



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

Tuesday, October 28, 2025

COMMITTEE MEETING NOTICE

AD 03

MANGAT, Manjeet S, Agent
SAHIB MANGAT INC.
2556 DOVER LN
MT. PLEASANT, WI 53406

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.

Tuesday, November 11, 2025 at 09:40 AM

The access code is <https://meet.goto.com/658271221>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class A Fermented Malt, Extended Hours Establishments, Food Dealer, Weights & Measures and Loading Zone Licenses Application Requesting To Open 7:00 AM and To Close 2:30AM Everyday as agent for "SAHIB MANGAT INC." for "7-ELEVEN" at 3301 N OAK Av.

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

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

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

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

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

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

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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

JIM OWCZARSKI, CITY CLERK

BY:

**Jim Cooney
License Division Manager**

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

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

Crite, Yvette

From: Cooney, Jim
Sent: Tuesday, September 2, 2025 5:15 PM
To: Crite, Yvette
Cc: Lopez, Faviola; Milano, Marissa
Subject: FW: Concerns about 7/11

This goes with the objection I just sent. Can you look at both stores and makes sure the correct objection references the correct location?

Thanks

REDACTED
BY


From: Cook, Jessica <Jessica.Cook@milwaukee.gov>
Sent: Tuesday, September 2, 2025 1:35 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Subject: Concerns about 7/11

Hey Jim and Favi,

I recently sent over some concerns, one today from a constituent and one last week from a neighborhood association, about a 7/11 in our district that I asked to be added to the file. In the emails I believe I specified the 7/11 on North Ave (1609 E North Ave)

This was a mistake. Those should be added to the file for the 7/11 Oakland Ave (3301 N Oakland Ave). Is it possible to change those so they appear on the Oakland Ave file rather than the North Ave one?

Apologies for the mixup, that was my mistake.

Thanks

Get [Outlook for iOS](#)

Crite, Yvette

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REDACTED
BY
VJ

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Sent: Tuesday, September 2, 2025 1:35 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Subject: Concerns about 7/11

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This was a mistake. Those should be added to the file for the 7/11 Oakland Ave (3301 N Oakland Ave). Is it possible to change those so they appear on the Oakland Ave file rather than the North Ave one?

Apologies for the mixup, that was my mistake.

Thanks

Get [Outlook for iOS](#)

Crite, Yvette

From: Cooney, Jim
Sent: Tuesday, September 2, 2025 11:49 AM
To: Crite, Yvette
Cc: Lopez, Faviola; Milano, Marissa
Subject: FW: License Application for 7-Eleven Store - 3301 North Oakland Avenue
Attachments: 7-11 Cooperative Agreement 10-01-12 -page 6 of 6.jpeg; 7-11 Cooperative Agreement 10-01-12 -page 1 of 6.jpeg; 7-11 Cooperative Agreement 10-01-12 -page 3 of 6.jpeg; 7-11 Cooperative Agreement 10-01-12 -page 2 of 6.jpeg; 7-11 Cooperative Agreement 10-01-12 -page 4 of 6.jpeg; 7-11 Cooperative Agreement 10-01-12 -page 5 of 6.jpeg

Follow Up Flag: Follow up
Flag Status: Flagged

Please add.

From: Brower, Alex <Alex.Brower@milwaukee.gov>
Sent: Tuesday, September 2, 2025 11:43 AM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Cc: Brower, Alex <Alex.Brower@milwaukee.gov>
Subject: Fw: License Application for 7-Eleven Store - 3301 North Oakland Avenue

REDACTED
BY


Hey Jim,

I have here more concerns about the 7/11 on North Ave (1609 E North Ave, Milwaukee, WI 53202). Could you add it to the file for discussion with Alderman Brower when it comes up?

Thank you,

Jessica Cook | She/They
Legislative Assistant to Alderman Brower, 3rd District
Office: (414) 286-3447 | Email: Jessica.Cook@milwaukee.gov

Sign up for our [E-Notify](#) to stay up to date on 3rd District news.
Request City Services online via [Click for Action](#)
Report parking violations at <https://mke.citizencomplaints.org/>
Visit the [3rd District](#) webpage for more info.

Sent: Saturday, August 30, 2025 11:36 AM
To: Brower, Alex <Alex.Brower@milwaukee.gov>
Subject: License Application for 7-Eleven Store - 3301 North Oakland Avenue

Dear Alderman Brower:

understand that a new Owner/Franchisee will take over management of the 7-Eleven store at 3301 North Oakland Avenue, Milwaukee, WI, soon and is scheduled for a license hearing in September 2025. The applicant is Sahib Mangat,

Inc. with Manjeet Mangat as agent. Since you are a member of the Common Council Licensing Committee and Alder for the 3rd District where the store is located, and since I am a voter in the 3rd District I wanted to inform you of my concerns about this new Owner/Franchisee.

7-Eleven store at 3301 North Oakland Avenue. Also, the store is located in the "territory" of the Cambridge Woods Neighborhood Association (CWNA). 7-Eleven Corporate signed a Neighborhood Agreement with the CWNA and the Mariner's Neighborhood Association on October 1, 2012.

The document addresses several matters including litter control, landscaping of the store site and opening hours. While I do not have an issue with the hours of business, I have concerns that neighborhood and City of Milwaukee requirements for litter control and landscaping are complied with by 7-Eleven Corporate and the new licensee.

Specifically, the 2012 agreement and City of Milwaukee rules require a visual barrier between the street and the parking lot both as a aesthetic improvement and a barrier for neighbors across Oakland Avenue so they will not have to look at a parking lot or have headlights shine into their homes in the evening. There is currently a metal fence installed on the east facing perimeter of the parking lot with banners declaring specials on offer. (I understand these types of signs are a violation of City ordinances and should be removed.) There are a couple of short and scruffy evergreen plants in place, but a new set of evergreen trees/shrubs should be installed at least to the height of the metal fence and cover the length of the fence as soon as possible.

The new Owner/Franchisee should maintain control of litter to include the brick bus shelter sited on the 7-Eleven property. The shelter seems to collect litter and garbage frequently. Further, the location of the store is between the Milwaukee River and the UWM campus. At this time the State of Wisconsin is in the process of demolishing a highrise building very close to Cramer Street on campus. In the past, as with the new UWM Chemistry Building on Kenwood Avenue, rats were disturbed in their nests and fled to nearby parts of the area during construction. This will occur again when the demolition is underway. Since Sahib Mangat, Inc. and its agent Manjeet Mangat are from Racine County, they may not be aware of this situation. Rats are an increasing problem, demo or not, and he/she must be made aware of this fact as he/she has applied for food dealer, tobacco and liquor licenses from the City of Milwaukee.

My understanding is that most of the surrounding residents and businesses appreciate the 7-Eleven store being open, however, they also appreciate a new Owner/Franchisee who seeks to join the neighborhood as a long-term asset. The Neighborhood Communication Agreement within the October 1, 2012, document will be an important tool for neighbors and Sahib Mangat, Inc. to use to that end.

Again, I have no objections to the new Owner/Franchisee Sahib Mangat, Inc., but I feel they must be made aware of the above matters at the licensing hearing. If you have any questions or comments regarding this matter, please contact me.

REDACTED
BY
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7-Eleven

OAKLAND AVENUE AND NORTH AVENUE 7-ELEVEN NEIGHBORHOOD AGREEMENT IN COOPERATION WITH MILWAUKEE EAST SIDE NEIGHBORHOOD ASSOCIATIONS

The Commitment

7-Eleven makes the following commitments to the neighborhood. This agreement is solely limited to the 7-Eleven stores located at 3301 North Oakland Avenue, Milwaukee, Wisconsin and 1609 East North Avenue, Milwaukee, Wisconsin.

I. Crime Prevention and Awareness Training Program

7-Eleven corporate-store employees and new franchisees and their employees participate in a multi-media training program and are supplied with comprehensive resource materials on crime deterrence and violence avoidance. The program, called "Operation Alert," includes information on security procedures, proper store maintenance, violence avoidance and recommended behaviors for managing a robbery or other potentially violent encounter.

"Operation Alert" training emphasizes the high value the company places on the safety of all 7-Eleven store personnel and customers, and 7-Eleven stores' no-resistance philosophy toward robbery. At 7-Eleven, the safety of store personnel and customers is more important than protecting the company's money or property during a robbery. Store personnel also learn techniques recommended by the robbers themselves for responding to negative situations in a way that helps keep them from escalating into violent incidents.

7-Eleven will implement the "Operation Alert" crime prevention and training program at the North Avenue and Oakland Avenue stores.

7-Eleven is in the process of deploying a \$40 million comprehensive state-of-the-art security camera and remote access system in all of its stores nationwide. This system includes panic button technology that clerks wear to alert the police the moment a crime is perpetrated. The camera system records the criminal activities and can be remotely accessed by the local police for use to aid in investigations and prevent future crime.

7-Eleven also strives to maintain an excellent relationship with the police. 7-Eleven sponsors "Operation Chill," a program that provides police officers with Slurpee coupons to share with kids who the police recognize for positive behavior. While this sounds simple, Police Departments report that it is a useful tool in their attempt to break down barriers between the community and police. 7-Eleven commits to carrying out these initiatives at the North Avenue and the Oakland Avenue 7-Eleven stores.

2. Alcohol Awareness and Employee Training Program.

7-Eleven has the most comprehensive underage sale prevention program in retail. All employees must complete 7-Eleven's proprietary "Come of Age" training program which fosters a high awareness of tactics for reducing underage sales. The "Come of Age" training program is organized into three units, each focusing on a particular aspect of age-restricted product sales.

Unit 1: The Laws - addresses the laws governing the sale of alcoholic beverages, tobacco products, potential inhalants and lottery tickets.

Unit 2: Recognizing Behaviors - teaches store personnel to observe customer behavior to determine whether they can be sold restricted products because of age or intoxication and how to recognize many forms of age identification.

Unit 3: Refusing a Sale - covers techniques for refusing an illegal sale, while reducing the potential for conflict with the customer.

"Come of Age" teaches employees to develop their powers of observation to help detect potential problem sales. Actors in the training video demonstrate the clues that may signal an illegal sale, such as nervousness, slurred speech, staggering or clumsiness due to intoxication.

Employees are instructed to use a "two-step" process with every customer entering the store. This process has store personnel make eye contact and greet each customer by the time the customer has taken two steps inside the door.

Times have changed since the program's inception. Young people have become more creative in their attempts to purchase alcohol and tobacco illegally. Additionally, violence appears to be on the rise in our society. Customers who are refused an age-restricted purchase or who are refused because of intoxication may resort to verbal or physical abuse of store personnel. 7-Eleven recognizes this potential danger in society, as well as its duty to be a responsible retailer. That is why the company updated the "Come of Age" program to more adequately address the challenges retailers face today and to better equip the personnel who must refuse illegal sales because of age or intoxication.

As an example, store personnel are trained in the four steps of refusing an illegal sale, which are:

1. Use a firm, formal, polite statement.
2. Remove the restricted product from the counter and step back from the counter while maintaining eye contact.
3. State the law and/or store policy.
4. Turn slightly away, but never turn your back to the customer.

The training includes quizzes and discussions to assist store personnel in learning the various laws regarding the sale of these products, plus practice sessions and role-playing to help them become comfortable with refusing improper sales. Video and/or (CMT) computer based training.

7-Eleven requires ID checks for any customer who appears to be 30 years of age or younger. 7-Eleven will implement the "Come of Age" Alcohol Awareness and Employee Training Program in its North Avenue and Oakland Avenue 7-Eleven stores. Employee involvement in "Come of Age" insures the success of the program and underscores 7-Eleven's commitment as a caring and responsible member of the community it serves. The comprehensive "Come of Age" program is part of 7-Eleven's dedication to the safe and legal sale of all age restrictive products.

In addition to the continuation of the "Come of Age" program, this year 7-Eleven deployed ID scanning technology that enables its clerks to scan IDs before alcohol or signature are sold to customers. Additionally, the vast majority of 7-Eleven's stores participate in an "undercover" shopping program operated by an independent third-party that tests our stores' compliance with underage sales policies. 7-Eleven will continue these initiatives in its Oakland Avenue and North Avenue stores.

In both the North Avenue and Oakland Avenue stores, 7-Eleven agrees to refrain from selling beer in a single sales format. 7-Eleven further agrees to restrict beer and wine sales to an area that includes 5 doors in the 7-Eleven "vault" and occasional sales from no more than two end caps on the 7-Eleven sales floor. In addition, 7-Eleven agrees to not place beer in the windows of these stores.

At the North Avenue 7-Eleven store, 7-Eleven agrees to not place beer in the "beet cave" in such a way that it emphasizes the sale of beer in the windows of the "beet cave."

7-Eleven does not display beer banners or neon lights in our windows advertising the sale of alcohol. 7-Eleven does not participate in block parties with bands or loud music.

7-Eleven, Inc. takes pride in the appearance of our stores and recognizes that we have a responsibility to our customers and our surrounding community to keep the exterior appearance of our stores clean and litter-free. 7-Eleven will implement a litter control plan that will include the following:

- 1 Two trash receptacles for customer use located on either side of the front door, as well as numerous other receptacles inside for customer use
- 2 Dumpster area will be gated and locked at all times when not in use
- 3 Garbage pick-up will occur at least three times weekly
- 4 Extra pick-up will occur at least one time daily in all areas surrounding the store, including sidewalks, landscaped areas, etc.

4. Loitering, Noise and Disturbance Control Program.

1 7-Eleven will proactively contact local police when noise, disturbance
and/or loitering occurs, and will pursue formal trespassing warrants when
2 necessary.
3 7-Eleven's parking lot will be well lit, with no "dark" areas on any side of
the building.
4 There will be no electronic video amusement devices on site.

Elori and Raja will schedule meetings for the Committee with officials from the University of Wisconsin-Milwaukee and the Milwaukee Police Department to work out a noise abatement protocol. Based upon these meetings, Elori and Raja will meet with the Committee and establish a noise abatement policy for the Oakland Avenue store to execute. Assuming that 7-Eleven obtains the Neighborhood Associations' cooperation, 7-Eleven will host up to 3 (three) Community Noise Abatement Committee meetings before the end of the current year (2012), including the meeting with the UWM and MPD officials. With our neighbors' help, 7-Eleven will aggressively fight to reduce noise, loitering and disturbance in our neighborhood.

5. Landscaping Maintenance Awareness.

1

enhancement of your neighborhood. 7-Eleven has read and understands the relevant landscaping and screening regulations, and will make sure that the site is in compliance with these provisions.

As part of 7-Eleven's effort to maintain a pleasing outside appearance of its stores, Eleni Baecker will work with Bill Werner to find a more tasteful presentation of 7-Eleven's propane stand at the Oakland Avenue store.

6. Neighborhood Communication Agreement.

7-Eleven intends to be an active part of this community, which includes keeping lines of communication open within the community. If we are notified of problems that our neighbors are having with the operation of our store, we will promptly respond to assess and remedy the situation. Any issues that are related to the safety or security of our employees or anyone in the community will be responded to immediately. If there is any other non-emergency issue that is reported, 7-Eleven commits to an initial response within 72 hours.

7-Eleven provides a toll-free 24 hour, 7 days a week hotline for any complaints, suggestions, etc. The number is 800-255-0711. This number will also be displayed on exterior signage at the Oakland Avenue and North Avenue stores. In addition to the number listed above, neighborhood members may contact a 7-Eleven representative at a local number to be provided in order to express any complaints, suggestions, etc.

In addition, 7-Eleven will keep a file of all letters received and make that file available for review at public request. We will also provide a written response within 30 days of receiving a letter.

7. Neighborhood Mediation Program.

7-Eleven is committed to participating in a mediation program or similar process, if so requested.

8. Lighting Plan.

If not already provided, 7-Eleven will provide a lighting site plan. 7-Eleven does not display neon lights of any kind at our stores, and we use our window signs and storefront banners to advertise value propositions and new product offerings. 7-Eleven will specifically agree that the "Brewhouse Cold Storage" sign at the North Avenue site will be removed and replaced by a tasteful 7-Eleven logo. 7-Eleven will submit all exterior signage plans to the Eastside Improvement District No. 2, Architectural Review Board for approval as required.

Consistent with the above paragraph, 7-Eleven will remove the neon ATM sign currently located in the window of the Oakland Avenue store.

Conclusion

7-Eleven is committed to being a good neighbor to the residents and business owners within the North Avenue and Oakland Avenue neighborhoods. We feel we have adequately addressed all requirements per City code as well as any potential issues that pertain to the operation of a 7-Eleven convenience store in this area. We are looking forward to becoming a part of the community.

Keith Jones
s/Keith Jones
October 1, 2012

REDACTED
BY
IR

Statement from .
Regarding Licensing Application of 7-Eleven Located at 3301 N. Oakland Ave

Date: 8/11/25

The I . . . wishes to express their concerns regarding the license application submitted by Sahib Mangat Inc, operating as 7-Eleven at 3301 N. Oakland Ave, Milwaukee, WI.

The surrounding . have had a history of discussions and agreements with 7-Eleven dating back to 2012. Accompanying this statement are images of email correspondence and a 6-page "Neighborhood Agreement" authored by 7-Eleven on 10/01/12. As recently as 1/17/23, Alderman Brostoff hosted a neighborhood meeting on the campus of UWM, providing neighbors the opportunity to gather to learn about the business's plans of operation and hours, and to discuss any suggestions or concerns prior to their license hearing.

. seeks to ensure that 7-Eleven honors the commitments, and spirit, of its past agreements. Without such assurance, . opposes the current license application.

Specifically, . seeks the following:

1. That hours of operation are not to extend beyond midnight. It was at the 1/17/23 neighborhood meeting that 7-Eleven agreed to not operate beyond midnight. At that meeting, neighbors voiced safety concerns if the store were to operate beyond midnight. Note: On a visit to the store on 7/30/25, the store clerk confirmed that the current hours of operation were 7:00am – 11:00pm.
2. That landscaping, promised at the 1/17/23 neighborhood meeting, be installed. Specifically, neighbors had requested a row of hedges along the east border of the parking lot to buffer the car activity/headlights from residences across the street.
3. That the exterior appearance of the store remains clean and litter-free. Litter pickup needs to occur at least one time daily in all areas surrounding the store, including sidewalks, landscaped areas, and especially the perimeter/inside of the bus stop that carries 7-Eleven signage.
4. That staff promptly addresses any loitering/panhandling.
5. That the license applicant commits to the same "Neighborhood Communication Agreement" agreed to by 7-Eleven in 2012, which stated... *"7-Eleven intends to be an active part of this community, which includes keeping lines of communication open with the community. If we are notified of problems that our neighbors are having with the operation of our store, we will promptly respond to assess and remedy the situation. Any issues that are related to the safety or security of our employees or anyone in the community will be responded to immediately. If there is any other non-emergency issue that is reported, 7-Eleven commits to an initial response within 72 hours."*

As has occurred in the past, . desires to participate in a meeting with the new store operator to be arranged by Alderman Brower.

Document Owner:

2. Alcohol Awareness and Employee Training Program.

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Times have changed since the program's inception. Young people have become more creative in their attempts to purchase alcohol and tobacco illegally. Additionally, violence appears to be on the rise in our society. Customers who are refused an age-restricted purchase or who are refused because of intoxication may resort to verbal or physical abuse of store personnel. 7-Eleven recognizes this potential danger in society, as well as its duty to be a responsible retailer. That is why the company updated the "Come of Age" program to more adequately address the challenges retailers face today and to better equip the personnel who must refuse illegal sales because of age or intoxication.

As an example, store personnel are trained in the four steps of refusing an illegal sale, which are:

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3. State the law and/or store policy.
4. Turn slightly away, but never turn your back on the customer.

The training includes quizzes and discussions to assist store personnel in learning the various laws regarding the sale of these products, plus practice sessions and role-playing to help them become comfortable with refusing improper sales. Video and/or (CMT) computer based training.

exercises like 'Guess the Age' illustrate techniques used by underage customers to appear older in order to make illegal purchases. Workbook exercises supplement the video or CBT. After a final quiz, employees are required to sign a form acknowledging that they understand and will abide by laws in their area concerning the sale of these products.

7-Eleven requires ID checks for any customer who appears to be 30 years of age or younger. 7-Eleven will implement the "Come of Age" Alcohol Awareness and Employee Training Program in its North Avenue and Oakland Avenue 7-Eleven stores. Employee involvement in "Come of Age" insures the success of the program and underscores 7-Eleven's commitment as a caring and responsible member of the community it serves. The comprehensive "Come of Age" program is part of 7-Eleven's dedication to the safe and legal sale of all age restrictive products.

In addition to the continuation of the "Come of Age" program, this year 7-Eleven deployed ID scanning technology that enables its clerks to scan IDs before alcohol or cigarettes are sold to customers. Additionally, the vast majority of 7-Eleven's stores participate in an "undercover" shopping program operated by an independent third-party that tests our stores' compliance with underage sales policies. 7-Eleven will continue these initiatives in its Oakland Avenue and North Avenue stores.

In both the North Avenue and Oakland Avenue stores, 7-Eleven agrees to refrain from selling beer in a single sales format. 7-Eleven further agrees to restrict beer and wine sales to an area that includes 3 doors in the 7-Eleven "cave" and occasional sales from no more than two end caps on the 7-Eleven sales floor. In addition, 7-Eleven agrees to not place beer in the windows of these stores.

At the North Avenue 7-Eleven store, 7-Eleven agrees to not place beer in the "beer cave" in such a way that it emphasizes the sale of beer in the windows of the "beer cave."

7-Eleven does not display beer banners or neon lights in our windows advertising the sale of alcohol. 7-Eleven does not participate in block parties with bands or loud music.

3. Litter Control Program

7-Eleven, Inc. takes pride in the appearance of our stores and recognizes that we have a responsibility to our customers and our surrounding community to keep the exterior appearance of our stores clean and litter-free. 7-Eleven will implement a litter control plan that will include the following:

1. Two trash receptacles for customer use located on either side of the front doors, as well as numerous other receptacles inside for customer use.
2. Dumpster area will be gated and locked at all times when not in use.
3. Garbage pick-up will occur at least three times weekly.
4. Litter pick-up will occur at least once a day in all areas surrounding the store, including sidewalk, landscaped areas, etc.

7-Eleven corporate and franchise employees are committed to keeping both the interior and exterior of our stores clean. Additionally, our field consultants visit every store once per week to review cleanliness as part of their responsibilities and our Guest Experience Auditors visit every store once per month with a checklist to audit each store on a wide variety of operational standards, including cleanliness. 7-Eleven will continue these initiatives in its North Avenue and Oakland Avenue stores.

4. Loitering, Noise and Disturbance Control Program.

Part of 7-Eleven's "Operation Alert" Training Program focuses on loitering, noise and disturbance control. 7-Eleven discourages loitering, noise and disturbance in or around our stores and will take the following steps to discourage and prevent loitering, noise and disturbance at the North Avenue and Oakland Avenue locations:

1. 7-Eleven will proactively contact local police when noise, disturbance and/or loitering occurs, and will pursue formal trespassing warrants when necessary.
2. 7-Eleven's parking lot will be well lit, with no "dark" areas on any side of the building.
3. There will be no electronic video surveillance devices on site.

Concerning matters related to the 24/7 operation of the Oakland Avenue store, as well as noise, disturbance and loitering issues at this store, 7-Eleven agrees to hold a Community Noise Abatement Committee organized and led by Eleri Bareker, the stores' Field Consultant, and Raja Dilwar, the stores' Marketing Manager. The Committee will be comprised of the people who participated in the September 25 meeting between neighborhood representatives and 7-Eleven representatives, and anyone else the Neighborhood Associations appoint.

Eleri and Raja will schedule meetings for the Committee with officials from the University of Wisconsin-Milwaukee and the Milwaukee Police Department to work out a noise abatement protocol. Based upon these meetings, Eleri and Raja will meet with the Committee and establish a noise abatement policy for the Oakland Avenue store to execute. Assuming that 7-Eleven obtains the Neighborhood Associations' cooperation, 7-Eleven will host up to 3 (three) Community Noise Abatement Committee meetings before the end of the current year (2012), including the meeting with the UWM and MPD officials. With our neighbors' help, 7-Eleven will aggressively fight to reduce noise, loitering and disturbance in our neighborhood.

After January 1, 2013, the Community Noise Abatement Committee will meet if needed to assess the effectiveness of current policy and to develop alternatives if necessary.

A. Landscape Maintenance Awareness.

7-Eleven and its Landlord will be responsible for the maintenance of the landscaped areas at the North Avenue and Oakland Avenue sites. It is our intent to have a landscape maintenance plan in place that will keep the sites looking aesthetically pleasing up as to contribute to the

enhancement of your neighborhood. 7-Eleven has read and understands the relevant landscaping and screening regulations, and will make sure that the site is in compliance with these provisions.

As part of 7-Eleven's effort to maintain a pleasing outside appearance of its stores, Elen Baecker will work with Bill Werner to find a more tasteful presentation of 7-Eleven's propane stand at the Oakland Avenue store.

6. Neighborhood Communication Agreement.

7-Eleven intends to be an active part of this community, which includes keeping lines of communication open within the community. If we are notified of problems that our neighbors are having with the operation of our store, we will promptly respond to assess and remedy the situation. Any issues that are related to the safety or security of our employees or anyone in the community will be responded to immediately. If there is any other non-emergency issue that is reported, 7-Eleven commits to an initial response within 72 hours.

7-Eleven provides a toll-free 24 hour, 7 days a week hotline for any complaints, suggestions, etc. The number is 800-255-0711. This number will also be displayed on exterior signage at the Oakland Avenue and North Avenue stores. In addition to the number listed above, neighborhood members may contact a 7-Eleven representative at a local number to be provided in order to express any complaints, suggestions, etc.

In addition, 7-Eleven will keep a file of all letters received and make that file available for review at public request. We will also provide a written response within 30 days of receiving a letter.

7. Neighborhood Mediation Program.

7-Eleven is committed to participating in a mediation program or similar process, if so requested.

8. Lighting Plan.

If not already provided, 7-Eleven will provide a lighting site plan. 7-Eleven does not display neon lights of any kind at our stores, and we use our window signs and storefront banners to advertise value propositions and new product offerings. 7-Eleven will specifically agree that the "Brenhouse Cold Storage" sign at the North Avenue site will be removed and replaced by a tasteful 7-Eleven logo. 7-Eleven will submit all exterior signage plans to the Eastside Improvement District No. 2, Architectural Review Board for approval as required.

Consistent with the above paragraph, 7-Eleven will remove the neon ATM sign currently located in the window of the Oakland Avenue store.

Conclusion

7-Eleven is committed to being a good neighbor to the residents and business owners within the North Avenue and Oakland Avenue neighborhoods. We feel we have adequately addressed all requirements per City code as well as any potential issues that pertain to the operation of a 7-Eleven convenience store in this area. We are looking forward to becoming a part of the community.

Keith Jones
s/Keith Jones
October 1, 2012

7-Eleven

OAKLAND AVENUE AND NORTH AVENUE 7-ELEVEN NEIGHBORHOOD AGREEMENT IN COOPERATION WITH MILWAUKEE EAST SIDE NEIGHBORHOOD ASSOCIATIONS

The Commitment

7-Eleven makes the following commitments to the neighborhood. This agreement is solely limited to the 7-Eleven stores located at 3301 North Oakland Avenue, Milwaukee, Wisconsin and 1609 East North Avenue, Milwaukee, Wisconsin.

1. Crime Prevention and Awareness Training Program

7-Eleven corporate-store employees and new franchisees and their employees participate in a multi-media training program and are supplied with comprehensive resource materials on crime deterrence and violence avoidance. The program, called "Operation Alert," includes information on security procedures, proper store maintenance, violence avoidance and recommended behaviors for managing a robbery or other potentially violent encounter.

"Operation Alert" training emphasizes the high value the company places on the safety of all 7-Eleven store personnel and customers, and 7-Eleven stores' no-resistance philosophy toward robbery. At 7-Eleven, the safety of store personnel and customers is more important than protecting the company's money or property during a robbery. Store personnel also learn techniques recommended by the robbers themselves for responding to negative situations in a way that helps keep them from escalating into violent incidents.

7-Eleven will implement the "Operation Alert" crime prevention and training program at the North Avenue and Oakland Avenue stores.

7-Eleven is in the process of deploying a \$40 million comprehensive state-of-the-art security camera and remote access system in all of its stores nationwide. This system includes panic button technology that clerks wear to alert the police the moment a crime is perpetrated. The camera system records the criminal activities and can be remotely accessed by the local police for use to aid in investigations and prevent future crime.

7-Eleven also strives to maintain an excellent relationship with the police. 7-Eleven sponsors "Operation Chill," a program that provides police officers with Slurpee coupons to share with kids who the police recognize for positive behavior. While this sounds simple, Police Departments report that it is a useful tool in their attempt to break down barriers between the community and police. 7-Eleven commits to carrying out these initiatives at the North Avenue and the Oakland Avenue 7-Eleven stores.

2. Alcohol Awareness and Employee Training Program.

7-Eleven has the most comprehensive underage sale prevention program in retail. All employees must complete 7-Eleven's proprietary "Come of Age" training program which fosters a high awareness of tactics for reducing underage sales. The "Come of Age" training program is organized into three units, each focusing on a particular aspect of age-restricted product sales:

Unit 1: The Laws - addresses the laws governing the sale of alcoholic beverages, tobacco products, potential inhalants and lottery tickets.

Unit 2: Recognizing Behaviors - teaches store personnel to observe customer behavior to determine whether they can be sold restricted products because of age or intoxication and how to recognize many forms of age identification.

Unit 3: Refusing a Sale - covers techniques for refusing an illegal sale, while reducing the potential for conflict with the customer.

"Come of Age" teaches employees to develop their powers of observation to help detect potential problem sales. Actors in the training video demonstrate the clues that may signal an illegal sale, such as nervousness, slurred speech, staggering or clumsiness due to intoxication.

Employees are instructed to use a "two-step" process with every customer entering the store. This process has store personnel make eye contact and greet each customer by the time the customer has taken two steps inside the door.

Times have changed since the program's inception. Young people have become more creative in their attempts to purchase alcohol and tobacco illegally. Additionally, violence appears to be on the rise in our society. Customers who are refused an age-restricted purchase or who are refused because of intoxication may resort to verbal or physical abuse of store personnel. 7-Eleven recognizes this potential danger in society, as well as its duty to be a responsible retailer. That is why the company updated the "Come of Age" program to more adequately address the challenges retailers face today and to better equip the personnel who must refuse illegal sales because of age or intoxication.

As an example, store personnel are trained in the four steps of refusing an illegal sale, which are

1. Use a firm, formal, polite statement.
2. Remove the restricted product from the counter and step back from the counter while maintaining eye contact.
3. State the law and/or store policy.
4. Turn slightly away, but never turn your back to the customer.

The training includes quizzes and discussions to assist store personnel in learning the various laws regarding the sale of these products, plus practice sessions and role-playing to help them become comfortable with refusing improper sales. Video and/or (CBT) computer based training

exercises like 'Guess the Age' illustrate techniques used by underage customers to appear older in order to make illegal purchases. Workbook exercises supplement the video or CBT. After a final quiz, employees are required to sign a form acknowledging that they understand and will abide by laws in their area concerning the sale of these products.

7-Eleven requires ID checks for any customer who appears to be 30 years of age or younger. 7-Eleven will implement the "Come of Age" Alcohol Awareness and Employee Training Program in its North Avenue and Oakland Avenue 7-Eleven stores. Employee involvement in "Come of Age" insures the success of the program and underscores 7-Eleven's commitment as a caring and responsible member of the community it serves. The comprehensive "Come of Age" program is part of 7-Eleven's dedication to the safe and legal sale of all age restrictive products.

In addition to the continuation of the "Come of Age" program, this year 7-Eleven deployed ID scanning technology that enables its clerks to scan IDs before alcohol or cigarettes are sold to customers. Additionally, the vast majority of 7-Eleven's stores participate in an "undercover" shopping program operated by an independent third-party that tests our stores' compliance with underage sales policies. 7-Eleven will continue these initiatives in its Oakland Avenue and North Avenue stores.

In both the North Avenue and Oakland Avenue stores, 7-Eleven agrees to refrain from selling beer in a single sales format. 7-Eleven further agrees to restrict beer and wine sales to an area that includes 5 doors in the 7-Eleven "vault" and occasional sales from no more than two end caps on the 7-Eleven sales floor. In addition, 7-Eleven agrees to not place beer in the windows of these stores.

At the North Avenue 7-Eleven store, 7-Eleven agrees to not place beer in the "beer cave" in such a way that it emphasizes the sale of beer in the windows of the "beer cave."

7-Eleven does not display beer banners or neon lights in our windows advertising the sale of alcohol. 7-Eleven does not participate in block parties with bands or loud music.

3. Litter Control Program

7-Eleven, Inc. takes pride in the appearance of our stores and recognizes that we have a responsibility to our customers and our surrounding community to keep the exterior appearance of our stores clean and litter-free. 7-Eleven will implement a litter control plan that will include the following:

1. Two trash receptacles for customer use located on either side of the front doors, as well as numerous other receptacles inside for customer use.
2. Dumpster area will be gated and locked at all times when not in use.
3. Garbage pick-up will occur at least three times weekly.
4. Litter pick-up will occur at least one time daily in all areas surrounding the store, including sidewalks, landscaped areas, etc.

7-Eleven corporate and franchise employees are committed to keeping both the interior and exterior of our stores clean. Additionally, our field consultants visit every store once per week to review cleanliness as part of their responsibilities and our Guest Experience Auditors visit every store once per month with a checklist to audit each store on a wide variety of operational standards, including cleanliness. 7-Eleven will continue these initiatives in its North Avenue and Oakland Avenue stores.

4. Loitering, Noise and Disturbance Control Program.

Part of 7-Eleven's "Operation Alert" Training Program focuses on loitering, noise and disturbance control. 7-Eleven discourages loitering, noise and disturbance in or around our stores and will take the following steps to discourage and prevent loitering, noise and disturbance at the North Avenue and Oakland Avenue locations:

1. 7-Eleven will proactively contact local police when noise, disturbance and/or loitering occurs, and will pursue formal trespassing warrants when necessary.
2. 7-Eleven's parking lot will be well lit, with no "dark" areas on any side of the building.
3. There will be no electronic video amusement devices on site.

Concerning matters related to the 24/7 operation of the Oakland Avenue store, as well as noise, disturbance and loitering issues at this store, 7-Eleven agrees to hold a Community Noise Abatement Committee organized and led by Eleri Baecker, the stores' Field Consultant, and Raja Dilwar, the stores' Marketing Manager. The Committee will be comprised of the people who participated in the September 25 meeting between neighborhood representatives and 7-Eleven representatives, and anyone else the Neighborhood Associations appoint.

Eleri and Raja will schedule meetings for the Committee with officials from the University of Wisconsin-Milwaukee and the Milwaukee Police Department to work out a noise abatement protocol. Based upon these meetings, Eleri and Raja will meet with the Committee and establish a noise abatement policy for the Oakland Avenue store to execute. Assuming that 7-Eleven obtains the Neighborhood Associations' cooperation, 7-Eleven will host up to 3 (three) Community Noise Abatement Committee meetings before the end of the current year (2012), including the meeting with the UWM and MPD officials. With our neighbors' help, 7-Eleven will aggressively fight to reduce noise, loitering and disturbance in our neighborhood.

After January 1, 2013, the Community Noise Abatement Committee will meet if needed to assess the effectiveness of current policy and to develop alternatives if necessary.

5. Landscape Maintenance Awareness.

7-Eleven and its Landlord will be responsible for the maintenance of the landscaped areas at the North Avenue and Oakland Avenue sites. It is our intent to have a landscape maintenance plan in place that will keep the sites looking aesthetically pleasing so as to contribute to the

enhancement of your neighborhood. 7-Eleven has read and understands the relevant landscaping and screening regulations, and will make sure that the site is in compliance with these provisions.

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Conclusion

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Keith Jones
s/Keith Jones
October 1, 2012

REDACTED
BY
T.R.

Richardson, Tonja

From: Cooney, Jim
Sent: Wednesday, July 30, 2025 11:12 AM
To: Richardson, Tonja
Cc: Lopez, Faviola; Milano, Marissa
Subject: Fw: Opposition to License Application of 7-11 Store on 3301 N Oakland

Follow Up Flag: Follow up
Flag Status: Flagged

Please add

Get [Outlook for iOS](#)

From: Brower, Alex <Alex.Brower@milwaukee.gov>
Sent: Wednesday, July 30, 2025 10:49:18 AM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Subject: FW: Opposition to License Application of 7-11 Store on 3301 N Oakland

Just received this in regards to the 7-11 at 3301 N Oakland. If you could add it to the file for that property that be great.

Liam Martin
Office Volunteer

In Solidarity,

Alex Brower
Alderman, Third Aldermanic District
Pronouns: he/him/his
Email: Alex.Brower@milwaukee.gov
Office: (414) 286-3447

City of Milwaukee Common Council
200 E. Wells Street, Room 205
Milwaukee, WI 53202

Sign up for Third District E-Notify Here: <https://city.milwaukee.gov/News-Events/enotify>

From:
Sent: Wednesday, July 30, 2025 10:17 AM
To: Brower, Alex <Alex.Brower@milwaukee.gov>
Subject: Opposition to License Application of 7-11 Store on 3301 N Oakland

To Alderman Brower,
This email is to inform you of pending opposition to the license application from the new operator of the 7-11 Convenience Store at 3301 N. Oakland. will be drafting a statement of our position. In this statement, I will be recounting the importance of prior discussion and agreements

between the NA's and 7-11, and the expectation that the spirit of these agreements will be maintained. To that end, we oppose any change in operational hours that extend the hours beyond midnight. Again, I will provide you a statement in the days ahead. Our desire is to schedule a meeting with you, the new owner, and neighborhood residents, similar to a meeting facilitated by Alderman Brostoff three years ago.

Can you tell me when the License Applications from Sahib Mangat Inc., regarding the 7-11 Store on 3301 N Oakland, is scheduled for review by the Licensing Committee? I need to know how quickly we all need to engage one another, before any license approval is granted.

Thank you.

Crite, Yvette

From: License
Sent: Wednesday, August 13, 2025 10:51 AM
To: Crite, Yvette
Subject: FW: 7-11 extended hours at 3301 N Oakland Ave - Support with a Lighting ASK

Follow Up Flag: Follow up
Flag Status: Flagged

Please add support

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



[Take Our Survey!](#)

From: Emily Chin <emilychin8@gmail.com>
Sent: Wednesday, August 13, 2025 9:06 AM
To: License <LICENSE@milwaukee.gov>
Cc: Mom <chinjy@yahoo.com>
Subject: 7-11 extended hours at 3301 N Oakland Ave - Support with a Lighting ASK

To:

City Clerk-License Division
Office of the City Clerk
200 East Wells Street, Room 105
Milwaukee, WI 53202
license@milwaukee.gov

Date: August 13, 2025

Subject: Support for 7-Eleven Extended Hours License at 3301 N Oakland Ave, with
Lighting Consideration

Dear City Clerk-License Division,

I am writing as a nearby resident to express my support for the proposed license application for 7-Eleven at 3301 N Oakland Ave to operate as a Class A Malt, Extended Hours Establishment, and Food Dealer-Retail Convenience store.

Having a 24-hour convenience store in our neighborhood would provide valuable access to food, beverages, and essential items at all hours, benefiting residents, visitors, and late-shift workers. I believe this extended availability will serve the community well.

However, I respectfully request that as part of granting the license, the City encourage or require the store to dim or adjust exterior lighting during late-night and early-morning hours. This small adjustment would help maintain a balance between the store's accessibility and the comfort of nearby residents by reducing light pollution and preserving the neighborhood's nighttime environment.

Thank you for considering both my support for the license and my request for a lighting courtesy to the community.

Sincerely,

Michael and Judy Chin

3324 N Oakland Ave.

Chinjy@yahoo.com

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 08/04/25
LICENSE TYPE: AMALT
NEW: ☐
RENEWAL: ☒

No. 383836
Application Date:

License Location: 3301 N. Oakland Avenue
Business Name: 7-Eleven

Licensee/Applicant: Schultz, Angela
(Last Name, First Name, MI)

Date of Birth: 08/30/72

Home Address: 8807 W Hampton
City: Milwaukee
Home Phone:

State: WI Zip Code: 53225

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

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

1. On 03/27/24, Milwaukee Police were assigned to work Wisconsin WINS, which checks area vendors for age compliant tobacco sales. At approximately 5:36p.m., a youth entered 3301 N Oakland Ave., and was able to purchase a pack of cigarettes from the cashier, who did not ask for ID. The cashier was cooperative with the investigation.

=====

PREVIOUS PREMISE



Crime Prevention Through Environmental Design

CPTED

Date: 08/05/25

Officer: Felix, C

Business:

Name: 7- Eleven

Location: 3301 N. Oakland Ave.

Phone ☐ N/A:

Agent:

Name: Mangat, Manjeet S.

Address: 2556 Dover Ln.

Phone: 937-703-5772

City: Mt. Pleasant

State: WI ZIP: 53406

Email: Manjeet.mangat@hotmail.com

Owner of Business: ☐ Yes ☒ No (Add Info if not agent) _____

Phone: _____

Preferred Contact(s): ☒ Agent ☐ Owner ☐ Other _____

Type of business: ☐ Tavern/Bar ☐ Restaurant ☒ Convenience ☐ Other _____

The business is enclosed in a shopping structure, commercial building or hospital:

(Cannot be entered from a Public Street) ☐ Yes

Property is under construction or remodel: ☐ Survey was done by agent explaining plans. (Some items are not functional at time of survey).

Exterior Survey:

Are the address numbers prominently displayed and easy to see? ☒ Yes ☐ No

Is the area around the location clean? ☒ Yes ☐ No

The area is a business district ☐ or/and ☒ mix use (residential)?

Other businesses attached to the same building ☒ Yes ☐ No

Are windows free of signage? ☐ Yes ☒ No

Can the interior clearly be seen from outside? ☒ Yes ☐ No

Is there exterior lighting? ☒ Yes ☐ No.

Is lighting adequate? ☒ Yes ☐ No

Are there "No Loitering" Signs posted? ☐ Yes ☒ No

Parking:

Adequate City Street parking ☒ Yes ☐ No
Will valet service be used any time during business hours? ☐ Yes ☒ No
Is there a parking lot? (If no, skip other items in parking section) ☒ Yes ☐ No
Is lot clean? ☒ Yes ☐ No
Is the lot well illuminated? ☒ Yes ☐ No
Is there a security guard or perimeter control? ☐ Yes ☒ No
Are there Cameras? ☒ Yes ☐ No

Other resources or businesses within the area? (If yes, how many)

☐ Park ☒ School ☐ Youth Center or Day care ☐ Community Outreach ☐ Church ☐ Medical
☒ Residential

Convenience Store/ Supermarket: ☐ Yes ☒ No _____
Restaurant: ☒ Yes ☐ No _____
Gas station(s): ☐ Yes ☒ No _____
Tabaco/ Vape Store: ☒ Yes ☐ No _____
Liquor store(s): ☒ Yes ☐ No _____
Tavern(s): ☐ Yes ☒ No _____
Other(s): UWM ☒ Yes

Security: (If no security check and skip to next)

Will there be security ☐ Yes ☒ No Armed? ☐ Yes ☐ No
Employed by: ☐ business ☐ contracted company
Security will monitor: ☐ Interior ☐ Exterior
Security Hours (Add to narrative along with number and how they will be deployed)

Cameras:

Plans to have a camera system but not installed or operating: ☐ Yes
(If yes, answer next question and skip additional camera section add info to narrative)
Are cameras required by city ordinance at this business? ☒ Yes ☐ No
(If no, and there is no system skip to next section)
Are there working cameras at the business ☒ Yes ☐ No
How many working? Interior 4 Exterior 3
Is there a camera facing and entrance / exit? ☒ Yes ☐ No
Is a camera facing the register? ☒ Yes ☐ No
Is the data saved on: ☒ local hard drive ☐ Cloud / off site service
How long is footage saved? 45 Days
Is on site camera hard drive in a secured area? ☒ Yes ☐ No ☐ N/A
Who has access to security footage? ☐ Owner ☒ Manager ☐ Employee(s) ☐ Security/Service

Bar/ Tavern / night club/ Restaurant ☒ N/A (Skip to next section)

☐ Age Restriction ☐ ID Scanner ☐ Dress Code ☐ Metal Detector ☐ Physical search

Planned capacity: # _____

Interior:

Is the interior clean and neat? ☒ Yes ☐ No

Can employees see out of the business to the exterior? ☒ Yes ☐ No

What is the minimum number of employees during hours of operation? _____

Is there an area employees can secure themselves? ☒ Yes ☐ No

Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ NO

Does the store sell? ☐ N/A (Skip to next section)

Single chore boy: ☐ Yes ☒ No

Blunt wraps: ☒ Yes ☐ No

Scale/Grinders: ☐ Yes ☒ No

Items that may be used as crack pipes: ☐ Yes ☒ No

Describe items _____

Overabundance of sandwich baggies: ☐ Yes ☒ No

Does the owner/agent understand that these items are often used for drug use?

☒ Yes ☐ No

Do the products in the store appear to be new and rotated often?

☒ Yes ☐ No

Current License(s): (Held at location by agent or Business)

Alcohol #: _____ ☒ Yes ☐ No Class: ☐ A ☐ B ☐ B-Manager ☐ D-Oper

Extended Hours #: _____ ☐ Yes ☐ No

Filling #: _____ ☐ Yes ☐ No

Food #: _____ ☐ Yes ☐ No Type: ☐ Restaurant ☐ PED ☐ Retail

Hotel/Motel#: _____ ☐ Yes ☐ No

Tobacco #: _____ ☒ Yes ☐ No

Secondhand Dealer #: _____ ☐ Yes ☐ No Type: ☐ Pawn ☐ Vehicle

Parking lot #: _____ ☐ Yes ☐ No

Pub-Enter-Pre# _____ ☐ Yes ☐ No Type: _____

Other #: _____ ☐ Yes ☐ No Type: _____

Plan of Operation:

Currently Open: ☒ Yes ☐ No – Projected open date: Click or tap to enter a date.

Hours: ☐ 24HRS ☒ Hours are the same every day (Enter time once)

Sun: 5 :00AM - 2 :30AM ☐ Closed

Mon: _____:_____ - _____:_____ ☐ Closed

Tue: _____:_____ - _____:_____ ☐ Closed

Wed: _____:_____ - _____:_____ ☐ Closed

Thu: _____:_____ - _____:_____ ☐ Closed

Fri: _____:_____ - _____:_____ ☐ Closed

Sat: _____:_____ - _____:_____ ☐ Closed

Complete this section if alcohol establishment is a convenience store: ☐ N/A (Skip to Recommendations)

(Exemption) Is the store located in an enclosed shopping structure, enclosed commercial building or hospital? A convenience food store is not in an enclosed structure or building if a customer **cannot** enter it directly from the outside.

- All convenience food stores not exempted under sub. 3 shall:

*Have cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk? ☒ Yes ☐ No

*Post a sign which states that the cash register contains \$50 or less and that the safe is not accessible to employees? ☐ Yes ☒ No

- Maintain any of the following at the property?

*A safe that was in use at the convenience food store on August 17, 1994?

☐ Yes ☒ No

* A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department?

☒ Yes ☐ No

* Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment? ☐ Yes ☒ No

* Sub 3. Exemptions. The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions: ☐ Yes ☐ No

(CPTED- A strategy that aims to reduce crime by changing the physical design of buildings and public spaces).

Comments/ Recommendations:

This business shares a building and parking lot with a second business .

The applicant was advised of the following:

- *Bolt down the cash register drawers.
- *Post a sign stating \$50 or less in register.
- *Attend the robbery prevention training.

The applicant plans on adding additional interior and exterior cameras.

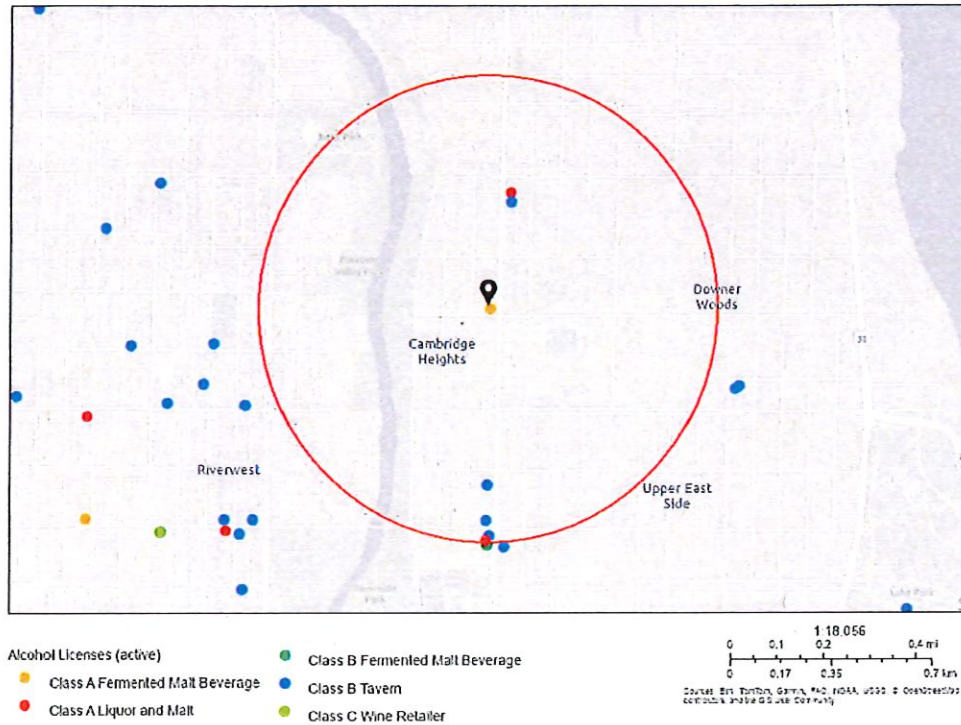


Concentration Map for 3301 N Oakland Ave

Area of Interest (AOI) Information

Area : 21,862,585.85 ft²

Jul 23 2025 12:58:19 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	7		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	TOTO'S, INC	OTTO'S BEVERAGE CENTER	CHRISTOPHE R R OELKE, Agt	3476 N OAKLAND AV	Class A Malt & Class A Liquor License		11/6/2025, 6:00 PM	1
2	LA CONCA D'ORO, INC	CARINI'S LA CONCA D'ORO	PETER J CARINI, Agt	3468 N OAKLAND AV	Class B Tavern License	148	11/2/2025, 6:00 PM	1
3	AXELS, INC	AXELS	ERIC A RASMUSSEN, Agt	2859 N OAKLAND AV	Class B Tavern License	100	2/7/2026, 6:00 PM	1
4	7-ELEVEN, INC.	7-ELEVEN # 35853J	Angela Schultz, Agt	3301 N Oakland AV	Class A Fermented Malt Beverage Retailer's License		5/11/2026, 7:00 PM	1
5	GILBERT LIQUOR CO, INC	GILBERT LIQUOR	ALLAN R RASMUSSEN, Agt	2853-57 N OAKLAND AV	Class A Malt & Class A Liquor License		6/29/2026, 7:00 PM	1
6	LISA'S FINE FOODS, INC	Lisa's Pizza	Hannah M O'Hara, Agt	2961 N OAKLAND AV	Class B Tavern License		6/29/2026, 7:00 PM	1
7	Mary Jane Restaurants LLC	Cheba Hut	Heather R Huhn, Agt	2907 N OAKLAND AV	Class B Tavern License	121	7/13/2026, 7:00 PM	1

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



Tuesday, October 28, 2025



Notice of Public Hearing

Blank Notice

MANGAT, Manjeet S, Agent
7-Eleven at 3301 N OAKLAND Av

Class A Fermented Malt, Extended Hours Establishments, Food Dealer, Weights & Measures and
Loading Zone Licenses Application Requesting To Open 5AM and To Close 2:30AM Everyday

Tuesday, November 11, 2025 at 9:40 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 11/11/2025 at 9:40 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.
Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1820 E HARTFORD AVE	MILWAUKEE, WI 53211-3039
CURRENT OCCUPANT	3261 N OAKLAND AVE	MILWAUKEE, WI 53211-3051
CURRENT OCCUPANT	3261A N OAKLAND AVE	MILWAUKEE, WI 53211-3051
CURRENT OCCUPANT	3262 N BARTLETT AVE	MILWAUKEE, WI 53211-3021
CURRENT OCCUPANT	3262 N OAKLAND AVE	MILWAUKEE, WI 53211-3050
CURRENT OCCUPANT	3264 N OAKLAND AVE	MILWAUKEE, WI 53211-3050
CURRENT OCCUPANT	3265 N OAKLAND AVE	MILWAUKEE, WI 53211-3051
CURRENT OCCUPANT	3266 N BARTLETT AVE	MILWAUKEE, WI 53211-3021
CURRENT OCCUPANT	3266 N BARTLETT AVE# A	MILWAUKEE, WI 53211-3021
CURRENT OCCUPANT	3268 N BARTLETT AVE	MILWAUKEE, WI 53211-3021
CURRENT OCCUPANT	3268 N OAKLAND AVE	MILWAUKEE, WI 53211-3050
CURRENT OCCUPANT	3269 N OAKLAND AVE	MILWAUKEE, WI 53211-3051
CURRENT OCCUPANT	3270 N BARTLETT AVE	MILWAUKEE, WI 53211-3021
CURRENT OCCUPANT	3270 N OAKLAND AVE	MILWAUKEE, WI 53211-3050
CURRENT OCCUPANT	3272 N BARTLETT AVE	MILWAUKEE, WI 53211-3021
CURRENT OCCUPANT	3272 N OAKLAND AVE	MILWAUKEE, WI 53211-3050
CURRENT OCCUPANT	3272A N BARTLETT AVE	MILWAUKEE, WI 53211-3021
CURRENT OCCUPANT	3273 N OAKLAND AVE	MILWAUKEE, WI 53211-3051
CURRENT OCCUPANT	3274 N OAKLAND AVE	MILWAUKEE, WI 53211-3050
CURRENT OCCUPANT	3276 N BARTLETT AVE	MILWAUKEE, WI 53211-3021
CURRENT OCCUPANT	3276A N BARTLETT AVE	MILWAUKEE, WI 53211-3021
CURRENT OCCUPANT	3277 N BARTLETT AVE	MILWAUKEE, WI 53211-3022
CURRENT OCCUPANT	3278 N OAKLAND AVE	MILWAUKEE, WI 53211-3050
CURRENT OCCUPANT	3279 N CRAMER ST	MILWAUKEE, WI 53211-3030
CURRENT OCCUPANT	3280 N BARTLETT AVE	MILWAUKEE, WI 53211-3021
CURRENT OCCUPANT	3280 N OAKLAND AVE	MILWAUKEE, WI 53211-3050
CURRENT OCCUPANT	3281 N OAKLAND AVE# 1	MILWAUKEE, WI 53211-3051
CURRENT OCCUPANT	3281 N OAKLAND AVE# 2	MILWAUKEE, WI 53211-3051
CURRENT OCCUPANT	3281 N OAKLAND AVE# 3	MILWAUKEE, WI 53211-3051
CURRENT OCCUPANT	3281 N OAKLAND AVE# 4	MILWAUKEE, WI 53211-3051
CURRENT OCCUPANT	3282 N BARTLETT AVE	MILWAUKEE, WI 53211-3021
CURRENT OCCUPANT	3283 N BARTLETT AVE	MILWAUKEE, WI 53211-3022
CURRENT OCCUPANT	3284 N BARTLETT AVE	MILWAUKEE, WI 53211-3021
CURRENT OCCUPANT	3284 N OAKLAND AVE	MILWAUKEE, WI 53211-3050
CURRENT OCCUPANT	3285 N BARTLETT AVE	MILWAUKEE, WI 53211-3022
CURRENT OCCUPANT	3285 N CRAMER ST	MILWAUKEE, WI 53211-3030
CURRENT OCCUPANT	3286 N OAKLAND AVE	MILWAUKEE, WI 53211-3050
CURRENT OCCUPANT	3301 N CRAMER ST	MILWAUKEE, WI 53211-3009
CURRENT OCCUPANT	3302 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3302 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3303 N BARTLETT AVE	MILWAUKEE, WI 53211-3025
CURRENT OCCUPANT	3303 N CRAMER ST	MILWAUKEE, WI 53211-3009
CURRENT OCCUPANT	3304 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3304 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3306 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3306 N OAKLAND AVE	MILWAUKEE, WI 53211-3011

CURRENT OCCUPANT	3307 N BARTLETT AVE	MILWAUKEE, WI 53211-3025
CURRENT OCCUPANT	3307 N CRAMER ST	MILWAUKEE, WI 53211-3009
CURRENT OCCUPANT	3308 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3308 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3309 N CRAMER ST	MILWAUKEE, WI 53211-3009
CURRENT OCCUPANT	3311 N BARTLETT AVE	MILWAUKEE, WI 53211-3025
CURRENT OCCUPANT	3312 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3312 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3313 N CRAMER ST	MILWAUKEE, WI 53211-3009
CURRENT OCCUPANT	3314 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3314 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3315 N BARTLETT AVE	MILWAUKEE, WI 53211-3025
CURRENT OCCUPANT	3315 N CRAMER ST	MILWAUKEE, WI 53211-3009
CURRENT OCCUPANT	3316 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3317 N OAKLAND AVE# 1	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3317 N OAKLAND AVE# 2	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3317 N OAKLAND AVE# 3	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3317 N OAKLAND AVE# 4	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3317 N OAKLAND AVE# 5	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3317 N OAKLAND AVE# 6	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3317 N OAKLAND AVE# 7	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3317 N OAKLAND AVE# 8	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3318 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3318 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3319 N BARTLETT AVE	MILWAUKEE, WI 53211-3025
CURRENT OCCUPANT	3319 N CRAMER ST	MILWAUKEE, WI 53211-3009
CURRENT OCCUPANT	3320 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3321 N BARTLETT AVE	MILWAUKEE, WI 53211-3025
CURRENT OCCUPANT	3321 N CRAMER ST	MILWAUKEE, WI 53211-3009
CURRENT OCCUPANT	3321A N OAKLAND AVE	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3321B N OAKLAND AVE	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3322 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3323 N BARTLETT AVE	MILWAUKEE, WI 53211-3025
CURRENT OCCUPANT	3323 N CRAMER ST	MILWAUKEE, WI 53211-3009
CURRENT OCCUPANT	3324 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3324 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3325 N BARTLETT AVE	MILWAUKEE, WI 53211-3025
CURRENT OCCUPANT	3325 N CRAMER ST	MILWAUKEE, WI 53211-3009
CURRENT OCCUPANT	3326 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3327 N BARTLETT AVE	MILWAUKEE, WI 53211-3025
CURRENT OCCUPANT	3327 N OAKLAND AVE	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3328 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3328 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3329 N CRAMER ST	MILWAUKEE, WI 53211-3009
CURRENT OCCUPANT	3329 N OAKLAND AVE	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3330 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3331 N BARTLETT AVE	MILWAUKEE, WI 53211-3025

CURRENT OCCUPANT	3331 N CRAMER ST	MILWAUKEE, WI 53211-3009
CURRENT OCCUPANT	3331 N OAKLAND AVE	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3332 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3333 N OAKLAND AVE	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3334 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3335 N OAKLAND AVE	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3336 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3336 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3336A N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3337 N OAKLAND AVE	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3338 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3339 N OAKLAND AVE	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3340 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3340 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3340A N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3343 N OAKLAND AVE	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3344 N BARTLETT AVE	MILWAUKEE, WI 53211-3024
CURRENT OCCUPANT	3344 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3345 N OAKLAND AVE	MILWAUKEE, WI 53211-3012
CURRENT OCCUPANT	3346 N OAKLAND AVE	MILWAUKEE, WI 53211-3011
CURRENT OCCUPANT	3355 N OAKLAND AVE# 101	MILWAUKEE, WI 53211-3014
CURRENT OCCUPANT	3355 N OAKLAND AVE# 102	MILWAUKEE, WI 53211-3014
CURRENT OCCUPANT	3355 N OAKLAND AVE# 103	MILWAUKEE, WI 53211-3014
CURRENT OCCUPANT	3355 N OAKLAND AVE# 104	MILWAUKEE, WI 53211-3014
CURRENT OCCUPANT	3355 N OAKLAND AVE# 105	MILWAUKEE, WI 53211-3015
CURRENT OCCUPANT	3355 N OAKLAND AVE# 106	MILWAUKEE, WI 53211-3015
CURRENT OCCUPANT	3355 N OAKLAND AVE# 107	MILWAUKEE, WI 53211-3015
CURRENT OCCUPANT	3355 N OAKLAND AVE# 108	MILWAUKEE, WI 53211-3015
CURRENT OCCUPANT	3355 N OAKLAND AVE# 201	MILWAUKEE, WI 53211-3015
CURRENT OCCUPANT	3355 N OAKLAND AVE# 202	MILWAUKEE, WI 53211-3015
CURRENT OCCUPANT	3355 N OAKLAND AVE# 203	MILWAUKEE, WI 53211-3015
CURRENT OCCUPANT	3355 N OAKLAND AVE# 204	MILWAUKEE, WI 53211-3016
CURRENT OCCUPANT	3355 N OAKLAND AVE# 205	MILWAUKEE, WI 53211-3016
CURRENT OCCUPANT	3355 N OAKLAND AVE# 206	MILWAUKEE, WI 53211-3016
CURRENT OCCUPANT	3355 N OAKLAND AVE# 207	MILWAUKEE, WI 53211-3016
CURRENT OCCUPANT	3355 N OAKLAND AVE# 208	MILWAUKEE, WI 53211-3016
CURRENT OCCUPANT	3355 N OAKLAND AVE# 301	MILWAUKEE, WI 53211-3016
CURRENT OCCUPANT	3355 N OAKLAND AVE# 302	MILWAUKEE, WI 53211-3017
CURRENT OCCUPANT	3355 N OAKLAND AVE# 303	MILWAUKEE, WI 53211-3017
CURRENT OCCUPANT	3355 N OAKLAND AVE# 304	MILWAUKEE, WI 53211-3017
CURRENT OCCUPANT	3355 N OAKLAND AVE# 305	MILWAUKEE, WI 53211-3017
CURRENT OCCUPANT	3355 N OAKLAND AVE# 306	MILWAUKEE, WI 53211-3017
CURRENT OCCUPANT	3355 N OAKLAND AVE# 307	MILWAUKEE, WI 53211-3017
CURRENT OCCUPANT	3355 N OAKLAND AVE# 308	MILWAUKEE, WI 53211-3017

Blank Notice

Total Records: 137

Radius 250 feet and Center of the Circle: 3301 N Oakland 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

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:

Convenience Store / General Retail

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: MANAGED GAS and C Store

2. Business Operations

- a. Proposed Opening Date: 07/16/2025
- 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: Class A Beer & Tobacco Lic
Weights & Measures, Loading Zone, Extended Hours, Food Dealer
- 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: Strip mall with a Western Union and Papa Johns

3. Litter & Noise

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

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 4 Locations: cash counter, front door, behind counter
Outside: 2 Locations: Front of Building
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: ☐ Advanced Disposal ☒ Waste Management ☐ Other: _____

5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? 8 and describe the parking security plan: security camera and signs indicating that parking is for customers only and for 30 minutes
- b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan: Security camera
- c. Will you have licensed security on premise? ☒ No ☐ Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Describe equipment used _____
 List their License Number (s) _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 16 and list locations: 10 inside 6 outside the building
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>Beer</u> <u>10</u> %	Food <u>44.70</u> % Cigarettes, Electronic Vape Devices, <u>20</u> % Tobacco Products	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>6</u> %			
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>15.30</u> % Describe: <u>XXXXXXXXXXXX</u>

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

Type 1

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

Type 2

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

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

- ☒ Occupancy Permit ☒ Cigarette, Tobacco, Electronic Vape Products ☐ Gas Station ☒ Extended Hours ☐ Class "B" Tavern ☒ Weights & Measures
- ☐ Secondhand Dealer ☐ Precious Metal & Gem ☒ Other: Class A Beer License, Loading Zone, Food Dealer

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

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

9. Premises Description

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

☒ 1st Floor ☐ 2nd Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop

☐ Other: Describe: _____

b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: _____

c. Nearest Major Cross Street: Hartford Ave

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

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

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

g. Building Owner Name: E & K Land, LLC Phone Number: 262-857-1156

Building Owner Address: 10505 Corporate Drive, Suite 101, Pleasant Prairie, WI 53158

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	5 AM	2:30 AM	700	20-65	
Monday	5 AM	2:30 AM	4	4	
Tuesday	5 AM	2:30 AM	4	4	
Wednesday	5 AM	2:30 AM	4	4	
Thursday	5 AM	2:30 AM	4	4	
Friday	5 AM	2:30 AM	4	4	
Saturday	5 AM	2:30 AM	4	4	

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)

Majet S. Mayat President
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)

N/A
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

ccl-alcpeplan 9/30/22

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

Legal Entity Name: Sahib Mangat Inc (dea 7-Eleven)

Premise Address: 3301 N Oakland Avenue

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.)? 7-Eleven, Inc.

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

d) Total amount paid for business \$ 140,000.00

e) Total amount paid for goodwill of the business \$ 0.00

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 7/17/25 Ends 6/18/27

b) Monthly rental \$ 12,000

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

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

e) For what length of time have you been guaranteed occupancy (number of years)? 2

Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? ☒ No ☐ Yes If yes, explain _____
- g) Does the present owner or occupant object to the granting of your license? ☒ No ☐ Yes
If yes, explain _____

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? ☐ No ☐ Yes
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):

Signature

Majet S. Myat President
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



FOOD DEALER LICENSE PLAN OF OPERATION

ccl-foodplan 2/28/19

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Legal Entity Name: SAHIB MANGAT INC dba 7-Eleven
Premises Address: 3301 N Oakland Ave Milwaukee WI 53207

SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

☐ Restaurant Items (meals):

MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

☒ Retail Items (snacks and beverages):

RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store? ☒ Yes ☐ No

A convenience store contains less than 7,500 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

☐ Bed & Breakfast

☐ Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done? ☒ No ☐ Yes If yes, what percentage of food sales will be wholesale?

☐ Less than 25%

☐ 25% or More AND:

☐ Restaurant items (meals) will be sold – Complete this application and also contact DATCP.

☐ NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

SECTION 2 FOOD PROCESSING

Will any food processing be done? ☐ No ☒ Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold? ☐ No ☒ Yes
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: Milk, cheese, ice cream, Frozen Food

SECTION 4 DETAILS OF OPERATION

- Will you have seating on site for dining? ☒ No ☐ Yes
- Will you be doing any catering? ☒ No ☐ Yes
- Will you be doing any delivery? ☒ No ☐ Yes
- Will you have outdoor activities? ☒ No ☐ Yes - Check all that apply: ☐ Bar ☐ Cooking/Grilling ☐ Dining
- Will you have a drive thru window? ☒ No ☐ Yes - Are hours different from inside? ☐ No ☐ Yes
- If Yes, provide drive thru hours: _____
- Will scales or barcode scanners be used? ☐ No ☒ Yes - You must also apply for a Weights & Measures License.

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?

- ☒ At a single site ☐ At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars)
- If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?

- ☒ No If No, SKIP to Section 7
- ☐ Yes If Yes, check all that apply: ☐ New construction of a building ☐ Renovation or remodeling
- ☐ Construction changes to existing building ☐ Equipment changes only

Provide a brief description of the changes: _____

Start date: _____

Name, Address & Phone Number of Architect: _____

Name, Address & Phone Number of Contractor: _____

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?

- ☐ No If No, SKIP to Section 8
- ☒ Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?
- ☐ Immediately ☒ At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

- M.S. I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
- M.S. I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.
- M.S. I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.
- M.S. I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.
- M.S. I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: Mejati S. Myat

Signature of Additional Partner: _____

N/A



WEIGHTS & MEASURES LICENSE SUPPLEMENTAL APPLICATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Office Use Only:

App# _____
Filed _____
Initials _____
Paid _____
Lic # _____

Legal Entity Name: SAHIB MANGAT INC (dba 7-Eleven)

Premise Address: 3301 HOOKLAND AVE MILWAUKEE WI 53211

Device Type(s)

- Check all device types for which you need a license.
- For each device type checked, indicate how many you have in the Number of Devices column (b).
- Calculate the Total Fee Per Device Type by multiplying the Fee Per Device Type (a) by the Number of Devices (b).
- Add all Total Fee Per Device Type amounts together and that will be your Total Fee Due.
- * Exception: The Scanner fee is not per device. Check the box for the appropriate range.
If you have 1-3 scanners, the total due is \$130. If you have 4 or more scanners, the total due is \$250.
Check the Number of Devices (b).

Device Type	License Period	Fee Per Device Type (a)	Number of Devices (b)	Total Fee Per Device Type (a x b)
Liquid Measuring Devices				
☐ Retail Petroleum Meters	12 months	\$60		
☐ 0 to 30 gallons per minute	24 months	\$60		
☐ 31 to 200 gallons per minute	24 months	\$250		
☐ Over 200 gallons per minute	24 months	\$250		
Scales				
☐ Measuring any weight amount	24 months	\$55		
Scanners				
		Fee for scanners is by range	Check how many scanners you have	
☒ Up to 3 scanners	24 months	\$130 total*	☐ 1 ☒ 2 ☐ 3	
☐ Four or more scanners	24 months	\$250 total*	☐ 4 ☐ Other	
Other Devices				
☐ Length Measuring Device	24 months	\$60		
☐ Timing Device	24 months	\$30		

Total Fee Due \$130.00

Signature

I hereby agree that I will comply with the applicable sections of the Wisconsin State Statutes, Administrative Code and the Milwaukee Code of Ordinances regarding the operation of weighing and measuring devices.

I understand that all devices must be operated within the specifications, tolerances and other technical requirements set forth in the National Institute of Standards and Technology Handbook 44. I understand that the license for which I am applying must be posted on the premises or in my vehicle prior to opening for business or operating the device.

I understand that these device licenses are not transferable (with the exception of scanners). If the device is replaced or needs to be resealed, I must apply for and receive a new license so that an inspection of the device can be performed prior to its use.

I acknowledge that as a condition of being issued this license, I must allow the Health Department into the establishment to test the device to validate its specifications/tolerances. If my devices are found out of compliance, I may be charged inspection fees.

I have read, understand, and will adhere to all the above acknowledgments.

Majid S. Mangat President
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)

N/A
Signature of additional partner or 20% or more shareholder

This form must be submitted with the Business License Application, Weights & Measures Plan of Operation, and appropriate fee. Forms can be obtained online at www.milwaukee.gov/licenses.



WEIGHTS & MEASURES PLAN OF OPERATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license license@milwaukee.gov

ccl-wmpln 1/9/18

Legal Entity Name: MANGAT SAKIB MANGAT INC (dba 7-Eleven)

Premise Address: 3301 N Oakland Ave Milwaukee WI 53211

Type of Business

Provide a brief description of the establishment/business:

Convenience Store with Beer

Other licenses may be required depending on the type of business you are operating.

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: _____

Signature

Majid S. Mangat President
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)

N/A
Signature of additional partner or 20% or more shareholder

This form must be submitted with the Business License Application, Weights & Measures License Supplemental Application, and appropriate fee. Forms can be obtained online at www.milwaukee.gov/licenses.



NEW LOADING ZONE APPLICATION
OFFICE OF THE CITY CLERK LICENSE DIVISION
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 LICENSE@MILWAUKEE.GOV

ccl-lz 9/19/16

OFFICE USE ONLY

App # 72883841
Date 7-23-21
Paid _____
AD _____
Granted _____
License # _____

Check the box for the loading zone type, complete that entire section, and sign below at the ►.
Loading Zones are not parking spaces.
They are areas for loading/unloading passengers and packages, and are for use by the general public.

☐ Disabled Loading Zone
Please provide the address of the loading zone.
Full Legal Name of Disabled Loading Zone Applicant
Address (include City, State, Zip Code)

Phone Number

☒ Regular (Business)
☐ Non Profit

Reason(s) for Loading Zone:
Delivered

Legal Entity Type (check one): ☐ Sole Proprietor ☐ LLC ☒ Corporation ☐ Non-Profit ☐ Partnership

Legal Entity Name:

SATIR MANGAT INC

Business Phone #
(414) 332-1212

Business/Trade Name:

7-Eleven

Email Address:
manjeet.mangat@hotmail.com

Full Legal Name of Contact Person:

MANGAT Manjeet Singh

Contact Person's Phone #
937-703-5772

Contact Person's Address (include City, State, Zip Code):

2556 Dover Ln MT Pleasant WI 53406

Business Address the loading zone will be used for (include City, State, Zip Code):

3301 Oakland Ave Milwaukee WI 53211

Mailing Address (if different from business address):

2556 Dover Ln MT Pleasant WI 53406

Tax Exempt # (Non Profits only):
N/A

The undersigned agrees to inform the City Clerk within ten days of any substantial changes in the information supplied in this application. The undersigned 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 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 the license applied for herein, and say that I am the person named above and that all statements made in the foregoing application are true and correct.

► Manjeet S Mangat
Signature of Sole Proprietor, Partner, Agent, Officer/Member,
Applicant or Relative of Disabled Loading Zone Applicant

► _____
If Relative of Disabled Loading Zone Applicant, list
relationship (for example: spouse, guardian, etc.)

THIS SECTION IS FOR TRAFFIC ENGINEERING USE ONLY

Location 1724 E. Hartford Avenue

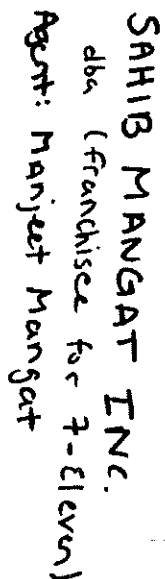
Hours of use Anytime

☐ Regular Loading Zone \$275
☒ Loading Zone over 30 feet (\$275 per 30 feet) 550.00
☐ Disabled Loading Zone \$60
☐ Non-Profit Loading Zone \$275
☐ Non-Profit Loading Zone over 30 feet (\$275 per 30 feet)
☐ Parking Meter Removal _____ X \$60 Each

Length 60 feet

Total Fee Due \$550.00

Traffic Engineering Signature Dale Dietze



EXPANSION AREA

Total Squart Foreq

35853 MILWAUKEE, WI - EQUIPMENT LAYOUT 4

7/23/25 - 2,400

3301 N OAKLAND AVE

HFA #1031744

HFA #12-00202

LAYOUT NOT APPROVED