



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, October 25, 2022

COMMITTEE MEETING NOTICE

AD 03

FORD-ZIEGELBAUER, Majarka M B, Agent  
EASTCASTLE PLACE, INC  
2505 E BRADFORD Av  
MILWAUKEE, WI 53211

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below. The hearing will be held at:

**Wednesday, November 09, 2022 at 10:05 AM**

<https://meet.goto.com/353410661>. If you wish to call in, please call **+1 (646) 749-3122** and use Access Code: **353-410-661**.

Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern License Application as agent for "EASTCASTLE PLACE, INC" for "EASTCASTLE PLACE" at 2505 E BRADFORD Av.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

**Notice for applicants with warrants or unpaid fines:**

Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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

JIM OW CZARSKI, CITY CLERK

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

Jim Cooney  
License Division Manager

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

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. [www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)





CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, October 25, 2022

COMMITTEE MEETING NOTICE

AD 03

FORD-ZIEGELBAUER, Majarka M B, Agent  
EASTCASTLE PLACE, INC  
132 C WEST MAIN ST  
GLENBEULAH, WI 53023

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below. The hearing will be held at:

**Wednesday, November 09, 2022 at 10:05 AM**

<https://meet.goto.com/353410661>. If you wish to call in, please call [+1 \(646\) 749-3122](tel:+16467493122) and use Access Code: 353-410-661.

Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern License Application as agent for "EASTCASTLE PLACE, INC" for "EASTCASTLE PLACE" at 2505 E BRADFORD Av.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

**Notice for applicants with warrants or unpaid fines:**

Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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

JIM OWCZARSKI, CITY CLERK

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

Jim Cooney  
License Division Manager

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

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. [www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

Date: 9/14/2022  
Officer: PLUMLEY

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

Name of Premise: East Castle Place  
Address: 2505 E Bradford Av  
Phone: 414-963-6151

Owner: East Casle Place INC  
Owner address: 2505 E Bradford Av  
City State Zip: Milwaukee WI 53211  
Owner Phone:  
Owner email:

Licensee/Agent: Majarka FORD-ZIEGELBAUER  
Home Address: 132 C West Main  
City State Zip: Glenbulah WI 53023  
Phone: 920-242-7441  
Email:

Preferred contact: Phone

Location currently open:  YES  NO

Projected open date: 10/1/2022

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

Hours of Operation: Sun: 10A-8P 24 hours Y N  
Mon: 10A-8P  
Tue: 10A-8P  
Wed: 10A-8P  
Thu: 10A-8P  
Fri: 10A-8P  
Sat: 10A-8P

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

Licenses currently held:

- Alcohol:  Yes  No Class: #:
- Tobacco:  Yes  No #:
- Food:  Yes  No #:
- Extended Hours:  Yes  No #:
- Secondhand Dealer:  Yes  No Type: #:
- Other:  Yes  No Type: #:
- Other:  Yes  No Type: #:

**Exterior Survey:**

1. Is the area around the location clean?  Yes  No
2. What surrounds the location? (Check all the apply)
  - a.  Park
  - b.  School
  - c.  Youth Center
  - d.  Church
  - e.  Tavern(s) If so, how many
  - f.  Residential
  - g.  Other businesses
  - h.  Other:
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. Is there a parking lot  Yes  No
7. Is the parking lot clean?  Yes  No
8. Off-Street parking  Yes  No
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: 8
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: 30 Days
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 70

26. What is the minimum number of employees That will be on premise 2

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: 0

34. How ill they be deployed: Interior Exterior

35. What days will they be deployed MonTueWedThuFriSatSun

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:**

2 security officers at night on patrol.

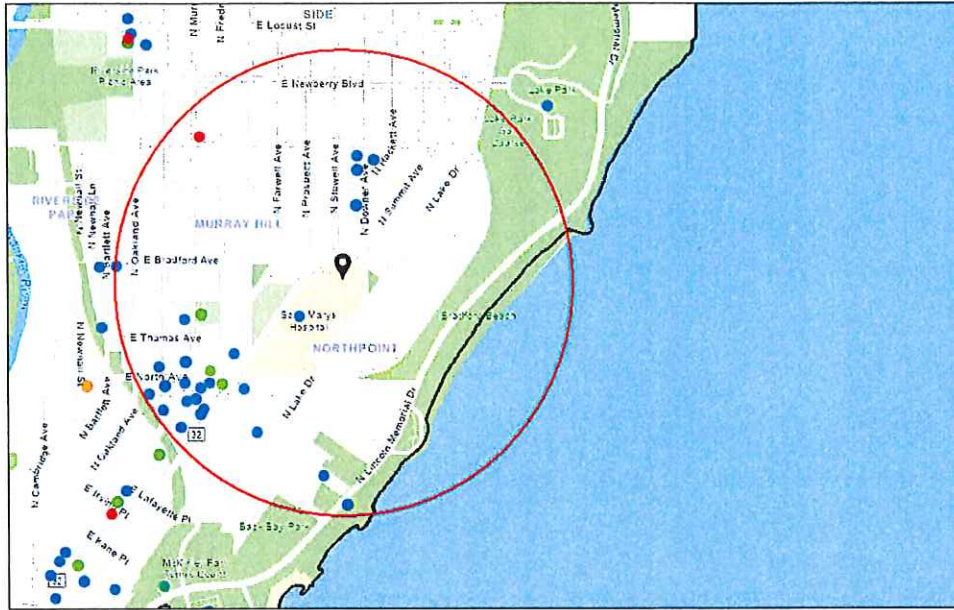


# Concentration Map - 2505 E BRADFORD AV

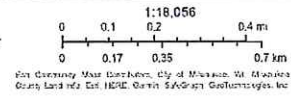
## Area of Interest (AOI) Information

Area : 21,862,585.76 ft<sup>2</sup>

Aug 4 2022 11:59:39 Central Daylight Time



- |                                   |                                   |                         |
|-----------------------------------|-----------------------------------|-------------------------|
| Alcohol Licenses (active)         | ● Class A Liquor and Mall         | ● Class C Wine Retailer |
| ● Class A Intoxicating Liquor     | ● Class B Fermented Malt Beverage | ▭ City Limits           |
| ● Class A Fermented Malt Beverage | ● Class B Tavern                  |                         |



### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	45		

Alcohol Licenses



#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Mari Corp	Merge	Karandeep S Randhawa, Agt	1932 E KENILWORTH PL	Class B Tavern License	99	11/13/2021, 6:00 PM	1
2	The Jazz Estate Inc	The Jazz Estate	JOHN M DYE, Agt	2423 N MURRAY AV	Class B Tavern License	65	12/14/2021, 6:00 PM	1
3	Charles Allis and Villa Terrace Museums, Inc.	Villa Terrace Decorative Arts Museum	John C Sterr, Agt	2220 N TERRACE AV	Class B Tavern License	85	11/29/2021, 6:00 PM	1
4	Door County Brewing Co, LLC	Hacienda Beer Co	Adam R Miller, Agt	2018 E North AV	Class C Wine Retailer's License	240	11/24/2021, 6:00 PM	1
5	FOUR STAR INC OF MILWAUKEE	MURRAY PANTRY	MURAD M ALI, Agt	2430 N MURRAY AV	Class A Fermented Malt Beverage Retailer's License		1/14/2022, 6:00 PM	1
6	Izzy Hops LLC	Izzy Hops	MICHAEL J VITUCCI, Agt	2311 N Murray AV	Class B Tavern License		2/6/2022, 6:00 PM	1
7	El Grupo J & K, LLC	Judy's on North / El Grupo J & K	Kevin I Lopez, Agt	2207 E North AV	Class B Tavern License		2/3/2022, 6:00 PM	1
8	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class B Fermented Malt Beverage Retailer's License		3/1/2022, 6:00 PM	1
9	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class C Wine Retailer's License		3/1/2022, 6:00 PM	1
10	Erth Wellness, LLC	Kind Oasis	Salem J Kashou, Agt	2169 N FARWELL AV	Class B Tavern License		2/7/2022, 6:00 PM	1
11	HENRY'S TAVERN, LLC	HENRY'S TAVERN	NADER H PAKROO, Agt	2523 E BELLEVIEW PL	Class B Tavern License	50	2/9/2022, 6:00 PM	1
12	PADDY'S PET & PUB, LLC	PADDY'S PET & PUB	ORLEN G WOOD, Agt	2339-A N MURRAY AV	Class B Tavern License	179	3/1/2022, 6:00 PM	1
13	Saz's Catering Inc	Jan Serr Studio	Stephanie L Sazama-Schneck, Agt	2155 N Prospect AV	Class B Tavern License		4/4/2022, 7:00 PM	1
14	GPJ OF MILWAUKEE, INC	MA FISCHER'S	HEIDI A PANAGIOTOP OULOS, Agt	2214 N FARWELL AV	Class B Tavern License	240	4/11/2022, 7:00 PM	1
15	PROSPECTOR PARTNERSHIP LLC	VINTAGE	REBECCA E GODFREY, Agt	2203 N PROSPECT AV	Class B Tavern License	151	4/10/2022, 7:00 PM	1
16	LANDMARK BARS, INC	LANDMARK LANES	SLAVA TUZHILKOV, Agt	2220 N FARWELL AV	Class B Tavern License	240	4/11/2022, 7:00 PM	1
17	Cinema Beverages Holding Company LLC	Downer Theatre	DEBORAH TZORTZOS, Agt	2589 N Downer AV	Class B Tavern License	465	4/12/2022, 7:00 PM	1



18	Crossroads Collective, LLC	Crossroads Collective	TIM B GOKHMAN, Agt	2238 N Farwell AV	Class B Tavern License		12/10/2021, 6:00 PM	1
19	Nine Below Inc	Nine Below	Marla R Poytinger, Agt	1905 E North AV	Class B Tavern License	270	5/30/2022, 7:00 PM	1
20	Splash Studio Inc.	Splash Studio Inc.	Marla R Poytinger, Agt	1815 E Kenilworth PL	Class B Tavern License		5/30/2022, 7:00 PM	1
21	Axe MKE, Inc	Axe MKE	Marla R Poytinger, Agt	1924 E KENILWORTH PL	Class B Tavern License		5/30/2022, 7:00 PM	1
22	DP Hospitality Group LLC	Tavolino	Peter J Dietrich, Agt	2315 N MURRAY AV	Class B Tavern License	99	5/26/2022, 7:00 PM	1
23	HOOLIGAN'S SUPER IRISH DELI & BAR, INC	HOOLIGAN'S	MARK B BUESING, Agt	2017 E NORTH AV	Class B Tavern License	118	6/29/2022, 7:00 PM	1
24	VITUCCI'S, INC	VITUCCI'S COCKTAIL LOUNGE	Julie A Vitucci, Agt	1832 E NORTH AV	Class B Tavern License	160	7/7/2022, 7:00 PM	1
25	Black Gate LLC	Von Trier	MARK A ZIERATH, Agt	2235 N Farwell AV	Class B Tavern License	153	6/13/2022, 7:00 PM	1
26	Sip & Purr LLC	Sip & Purr Cat Cafe	Katherine E McHugh, Agt	2021 E Ivanhoe PL	Class B Tavern License		6/14/2022, 7:00 PM	1
27	Za Man, LLC	Pizza Man	Kaelyn M Cervero, Agt	2595-97 N Downer AV	Class B Tavern License		7/5/2022, 7:00 PM	1
28	KCS WINE & SPIRITS, INC	DOWNER WINE & SPIRITS	MARK G NORD, Agt	2638 N DOWNER AV	Class A Malt & Class A Liquor License		7/10/2022, 7:00 PM	1
29	IFM Farwell LLC	Oriental Theatre	Kristen C Heller, Agt	2230 N FARWELL AV	Class B Tavern License	1,834	7/23/2022, 7:00 PM	1
30	BEANS & BARLEY, INC	BEANS & BARLEY	JAMES C NEUMEYER, Agt	1901 E NORTH AV	Class B Tavern License	180	6/29/2022, 7:00 PM	1
31	WHOLE FOODS MARKET GROUP, INC	WHOLE FOODS MARKET	Brooke M Remitz, Agt	2305 N PROSPECT AV	Class B Tavern License		6/13/2022, 7:00 PM	1
32	Dock Bradford, LLC	The Dock at Bradford Beach	BRIAN C RANDALL, Agt	2400 N Lincoln Memorial DR	Class B Tavern License		7/26/2022, 7:00 PM	1
33	H & H ASSAD, LLC	PARKSIDE LIQUOR & GROCERY	HANA O UPRIGHT, Agt	2700 N MURRAY AV	Class A Malt & Class A Liquor License		8/16/2022, 7:00 PM	1
34	Milwaukee Catholic Home Inc	Milwaukee Catholic Home	Robert F Frediani, Agt	2462 N PROSPECT AV	Class B Tavern License		7/30/2022, 7:00 PM	1
35	MOOSA BURGER, INC.	Moosa's	ALAA I MUSA, Agt	2272 N LINCOLN MEMORIAL DR	Class B Tavern License		7/28/2022, 7:00 PM	1
36	Kawa Ramen & Sushi Inc	Kawa	LinJin Xiao, Agt	2321-23 N Murray AV	Class B Tavern License		9/12/2022, 7:00 PM	1

37	CANELA CAFE LLC	Canela Cafe	Dina Bouraxis-Awadallah, Agt	2621 N DOWNER AV	Class B Tavern License		8/18/2022, 7:00 PM	1
38	The Original MKE, LLC	The Original	Eric E Rzepka, Agt	2498 N Bartlett AV	Class B Tavern License	99	9/3/2022, 7:00 PM	1
39	BelAir Cantina Downer Inc	BelAir Cantina Downer	KRISTYN A Eitel, Agt	2625 N DOWNER AV	Class B Tavern License	150	9/27/2022, 7:00 PM	1
40	Nehring's Sendik's on Downer, LLC	Nehring's Sendik's on Downer	ANNE C FINCH-NEHRING, Agt	2643 N Downer AV	Class B Tavern License		10/13/2022, 7:00 PM	1
41	Colectivo Coffee Roasters Inc	Colectivo Coffee Roasters Inc	William D Suskey, Agt	2211 N Prospect AV	Class B Tavern License	299	10/17/2022, 7:00 PM	1
42	Giri Corporation	Stone Creek Coffee	Eric A Resch, Agt	2650 N Downer AV	Class B Fermented Malt Beverage Retailer's License		10/16/2022, 7:00 PM	1
43	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class B Fermented Malt Beverage Retailer's License		10/31/2022, 7:00 PM	1
44	CAFE HOLLANDER DOWNER AVE LLC	CAFE HOLLANDER	ERIC G WAGNER, Agt	2608 N DOWNER AV	Class B Tavern License	200	11/1/2022, 7:00 PM	1
45	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class C Wine Retailer's License		10/31/2022, 7:00 PM	1

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



Wednesday, October 25, 2022



# Notice of Public Hearing

Blank Notice

---

FORD-ZIEGELBAUER, Majarka M B, Agent  
EASTCASTLE PLACE at 2505 E BRADFORD Av  
Class B Tavern License Application

**Wednesday, November 09, 2022 at 10:05 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 11/09/2022 at 10:05 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet 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 appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.  
**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**



















CURRENT OCCUPANT	2515 N DOWNER AVE	MILWAUKEE, WI 53211-4237
CURRENT OCCUPANT	2515 N STOWELL AVE# 22	MILWAUKEE, WI 53211-4206
CURRENT OCCUPANT	2515 N STOWELL AVE# 23	MILWAUKEE, WI 53211-4206
CURRENT OCCUPANT	2515 N STOWELL AVE# 24	MILWAUKEE, WI 53211-4206
CURRENT OCCUPANT	2515 N STOWELL AVE# 25	MILWAUKEE, WI 53211-4206
CURRENT OCCUPANT	2515 N STOWELL AVE# 26	MILWAUKEE, WI 53211-4206
CURRENT OCCUPANT	2515 N STOWELL AVE# 27	MILWAUKEE, WI 53211-4206
CURRENT OCCUPANT	2515A N DOWNER AVE	MILWAUKEE, WI 53211-4237
CURRENT OCCUPANT	2517 N DOWNER AVE	MILWAUKEE, WI 53211-4237
CURRENT OCCUPANT	2517A N DOWNER AVE	MILWAUKEE, WI 53211-4237
CURRENT OCCUPANT	2518 E BRADFORD AVE	MILWAUKEE, WI 53211-4250
CURRENT OCCUPANT	2519 N LAKE DR# 1	MILWAUKEE, WI 53211-3809
CURRENT OCCUPANT	2519 N LAKE DR# 2	MILWAUKEE, WI 53211-3809
CURRENT OCCUPANT	2519 N LAKE DR# 3	MILWAUKEE, WI 53211-3809
CURRENT OCCUPANT	2519 N LAKE DR# 4	MILWAUKEE, WI 53211-3809
CURRENT OCCUPANT	2519 N PROSPECT AVE# 14	MILWAUKEE, WI 53211-4126
CURRENT OCCUPANT	2519 N PROSPECT AVE# 15	MILWAUKEE, WI 53211-4126
CURRENT OCCUPANT	2519 N PROSPECT AVE# 16	MILWAUKEE, WI 53211-4126
CURRENT OCCUPANT	2519 N PROSPECT AVE# 17	MILWAUKEE, WI 53211-4126
CURRENT OCCUPANT	2519 N PROSPECT AVE# 18	MILWAUKEE, WI 53211-4126
CURRENT OCCUPANT	2519 N PROSPECT AVE# 19	MILWAUKEE, WI 53211-4126
CURRENT OCCUPANT	2520 E BRADFORD AVE	MILWAUKEE, WI 53211-4250
CURRENT OCCUPANT	2520 N STOWELL AVE# 101	MILWAUKEE, WI 53211-4259
CURRENT OCCUPANT	2520 N STOWELL AVE# 102	MILWAUKEE, WI 53211-4259
CURRENT OCCUPANT	2520 N STOWELL AVE# 103	MILWAUKEE, WI 53211-4259
CURRENT OCCUPANT	2520 N STOWELL AVE# 104	MILWAUKEE, WI 53211-4207
CURRENT OCCUPANT	2520 N STOWELL AVE# 105	MILWAUKEE, WI 53211-4207
CURRENT OCCUPANT	2520 N STOWELL AVE# 106	MILWAUKEE, WI 53211-4207
CURRENT OCCUPANT	2520 N STOWELL AVE# 107	MILWAUKEE, WI 53211-4207
CURRENT OCCUPANT	2520 N STOWELL AVE# 108	MILWAUKEE, WI 53211-4207
CURRENT OCCUPANT	2520 N STOWELL AVE# 201	MILWAUKEE, WI 53211-4207
CURRENT OCCUPANT	2520 N STOWELL AVE# 202	MILWAUKEE, WI 53211-4207
CURRENT OCCUPANT	2520 N STOWELL AVE# 203	MILWAUKEE, WI 53211-4208
CURRENT OCCUPANT	2520 N STOWELL AVE# 204	MILWAUKEE, WI 53211-4208
CURRENT OCCUPANT	2520 N STOWELL AVE# 205	MILWAUKEE, WI 53211-4208
CURRENT OCCUPANT	2520 N STOWELL AVE# 206	MILWAUKEE, WI 53211-4208
CURRENT OCCUPANT	2520 N STOWELL AVE# 207	MILWAUKEE, WI 53211-4208
CURRENT OCCUPANT	2520 N STOWELL AVE# 208	MILWAUKEE, WI 53211-4208
CURRENT OCCUPANT	2520 N STOWELL AVE# 301	MILWAUKEE, WI 53211-4208
CURRENT OCCUPANT	2520 N STOWELL AVE# 302	MILWAUKEE, WI 53211-4260
CURRENT OCCUPANT	2520 N STOWELL AVE# 303	MILWAUKEE, WI 53211-4260
CURRENT OCCUPANT	2520 N STOWELL AVE# 304	MILWAUKEE, WI 53211-4260
CURRENT OCCUPANT	2520 N STOWELL AVE# 305	MILWAUKEE, WI 53211-4260
CURRENT OCCUPANT	2520 N STOWELL AVE# 306	MILWAUKEE, WI 53211-4260
CURRENT OCCUPANT	2520 N STOWELL AVE# 307	MILWAUKEE, WI 53211-4260
CURRENT OCCUPANT	2520 N STOWELL AVE# 308	MILWAUKEE, WI 53211-4260
CURRENT OCCUPANT	2521 N DOWNER AVE# A	MILWAUKEE, WI 53211-4238

CURRENT OCCUPANT	2521 N DOWNER AVE# B	MILWAUKEE, WI 53211-4238
CURRENT OCCUPANT	2521 N DOWNER AVE# C	MILWAUKEE, WI 53211-4238
CURRENT OCCUPANT	2521 N DOWNER AVE# D	MILWAUKEE, WI 53211-4238
CURRENT OCCUPANT	2521 N DOWNER AVE# E	MILWAUKEE, WI 53211-4238
CURRENT OCCUPANT	2521 N DOWNER AVE# F	MILWAUKEE, WI 53211-4238
CURRENT OCCUPANT	2521 N DOWNER AVE# J	MILWAUKEE, WI 53211-4238
CURRENT OCCUPANT	2522 N SUMMIT AVE	MILWAUKEE, WI 53211-3847
CURRENT OCCUPANT	2524 E BRADFORD AVE	MILWAUKEE, WI 53211-4250
CURRENT OCCUPANT	2530 N SUMMIT AVE	MILWAUKEE, WI 53211-3847
CURRENT OCCUPANT	2532 E BRADFORD AVE# 1	MILWAUKEE, WI 53211-4255
CURRENT OCCUPANT	2532 E BRADFORD AVE# 2	MILWAUKEE, WI 53211-4255
CURRENT OCCUPANT	2532 E BRADFORD AVE# 3	MILWAUKEE, WI 53211-4255
CURRENT OCCUPANT	2532 E BRADFORD AVE# 4	MILWAUKEE, WI 53211-4255
CURRENT OCCUPANT	2532 E BRADFORD AVE# 5	MILWAUKEE, WI 53211-4250
CURRENT OCCUPANT	2532B E BRADFORD AVE	MILWAUKEE, WI 53211-4255
CURRENT OCCUPANT	2600 E BRADFORD AVE	MILWAUKEE, WI 53211-4501
CURRENT OCCUPANT	2602 E BRADFORD AVE	MILWAUKEE, WI 53211-4501
CURRENT OCCUPANT	2608 E BRADFORD AVE	MILWAUKEE, WI 53211-4501
CURRENT OCCUPANT	2610 E BRADFORD AVE	MILWAUKEE, WI 53211-4501
CURRENT OCCUPANT	2616 E BRADFORD AVE	MILWAUKEE, WI 53211-4501
CURRENT OCCUPANT	2616 E BRADFORD AVE# A	MILWAUKEE, WI 53211-4501
CURRENT OCCUPANT	2618 E BRADFORD AVE	MILWAUKEE, WI 53211-4501
CURRENT OCCUPANT	2620 E BRADFORD AVE	MILWAUKEE, WI 53211-4501
CURRENT OCCUPANT	2705 E BRADFORD AVE	MILWAUKEE, WI 53211-4503
CURRENT OCCUPANT	2709 E BRADFORD AVE	MILWAUKEE, WI 53211-4503
CURRENT OCCUPANT	2711 E BRADFORD AVE	MILWAUKEE, WI 53211-4503

Blank Notice

Total Records: 448

Radius 250.0 feet and Center of Circle: 2505 E Bradford Av





# 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: Senior Living Community

Do you have any experience operating this type of business?  No  Yes If yes, explain: Current Director of F+B

## 2. Business Operations

- a. Proposed Opening Date: 11/1/22
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: 11/1/22
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: \_\_\_\_\_
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building?  No  Yes If yes, describe: \_\_\_\_\_

## 3. Litter & Noise

- a. How are grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other: \_\_\_\_\_
- b. How often will grounds be cleaned?  Daily  Weekly  As Needed  Monthly  Other: \_\_\_\_\_
- c. Grounds cleaned by:  Licensee  Building Owner  Employees  Hired Maintenance  Other: \_\_\_\_\_
- d. How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  
 Signs Posted  Other: Senior Living Community
- e. Will a sound amplification system be used?  No  Yes If yes, describe: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 10 Locations: Within Designated Spaces  
Outside: 4 Locations: Outside Exits
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 11
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: GFL

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 30+ and describe the parking security plan: Underground Parking
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: Loading Dock
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 20 and list locations: Exits / Parking Lot
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>.05</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 <u>99.5</u> % Describe: _____

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

### Type 1

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

### Type 2

- Liquor Store  Corner Store  Supermarket  Convenience Store
- Gas Station  Amusement/Phonograph Distributor  Recycling, Salvage or Towing
- Used Car Dealer  Personal Service Establishment (such as tattoo business, hair salon, tailor, etc.)  Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- Occupancy Permit  Cigarette & Tobacco  Gas Station  Extended Hours  Class "B" Tavern  Weights & Measures
- Secondhand Dealer  Precious Metal & Gem  Other: \_\_\_\_\_

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

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

## 9. Premises Description

a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

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

Other: Describe: Southeast corner of 1st floor; to include dining room + storage area & kitchen

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: Urban

c. Nearest Major Cross Street: Bradford Ave. + Downer Ave.

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: N/A Eastgate Place Phone Number: \_\_\_\_\_

Building Owner Address: 2505 E. Bradford Ave, Milwaukee, WI 53221

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	10 A.M.	8 P.M.	50	75-95	
Monday	10 A.M.	8 P.M.	50	75-95	
Tuesday	10 A.M.	8 P.M.	50	75-95	
Wednesday	10:00 AM	8:00 PM	50	75-95	
Thursday	10:00 AM	8:00 PM	50	75-95	
Friday	10:00 AM	8:00 PM	50	75-95	
Saturday	10:00 AM	8:00 PM	58	75-95	


An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday

Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

## 11. Signature(s)



Signature of Sole Proprietor, Partner, or 20% or more Shareholder

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

Signature of additional partner or 20% or more shareholder

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





**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: Eastcastle Place Inc

Premise Address: 2505 E Bradford Ave Milwaukee WI 53211

**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: Old National 7800 W 45th St Hickory Hills IL 60457 Bremmer Bank 225 S 1st St Suite 300 Minneapolis MN 55402

**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.)? Eastcastle

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

d) Total amount paid for business \$ NA

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

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

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

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

a) Date lease begins \_\_\_\_\_ Ends \_\_\_\_\_

b) Monthly rental \$ \_\_\_\_\_

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

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

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

### Lease Information (Continued)

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

Bradford Ave.

Eastgate Place Inc.

Main Campus

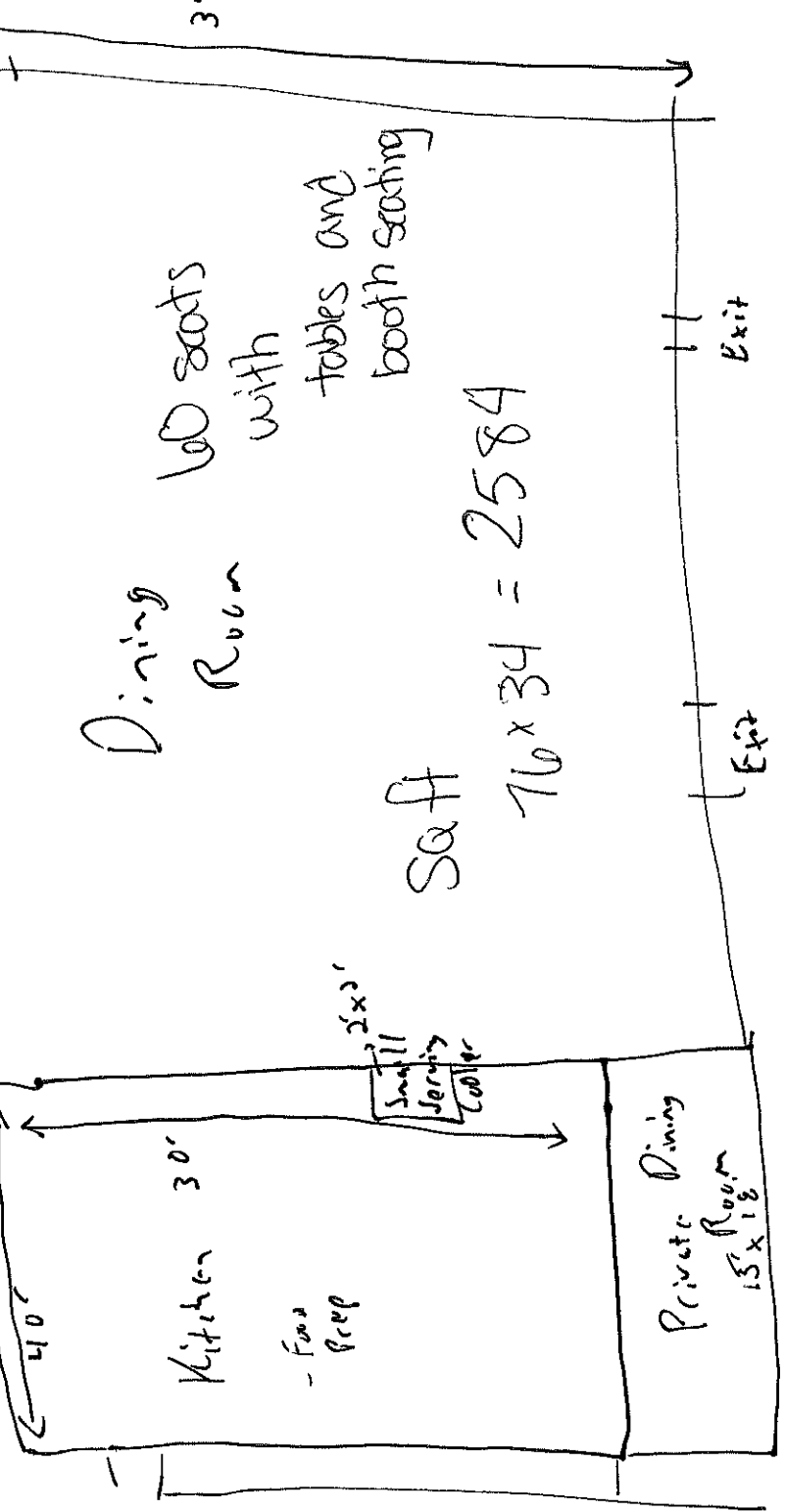
2505 E. Bradford Ave.

Milwaukee WI 53211  
Majora Ford Zieglerbauer

Bathrooms  
M + W



Entrance



Alcohol Storage  
10' x 10'

Project Ave

Trash Computer

8/3/2022