



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, March 16, 2021

COMMITTEE MEETING NOTICE

AD 10

ZIERATH, Mark A, Agent
MAGOOS ON THE MOUND LLC
5841 W BLUE MOUND Rd

Milwaukee, WI 53213

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

Tuesday, March 30, 2021 at 09:35 AM

Regarding: Your Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications Requesting Jukebox, Bands, Karaoke, 8 Amusement Machines and 2 Pool Tables as agent for "MAGOOS ON THE MOUND LLC" for "MAGOO'S ON THE MOUND" at 5841 W BLUE MOUND Rd.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/669376909>. If you wish to call in, please call +1 (646) 749-3122 and use Access Code: 669-376-909.

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

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

Failure to attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jessica Celella

License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov.

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



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

Tuesday, March 16, 2021

COMMITTEE MEETING NOTICE

AD 10

ZIERATH, Mark A, Agent
MAGOOS ON THE MOUND LLC
1355 Church St

Elm Grove, WI 53122

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Tuesday, March 30, 2021 at 09:35 AM

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JIM OWCZARSKI, CITY CLERK

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License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov.

Office of the City Clerk-License Division
City Hall, Room 105
200 East Wells Street
Milwaukee, WI 53202

REDACTED RECORD

OBJECTION TO 5841 W. Bluemound Rd. "Magoo's Bullpen"

OBJECTOR:

I wish Mr. Mark A. Zierath the best with his purchase and do not object to the existing set up at "Steve's on Bluemound" and Magoo's...I actually feel it is a benefit as our weddings would love to go to a local bar after we close down at our venue. I would like to have a good working relationship in the future!

I also hesitate to write this letter as I want him to flourish and be successful BUT

I am objecting to the proposal of "The Bullpen" extension of property.

The proposed outdoor bar built within the old garage (Crypt) located at 5826 W St. Paul ←
Road....I object because it will close MY business down.

PARKING ISSUE: If they have a bar extension behind our firehouse we will not be able to accommodate our weddings and events due to NO parking left on St. Paul. It is already an issue for us as clients feel we do not have great parking options. We also can not sell weddings on "HOME" Brewer Games which hurts our business already, we try to always keep the neighboring homes in mind with trying to not over park cars.

NOISE ISSUE: Because we cannot book weddings on HOME Brewer Schedules we try to supplement our income with Community Events that I feel if he has live music or loud bar talk this will also play a part in closing my business down due to crowds during an outdoor wedding on our lawn or community concert in the yard.

I would object to this Garage Bar extension to **SAVE my Firehouse event space** from closing due to lack of parking and open air bar noise.

Neighbors of Steve's On Bluemound

20 February 2021

5826 W. St.

Dear Neighbors of Steve's on Bluemound,

My name is Mark A. Zierath. I have an agreement in place to purchase Steve's On Bluemound pending the approval of my license application with the City of Milwaukee. Part of that application includes a permanent extension of premise that will allow me to serve drinks and food from the garage and lot on St. Paul Avenue. I have spoken with Alderman Murphy and he suggested I speak with you, the people that it could affect the most.


Given the new normal of our post Covid-19 society, I believe that outdoor spaces will be essential for the survival of the bar and restaurant industry; therefore, I am seeking permission to add a patio for outdoor service. In addition, I would like to provide service from the existing garage on the property. I am not currently seeking to increase the capacity of the bar. By adding a patio and improving the garage, I would be able to open the large service doors and bring the outside in. My plan does not call for late night service outdoors. The hours would be until 9:00 P.M. Sunday - Thursday and 10:00 P.M. on Fridays and Saturdays. As is with all outdoor spaces in Wisconsin, most of the extended premises business would be seasonal.

I have many years in the industry and operate very responsibly. I fully understand and respect your right to quiet enjoyment of your home and property and would not infringe upon those rights. I have been in the bar & restaurant industry for over 20 years. I have held licenses and owned businesses in West Allis, Brookfield, Waukesha, Wauwatosa and Milwaukee. I currently own and operate Von Trier Tavern on Milwaukee's east side; The Red Mill Inn in Brookfield and Ella's Public House in Delafield. I am a good operator and will work with the neighbors to ensure your rights are protected.

I grew up in this very neighborhood and graduated from nearby Juneau High School. I also attended nearby Sacred Heart School and participated in the CYO at Holy Cross. I personally know most of the neighboring business owners. I currently live in Elm Grove with my wife and our two daughters; both are 8 years old.

Alderman Murphy and I will keep you informed of the process, including any public meeting that would allow you to air any objections to the plan. You can also reach out to me directly. I am certain that I can answer any questions and resolve any potential issues.

Thank you for your time and consideration,



Mark A. Zierath

14.687.6266 Cell

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 02/23/2021

LICENSE TYPE: Class B Tavern FOOD

NEW:

RENEWAL:

No. 320937, 320941

Application Date: 02/19/2021

License Location: 2235 N Farwell Av

Business Name: Von Trier

Licensee/Applicant: ZIERATH, Mark A
(Last Name, First Name, MI)

Date of Birth: 11/15/1962

Home Address: 1355 Church St

City: Elm Grove

State: WI **Zip Code:** 53213

Home Phone:

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

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

1. On 08/07/2015 the applicant was cited in the City of Milwaukee at 1203 N. 10th St. for Sale of Alcohol to Underaged Person.

Charge: Sale of Alcohol to Underaged Person

Finding: Guilty

Sentence: Fined \$181.00

Date: 04/22/2016

Case: 16018468

2. On 05/13/2018 the applicant was cited in the City of Milwaukee at 1203 N. 10th St for Class B Premises Allow Patron After Hours.

Charge: Class B Premises Allow Patron After Hours

Finding: Guilty

Sentence: Fined \$150.00

Date: 10/25/2018

Case: 18055222

MILWAUKEE POLICE DEPARTMENT
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 04/20/2020

LICENSE TYPE: CLASS B TAVERN

NEW:

RENEWAL: X

No. 308872

Application Date: 04/15/2020

Expiration Date:

License Location: 5841 W Bluemound Rd

Aldermanic District: 10

Business Name: Steve's On Bluemound

Licensee/Applicant: Salaja, Samuel T

(Last Name, First Name, MI)

Date of Birth: 4-8-1967

Male: x

Female:

Home Address: 7442 N Barkriver Rd W285

City: Hartland

State: Wi

Zip Code: 53029

Home Phone: 262-538-1345

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

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

1. Incident: On 04/24/93, officers were dispatched to Steve's on Bluemound for a Battery complaint. Two female patrons had an argument and one patron struck the other patron. One citation was issued for Assault & Battery.
2. On 04/22/94, officers conducted a premise check at Steve's on Bluemound located at 5841 W Bluemound RD. Investigation revealed that one patron was under the legal drinking age. This subject stated to officers that she sneaked in.

Charge : Minor Loitering on Class B Premise (Licensee Samuel T Salaja)
Finding : Dismissed
Date : 07/12/94
Case # : 94036753

Charge : Minor Loitering on Class B Premise (Bartender Steven Salaja)
Finding : Guilty
Sentence : Fined \$250.00
Date : 07/12/94
Case # : 94036754

Charge : Minor Loitering on Class B Premise (Bartender Susan Griebenow)
 Finding : Guilty
 Sentence : Fined \$330.00
 Date : 05/27/94
 Case # : 94036736

- 3) On 09/25/97, at 12:11PM, while on routine squad patrol, officers observed the entrance door to Steve's on Bluemound open and loud music was emanating from the premise. Bartender, David Burns stated the door was open because the air conditioners were not in operation.

As to the Licensee: Samuel Salaja)

Charge : Doors Open after Hours
 Finding : Not Issued

As to the Bartender (David Burns)

Charge : Doors Open after Hours
 Finding : Guilty
 Sentence : Fined \$100.00
 Date : 11/25/97
 Case # : 97154332

4. On 06/20/98, while on routine squad patrol, officers observed a male exit Steve's on Bluemound with a bottle of beer in hand and stop and drink from same in front of the tavern.

Charge : Permitting patron to remove open intoxicants (Licensee)
 Finding : Not Issued

5. Incident: On 10/03/99, officers were dispatched to Steve's on Bluemound located at 5841 W Bluemound to investigate a Fourth degree Sexual Assault. Suspect left the scene before police arrived.

6. On 12-10-2005 at 8:10pm an underage Milwaukee police aide entered Steve's On Bluemound, 5841 W Bluemound Rd., at the direction of Milwaukee Police officers. The aide was able to purchase an alcoholic beverage and a beer from the bartender, Jon P. Leclair. The bartender was issued a citation for the following:

Charge : Sale To Underage
 Finding : Guilty
 Sentence : \$152.00
 Date : 2-6-2006
 Case : 06004740

-
1. On 11-15-2006, Milwaukee Police officers, accompanied by an underage police aide conducted a premises check at Steve's on Bluemound, 5841 W Bluemound Avenue. A police officer and the police aide entered the premises together. The police aide purchased three

Miller beers from the bartender, Renee McNutt. The 19 year old police aide paid for the drinks. The bartender was issued the following citation.

Charge: Sale to Underage prohibited
 Finding: Guilty
 Sentence: Fined \$160.00
 Date: 1-3-07
 Case: 06125648
 Citation: 59523855

8. INCIDENT – On 12-22-2006, at 1:22am, officers were dispatched to a report of a Battery at Steve’s on Bluemound, 5841 W Bluemound Rd. The officers spoke to the victim. He stated he went to the bar to play some pool with friends. While in the tavern, one of his friends told him that an unknown person in the rear had lifted up one end of a pool table and then set it down again. He informed the bartender, and the bartender spoke to the suspect. The suspect then came up to the victim and they had an argument. Subsequently the suspect struck the victim in the face. He sustained abrasions, to his forehead and eyebrow. He refused hospitalization. Report filed.

9. INCIDENT – on 3-16-07, at 1:36am, officers were dispatched to Steve’s on Bluemound, 5841 West Bluemound Road to a report of Property Damage and Theft of Wallet. The victim told officers he was at the tavern when an unknown patron advised him a subject had stolen his wallet containing \$2.00 and personal papers. The victim confronted the suspect who became upset and ran out of the tavern. The victim followed the suspect, and caught up to him. The suspect dropped the wallet, and the two of them returned to the tavern. When the suspect ran out of the tavern he pushed the door so hard the screws came out of the hinges. The licensee stated there was no damage to the door and did not want to prosecute. The victim, who got his wallet back, did not want to prosecute. Report filed.

=====

The following applies to the corporate officer Steven Salaja:

- On 01/22/09, applicant was charged with Operate Snowmobile-Fail/Comply Signs in Dodge County.

Charge: Operate Snowmobile-Fail/Comply Signs
 Finding: Guilty
 Sentence: Fined
 Date: 02/26/09
 Case: 09FO000103

10. On 03/13/10, Milwaukee police were dispatched to 5841 W Bluemound Road for a Battery complaint. Police spoke to the victim who stated he was at Steve’s On Bluemound playing pool with another patron when they began to argue. It became physical and the victim stated he injured his finger during the fight. Police spoke to the other patron regarding this incident and issued a citation to the suspect for disorderly conduct.

=====

11. On 10/19/12 at 12:34 am, Milwaukee police were dispatched to a Fight complaint at 5841 W Blue Mound Road. Investigation revealed two patrons were involved in a fight that took place inside the bar. One subject was still on scene when police arrived and was found to be bleeding from the ear from being kicked in the head, according to witnesses. This subject was uncooperative with police, refusing medical attention and denying that a fight took place. He was also refusing to leave the area and continued to argue with police and was subsequently arrested and cited for disorderly conduct. Due to the lack of cooperation from the subject, officers filed an injured person report.

=====
12. On 04/04/2017 Milwaukee police detained a subject at 5841 W. Blue Mound Road (Steve's on Blue Mound) for disorderly conduct and vandalism. Investigation revealed a patron of the business had caused a disturbance while inside the business, being belligerent towards other patrons. This same disorderly subject broke a tapper handle. This subject was cited for disorderly conduct and vandalism.

=====
13. On 06/25/2017 officers were dispatched to a subject with gun call at Steve's on Bluemound, 5841 W. Bluemound Rd). The witnesses stated the suspect had produced a gun and pointed it at a patron who he accused of being racist. The suspect was seen inside the tavern but was not observed holding the gun inside. The officers located the suspect who admitted to having a gun in his pocket.

=====
14. On 12/09/2019 at 12:55am officers were dispatched to a fight at N. 59th St and W. Blue Mound Rd. When the officers arrived they did not observe a fight. The officers located the caller inside Steve's on Blue Mound, but she did not have any further information. An employee stated the fight was outside and all of the parties were gone. On 12/09/2019 at 9:54pm a call was received stating 2 males where involved in a fight with the bartender at Steve's on Blue Mound last night. One of the males had bruises and the other had a broken collar bone. One of the subjects stated he was mad the bartender would not serve him anymore alcohol and was calling the bartender names. The officer went to the business and watched the video. The video showed the bartender talking with one of the subjects. The bartender comes around the bar and grabs the subject. The second subject comes up and grabs his friend in an attempt to pull him away from the bartender. The group falls to the ground, with the bartender and the other subject landing on the subject with the broken collar bone. The officers interviewed the bartender who stated the subject was using racially derogatory language and he was attempting to remove him from the business, when the subject pushed him and the group fell to the ground. The bartender stated he was attempting to deescalate the situation.

15. On 03/16/2020 at 9:31pm officers conducted a licensed premise check at Steve's on Blue Mound, 5841 W. Blue Mound Rd. The officers spoke with the bartender and advised him of the emergency order which was going into effect at midnight. The staff stated they understood the rules.

PREVIOUS PREMISE

Date: March 9, 2021
Officer: Hudson

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

Name of Premise: Magoos on the Mound
Address: 5841 W. Bluemound Rd
Phone: 414-687-6266

Owner: Mark Zierath
Owner address: 1355 Church Street
City State Zip: Elm Grove, Wisconsin 53122
Owner Phone: 414-687-6266
Owner email: mark@jacksonbrp.com

Licensee/Agent: Mark Zierath
Home Address: 1355 Church Street
City State Zip: Elm Grove, Wisconsin 53122
Phone: 414-687-6266
Email: mark@jacksonbrp.com

Preferred contact:

Location currently open: YES NO

Projected open date: May 1st, 2021

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

Hours of Operation: Sun: 11:00 AM – 2:00 AM 24 hours Y N
Mon: 11:00 AM – 2:00 AM
Tue: 11:00 AM – 2:00 AM
Wed: 11:00 AM – 2:00 PM
Thu: 11:00 AM – 2:00 PM
Fri: 11:00 AM – 2:00 PM
Sat: 11:00 AM – 2:00 PM

Premise Type: Tavern/Bar
 Restaurant
 Other:

Licenses currently held:

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

Exterior Survey:

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

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. Recorded Yes No
20. How long is footage stored for later viewing: UNKNOWN
21. Are there exterior cameras Yes No How many: 3
22. Are there interior cameras Yes No How many: 5

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

Interior Survey:

25. What is the planned capacity: **216**
26. What is the minimum number of employees That will be on premise **2**
27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
28. Is the interior of the location neat and clean? Yes No
29. Does an interior camera face the entrance/exit? Yes No
30. Is there a lockable area that separates employees from customers? Yes No
31. Are emergency and non-emergency numbers posted near the phone? Yes No
32. Does the owner know how to contact their police district directly? Yes No
a. Did you provide a district contact guide to the owner? Yes No

Security

33. How many security personnel are going to be employed: **20**
34. How will they be deployed: Interior **20** Exterior
35. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
36. Will the security be managed by business or contracted
37. Will they be armed Yes No
38. What type of security measures to be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other: They will have someone checking ID's at the front entrance on certain days

ADDITIONAL COMMENTS/RECOMMENDATIONS:

The owner stated they will have the licenses on May 1st, 2021. They did not have access to the camera system as the business is still under the old owner. Mark ZIERATH stated he has seen the cameras and know they are in working order. ZIERATH stated they are going to expand their parking lot and add more cameras to the location.

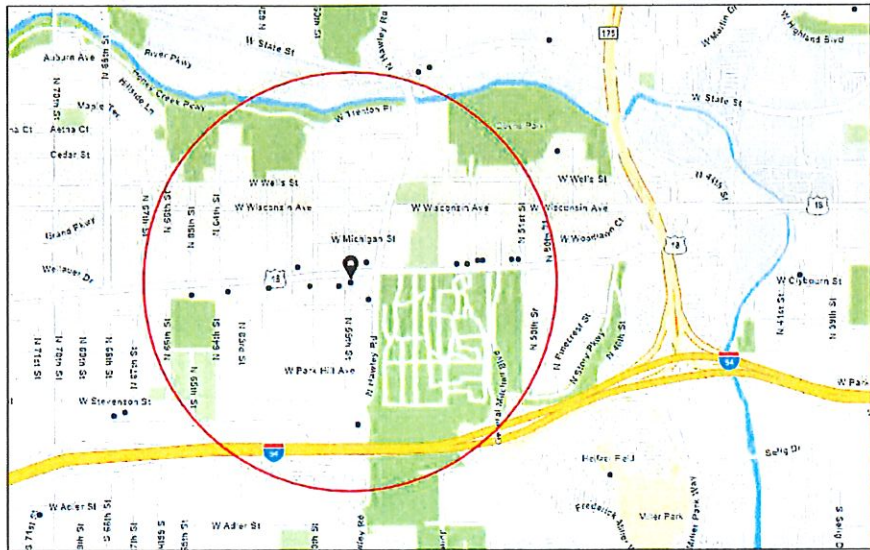


Concentration Map

5841 W Blue Mound Rd

Area : 21,862,585.81 ft²

Feb 19 2021 16:49:25 Central Standard Time



Alcohol Licenses

- Class A Intoxicating Liquor
- Class A Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Fermented Malt Beverage
- Class B Tavern
- Class C Wine Retailer

1:18,056

0 0.1 0.2 0.4 mi
0 0.17 0.35 0.7 km

Esri | DeLorme | Atlas | Cartography | Milwaukee County | Land Info | Esri

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Valdemar 5108 LLC	Fat Valdy's	Rosa Isela Real Perez, Agt	5108 W Blue Mound RD	Class B Tavern License		6/1/2021, 7:00 PM	1
2	MARIO, INC	BALISTRERI'S BLUEMOUND INN	MARIO J BALISTRERI, Agt	6501 W BLUE MOUND RD	Class B Tavern License	140	12/17/2021, 6:00 PM	1
3	J B Tavern, LLC	J&B's Blue Ribbon Bar & Grill	JONATHAN E BLIESNER, Agt	5230 W BLUE MOUND RD	Class B Tavern License	150	2/26/2021, 6:00 PM	1
4	Story Hill BKC LLC	Story Hill Bottle - Kitchen - Cup	DANIEL S SIDNER, Agt	5100 W Blue Mound RD	Class B Tavern License		7/29/2021, 7:00 PM	1
5	SH Firehouse, LLC	Story Hill Firehouse	Janelle Meyer-Brown, Agt	407 N Hawley RD	Class B Tavern License		11/4/2021, 7:00 PM	1
6	MC ZARS II, LLC	MC GINNS	JEFFREY P DOBBE, Agt	5901 W BLUE MOUND RD	Class B Tavern License	189	3/18/2021, 7:00 PM	1
7	TOETZ ENTERPRISE S, LLC	ROUNDING THIRD	TIMOTHY R TOETZ, Agt	6317 W BLUE MOUND RD	Class B Tavern License	393	7/5/2021, 7:00 PM	1
8	IAN'S PIZZA STORY HILL MKE LLC	IAN'S PIZZA STORY HILL	Ryan W Donovan, Agt	5300 W BLUE MOUND RD	Class B Fermented Malt Beverage Retailer's License		8/7/2021, 7:00 PM	1
9	IAN'S PIZZA STORY HILL MKE LLC	IAN'S PIZZA STORY HILL	Ryan W Donovan, Agt	5300 W BLUE MOUND RD	Class C Wine Retailer's License		8/7/2021, 7:00 PM	1
10	DugOut 54 Inc	DugOut 54	KARLIS A VECITIS, Agt	5328 W Blue Mound RD	Class B Tavern License	689	5/25/2021, 7:00 PM	1
11	Tavo's LLC	Tavo's Signature Cuisine	Susy A Orue, Agt	5814 W BLUE MOUND RD	Class B Tavern License	25	5/1/2021, 7:00 PM	1
12	Milwaukee Steakhouse LLC	Milwaukee Steakhouse	KEVIN M NUGENT, Agt	6024 W BLUE MOUND RD	Class B Tavern License	99	5/23/2021, 7:00 PM	1
13	SANDHAR ENTERPRISE S, INC	BLUEMOUND LIQUOR	HARJIT SANDHAR, Agt	6001 W BLUE MOUND RD	Class A Malt & Class A Liquor License		9/20/2021, 7:00 PM	1
14	SHARMA INC	ONE STOP PANTRY	KULWINDER KUMAR, Agt	6131 W BLUE MOUND RD	Class A Fermented Malt Beverage Retailer's License		2/3/2022, 6:00 PM	1
15	SHARMA INC	ONE STOP PANTRY	KULWINDER KUMAR, Agt	6131 W BLUE MOUND RD	Class A Retailer's Intoxicating Liquor License		2/3/2022, 6:00 PM	1
16	ENCORE, INC	MONREAL'S ENCORE	NICOLAS S MONREAL, Agt	101 S DANA CT	Class B Tavern License	80	6/29/2021, 7:00 PM	1
17	3 S OF MILWAUKEE, INC	STEVE'S ON BLUEMOUND	SAMUEL T SALAJA, Agt	5841 W BLUE MOUND RD	Class B Tavern License	216	6/29/2021, 7:00 PM	1
18	BARBIERE'S ITALIAN INN, LTD	BARBIERE'S ITALIAN INN	Steven J Thalman, Agt	5844 W BLUE MOUND RD	Class B Tavern License	90	6/29/2021, 7:00 PM	1

19	S & V, INC	KELLY'S BLEACHERS	ANTHONY L LUCHINI, Agt	5218 W BLUE MOUND RD	Class B Tavern License	150	9/30/2021, 7:00 PM	1
20	J B Tavern, LLC	J&B's Blue Ribbon Bar & Grill	JONATHAN E BLIESNER, Agt	5230 W BLUE MOUND RD	Class B Tavern License	150	2/26/2022, 6:00 PM	1

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



Tuesday, March 16, 2021

Licenses Committee Notice of Hearing

STEVEN SALAJA
SAMUEL SALAJA
W285 N7442 BARK RIVER Rd
HARTLAND, WI 53029

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License
Applications Requesting Jukebox, Bands, Karaoke, 8 Amusement Machines, and 2
Pool Tables

ZIERATH, Mark A, Agent

MAGOO'S ON THE MOUND at 5841 W BLUE MOUND Rd

Date: 3/30/2021

Time: 09:35 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, March 30, 2021. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony

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.





Tuesday, March 16, 2021

Licenses Committee Notice of Hearing

Mark Zierath
1355 Church St
Elm Grove, WI 53122

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License
Applications Requesting Jukebox, Bands, Karaoke, 8 Amusement Machines, and 2
Pool Tables

ZIERATH, Mark A, Agent

MAGOO'S ON THE MOUND at 5841 W BLUE MOUND Rd

Date: 3/30/2021

Time: 09:35 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, March 30, 2021. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony

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.





Tuesday, March 16, 2021



Notice of Public Hearing

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notice

ZIERATH, Mark A, Agent
MAGOO'S ON THE MOUND at 5841 W BLUE MOUND Rd
Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications
Requesting Jukebox, Bands, Karaoke, 8 Amusement Machines, and 2 Pool Tables

Tuesday, March 30, 2021 at 9:35 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 virtually on 3/30/2021 at 9:35 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	419A N HAWLEY RD	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5834 W BLUE MOUND RD 3	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5840 W BLUE MOUND RD 1	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5920 W ST PAUL AVE	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5908 W ST PAUL AVE	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5903 W BLUE MOUND RD	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5923 W BLUE MOUND RD 4	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5915 W BLUE MOUND RD	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5917 W BLUE MOUND RD	MILWAUKEE, WI 53213
CURRENT OCCUPANT	427A N HAWLEY RD	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5834 W BLUE MOUND RD 1	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5834 W BLUE MOUND RD 2	MILWAUKEE, WI 53213
CURRENT OCCUPANT	512 N 59TH ST 3	MILWAUKEE, WI 53213
CURRENT OCCUPANT	512 N 59TH ST 7	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5920A W ST PAUL AVE	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5923 W BLUE MOUND RD 3	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5841 W BLUE MOUND RD A	MILWAUKEE, WI 53213
CURRENT OCCUPANT	424 N 60TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	427 N HAWLEY RD	MILWAUKEE, WI 53213
CURRENT OCCUPANT	512 N 59TH ST 1	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5923 W BLUE MOUND RD 1	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5923 W BLUE MOUND RD 2	MILWAUKEE, WI 53213
CURRENT OCCUPANT	419 N HAWLEY RD	MILWAUKEE, WI 53213
CURRENT OCCUPANT	512 N 59TH ST 8	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5902 W ST PAUL AVE	MILWAUKEE, WI 53213
CURRENT OCCUPANT	417 N 59TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	420 N 60TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	512 N 59TH ST 10	MILWAUKEE, WI 53213
CURRENT OCCUPANT	512 N 59TH ST 2	MILWAUKEE, WI 53213
CURRENT OCCUPANT	512 N 59TH ST 5	MILWAUKEE, WI 53213
CURRENT OCCUPANT	417A N 59TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5840 W BLUE MOUND RD 2	MILWAUKEE, WI 53213
CURRENT OCCUPANT	512 N 59TH ST 6	MILWAUKEE, WI 53213
CURRENT OCCUPANT	5914 W ST PAUL AVE	MILWAUKEE, WI 53213
CURRENT OCCUPANT	512 N 59TH ST 4	MILWAUKEE, WI 53213
CURRENT OCCUPANT	512 N 59TH ST 9	MILWAUKEE, WI 53213
blank	notice	

Total Records: 36

Radius: 250.0 feet and Center of Circle: 5841 W Blue Mound Rd



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

1. Type of Business

- Applying for: Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: Delivery Drive Thru Dining Room
 Self Service Laundry Massage Establishment Filling Station
 Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:

TAVERN / RESTAURANT

Do you have any experience operating this type of business? No Yes If yes, explain: 23 YRS B&B/RESTAURANT OWNERSHIP

2. Business Operations

- a. Proposed Opening Date: 3/15/21
- b. Is this premise under construction? No Yes If yes, list estimated completion date: _____
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: CLASS B TAVERN / FOOD
- e. Is the current licensee operating? No Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? No Yes If yes, describe: _____

3. Litter & Noise

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

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: PATIO AREA
- b. Number of Garbage Cans: Inside: 6 Locations: DOORS, BARS, BATHROOMS
Outside: 3 Locations: DOORS AND PATIO
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 15 and describe the parking security plan: POSTED SIGNS
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: POSTED LOADING ZONE ON STREET
- c. Will you have security personnel on premise? No Yes If yes, how many? 2 and answer the following:
 What are their responsibilities? CHECK ID'S, NOISE CONTROL
 Is security equipment used? No Yes If yes, describe _____
 List their licensing, certification, or training credentials IN HOUSE JOB/RESPONSIBILITIES TRAINING
- d. Will there be security cameras? No Yes If yes, how many? 5 and list locations: EACH DOOR, 2 AT FRONT BAR, 1 AT BACK BAR
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe ID CHECKS AT CERTAIN TIMES

6. Percentage of Sales (must total 100%)

Alcohol <u>55</u> %	Food <u>42</u> %	Secondhand Merchandise <u>3</u> %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes <u>3</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		

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

Type 1

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

Type 2

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

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

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

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

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

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
 1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop
 Other: Describe: BUILDING AND PROPOSED BEER GARDEN AT 5826 W. ST. PAUL AVE.
- b. Describe Location: Major Thoroughfare Secondary Street Other: _____
- c. Nearest Major Cross Street: HAWLEY ROAD
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: (BUYER) MARK A. ZIERATH Phone Number: 414-687-6266
 Building Owner Address: 1355 CHURCH ST ELM GROVE, WI 53122

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

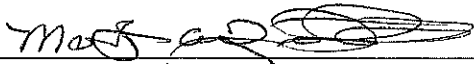
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	10:00 A.M.	12:00 A.M.	150	21-80	NONE
Monday	11:30 A.M.	1:00 A.M.	150	21-80	NONE
Tuesday	11:30 A.M.	1:00 A.M.	175	21-80	NONE
Wednesday	11:30 A.M.	2:00 A.M.	200	21-80	NONE
Thursday	11:30 A.M.	2:00 A.M.	175	21-80	NONE
Friday	11:00 A.M.	2:30 A.M.	300	21-80	NONE
Saturday	10:00 A.M.	2:30 A.M.	300	21-80	NONE

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

Alcohol Establishments Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday
 Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

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

11. Signature(s)


 Signature of Sole Proprietor, Partner, or 20% or more Shareholder
 (If there are no 20% or more shareholders,
 Corporate Officer-print name/title and sign)

 Signature of additional partner or 20% or more shareholder

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



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: MAGOOS ON THE MOUND LLC

Premise Address: 5841 W. BLUEMOUND Rd.

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

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

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? No Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? No Yes

If yes, list their name and address: _____

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? No Yes

If no, list the name and address of the person(s) who will: _____

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

c) Does anyone else have money invested or any other interest in this business? No Yes

If yes, explain: _____

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

No Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

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

b) Who owns the fixtures (for example, coolers, etc.)? MAGOOS ON THE MOUND LLC

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

d) Total amount paid for business \$1,000,000.⁰⁰

e) Total amount paid for goodwill of the business \$700,000.⁰⁰

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

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

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

a) Date lease begins _____ Ends _____

b) Monthly rental \$ N/A

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

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

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

Lease Information (Continued)

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

Change of Agent Applicants Only

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

Signature

Mark A. [Signature] SOLE MEMBER
Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

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

New and transfer of premises applicants must submit the following:

- Detailed floor plan
- If a restaurant, copy of the menu



FOOD DEALER LICENSE PLAN OF OPERATION

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

Legal Entity Name: MAGOODS ON THE MOUND LLC

Premises Address: 5841 W. BLUE MOUND Rd.

SECTION 1 TYPE OF BUSINESS

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

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

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

Will it be a convenience store? Yes No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

- Bed & Breakfast
- Micro Market

All Applicants: Submit a menu or a list of food items that will be sold. (LIST OF FOOD ITEMS ON REVERSE SIDE)

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

Less than 25%

25% or More AND:

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

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

SECTION 2 FOOD PROCESSING

Will any food processing be done? No Yes

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

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

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

If yes, list the types of food items: DAIRY, SAUCES, SEA FOOD, MEATS, POULTRY

SECTION 4 DETAILS OF OPERATION

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

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?
 At a single site At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars)
 If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

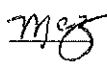
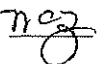
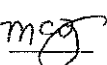


SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?
 No If No, SKIP to Section 8
 Yes If Yes, check all that apply: New construction of a building Renovation or remodeling
 Construction changes to existing building Equipment changes only
 Provide a brief description of the changes: SWITCHING OUT OLD / BROKEN EQUIPMENT
 Start date: 3/1/21
 Name, Address & Phone Number of Architect: SELF
 Name, Address & Phone Number of Contractor: _____

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?
 No If No, SKIP to Section 8
 Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?
 Immediately At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:
 I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
 I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.
 I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.
 I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.
 I will not operate my food business until the license has been issued and posted in the establishment.
 Signature of Sole Proprietor, Partner, or 20% Shareholder: MGS a. J. [Signature] SOLE MEMBER
 Signature of Additional Partner: _____



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 5841 W. BLUE MOUND RD.

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|--|---|---|
| <input type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Dancing by Performers | <input checked="" type="checkbox"/> Amusement Machines
How many? <u>8</u> |
| <input checked="" type="checkbox"/> Bands | <input type="checkbox"/> Comedy Acts | <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Concerts
Approx. # per year? _____ |
| <input type="checkbox"/> Bowling Alley
How many? _____ | <input type="checkbox"/> Disc Jockey | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input checked="" type="checkbox"/> Pool Tables
How many? <u>2</u> | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Patron Contests | <input checked="" type="checkbox"/> Jukebox |
| <input type="checkbox"/> Motion Pictures (movies by
admission) - How many? _____ | <input type="checkbox"/> Poetry Readings | <input type="checkbox"/> Patrons Dancing | <input checked="" type="checkbox"/> Karaoke |
| <input type="checkbox"/> Other: _____ | | | |

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

PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? No Yes If Yes, Describe:

At any time will sound amplification be used? No Yes If Yes, Describe: LIVE MUSIC, KARAOKE, SPEAKERS FOR JUKEBOX

LEGAL CAPACITY OF PREMISES

_____ (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

ACKNOWLEDGEMENT/SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

[Signature] SOLE MEMBER
Signature of Sole Proprietor/ Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

Office Use Only:

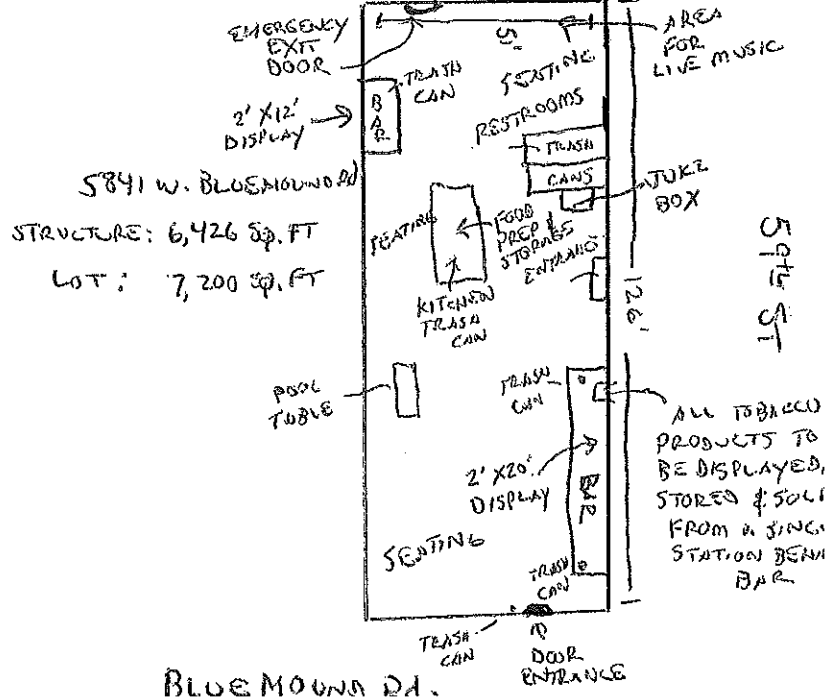
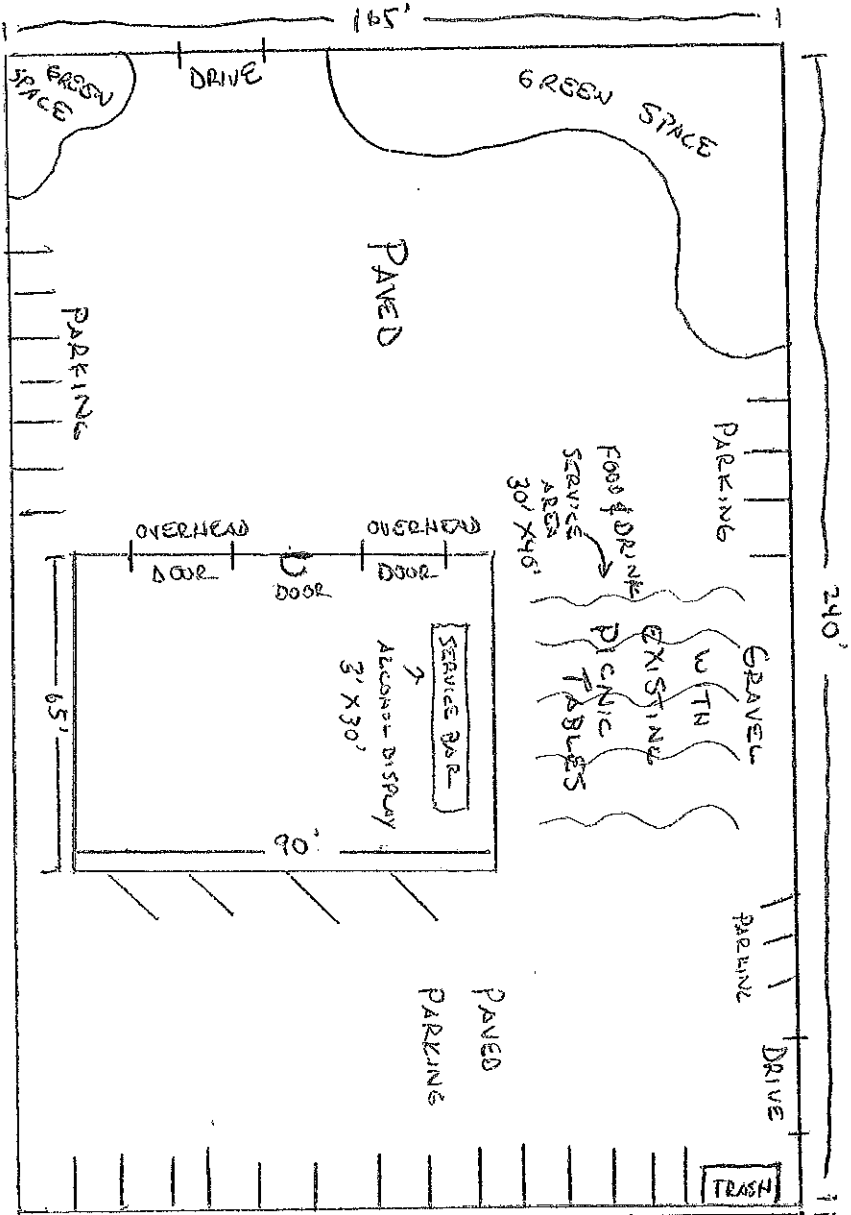
Initials: _____ Filed: _____ App: _____

Only PEP? No Yes If Yes, Queue to MPD and Email Mgrs/Team Lead (must be heard w/in 60 days)

ST. PAUL AVE.



5826 W. ST. PAUL
LOT : 39,600 SQ. FT
STRUCTURE : 5,850 SQ. FT



MARK A. ZIERATH, AGENT
MAGDOOS ON THE MOUND LLC
5841 W. BLUEMOUND RD.
5826 W. ST. PAUL AVE.
MILWAUKEE, WI 53213

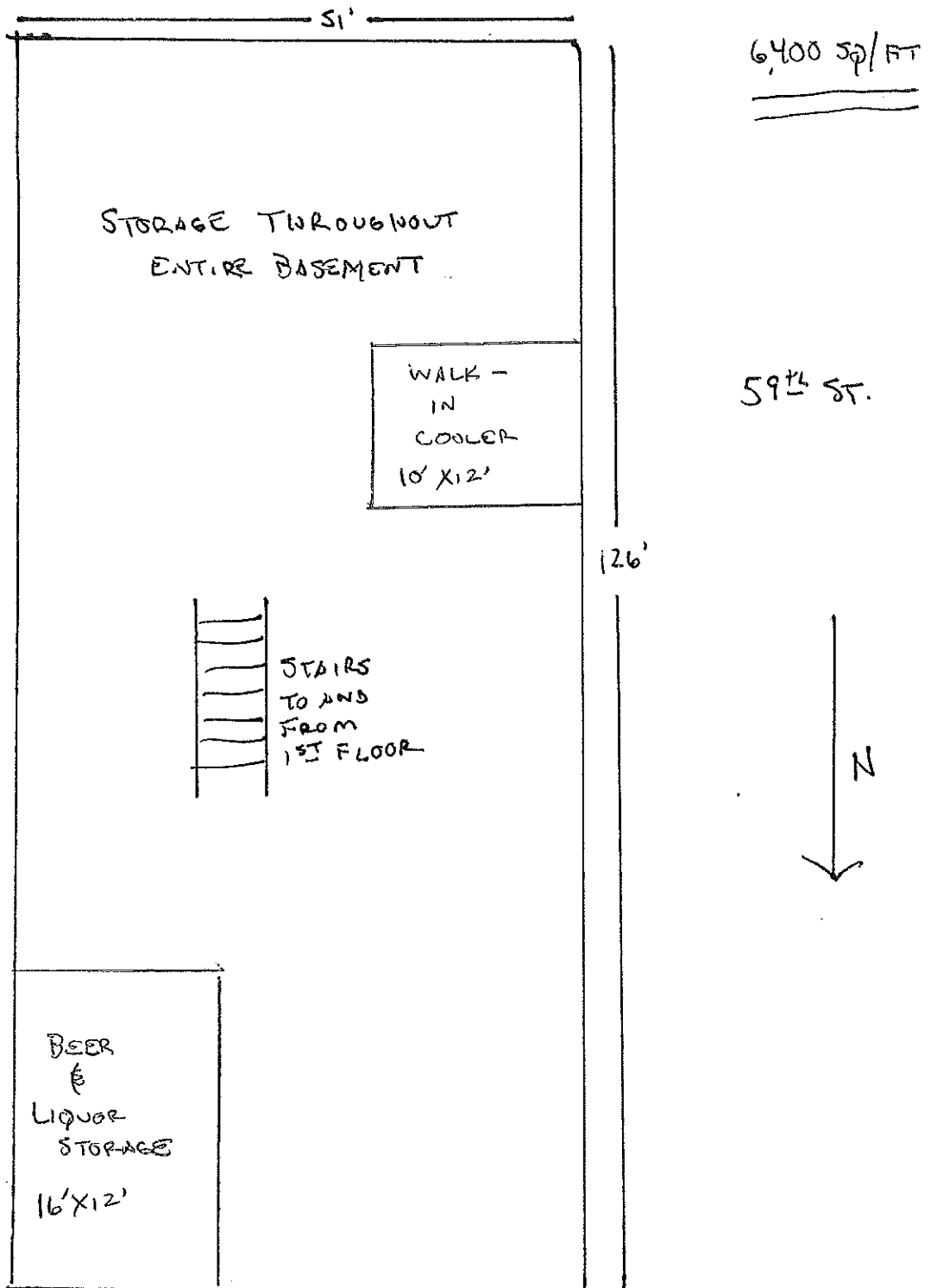
MARK D. ZIERATH, AGENT; MAGOOS ON THE MOUND LLC

MAGOOS ON THE MOUND

5841 W. BLUEMOUND RD. MKE, WI 53212

DECEMBER 21, 2020

BASEMENT / BEER, WINE, LIQUOR STORAGE



BLUEMOUND RD.

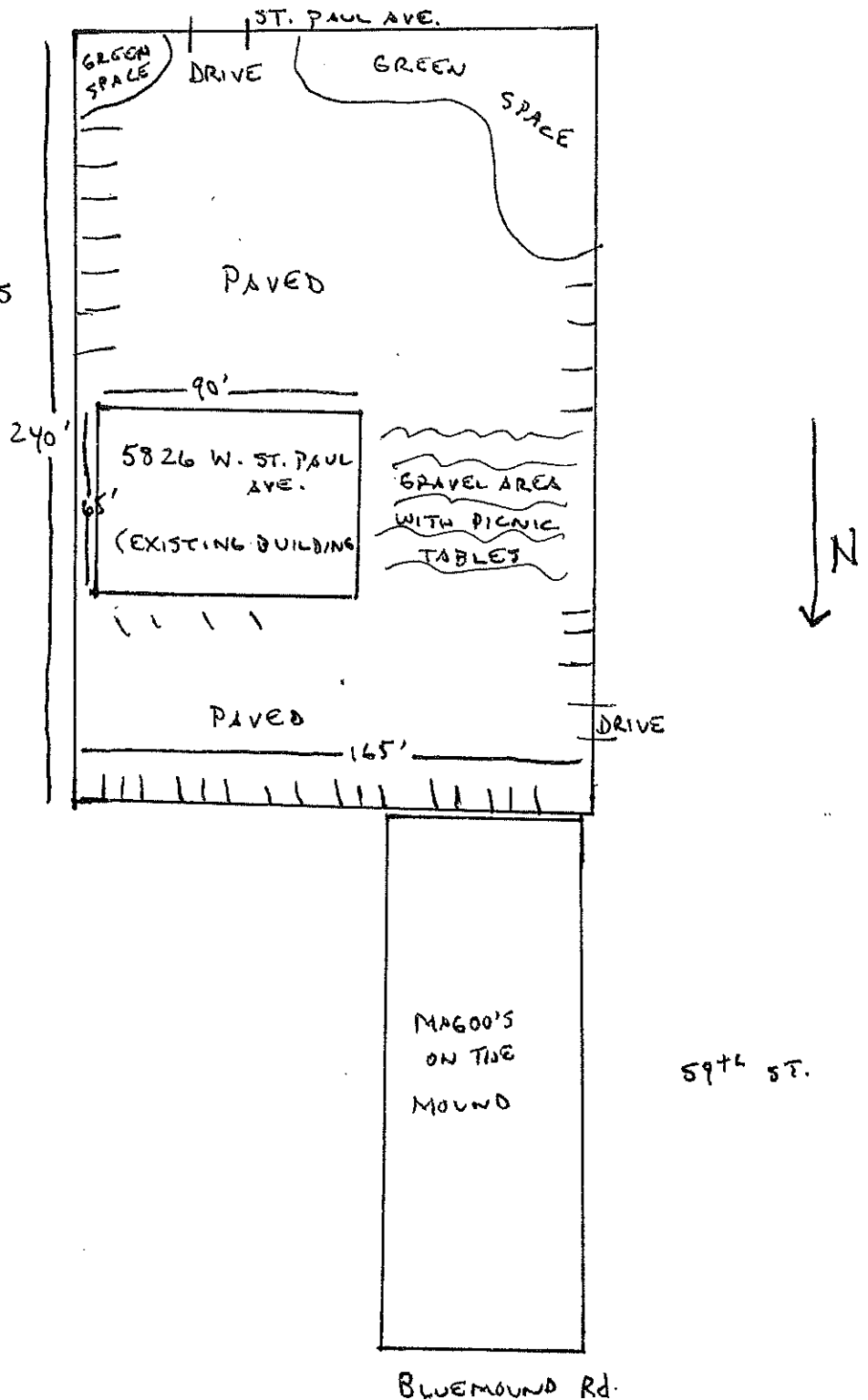
MARK A. ZIERATH, AGENT
MAGOOS ON THE MOUND LLC
MAGOO'S ON THE MOUND
5841 W. BLUE MOUND RD.
MKE, WI 53213

DECEMBER 21, 2020

PARKING PLAN

PARKING LOT IS ON A SEPERATE CONTIJOUS PROPERTY UNDER THE SAME OWNERSHP
5826 W. ST. PAUL AVE.

TOTAL OF
38 EXISTING
PARKING STALLS



MARK A. ZIERATH, AGENT, MAG 6005 ON THE MOUND LLC

MAG 600'S ON THE MOUND

5841 W. BLUE MOUND Rd. , MILWAUKEE, WI 53213

DECEMBER 21, 2020

CIGARETTE AND TOBACCO PRODUCTS RETAIL LICENSE

