



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

Monday, September 22, 2014

**COMMITTEE MEETING NOTICE**

AD 03

FITZGIBBONS, Daniel G, Agent  
Maz, Inc  
1634 N Water St

Milwaukee, WI 53202

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

**Monday, September 29, 2014 at 10:15 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Renewal Applications as agent for "Maz, Inc" for "The Curve" at 1620-46 N Water St.

There is a possibility that your application may be denied for  more of the following reasons: failure of the applicant to meet the statutory and municipal license qualifications; pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed activity, on behalf of the licensee, his or her employes, or patrons (if the licensee is a corporation or licensed limited partnership, the conviction of the corporate agent, officers, directors, members or any shareholder holding 20% or more of the corporation's total or voting stock, or proxies for that amount of stock, of any of the offenses enumerated in s. 125.12(2)(ag), Wis. Stats., as amended); the appropriateness of tavern location and premises; neighborhood problems due to management or location; failure of the licensee to operate the premise in accordance with the floor plan and plan of operation submitted pursuant to s. 90-5-1-c. of the Milwaukee Code of Ordinances; and any factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person. The committee will receive and consider evidence regarding the above mentioned criteria.

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

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

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

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

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

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

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

JIM OWZARSKI, CITY CLERK

BY:   
Rebecca N. Grill  
Deputy City Clerk

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

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



4. On 7-13-2002 at 9:14pm at Old World Third and W Highland, during a Harley Davidson Block Party, Daniel Fitzgibbons, President of the Water Street Tavern Association, pushed a woman carrying a sign promoting a bar named "Bar Milwaukee", and grabbed the sign and forcefully pushed it down.

Charge: Disorderly Conduct  
Finding: Guilty  
Sentence: \$127.00  
Date: 11-4-2002  
Case: 02113600

⌘ NOTE: Incident #3 was reported on a renewal Class D Bartenders License application filed by Daniel Fitzgibbons on 10-15-2002. It was reported as pending and now has a disposition.

5. On 5-16-2003 at 10:30pm an underage Milwaukee Police Aide at the direction of Milwaukee Police Officers, entered Fitzgibbons Pub, 1127 N Water St and was able to purchase a Skyy Blue alcoholic beverage from the bartender, Michael R Hessler who did not ask for any identification.

Citation issued to the bartender, Hessler, Michael R:

Charge: Sale To Underage  
Finding: Guilty  
Sentence: \$150.00  
Date: 7-9-2003  
Case: 03092051

⌘ The following is relative to Corporate Officer, Gerald S Fitzgibbons:

6. On 9-25-2002 Gerald S Fitzgibbons was arrested in Waukesha County for the following:

Charge: Operating While Intoxicated  
Finding: Convicted  
Sentence: Drivers License Revoked for 7 Months  
Date: 11-8-2002  
Case: R153487

7. On 11-15-2003 at 2:19am Milwaukee Police were sent to 1127 N Water St to investigate a reckless use complaint. Met with a female who stated that she entered the tavern and ordered a beer from the bartender, Daniel G Fitzgibbons, who stated that he did not like her attitude and called her a cunt. Later, as she decided to leave the tavern, Fitzgibbons threw ice at her and also threw an ashtray at her striking her in the back of her head.

The licensee, Daniel G Fitzgibbons, was issued a citation for the following:

Charge: Assault and Battery  
Finding: Guilty  
Sentence: \$338.00

8. On 1-6-05, at 2:05AM, an officer observed patrons still inside the licensed premises, 1127 N Water Street. Fitzgibbon's Bar. Entering the premises the officer observed two persons sitting at the bar with full glasses in their hands, and four other patrons standing together at the rear of the premises, talking. There were beer bottles and glasses on the table where they were standing. The officer had observed patrons on the premises two weeks earlier, and gave the licensee a warning at that time.

The licensee was issued the following,

Charge: Patrons after Hours  
Finding: guilty  
Sentence: fined \$343.00  
Date: 5-10-05  
Case: 05013518  
Citation: 58652064

9. On Friday, March 23, 2007 at 11:12pm, officers were conducting an Underage Alcohol buy at Fitzgibbons, 1127 N Water St. A police aide was able to order and purchase Miller Lite beer from a bartender that did not ask for her identification. The licensee, FITZGIBBONS, Daniel G (M/U, 03/04/1959) was issued the following:

Charge: Underage Class B Owner/Licensee Responsibility  
Finding: Trial – Milwaukee Municipal Court  
Sentence: PENDING  
Date: 10/05/2007  
Case#: 07053682

⌘ The following applies to the corporate officer, WACHNIAK, Christopher J (M/U, 04/29/1963):

10. On 05/05/2004, the corporate officer was cited by City Of Milwaukee for:

Charge: B & Z Violations  
Finding: Guilty – Milwaukee Municipal Court  
Sentence: \$150.00 penalty  
Date: 05/19/2005  
Case#: 05006700

⌘ The Wisconsin Drivers License for the corporate officer revealed the following convictions:

- 11/20/1990 Operating While Intoxicated Milwaukee County Circuit Court

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11. On 09/21/2013 the applicant was cited in the City of Milwaukee at 1200 N. Jackson St for Operating Vehicle after Suspended Registration and Operating after Suspension of License.

Charge 1: Operating Vehicle after Suspended registration

2: Operating after Suspension

Finding: **BENCH WARRANT ISSUED**

Finding: **BENCH WARRANT ISSUED**

Sentence:

Date:

Case 1: 13094623

2: 13094624



Monday, September 22, 2014



# Notice of Public Hearing

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FITZGIBBONS, Daniel G, Agent  
The Curve at 1620-46 N Water St  
Class B Tavern and Public Entertainment Premises License Renewal Applications

**Monday, September 29, 2014 at 10:15 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 9/29/2014 at 10:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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

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













CURRENT OCCUPANT	455 E PLEASANT ST 411	MILWAUKEE, WI 53202-2692
CURRENT OCCUPANT	455 E PLEASANT ST 501	MILWAUKEE, WI 53202-2692
CURRENT OCCUPANT	455 E PLEASANT ST 502	MILWAUKEE, WI 53202-2692
CURRENT OCCUPANT	455 E PLEASANT ST 503	MILWAUKEE, WI 53202-2692
CURRENT OCCUPANT	455 E PLEASANT ST 504	MILWAUKEE, WI 53202-2694
CURRENT OCCUPANT	455 E PLEASANT ST 505	MILWAUKEE, WI 53202-2692
CURRENT OCCUPANT	455 E PLEASANT ST 506	MILWAUKEE, WI 53202-2692
CURRENT OCCUPANT	455 E PLEASANT ST 507	MILWAUKEE, WI 53202-2692
CURRENT OCCUPANT	455 E PLEASANT ST 508	MILWAUKEE, WI 53202-2692
CURRENT OCCUPANT	455 E PLEASANT ST 509	MILWAUKEE, WI 53202-2692
CURRENT OCCUPANT	455 E PLEASANT ST 510	MILWAUKEE, WI 53202-2692
CURRENT OCCUPANT	455 E PLEASANT ST 511	MILWAUKEE, WI 53202-2692
CURRENT OCCUPANT	455 E PLEASANT ST 601	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST 602	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST 603	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST 604	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST 605	MILWAUKEE, WI 53202-2695
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CURRENT OCCUPANT	455 E PLEASANT ST 609	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST 610	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST 611	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	510 E PLEASANT ST	MILWAUKEE, WI 53202-2010
CURRENT OCCUPANT	510 E PLEASANT ST A	MILWAUKEE, WI 53202-2010
CURRENT OCCUPANT	515 E PLEASANT ST	MILWAUKEE, WI 53202-2059
CURRENT OCCUPANT	515A E PLEASANT ST	MILWAUKEE, WI 53202-2059
CURRENT OCCUPANT	523 E PLEASANT ST	MILWAUKEE, WI 53202-2059
CURRENT OCCUPANT	533 E PLEASANT ST	MILWAUKEE, WI 53202-2059

**Total Records: 365**

**Radius: 250.0 feet and Center of Circle: 1620 N Water ST**

## 2014-2015 Plan of Operation for 1620-46 N WATER ST

<b>1. Litter and Noise</b>			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other: _____			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other: _____			
Grounds Cleaned By: <input checked="" type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other: _____			
How are noise issues prevented and/or addressed? <input type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other: _____			
<b>2. Smoking and Sanitation</b>			
Are there designated outdoor smoking areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, describe the area(s) and provide location(s): <u>Patio</u>			
Number of Garbage Cans: Inside: <u>3</u> Locations: <u>BATH ROOMS + BAR</u> Outside: <u>1</u> Locations: <u>by top of Hill Garage</u>			
Is a Crowd Control Barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____			
Describe sanitation facilities (restrooms): <u>Clean / Women / Men</u>			
Provide name of solid waste contractor: <u>Eagle</u>			
<b>3. Security</b>			
Are there parking spaces on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, number of spaces: <u>40</u> and describe security provisions: <u>NONE</u>			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe security provisions _____			
Do you have security personnel on the premise? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, how many? <u>DAY NIGHT</u> AND What are their responsibilities? _____ What security equipment do they use? _____ List their licensing, certification or training credentials: _____			
Are there security cameras? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list all locations: _____			
Are searches and/or identification checks conducted upon entry? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____			
<b>4. Percentage of Sales (must total 100%)</b>			
Alcohol <u>100</u> %	Food Sales _____ %	Entertainment _____ %	Other _____ %
<b>5. Businesses On The Premise (choose all that apply):</b>			
<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Deli or Fast Food Rest.	<input type="checkbox"/> Private/Fraternal/Veterans' Club
<input type="checkbox"/> Night Club	<input checked="" type="checkbox"/> Tavern	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Teen Club
<input type="checkbox"/> Bowling Alley	<input type="checkbox"/> Hotel	<input type="checkbox"/> Banquet Hall	<input type="checkbox"/> Sports Facility
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Corner Store	<input type="checkbox"/> Supermarket	<input type="checkbox"/> Convenience Store
<input type="checkbox"/> Gas Station	<input type="checkbox"/> Other _____		
<b>6. Hours of Operation and Age Restriction</b>			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe _____			
Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.			
<b>7. Floor Plan</b>			
Are there any changes to the current floor plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe _____			
AND submit a new floor plan with this application. Changes in floor plan include changing the location of tables, games, etc. within your current licensed premises. If your changes include adding any additional areas or square footage to your premises, or any renovations to the building will be done, a Permanent Extension of Premises application must be filed.			

# PUBLIC ENTERTAINMENT PREMISES RENEWAL SUPPLEMENTARY APPLICATION

## (1) CURRENT ENTERTAINMENT

The following types of entertainment have been approved for your current Public Entertainment Premises license: Instrumental Musicians, Bands, Disc Jockey, Poetry Readings, Dancing by Performer(s), Patron Contests, Patrons Dancing, Jukebox, Karaoke, Wrestling, Comedy Acts, Battle of the Bands, Magic Shows, 1 Pool Table, 5 Amusement Machines, 12 Motion Pictures, 12

## (2) SELECT ANY TYPES OF ENTERTAINMENT THAT YOU ARE REQUESTING TO ADD \*No changes in entertainment shall take place until approved by the Common Council and a new license has been issued and posted on the premises.

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

## (3) REMOVE ENTERTAINMENT

If applicable, list any entertainment you wish to remove: \_\_\_\_\_

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

No  Yes, describe: \_\_\_\_\_

## (5) LEGAL CAPACITY OF PREMISES

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

## (6) IDENTIFY IF SOUND AMPLIFICATION IS USED

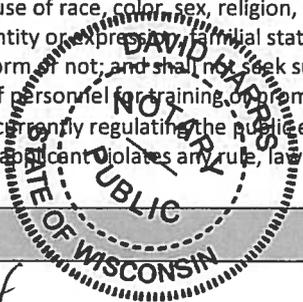
No  Yes, describe: \_\_\_\_\_

## (7) DECLARATIONS, ACKNOWLEDGEMENTS, AND DISCLOSURES

- The undersigned understands that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.
- The undersigned agrees to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
- The undersigned understands that applicants shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.
- The undersigned has knowledge of the City Ordinances currently regulating the public entertainment, and understands that the license may be subject to suspension, non-renewal or revocation, if the applicant violates any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

## (8) NOTARIZED SIGNATURES OF APPLICANTS

SUBSCRIBED AND SWORN TO BEFORE ME  
 This 28th day of August, 2014  
David Harris  
 (Clerk/Notary Public)  
 My Commission Expires 2/19/17



[Signature]  
 Agent/Owner/Partner  
 \_\_\_\_\_  
 Additional Owner/Partner  
 \*Notary Seal must be affixed.



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Monday, September 22, 2014

COMMITTEE MEETING NOTICE

AD 03

NEUMANN, David N, Agent  
Alderaan Holdings LLC  
8591 N Lake DR

Bayside, WI 53217

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

**Monday, September 29, 2014 at 10:15 AM**

**Regarding:** Your Class B Fermented Malt Beverage Retailer's License Application as agent for "Alderaan Holdings LLC" for "Alderaan Coffee" at 1560 N Water St.

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

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JIM OWCZARSKI, CITY CLERK

BY: Rebecca N. Grill  
Rebecca N. Grill  
Deputy City Clerk

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

Date:09/18/14  
Officer: ALBA 006448

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

Name of Premise: Alderaan  
Address: 1560 N. Water St.  
Phone: 414- 395-9955

Owner: David N. Nueman W/M 03/13/77  
Owner address: 8591 N. Lake Dr.  
City State Zip: Bayside WI. 53217  
Owner Phone: 917-676-4789  
Owner email:

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

Preferred contact: Owner

Location currently open:  YES  NO

Projected open date: 09/21/14

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

Hours of Operation: Sun: 6am-9pm 24 hours Y N  
Mon: 6am-9pm  
Tue: 6am-9pm  
Wed: 6am-9pm  
Thu: 6am-9pm  
Fri: 6am-9pm  
Sat: 6am-9pm

Premise Type: Tavern/Bar  
Restaurant  
Other: coffee shop

Licenses currently held:

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

**Exterior Survey:**

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

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No
  - d. Recorded  Yes  No
20. How long is footage stored for later viewing: 30 days
21. Are there exterior cameras  Yes  No How many: 2 planned
22. Are there interior cameras  Yes  No How many: 7 planned

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

**Interior Survey:**

25. What is the planned/posted capacity 49  
 26. What is the minimum number of employees that will be on premise 1  
 27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No  
     a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No  
 28. Is the interior of the location neat and clean?  Yes  No  
 29. Does an interior camera face the entrance/exit?  Yes  No  
 30. Are emergency and non-emergency numbers posted near the phone?  Yes  No  
 31. Does the owner know how to contact their police district directly?  Yes  No  
     a. Did you provide a district contact guide to the owner?  Yes  No

**Security**

32. How many security personnel are going to be employed: 0  
 33. How will they be deployed: Interior      Exterior  
 34. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun  
 35. Will the security be managed by business  or contracted   
 36. Will they be armed  Yes  No  
 37. What type of security measures will be used:  
      Wanding/metal detector  
      ID Scanner  
      Dress Code  
      Cover Charge  
      Age restriction  
      Other Staff to I.D. patrons at service.  
 38. When at capacity, how will the overflow crowd be managed?  
 39. Will a guard monitor the overflow crowd at all times?  Yes  No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

- Applicant has never held alcohol license.
- Application for coffee shop to offer a small selection of local, micro-brewed beers.
- Applicant will be primary daily worker on premises.
- Ten tables to cover 1400 Sqr. Ft. shop.



Licensed Alcohol Beverage Establishment within a .5 Mile Radius Centerd on 1560 N Water St								
License Summary:							Total	
Class A Fermented Malt Beverage Retailer's License							1	
Class A Malt & Class A Liquor License							4	
Class B Fermented Malt Beverage Retailer's License							2	
Class B Tavern License							60	
Class C Wine Retailer's License							2	
Grand Total :							69	
Expiration date	Legal entity	Trade name	Licensee	Address		License type name	Total capacity	Room capacity
3/19/2015	Tina's Market	Tina's Market	Victor Lavrik, SP	1518 N	Franklin	PL		
5/4/2015	GLORIOSO'S ENTERPRISES, LTD	GLORIOSO'S ITALIAN MARKET	MICHAEL A GLORIOSO, Agt	1011 E	BRADY	ST		
6/19/2015	MEGA MARTS, LLC	METRO MARKET #6371	John R Mankowski, Agt	1123 N	VAN BUREN	ST		
10/23/2014	MEGA MARTS, LLC	PICK 'N SAVE #6868	NEIL F WALLACE, Agt	605 E	LYON	ST		
7/23/2015	Pueblo Foods & Liquor, Inc	Pueblo Foods & Liquor	GURINDER S NAGRA, Agt	2029 N	HOLTON	ST		
6/15/2015	SATORI RESTAURANT LLC	THAI-NAMITE RESTAURANT	SARINLADA PANYASOPA, Agt	932 E	BRADY	ST	89	
12/19/2014	The Noodle Shop, Co. - Colorado, Inc.	Noodles & Company	KATIE M ENSALDO, Agt	544 E	OGDEN	AV		
5/19/2015	1209 WATER ST, INC	BROTHERS BAR & GRILL	MARC R FORTNEY, Agt	1209 N	WATER	ST	368	
7/26/2015	3B CELEBRATIONS, LLC	THE HAMILTON	KIMBERLY FLOYD, Agt	823 E	HAMILTON	ST	300	
11/30/2014	AIMBRIDGE CONCESSIONS, INC	ALOFT MILWAUKEE DOWNTOWN	RYAN R MIYAMOTO, Agt	1230 N	OLD WORLD THIRD	ST	160	Remix area cap 50, WXYZ area cap 46
2/7/2015	AJ Bombers MKE, LLC	AJ Bombers	JOSEPH J SORGE, JR, Agt	1245 N	WATER	ST	160	
3/1/2015	ANGELOS PIANO LOUNGE	ANGELOS PIANO LOUNGE	ANGELO J MARTELLANO, SP	1686 N	VAN BUREN	ST	25	
6/30/2015	Art's Performing Center	Art's Performing Center	LYLE C MESSINGER, SP	144 E	Juneau	AV	80	
6/15/2015	ASTOR RESTAURANT, LLC	ASTOR STREET BAR & GRILLE	JAMES A CADD, Agt	920 E	JUNEAU	AV		
7/25/2015	BANQUET SERVICES, LLC	VILLA FILOMENA	BETINA A SANFILIPPO, Agt	1119 N	MARSHALL	ST	299	
10/12/2014	BAR NONE MILWAUKEE, LLC	BAR NONE	DEREK S GRAMS, Agt	1139 N	WATER	ST	60	
7/26/2015	BL RESTAURANT OPERATIONS, LLC	BAR LOUIE	Amanda K Utter, Agt	1114 N	WATER	ST	300	
3/20/2015	Blazin Wings, Inc	Buffalo Wild Wings #407	Daniel G Cullen, Agt	1123 N	WATER	ST	253	
7/22/2015	Bollywood Grill, LLC	Bollywood Grill	MANJIT SINGH, Agt	1028 N	Jackson	ST		
11/29/2014	BOOBY JDK, LLC	McGillycuddy's Bar & Grill	ANDREW C DEUSTER, Agt	1133 N	Water	ST	300	
10/11/2014	BOTTOMS-UP BARTENDING SERVICE LLC	RED LINE MILWAUKEE	RICHARD C CULLEN, II, Agt	1422 N	4TH	ST	49	
10/17/2014	BREW CITY BAR B Q, INC	TRINITY THREE IRISH PUBS	ROBERT C SCHMIDT, JR, Agt	125 E	JUNEAU	AV	833	
7/23/2015	BRG 1000 Water St LLC	Room @ The Rumpus Room	JOHN M WISE, Agt	1020 N	Water	ST		
9/19/2014	BRG 1000 Water Street, LLC	Rumpus Room - A Bartolotta Gastropub	JOHN M WISE, Agt	1030 N	Water	ST	254	
2/4/2015	BROCACH TWO, LLC	BROCACH IRISH PUB	C CLIFFORD MC DONALD III, Agt	1850 N	WATER	ST	274	207 inside 67 patio
6/28/2015	BUCA RESTAURANTS, INC	BUCA DI BEPPO	Mary K Serrano, Agt	1233 N	VAN BUREN	ST	425	
3/15/2015	CALVERT RESTAURANTS, INC	BOSLEY ON BRADY	MICHELE GREEN, Agt	815 E	BRADY	ST	100	
7/30/2015	CASABLANCA RESTAURANT, LLC	CASABLANCA RESTAURANT	ALAA I MUSA, Agt	728 E	BRADY	ST	365	310 Inside, 55 Balcony
3/20/2015	CHIPOTLE MEXICAN GRILL OF CO, LLC	CHIPOTLE MEXICAN GRILL #313	Brian J Bushaw, Agt	600 E	OGDEN	AV	99	
5/13/2015	COMEDY CAFE LLC	MILWAUKEE'S COMEDY CAFE	GIUSEPPE A SAFINA, Agt	615 E	BRADY	ST	160	
4/1/2015	COMMINGLED, LLC	HYBRID LOUNGE	WILLIAM A LISON, Agt	707 E	BRADY	ST	99	
10/11/2014	CUS MILWAUKEE, LLC	COYOTE UGLY SALOON	BRIAN C RANDALL, Agt	1131 N	WATER	ST	304	
7/1/2015	D & S Food Services, Inc	Schlitz Park Cafe	Judith A Schieffer, Agt	1555 N	RIVERCENTER	DR		
6/30/2015	DEM ANO, INC	REGANO'S ROMAN COIN	MARY T REGANO, Agt	1004 E	BRADY	ST	80	
6/18/2015	DJ ENTERPRISES I, INC	GRACE CENTER	JOAN M GROH, Agt	250 E	JUNEAU	AV	330	
9/20/2014	HARP AND EAGLE, LTD	COUNTY CLARE	GREGG W STEFFKE, Agt	1234 N	ASTOR	ST	160	
7/6/2015	HOSED ON BRADY INC	HOSED ON BRADY	DONNA R OLSON, Agt	1689 N	FRANKLIN	PL	80	
12/17/2014	Indemnity Financial Group, LLC	il Mito East	Maricela Feker, Agt	1028 E	Juneau	AV		
11/24/2014	JCTH, INC	CAFE AT THE PLAZA	BENJAMIN T CRICHTON, Agt	1007 N	CASS	ST		
10/10/2014	Karma-Milwaukee, LLC	Karma Bar & Grill	ARI B DOMNITZ, Agt	600 E	OGDEN	AV	99	
11/25/2014	KEN ELLIOT'S, INC	SCOOTERS PUB / DUKES ON WATER	Elizabeth B Brahe, Agt	150 E	JUNEAU	AV	400	
10/11/2014	LANDFALL II, LLC	POINTS EAST PUB	LORI A HASSETT, Agt	1501 N	JACKSON	ST	160	
5/4/2015	LIU'S ORIENTAL KITCHEN, LLC	Lucky Liu's	HENRY LIU, Agt	1664 N	VAN BUREN	ST	80	
9/22/2014	LUKE'S OF MILWAUKEE, LTD	RED ROCK SALOON MILWAUKEE	JEFFREY A KOVACOVICH, JR, Agt	1225 N	WATER	ST	390	
4/10/2015	M DE PALMA, LLC	MONICA'S ON ASTOR	MONICA J DE PALMA, Agt	1228 N	ASTOR	ST	159	
2/28/2015	MARK MC NALLY, INC	LIBBYS	SANDRA M LIBRIZZI, Agt	1682 N	VAN BUREN	ST	83	
10/15/2014	Maz, Inc	The Curve	DANIEL G FITZGIBBONS, Agt	1620 N	Water	ST	80	

2/5/2015	MEGA MARTS, LLC	METRO MARKET #6371	John R Mankowski, Agt	1123	N	VAN BUREN	ST	Class B Tavern License	65	Foyer - 600, Lounge/Meeting Room - 400, Upper Foyer - 160, Field House - 1533, Hall of Fame Room - 66
5/19/2015	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	John Hornburg, Agt	1245	N	BROADWAY	Null	Class B Tavern License	2759	
3/7/2015	Milwaukee School of Engineering	Milwaukee School of Engineering	John Hornburg, Agt	1025	N	BROADWAY	Null	Class B Tavern License		
3/7/2015	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	John Hornburg, Agt	1120	N	BROADWAY	Null	Class B Tavern License	208	
10/22/2014	Milwaukee School of Engineering	Milwaukee School of Engineering	John Hornburg, Agt	1000	N	BROADWAY	Null	Class B Tavern License	480	
10/11/2014	NENE 12, LLC	TOTALGAME SPORTS BAR	JOHN R MOORE, Agt	1806	N	MARTIN L KING JR	DR	Class B Tavern License	99	
2/28/2015	PITCH'S LOUNGE & RESTAURANT	PITCH'S LOUNGE & RESTAURANT	PETER F PICCIURRO, SP	1801	N	HUMBOLDT	AV	Class B Tavern License	130	
2/4/2015	Pourman's LLC	Pourman's	BENJAMIN A HEBL, Agt	1127	N	Water	ST	Class B Tavern License		
6/2/2015	RIVER HOUSE RESTAURANT, INC	RUDY'S MEXICAN RESTAURANT	ROBERT C SCHMIDT, JR, Agt	1122	N	EDISON	ST	Class B Tavern License	150	
11/29/2014	Rogues Gallery, LLC	Rogues Gallery	Nathan S Showers, Agt	134	E	Juneau	AV	Class B Tavern License	290	1st Floor - 140, 2nd Floor - 50, Beer Garden - 50 (Beer Garden - 100 with 2 Portable Restrooms)
10/30/2014	SANFORD RESTAURANT, INC	SANFORD RESTAURANT	Justin L Aprahamian, Agt	1547	N	JACKSON	ST	Class B Tavern License	80	
6/28/2015	SORFCO, LTD	THE KNICK	ELIAS G CHEDID, Agt	1030	E	JUNEAU	AV	Class B Tavern License		
9/15/2014	THE HARP IRISH PUB, INC	THE HARP	ROBERT C SCHMIDT, JR, Agt	113	E	JUNEAU	AV	Class B Tavern License	134	99 Inside 35 patio
9/22/2014	TNF, LLP	MYKONOS GYRO & CAFE	TINA KAMBOURIS, Agt	1014	N	VAN BUREN	ST	Class B Tavern License	80	
5/3/2015	TROCADERO, LLC	TROCADERO	MICHAEL J EITEL, Agt	1758	N	WATER	ST	Class B Tavern License	199	Lower - 100, Upper - 99
6/30/2015	VICTOR'S ON VAN BUREN, INC	VICTOR'S	VICTOR R JONES, Agt	1230	N	VAN BUREN	ST	Class B Tavern License	420	
9/26/2015	WAN FU, INC	EMPEROR OF CHINA	JIN-SHOEI HORNG, Agt	1010	E	BRADY	ST	Class B Tavern License	25	
9/14/2014	WATER STREET BREWERY, INC	WATER STREET BREWERY	ROBERT C SCHMIDT, JR, Agt	1101	N	WATER	ST	Class B Tavern License	300	
10/22/2014	Wolf Peach, LLC	Wolf Peach	GINA M GRUENEWALD, Agt	1818	N	Hubbard	ST	Class B Tavern License		
9/22/2014	WTRWKS, LLC	ROSIE'S WATERWORKS	JAMES P PACK, Agt	1111	N	WATER	ST	Class B Tavern License	144	
6/30/2015	Y-NOT II TAVERN	Y-NOT II TAVERN	ANTHONY F DE PALMA, SP	706	E	LYON	ST	Class B Tavern License	100	
6/15/2015	SATORI RESTAURANT LLC	THAI-NAMITE RESTAURANT	SARINLADA PANYASOPA, Agt	932	E	BRADY	ST	Class C Wine Retailer's License	89	
12/19/2014	The Noodle Shop, Co. - Colorado, Inc.	Noodles & Company	KATIE M ENSALDO, Agt	544	E	OGDEN	AV	Class C Wine Retailer's License		



Monday, September 22, 2014



# Notice of Public Hearing

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NEUMANN, David N, Agent  
Alderaan Coffee at 1560 N Water St  
Class B Fermented Malt Beverage Retailer's License Application

**Monday, September 29, 2014 at 10:15 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 9/29/2014 at 10:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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

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













CURRENT RESIDENT	455 E PLEASANT ST 505	MILWAUKEE, WI 53202-2692
CURRENT RESIDENT	455 E PLEASANT ST 506	MILWAUKEE, WI 53202-2692
CURRENT RESIDENT	455 E PLEASANT ST 507	MILWAUKEE, WI 53202-2692
CURRENT RESIDENT	455 E PLEASANT ST 508	MILWAUKEE, WI 53202-2692
CURRENT RESIDENT	455 E PLEASANT ST 509	MILWAUKEE, WI 53202-2692
CURRENT RESIDENT	455 E PLEASANT ST 510	MILWAUKEE, WI 53202-2692
CURRENT RESIDENT	455 E PLEASANT ST 511	MILWAUKEE, WI 53202-2692
CURRENT RESIDENT	455 E PLEASANT ST 601	MILWAUKEE, WI 53202-2695
CURRENT RESIDENT	455 E PLEASANT ST 602	MILWAUKEE, WI 53202-2695
CURRENT RESIDENT	455 E PLEASANT ST 603	MILWAUKEE, WI 53202-2695
CURRENT RESIDENT	455 E PLEASANT ST 604	MILWAUKEE, WI 53202-2695
CURRENT RESIDENT	455 E PLEASANT ST 605	MILWAUKEE, WI 53202-2695
CURRENT RESIDENT	455 E PLEASANT ST 606	MILWAUKEE, WI 53202-2695
CURRENT RESIDENT	455 E PLEASANT ST 607	MILWAUKEE, WI 53202-2695
CURRENT RESIDENT	455 E PLEASANT ST 608	MILWAUKEE, WI 53202-2695
CURRENT RESIDENT	455 E PLEASANT ST 609	MILWAUKEE, WI 53202-2695
CURRENT RESIDENT	455 E PLEASANT ST 610	MILWAUKEE, WI 53202-2695
CURRENT RESIDENT	455 E PLEASANT ST 611	MILWAUKEE, WI 53202-2695
CURRENT RESIDENT	510 E PLEASANT ST	MILWAUKEE, WI 53202-2010
CURRENT RESIDENT	510 E PLEASANT ST A	MILWAUKEE, WI 53202-2010
CURRENT RESIDENT	515 E PLEASANT ST	MILWAUKEE, WI 53202-2059
CURRENT RESIDENT	515A E PLEASANT ST	MILWAUKEE, WI 53202-2059
CURRENT RESIDENT	523 E PLEASANT ST	MILWAUKEE, WI 53202-2059
CURRENT RESIDENT	533 E PLEASANT ST	MILWAUKEE, WI 53202-2059

**Total Records: 360**

**Radius: 250.0 feet and Center of Circle: 1541 N Jefferson ST**



Monday, September 22, 2014

## Licenses Committee Notice of Hearing

Legacy Real Estate Partners, LLC  
1020 N Milwaukee Av #111

Deerfield, IL 60015

Date: 9/29/2014  
Time: 10:15 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

**Class B Fermented Malt Beverage Retailer's License Application**  
**NEUMANN, David N, Agent**  
**Alderaan Coffee at 1560 N Water St**

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

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





Monday, September 22, 2014

## Licenses Committee Notice of Hearing

Legacy Real Estate Partners, LLC  
2008 St Johns Ave

Highland Park, IL 60035

Date: 9/29/2014  
Time: 10:15 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

**Class B Fermented Malt Beverage Retailer's License Application**  
**NEUMANN, David N, Agent**  
**Alderaan Coffee at 1560 N Water St**

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

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





**PLAN OF OPERATION**

<b>1. Premises Location</b>
<input type="checkbox"/> Free Standing Building <input type="checkbox"/> Strip Mall <input checked="" type="checkbox"/> Other <u>Ground floor of 5 story building</u>
<b>2. Describe Premises Structure</b>
<input type="checkbox"/> Single Story <input checked="" type="checkbox"/> Multi-Story - # of Stories <u>5</u> <input type="checkbox"/> Other _____
<b>3. Describe Surrounding Area</b>
<input type="checkbox"/> Commercial <input checked="" type="checkbox"/> Residential <input type="checkbox"/> Industrial <input type="checkbox"/> Other _____
<b>4. Premises Location</b>
a) <input checked="" type="checkbox"/> Major Thoroughfare <input type="checkbox"/> Secondary Street <input type="checkbox"/> Other _____ b) Nearest Cross Street <u>Water and Pleasant</u>
<b>5. Proximity of Premises to Church, School, or Hospital</b>
Is there at least 300 feet between the building and any church, school or hospital? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>6. Miscellaneous Business Questions</b>
a) Proposed Opening Date: <u>September 1, 2014</u> b) Is this premise under construction? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No                    If yes, list estimated completion date: <u>August 15th, 2014</u> c) Is this a franchise? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No d) Is this premises currently licensed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No                    If yes, list type of license: _____ e) Is the current licensee operating? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No                    If no, list date closed: _____ f) What other types of licenses/permits will you or do you hold at this location? (check all that apply) <input type="checkbox"/> Occupancy Permit <input type="checkbox"/> Cigarette & Tobacco <input type="checkbox"/> Gas Station <input type="checkbox"/> Extended Hours <input type="checkbox"/> Other: _____ g) Do you have future plans for other businesses, licenses or permits at this location? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, explain: <u>Applied for Food Dealer License</u>
<b>7. Food</b>
Will food be served on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes                    If yes, a Food Dealer license is required. Check all that apply: <input type="checkbox"/> Prepackaged Food <input checked="" type="checkbox"/> Snacks <input type="checkbox"/> Appetizers <input type="checkbox"/> Catered Events <input type="checkbox"/> Full Meals – Hours of Food Service: From _____ To _____ A menu must be submitted with this Plan of Operation for all restaurants.
<b>8. Type of Business</b>
Briefly describe the type of business you plan to operate if granted a license (attach additional sheets as necessary.) <u>The business is primarily of coffee shop, with coffee drinks and food. I plan to offer a small selection of bottled or canned beer.</u>

<b>9. Litter and Noise</b>			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input checked="" type="checkbox"/> Other: <u>Mop</u>			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other: _____			
Grounds Cleaned By: <input checked="" type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other: _____			
How are noise issues prevented and/or addressed? <input type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other: _____			
<b>10. Smoking and Sanitation</b>			
Are there designated outdoor smoking areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe the area(s) and provide location(s): _____			
Number of Garbage Cans:      Inside: <u>3</u> Locations: <u>service counter, door, eastern wall</u> Outside: <u>1</u> Locations: <u>door</u>			
Is a Crowd Control Barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes    If yes, describe: _____			
Describe sanitation facilities (restrooms): <u>2 ADA complaint restrooms</u>			
Provide name of solid waste contractor: <u>T.S.D.</u>			
<b>11. Security</b>			
Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes    If yes, number of spaces: _____ and describe security provisions: _____			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes    If yes, describe security provisions _____			
Do you have security personnel on the premise? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes    If yes, how many? _____ AND    What are their responsibilities? _____ What security equipment do they use? _____ List their licensing, certification or training credentials: _____			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes    If yes, list all locations: <u>in ceiling throughout coffee shop</u>			
Are searches and/or identification checks conducted upon entry? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes    If yes, describe: _____			
<b>12. Percentage of Sales (must total 100%)</b>			
Alcohol <u>10</u> %	Food Sales <u>40</u> %	Entertainment _____ %	Other <u>50</u> %
<b>13. Businesses On The Premise (choose all that apply):</b>			
<b>Type 1</b>			
<input type="checkbox"/> Full Service Restaurant	<input checked="" type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Deli or Fast Food Restaurant	<input type="checkbox"/> Private/Fraternal/Veterans Club
<input type="checkbox"/> Night Club	<input type="checkbox"/> Tavern	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Teen Club
<input type="checkbox"/> Bowling Alley	<input type="checkbox"/> Hotel	<input type="checkbox"/> Banquet Hall	<input type="checkbox"/> Sports Facility
<b>Type 2</b>			
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Corner Store	<input type="checkbox"/> Supermarket	<input type="checkbox"/> Convenience Store
<input type="checkbox"/> Gas Station	<input type="checkbox"/> Other _____		
<b>14. Legal Capacity of Premises (Only premises identified as Type I in Question #13)</b>			
_____ (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)			

**15. Hours of Operation**

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open	Close			
Sunday	7AM	6PM	100	17-60	None
Monday	6AM	6PM	100	17-60	None
Tuesday	6AM	6PM	100	17-60	None
Wednesday	6AM	8PM	140	17-60	None
Thursday	6AM	6PM	100	17-60	None
Friday	6AM	6PM	100	17-60	None
Saturday	7AM	6PM	100	17-60	None

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

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

**16. This Section to be Completed by Alcohol Applicants Only**

a) Property Owners Name: Legacy Real Estate Partners LLC Phone Number: \_\_\_\_\_  
Address: 2008 St.Johns Ave, Highland Park, IL 60035

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

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

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

d) Does anyone else have money invested or any other interest in this business?  No  Yes  
If yes, explain: Two other members of the LLC with 15% stake each

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

f) Will any of the following types of businesses be conducted at this location? (check all that apply)  
 Bed & Breakfast  Billiard/Pool Hall  Comedy Club  Indoor Golf Facility  
 Video Game Center(6 or more games)  Brew Pub  Volleyball Court  Theater  Wine Tasting Room  
 Department Store  Pharmacy  Gift Shop  Museum  Center for the Visual & Performing Arts

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

**17. Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)**

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- a) Be in the same legal entity name as that apply for the license
- b) Reflect the same address as the premises address on this application
- c) Reflect current dates and
- d) Be signed by the lessor/seller and lease/buyer

**18. Property Information (new & transfer applicants only)**

- a) Do you own or lease the building?  Own  Lease
  - b) Who owns the fixtures (for example, coolers, etc.)? Alderaan Holdings LLC
  - c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ \_\_\_\_\_
  - d) Total amount paid for business \$ \_\_\_\_\_
  - e) Total amount paid for goodwill of the business \$ \_\_\_\_\_
- Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.
- f) Have you made arrangements with the seller for payment of personal property taxes?  No  Yes

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

- a) Date lease begins 11/06/13 Ends 11/06/18
- b) Monthly rental \$ 1973.69
- 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)? 15
- 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 Taxes and Maintenance
- g) Does the present owner or occupancy object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

**20. Change of Agent Applicants Only**

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

**21. Notarized Signatures of Applicants**

SUBSCRIBED AND SWORN TO BEFORE ME

This 25th day of July, 2014  
[Signature]  
(Clerk/Notary Public)



My Commission Expires April 28, 17  
\*Notary Seal must be affixed.

Note: All information contained in this application is subject to approval by the Common Council. Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license. Contact the License Division for information on how to request changes.

**New and transfer of premise applicants must submit the following:**

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

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

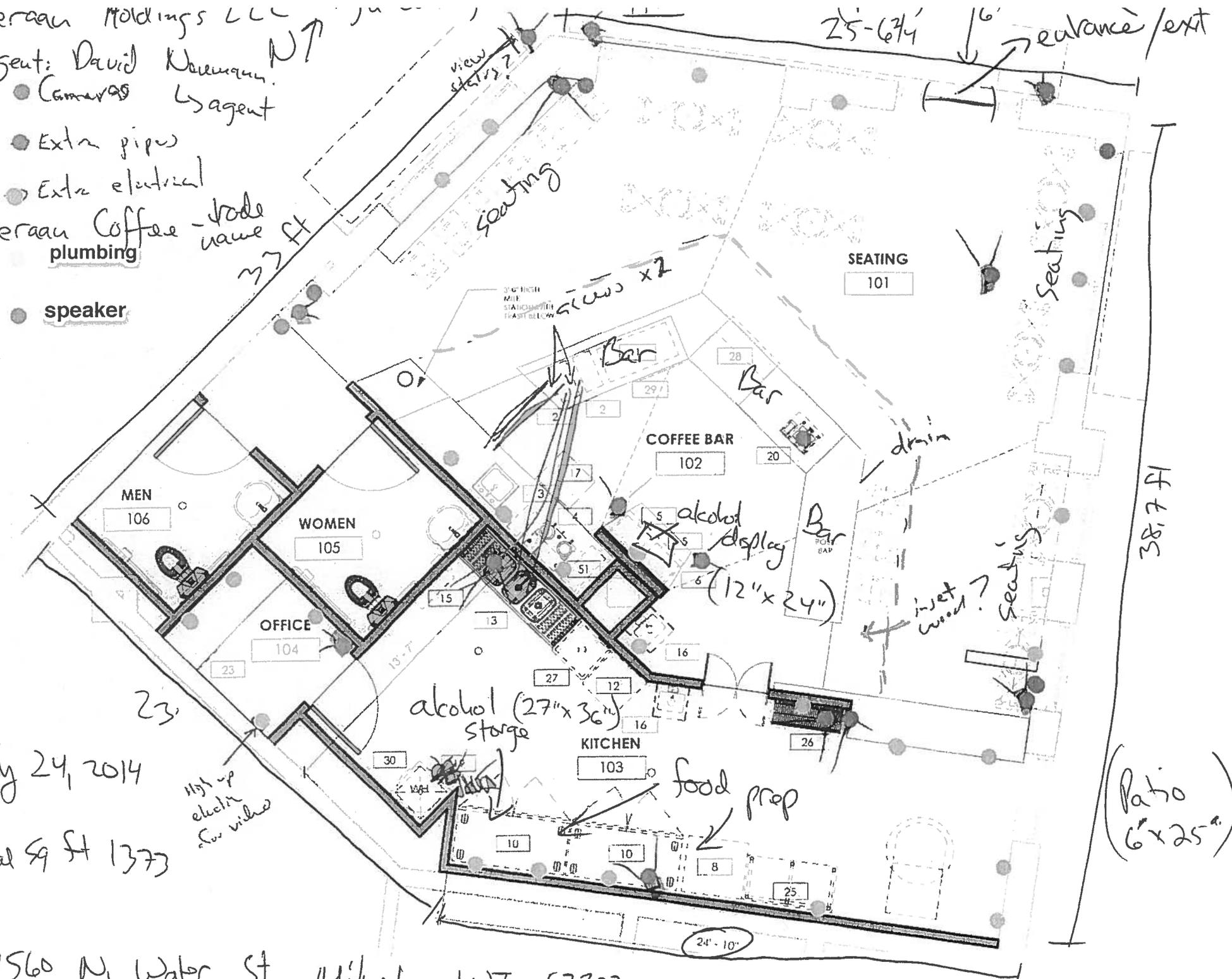
Alderaan Holdings LLC  
 Agent: David Neumann  
 ● Cameras → agent

● Extra pipes  
 ● Extra electrical  
 Alderaan Coffee - node name  
 plumbing

● speaker

July 24, 2014  
 Total sq ft 1373

1560 N. Water St. Milwaukee WI 53202



(Patio 6' x 25')



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

Monday, September 22, 2014

**COMMITTEE MEETING NOTICE**

AD 03

SHAW, Marcus C, Agent  
Heiress Lounge & Networking Cafe Inc  
P.O. BOX 101025

Milwaukee, WI 53210

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

**Monday, September 29, 2014 at 10:15 AM**

**Regarding:** Your Class B Tavern and Food Dealer License Applications as agent for "Heiress Lounge & Networking Cafe Inc" for "Heiress Lounge & Networking Cafe" at 906 E Center St.

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

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

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

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: Rebecca N. Grill  
Rebecca N. Grill  
Deputy City Clerk

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



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

Monday, September 22, 2014

**COMMITTEE MEETING NOTICE**

AD 03

SHAW, Marcus C, Agent  
Heiress Lounge & Networking Cafe Inc  
2651 N Hubbard St

Milwaukee, WI 53212

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

**Monday, September 29, 2014 at 10:15 AM**

**Regarding:** Your Class B Tavern and Food Dealer License Applications as agent for "Heiress Lounge & Networking Cafe Inc" for "Heiress Lounge & Networking Cafe" at 906 E Center St.

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

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JIM OW CZARSKI, CITY CLERK

BY: Rebecca N. Grill  
Rebecca N. Grill  
Deputy City Clerk

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

Date:09/19/14  
Officer: L.Lammers

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

Name of Premise: Heiress Lounge and Networking Cafe  
Address: 906 E. Center St.  
Phone:

Owner: 904 E Center LLC c/o Bruce Field (Metro Investments)  
Owner address: 3610 N. Oakland Ave.  
City State Zip: Shorewood, WI 53211  
Owner Phone: 414-332-6977  
Owner email:

Licensee/Agent: Lawanda Shaw  
Home Address: 3035 N. 61<sup>st</sup> St.  
City State Zip: Milwaukee, WI 53210  
Phone: 414-248-2024  
Email: landlady@s@aol.com

Preferred contact: Lawanda Shaw

Location currently open:  YES  NO

Projected open date: after council approval

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

Hours of Operation: Sun: 8 am - 8 pm 24 hours Y N  
Mon: Closed  
Tue: 7 am - 10 pm  
Wed: 7 am - 10 pm  
Thu: 7 am - 10 pm  
Fri: 7 am - 12 am  
Sat: 7 am - 12 am

Premise Type: Tavern/Bar  
Restaurant  
Other: Lounge & Networking ; will have coffee products as well as craft beers, wine, and a selection of liquor/spirits

Licenses currently held:

Alcohol:  Yes  No Class: #:  
Tobacco:  Yes  No #:  
Food:  Yes  No #:  
Occupancy:  Yes  No #:  
Other:  Yes  No Type: Class D #: BART 158604 Class D Operator's  
Other:  Yes  No Type: Pass #: DRN 167264 Public pass veh

**Exterior Survey:**

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

Exterior Comments:

**Camera Survey:**

19. Does this location have security cameras?  Yes  No
20. Are they in working order?  Yes  No
21. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No

- c. VCR  Yes  No  
 d. Recorded  Yes  No

22. How long is footage stored for later viewing:  
 23. Are there exterior cameras  Yes  No How many:  
 24. Are there interior cameras  Yes  No How many:  
 25. Do all employees know how to retrieve recorded digital images/footage?  Yes  No  
 26. Cameras located in parking lot  Yes  No  N/A How many

Camera Survey Comments:

**Interior Survey:**

27. What is the planned/posted capacity 49  
 28. What is the minimum number of employees that will be on premise 2  
 29. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No  
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No  
 30. Is the interior of the location neat and clean?  Yes  No  
 31. Does an interior camera face the entrance/exit?  Yes  No  
 32. Are emergency and non-emergency numbers posted near the phone?  Yes  No  
 33. Does the owner know how to contact their police district directly?  Yes  No  
 a. Did you provide a district contact guide to the owner?  Yes  No

Interior Comments:

**Security**

34. How many security personnel are going to be employed:  N/A  
 35. How will they be deployed: Interior Exterior  N/A  
 36. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun  ALL  
 37. Will the security be managed by business  or contracted   
 38. Will they be armed  Yes  No  N/A  
 39. What type of security measures will be used:  N/A  
 Wanding/metal detector  
 ID Scanner  
 Dress Code  
 Cover Charge  
 Age restriction  
 Other  
 40. When at capacity, how will the overflow crowd be managed? By manager  
 41. Will a guard monitor the overflow crowd at all times?  Yes  No

Security Comments:

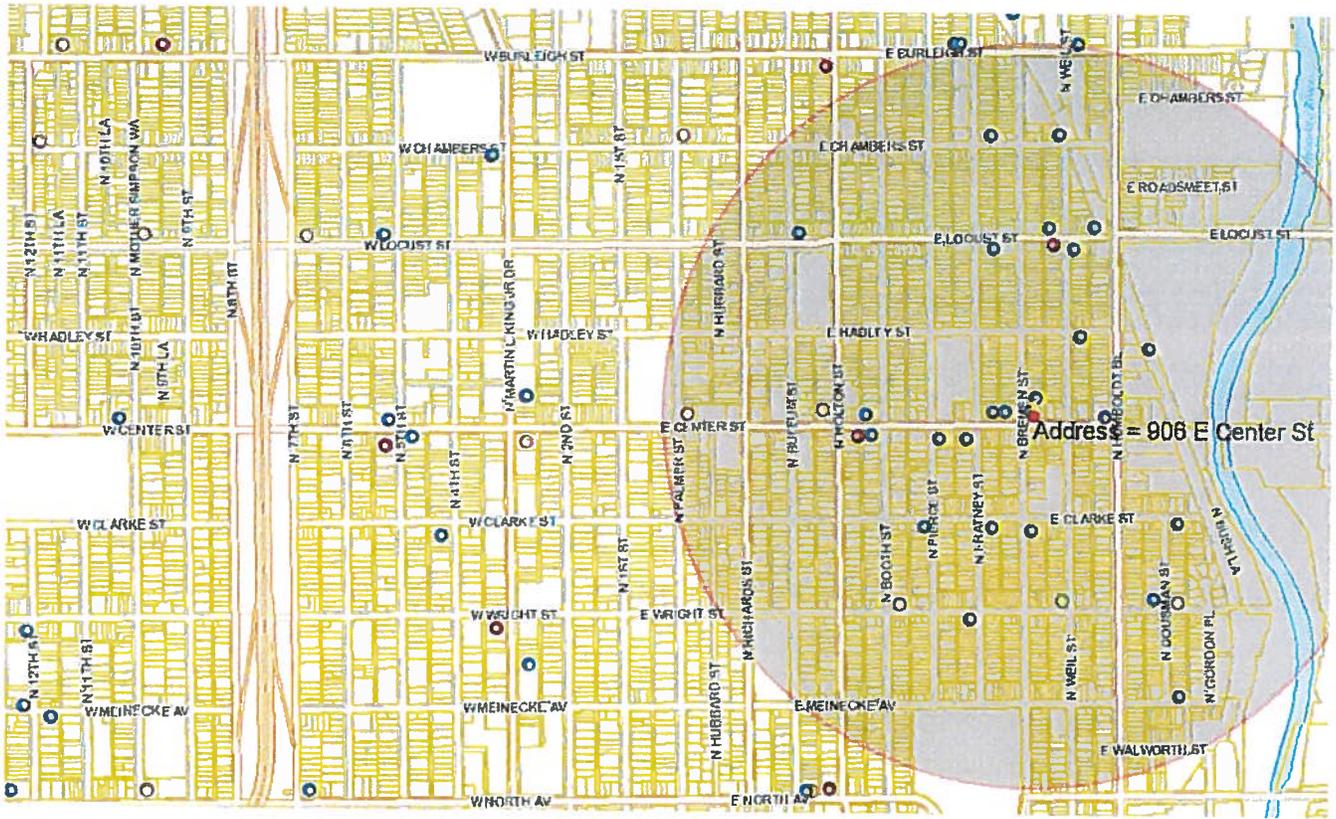
**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This supplementary report is written by P.O. Laurel Lammers, assigned to District Five, early shift; as the Community Liaison Officer. On Friday, September 19th, 2014 at 12:00 pm, I met with Lawanda Shaw and Tasnique L. Love regarding Mrs. Shaw's application for a new liquor license for 906 E. Center St. which will be opened as the Heiress Lounge and Networking Café.

The proposed business is located on the south side of East Center Street just east of North Bremen Street. The building is zoned for mixed use, commercial and residential. The commercial part of the building occupies the lower east side of the building. The main entrance door is in the middle of the two lower units, on the north side of the building facing out towards Center Street. The building is clearly marked with the address and does have a light over the main entrance. Next to the main entrance is also a large picture window that allows for visibility into the business. Currently, there is not a business occupying the building.

Mrs. Shaw plans to open the business as Heiress Lounge and Networking Cafe. She does plan to have coffee, wine, craft beers, and a selection of liquors/spirits. She stated there would also be food items, but they will be pre-packaged items and not prepared at the location. She does plan to have music at the location that can be streamed through Wi-fi through a speaker system to be used as background music.

I did speak with Mrs. Shaw about installing cameras and gave her information regarding the Surveillance Camera Program that is being sponsored by the Milwaukee Police Department and Safe & Sound. Mrs. Shaw does plan to install a security system through AT&T that will cover both security of the building as well as provide cameras. I did discuss placement of an exterior camera and to have at least one camera to cover the register/sales area of the business and one to cover the entrance. I did recommend that she purchase a safe that can be floor mounted. Mrs. Shaw stated that she would be willing to participate in the District Five standing complaint program. She did fill out a standing complaint form and I provided her with two commercial "no loitering, no trespassing" signs.





Office of City Clerk: Licence Division  
in reference to Tavern Licence for Morris Lounge  
906 E. Center

①

Objector:

E. Mail: \_\_\_\_\_  
# \_\_\_\_\_

REDACTED RECORD

Licence Division:

Please keep my name, address and underlined sentences as I fear retaliation for my objections

I strongly object to granting a tavern license at 906 E. Center, on Bremen St. this business has been a health hazard & a night mare since the day they moved in. I filed is a different applicant but I'm sure it will be the same owner management. Maybe a legal issue.

The photos of garbage has been the norm for years. The rodents, flies & stench are a health hazard and truly disgusting. A mail man threatened to sue me after he slipped on some cardboard. In the winter I'm not vigilance

After being forced to by the city recently they've cleaned a little not out of respect for neighbors

All night long it spews odors & noise, all the way to Hadley St. I haven't any hard time keeping a tenant I was planning on retiring soon and depend on that income. I used to take care of my lawn low I cut the grass & nothing more. as I can't take the flies, smell & noise. Not to mention what this has all done to my home's value.

Parking is at a premium. One more business will only make it worse. The patrons of this business regularly park on the sidewalk & block access to the alley. While all the side walk cafe close-up at 9. this business almost nightly has a group of 10-20 young men making hookers until 10:20 a.m.

This business has regularly shown disrespect, even contempt for the neighborhood and the laws. Now this with alcohol & I guarantee there will be trouble if not disaster.

Bremen St. already has 2 taverns and the area has many clean restaurants. Bremen St is a working class street with families that need to sleep safely at night. I have a bullet hole in my house from a nearby confrontation & not long ago a man was executed (6 shots) on the very corner you're dropping yet another bar

Residential Brown St is not Vegas and the last thing we need is another bar and more intoxicated people on the street at night.

*[Faint, mostly illegible handwritten notes]*

Please do not allow it to get worse

Thank You









Koberstein, Jonathan

---

From: License  
Sent: Monday, September 08, 2014 7:54 AM  
To: Koberstein, Jonathan  
Subject: FW: Class B Tavern/Food Dealer Objection

Jonathan Koberstein  
License Specialist III  
City Clerk's Office-License Division  
City Hall Rm 105  
200 E. Wells St  
Milwaukee, WI 53202  
(414)286-2238 Office  
(414)286-3057 Fax

**REDACTED RECORD**

-----Original Message-----

From:  
Sent: Sunday, September 07, 2014 12:41 PM  
To: License  
Subject: Class B Tavern/Food Dealer Objection

Dear Madam or Sir:

In regards to the Notice of Public Interest received 9/5/14, in regards to Marcus C. Shaw, Agent for Heiress Lounge & Networking Café, Inc., 906 E. Center St., I submit this written objection on behalf of myself,

Our concerns for having another tavern in our neighborhood pertain to the increase in noise levels, litter, consisting of beer cans, bottles, food wrappers and, sadly, urine, and the decrease of street parking for actual residents of Center, Bremen and Weil Streets.

As it is, with the Tiki Bar and its patrons, along with Quarters Bar, both on N. Bremen St., The Fuel Café, The Kabob Hub Restaurant, Centro Restaurant, and more Taverns and Eating Establishments on Center Street, the noise levels, traffic and parking for residents is already comprised.

There's no keeping the windows open on a beautiful evening, especially on Wednesdays, Thursdays, Fridays and Saturdays. Knowing when Bar Time has arrived is a given with the increase of patrons leaving after "last call," loud and, quite often, drunk, slamming car doors and/or just being mindlessly rude while, quite often, leaving cigarette butts, trash and beverage containers in their wake.

Of course, many of these patrons have parked up and down the street, making it difficult, if not impossible at times, to find parking after 6:30 PM on busy bar nights. I do not appreciate having to park more than a block away from my home when I come home from class at 10:00 PM on a Monday night or if I've needed to run to the store and park a block and a half away, having to carry bags of groceries, etc. (at age 65) so far to get to my home.

We on Bremen Street already have the extra burden of huge food and beer trucks using our street as a constant means of delivery to all of the bars and/or restaurants already in this area.

I encourage you to consider the residents of this neighborhood already contending with all of the problems mentioned. Adding another Tavern to this congested area seems like a horrible idea.

Respectfully,



Monday, September 22, 2014



# Notice of Public Hearing

---

SHAW, Marcus C, Agent  
Heiress Lounge & Networking Cafe at 906 E Center St  
Class B Tavern and Food Dealer License Applications

**Monday, September 29, 2014 at 10:15 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 9/29/2014 at 10:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

---

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

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

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	2654 N BREMEN ST	MILWAUKEE, WI 53212-3003
CURRENT RESIDENT	2654 N BREMEN ST 1	MILWAUKEE, WI 53212-3003
CURRENT RESIDENT	2654 N BREMEN ST 2	MILWAUKEE, WI 53212-3003
CURRENT RESIDENT	2654 N BREMEN ST A	MILWAUKEE, WI 53212-3003
CURRENT RESIDENT	2654 N BREMEN ST B	MILWAUKEE, WI 53212-3003
CURRENT RESIDENT	2657 N WEIL ST	MILWAUKEE, WI 53212-3060
CURRENT RESIDENT	2658 N BREMEN ST	MILWAUKEE, WI 53212-3003
CURRENT RESIDENT	2658 N BREMEN ST B	MILWAUKEE, WI 53212-3003
CURRENT RESIDENT	2659 N BREMEN ST	MILWAUKEE, WI 53212-3061
CURRENT RESIDENT	2659 N WEIL ST	MILWAUKEE, WI 53212-3060
CURRENT RESIDENT	2659A N WEIL ST	MILWAUKEE, WI 53212-3060
CURRENT RESIDENT	2659B N WEIL ST	MILWAUKEE, WI 53212-3060
CURRENT RESIDENT	2661 N WEIL ST	MILWAUKEE, WI 53212-3060
CURRENT RESIDENT	2673 N BREMEN ST 1	MILWAUKEE, WI 53212-3061
CURRENT RESIDENT	2673 N BREMEN ST 2	MILWAUKEE, WI 53212-3061
CURRENT RESIDENT	2673 N BREMEN ST 3	MILWAUKEE, WI 53212-3061
CURRENT RESIDENT	2705 N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2707 N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2713 N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2715 N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2718 N FRATNEY ST	MILWAUKEE, WI 53212-2608
CURRENT RESIDENT	2720 N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2720 N FRATNEY ST	MILWAUKEE, WI 53212-2608
CURRENT RESIDENT	2721 N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2721 N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2721A N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2721A N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2722 N FRATNEY ST A	MILWAUKEE, WI 53212-2608
CURRENT RESIDENT	2722A N FRATNEY ST 1	MILWAUKEE, WI 53212-2681
CURRENT RESIDENT	2722A N FRATNEY ST 2	MILWAUKEE, WI 53212-2681
CURRENT RESIDENT	2722A N FRATNEY ST 3	MILWAUKEE, WI 53212-2681
CURRENT RESIDENT	2723 N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2724 N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2724A N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2725 N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2725A N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2727 N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2727A N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2728 N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2728 N FRATNEY ST	MILWAUKEE, WI 53212-2608
CURRENT RESIDENT	2728A N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2728A N FRATNEY ST	MILWAUKEE, WI 53212-2608
CURRENT RESIDENT	2728B N FRATNEY ST	MILWAUKEE, WI 53212-2608
CURRENT RESIDENT	2731 N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2732 N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2732A N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2732B N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2733 N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2733A N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2735 N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2737 N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2737 N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2737A N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2738 N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2738A N BREMEN ST	MILWAUKEE, WI 53212-2606

CURRENT RESIDENT	2738B N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2741 N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2741 N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2741A N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2741A N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2742 N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2742A N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2745 N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2745A N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2746 N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2746A N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2747 N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2747A N BREMEN ST	MILWAUKEE, WI 53212-2605
CURRENT RESIDENT	2749 N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2749A N WEIL ST	MILWAUKEE, WI 53212-2617
CURRENT RESIDENT	2750 N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	2750A N BREMEN ST	MILWAUKEE, WI 53212-2606
CURRENT RESIDENT	812 E CENTER ST 1	MILWAUKEE, WI 53212-3048
CURRENT RESIDENT	812 E CENTER ST 2	MILWAUKEE, WI 53212-3048
CURRENT RESIDENT	812 E CENTER ST 3	MILWAUKEE, WI 53212-3048
CURRENT RESIDENT	815 E CENTER ST	MILWAUKEE, WI 53212-3047
CURRENT RESIDENT	815A E CENTER ST	MILWAUKEE, WI 53212-3047
CURRENT RESIDENT	819 E CENTER ST	MILWAUKEE, WI 53212-3047
CURRENT RESIDENT	820 E CENTER ST 1	MILWAUKEE, WI 53212-3048
CURRENT RESIDENT	820 E CENTER ST 2	MILWAUKEE, WI 53212-3048
CURRENT RESIDENT	821 E CENTER ST	MILWAUKEE, WI 53212-3047
CURRENT RESIDENT	821 E CENTER ST A	MILWAUKEE, WI 53212-3047
CURRENT RESIDENT	825 E CENTER ST A	MILWAUKEE, WI 53212-3047
CURRENT RESIDENT	825 E CENTER ST B	MILWAUKEE, WI 53212-3047
CURRENT RESIDENT	826 E CENTER ST	MILWAUKEE, WI 53212-3048
CURRENT RESIDENT	826A E CENTER ST	MILWAUKEE, WI 53212-3048
CURRENT RESIDENT	830 E CENTER ST	MILWAUKEE, WI 53212-3048
CURRENT RESIDENT	901A E CENTER ST	MILWAUKEE, WI 53212-3049
CURRENT RESIDENT	902 E CENTER ST	MILWAUKEE, WI 53212-3050
CURRENT RESIDENT	903 E CENTER ST	MILWAUKEE, WI 53212-3049
CURRENT RESIDENT	903A E CENTER ST	MILWAUKEE, WI 53212-3049
CURRENT RESIDENT	904A E CENTER ST 1	MILWAUKEE, WI 53212-3063
CURRENT RESIDENT	904A E CENTER ST 2	MILWAUKEE, WI 53212-3063
CURRENT RESIDENT	904A E CENTER ST 3	MILWAUKEE, WI 53212-3063
CURRENT RESIDENT	905A E CENTER ST	MILWAUKEE, WI 53212-3049
CURRENT RESIDENT	908 E CENTER ST	MILWAUKEE, WI 53212-3050
CURRENT RESIDENT	908A E CENTER ST	MILWAUKEE, WI 53212-3050
CURRENT RESIDENT	911 E CENTER ST	MILWAUKEE, WI 53212-3049
CURRENT RESIDENT	911A E CENTER ST	MILWAUKEE, WI 53212-3049
CURRENT RESIDENT	911B E CENTER ST	MILWAUKEE, WI 53212-3049
CURRENT RESIDENT	912 E CENTER ST	MILWAUKEE, WI 53212-3050
CURRENT RESIDENT	912A E CENTER ST	MILWAUKEE, WI 53212-3050
CURRENT RESIDENT	913 E CENTER ST	MILWAUKEE, WI 53212-3049
CURRENT RESIDENT	919 E CENTER ST	MILWAUKEE, WI 53212-3049
CURRENT RESIDENT	922 E CENTER ST	MILWAUKEE, WI 53212-3050
CURRENT RESIDENT	922 E CENTER ST A	MILWAUKEE, WI 53212-3050
CURRENT RESIDENT	925 E CENTER ST	MILWAUKEE, WI 53212-3049
CURRENT RESIDENT	927 E CENTER ST	MILWAUKEE, WI 53212-3049
CURRENT RESIDENT	927A E CENTER ST	MILWAUKEE, WI 53212-3049
CURRENT RESIDENT	928 E CENTER ST	MILWAUKEE, WI 53212-3050
CURRENT RESIDENT	931 E CENTER ST	MILWAUKEE, WI 53212-3049

CURRENT RESIDENT 932A E CENTER ST MILWAUKEE, WI 53212-3050

**Total Records: 113**

**Radius: 250.0 feet and Center of Circle: 906 E Center ST**



Monday, September 22, 2014

# Licenses Committee Notice of Hearing

904 E Center LLC  
3610 N Oakland Av

Shorewood, WI 53211

Date: 9/29/2014  
Time: 10:15 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Food Dealer License Applications  
SHAW, Marcus C, Agent  
Heiress Lounge & Networking Cafe at 906 E Center St

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

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





**PLAN OF OPERATION**

<b>1. Premises Location</b>
<input checked="" type="checkbox"/> Free Standing Building <input type="checkbox"/> Strip Mall <input type="checkbox"/> Other <u>Multi-use</u>
<b>2. Describe Premises Structure</b>
<input type="checkbox"/> Single Story <input checked="" type="checkbox"/> Multi-Story - # of Stories <u>2</u> <input type="checkbox"/> Other _____
<b>3. Describe Surrounding Area</b>
<input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Residential <input type="checkbox"/> Industrial <input type="checkbox"/> Other <u>lower level - 1st floor.</u>
<b>4. Premises Location</b>
a) <input checked="" type="checkbox"/> Major Thoroughfare <input type="checkbox"/> Secondary Street <input type="checkbox"/> Other <u>Center St</u> b) Nearest Cross Street <u>Bremen St (North + South)</u>
<b>5. Proximity of Premises to Church, School, or Hospital</b>
Is there at least 300 feet between the building and any church, school or hospital? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>6. Miscellaneous Business Questions</b>
a) Proposed Opening Date: <u>10-1-2014</u> b) Is this premise under construction? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No                    If yes, list estimated completion date: _____ c) Is this a franchise? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No d) Is this premises currently licensed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No                    If yes, list type of license: _____ e) Is the current licensee operating? <input type="checkbox"/> Yes <input type="checkbox"/> No                    If no, list date closed: <u>N/A</u> f) What other types of licenses/permits will you or do you hold at this location? (check all that apply) <input checked="" type="checkbox"/> Occupancy Permit <input type="checkbox"/> Cigarette & Tobacco <input type="checkbox"/> Gas Station <input type="checkbox"/> Extended Hours <input type="checkbox"/> Other: _____ g) Do you have future plans for other businesses, licenses or permits at this location? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, explain: _____
<b>7. Food</b>
Will food be served on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes                    If yes, a Food Dealer license is required. Check all that apply: <input checked="" type="checkbox"/> Prepackaged Food <input type="checkbox"/> Snacks <input type="checkbox"/> Appetizers <input type="checkbox"/> Catered Events <input type="checkbox"/> Full Meals - Hours of Food Service: From <u>7am</u> To <u>10pm</u> A menu must be submitted with this Plan of Operation for all restaurants.
<b>8. Type of Business</b>
Briefly describe the type of business you plan to operate if granted a license (attach additional sheets as necessary.) <u>Networking Lounge + Cafe: Wi-fi, business meeting place, workshops, neighborhood meetings. Surround Sound Jazz.</u>

**9. Litter and Noise**

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

How often will grounds be cleaned?  Daily  Weekly  Other: \_\_\_\_\_

Grounds Cleaned By:  Licensee  Building Owner  Employees  Hired Maintenance  Other: \_\_\_\_\_

How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  
 Signs Posted  Other: This location will be quiet because of Meefroy

**10. Smoking and Sanitation**

Are there designated outdoor smoking areas?  No  Yes

If yes, describe the area(s) and provide location(s): \_\_\_\_\_

Number of Garbage Cans: Inside: 4 Locations: main floor + bar restroom  
 Outside: 1 Locations: rear

Is a Crowd Control Barrier used?  No  Yes If yes, describe: Sit down lounge Cafe

Describe sanitation facilities (restrooms): Owner + Staff + cleaning

Provide name of solid waste contractor: Possibly Eagle City.

**11. Security**

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

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

Do you have security personnel on the premise?  No  Yes If yes, how many? \_\_\_\_\_

AND What are their responsibilities? \_\_\_\_\_

What security equipment do they use? \_\_\_\_\_

List their licensing, certification or training credentials: \_\_\_\_\_

Are there security cameras?  No  Yes If yes, list all locations: Will be used + installed.

Are searches and/or identification checks conducted upon entry?  No  Yes If yes, describe: If needed Cafe lounge - sit down: WI-fi Meeting location.

**12. Percentage of Sales (must total 100%)**

Alcohol 100 % Food Sales 20 % Entertainment 20 % Other — %

**13. Businesses On The Premise (choose 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
- Bowling Alley
- Hotel
- Banquet Hall
- Sports Facility

**Type 2**

- Liquor Store
- Corner Store
- Supermarket
- Convenience Store
- Gas Station
- Other \_\_\_\_\_

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

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

### 15. Hours of Operation

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open	Close			
Sunday	8am	8pm	15	18	NONE
Monday	closed	closed	—	—	—
Tuesday	7am	10pm	15	18	NONE
Wednesday	7am	10pm	15	18	NONE
Thursday	7am	10pm	16	18	NONE
Friday	7am	12am	20	18	NONE
Saturday	7am	12am	20	18	NONE

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

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

### 16. This Section to be Completed by Alcohol Applicants Only

- a) Property Owners Name: 904 E. Center Phone Number: 414-332-6977  
Address: 3610 N. Oakland, Shorewood, WI 53211
- b) Are you taking out this application for anyone that may not be eligible for a license?  No  Yes  
If yes, list name and address: \_\_\_\_\_
- c) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business?  No  Yes  
If no, list the name and address of the person(s) who will: and owner: Lawanda Shaw

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

- d) Does anyone else have money invested or any other interest in this business?  No  Yes  
If yes, explain: OWN with Tasnique Love
- e) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?  
 No  Yes If yes, list name and address: \_\_\_\_\_
- f) Will any of the following types of businesses be conducted at this location? (check all that apply) NA  
 Bed & Breakfast  Billiard/Pool Hall  Comedy Club  Indoor Golf Facility  
 Video Game Center(6 or more games)  Brew Pub  Volleyball Court  Theater  Wine Tasting Room  
 Department Store  Pharmacy  Gift Shop  Museum  Center for the Visual & Performing Arts
- g) If applying for Class B or C license, are you applying for "Service Bar Only"?  No  Yes Service Bar  
Service Bar Only means customers cannot sit at the bar. Alcohol is served to patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

### 17. Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or office to purchase must:

- Be in the same legal entity name as that apply for the license
- Reflect the same address as the premises address on this application
- Reflect current dates and
- Be signed by the lessor/seller and lease/buyer

**18. Property Information (new & transfer applicants only)**

- a) Do you own or lease the building?  Own  Lease
- b) Who owns the fixtures (for example, coolers, etc.)? tenant
- c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ \_\_\_\_\_
- d) Total amount paid for business \$ 0
- e) Total amount paid for goodwill of the business \$ 0

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

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

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

- a) Date lease begins 10-1-14 Ends 9-30-16
- b) Monthly rental \$ 1095.00
- c) Do you have an option to renew the lease?  No  Yes
- d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 2
- 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 electric, gas hot water + garbage.
- g) Does the present owner or occupancy object to the granting of your license?  No  Yes  
If yes, explain Supports and loves the idea

**20. Change of Agent Applicants Only** N/A

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

**21. Notarized Signatures of Applicants**

SUBSCRIBED AND SWORN TO BEFORE ME

This 2 day of Sept

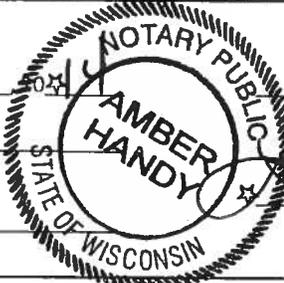
Amber Handy Agent/owner/Partner

(Clerk/Notary Public)

My Commission Expires 04/07/17

\*Notary Seal must be affixed.

[Signature] Additional Owner/Partner



Note: All information contained in this application is subject to approval by the Common Council. Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license. Contact the License Division for information on how to request changes.

**New and transfer of premise applicants must submit the following:**

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

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



# H.L.N. Café



**Shorewest**  
REALTORS®



Ownership      Networking      Community

# Heiress

Lounge & Networking Café



Wine, Coffee, Spirits...

Professional Networking Atmosphere

## Our Mission...

Introducing Heiress, an up and coming establishment designed to create a relaxing, fun, and focused environment for young professionals. This atmosphere will create many networking opportunities, and bring a level of professionalism into the community.

Along with being a comfortable cocktail lounge, Heiress will serve as the perfect spot for fundraisers, fashion showcases, neighborhood meetings, workshops and seminars. It is our belief that in order for our community to grow, it must be properly nurtured; Heiress is committed to being part of that process.

The property will be undergoing improvements to bring an appealing new asset to Riverwest's already established charm. Heiress will be well lit in her surrounding areas, and surveillance cameras will be monitoring each entrance in real time. Creating a new safe and positive establishment for the community is our number one priority.

## What do we bring to the table?

Stop in and join us for a drink or appetizer and some mixing & mingling. It's the perfect place for a business meeting, or just a place to relax after a hard day's work.

Heiress will feature craft beers and wines, as well as offer a rotating selection of spirits, and a full coffee menu. Appetizers, salads, and a selection of deserts can also be found on the menu. The variety is sure to be pleasing to all.

Wi-Fi will be offered free to our customers, as we strive to create a comfortable environment for adult professionals to network. Televisions will be present to show local sports games at a minimal volume, offering a non-intrusive distraction. Soft jazz and blues will also be playing, for a warm, inviting and elegant ambiance.

Heiress offers a new flavor that is much needed in the community. We are something new and different, the area is desperately in need of change; we are ready and willing to step up to the plate and offer positive growth for our community.

**Behind the scenes...**

Heiress is owned by a responsible and active member of the community. Lawanda Shaw takes part in various organizations such as the African American Network (AAN), IBEW Workers Union, Order of the Eastern (OES), and Daughters of Isis, Zembo CT 130. She also owns other properties, bringing that experience with her to Heiress.

Shaw is creating a family organization made up of like-minded productive working adults. Her employees and managers have numerous skills that will help form a powerhouse management team. They are hardworking and dedicated to the success of Heiress, and thus the success of the community.

Her management team currently are members of Milwaukee Urban Entertainment Association (MUEA) and Communications Workers Union (CWA). They bring with them the knowledge, skills as well as the passion to ensure this establishment is a great success.

Let's bring excellence into this community!



# FOOD DEALER SUPPLEMENTAL APPLICATION / FOOD OPERATION PLAN

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

**FIRST - 193249**

## 1. Application Type

Indicate the application type and complete the corresponding section.

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

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

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

Provide a brief description of the food establishment

Networking Cafe' serving Bakery, pre-packaged Cold food + drinks, coffee, Soda etc.

What is the anticipated opening date or date of change of ownership:

~~10-1-2014~~ WAS done already - Mark M. Inspector

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

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

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

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

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

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

Briefly describe proposed changes

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

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

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

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

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

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

## 2. Premises Description

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

NO

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

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

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

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

Other Floor, specify \_\_\_\_\_

Other location, specify \_\_\_\_\_

Are any outdoor operations planned?  Yes  No  Unknown

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

Bar

Cooking/grilling

Dining – Patio

Dining – Sidewalk (DPW permit required)

Storage

Other, specify \_\_\_\_\_

Seating provided on site for dining?  Yes  No

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

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

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

Annual Gross Food Sales:

Sales Based on:  Previous Year

Previous Establishment

Best Estimate

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

Number of Full Time Employees

Number of Part Time Employees

The following items must be included with a new application:

Site Plan/Floor Plan: Site plan must identify the building in relation to streets, sidewalks, parking & garbage area.

Shared Kitchen Agreement, if applicable: If not using your own establishment as your base, provide a written and signed commissary agreement. The agreement must include a list of all services provided by the commissary, such as restroom use, dry goods storage, use of refrigerator space (including the number of cubic feet of refrigeration space allocated to you), etc.

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

Floor Plan: The plan must show the location of all equipment (sinks, refrigeration, stoves, ware-washing, etc.), plumbing, electrical services, mechanical ventilation, storage areas and restrooms. Plans must be a minimum of 11 X 14 inches in size including the layout of the floor plan accurately drawn to a minimum scale of ¼ inch = 1 foot. Plans may be submitted in an electronic format.

Equipment List: Provide the make and model number of all significant equipment (cooking, cooling, warewashing, etc.) All food equipment must be ANSI/NSF certified. No home-style equipment is allowed. Equipment specification sheets do not have to be provided at the time of submission, but must be provided upon Health Department request

Finish Materials List: Provide a list of all finish materials (floors, walls, ceilings, counter tops). Surfaces must be smooth, nonabsorbent and easily cleanable, and ceramic, porcelain or quarry tile must have set in base cove.

Lighting Plan: Provide a list of all light fixtures to be used in the food establishment. All light used in any food prep or storage areas must be shielded or covered and flush or integral to the ceiling. Lighting in food preparation area must meet minimum illumination standards defined in the WI Food Code.

Pest Management Plan: Describe the establishments integrated pest management plan. Describe strategies to prevent pest entry into the food establishment & harborage of pests Identify if a licensed pest control service has been contracted, provide the name of the company and frequency of service.

### 3. Construction, Renovations, Kitchen Equipment Changes or Remodeling

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

Scope of the planned project?

- New construction or conversion of an existing structure to be used as a food establishment
- Renovation/remodeling impacting 300ft<sup>2</sup> or more than of food preparation or display area
- Renovation/remodeling impacting less than 300ft<sup>2</sup> of food preparation or display area
- Renovation/remodeling limited to the instillation/change/replacement of food equipment

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

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

Date alterations/changes planned to begin \_\_\_\_\_

Contact information for general contractor \_\_\_\_\_

Contact information for architect \_\_\_\_\_

### 4. BUSINESS TYPE

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

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

Are you considered a convenience food store?  Yes  No

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

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

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

Cafe'

### 5. FOOD OPERATION SCOPE

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

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

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

10 % from meals (ready-to-eat food sold to in single portions)

90 % from grocery items (multi-serving food products, typically requiring preparation before serving, includes beverages, bakery items and raw produce)

Will 25% or more of your sales be to highly susceptible populations (defined as persons with medical conditions, elderly, or preschool age children)?  
 Yes  No

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

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

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

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

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

Other, specify

## 6. FOOD, FOOD PREPERATION, FOOD PROCESSING

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

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

Pre-packaged Items

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

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

Will food be prepared or processed on site?  Yes  No

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

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

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

## 7. WEIGHTS AND MEASURES

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

If yes, describe number and type of devices used:

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

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

If yes, how many devices will be used

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

## 8. LITTER/GARBAGE/NOISE

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

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

Who is responsible to keep the grounds clean?

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

How often will the grounds be cleaned?

<input checked="" type="checkbox"/> Daily	<input type="checkbox"/> Weekly	<input type="checkbox"/> Other
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How are noise issues addressed (check all that apply):

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

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

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

## 9. HOURS OF OPERATION

Day of the Week	Proposed Hours of Operation (include a.m. or p.m.) (if closed on any days, write "closed")		Number of Customers expected each day	Drive Thru Hours (if not applicable, write "n/a")	
	Open	Close		Open	Close
Sunday	8am	8pm	15	N/A	N/A
Monday	Closed	Closed	—	N/A	N/A
Tuesday	7am	10pm		N/A	N/A
Wednesday	7am	10pm		N/A	N/A
Thursday	7am	10pm		N/A	N/A
Friday	7am	12am		N/A	N/A
Saturday	7am	12am		N/A	N/A

## 10. ISSUANCE OF LICENSE

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

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

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

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

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

**SUBMIT THIS FORM ALONG WITH THE "BUSINESS LICENSE APPLICATION"**

# AGREEMENT RELATING TO STORAGE OF FOOD IN A PRIVATE RESIDENCE

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

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

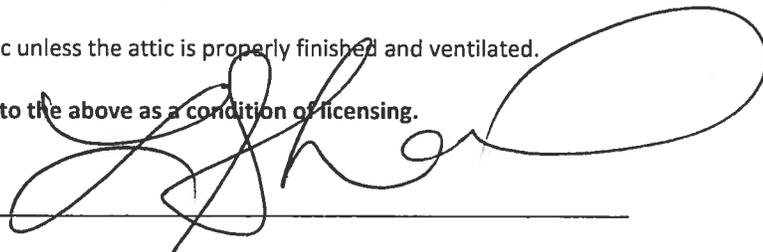
NOTE: No other food dealers may store food in a private residence.

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

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

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

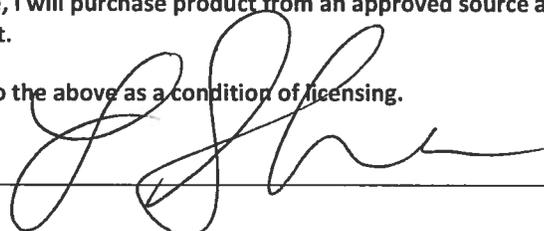
Operator's Signature: \_\_\_\_\_



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

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

Operator's Signature: \_\_\_\_\_



## Affirmation of Understanding – Permit Needed to Operate

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

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

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

Signature of Applicant:

JS

Date:

9.2.14



*Heiress*  
LOUNGE & NETWORKING CAFE'



Cookies

Danish

Doughnuts

Chicken or Turkey  
on Wheat or White

Club Sandwich

Chicken or  
Turkey Wraps  
(pre-packaged)

Coffee, Juice,  
Tea and Water