



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

Friday, August 26, 2022


**COMMITTEE MEETING NOTICE**

AD 04

WASHINGTON, Shamia, Agent  
Reign LLC  
3169 N 21st St  
Milwaukee, WI 53206

You are requested to attend a virtual hearing to be held on:

**Wednesday, September 07, 2022 at 02:45 PM**

**Regarding:** Your Class B Tavern, Public Entertainment Premises License Applications Requesting Disc Jockey, Bands, Comedy Acts and Patrons Dancing as agent for "Reign LLC"  "Reign" at 231 E BUFFALO St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/964972349>. If you wish to call in, please call **+1 (224) 501-3412** and use Access Code: **964-972-349**.

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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

JIM OWCZARSKI, CITY CLERK

BY: \_\_\_\_\_

Jim Cooney  
License Division Manager

**If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stas5@milwaukee.gov](mailto:stas5@milwaukee.gov)**

**Cox, Andrew**

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**From:** License  
**Sent:** Tuesday, June 14, 2022 12:23 PM  
**To:** Cox, Andrew  
**Cc:** Byrd, Yashica; Martin, Faviola  
**Subject:** FW: Reign - 231 N Buffalo St - Objection

Please add

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**From:** >  
**Sent:** Tuesday, June 14, 2022 11:17 AM  
**To:** License <LICENSE@milwaukee.gov>  
**Cc:** Bauman, Robert <rjbauma@milwaukee.gov>  
**Subject:** Reign - 231 N Buffalo St - Objection

**REDACTED RECORD**

To Home It May Concern at Licensing and Ald. Bauman,

It has just been brought to my attention that there is a bar or club called Reign opening up in the Third Ward a few blocks from my address. 1) We were not given notification in my building, , yet we are greatly affected by this establishment that is within a few blocks. 2) Please send these notices to our building so that we may contest it or share our objections, or offer support as needed.

is greatly affected by activities in the neighborhood, and crime has been on the rise. Ald Bauman may recall my opposition to Site 1A, which was completely out of control. During those hearings, I shared the disturbances and highlighted that those willing to commit crimes in the open (common and documented with the city). Said individuals certainly noticed there was a lack of police presence in a previously very safe neighborhood. At those hearings I stated crime would go up if it was not immediately resolved at that time, and the concerns were largely dismissed (Ald Bauman has been very supportive and was not one who dismissed the concerns). Now we have homicides, shootings, our was just broken into with property theft, and cars are broken into multiple times a month in the lot next door. I would invite anyone to sit down at the corner of Water and Erie and observe between 10pm-1am and let me know if you think adding a club to the neighborhood is a sound idea. At a time when we are very thin on police numbers, it is concerning that we may have another similar club (to Site 1A) opening in the neighborhood that will lead to continued problems. Please note, I am happy to be wrong here if the intended venue is meant to be a relaxed lounge and if so would withdraw any objection; however, it is my understanding that it will be a dance club.

I appreciate that the Third Ward is probably coming off as a bit obstinate as it relates to entertainment venues. However, in order to maintain the delicate balance between residential and business, and keep the neighborhood as a Milwaukee go-to destination, we unfortunately require additional scrutiny of venues that have the potential to add to the crime burden of the neighborhood.

Thank you,

Email  
Phone  
Web

Confidentiality Notice: This e-mail message, including any attachments, is for the sole use of the intended recipient and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message.

**REDACTED RECORD**

**Cox, Andrew**

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**From:** License  
**Sent:** Tuesday, June 14, 2022 7:56 AM  
**To:** Cox, Andrew  
**Cc:** Byrd, Yashica; Martin, Faviola  
**Subject:** FW: Objection - Reign @ 231 N Buffalo St

Please add

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**From:** <>  
**Sent:** Tuesday, June 14, 2022 7:48 AM  
**To:** License <LICENSE@milwaukee.gov>  
**Cc:** Bauman, Robert <rjbauma@milwaukee.gov>  
**Subject:** Objection - Reign @ 231 N Buffalo St

You don't often get email from <> [Learn why this is important](#)

Hi there,

I am a condo owner in the Historic Third Ward at <> I am writing to object to the Class B Tavern and Public Entertainment Premise of Reign at 231 N Buffalo. From the letter I received from the City of Milwaukee, which mentions DJ's and a dancing, this sounds very similar to a club. The person filing, Shamia B. Washington, also owns another club in Milwaukee, so safe to assume this is a club.

We just finally were able to rid the neighborhood of the unsafe conditions that Site 1A caused, most recently the shooting outside of my window on Buffalo/Broadway. I am not sure why we would consider allowing another similar establishment. Reign will be another safety issue in our neighborhood, including fights outside and around the bar, violence, unsafe driving throughtout the neighborhood (*which is a huge safety issue and innitiative for Milwaukee right now*). It will cause noise pollution, and probably also litter and trash the neighborhood.

I want to make it clear my first and foremost issue with Reign is the safety issue. After the murder right up the street from me, Site 1A was finally shut down. Why would we immediately allow another similar establishment?

Thank you for your consideration,

**REDACTED RECORD**

Date: 7/6/2022  
Officer: PLUMLEY

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

Name of Premise: Reign  
Address: 231 E Buffalo  
Phone: 414-581-7760

Owner: Shamia WASHINGTON  
Owner address: 3169 N. 21<sup>st</sup> St  
City State Zip: Milwaukee WI 53206  
Owner Phone: 414-581-7760  
Owner email:

Licensee/Agent: Shamia WASHINGTON  
Home Address: 3169 N. 21<sup>st</sup> St  
City State Zip: Milwaukee WI 53206  
Phone: 414-581-7760  
Email:

Preferred contact: Phone

Location currently open:  YES  NO

Projected open date: 7/1/2022

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

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

Premise Type:  Tavern/Bar  
 Restaurant  
 Other: Event Space

Licenses currently held:

Alcohol:  Yes  No Class: BTAVN #: 208910  
 Tobacco:  Yes  No #: 1030446  
 Food:  Yes  No #:  
 Extended Hours:  Yes  No #:  
 Secondhand Dealer:  Yes  No Type: SHD #: 1792  
 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: Brewery in lower level
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. Is there a parking lot  Yes  No
7. Is the parking lot clean?  Yes  No
8. Off-Street parking  Yes  No
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:
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. 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 capacity 200
- 26. What is the minimum number of employees That will be on premise 4
- 27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No
  - a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No
- 28. Is the interior of the location neat and clean?  Yes  No
- 29. Does an interior camera face the entrance/exit?  Yes  No
- 30. Is there a lockable area that separates employees from customers?  Yes  No
- 31. Are emergency and non-emergency numbers posted near the phone?  Yes  No
- 32. Does the owner know how to contact their police district directly?  Yes  No
  - a. Did you provide a district contact guide to the owner?  Yes  No

**Security**

- 33. How many security personnel are going to be employed: 1
- 34. How will they be deployed: Interior 1 Exterior
- 35. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun
- 36. Will the security be managed by business  or contracted
- 37. Will they be armed  Yes  No
- 38. What type of security measures to be used:
  - Wanding/metal detector
  - ID Scanner
  - Dress Code
  - Cover Charge
  - Age restriction
  - Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Establishment will be used as event space by reservation only (weddings, birthday parties, baby showers). Establishment will have guests out by 11:30PM on days of events. Agent will consider having security/host at the front door during events. Agent will be adding surveillance cameras to the establishment. Guests will not be using rooftop space like previous tenants. Agent is working with Historic Third Ward Society to find parking for guests. Agent has planted flowers in empty flower pots outside of establishment to help prevent people from putting cigarette butts in them.

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 06/08/22

**LICENSE TYPE:** Class B Tavern

**NEW:**

**RENEWAL:**

**No. 338839**

**Application Date:** 06/07/22

**License Location:** 231 E. Buffalo Street

**Business Name:** Reign

**Licensee/Applicant:** WASHINGTON, Shamia  
(Last Name, First Name, MI)

**Date of Birth:** 07/23/1986

**Home Address:** 3169 N 21<sup>st</sup> St

**City:** Milwaukee

**State:** WI    **Zip Code:** 53206

**Home Phone:** 414-445-0261

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 12/19/2018 the applicant was charged in Milwaukee County with Disorderly Conduct (Forfeiture).

**Charge:** Disorderly Conduct

**Finding:** Guilty

**Sentence:** Forfeiture

**Date:** 05/22/2019

**Case:** 2018FO001529



# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 07/10/2020

**LICENSE TYPE:** Class B Tavern

**NEW:**

**RENEWAL:**

**No. 307013**

**Application Date:** 02/18/2020

**License Location:** 231 E Buffalo St

**Business Name:** Site 1A

**Licensee/Applicant:** OHLSSON, Aaron R  
(Last Name, First Name, MI)

**Date of Birth:** 01/03/1990

**Home Address:** 1680A N Franklin Pl

**City:** Milwaukee

**State:** WI **Zip Code:** 53202

**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 02/08/2019 the applicant was charged in Waukesha County with Fishing with more than 3 lines (Forfeiture).

**Charge:** Fishing with more than three lines

**Finding:** Guilty

**Sentence:** Forfeiture

**Date:** 02/13/2019

**Case:** 2019FO000084

2. On 02/20/2019 at 2:56am officers were dispatched to a Battery complaint at Site 1A, 231 E. Buffalo St. The officers interviewed the victim, who stated she saw an ex-boyfriend in the bar. She stated he was upset she was there and began throwing drinks. Security attempted to throw the subject out but he ran away. The applicant was on scene and stated the subject is a regular customer. He was the subject throwing drinks and advised security to throw him out but he ran away.
3. On 03/13/2019 at 1:40am officers were monitoring Site 1A, 231 E. Buffalo St. The officers observed security outside of the club, but stated they did not take any action to clear the crowd or ask them to keep the noise down. The officers spoke with the applicant, who stated he had given security a plan of action but they did not follow it. He stated he would address the situation with them.

4. On 10/18/2019 an officer received a complaint at desk regarding loud music coming from Site 1A. The caller lives a block away and stated the music is a constant problem, sometimes vibrating his windows. An officer responded to the location and could hear music outside as he pulled up. The officer also observed the side door standing open.
5. On 10/31/2019 an officer received a complaint at the desk regarding loud music from Site 1A. the caller stated this is an ongoing problem, throughout the week and he cannot get any sleep. An officer responded to the location and could hear loud music from over a block away, rattling windows. The applicant was on scene and issued a citation.

Charge: Excessive Noise Prohibited  
Finding: Guilty  
Sentence: Fined \$260.00  
Date: 01/30/2020  
Case: 19055156

6. On 12/10/2019 officers, along with agents from the Wisconsin Department of Revenue, conducted a license premise check at Site 1A, 231 E. Buffalo St. the officers located 17 bottles of liquor contaminated with fruit flies. They also located a liquor bottle that appeared to be refilled. The manager, Michael BYERS-DENT, was advised to dispose of the contaminated bottles.
7. On 05/27/2020 officers were dispatched to a Noise Nuisance at Site 1A 231 E. Buffalo St. Upon arrival the officers observed a subject taking out trash from the building. They explained why they were there and she called the applicant. The applicant came down the elevator and stated he was having a private party on the roof for a friend that just passed away. The officers went to the roof with the applicant and observed 19 people and open bottles of alcohol. They also observed liquor bottles with pour spouts, which are commonly used in bars. The applicant stated all the alcohol was privately purchased and he could provide receipts, which he was no able to locate. The applicant was advised to keep the music down and that this report would be filed.

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**Previous Premise**

# MILWAUKEE POLICE DEPARTMENT

## LICENSE INVESTIGATION UNIT

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 01/12/2015  
LICENSE TYPE: BTAVN  
NEW:  
RENEWAL: X

No. 202979  
Application Date: 01/09/2015  
Expiration Date:

License Location: 231 E Buffalo Street  
Business Name: Copper Penguin Management Group

Aldermanic District:

Licensee/Applicant: Siemers, Jared J  
(Last Name, First Name, MI)  
Date of Birth: 06/04/83

Male:                      Female:

Home Address: 2620 East Ohio Ave.  
City: Milwaukee                      State: Wi                      Zip Code: 53207  
Home Phone: 414-899-1143

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 applies to corporate officer Vjetor Isaj:

- On 02/08/02, Isaj was charged with Battery and Criminal Damage to Property by Cudahy Police Department. On 04/05/02, the charge of battery was amended to Disorderly Conduct and he was found guilty and fined. There was no disposition reported on the criminal damage charge.

- =====
1. On 10/19/12 at 11:00 pm, Milwaukee police, along with members of Department of Neighborhood services, conducted a License Premise Check at 231 E Buffalo Street. Officers walked through the bar and did a rough count of about 140 patrons in the bar. When officers asked an employee working the door how many people were in the club and if he had a clicker with the exact amount of patrons, the employee working the door could not provide the officer with the count, nor did he possess a clicker with the count. Officers then spoke with Jared Siemers and brought to his attention that his license allows him to only operate till 1:30 am. Siemers stated that this was wrong and the officer asked Siemers to show him the license showing otherwise. Siemers provided his license where it showed his business must be closed by 1:30 am. Siemers continued to say this was wrong and asked to remain open till 2:30 am. Siemers was advised he could not and must close at time the license stated. Officers returned to the business at 1:30 am and observed the bar just starting to get patrons out of the establishment. At 1:50 am, the bar was free of patrons. A verbal warning was issued to the bar owner that in accordance with their license, all patrons must be out of the bar at 1:30 am and no later.

2. On 10/21/12 at 1:00 am, Milwaukee police went to 231 E Buffalo to meet with the owners and licensee regarding the hours of closing on their Class B Tavern license. Jared Siemers, along with Attorney Michael Whitcomb, were there and contended that the hours on the license was a typo by the city clerk and went on to say that they city can not modify the closing time of 2:30 am, as set by the State. A police sergeant advised them that for the time being, they needed to follow the terms stated on their license and close at 1:30 am. Attorney Whitcomb stated that his clients would be taking the citation for patrons after hours and remain open till 2:30 am. The police sergeant advised the Whitcomb that Siemers would not only be cited for patrons after hours, but police would also shut them down. Siemers, along with his partner, Sean Pliss, stated they would close at 1:30 am and would take care of licensing issues on Monday morning.

At 1:50 am, Milwaukee police went to 231 E Buffalo to verify that they were closed. Police observed a large group of people milling about on the sidewalk in front of the business and when officers drove by, observed a full bar with a large number of patrons inside. Police conducted a license premise check and observed patrons to be dancing and drinking. The DJ was still playing music and the bartenders were still serving. A police sergeant responded to the bar and ordered a count of patrons, which was found to be 167 patrons. A count of employees was also done and found to be at 23. Capacity posted was 170. Seimers was advised that citations would be issued for over capacity and patrons after hours.

Charge	1:	Patrons After Hours
	2:	Licensed Establishment-Occupancy Limit to be Posted
Finding	1:	Not found in municipal website
	2:	Guilty of amended charge-Disorderly Premises Prohibited
Sentence	:	\$2500.00 fine
Date	:	01/11/2013
Case	2:	12132848

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Item #2 previously reported. Disposition added 02/13/2014.

3. On 01/06/2011 Sean Pliss was cited at 1602 North Humboldt Ave. in the city of Milwaukee for Dog and Cat Licenses Required. Sean Pliss is listed on the application as 45% shareholder.

Charge:	Dog and Cat Licenses Required
Finding:	Guilty
Sentence:	\$45.00 fine
Date:	04/14/2011
Case:	11017152

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4. On 02/19/2015 Milwaukee police conducted a tavern check at 231 East Buffalo Street (Oak Lounge) and dropped off a packet of tavern related ordinances.
5. On 03/06/2015 a 19 year old Milwaukee police aide, working in conjunction with Milwaukee police, attempted to gain entry to Oak's (231 East Buffalo) but was denied when she could not provide proof she had attained the legal drinking age of 21.
6. On 07/01/2015 Milwaukee police conducted a licensed premise check at 231 East Buffalo Street (Oak Tavern). During this investigation it was determined there were 255 patrons inside the business. This is 85 over the listed capacity of 170. The applicant was cited.
7. On 08/19/2015 Milwaukee police conducted a count of the number of patrons inside 231 East Buffalo Street (Oak Tavern). This count indicated there were 233 patrons inside the business. This is 63 over the listed capacity of 170. The applicant was cited.
8. On 08/07/2015 a 20 year old Milwaukee police aide, working in conjunction with Milwaukee police, attempted to gain entry to Oak tavern (231 East Buffalo) but was denied when she could not provide proof she had attained the legal drinking age of 21.
9. On 08/26/2015 Milwaukee police conducted a count of the number of patrons inside 231 East Buffalo Street (Oak). This count indicated there were 168 patrons inside the business. The listed capacity is 170.

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## **Previous Premise #2**

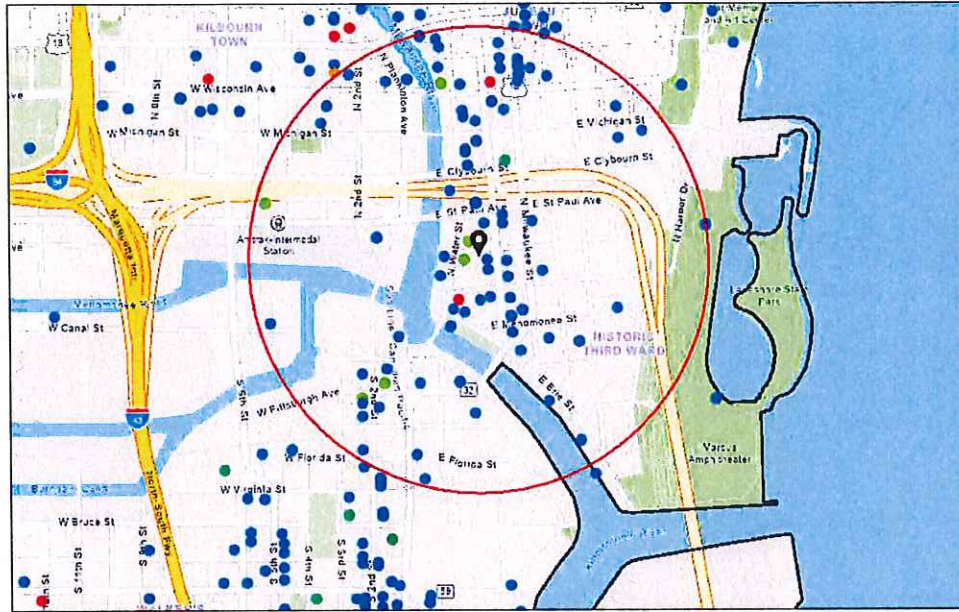


# Concentration Map - 231 E BUFFALO ST

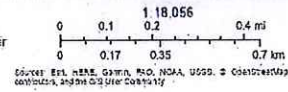
## Area of Interest (AOI) Information

Area : 21,862,585.47 ft<sup>2</sup>

Jun 7 2022 15:06:10 Central Daylight Time



- Alcohol Licenses
- Class A Liquor and Malt
  - Class B Tavern
  - Class B Fermented Malt Beverage
  - Class A Fermented Malt Beverage
  - Class C Wine Retailer
  - City Limits



### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	111		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Giri Corporation	Stone Creek Coffee	Eric A Resch, Agt	422 N 5th ST	Class B Fermented Malt Beverage Retailer's License		11/29/2021, 6:00 PM	1
2	Shake Shack Wisconsin LLC	Shake Shack	ARI B DOMNITZ, Agt	220 E Buffalo ST 110	Class B Fermented Malt Beverage Retailer's License		11/26/2021, 6:00 PM	1
3	Button Block Holdings LLC	Homewood Suites Hotel	Tammy L.C. Fraley, Agt	500 N Water ST	Class B Tavern License		11/18/2021, 6:00 PM	1
4	The Brownstone LLC	The Brownstone	COREY L SMITH, Agt	524 N Water ST	Class B Tavern License		11/27/2021, 6:00 PM	1
5	Giri Corporation	Stone Creek Coffee	Eric A Resch, Agt	422 N 5th ST	Class C Wine Retailer's License		11/29/2021, 6:00 PM	1
6	Shake Shack Wisconsin LLC	Shake Shack	ARI B DOMNITZ, Agt	220 E Buffalo ST 110	Class C Wine Retailer's License		11/26/2021, 6:00 PM	1
7	CIRCLE K LLC	CIRCLE K PANTRY	ZIAD W KAID, Agt	130 N WATER ST	Class A Malt & Class A Liquor License		12/9/2021, 6:00 PM	1
8	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class B Fermented Malt Beverage Retailer's License		12/16/2021, 6:00 PM	1
9	TwoBirds LLC	Filament	Tyler T Curran, Agt	131 W SEEBOTH ST	Class B Tavern License		12/15/2021, 6:00 PM	1
10	CARNAL LLC	CLUB CHARLIES	CRAIG M BLOOMFIELD, Agt	320 E MENOMONEE ST	Class B Tavern License	128	12/14/2021, 6:00 PM	1
11	VINO THIRD WARD, LLC	VINO THIRD WARD	Julie L Peck, Agt	102C N WATER ST	Class B Tavern License	41	11/22/2021, 6:00 PM	1
12	MKE Water Street LLC	ELMNT Lounge	HABIB MANJEE, Agt	618 N WATER ST	Class B Tavern License		12/17/2021, 6:00 PM	1
13	The Xenia Group, LLC	Tied House	Ralph A Weber, Agt	124 N Water ST	Class B Tavern License		12/17/2021, 6:00 PM	1
14	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class C Wine Retailer's License		12/16/2021, 6:00 PM	1
15	NACAR LLC	Riverfront Pizzeria Bar & Grill	ARTURO NAPOLES CARRERA, Agt	509 E ERIE ST	Class B Tavern License	300	12/15/2021, 6:00 PM	1
16	Tua Pasta LLC	Tua Pasta	Alvaro Nino de Guzman Ramirez, Agt	100 E WISCONSIN AV LL101	Class B Fermented Malt Beverage Retailer's License		12/28/2021, 6:00 PM	1



17	Bowls LLC	Bowls	Andrew C Larson, Agt	207 W Freshwater WA	Class B Fermented Malt Beverage Retailer's License		12/3/2021, 6:00 PM	1
18	3CP LLC	Third Coast Provisions	Andrew H Miller, Agt	724 N Milwaukee ST	Class B Tavern License		1/19/2022, 6:00 PM	1
19	Carnivoras Inc	Carnevor	Joseph McLean, Agt	718 N Milwaukee ST	Class B Tavern License	99	1/25/2022, 6:00 PM	1
20	ALEM ETHIOPIAN RESTAURANT, LLC	ALEM ETHIOPIAN VILLAGE	MULU H HABTESILAS SIE, Agt	307 E WISCONSIN AV	Class B Tavern License	98	12/24/2021, 6:00 PM	1
21	COMPROV, INC	COMEDY SPORTZ	JOSHUA M LEFEVRE, Agt	420 S 1ST ST	Class B Tavern License	320	1/15/2022, 6:00 PM	1
22	Tua Pasta LLC	Tua Pasta	Alvaro Nino de Guzman Ramirez, Agt	100 E WISCONSIN AV LL101	Class C Wine Retailer's License		12/28/2021, 6:00 PM	1
23	Bowls LLC	Bowls	Andrew C Larson, Agt	207 W Freshwater WA	Class C Wine Retailer's License		12/3/2021, 6:00 PM	1
24	APARTMENT 720, LLC	APARTMENT 720	Tony T Skoufis, Agt	720 N MILWAUKEE ST	Class B Tavern License	299	1/24/2022, 6:00 PM	1
25	Joy DB LLC	DryBar	Joy N Vertz, Agt	241 N BROADWAY	Class B Tavern License	60	1/30/2022, 6:00 PM	1
26	ANACORP LLC	Cavas	Ana C Docta, Agt	401 E ERIE ST	Class B Tavern License		1/22/2022, 6:00 PM	1
27	Smoke Shack Mke, LLC	Smoke Shack	David J Marcus, Agt	332 N Milwaukee ST	Class B Tavern License	91	2/6/2022, 6:00 PM	1
28	Onesto MKE, LLC	Onesto	David J Marcus, Agt	221-223 N Broadway	Class B Tavern License	288	2/6/2022, 6:00 PM	1
29	Blue Bat Kitchen MKE, LLC	Blue Bat Kitchen	David J Marcus, Agt	249 N WATER ST	Class B Tavern License	240	2/6/2022, 6:00 PM	1
30	MCR Milwaukee Tenant LLC	Courtyard by Marriott Milwaukee Downtown	Kerri Huelsbeck, Agt	300 W Michigan ST	Class B Tavern License		2/4/2022, 6:00 PM	1
31	Camp Bar Inc	Campsite 131	Paul C Hackbarth, Agt	131 N Jackson ST	Class B Tavern License		2/9/2022, 6:00 PM	1
32	Indulge Wine Rooms LLC	Indulge Wine Room	MARC R BIANCHINI, Agt	158 N Broadway	Class B Tavern License	156	1/16/2022, 6:00 PM	1
33	Milwaukee Athletic Club	Milwaukee Athletic Club	Maikel Correa, Agt	731 N WATER ST 190	Class B Tavern License		1/17/2022, 6:00 PM	1
34	CHINA GOURMET, INC	CHINA GOURMET RESTAURANT	ROBERT C TSAO, Agt	117 E WELLS ST	Class B Tavern License	165	1/17/2022, 6:00 PM	1

35	Levy @ Milwaukee Symphony	Levy @ Milwaukee Symphony	Amanda S Ridout, Agt	212 W WISCONSIN AV	Class B Tavern License		2/2/2022, 6:00 PM	1
36	THE WICKED HOP, LLC	THE WICKED HOP	MILES E O'NEIL, Agt	343-45 N BROADWAY	Class B Tavern License	160	2/28/2022, 6:00 PM	1
37	MILWAUKEE WATERFRONT DELI, INC	MILWAUKEE WATERFRONT DELI	JEREMIAH D PANDL, Agt	761 N WATER ST	Class B Tavern License		2/26/2022, 6:00 PM	1
38	Foot Paw LLC	Amilinda	Gregory R Leon, Agt	315 E Wisconsin AV	Class B Tavern License		3/2/2022, 6:00 PM	1
39	Camp Bar Inc	Camp Bar	Paul C Hackbarth, Agt	525 E Menomonee ST	Class B Tavern License		3/27/2022, 7:00 PM	1
40	International Exports LLC	The Safe House	Michael L Swasey, Agt	779 N Front ST	Class B Tavern License	248	3/8/2022, 6:00 PM	1
41	S&S Hospitality Concepts, LLC	Black Sheep	MICHAEL R SORGE, Agt	216 S 2nd ST	Class B Tavern License	160	1/19/2022, 6:00 PM	1
42	Gordo's Water Street, LLC	Toast	Gordon Goggln, Agt	231 S 2nd ST	Class B Tavern License	99	2/28/2022, 6:00 PM	1
43	CIELITO LINDO, LLC	CIELITO LINDO	LORENZO R LOPEZ, Agt	733-39 S 2ND ST	Class B Tavern License	198	3/3/2022, 6:00 PM	1
44	BRUNCH MKE LLC	BRUNCH	Morgan K Schnabl, Agt	714 N MILWAUKEE ST	Class B Tavern License	160	4/15/2022, 7:00 PM	1
45	Steakhouse Milwaukee LLC	Rare Steakhouse	Mark D Burish, Agt	833 E MICHIGAN ST	Class B Tavern License		4/16/2022, 7:00 PM	1
46	SBB of Milwaukee Inc.	Stack'D Burger Bar	TREVOR M DANIELSEN, Agt	170 S 1st ST	Class B Tavern License		3/30/2022, 7:00 PM	1
47	Higbee's MKE LLC	District IV	PATSY SMITH-JAMES, Agt	628 N Water ST	Class B Tavern License	225	4/13/2022, 7:00 PM	1
48	Jay Squared LLC	The Box	Jamie A Berger, Agt	311 E Wisconsin AV	Class B Tavern License	270	4/11/2022, 7:00 PM	1
49	goRi Food Entertainment Inc	Char'd	Jongsoo Kim, Agt	222 E Erie ST 100	Class B Tavern License		5/9/2022, 7:00 PM	1
50	Kipper LLC	Fore Milwaukee	Timothy M Grogan, Agt	530 N Water ST	Class B Tavern License		4/11/2022, 7:00 PM	1
51	Olive Tree LLC	Convenience +	Jamal T Shawar, Agt	308 E Wisconsin AV	Class A Malt & Class A Liquor License		5/19/2022, 7:00 PM	1
52	ZARLETTI, LLC	ZARLETTI	BRIAN C ZARLETTI, Agt	741 N MILWAUKEE ST 1	Class B Tavern License		5/23/2022, 7:00 PM	1
53	The North/South Club, Inc	North South Club	Marla R Poytinger, Agt	175 S Water ST	Class B Tavern License	299	5/30/2022, 7:00 PM	1
54	HY-VEE, INC.	Wahlburgers	Ross Grunwald, Agt	322 N BROADWAY 100	Class B Tavern License		5/2/2022, 7:00 PM	1

55	Memento LLC	Bavette	Karen E Bell, Agt	330 E Menomonee ST	Class B Tavern License		5/19/2022, 7:00 PM	1
56	Milwaukee Artist Resource Network Inc	Milwaukee Artist Resource Network	Malaquias E Montoya, Agt	191 N Broadway 102	Class B Tavern License	150	5/15/2022, 7:00 PM	1
57	Pritzlaff Events LLC	Pritzlaff / Aperitivo	Kendall G Breunig, Agt	311-333 N Plankinton AV	Class B Tavern License	915	5/20/2022, 7:00 PM	1
58	JSWD Wisconsin Venture I LLC	The Westin Milwaukee	Keith A Filipak, Agt	550 N Van Buren ST	Class B Tavern License		5/22/2022, 7:00 PM	1
59	MC ZAR'S, LLC	O'Lydia's Bar & Grill	Linda M Sackett, Agt	338 S 1ST ST	Class B Tavern License	150	6/4/2022, 7:00 PM	1
60	Foltz Family Market, Inc	Foltz Family Market	Casey C Foltz, Agt	400 N WATER ST 6	Class B Tavern License		5/29/2022, 7:00 PM	1
61	HTWA MARKET PROJECT, LLC	MILWAUKEE PUBLIC MARKET	MICHAEL GARDNER, Agt	400 N WATER ST	Class B Tavern License	320	5/28/2022, 7:00 PM	1
62	Kimpton Hotel & Restaurant Group LLC	Journeyman Hotel	Patrick J Gaskin, Agt	310 E Chicago ST	Class B Tavern License		6/15/2022, 7:00 PM	1
63	Wisconsin & Milwaukee Hotel, LLC	Milwaukee Marriott Downtown/Starbucks	Keith A Filipak, Agt	323 E Wisconsin AV	Class B Tavern License	312	5/23/2022, 7:00 PM	1
64	THE MILWAUKEE CLUB	THE MILWAUKEE CLUB	Molly J Schick, Agt	706 N JEFFERSON ST	Class B Tavern License	180	6/29/2022, 7:00 PM	1
65	THIEF WINE, LLC	THIEF WINE SHOP & BAR	PHILIP M BILODEAU, Agt	400 N WATER ST	Class B Tavern License	42	6/29/2022, 7:00 PM	1
66	Benelux Third Ward, LLC	Cafe Benelux	ERIC G WAGNER, Agt	346 N Broadway	Class B Tavern License	455	5/1/2022, 7:00 PM	1
67	MY OFFICE, INC	MY OFFICE	BRIAN J PETERSON, Agt	759-763 N MILWAUKEE ST	Class B Tavern License		6/29/2022, 7:00 PM	1
68	SCREAMING TUNA RESTAURANT, LLC	SCREAMING TUNA	Jeff T Bronstad, Agt	106 W SEEBOTH ST 102	Class B Tavern License	174	6/13/2022, 7:00 PM	1
69	First MKD, LLC	Hilton Garden Inn	Sarah I Frost, Agt	611 N BROADWAY	Class B Tavern License		6/15/2022, 7:00 PM	1
70	THE SALOON, LTD	JUST ART'S SALOON	ARTHUR R GUENTHER, Agt	181 S 2ND ST	Class B Tavern License	70	6/29/2022, 7:00 PM	1
71	WALGREEN CO	WALGREENS #1200	Nicole R Davis, Agt	275 W WISCONSIN AV 1108	Class A Malt & Class A Liquor License		7/27/2022, 7:00 PM	1
72	JING'S CORPORATION	JING'S	JING WANG, Agt	207 E BUFFALO ST 168	Class B Fermented Malt Beverage Retailer's License	45	7/29/2022, 7:00 PM	1

73	ARBED, LLC	MO'S IRISH PUB	JAMES A VASSALLO, Agt	142-44 W Wisconsin AV	Class B Tavern License	480	7/26/2022, 7:00 PM	1
74	MARCUS HOTELS HOSPITALITY, LLC	Pfister Hotel & Tower	CARRIE L AMAYA, Agt	424 E WISCONSIN AV	Class B Tavern License	419	7/29/2022, 7:00 PM	1
75	HTWA - Catalano Square	HTWA - Catalano Square	Jack R Lemmon, Agt	138 N Broadway	Class B Tavern License		7/28/2022, 7:00 PM	1
76	JING'S CORPORATIO N	JING'S	JING WANG, Agt	207 E BUFFALO ST 168	Class C Wine Retailer's License	45	7/29/2022, 7:00 PM	1
77	Toro MKE, LLC	2A Wine Merchants	Robert M Levin, Agt	577 E Erie ST	Class B Tavern License		7/11/2022, 7:00 PM	1
78	MP On Wheels Catering Service	MP On Wheels Catering Service	DULCE M ALARCON, SP	400 N WATER ST	Class B Tavern License	320	7/11/2022, 7:00 PM	1
79	Levy Restaurants at Harley Davidson	Levy Restaurants at Harley Davidson	Dave Kash, Agt	401 W CANAL ST	Class B Tavern License	690	7/5/2022, 7:00 PM	1
80	WA Cheese & Sausage Shoppe, Inc	WA Cheese & Sausage Shoppe	Mark S Lutz, Agt	400 N WATER ST 24	Class B Tavern License		6/29/2022, 7:00 PM	1
81	The Loft on Broadway, LLC	The Loft on Broadway	MEI LYN NELSON, Agt	177 N BROADWAY 3rd Floor	Class B Tavern License		7/13/2022, 7:00 PM	1
82	Fenix Milwaukee LLC	Rodizio Grill	Renan Utrera De Paula, Agt	777 N WATER ST	Class B Tavern License		7/5/2022, 7:00 PM	1
83	DOS BONITAS, LLC	CUBANITAS	MARTA C BIANCHINI, Agt	728 N MILWAUKEE ST	Class B Tavern License	50	7/25/2022, 7:00 PM	1
84	RIVERWALK COMMONS LLC	Riverwalk Commons	PAUL H SCHWARTZ, Agt	423 N WATER ST	Class B Tavern License		7/28/2022, 7:00 PM	1
85	Sunstone Studios Inc	Sunstone Studios	Amber J Regan, Agt	127 E Wells ST	Class B Tavern License		8/1/2022, 7:00 PM	1
86	Merriment Social LLC	Merriment Social	Andrew H Miller, Agt	240 E Pittsburgh AV	Class B Tavern License		8/4/2022, 7:00 PM	1
87	Central Standard LLC	Central Standard Craft Distillery	William P McQuillian, Agt	320 E Clybourn ST	Class B Fermented Malt Beverage Retailer's License		8/4/2022, 7:00 PM	1
88	Dan Dan LLC	Dan Dan	Daniel P Jacobs, Agt	360 E ERIE ST	Class B Tavern License	165	8/3/2022, 7:00 PM	1
89	Red Elephant LLC	Nicole's Third Ward Social	JACOB E DEHNE, Agt	333 N Broadway	Class B Tavern License		9/8/2022, 7:00 PM	1
90	ST. PAUL SEAFOOD, LLC	ST. PAUL FISH CO.	TIMOTHY G COLLINS, Agt	400 N WATER ST	Class B Tavern License		9/20/2022, 7:00 PM	1

91	DICK'S PIZZA, LLC	Electric Lime	ADAM D KIRCHNER, Agt	730 N MILWAUKEE ST	Class B Tavern License	330	8/29/2022, 7:00 PM	1
92	Indulgence Chocolatiers LLC	Indulgence Chocolatiers	Julie A Waterman, Agt	211 S 2nd ST	Class B Tavern License		9/22/2022, 7:00 PM	1
93	Woori Corp	Kanpai	Changhun Kim, Agt	408 E Chicago ST	Class B Tavern License	99	9/3/2022, 7:00 PM	1
94	Sirk Steak LLC	Mo's A Place for Steaks	JAMES A VASSALLO, Agt	720 N Plankinton AV	Class B Tavern License		9/2/2022, 7:00 PM	1
95	Next Act Theatre, Inc.	Next Act Theatre	David A Cecsarini, Agt	255 S Water ST	Class B Tavern License		9/18/2022, 7:00 PM	1
96	INDULGE WINE ROOMS, LLC	INDULGE	MARC R BIANCHINI, Agt	708 N MILWAUKEE ST	Class B Tavern License	60	8/30/2022, 7:00 PM	1
97	Hotel Metro Operator, LLC	Hotel Metro	Andrew R Cordes, Agt	411 E Mason ST	Class B Tavern License	150	8/30/2022, 7:00 PM	1
98	The Explorium Brewpub Third Ward LLC	The Explorium Brewpub	Michael P Doble, Agt	143 W ST PAUL AV	Class B Tavern License		9/20/2022, 7:00 PM	1
99	Sweet Diner LLC	Sweet Diner	Georgé S Prassas, Agt	239 E Chicago ST 103	Class B Tavern License		10/14/2022, 7:00 PM	1
100	SINCERESWAN, LLC	SWINGIN DOOR EXCHANGE	MICHELLE M SINCERE, Agt	219 E MICHIGAN ST	Class B Tavern License	80	10/10/2022, 7:00 PM	1
101	Drury Hotels Company, LLC	Drury Plaza Hotel - Milwaukee Downtown	Chris Palid, Agt	700 N Water ST	Class B Tavern License		10/2/2022, 7:00 PM	1
102	PTG Live Events LLC	The Riverside	Richard J Ryan, Agt	116 W Wisconsin AV	Class B Tavern License	2,480	7/29/2022, 7:00 PM	1
103	TUPELO HONEY HOSPITALITY CORPORATION	Tupelo Honey Cafe	Harper D Feltner, Agt	511 N BROADWAY 100	Class B Tavern License		7/11/2022, 7:00 PM	1
104	BRG ICC LLC	Bartolotta Catering & Events at the Italian Community Center	CHRISTIAN M DAMIANO, Agt	631 E Chicago ST	Class B Tavern License	598	9/21/2022, 7:00 PM	1
105	BRG 777 E Wisconsin LLC	Downtown Kitchen	CHRISTIAN M DAMIANO, Agt	777 E WISCONSIN AV	Class B Tavern License	483	9/21/2022, 7:00 PM	1
106	BARTOLOTTA CATERING - GRAIN EXCHANGE LLC	BARTOLOTTA CATERING - GRAIN EXCHANGE LLC	CHRISTIAN M DAMIANO, Agt	225 E MICHIGAN ST	Class B Tavern License	299	9/21/2022, 7:00 PM	1
107	Charro Latino, LLC	The Garden/Lucid	SEAN A PLISS, Agt	725-729 N Milwaukee ST	Class B Tavern License	490	3/21/2022, 7:00 PM	1
108	Grand Royale LLC	Fauntleroy	Daniel P Jacobs, Agt	316 N MILWAUKEE ST	Class B Tavern License		9/14/2022, 7:00 PM	1

109	Black Tuna LLC	Lucky Ginger	Soukvilay Sayavongsa, Agt	221 N Water ST	Class B Tavern License		8/15/2022, 7:00 PM	1
110	VINO THIRD WARD, LLC	VINO THIRD WARD	Julie L Peck, Agt	102C N WATER ST	Class B Tavern License	41	11/22/2022, 6:00 PM	1
111	3rd Street Market LLC	3rd St Market Hall	Jaime A Jacobs-Schroeder, Agt	275 W Wisconsin AV 100	Class B Tavern License		11/9/2022, 6:00 PM	1

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



Friday, August 26, 2022



# Notice of Public Hearing

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WASHINGTON, Shamia  
Reign at 231 E BUFFALO St.

Class B Tavern, Public Entertainment Premises License Applications Requesting Disc Jockey,  
Bands, Comedy Acts and Patrons Dancing

**Wednesday, September 07, 2022 at 02:45 PM**

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 virtually on 09/07/2022 at 02:45 PM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must 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 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.**









CURRENT OCCUPANT	234 N BROADWAY, 610	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY, 611	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY, 612	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY, 613	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY, 614	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY, 615	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY, 616	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY, 617	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY, 618	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	236 N WATER ST, 2	MILWAUKEE, WI 53202-5708
CURRENT OCCUPANT	236 N WATER ST, 3	MILWAUKEE, WI 53202-5708
CURRENT OCCUPANT	236 N WATER ST, 4	MILWAUKEE, WI 53202-5708
CURRENT OCCUPANT	254 E CHICAGO ST, 200	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	254 E CHICAGO ST, 201	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	254 E CHICAGO ST, 202	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	254 E CHICAGO ST, 300	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	254 E CHICAGO ST, 301	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	254 E CHICAGO ST, 400	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	254 E CHICAGO ST, 401	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	312 E BUFFALO ST, 41	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST, 42	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST, 43	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST, 44	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST, 45	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST, 46	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST, 51	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST, 52	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST, 53	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST, 54	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST, 56	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST, 57	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	317 N BROADWAY, 1	MILWAUKEE, WI 53202-5829
CURRENT OCCUPANT	317 N BROADWAY, 2	MILWAUKEE, WI 53202-5829
CURRENT OCCUPANT	317 N BROADWAY, 3	MILWAUKEE, WI 53202-5829
CURRENT OCCUPANT	321 N BROADWAY, 1	MILWAUKEE, WI 53202-5879
CURRENT OCCUPANT	321 N BROADWAY, 2	MILWAUKEE, WI 53202-5879
CURRENT OCCUPANT	325 N BROADWAY, 201	MILWAUKEE, WI 53202-5940
CURRENT OCCUPANT	325 N BROADWAY, 202	MILWAUKEE, WI 53202-5940
CURRENT OCCUPANT	325 N BROADWAY, 203	MILWAUKEE, WI 53202-5940
CURRENT OCCUPANT	325 N BROADWAY, 204	MILWAUKEE, WI 53202-5940
CURRENT OCCUPANT	325 N BROADWAY, 205	MILWAUKEE, WI 53202-5940
CURRENT OCCUPANT	325 N BROADWAY, 206	MILWAUKEE, WI 53202-5940
CURRENT OCCUPANT	325 N BROADWAY, 301	MILWAUKEE, WI 53202-5941
CURRENT OCCUPANT	325 N BROADWAY, 302	MILWAUKEE, WI 53202-5941
CURRENT OCCUPANT	325 N BROADWAY, 303	MILWAUKEE, WI 53202-5941
CURRENT OCCUPANT	325 N BROADWAY, 304	MILWAUKEE, WI 53202-5941
CURRENT OCCUPANT	325 N BROADWAY, 305	MILWAUKEE, WI 53202-5941

CURRENT OCCUPANT	325 N BROADWAY, 306	MILWAUKEE, WI 53202-5941
CURRENT OCCUPANT	325 N BROADWAY, 402	MILWAUKEE, WI 53202-5941
CURRENT OCCUPANT	325 N BROADWAY, E	MILWAUKEE, WI 53202-5942
CURRENT OCCUPANT	325 N BROADWAY, W	MILWAUKEE, WI 53202-5942

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Total Records: 191

Radius 250.0 feet and Center of Circle: 231 E Buffalo St



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

*Rental Venue*

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

## 2. Business Operations

- a. Proposed Opening Date: *June 10 2022*
- 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: *owner left space vacant*
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: *kitchen*
- 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: *5 story building*

## 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: *Live DJ*

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: *front of building right side.*
- b. Number of Garbage Cans: Inside: *8* Locations: *2 women room, 2 men room, 2 behind bar, 2 open space*  
Outside: *1* Locations: *Dumpster. Back dock*
- 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: \_\_\_\_\_
- 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? 1 and answer the following:  
 What are their responsibilities? check IDs / guard.  
 Is security equipment used?  No  Yes If yes, describe Security wand  
 List their licensing, certification, or training credentials Private Security company holding insurance.
- d. Will there be security cameras?  No  Yes If yes, how many? 2 and list locations: 1 Front door 1 - Back door.
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe ID Scanner.

## 6. Percentage of Sales (must total 100%)

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

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

### Type 1

- Full Service Restaurant       Cafe/Coffee Shop       Deli or Fast Food Restaurant       Private/Fraternal/Veterans Club
- Night Club       Tavern       Cocktail Lounge       Teen Club
- Banquet Hall       Sports Facility       Bowling Alley
- Hotel/Motel: Number of Floors: \_\_\_\_\_       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 200 (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):

1<sup>st</sup> Floor:  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop

Other: Describe: #1, excluding Lobby area South corner.

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_

c. Nearest Major Cross Street: Wahki

d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_

e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 5  Other: \_\_\_\_\_

f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_

g. Building Owner Name: Tom Queoff Phone Number: 414 881-4611

Building Owner Address: 231 E Buffalo Milwaukee WI 53202

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

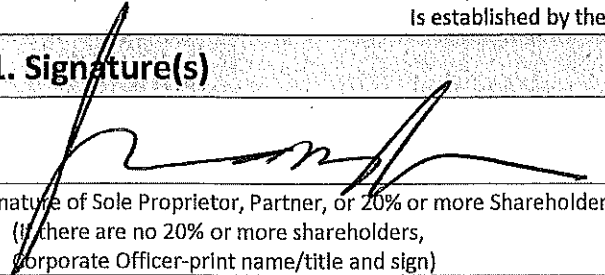
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	9am	12 midnight	40-150	21 up	
Monday	9am	12 midnight	40-150	21 up	
Tuesday	9am	12 midnight	40-150	21 up	
Wednesday	9am	12 midnight	40-150	21 up	
Thursday	9am	12 midnight	40-150	21 up	
Friday	9am	12 midnight	40-150	21 up	
Saturday	9am	12 midnight	40-150	21 up	

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)

  
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](http://www.milwaukee.gov/license)

Legal Entity Name: Reign LLC

Premise Address: 231 E Buffalo Milwaukee WI 53202

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

Is the building within 300 feet of any church, school, daycare center or hospital?  No  Yes

### "Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"?  No  Yes  
Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

### Business Information

a) Are you taking out this application for anyone that may not be eligible for a license?  No  Yes  
If yes, list their name and address: \_\_\_\_\_

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business?  No  Yes  
If no, list the name and address of the person(s) who will: \_\_\_\_\_

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

c) Does anyone else have money invested or any other interest in this business?  No  Yes  
If yes, explain: \_\_\_\_\_

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?  No  Yes  
If yes, list name and address: \_\_\_\_\_

### Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building?  Own  Lease

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

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

d) Total amount paid for business \$ 0

e) Total amount paid for goodwill of the business \$ 0

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

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

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

a) Date lease begins July 1 2022 Ends June 1 2024

b) Monthly rental \$ 6500.00

c) Do you have an option to renew the lease?  No  Yes

d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes

e) For what length of time have you been guaranteed occupancy (number of years)? 3 years



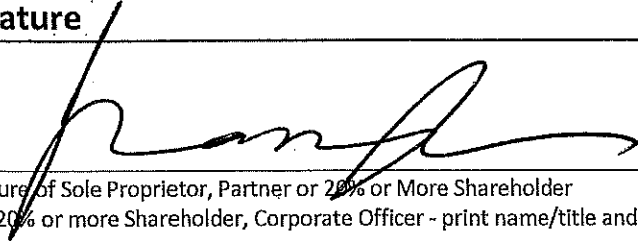
## Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease?  No  Yes If yes, explain \_\_\_\_\_
- g) Does the present owner or 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 premises applicants must submit the following:

- 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](http://www.milwaukee.gov/license) e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

PREMISES ADDRESS: 231 E Buffalo<sup>st</sup> Milwaukee WI 53202

### 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 type="checkbox"/> Amusement Machines How many? _____
<input checked="" type="checkbox"/> Bands	<input checked="" 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 checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input checked="" 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: DJ.

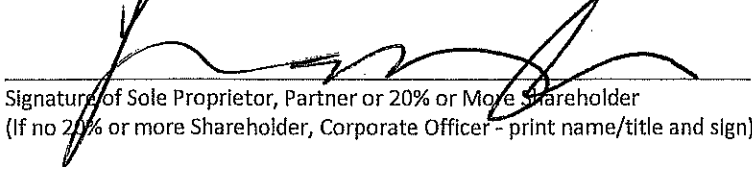
### LEGAL CAPACITY OF PREMISES

200 (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.

  
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)

1st Floor

231 E BUFFALO <sup>Street</sup>  
Milwaukee WI 53202

Reign LLC

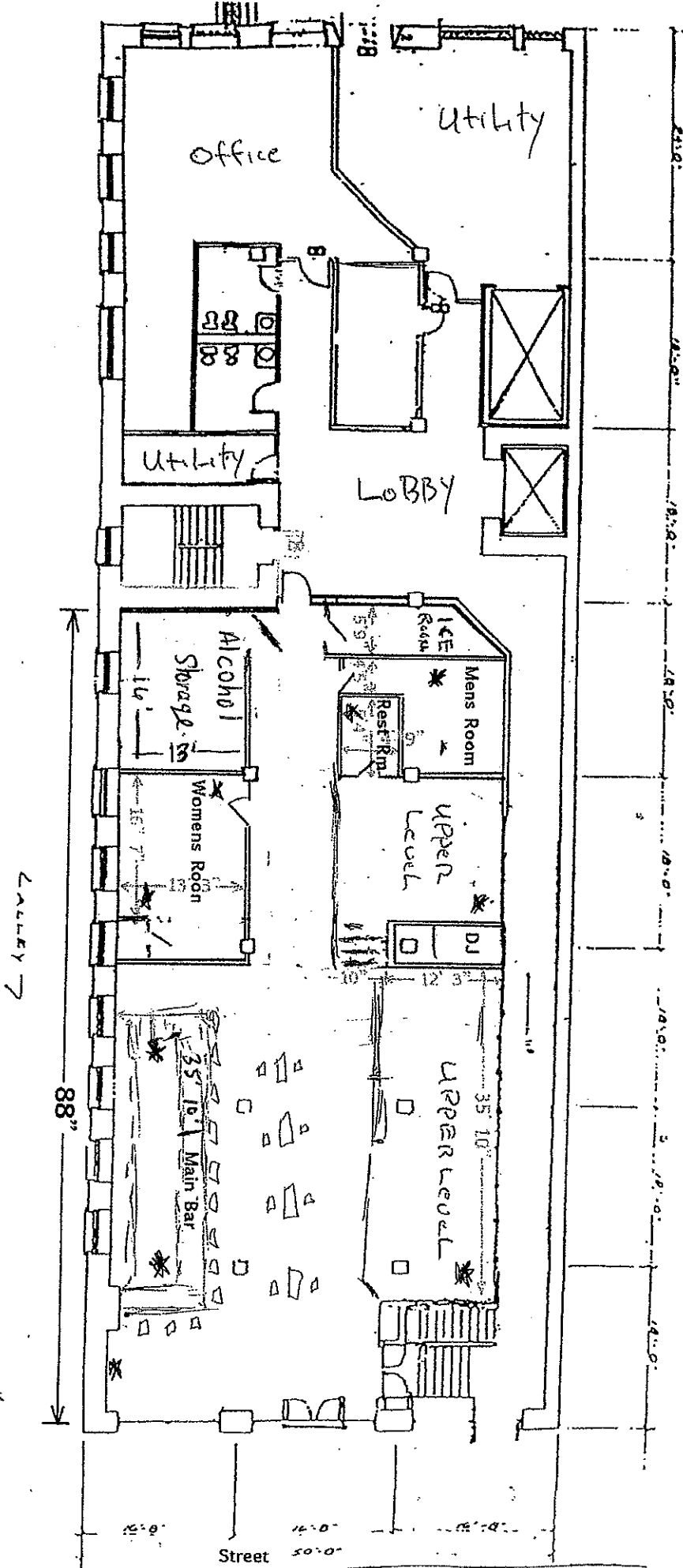
Agent  
Washington, Shamica

No Parking

total Square  
Footage = 3,445

Reign Space

- \* Trash Can
- chair
- Table



Buffalo Street