



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

Thursday, December 11, 2014

COMMITTEE MEETING NOTICE

AD 03

KOVACOVICH, JR, Jeffrey A, Agent
Trocadero MKE LLC
1758 N Water St

Milwaukee, WI 53202

You are requested to attend a hearing which is to be held in Common Council Chambers, Third Floor, City Hall on:

Tuesday, December 16, 2014 at 08:45 AM

Regarding: Your Class B Tavern, Food Dealer - Restaurant, and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, and Bands as agent for "Trocadero MKE LLC" for "Trocadero" at 1758 N Water St.

There is a possibility that your application may be denied for one or more of the following reasons: you do not meet the statutory and municipal requirements; the fitness and appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems (such as disorderly congregations of people, excessive litter, unreasonable noise, and traffic and parking problems), whether or not there is an over-concentration of alcohol beverage establishments in the neighborhood; whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

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:

Jason Schunk
License Division Manager

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



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

Thursday, December 11, 2014

COMMITTEE MEETING NOTICE

AD 03

KOVACOVICH, JR, Jeffrey A, Agent
Trocadero MKE LLC
1108 N Milwaukee St #312

Milwaukee, WI 53202

You are requested to attend a hearing which is to be held in Common Council Chambers, Third Floor, City Hall on:

Tuesday, December 16, 2014 at 08:45 AM

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JIM OWCZARSKI, CITY CLERK

BY: _____

Jason Schunk

License Division Manager

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MILWAUKEE POLICE DEPARTMENT
LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 11/11/2014
LICENSE TYPE: BTAVN
NEW:
RENEWAL:

No. 199401
Application Date: 11/06/2014

License Location: 1758 North Water Street
Business Name: Trocadero MKE

Licensee/Applicant: Kovacovich, Jeffrey A.
(Last Name, First Name, MI)

Date of Birth: 10/06/1979

Home Address: 1108 North Milwaukee Street #312
City: Milwaukee State: WI Zip Code: 53202
Home Phone: (414) 305-5665

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

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

1. On 06/09/2010 the Wisconsin Department of Transportation revoked Christopher Tinker's driver's license for 7 months for Operating While Intoxicated. Christopher Tinker is listed on the application as 22.5% shareholder.

MILWAUKEE POLICE DEPARTMENT
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 02/27/2014

LICENSE TYPE: CLASS B TAVERN

No. 181162

NEW:

Application Date: 02/26/2014

RENEWAL: X

Expiration Date:

License Location: 1758 N Water Street

Aldermanic District: 03

Business Name: Trocadero

Licensee/Applicant: Eitel, Michael J

(Last Name, First Name, MI)

Date of Birth: 3-15-1968

Male: x

Female:

Home Address: 2857 S Superior St

City: Milwaukee

State: Wi

Zip Code: 53207

Home Phone: 414-350-7557

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

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

The following is an incident that occurred at the Nomad World Pub, 1401 E Brady St., where, Michael J Eitel is also a Class B Tavern licensee.

1. On 4-5-2002 at 10:40pm Michael J Eitel was issued a Milwaukee Municipal Court Citation for the following:

Charge: Sale of Alcohol To Underage Person

Finding: Dismissed w/o prejudice

Date: 06/13/03

Case: 02070707

2. On 12/22/07 at 2:00 am, Milwaukee police were dispatched to 1758 N Water Street for a Fight complaint. Police spoke to the manager, identified as Joshua Muller, who stated a patron was disorderly inside the tavern and was escorted out by security. While outside of the tavern, the subject continued to cause a scene by yelling obscenities from the top of his car. The subject then threw a bottle intending to hit Muller but struck a patron in the face causing a laceration to the victim's left cheek. Stitches were required to close the wound. The suspect was arrested and charged with Substantial Battery.

3. On 08/13/08, Milwaukee police were working the Wisconsin Wins Tobacco Initiative and had a 16 year old enter 1758 N Water in attempts to purchase a pack of cigarettes. The minor was able to purchase a pack of Camel Lights from the hostess who was identified as Whitney Stalker. Stalker was issued a citation for Sale of Tobacco To Minor/Underage. This citation was not found in the municipal court system.

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Previous premise

Date:12/08/14
Officer: J. Alba 006448

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

Name of Premise: Trocadero
Address: 1758 N. Water St.
Phone: 414-272-0205

Owner: Jeffrey A. Kovacovich
Owner address: 3356 N Newhall St.
City State Zip: Milwaukee, WI 53211
Owner Phone: 414-305-5665
Owner email:

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

Preferred contact: Owner

Location currently open: YES NO

Projected open date:

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

Hours of Operation: Sun: 11am-10pm 24 hours Y N
Mon: 11am-10pm
Tue: 11am-10pm
Wed: 11am-10pm
Thu: 11am-10pm
Fri: 11am-2:30am
Sat: 11am-2:30am

Premise Type: Tavern/Bar
Restaurant
Other: Hall rental

Licenses currently held:

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

Exterior Survey:

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

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

Interior Survey:

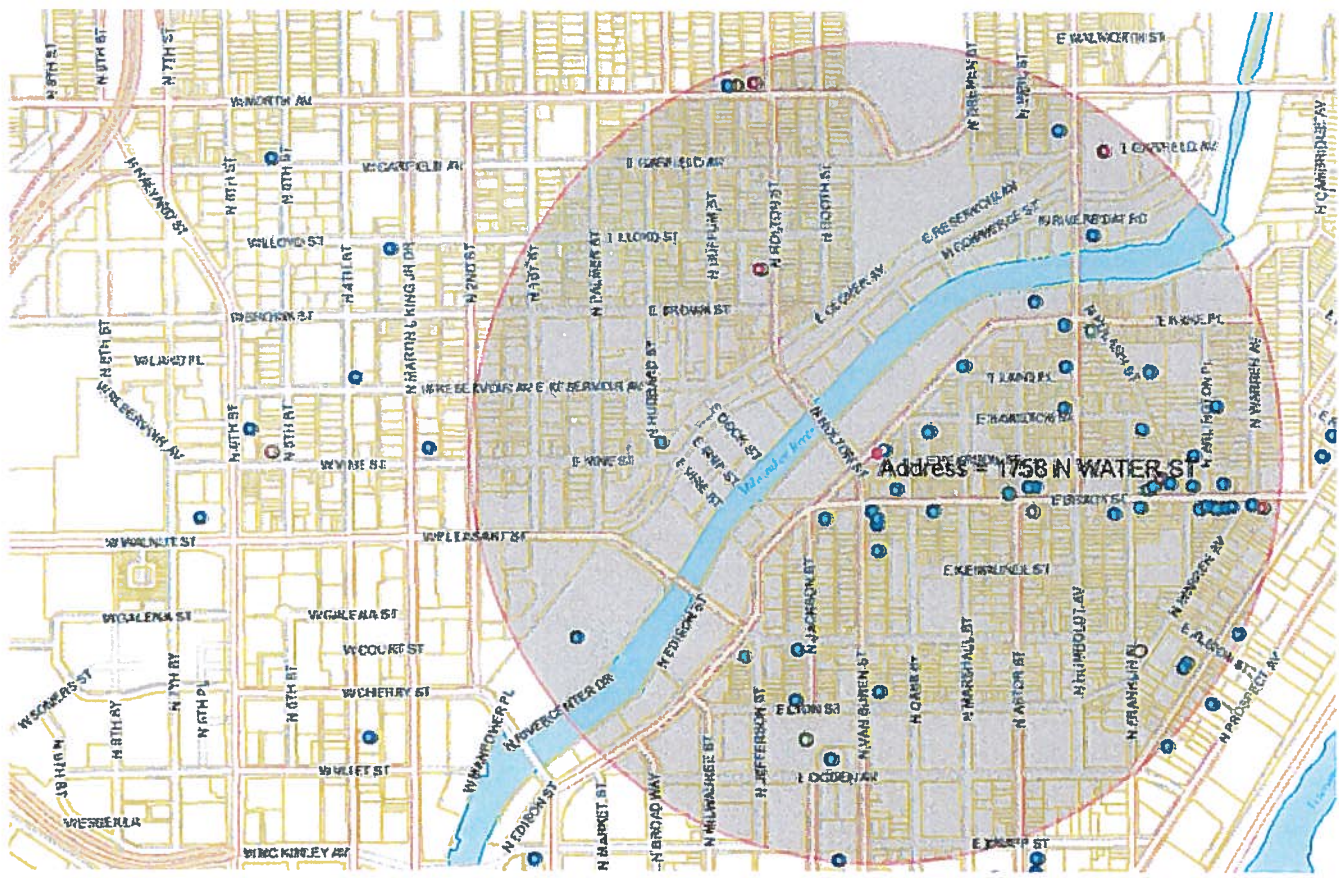
25. What is the planned/posted capacity 100 lower, 99 upper. 7500 Sqr. Ft.
 26. What is the minimum number of employees that will be on premise 15
 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
 a. If yes have them fill out the standing complaint form and give 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: 1
 33. How will they be deployed: Interior Exterior
 34. What days will they be deployed MonTueWedThuFriSatSun
 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 ID at service. Clicker counter at door by security personnel.
 38. When at capacity, how will the overflow crowd be managed? # out= # in.
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

- Application for change of ownership and agent.
- Applicant is current agent for Red Rock Saloon in Milwaukee and Madison WI.
- Current managers will be retained.
- 50 current employees, 20 seasonal.
- Top 40 , adult contemporary music piped in by management. Seasonal patio live music.
- 60%-40% food to alcohol sales reported by current management.



Licensed Alcohol Beverage Establishments within a .5 Mile Radius Centered on 1758 N Water St. 11/06/2014

License Summary	Trade name	License	Address	License type name	Total capacity	Room capacity	Expiration date
Class A Fermented Malt Beverage Retailer's License	QUICK STOP FOODS	MOHAMMAD TEL-HASSAN, Agt	416 E NORTH AV	Class A Fermented Malt Beverage Retailer's License			11/11/2014
Class A Malt & Class A Liquor License	Tina's Market	Victor Lavrik, NP	1518 N Franklin PL	Class A Fermented Malt Beverage Retailer's License			3/19/2015
Class B Fermented Malt Beverage Retailer's License	Four Gems LLC	MOHAMMAD F NAZER, Agt	2301 N Holton ST	Class A Malt & Class A Liquor License			5/17/2015
Class B Fermented Malt Beverage Retailer's License	GLORIOSO'S ENTERPRISES, LTD	MICHAEL A GLORIOSO, Agt	1011 E BRADY ST	Class A Malt & Class A Liquor License			5/4/2015
Class C Wine Retailer's License	MEGA MARTS, LLC	PICK 'N SAVE #6868	605 E LYON ST	Class A Malt & Class A Liquor License			10/23/2015
	MPLAP, INC	PICK 'N SAVE #6882	1100 E GARFIELD AV	Class A Malt & Class A Liquor License			2/5/2015
	Pueblo Foods & Liquor, Inc	SMITH BEER & LIQUOR MART	1413 E BRADY ST	Class A Malt & Class A Liquor License			3/22/2015
	BENJAMIN'S FINE WINE & SPIRITS LLC	Pueblo Foods & Liquor	2029-31 N HOLTON ST	Class A Malt & Class A Liquor License			7/23/2015
	MARI CUCUNATO, INC	WATERFORD WINE COMPANY	1327 E BRADY ST	Class A Retailer's Intoxicating Liquor License			2/6/2015
	Alderaan Holdings LLC	MARI R CUCUNATO, Agt	1220 E BRADY ST	Class B Fermented Malt Beverage Retailer's License			12/17/2014
	SATORI RESTAURANT LLC	David N Neumann, Agt	1560 N Water ST	Class B Fermented Malt Beverage Retailer's License			10/16/2015
	Olena, Inc	George Dimitropoulos, Agt	1888 N Humboldt AV 101	Class B Fermented Malt Beverage Retailer's License	49		6/11/2015
	Smith Sisters, LLC	SARINLADA PANYASOPA, Agt	932 E BRADY ST	Class B Fermented Malt Beverage Retailer's License	89		6/15/2015
	The Noodle Shop, Co. - Colorado, Inc.	SHEILA M PUFARL-BETTIN, Agt	1208 E Brady ST	Class B Fermented Malt Beverage Retailer's License			6/10/2015
	1754 NFRANKLINBAR LLC	KATIE M ENGELB, Agt	544 E OGDEN AV 10	Class B Fermented Malt Beverage Retailer's License			12/19/2014
	38 CELEBRATIONS, LLC	STEPHEN G FISBERTSON, Agt	1754 N FRANKLIN PL	Class B Fermented Malt Beverage Retailer's License	78		7/25/2015
	AL LIGATOR, INC	KIMBERLY FLOYD, Agt	823 E HAMILTON ST	Class B Tavern License	300		7/26/2015
	ANGELOS PIANO LOUNGE	Suzanne Lennon, Agt	1731 N ARLINGTON PL	Class B Tavern License	80		3/28/2015
	APOLLO CAFE	ANGELO J MARTELLANO, SP	1686 N VAN BUREN ST	Class B Tavern License	25		3/1/2015
	BAIZAC, INC	VIVIAN ANTON-LIMBERATOS, PETER A LIMBERATOS	1310 E BRADY ST	Class B Tavern License	100		12/20/2014
	BELAIR CANTINA, INC	SCOTT M JOHNSON, Agt	1716 N ARLINGTON PL	Class B Tavern License	100		7/25/2015
	BROCACH TWO, LLC	KRISTYN A ST DENIS, Agt	1935 N WATER ST	Class B Tavern License	160		9/20/2015
	BRODERSEN UP AND UNDER, LLC	C CLIFFORD MC DONALD III, Agt	1850 N WATER ST	Class B Tavern License	274	207 inside	2/4/2015
	BUCA RESTAURANTS, INC	TIMOTHY J BRODERSEN, Agt	1216 E BRADY ST	Class B Tavern License	120	67 patio	7/30/2015
	CAUVERT RESTAURANTS, INC	Mary K Serrano, Agt	1233 N VAN BUREN ST	Class B Tavern License	425		6/28/2015
	CASABLANCA RESTAURANT, LLC	MICHELE GREEN, Agt	815 E BRADY ST	Class B Tavern License	100		3/15/2015
	CEMPAZUCHI COMPANY, LLC	ALAA I MUSA, Agt	1205 E BRADY ST	Class B Tavern License	365	310 Inside, 55 Balcony	7/30/2015
	CHIPOTLE MEXICAN GRILL OF CO, LLC	BRUCE R CLARK, Agt	725 E BRADY ST	Class B Tavern License	99		3/1/2015
	COMEDY CAFE LLC	Brian J Bushaw, Agt	600 E OGDEN AV	Class B Tavern License	160		3/20/2015
	COMMINGLED, LLC	GIUSEPPE A SARINA, Agt	615 E BRADY ST	Class B Tavern License	80		5/13/2015
	D.B.5 Food Services, Inc	WILLIAM A LISON, Agt	707 E BRADY ST	Class B Tavern License	99		4/1/2015
	DEM ANO, INC	Judith A Schieffer, Agt	1555 N RIVERCENTER DR	Class B Tavern License	80		7/1/2015
	Elephant Cafe	MARY T REGANO, Agt	1004 E BRADY ST	Class B Tavern License	80		6/30/2015
	Elephant Cafe	Prasith Nanthasane, SP	1505 N Farwell AV	Class B Tavern License	80		1/14/2015
	Fink's of Milwaukee, Inc	KRISTYN A ST DENIS, Agt	1875 N Humboldt AV	Class B Tavern License	80		2/4/2015
	H RENTALS, LLC	KENNETH D HARPER, Agt	408 E NORTH AV	Class B Tavern License	80		5/3/2015
	HOSSED ON BRADY INC	DONNA R OLSON, Agt	1689 N FRANKLIN PL	Class B Tavern License	80		7/6/2015
	J & S Malone, LLC	JOSHUA L MALONE, Agt	1329 E BRADY ST	Class B Tavern License	80		7/22/2015
	Jack's American Pub, LLC	JACK'S AMERICAN PUB	1329 E BRADY ST	Class B Tavern License	240		7/1/2015
	JAMO'S	SCOTT A SCHAEFER, Agt	1800 N ARLINGTON PL	Class B Tavern License	25		3/25/2015
	JOEY C'S, INC	JAMISON H GOLL, Agt	1311 E BRADY ST	Class B Tavern License	99		6/30/2015
	Karma-Milwaukee, LLC	ARI B DONNITZ, Agt	600 E OGDEN AV	Class B Tavern License	99		10/10/2015
	LANDFALL II, LLC	LORI A HASSETT, Agt	1501 N JACKSON ST	Class B Tavern License	160		10/11/2015
	LIU'S ORIENTAL KITCHEN, LLC	HENRY LIU, Agt	1664 N VAN BUREN ST	Class B Tavern License	80		5/4/2015
	M P ON BRADY, INC	MICHAEL D LEE, Agt	1339 E BRADY ST	Class B Tavern License	143		6/30/2015
	MARK MC NALLY, INC	SANDRA M LIBRIZZI, Agt	1682 N VAN BUREN ST	Class B Tavern License	83		2/28/2015
	METCALFE RESTAURANT, INC	SUZETTE R METCALFE, Agt	1503 N FARWELL AV	Class B Tavern License	75		10/22/2015
	MIMMA'S CAFE, INC	GIROLAMA MEGNA, Agt	1301-07 E BRADY ST	Class B Tavern License	25	160 1st floor	5/15/2015
	MIE, INC	LESLIE S MONTEMURRO, Agt	1701-03 N ARLINGTON PL	Class B Tavern License	159	99 patio	7/24/2015
	NOMADIC VENTURES, INC	MICHAEL LETEL, Agt	1401 E BRADY ST	Class B Tavern License	90		3/7/2015
	OCTOPUS, LTD	DENNIS BONDAR, Agt	1836 N PULASKI ST	Class B Tavern License	80		6/30/2015
	PITCH'S LOUNGE & RESTAURANT	PETER F PICCIURRO, SP	1801 N HUMBOLDT AV	Class B Tavern License	130		2/28/2015
	ROCHAMBO, LTD	MICHAEL R HONKAMP, II, Agt	1317 E BRADY ST	Class B Tavern License	110	80 inside, 30 patio	6/3/2015
	SANFORD RESTAURANT, INC	Justin L Aprahamian, Agt	1547 N JACKSON ST	Class B Tavern License	80		10/30/2015

Total

Grand Total : 67

SATGUR CORPORATION, INC	MAHARAJA RESTAURANT	BALBIR SINGH, Agt	1550 N FARWELL AV	Class B Tavern License	300	9/22/2015
SMUKALLA ENTERPRISES, LTD	TREATS	ERICA C DENNIS, Agt	2221 N HUMBOLDT AV	Class B Tavern License	80	1/17/2015
Son Wukong, LLC	Mai Thai Restaurant and Lounge	Meghan E Ongie, Agt	1230 E Brady ST	Class B Tavern License	99	7/22/2015
THE HIDEOUT CORP OF MILWAUKEE	SCAFFIDI'S HIDEOUT	RICK SCAFFIDI, Agt	1837 N HUMBOLDT AV	Class B Tavern License	80	6/30/2015
TROCADERO, LLC	TROCADERO	MICHAEL J EITEL, Agt	1758 N WATER ST	Class B Tavern License	199	5/3/2015
WAN FU, INC	EMPEROR OF CHINA	JIN-SHOEI HORNG, Agt	1010 E BRADY ST	Class B Tavern License	25	9/26/2015
Wisconsin Ventures, LLC	World of Beer	BRIAN C RANDALL, Agt	1300 E Brady ST	Class B Tavern License	99	9/19/2015
Wolf Peach, LLC	Wolf Peach	GINA M GRUENEWALD, Agt	1818 N Hubbard ST	Class B Tavern License	100	10/22/2015
Y-NOT II TAVERN	Y-NOT II TAVERN	ANTHONY F DE PALMA, SP	706 E LYON ST	Class B Tavern License	100	6/30/2015
ZARLETT1933, LLC	STUBBY'S	BRIAN C ZARLETTI, Agt	2060 N HUMBOLDT AV	Class B Tavern License	410	294
Olena, Inc	Greek Village Gyros	George Dimitropoulos, Agt	1888 N HUMBOLDT AV 101	Class C Wine Retailer's License		5/24/2015
SATORI RESTAURANT LLC	THAI-NAMAMITE RESTAURANT	SARINLADA PANYASOPA, Agt	932 E BRADY ST	Class C Wine Retailer's License		6/15/2015
Smith Sisters, LLC	Brewed Cafe	SHEILA M PUFARL-BETTIN, Agt	1208 E Brady ST	Class C Wine Retailer's License		6/10/2015
The Noodle Shop, Co. - Colorado, Inc.	Noodles & Company	KATIE M ENSALDO, Agt	544 E OGDEN AV 10	Class C Wine Retailer's License		12/19/2014



Thursday, December 11, 2014

Licenses Committee Notice of Hearing

THE GOLDEN ARROW LLC
1758 N Water St

Milwaukee, WI 53202

Date: 12/16/2014
Time: 08:45 AM
Location: Common Council Chambers, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer - Restaurant, and Public Entertainment Premises
License Applications Requesting Instrumental Musicians, Disc Jockey, and Bands
KOVACOVICH, JR, Jeffrey A, Agent
Trocadero at 1758 N Water St

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, December 11, 2014

Licenses Committee Notice of Hearing

Across the Pond, LLC
1758 N Water St

Milwaukee, WI 53202

Date: 12/16/2014

Time: 08:45 AM

Location: Common Council Chambers, Third Floor, City Hall

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License Applications Requesting Instrumental Musicians, Disc Jockey, and Bands
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PLAN OF OPERATION

1. Premises Location
<input checked="" type="checkbox"/> Free Standing Building <input type="checkbox"/> Strip Mall <input type="checkbox"/> Other _____
2. Describe Premises Structure
<input type="checkbox"/> Single Story <input checked="" type="checkbox"/> Multi-Story - # of Stories <u>3</u> <input type="checkbox"/> Other _____
3. Describe Surrounding Area
<input checked="" type="checkbox"/> Commercial <input checked="" type="checkbox"/> Residential <input type="checkbox"/> Industrial <input type="checkbox"/> Other _____
4. Premises Location
a) <input type="checkbox"/> Major Thoroughfare <input checked="" type="checkbox"/> Secondary Street <input type="checkbox"/> Other _____ b) Nearest Cross Street <u>E. Pearson Street</u>
5. Proximity of Premises to Church, School, or Hospital
Is there at least 300 feet between the building and any church, school or hospital? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
6. Miscellaneous Business Questions
a) Proposed Opening Date: <u>11/11/2014</u> b) Is this premise under construction? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, list estimated completion date: _____ c) Is this a franchise? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No d) Is this premises currently licensed? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, list type of license: <u>Class B Tavern</u> e) Is the current licensee operating? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, list date closed: _____ f) What other types of licenses/permits will you or do you hold at this location? (check all that apply) <input checked="" type="checkbox"/> Occupancy Permit <input checked="" type="checkbox"/> Cigarette & Tobacco <input type="checkbox"/> Gas Station <input type="checkbox"/> Extended Hours <input type="checkbox"/> Other: _____ g) Do you have future plans for other businesses, licenses or permits at this location? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, explain: _____
7. Food
Will food be served on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, a Food Dealer license is required. Check all that apply: <input checked="" type="checkbox"/> Prepackaged Food <input checked="" type="checkbox"/> Snacks <input checked="" type="checkbox"/> Appetizers <input checked="" type="checkbox"/> Catered Events <input checked="" type="checkbox"/> Full Meals – Hours of Food Service: From <u>9am</u> To <u>11pm</u> A menu must be submitted with this Plan of Operation for all restaurants.
8. Type of Business
Briefly describe the type of business you plan to operate if granted a license (attach additional sheets as necessary.) <u>Purchasing and continuing to op operate the restaurant and bar as is.</u>

9. Litter and Noise

How are the grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: _____

How often will grounds be cleaned? Daily Weekly Other: _____

Grounds Cleaned By: Licensee Building Owner Employees Hired Maintenance Other: _____

How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: _____

10. Smoking and Sanitation

Are there designated outdoor smoking areas? No Yes

If yes, describe the area(s) and provide location(s): along sidewalk of building

Number of Garbage Cans: Inside: 20 Locations: Bathrooms, kitchen, server stations, behind bars
 Outside: 4 Locations: Patio's

Is a Crowd Control Barrier used? No Yes If yes, describe: _____

Describe sanitation facilities (restrooms): Mens 1st floor (1 urinal, 1 toilet) Womens 1st floor (2 toilet) Mens 2nd (1 urinal, 1 toilet)

Provide name of solid waste contractor: Advance Disposal Womens 2nd (3 toilet)

11. Security

Are there parking spaces on the premises? No Yes If yes, number of spaces: _____ and describe security provisions: _____

Are there designated loading areas? No Yes If yes, describe security provisions _____

Do you have security personnel on the premise? No 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? No Yes If yes, list all locations: _____

Are searches and/or identification checks conducted upon entry? No Yes If yes, describe: _____

12. Percentage of Sales (must total 100%)

Alcohol 40 % Food Sales 59 % Entertainment 0 % Other 1 %

13. Businesses On The Premise (choose all that apply):

Type 1

- Full Service Restaurant
- Night Club
- Bowling Alley
- Cafe/Coffee Shop
- Tavern
- Hotel
- Deli or Fast Food Restaurant
- Cocktail Lounge
- Banquet Hall
- Private/Fraternal/Veterans Club
- Teen Club
- Sports Facility

Type 2

- Liquor Store
- Gas Station
- Corner Store
- Other _____
- Supermarket
- Convenience Store

14. Legal Capacity of Premises (Only premises identified as Type I in Question #13)

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

15. Hours of Operation

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open	Close			
Sunday	9am	2am	400	1 - 99	none
Monday	11am	2am	100	1 - 99	none
Tuesday	11am	2am	100	1 - 99	none
Wednesday	11am	2am	100	1 - 99	none
Thursday	11am	2am	250	1 - 99	none
Friday	11am	2:30am	500	1 - 99	none
Saturday	9am	2:30am	500	1 - 99	none

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday – Thursday; 12:00 am Friday and Saturday, unless otherwise approved by Common Council in licensee's plan of operation.

16. This Section to be Completed by Alcohol Applicants Only

- a) Property Owners Name: Across the Pond LLC Phone Number: 414-306-5665
Address: 1758 N. Water Street Milwaukee, WI 53202
- b) Are you taking out this application for anyone that may not be eligible for a license? No Yes
If yes, list name and address: _____
- c) 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: Phil Erno, Chad Ellingboe

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.

- d) Does anyone else have money invested or any other interest in this business? No Yes
If yes, explain: Mike Materna owns the remaining 10% of the business
- e) 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: _____
- f) Will any of the following types of businesses be conducted at this location? (check all that apply)
 Bed & Breakfast Billiard/Pool Hall Comedy Club Indoor Golf Facility
 Video Game Center(6 or more games) Brew Pub Volleyball Court Theater Wine Tasting Room
 Department Store Pharmacy Gift Shop Museum Center for the Visual & Performing Arts
- g) 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 patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

17. 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 office 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 lease/buyer

18. 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.)? Trocadero MKE LLC
- c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ _____
- d) Total amount paid for business \$ 1,500,000 business & building
- e) Total amount paid for goodwill of the business \$ 0

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

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

19. Lease Information (new & transfer applicants who are leasing the premises only)

- a) Date lease begins 12/1/2014 Ends 11/30/2019
- b) Monthly rental \$ 10,000
- 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)? 20 years
- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupancy object to the granting of your license? No Yes
If yes, explain _____

20. 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): _____

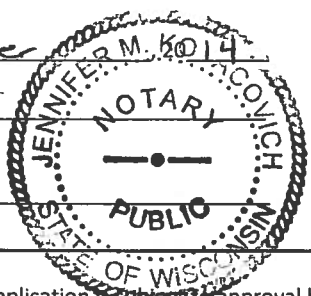
21. Notarized Signatures of Applicants

SUBSCRIBED AND SWORN TO BEFORE ME

This 26th day of September

J. M. Kervonnet
(Clerk/Notary Public)

My Commission Expires 2-21-16
*Notary Seal must be affixed.



[Signature]
Agent/Owner/Partner

[Signature]
Additional Owner/Partner

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

If you do not provide all required information, your application will be returned to you.



PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTARY 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

(1) TYPES OF ENTERTAINMENT (CHOOSE ALL THAT APPLY)

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

(2) WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?

No Yes, describe: _____

(3) LEGAL CAPACITY OF PREMISES

199 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.) Your legal capacity will determine the license fee for your Public Entertainment Premise License. If you would like to request that the license be approved with a lower capacity than listed above, indicate lower capacity _____. If approved, this lower capacity will print on your license and _____ the capacity listed on your Occupancy Permit.

(4) IDENTIFY IF SOUND AMPLIFICATION IS USED

No Yes, describe: _____

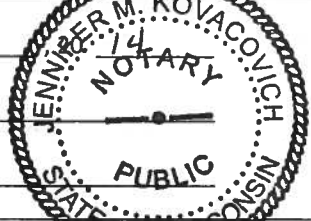
(5) DECLARATIONS, ACKNOWLEDGEMENTS, AND DISCLOSURES

1. The undersigned understands 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.
2. The undersigned agrees to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
3. The undersigned understands that applicants 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.
4. The undersigned has knowledge of the City Ordinances currently regulating the public entertainment, and understands that the license may be subject to suspension, non-renewal or revocation, if the applicant violates any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

(6) NOTARIZED SIGNATURES OF APPLICANTS

SUBSCRIBED AND SWORN TO BEFORE ME
This 20th day of September

J. Kovacovich
(Clerk/Notary Public)
My Commission Expires 2-21-16
*Notary Seal must be affixed.



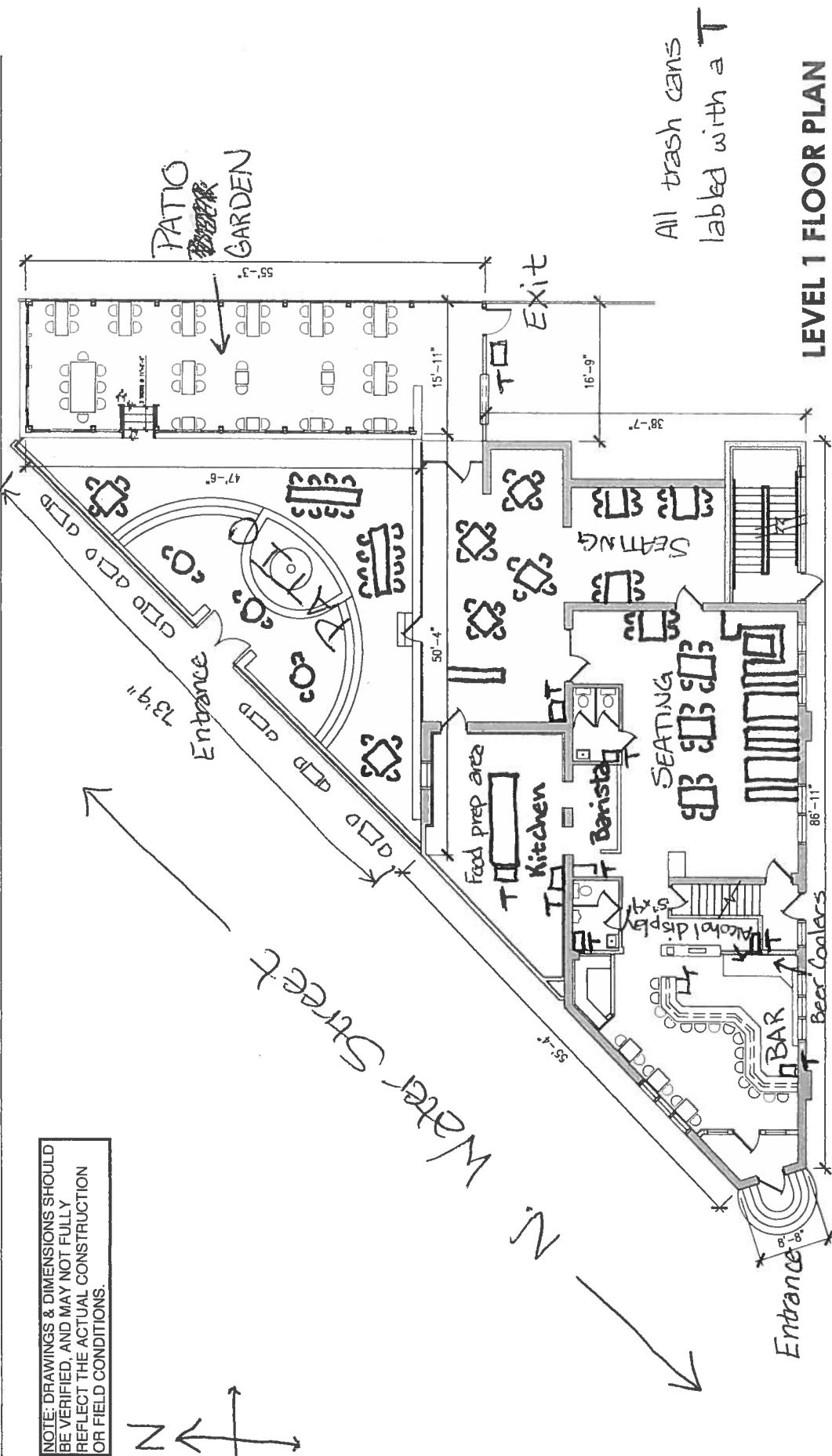
[Signature]
Agent/Owner/Partner

[Signature]
Additional Owner/Partner

Trocadero MKE LLC dba Trocaderos 1758 N. Water Street
 Milwaukee, WI 53202
 Jeffrey A. Kovacovich (Agent)

9,826 square feet (entire area to be leased)

TROCADERO GASTROBAR



All trash cans
 labeled with a T

LEVEL 1 FLOOR PLAN

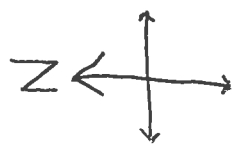
NOT FOR CONSTRUCTION
 JUNE 18, 2014
 NOT TO SCALE

Exit

Entrance

RINKA|CHUNG
 ARCHITECTURE INC.

← E. Pearson Street →

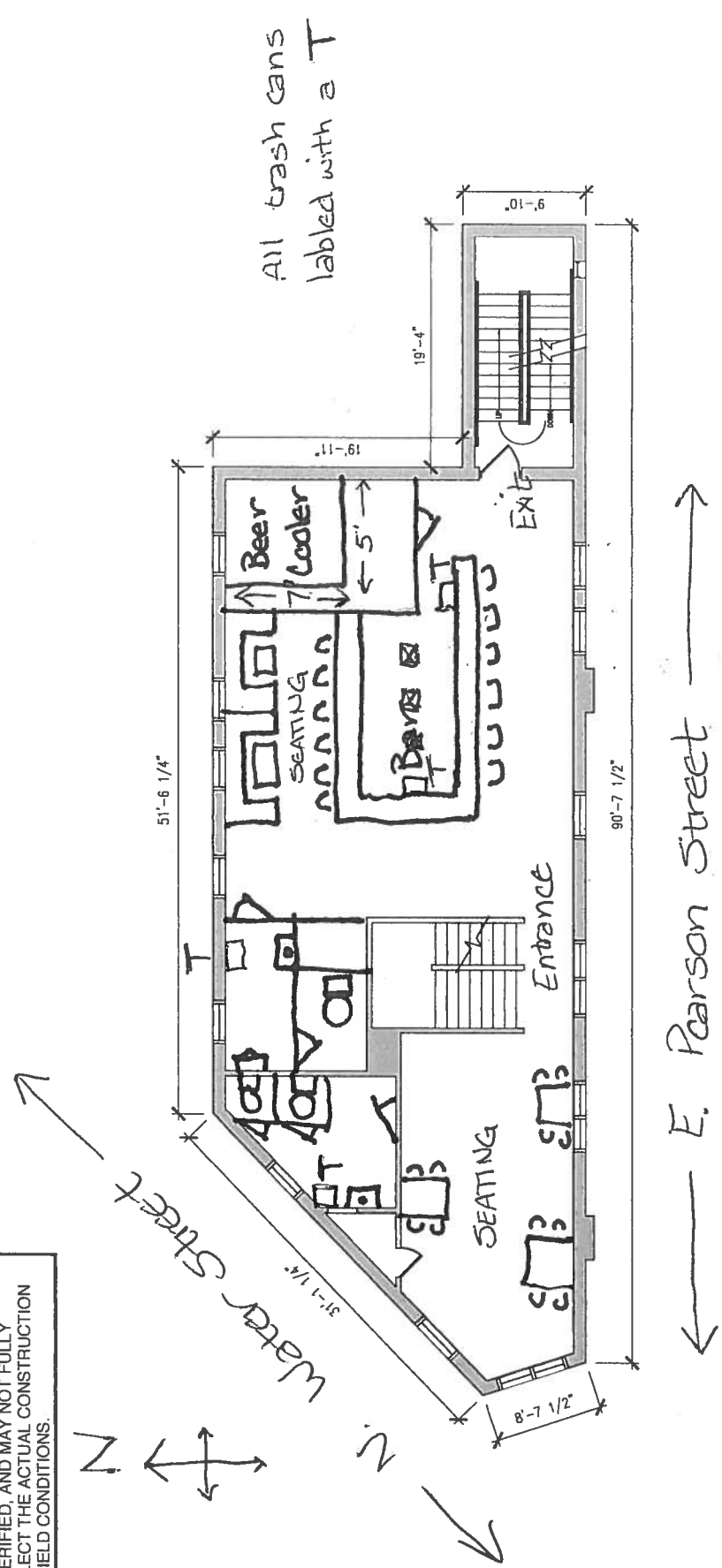


Trocadero MKE LLC dba Trocadero
 Jeffrey A. Kovacovich (Agent)
 1758 N. Water Street
 Milwaukee, WI 53202

TROCADERO GASTROBAR

9,826 square feet (entire area to be licensed)

NOTE: DRAWINGS & DIMENSIONS SHOULD BE VERIFIED, AND MAY NOT FULLY REFLECT THE ACTUAL CONSTRUCTION OR FIELD CONDITIONS.



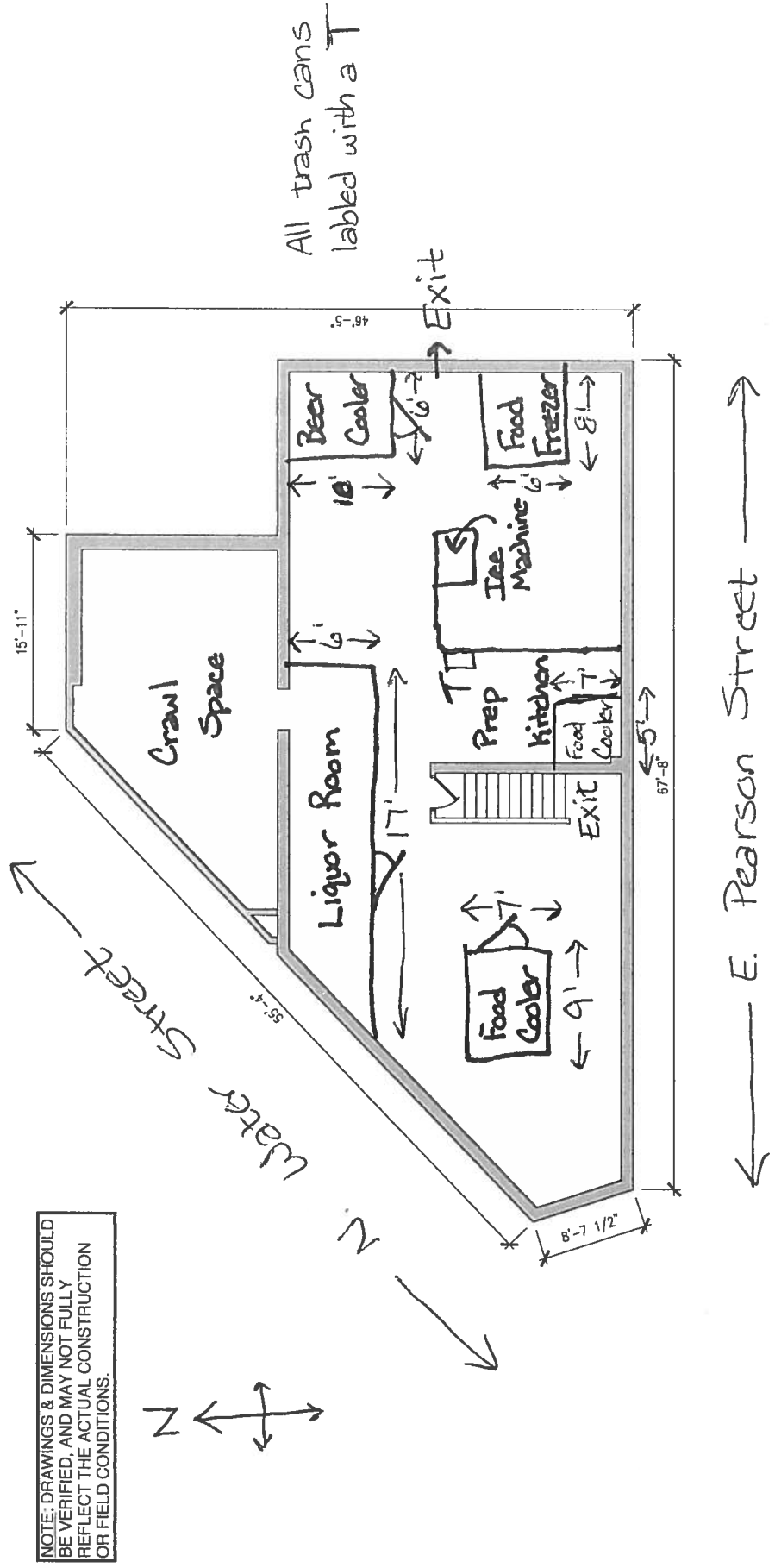
LEVEL 2 FLOOR PLAN

NOT FOR CONSTRUCTION
 JUNE 17, 2014
 NOT TO SCALE

RINKA|CHUNG
 RINKA CHUNG ARCHITECTS P.A.

Trocadero MKE LLC dba Trocadero 1758 N. Water Street
 Jeffrey A. Kovacovich (Agent) Milwaukee, WI 53202

9,826 square feet (entire area to be licensed) **TROCADERO GASTROBAR**



LOWER LEVEL FLOOR PLAN

NOT FOR CONSTRUCTION
 JUNE 18, 2014
 NOT TO SCALE



FOOD DEALER SUPPLEMENTAL APPLICATION / FOOD OPERATION PLAN

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

FREST
 199422

1. Application Type

Indicate the application type and complete the corresponding section.

New application (*fee is \$300*). For new applications, answer questions below and then continue on to section 2.

Is this a simple change of ownership (no change in food operation) or a new establishment?

- Taking over existing operating licensed food business
- New establishment (anything other than a simple change of ownership)

Provide a brief description of the food establishment

French - American fusion restaurant

What is the anticipated opening date or date of change of ownership: 11/11/2014

Site Evaluation - Optional (*fee is \$100*) Site evaluations are optional, and done only upon request. The purpose of the site evaluation is to assess the suitability of a prospective site for use as a food establishment.

Modification or amendment to an existing food license or public health approved operational plan. For modifications/amendments to existing establishments, both the operator and establishment cannot be different than on existing license or the application is considered new. Answer the two questions below (including the follow up detail if applicable) and then continue on to section 2.

What facilities (equipment or building) change(s) are you planning (*check all that apply*):

- Construction or renovation (*fee is \$200*)
- Significant equipment change without construction or renovation (*fee is \$50*)
- Adding an additional site at the same premises where food will be prepared/processed or sold (*fee is \$100 per additional site*)
- No equipment or renovations are being planned

What changes are being proposed to the food operation or specialized approvals are being requested (*Note: \$75 operational change fee is charged only once even if multiple items are checked*):

- Substantial changes to the menu including the type or complexity of food processing (*fee is \$75*)

Briefly describe proposed changes

- Adding processing when no processing was previously performed, or adding additional types of processing (*fee is \$75*)

- Requests for modifications or variances to public health food code requirements or the review of a specialized process requiring health department approval prior to implementation (*fee is \$75*)

Indicate specialized processes/variances requested (*check all that apply*):

- | | |
|--|--|
| <input type="checkbox"/> Acidified Rice | <input type="checkbox"/> Sale without Consumer Advisory |
| <input type="checkbox"/> Bare Hand Contact to Ready to Eat Foods | <input type="checkbox"/> Shellfish - Comingling |
| <input type="checkbox"/> Curing | <input type="checkbox"/> Shellfish -Display Tanks |
| <input type="checkbox"/> Dogs in Outside Dining Areas | <input type="checkbox"/> Smoking |
| <input type="checkbox"/> Non-continuous Cooking | <input type="checkbox"/> Sprouting |
| <input type="checkbox"/> Peddler Base | <input type="checkbox"/> Time as a Public Health Control |
| <input type="checkbox"/> Reduced Oxygen Packaging | <input type="checkbox"/> Wild Game |
| <input type="checkbox"/> Other, specify | |

- Amending existing license to reflect an increase in annual gross sales or change in food operation (*fee is the difference in the cost between the food licenses plus \$25 for transfer fee*)

- No significant changes are being proposed in how food is prepared/processed or substantial menu changes. No addition of specialized process or activities requiring approval is being requested (*no fee*)

2. Premises Description

Will food be prepared or sold at a single or multiple food preparation and/or sale sites: Single Multiple

If multiple sites will be used, how many distinct sites will be used?

List all sites and briefly describe the nature of the food activities at each site:

On premise in the kitchen and prep kitchen areas only

Note: Multiple sites may require more than one license or an additional site license depending upon the food activity conducted at any one site.

Indicate where on the premises food will be sold, served, consumed and/or stored: 1st Floor 2nd Floor Rooftop Basement

Other Floor, specify _____

Other location, specify _____

Are any outdoor operations planned? Yes No Unknown

What activities will be conducted outdoors (check all that apply)

Bar

Cooking/grilling

Dining – Patio

Dining – Sidewalk (DPW permit required)

Storage

Other, specify _____

Seating provided on site for dining? Yes No

If yes, what is the seating capacity both inside and outside?

If yes, are there additional banquet facilities other than the main dining area? Yes No

Total square footage of the establishment (exclude space utilized for other purposes other than food)

Annual Gross Food Sales: Sales Based on: Previous Year Previous Establishment Best Estimate

Note: Inspector will request to review receipts periodically to validate if establishment has the appropriate license.

Number of Full Time Employees

Number of Part Time Employees

The following items must be included with a new application:

- Site Plan/Floor Plan: Site plan must identify the building in relation to streets, sidewalks, parking & garbage area.
- Shared Kitchen Agreement, if applicable: If not using your own establishment as your base, provide a written and signed commissary agreement. The agreement must include a list of all services provided by the commissary, such as restroom use, dry goods storage, use of refrigerator space (including the number of cubic feet of refrigeration space allocated to you), etc.

The following items must be submitted to inspector, prior to approval of inspection.

- Floor Plan: The plan must show the location of all equipment (sinks, refrigeration, stoves, ware-washing, etc.), plumbing, electrical services, mechanical ventilation, storage areas and restrooms. Plans must be a minimum of 11 X 14 inches in size including the layout of the floor plan accurately drawn to a minimum scale of 1/4 inch = 1 foot. Plans may be submitted in an electronic format.
- Equipment List: Provide the make and model number of all significant equipment (cooking, cooling, warewashing, etc.) All food equipment must be ANSI/NSF certified. No home-style equipment is allowed. Equipment specification sheets do not have to be provided at the time of submission, but must be provided upon Health Department request
- Finish Materials List: Provide a list of all finish materials (floors, walls, ceilings, counter tops). Surfaces must be smooth, nonabsorbent and easily cleanable, and ceramic, porcelain or quarry tile must have set in base cove.
- Lighting Plan: Provide a list of all light fixtures to be used in the food establishment. All light used in any food prep or storage areas must be shielded or covered and flush or integral to the ceiling. Lighting in food preparation area must meet minimum illumination standards defined in the WI Food Code.
- Pest Management Plan: Describe the establishments integrated pest management plan. Describe strategies to prevent pest entry into the food establishment & harborage of pests Identify if a licensed pest control service has been contracted, provide the name of the company and frequency of service.

3. Construction, Renovations, Kitchen Equipment Changes or Remodeling

Any construction, remodeling or equipment changes planned? Yes No If no, skip to section 4.

Scope of the planned project?

- New construction or conversion of an existing structure to be used as a food establishment
- Renovation/remodeling impacting 300ft² or more than of food preparation or display area
- Renovation/remodeling impacting less than 300ft² of food preparation or display area
- Renovation/remodeling limited to the instillation/change/replacement of food equipment

Provide a brief summary of the proposed construction, remodeling and/or equipment change:

Note: Building permits may be required, contact the Department of Neighborhood Services

Date alterations/changes planned to begin _____

Contact information for general contractor _____

Contact information for architect _____

4. BUSINESS TYPE

Overall Establishment Type (select the one that best describes the proposed business)

- Bed and Breakfast
- Commissary or Mobile Food Peddler Base – a commercial kitchen used for the production of food to be served or sold at another location; a base of operations for a mobile food peddler where the vehicle, cart or unit which is used at a minimum for the service or cleaning of the peddler vehicle, cart or container. A base of operations for a caterer or seasonal market vendor for the preparation of food.
- Community Food Program – free meal site or food pantry. Any site in which all food is provided free of cost to those in need or to organizations who serve person's in need.
- Distiller or Brewer – facilities that are primarily engaged in the production of alcoholic beverages
- Food Distributor – a business that transports food for sale to retail and wholesale establishments and does not perform any processing or repacking of food items
Is food stored on site Yes No
- Food Manufacturer - commercial operation that produces, packages, labels, or stores food for human consumption, but primarily does not provide food directly to a consumer, food is sole to distributors, retailers or restaurants, there may be a small store on site where only the manufacturers products are sold, but the majority of product is sold to other licensed food establishments
Is there a retail store onsite? Yes No
- Food Store – a food establishment either mobile or permanent in which the majority of food sales consist of beverages or multi-serving food products requiring further preparation prior to consumption, examples of food stores include bakeries, grocery stores, convenience stores, coffee shops, liquor stores. Food stores include business whose primary business is other than food, but offer convenience food items.

Are you considered a convenience food store? Yes No

A convenience food store contains less than 5,000 sq ft of retail sales space AND has as its primary business the sale of basic food items and in addition sells household products. Basic food items may include, but are not limited to, milk and dairy products, bread products, prepared sandwiches, frozen entrees, refrigerated food and baby food. Household products may include, but are not limited to, cleaning products, paper products, baby products and pet food

School – educational institution including elementary, middle and high schools, technical schools, colleges and university, where food service is limited to students (no sales to faculty or general public)

Restaurant – a food establishment either mobile or permanent in which the majority food sales consist of meals

5. FOOD OPERATION SCOPE

Type of Sales (check all that apply, even if it reflects a small percentage of the proposed business)

- Made directly to the general public or end consumer (includes internet sales)
- Made to other food establishments (wholesaler, distributors, retail or restaurants) who will resell your product(s)

What percentage of your planned food sales will be meals versus grocery items?

% from meals (ready-to-eat food sold to in single portions)

% from grocery items (multi-serving food products, typically requiring preparation before serving, includes beverages, bakery items and raw produce)

Will 25% or more of your sales be to highly susceptible populations (defined as persons with medical conditions, elderly, or preschool age children)?

Yes No

Will customers be able to purchase food through a drive through? Yes No

Will customers be able to purchase food from a self-service salad or food bar? Yes No

Will food be prepared on site and then transported for sale or consumption at another location? Yes No

If yes, check all the reason why the food will be transported

Catering Delivery Base for Mobile Food Peddler Base for temporary or seasonal food stand

Other, specify

6. FOOD, FOOD PREPERATION, FOOD PROCESSING

For restaurants provide a copy of the proposed menu or a detailed menu of all the foods and drinks you will be serving.

For all other establishments provide a summary below of the brief types of food products being sold.

menu attached

Will any potentially hazardous food (food that requires temperature control) be offered for sale? Yes No

Examples of potentially hazardous foods are meats, dairy, poultry, eggs, cut tomatoes or leafy greens, cut melons, cooked rice, beans or potatoes, or garlic in oil.

Will food be prepared or processed on site? Yes No

Examples of processing are assembling, grinding, cutting, mixing, baking, grilling, frying, coating, stuffing, packing, bottling, packaging, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking.

If yes, indicate the type of food processing that will be conducted:

cutting, mixing, baking, grilling, frying

If performing processing, will there be any processing of potentially hazardous food? Yes No

7. WEIGHTS AND MEASURES

Will any items be offered for sale by weight or by volume? Yes No

If yes, describe number and type of devices used:

A separate weights and measures license is required for each scale.

Will electronic scanning devices be used for pricing/check out? Yes No

If yes, how many devices will be used

A scanner license is required if using an electronic scanning device.

8. LITTER/GARBAGE/NOISE

What are your plans to keep the grounds clean (check all that apply):

<input checked="" type="checkbox"/> Sweep	<input checked="" type="checkbox"/> Pressure Wash	<input checked="" type="checkbox"/> Pick Up Litter
<input checked="" type="checkbox"/> Hired Maintenance	<input checked="" type="checkbox"/> Building Owner's Responsibility	<input checked="" type="checkbox"/> Garbage Cans Outside
<input type="checkbox"/> Other		

Who is responsible to keep the grounds clean?

<input checked="" type="checkbox"/> Licensee	<input type="checkbox"/> Building Owner	<input checked="" type="checkbox"/> Employees
<input checked="" type="checkbox"/> Hired Maintenance	<input type="checkbox"/> Other	

How often will the grounds be cleaned?

<input checked="" type="checkbox"/> Daily	<input type="checkbox"/> Weekly	<input type="checkbox"/> Other
---	---------------------------------	--------------------------------

How are noise issues addressed (check all that apply):

<input type="checkbox"/> Security	<input checked="" type="checkbox"/> Manager approaches customer(s)	<input type="checkbox"/> Call police
<input type="checkbox"/> Signs posted	<input type="checkbox"/> Other	

Do you purchase, sell or exchange any secondhand articles of personal property (including used cell phones)?

NO YES IF YES, YOU MUST ALSO APPLY FOR A SECONDHAND DEALER LICENSE.

9. HOURS OF OPERATION

Day of the Week	Proposed Hours of Operation (include a.m. or p.m.) (if closed on any days, write "closed")		Number of Customers expected each day	Drive Thru Hours (if not applicable, write "n/a")	
	Open	Close		Open	Close
Sunday	9am	2am	400	n/a	n/a
Monday	11am	2am	100	n/a	n/a
Tuesday	11am	2am	100	n/a	n/a
Wednesday	11am	2am	100	n/a	n/a
Thursday	11am	2am	250	n/a	n/a
Friday	11am	2:30am	500	n/a	n/a
Saturday	9am	2:30am	500	n/a	n/a

10. ISSUANCE OF LICENSE

Will any alcohol or intoxicating beverages be sold at the establishment? Yes No

If yes, what type of license do you have or will you be applying for (check all that apply)?

- Class A fermented malt beverage licenses
- Class A liquor licenses
- Class B fermented malt beverage licenses
- Class B liquor licenses
- Class C wine licenses

If yes, if your food license is approved prior to the alcohol license, would you like the food license issued (check one)

- immediately so you can open your food business at the same time as the alcohol license

SUBMIT THIS FORM ALONG WITH THE "BUSINESS LICENSE APPLICATION"

AGREEMENT RELATING TO STORAGE OF FOOD IN A PRIVATE RESIDENCE

Must be completed if you are stocking vending machines or are a food distributor using a private residence as your business address.

Food storage by a vending machine owner or distributor in a private residence is limited as follows.

NOTE: No other food dealers may store food in a private residence.

1. Prior to issuance of a license, the storage area must be inspected and in compliance with the following:

- A. Food storage in the home must be limited to commercially packaged, non-potentially hazardous snack foods such as gums, candies, and chips.
- B. All food must be stored in its original container. There can be no storage of unwrapped bulk food products or removal of product from its original package for repackaging of any kind.
- C. No food can be stored in any room used as living or sleeping quarters. Food storage must be in a separate room, used exclusively for food storage. No other non-food items can be stored in this room. The room must also be equipped with a tight-fitting, self-closing door. No pets are to be kept or allowed in the food storage area.
- D. No food can be stored in a garage or other buildings outside the dwelling unit.
- E. Foods must be stored off the floor and away from the wall in rodent/insect proof containers (i.e., plastic or metal containers with tight-fitting lids).
- F. There shall be no sales made in or around the dwelling unit.
- G. This approval is only applicable to vending machine owners, peddlers, and distributors without retail operations or warehouses, and storage is limited to what can be sold in a week's time.
- H. Operator must agree to unannounced annual inspection of the storage area by the Milwaukee Health Department as a condition of licensing. Violation of any of the above requirements is grounds for denial or revocation of a license.
- I. Operator must have a Statement of Home Occupation on file with the Department of Building Inspection.
- J. Vehicles used in transporting foods are also subject to inspection and approval by the Health Department.
- K. No food can be stored in an attic unless the attic is properly finished and ventilated.

I have read and agree to the above as a condition of licensing.

Operator's Signature: _____

2. In lieu of storage of food in my home, I will purchase product from an approved source as I need it for same day distribution without the storing of excess product.

I have read and agree to the above as a condition of licensing.

Operator's Signature: _____

Affirmation of Understanding – Permit Needed to Operate

ALL NEW APPLICANTS – PLEASE READ AND INITIAL EACH ITEM CONFIRMING YOUR UNDERSTANDING:

1. JK I understand that an inspection and sign off by the Health Department is required before my permit may be issued.
2. JK I understand that an occupancy permit must be issued and an inspection may be required from the Department of Neighborhood Services before my permit may be issued.
3. JK I understand that the Department of Neighborhood Services must sign off on my application with the License Division before my permit may be issued.
4. JK I understand the local council member must approve or deny my request before my permit is eligible to be issued. If denied, I understand that I may be scheduled for a hearing before the License Committee of the Common Council.
5. JK I understand that I must pay and the License Division must have proof of payment for the associated permit fees before my permit may be issued.
6. JK I understand that all of the above must be complete before my permit is eligible to be issued.
7. JK I understand that the license/permit for which I am applying must be issued and posted in my business premises prior to opening for business.

I, Jeffrey Karscaich, will not operate my food business, until the permit has been issued and posted in the establishment.

Signature of Applicant: 

Date: 10/15/2014



SOUP

Smoked Paprika Lobster Chowder* 7 / 11

APPETIZERS

Menage a Trois 10

Red pepper hummus, olive tapenade,
avocado edamame puree

Frites Cones

Traditional Frites 5
Sweet Potato Fries 6

Crispy Portobello Frites 10

Balsamic marinated portobellos, parmesan cheese,
sriracha aioli

Ahi Tuna* 12

Seared rare ahi tuna, apple, fennel, radish, goat butter

Ham & Potato au Gratin 9

Yuppie Hill Farms pulled ham, gruyere potato au gratin,
fontina cream

Pan Seared Scallops* 13

3 pan seared scallops, herb MontCherve goat cheese
quenelle, blueberry vinaigrette, arugula micro greens

Grilled Juusto Bread Cheese 11

Grilled Carr Valley Juusto bread cheese, roasted grapes,
spring onions, organic arugula, rhubarb gastrique

SHELLS AND BOARDS

MUSSELS



The Meunière 12

One pound of mussels, shallot, garlic, thyme,
parsley, butter, white wine, pretzel baguette



The Basque 12

One pound of mussels, roasted tomatoes, fennel,
vermouth, caramelized onions, pretzel baguette



Artichaut Avec des Onions Caramelizes 13

One pound of mussels, artichokes, caramelized
onions, roasted garlic butter, chive oil

Milwaukee Board* 11

Deviled eggs, pickled carrots, Usinger's liverwurst,
house-made pickles, cheese curds, pretzel baguette

Cheese Board 15

Pick 3 cheeses. Served with apricot & hazelnut chutney,
fig relish, roasted grape relish, pretzel baguette

La Von Double Cream Brie, Cow, FR

Vern's 2yr Cheddar, Cow, US

Carr Valley Smoked Gouda, Cow, US

Carr Valley Wildfire Blue, Cow, US

Carr Valley Fontina, Cow, US

Roth Kase Buttermilk Blue, Cow, US

MontCherve, Goat, US

Sartori MontAmoré, Cow, US

Sartori Sarvecchio Parmesan, Cow, US

Roth Kase Gruyere, Cow, US

Meat & Relish Board 13

Prosciutto di Parma, Coppa, Sopressata, pickled carrots,
apples, apricots, stone ground mustard, white truffle
butter, rustic bread

SIDES

VEGETABLE 5

Sauteed rapini, sauteed haricot vert,
caramelized cauliflower, caramelized brussel sprouts

POTATO 5

Goat cheese mashed or confit fingerlings

SARVECCHIO PARMESAN RISOTTO 7

QUINOA 7

SALADS

Bistro Salad petite 6 entrée 11

Mixed greens, Roth Kase Buttermilk Blue cheese, red onions, candied
walnuts, cherry tomatoes, balsamic vinaigrette

Rocket Salad petite 7 entrée 12

Arugula, Roth Kase Buttermilk Blue cheese, apples, pears, almonds,
honey lavender vinaigrette

Filet & Spinach Salad* petite 8 entrée 15

Grilled filet medallions, spinach, bacon, blueberries, blue cheese
crumbles, shaved red onions, blue cheese vinaigrette

Apple Kohlrabi Salad petite 8 entrée 14

Grilled chicken, arugula, mixed greens, goat cheese, pomegranate
seeds, salted caramel pecans, black pepper sherry vinaigrette

Tuna Nicoise Salad* 13

Seared rare ahi tuna, tomato, hard-boiled egg, fingerling potatoes,
black olive, haricot vert, frisee, black olive vinaigrette

Grilled Watermelon & Scallop Salad* 15

3 pan seared scallops, grilled watermelon, mixed greens, shaved
radishes, peach vinaigrette

HANDHELDS

Petite Filet Sliders* 15

Grilled filet medallions, confit onion, Roth Kase gruyere cheese, pretzel
bun, side of hollandaise sauce

Adult Grilled Cheese 11

Carr Valley gouda, Silver Louis Farms muenster, allouette, Roth Kase
gruyere, arugula, tomato jam

Wildfire Burger* 14

All natural half-pound beef patty, Carr Valley Wildfire Blue, iceberg
lettuce, grilled tomato, red onion, pretzel bun

Beerline Burger* 15

All natural half-pound beef patty, Vern's 2yr Cheddar, thick-cut bacon,
caramelized onions, sriracha aioli, potato bun

Grilled Portobello Sandwich 11

Grilled portobellos, giardinera aioli, brie, tomato jam, baby arugula,
pretzel baguette

ENTRÉES

Crispy Brick Chicken 17

Quinoa, kale, sunchokes, roasted tomatoes, fresh cracked pepper, lemon
rosemary olive oil

Filet Medallions* 19

Pan-seared filet medallions, confit fingerling potato, confit fennel,
caramelized cauliflower, cherry tomato, arugula, brown butter
vinaigrette

Vegetable Risotto 15

Caramelized brussel sprouts, spinach, confit fennel, Sarvecchio
parmesan risotto

Market Seafood* mrkt

Fingerling potato, spring onions, spinach, grilled asparagus, grape
tomato, WI honey & thyme beurre blanc

Short Ribs 19

Braised beef short ribs, goat cheese mashed potato, haricot vert,
shallot au jus

Chicken Campanelle 14

Braised shredded chicken, fennel, leeks, rapini, roasted garlic butter,
lemon zest

Crab Stuffed Rainbow Trout 19

Leeks, confit fingerling potato, spinach, artichokes, roasted garlic,
hollandaise sauce

Seafood Crepe* mrkt

Market seafood, lobster, roasted red peppers, oyster mushrooms,
roasted fennel beurre blanc, house-made savory crepe

DESSERTS

Cremé Bruléé Trio 8

Honey lavender, vanilla, rhubarb

Salted Caramel and Vanilla Cheesecake 7

Profiteroles 6

Peanut butter creme anglaise filled

*The Milwaukee health department would like you to know: consuming raw or
undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk
of food-borne illness, especially if you have certain medical conditions.