAL AV
THAI BARBECUE, LLC	THAI BAR-B-QUE	XAY CHAI, Agt	Class B Tavern License		3417 W NATIONAL AV
Forest Home Ave Chicken Palace LLC	Chicken Palace National	VALDEMAR ESCOBAR, Agt	Class B Tavern License	65	3433 W National AV
LEVA ENTERPRISES SOUTH LLC	Orenda	Leticia C Munoz Hernandez, Agt	Class B Tavern License		3514 W NATIONAL AV
BECKER'S SILVER SPUR	BECKER'S SILVER SPUR	DEBRA A BECKER, SP	Class B Tavern License	25	3700 W NATIONAL AV
Pakeng Palace	Pakeng Palace	Rick K Vang, SP	Class B Tavern License	251	3730 W National AV
Milwaukee Nights Pub, LLC	Milwaukee Nights Pub	Samona McCann, Agt	Class B Tavern License	80	3830 W NATIONAL AV
Palermo Villa, Inc	Pizzeria 3301	Laurie Ann Fallucca, Agt	Class C Wine Retailer's License		3301 W Canal ST
Bamboo LLC	Bamboo	Jay Xa Khongmany, Agt	Class C Wine Retailer's License		3427 W NATIONAL AV
Velobahn Coffee & Cycle LLC	Velobahn Coffee & Cycle	Seth Ogden, Agt	Class C Wine Retailer's License		3618 W Pierce ST
License Summary				Total	
Class A Fermented Malt Beverage Retailer's License				3	
Class A Malt & Class A Liquor License				2	
Class B Fermented Malt Beverage Retailer's License				3	
Class B Tavern License				10	
Class C Wine Retailer's License				3	
				Grand Total	21



Tuesday, June 18, 2019

Licenses Committee Notice of Hearing

DEBRA BECKER
3700 W National Ave
MILWAUKEE, WI 53215

Date: 6/25/2019
Time: 09:15 AM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Public Entertainment Premises, Food Dealer, and Sidewalk Dining License Applications Requesting Jukebox, 1 Pool Table, and 5 Amusement Machines
SMITH, Jay P, Agent
Silver Spur LLC at 3700 W National Av

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





Tuesday, June 18, 2019

Licenses Committee Notice of Hearing

RJG Development
715W Montclair Ave
Glendale, WI 53217

Date: 6/25/2019
Time: 09:15 AM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Public Entertainment Premises, Food Dealer, and Sidewalk Dining License Applications Requesting Jukebox, 1 Pool Table, and 5 Amusement Machines
SMITH, Jay P, Agent
Silver Spur LLC at 3700 W National Av

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





Tuesday, June 18, 2019



Notice of Public Hearing

SMITH, Jay P, Agent
Silver Spur LLC at 3700 W National Av
Class B Tavern, Public Entertainment Premises, Food Dealer, and Sidewalk Dining License
Applications Requesting Jukebox, 1 Pool Table, and 5 Amusement Machines

Tuesday, June 25, 2019 at 9:15 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 6/25/2019 at 9:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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	817 S 36TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 14	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 28	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3610 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3739 W NATIONAL AVE 2	MILWAUKEE, WI 53215
CURRENT OCCUPANT	814 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	818 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3730 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3721 W NATIONAL AVE 3	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3721 W NATIONAL AVE 6	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3711A W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	838 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	802 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 5	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 8	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 10	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 25	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3721 W NATIONAL AVE 1	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3721 W NATIONAL AVE 7	MILWAUKEE, WI 53215
CURRENT OCCUPANT	821 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3702 W NATIONAL AVE B	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3700 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3709A W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3711 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	838 S 37TH ST A	MILWAUKEE, WI 53215
CURRENT OCCUPANT	838 S 37TH ST B	MILWAUKEE, WI 53215
CURRENT OCCUPANT	920 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	746 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	747 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	743 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	817A S 36TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 7	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 11	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 18	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 19	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 20	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3739 W NATIONAL AVE 1	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3739 W NATIONAL AVE 3	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3721 W NATIONAL AVE 5	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3704 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	805 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	744 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 3	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 6	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 16	MILWAUKEE, WI 53215
CURRENT OCCUPANT	841 S 38TH ST 3	MILWAUKEE, WI 53215

CURRENT OCCUPANT	3733 W NATIONAL AVE 3	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3722 W HILDA PL	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3721 W NATIONAL AVE 4	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3631 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	815 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	805A S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	740 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	807 S 36TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	813 S 36TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	819C S 36TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 2	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 4	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 17	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3733 W NATIONAL AVE 1	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3729 W NATIONAL AVE EAST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	827 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3702 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3633 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	918 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	814 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	808 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	810 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	807 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	806 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	746A S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	742 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	811 S 36TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	819 S 36TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 9	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 13	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 15	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 21	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 22	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3606A W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	841 S 38TH ST 4	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3733 W NATIONAL AVE 2	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3721 W NATIONAL AVE 2	MILWAUKEE, WI 53215
CURRENT OCCUPANT	910A S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	817 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	809A S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	809 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	813 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	810 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	800 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	744 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 23	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 24	MILWAUKEE, WI 53215

CURRENT OCCUPANT	3615 W NATIONAL AVE 26	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 27	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3606 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	819 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	825 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	827 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	841 S 38TH ST 1	MILWAUKEE, WI 53215
CURRENT OCCUPANT	841 S 38TH ST 2	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3718 W HILDA PL	MILWAUKEE, WI 53215
CURRENT OCCUPANT	910 S 37TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	819B S 36TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	819A S 36TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 1	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3615 W NATIONAL AVE 12	MILWAUKEE, WI 53215
CURRENT OCCUPANT	815 S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	841 S 38TH ST 5	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3739 W NATIONAL AVE 4	MILWAUKEE, WI 53215
CURRENT OCCUPANT	818A S 38TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3729 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3709 W NATIONAL AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	818 S 37TH ST	MILWAUKEE, WI 53215

Total Records: 114

Radius: 250.0 feet and Center of Circle: 3700 W National Ave



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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:

Tavern

Do you have any experience operating this type of business? No Yes If yes, explain:

2. Business Operations

- a. Proposed Opening Date: July 1, 2020
- 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: Tavern, Food, Entertainment
- 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: Sidewalk dining
- 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: Posted area away from entrance
- b. Number of Garbage Cans: Inside: 9 Locations: Bathrooms, behind bar,
Outside: 10 Locations: east side of building
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: Eagle disposal

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: _____
- c. Will you have security personnel on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Is security equipment used? No Yes If yes, describe _____
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 4 and list locations: 2 outside
2 in bar
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe ID check for legal age

6. Percentage of Sales (must total 100%)

Alcohol <u>96</u> %	Food <u>1</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>3</u> %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %	Salvaged Materials (such as scrap metal) _____ %		

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 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: 37th
- 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: RJG Development Phone Number: 414-803-5308
 Business Owner Address: 715 W Montclair Ave, Glendale WI 53217

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	6am	2am	100	25	
Monday	6am	2am	100	25	
Tuesday	6am	2am	100	25	
Wednesday	6am	2am	100	25	
Thursday	6am	2am	100	25	
Friday	6am	2am	150	25	
Saturday	6am	2am	150	25	

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)

Silver Spur LLC By [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: Silver Spur LLC	
Premise Address: 3700 W National Ave, Milwaukee, WI 53215	
Proximity of Premises to Church, School, Daycare Center or Hospital	
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
"Service Bar Only" Designation	
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____	
Proof of Ownership, Lease, or Offer to Purchase (New & Transfer Applicants Only)	
Submit proof of ownership, lease, or offer to purchase the building with this application. A lease or offer to purchase must: a) Be in the same legal entity name as that apply for the license b) Reflect the same address as the premises address on this application c) Reflect current dates and d) Be signed by the lessor/seller and lessee/buyer	
Property Information (New & Transfer Applicants Only)	
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease	
b) Who owns the fixtures (for example, coolers, etc.)? <u>Silver Spur LLC</u>	
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____	
d) Total amount paid for business \$ <u>0.00</u>	
e) Total amount paid for goodwill of the business \$ <u>0.00</u>	
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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	

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

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

- a) Date lease begins June 1, 2019 Ends May 31, 2020
- b) Monthly rental \$ 100.00
- 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)? 5
- 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): _____

Signature

Silver Spud LLC By [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 premise applicants must submit the following:

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 3700 W National Ave, Milwaukee, Wia53215

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input checked="" type="checkbox"/> Amusement Machines How many? <u>5</u>
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input checked="" type="checkbox"/> Pool Tables How many? <u>1</u>	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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.

PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? No Yes If Yes, Describe:

At any time will sound amplification be used? No Yes If Yes, Describe:

LEGAL CAPACITY OF PREMISES

25 (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

ACKNOWLEDGEMENT/SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

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

Office Use Only:
Initials: _____ Filed: _____ App: _____
Only PEP? No Yes If Yes, Queue to MPD and Email Mgrs/Team Lead (must be heard w/in 60 days)



FOOD DEALER LICENSE PLAN OF OPERATION

ccl-foodplan 2/28/19

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: Silver Spur	
Premises Address: 3700 W National Ave, Milwaukee, WI 53215	
SECTION 1	TYPE OF BUSINESS
<p>What will be the majority of your food sales? (check one)</p> <p><input checked="" type="checkbox"/> 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.</p> <p><input type="checkbox"/> 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.</p> <p>Will it be a convenience store? <input type="checkbox"/> Yes <input type="checkbox"/> No A convenience store contains less than 5,000 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.</p> <p><input type="checkbox"/> Bed & Breakfast <input type="checkbox"/> Micro Market</p> <p>All Applicants: Submit a menu or a list of food items that will be sold.</p>	
<p>Will any wholesale business be done? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, what percentage of food sales will be wholesale?</p> <p><input type="checkbox"/> Less than 25%</p> <p><input type="checkbox"/> 25% or More AND: <input type="checkbox"/> Restaurant items (meals) will be sold -- Complete this application and also contact DATCP. <input type="checkbox"/> NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.</p>	
SECTION 2	FOOD PROCESSING
<p>Will any food processing be done? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes</p> <p>Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.</p>	
SECTION 3	FOOD REQUIRING TEMPERATURE CONTROL
<p>Will any food that requires temperature control be sold? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes (includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)</p> <p>If yes, list the types of food items: <u>Frozen Pizza</u></p>	

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: Paint, carpet removal, general cleanup
 Start date: July
 Name, Address & Phone Number of Architect: _____
 Name, Address & Phone Number of Contractor: Jay Smith 4102 N Morris Blvd Shorewood, WI 53211
414-899-3134

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:

-  I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
-  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.
-  I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.
-  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.
-  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:  for Silver Spur LLC
 Signature of Additional Partner: _____



Sidewalk Dining Facility Supplemental Application

cci-side1 2/21/18

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

Business Name: Silver Spur, LLC	Aldermanic District # 8
---------------------------------	-------------------------

Premises Address: 3700 W National Ave, Milwaukee, WI 53215

Business Operations

Check one: I/we are also applying for Food/Alcohol license(s) at this time.
 I/we currently hold Food/Alcohol license(s) AND

confirm that the Business Plan of Operation on file which was previously submitted with the Food and/or Alcohol application has not changed, except for the addition of this sidewalk dining facility.

have included a new Business Plan of Operation reflecting requested changes.

Sidewalk Dining Facility will operate from: Start Date: June 1 to End Date: NOV 1

Will any food preparation be done outdoors? No Yes
 If yes, describe: _____

Will any sidewalk dining facility improvements be physically attached to public structures? No Yes
 If yes, describe: _____

Property Owner

Check one: Applicant owns the property
 Property owner's information/signature provided below (REQUIRED):

Name: RJG Development, LLC Phone # 414-803-5308
 Address: 715 W Montclair Ave, Glendale, WI 53217
 Property Owner's Signature: _____

Signature(s)

Silver Spur LLC By [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

Office Use Only:

Initials _____ Filed _____ App # _____

Processing LS: Queue to: HD DNS CC Email To: DPW Primary LS

Also: holds is applying for: Food Alcohol Perm Ext

5/22/19
Silver Spur LLC
3700 W National Ave
Milwaukee, WI 53215

Jay P Smith
414-899-3134

