



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

Wednesday, February 08, 2017

REVISED

COMMITTEE MEETING NOTICE

AD 04

KUNTZ, Joseph M, Agent
The Chalk House MKE LLC
1137 N Old World Third St

Milwaukee, WI 53203

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

Tuesday, February 14, 2017 at 09:45 AM

Regarding: Your Temporary Change of Plan Application to Change Plan of Operation to Class B Tavern, Food Dealer, and Public Entertainment Premises for Parking Lot Bands as agent for "The Chalk House MKE LLC" for "The Loaded Slate MKE" at 1137 N Old World Third St.

There is a possibility that your application may be denied for one or more of the following reasons: Neighborhood Objections to the appropriateness of the location and site for which the permit is sought, the event for which the permit is sought will create undesirable neighborhood problems, the hours during which the event would be operated on the site and the likely effect of the event on the surrounding area, previous history of the applicant or other applicants for the same site have resulted in neighborhood problems including, but not limited to, complaints of loud music and noise, parking and traffic problems, music, noise, litter, disorderly assemblages, loitering or public urination, the applicant has been charged or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity for which the permit is sought and conduct which is detrimental to the health, safety, and welfare of the neighborhood. 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 OW CZARSKI, CITY CLERK

BY: _____

Jason Schunk
License Division Manager

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

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

MILWAUKEE POLICE DEPARTMENT
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 12/05/2016

LICENSE TYPE: BTAVN

NEW:

RENEWAL: X

No. 243350

Application Date: 12/05/2016

Expiration Date:

License Location: 1137 N. Old World Third St.

Business Name: The Chalk House MKE LLC

Licensee/Applicant: Kuntz, Joseph M

(Last Name, First Name, MI)

Date of Birth: 12/19/1982

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

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

1. On 06/11/2003, the applicant was cited at 2844 N. Downer Av. in the city of Milwaukee for Possession of Alcohol by Underage Person.

Charge: Possession Of Alcohol By Underage Person
Finding: Guilty – Milwaukee Municipal Court
Sentence: \$165.00 Penalty
Date: 07/31/2003
Case#: 03103101

2. On 07/11/2003, the applicant was cited in the Milwaukee River in the city of Milwaukee for Boating Adoption of State Statutes.

Charge: Boating Adoption of State Statutes
Finding: Guilty
Sentence: \$75.20 Penalty
Date: 05/10/2011
Case#: 03117767

3. On 03/21/2011, the applicant was cited at 1135 N. Water Street in the city of Milwaukee for Class D Operator's Liquor License.

Charge: Class D Operator's Liquor License
Finding: Guilty
Sentence: Fined \$368.00
Date: 09/19/11
Case: 11043404

4. On 03/21/2011, the applicant was cited at 1135 N. Water Street in the city of Milwaukee for Evading Law by Giving Away Alcohol.

Charge: Evading Law by Giving Away Alcohol
Finding: Dismissed w/o Prejudice
Date: 09/19/11
Case: 11043405

- On 01/03/2006 the Wisconsin Department of Transportation revoked the applicant's driver's license for 9 months for Operating While Intoxicated.
- On 02/28/2005 the Wisconsin Department of Transportation revoked the driver's license of Jerome Mellon for 6 months for Operating While Intoxicated. Jerome Mellon is listed on the application as Vice President and Member.

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Incidents # 3 & 4 previously reported, disposition now added on 04/11/12.

5. On 02/10/12, applicant received a citation for Excessive Noise Prohibited at 1137 N 3rd Street.

Charge: Excessive Noise Prohibited
Finding: Guilty
Sentence: Fined \$230.00
Date: 04/03/12
Case: 12029762

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6. On 08/03/12 at 1:30 am, Milwaukee police conducted a License Premise Check at 1137 N Old World Third Street. Investigation revealed the bar had underage patrons, some which fled upon seeing police. Officers observed there was no one at the door checking ID's and spoke with Joe Kuntz. Kuntz stated it was unusually busy this particular night and had the doorman also acting as a barback, stocking coolers. Kuntz was advised he must always have someone at the door checking ID's. The underage patrons were cited.

7. On 03/02/13 at 12:00 am, Milwaukee police conducted a License Premise Check at 1137 N Old World Third Street. Investigation revealed underage patrons were inside the bar and were cited. Police spoke with Paul Schemelzer who was the doorman/security person, who stated they must have had fake ID's because he checked everyone's ID as they entered. Schemelzer was advised to ask for a school ID or some other form of ID when suspicious of a patron. The agent, Joseph Kuntz, was advised to have his security refer to identification reference book that was provided to them earlier in the year by police.

8. On 03/07/13 at 12:20 am, Milwaukee police conducted a License Premise Check at 1137 N Old World Third Street. Upon entering the tavern, police observed an employee of the bar standing on top of the counter with a bottle of liquor in her hand pouring it into the mouths of patrons. Police spoke with the agent Joseph Kuntz and explained that this is a health code violation and the employee would have to stop. Kuntz stated he was unaware that it was a violation and was issued a warning.
9. On 04/06/13 at 12:10 am, Milwaukee police conducted a License Premise Check at 1137 N Old World Third Street. Investigation revealed the bar had patrons under the age of 21 and those patrons were cited for presence of underage and obstructing. Officers spoke with Jerome Mellon who was advised of the underage patrons. Mellon stated that he would hold a meeting with his security about the on going problem with underage patrons.

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10. On 07/28/2013 Milwaukee police were flagged down for a battery complaint in the 1100 block of North Old World Third Street. Investigation revealed the victim, Nicholas P. Zillman, had been hit in the head with a hammer. Both Zillman and the unidentified suspect were observed inside The Loaded Slate Tavern (1137 North Old World Third Street) shortly before the incident. Zillman appeared to be intoxicated and was uncooperative with police during the investigation. Milwaukee police incident report # 132090024 filed.
11. On 09/13/2013 at 12:04am a Milwaukee police officer conducted a licensed premise check at 1137 North Old World Third Street (Loaded Slate). The officer observed that the business appeared to be very near its posted capacity of 99, and asked the person at the door to let 5 patrons exit the business to every 2 allowed to enter in order to alleviate the crowd. The officer also observed a bartender pouring liquor directly into the mouth of a patron. The officer also observed some patrons leave their drinks at the bar and go to the back of the establishment which is consistent behavior for underage patrons. Because the officer was alone, he advised the Kuntz to have the bartender to cease his actions and the possibility of underage patrons in his establishment. No additional action was taken at that time. On 09/20/2013 at 12:08am Milwaukee police conducted a licensed premise check at 1137 North Old World Third Street (Loaded Slate). Officers at the exits checked patron identification as they exited the business and discovered 13 were under the legal drinking age of 21. One patron became combative and was placed in handcuffs. Capacity inside the business is 99 with the back bar open. The back bar was closed and officers estimate the crowd at 125-130. Additionally, the rear exit was padlocked from the inside. A total of 29 citations were written to patrons for violations of municipal ordinance including Presence of Minor/Underage, Possession/Consumption of Alcohol, Minor Misrepresent Age, Obstructing Issuance of Citation, Loitering Taverns, and Resist/Obstruct Officer. The applicant was cited for Sale of Alcohol to Underage Person.

As to the applicant:

Charge: Sale of Alcohol to Underage Person
Finding: Dismissed without prejudice
Sentence:
Date: 06/08/2015
Case: 13093297

12. On 09/26/2013 at 3:00pm Milwaukee police Captain Aaron Raap, Sgt. Scott Charles, Sgt. Jeffrey Lintonen, PO Xavier Benitez, PO Adam Bradley and Michele Klingbeil met with Attorney Michael Whitcom, Joe Kuntz and Shawn Mellon at 1137 North Old World Third Street (Loaded Slate) at the request of Joe Kuntz. The business owners are looking for techniques to prevent underage patrons from entering the bar. Several suggestions were made to prevent underage patrons from entering the business and to help alleviate over capacity issues.

13. On 05/03/2014 a 19 year old Milwaukee police aide, working in conjunction with Milwaukee police, was able to gain entry into and then purchase a beer from the bartender at 1137 North Old World Third Street (Loaded Slate). The applicant received two citations.

Charge	1:	Sale to Underage Prohibited
	2:	Presence of Minor at Licensed Premise
Finding	1:	Guilty-Suspended Sentence
	2:	Guilty-Suspended Sentence
Sentence	:	
Date	:	09/12/2014
Case	1:	14041917
	2:	14041916

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Item #11 previously reported, disposition added 05/14/2015.

Item #13 previously reported, disposition added 05/14/2015.

14. On 06/28/2014 Milwaukee police responded to a sick/injured person at 1137 North Old World Third Street (Loaded Slate). Investigation revealed a patron of the bar fell when he attempted to leave the business. This patron, who appeared to be heavily intoxicated, later lay in the street and refused to move. He was eventually conveyed to Mt. Sinai Hospital.

15. On 02/19/2015 a Milwaukee police officer conducted a tavern check at 1137 North Old World Third Street (Loaded Slate) and delivered a packet containing tavern related ordinances to Dakota Wills. The officer then discussed procedures to prevent these ordinances from being violated.

16. On 02/27/2015 a 19 year old Milwaukee police aide, working in conjunction with Milwaukee police, attempted to gain entry to Loaded Slate (1137 North Old World Third Street) but was denied when she could not produce proof she had attained the legal drinking age of 21.

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Item #11 previously reported, disposition updated 06/13/2016

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17. On 10/09/2016 officers were monitoring Loaded Slate, 1137 N. Old World Third St, regarding an outdoors Packer game. At 8:00pm the officers received complaints of loud music outside. The Temporary Extension allowed the outside party until 1:30am with "Live Music" outside until 5:00pm. Because the loud music was pre-recorded and not "live music" the officers allowed it until about 11:30pm.

PA-33E Narrative

This report is being submitted by P.O. Matthew ANDERSON assigned to District One, Power Shift.

On Sunday, October 9, 2016 at approximately 8:00 p.m. Squad 1421 (P.O. BOECK and I) and Squad 1442 (P.O. BENITEZ) were on a special assignment at 1137 N Old World 3rd St for an outdoor Green Bay Packer's game. Prior to responding to this event we were given a copy of Temporary Extension of Premise Application. The copy of the application stated that they were permitted for an outdoor event until 1:30 am on Monday, October 10. The permit has a space that asked about live music, and the application stated until 5:00 pm. While on scene we were advised by dispatch that there were loud music complaints. Due to the confusion regarding the music due to the fact that it was not live music we were under that belief that this type of entertainment was permitted until 1:30 am we allowed the music to continue until approximately 11:30 pm.

Koberstein, Jonathan

From: Schunk, Jason
Sent: Monday, October 10, 2016 10:37 AM
To: Koberstein, Jonathan
Cc: Celella, Jessica
Subject: Fwd: The Loaded Slate - Special Permit

Please add as objection

Sent from my iPhone

Begin forwarded message:

REDACTED RECORD

From: "Bauman, Robert" <rjbauma@milwaukee.gov>
Date: October 10, 2016 at 10:36:28 AM CDT
To:
Cc: "Schunk, Jason" <LICMGR@milwaukee.gov>, "Trotter, Jensen" <J.Trotter@milwaukee.gov>
Subject: RE: The Loaded Slate - Special Permit

I am very sorry about this. To the best of my knowledge the outdoor music was authorized until 5:30 pm. Who did you call at the police department?

To Jason: please enter this email as a complaint in the licensee file.

Sent from Mail for Windows 10

From:
Sent: Monday, October 10, 2016 9:41 AM
To: Bauman, Robert
Subject: The Loaded Slate - Special Permit

Good Morning Alderman,

Hope you had a great summer and all is well. I'm reaching out to you this morning to notify you of a noise/nuisance situation that occurred yesterday. Around 7pm last night, I could hear music blaring so I took a walk to investigate and found it was coming from The Loaded Slate on 3rd St. They were having an outdoor Packer party, projecting the game on the side of their building, and blasting music from an outdoor sound system.

At a 9:05pm I called the MPD to report a noise/nuisance complaint regarding this. I received a call back a few minutes later from an officer that told me that The Loaded Slate had a permit for this event that allowed them to play outdoor music until 1:30am, but that he would work with the owner to move people indoors after the game was over and turn the music down. Well that didn't happen. The loud music continued and I called the MPD again at 11:38pm to log another complaint and eventually the volume was decreased after midnight.

I'm all for establishments having events and promoting their business, but I don't think that this special permit should give them a free pass to play music as loud as they want and as late as they want. approximately 1 ½ blocks away from The Loaded

Slate. I shouldn't have to hear music and bass
a business that's located 1 ½ blocks away.

with the doors and windows closed from

In the future, is there a way that stipulations can be written into the permits to restrict volume and hours? I don't feel that a permit should allow outdoor music to be played at high volumes until 1:30am. And on a Sunday night! I'd also like to know if there is a way for area residents to be informed of these permits in advance or even possibly take part in the approval process?

Regards,



Thursday, February 02, 2017



Notice of Public Hearing

KUNTZ, Joseph M, Agent
The Loaded Slate MKE at 1137 N Old World Third St
Temporary Change of Plan Application to Change Plan of Operation to Class B Tavern, Food Dealer, and Public Entertainment Premises for Parking Lot and Bands

Tuesday, February 14, 2017 at 9:45 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 2/14/2017 at 9:45 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.

OCCUPANT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2713	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2716	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2712	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2902	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2101	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2110	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2311	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1509	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2203	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2211	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1709	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1203	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1210	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1802	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1804	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2519	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2515	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2804	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 903	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1306	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1902	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1903	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1909	MILWAUKEE, WI 53203-1137
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1908	MILWAUKEE, WI 53203-1137
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2415	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2417	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1604	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1404	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1004	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1009	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1106	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1108	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2805	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1105 N OLD WORLD 3RD ST	MILWAUKEE, WI 53203-1101
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2109	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2903	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2307	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2310	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1508	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1511	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1501	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1502	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2901	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2208	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2209	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2210	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1704	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2001	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2619	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1201	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1202	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1208	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1809	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2512	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 906	MILWAUKEE, WI 53203-1123

CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1706	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2612	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1801	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1805	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2514	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 901	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1310	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1901	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1905	MILWAUKEE, WI 53203-1137
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1906	MILWAUKEE, WI 53203-1137
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2419	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1602	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1606	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2802	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1401	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1408	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1409	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1011	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2714	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2718	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2301	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1507	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1503	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1505	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2003	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2615	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1808	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2516	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1309	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1907	MILWAUKEE, WI 53203-1137
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2418	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1605	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1403	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1109 N OLD WORLD 3RD ST A	MILWAUKEE, WI 53203-1101
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2104	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1701	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1703	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1708	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2004	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2007	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2008	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2011	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2616	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 3002	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1807	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2517	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1305	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1308	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1910	MILWAUKEE, WI 53203-1137
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 804	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1107	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1105	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1109 N OLD WORLD 3RD ST	MILWAUKEE, WI 53203-1101
CURRENT OCCUPANT	1137 N OLD WORLD 3RD ST	MILWAUKEE, WI 53203-1101

Total Records: 222

Radius: 250.0 feet and Center of Circle: 1137 N Old World Third ST



TEMPORARY CHANGE OF PLAN PERMIT APPLICATION

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

Date of Request: 12-2-16		Aldermanic District #: 4	
Section 1 License Information			
Licenses (check all that apply): <input checked="" type="checkbox"/> Alcohol <input checked="" type="checkbox"/> Food <input type="checkbox"/> Public Entertainment <input type="checkbox"/> Other: _____			
Licensee (Name of Individual, All Partners, or Agent of Corporation or LLC): Joseph Kuntz			
Corporation or LLC Name: (if applicable) The Chalk House MKE LLL			
Business/Trade Name: The Loaded Slats		Phone #: 414-412-2999	
Business Address: 1137 Old World 3rd Street			
Section 2 Event Information			
Name of Event: NCAA Tournament			
List Dates and Times (include a.m. or p.m.): <i>Dates must be consecutive. If they are not, separate applications must be filed.</i>			
3/16/17 6:00 am - 2:00 a.m			
3/17/17 6:00 a.m. 2:30 a.m			
3/18/17 6:00 am 2:30 a.m			
Check all that you are requesting and complete the section(s) indicated:			
<input type="checkbox"/> Change of Hours	Section 3	<input type="checkbox"/> Change of Entertainment for Licensed Public Entertainment Premises	Section 4
<input checked="" type="checkbox"/> Extension of Premises	Section 5	<input type="checkbox"/> Change of Age Restriction for Licensed Class B/C Premises	Section 6
<input type="checkbox"/> Other	Section 7		
Section 3 Change of Hours			
Proposed Hours (include a.m. or p.m.):			
<i>Maximum Hours of Operation for Alcohol Establishments:</i> Class A: 8:00 am to 9:00 pm Sun-Sat Class B/C: 6:00 am to 2:00 am Sun-Thurs, 6:00 am to 2:30 am Fri & Sat			
Section 4 Change of Entertainment for Licensed Public Entertainment Premises			
Check All Entertainment Being Requested: #			
<input checked="" type="checkbox"/> Bands	<input type="checkbox"/> Karaoke	<input type="checkbox"/> Patrons Dancing	<input checked="" type="checkbox"/> Disc Jockey
<input type="checkbox"/> Festival	<input type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Theatrical Performance
<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Instrumental Musicians
<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Other - Describe: _____		
Will sound amplification equipment be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, describe: Live Band			
<i>Latest Permitted Hours for Entertainment:</i>			
Indoor:		Alcohol beverage establishment: 2:00 am Sun-Thurs, 2:30 am Fri & Sat	
Outdoor:		Non-alcohol establishment: 1:00 am Sun-Thurs, 1:30 am Fri & Sat	
		All establishments: 10:00 pm Sun-Thurs, 12:00 am Fri & Sat	
Office Use Only			
Filed: 12-2-16	Initials: JK	App# 243353	Late-cc mgr: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes: Initials:
<input type="checkbox"/> Food Temp Ext:Q/UnQ/HD	DNS: <input checked="" type="checkbox"/> Approved: 1-3-17 <input type="checkbox"/> N/A	<input checked="" type="checkbox"/> Print current lic/attach w/ app in LIRA	
Paid: 12-2-16	CC: <input type="checkbox"/> Approved <input type="checkbox"/> Denied _____	Issued:	Lic#: _____ Initials: _____

12/5 email to Ald B. - 12/5 of outdoor music, denied

2/14/17
250
n:45

Section 5 Extension of Premises

Check all areas you wish to extend and indicate the relationship of each area to the licensed premises (Example: parking lot at the north side of the premise). The area must be contiguous to the current licensed premise.

- Sidewalk at the _____ of the premise
- Street at the _____ of the premise
- Other: _____
- Parking lot at the South of the premise
- Yard at the _____ of the premise

Check all that apply for the area(s) on the premises where the event will take place. At least one box must be checked.

- I own
- I will obtain a special event permit (see information sheet for details)
- I lease
- I have permission from a special event organization

Will you be putting up any tents that are 600 sq. ft. or larger and have 2 or more sides? NO YES

Will you be putting up any temporary construction, such as a stage? NO YES

If you answered "yes" to either/both questions, contact Neighborhood Services (see information sheet for details).

Office Use

If yes, Q to DNS

Section 6 Change in Age Restriction for Licensed Class B/C Premises

Proposed Age:

Section 7 Other

Describe proposed change(s):

Section 8 Acknowledgements & Notarized Signature

Check the boxes to acknowledge your understanding:

APPLICANTS FILING AFTER THE FILING DEADLINE:

I am filing this application after the filing deadline established for the date(s) of the event for which the permit is being sought, and therefore:

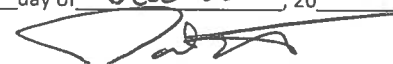
- I affirm my understanding that any decision made by the local alderperson is final and not subject to appeal; and
- I understand that there is a possibility that my permit may not be approved due to the untimely filing of my application.

ALL APPLICANTS:

- I understand that the filing of an application does not constitute authorization to hold any event, that the event for which the permit is sought cannot be held unless and until a valid Temporary Change of Plan of Operation Permit has been issued, and that the permit cannot be issued unless and until the fee has been paid and the application has been approved.
- I understand the permit must be posted in a conspicuous place in the premises for the duration of the event.

Subscribed and sworn to before me A notarized signature is required for Alcohol Establishments & Public Entertainment Premises.


2nd day of December, 2016

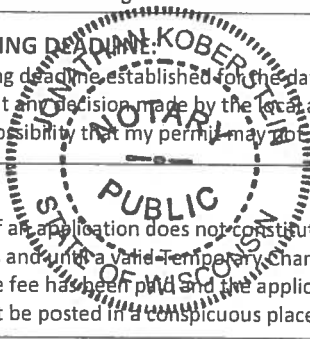


Notary Public, State of Wisconsin
 My Commission expires March 22, 2019

Notary Seal must be affixed

Joseph Huntz
 Print Name of Individual, Partner, or Agent of Corp/LLC


 Signature of Individual, Partner, or Agent of Corp/LLC



Koberstein, Jonathan

From: Douglas Daul <ddaul1@gmail.com>
Sent: Tuesday, January 10, 2017 11:56 AM
To: Koberstein, Jonathan
Subject: Re: Temporary Change of Plan for event on 03/16 thru 03/18

Hi Jonathan,

In regards to Alderman Bauman concerns of our outdoor event over the weekend of March 16-18. We are having a frame-in heated tent located in the parking lot just adjacent of us. We will be playing all the NCAA Tournament games in the tent with our house music going during the half-times and after the games. Our house music will be playing inside our premise during the entire event weekend. We are also planning on having a local band (Five Card Stud) in the tent on March 17th from 6:00-10:00 p.m. Let me know if there are any more questions or concerns that you or Alderman Bauman have. Thank you.

Douglas L Daul

The Loaded Slate
Owner/Operator

On Tue, Dec 6, 2016 at 8:38 AM, Koberstein, Jonathan <Jonathan.Koberstein@milwaukee.gov> wrote:

Joe/Doug,

Alderman Bauman has asked if you intend on having the DJ and Bands for your event on 03/16 thru 03/18 outside or inside. He as informed our office that he will not approve the extension if these entertainment types will be outside.

Please advise.

Thank you,



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

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements. See City of Milwaukee full e-mail disclaimer at www.milwaukee.gov/email_disclaimer

KEVIN J. DEMET

ATTORNEY AT LAW

DEMET LAW FIRM LLP 2651 NORTH DOWNER AVENUE MILWAUKEE, WISCONSIN 53211 414-810-2255
KEVINDEMET@GMAIL.COM KEVINDEMET.COM

April 7, 2016

Ald. Coggs, Ald. Lewis, Ald. Hamilton
Ald. Perez, Ald. Rainey, And
Ald. Zielinski
City of Milwaukee
Licensing Committee
Committee Room, City Hall
200 East Wells Street
Milwaukee, WI 53202

**Re: The Loaded Slate
1137 N Old World 3rd St
Milwaukee, WI 53203**

***Extension of Premises for NCAA Tourney
March 3/16, 3/17, 3/18***

Dear Alderpersons:

I am writing on behalf of the Loaded Slate in support of their 12/2/2016 application for extension of premises for the NCAA Tourney weekend, Thursday through Saturday, March 16, 17 and 18th. Applicant seeks to serve food, beverages and music in an enclosed tent in the parking lot adjacent to the premises. The lot is on the west side of 3rd street and it directly backs up to the Milwaukee Bucks improvement district. In support of the application, we make the following points:

1. ***Loaded Slate has had 5-6 similar events*** including a prior NCAA Tourney without any significant incident in the past few years. Normally the tent is closed at approximately 11:45 p.m. Applicant will agree to have no music in the tenant after 11:59 p.m. Our council member approved past permits of a similar nature.
2. Approximately ***30,000 fans*** will be visiting Milwaukee for the weekend they are seeking entertainment venues and will need available nightlife to engage with the Downtown.
3. Many ***NCAA goers will be walking*** so our proximity to the Bradley center is important.
4. The Loaded Slate area is primarily commercial and ***entertainment*** and the residents that live in this area for the most part enjoy having nearby ***nightlife***.

5. The live band that will play on St. Patrick's Day is the *5 Card Studs*, a tame act.
6. *Trinity Irish Pub*, applied for a similar permit and their permit was issued without incident on the same day, 1/9/2017. (See Exhibit 1) Trinity is located on Juneau and Edison, which is further away from the Bradley center and located closer to more residential properties, there is no reason why they should have a permit and we be denied.
7. We have spoken with the manager of the only residential property on our street, the *Moderne*, and the manager is supportive of our application.
8. The one noise complaint attached to Alderman Bauman's opposition was from a resident on the Edison St. who is substantially *closer to Trinity*. It must be noted that this is the only complaint. The complaint is an "outlier" and somewhat unreasonable as we have had very good relations with our neighbors and our police. Most of the residents that live downtown understand that entertainment is needed to keep people in the city for vibrant events. The resident is two blocks away, across a street, a full block parking lot and the Milwaukee River. A little accommodation from the resident would help because these events actually enhance his property value and make our City livable.
9. The *Aloft Hotel* across the street has never made a complaint about our facility.
10. The permit requested by the Loaded Slate is consistent with the consultant report prepared by *Hunden Strategic Partners*, dated 5/5/2015, as enclosed, that emphasizes:

"...focusing on restaurants, *nightlife*, hotels, entertainment and convention assets.....

"Without [conventions], downtown Milwaukee's economy and hotels rely only on warm weather leisure travelers and weekday business travelers. A healthy group market can bolster the downtown hotel, restaurant and attractions economy. A robust downtown service and hospitality industry offers introductory rungs on the ladder of success that Millennials can use as an entry point to a vibrant life in downtown."

"More than 5.5 million attendees visit events at the Bradley Center, Henry W. Maier Festival Grounds and the Wisconsin Center District annually."

"...numerous entertainment venues are what is attracting residents to a more urban lifestyle in similar cities provides ongoing support for this exciting time for downtown Milwaukee."

"...customers who support the many events and facilities downtown are mostly from outside of the downtown residential base. As such, the successful strategy going forward for downtown is to continually consider how to attract and retain visits from residents from outside..."

“Specifically, it is important to understand how connected or close the restaurants and nightlife are to the major demand generators that bring people to the downtown, especially those who do not live in the downtown area. For these visitors, whether from the suburbs or beyond, they generally come downtown for an event or an attraction. Before and/or after, they often want to eat, drink and extend their stay. Shopping is often also on the agenda if the opportunity presents itself. If the nodes of dining activity are not easily walkable from the attraction or event, then visitors are more likely to go to their car and drive home (or go back to their hotel). Not having the node of dining and bars and other nightlife easily connected means that much economic impact is being left on the table (or more correctly, being taken back from whence it came). Making sure that the nodes of restaurants and bars are near enough to the demand generators is critical to lengthening a visitor’s stay downtown, as this invites walkability between the restaurant and event, before and/or after the event. The restaurants and bars are the ‘glue’ that helps stick the rest of the assets of downtown together.”

“This distance between demand generators/event centers and restaurant/bar nodes is a critical gap for Milwaukee compared with its peers. In order to truly compete for the market that wants a truly walkable downtown, these distances should be minimized and gaps filled.”

“Milwaukee only has about 100 restaurants in its downtown compared with between 140 and 250 for the strategic partners balance of the group (except for Portland, with more than 400).”

“In any case, Milwaukee’s downtown has fewer options, by a large margin, than the peer cities.”

“...there are few strong nodes of dining and nightlife...it is difficult for visitors to orient toward a central point (or points) to work from...”

“The challenge shown by this map is the lack of restaurants close to the major convention and sports demand generators. This lack of “easy” walkable dining options before and after games, concerts, and conventions may contribute to the feeling that there is not as much happening downtown.”

“But first, these guests need to be retained and retrained in the downtown experience. This happens when they are made comfortable with their surroundings. Comfort to explore is achieved by developing nearby attractive restaurants, bars and other entertainment near the event generators.”

“...arena can create synergy with existing nodes of activity or it can be an island that is removed from existing entertainment areas. To create the most return on investment in terms of community development, the development should be as integrated as possible into the surrounding, walkable activity nodes. To the extent new restaurants and bars are developed, the downtown would be best served by options that do not replicate what is

already downtown or in the suburbs. New, creative offerings will enhance the new arena development as well as the downtown. This will make it a more interesting destination for visitors from all over the country, not just the metro area. Nearly every new arena being developed today is an anchor in a larger mixed-use entertainment district that often includes residential developments, but nearly always includes restaurants, bars and retail.”

“...downtown should always seek to induce the opening of more and varied independent restaurants, bars and clubs, as this is what makes it unique from other cities and the suburbs.”

“The area immediately around the Wisconsin Center and Bucks Arena is lacking obvious dining and other options. This discourages visitors from staying downtown and encourages them to go to their cars and exit the downtown area. By inducing new restaurant and related development outside the front doors of the convention center and new arena, much economic impact will be recaptured relative to the leaked spending that is occurring now.”

“... making non-arena activities and streetlife a key component...”

We believe ***our application is entirely consistent with the goals of the City with respect to hosting events such as the NCAA.*** We want to be a destination City for these types of events and for people attending to have a desire to have fun, spend money and return in the future.

Thank you in advance for considering our request.

Sincerely,



Kevin J. Demet
Attorney at Law



TEMPORARY CHANGE OF PLAN PERMIT APPLICATION

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

Date of Request: <u>1/9/17</u>	Aldermanic District #: <u>4</u>
Section 1 Licensee Information	
Licenses (check all that apply): <input checked="" type="checkbox"/> Alcohol <input type="checkbox"/> Food <input type="checkbox"/> Public Entertainment <input type="checkbox"/> Other: _____	
Licensee (Name of Individual, All Partners, or Agent of Corporation or LLC): <u>ROBERT C SCHMIDT</u>	
Corporation or LLC Name: (if applicable) <u>BREW CITY BAR B Q INC.</u>	
Business/Trade Name: <u>TRINITY THREE IRISH PUBS</u>	Phone #: <u>414-278-7033</u>
Business Address: <u>125 E JUNEAU MILWAUKEE WI 53202</u>	
Section 2 Event Information	
Name of Event: <u>ST PATRICKS DAY + NCAA TOURNAMENT</u>	
List Dates and Times (include a.m. or p.m.): Dates must be consecutive. If they are not, separate applications must be filed.	
<u>3/16/17 12pm - 11:59 PM</u> <u>3/17/17 9AM - 11:59 PM</u> <u>3/18/17 12PM - 11:59 PM</u>	
Check all that you are requesting and complete the section(s) indicated:	
<input type="checkbox"/> Change of Hours Section 3	<input type="checkbox"/> Change of Entertainment for Licensed Public Entertainment Premises Section 4
<input checked="" type="checkbox"/> Extension of Premises Section 5	<input type="checkbox"/> Change of Age Restriction for Licensed Class B/C Premises Section 6
<input type="checkbox"/> Other Section 7	
Section 3 Change of Hours	
Proposed Hours (include a.m. or p.m.):	
Maximum Hours of Operation for Alcohol Establishments: Class A: 8:00 am to 9:00 pm Sun-Sat Class B/C: 6:00 am to 2:00 am Sun-Thurs, 6:00 am to 2:30 am Fri & Sat	
Section 4 Change of Entertainment for Licensed Public Entertainment Premises	
Check All Entertainment Being Requested:	
<input type="checkbox"/> Bands	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Festival	<input type="checkbox"/> Dancing by Performers
<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Battle of the Bands
<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Other - Describe: _____
<input type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Disc Jockey
<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Theatrical Performance
<input type="checkbox"/> Wrestling	<input type="checkbox"/> Instrumental Musicians
<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Patron Contests
Will sound amplification equipment be used? <input type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____	
Will entertainment be held outside? <input type="checkbox"/> No <input type="checkbox"/> Yes If yes, list the dates and times (include a.m. or p.m.):	
Latest Permitted Hours for Entertainment:	
Indoor: Alcohol beverage establishment: 2:00 am Sun-Thurs, 2:30 am Fri & Sat	Non-alcohol establishment: 1:00 am Sun-Thurs, 1:30 am Fri & Sat
Outdoor: All establishments: 10:00 pm Sun-Thurs, 12:00 am Fri & Sat	
Office Use Only	
Filed: <u>1/9/17</u>	Initials: <u>JAC</u> App# <u>245187</u>
<input type="checkbox"/> Food Temp Ext: Q/UnQ HD	DNS: <input checked="" type="checkbox"/> Approved: _____ <input type="checkbox"/> N/A
Paid:	CC: <input type="checkbox"/> Approved <input type="checkbox"/> Denied _____ Issued: _____
	Late-cc mgr: <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes Initials: <u>JAC</u>
	<input checked="" type="checkbox"/> Print current lic/attach w/ app in LIRA
	Lic#: _____ Initials: _____

EXHIBIT #1

Section 5 Extension of Premises

Check all areas you wish to extend and indicate the relationship of each area to the licensed premises (Example: parking lot at the north side of the premise). The area must be contiguous to the current licensed premise.

- Sidewalk at the WEST of the premise
- Parking lot at the _____ of the premise
- Street at the WEST of the premise
- Yard at the _____ of the premise
- Other: _____

Check all that apply for the area(s) on the premises where the event will take place. At least one box must be checked.

- I own
- I will obtain a special event permit (see information sheet for details)
- I lease
- I have permission from a special event organization

Will you be putting up any tents that are 600 sq. ft. or larger and have 2 or more sides? NO YES

Will you be putting up any temporary construction, such as a stage? NO YES

If you answered "yes" to either/both questions, contact Neighborhood Services (see information sheet for details).

Office Use

If yes, Q to DNS

Section 6 Change in Age Restriction for Licensed Class B/C Premises

Proposed Age:

Section 7 Other

Describe proposed change(s):

Section 8 Acknowledgements & Notarized Signature

Check the boxes to acknowledge your understanding:

APPLICANTS FILING AFTER THE FILING DEADLINE:

I am filing this application after the filing deadline established for the date(s) of the event for which the permit is being sought, and therefore:

- I affirm my understanding that any decision made by the local alderperson is final and not subject to appeal; and
- I understand that there is a possibility that my permit may not be approved due to the untimely filing of my application.

ALL APPLICANTS:

- I understand that the filing of an application does not constitute authorization to hold any event, that the event for which the permit is sought cannot be held unless and until a valid Temporary Change of Plan of Operation Permit has been issued, and that the permit cannot be issued unless and until the fee has been paid and the application has been approved.
- I understand the permit must be posted in a conspicuous place in the premises for the duration of the event.

Subscribed and sworn to before me

A notarized signature is required for Alcohol Establishments & Public Entertainment Premises.

5 day of January, 2017

[Signature]

Notary Public, State of Wisconsin

My Commission expires 8/14/20

Notary Seal must be affixed

[Signature]
Print Name of individual, Partner, or Agent of Corp/LLC

Signature of Individual, Partner, or Agent of Corp/LLC



235070

CLASS B TAVERN LICENSE



Jan R. Dylus

city clerk
www.milwaukee.gov/license

BTAVN - 0204556
EFF DATE: 10/18/2016 EXP DATE: 10/17/2017

SCHMIDT, JR, ROBERT C, AGENT
BREW CITY BAR B Q, INC
125 E JUNEAU AV
MILWAUKEE, WI 53202

ALDERMANIC DISTRICT 04

OTHER RELATED LICENSES:
CIGARETTE AND TOBACCO
PUBLIC ENTERTAINMENT
PREMISES LICENSE

CIG-1025936
PEP-0003873

premise description:

FIRST FLOOR, PATIO, SECOND FLOOR STORAGE

Type of Entertainment: Disc Jockey, Patrons Dancing, Instrumental Musicians, Bands, 3 Amusement Machines

Weekday	Open Time	Close Time	Age Limit
SUNDAY	10:00 AM	02:00 AM	N/A
MONDAY	11:00 AM	02:00 AM	N/A
TUESDAY	11:00 AM	02:00 AM	N/A
WEDNESDAY	11:00 AM	02:00 AM	N/A
THURSDAY	11:00 AM	02:00 AM	N/A
FRIDAY	11:00 AM	02:30 AM	N/A
SATURDAY	10:00 AM	02:30 AM	N/A



City Hall - Room 105 - 200 East Wells Street - Milwaukee, WI 53202-3570 - Phone (414) 286-2238 - Fax (414) 286-3057
Email: license@milwaukee.gov - Website: www.milwaukee.gov/license

city of milwaukee
www.milwaukee.gov/
license



Jan R. Dylus

city clerk



license required to be displayed or carried

If you have a public entertainment premises license at your licensed alcohol establishment: Indoor public entertainment shall be discontinued no later than the closing time for the alcohol beverage establishment, unless an earlier time of discontinuation is established by the common council in its approval of the licensee's plan of operation.

EXPIRATION DATE: 10/17/2017
LIC. NO: BTAVN 0204556
LICENSE: CLASS B TAVERN LICENSE

SCHMIDT, JR, ROBERT C, AGENT
BREW CITY BAR B Q, INC
125 E JUNEAU AV
MILWAUKEE, WI 53202

SCHMIDT, JR, ROBERT C, AGENT
BREW CITY BAR B Q, INC
125 E JUNEAU AV
MILWAUKEE, WI 53202



Downtown Milwaukee Entertainment & Hospitality Comparative Analysis

Submitted to:

Julia Taylor
Executive Director
Greater Milwaukee Committee
247 Freshwater Way Suite 400
Milwaukee, WI 53204

May 9, 2015

EXHIBIT #2



May 9, 2015

Julia Taylor
Executive Director
Greater Milwaukee Committee
247 Freshwater Way Suite 400
Milwaukee, WI 53204

Dear Ms. Taylor,

The Greater Milwaukee Committee and The Milwaukee Downtown Business Improvement District No. 21 engaged Hunden Strategic Partners (HSP) to conduct a comparative analysis of downtown Milwaukee's entertainment and hospitality offerings, focusing on restaurants, nightlife, hotels, entertainment and convention assets. The attached is our report.

This deliverable has been prepared under the following general assumptions and limiting conditions:

- The findings presented herein reflect analysis of primary and secondary sources of information that are assumed to be correct. HSP utilized sources deemed to be reliable, but cannot guarantee their accuracy.
- No responsibility is taken for changes in market conditions after the date of this report and no obligation is assumed to revise this report to reflect events or conditions occurring after the date of this report.
- Macroeconomic events affecting travel and the economy cannot be predicted and may impact the market.

We have enjoyed serving you on this engagement and look forward to providing you with continuing service.

Sincerely yours,

Hunden Strategic Partners

TABLE OF CONTENTS

-----	Executive Summary
Chapter 1	Economic and Demographic Profile of Downtown Milwaukee
Chapter 2	Convention Center & Hotel Analysis
Chapter 3	Restaurant & Nightlife Analysis
Chapter 4	Sports, Concert & Entertainment Venue Analysis
Chapter 5	Transit Analysis

EXECUTIVE SUMMARY

Hunden Strategic Partners was retained by the Greater Milwaukee Committee and Downtown Milwaukee BID 21 (together considered to be the Client), to determine how downtown Milwaukee compares with its peers in terms of hospitality, entertainment and nightlife. HSP was also asked to consider how the lessons from peer cities' experiences could inform civic leadership in Milwaukee. The study comes at a critical time for the future of downtown Milwaukee, as several transformative decisions, public investments and changes may take place. These include:

- The potential development of a **new arena for the NBA Milwaukee Bucks**. Should a new arena not be funded and built, it is likely that the team will relocate out of the Milwaukee area, which would have a significant negative impact on civic pride and downtown economic vitality. It would also have an adverse effect on event and pedestrian activity in the BMO Harris Bradley Center neighborhood in Westtown. If a new arena is funded and built, its location and non-arena components will have a material impact on downtown development, travel patterns for cars and pedestrians and the development of other attractions nearby. An arena project that purposefully integrates and connects with the surrounding area with activated "street fronts" will enhance, energize and contribute to the expansion of existing entertainment nodes. If the development does not include outward facing amenities, such as restaurants that are active outside of event times, it will not maximize or optimize the opportunity that Milwaukee can seize at this critical time.
- The recently approved funding of a **downtown streetcar** system. The route and its reliability, frequency and convenience will help connect the various portions of Milwaukee's large and spread out downtown area. It should also help mitigate one of the major concerns noted in this analysis: the distance between nodes of activity in downtown. Without a car or such a streetcar, it is not likely that most visitors to downtown will walk from node to node (except in pleasant weather or during the daylight hours), due to the distance between these nodes.
- The potential expansion of the **Wisconsin Center** (convention center) and possibility of a new headquarters **convention hotel**. While no commitments have been made to either project, studies have been completed (and underscored by this analysis) that suggest that in order to compete in the convention business, this facility and its walkable hotel package need to expand. The convention and conference visitor is a customer segment that is key to a healthy urban center and its hotels (making up between 25 percent and 75 percent of hotel visitors in the peer cities). Without this segment, downtown Milwaukee's economy and hotels rely only on warm weather leisure travelers and weekday business travelers. A healthy group market can bolster the downtown hotel, restaurant and attractions economy. A robust downtown service and hospitality industry offers introductory rungs on the ladder of success that Millennials can use as an entry point to a vibrant life in downtown.

Given that all of these items are integral to downtown's development, the stakeholders in this study asked HSP to consider how the peer cities have dealt with transit, convention centers, convention hotels, entertainment districts, and new arena issues. What can be learned from how each of these downtowns have developed? What challenges does Milwaukee face that it can overcome with smart planning and development that would improve its standing and reputation as an active downtown?

While there are approximately three-dozen U.S. cities of similar size to Milwaukee, HSP chose a smaller set of cities to use as a comparison. Cities were selected using a number of criteria, including population, the existence of four distinct seasons (eliminating most extreme southern or California cities), and the existence of at least one major league professional sports team. HSP also tried to keep a balance of cities that developed during different time periods. For example, Milwaukee saw extensive development during the industrial revolution, as did Pittsburgh, St. Louis and Baltimore, with more densely developed downtowns. Cities like Indianapolis and Kansas City developed more slowly during the 1800s, but saw a bigger growth spurt in the early 1900s. The peer set also included those that have experienced rapid growth more recently, such as Portland, Charlotte, Nashville and Salt Lake City. Finally, HSP avoided comparing Milwaukee to any downtown or city/metro that is either declining in population or has seen a recent decline in size (such as Cleveland or Detroit). Nearby familiar cities like Chicago and Minneapolis-St. Paul are too large to provide a reasonable comparison in most categories, with metro populations of 9 million and 3.5 million, respectively. However, the concert theater seat analysis did include Chicago, at the request of the stakeholders.

The purpose here is to determine those cities that Milwaukee would like to consider its competitive set, which will skew toward the term “aspirational”. As such, Milwaukee today may compare at or below average in certain categories, but the peer set shows what can be accomplished by a city and downtown within such a size cohort.

The cities chosen as peers are shown in the following table.

Table 1

Peer Cities		
City	MSA Population 2010	TV Media Market Population 2011
St. Louis, MO	2,789,873	3,107,851
Portland, OR	2,232,717	3,092,602
Charlotte, NC	2,223,685	3,024,014
Salt Lake City, UT	1,091,718	3,017,796
Indianapolis, IN	1,892,368	2,897,038
Pittsburgh	2,360,733	2,881,200
Nashville, TN	1,675,886	2,634,001
Kansas City	2,009,342	2,361,149
Cincinnati, OH	2,116,811	2,340,448
Baltimore	2,710,489	2,269,540
Average	2,110,362	2,762,564
Milwaukee	1,556,711	2,200,432

Source: US Census, HSP

The average population of the city metropolitan populations is 2.1 million and the average media market size is 2.8 million. Milwaukee’s MSA is somewhat smaller than the average of the group, by approximately 25 percent. The media market is also smaller than the group average, by 20 percent. However, if one considers

the Milwaukee Combined Statistical Area (CSA)* of 2,026,000 residents as of 2010, its population is very similar to the average of the others.

However, when consider another key metric of downtown health, the downtown residential population and the downtown daytime employee population, Milwaukee's figures place it in the middle or upper portion of the group, depending on the metric. The table below shows the comparison.

Table 2

Downtown Population (Sorted by Combined Residential & Office Population)						
Peer City	Estimated True Residential Population*	Rank	Downtown Employment	Rank	Downtown Day + Night Population	Rank
Baltimore	40,000	1	122,000	1	162,000	1
Pittsburgh	16,000	7	105,000	2	121,000	2
Kansas City	17,000	6	100,000	3	117,000	3
Portland	24,000	3	83,000	5	107,000	4
Milwaukee	25,000	2	81,000	6	106,000	5
St Louis	15,000	10	89,000	4	104,000	6
Indianapolis	23,000	4	73,000	8	96,000	7
Charlotte	16,000	7	75,000	7	91,000	8
Salt Lake City	16,000	7	69,200	9	85,200	9
Cincinnati	18,000	5	60,000	10	78,000	10
Nashville	11,000	11	50,000	11	61,000	11
Average (rounded)	20,000		82,000		103,000	

* Average between downtown zip code population and local source estimates
 Source: Hunden Strategic Partners, US Census Bureau, various downtown organizations

Milwaukee's estimated true downtown resident population of 25,000 (higher than the 2010 official count of 21,395 by the US Census Bureau) ranks it second only to Baltimore in this group. Its downtown employee population is 81,000, which ranks it sixth out of the eleven peer cities. The combined total of the two results in a combined total of 106,000, just slightly less than Portland and fifth in the group.

This report acts as a current comparison of downtown assets, but also sets a benchmark from which to continually measure how Milwaukee changes and grows over time relative to these same peers.

Summary of Chapters

The report is broken down into five chapters:

- Chapter 1 Economic and Demographic Profile of Downtown Milwaukee
- Chapter 2 Convention Center & Hotel Analysis
- Chapter 3 Restaurant & Nightlife Analysis
- Chapter 4 Sports, Concert & Entertainment Venue Analysis
- Chapter 5 Transit Analysis

Summaries of each are provided below.

Economic and Demographic Profile of Milwaukee and Downtown

In 1998, the Milwaukee Downtown business improvement district (BID) was established to act as the collective voice of the more than 400 property owners within the BID's boundaries. The BID is a 150-block area in the center of downtown with boundaries at 10th Street on the west, Lake Michigan on the east, Schlitz Park on the north and St. Paul Avenue on the south.

The distance from McKinley Avenue on the northern edge of downtown to the Third Ward's southern core is about one mile. The downtown's surrounding character changes abruptly on either side, with the northern edge transitioning into attractive historic residential neighborhoods, the west side becoming a mix of industrial and historic blue-collar residential areas with long commercial strips, and the southern edge being made up of the wide and heavily-industrialized Menomonee Valley. Milwaukee is noted for retaining some of America's best-preserved ethnic neighborhoods, architecture, churches and cultural traditions including markets, restaurants, and cuisine.

The following is a map of the Downtown Milwaukee BID.

Figure 3



While the BID does not include the Historic Third Ward, the ward is considered by most to be part of downtown and its renaissance. Even the neighborhood just to the south of the Third Ward is considered by some to be part of the expanding presence of downtown, primarily due to residential, office and hotel developments, highlighted by the Iron Horse Hotel.

The table below shows the population characteristics of the state, CSA, MSA, County, City and downtown.

Table 4

Population and Growth Rates					
	Population			2013 Estimate	Percent Change
	1990	2000	2010		2000 - 2010
United States	248,709,873	281,421,906	308,745,538	316,128,839	9.7%
State of Wisconsin	4,891,769	5,363,675	5,686,986	5,742,713	6.0%
Milwaukee-Racine-Waukesha CSA	n/a	n/a	2,040,498	2,026,243	--
Milwaukee-Waukesha-West Allis MSA	1,607,183	1,500,741	1,555,908	1,569,659	3.7%
Milwaukee County	959,275	940,164	947,735	956,023	0.8%
City of Milwaukee	628,088	596,974	594,833	599,164	-0.4%
Downtown Milwaukee	--	17,048	21,395	--	25.5%
City Pop. As % of County	65.5%	63.5%	62.8%	62.7%	
Downtown Pop. As % of City	--	2.9%	3.6%	--	

Source: U.S. Census Bureau

The officially recorded population of downtown Milwaukee increased by more than 25 percent from 2000 to 2010, although based on local estimates, the number is now approximately 25,000. Over this period (and since 2010), there have been multiple residential developments in downtown neighborhoods. Neighborhoods such as the Historic Third Ward have seen numerous warehouses being developed into condominiums, apartments and mixed-use developments to accommodate more downtown residents and commerce. Many of these residents are empty nesters and young professionals.

As of 2010, there were more than 81,000 workers in downtown Milwaukee. This was an increase of 3.8 percent from 2000. The largest employment sectors in downtown Milwaukee are finance and insurance followed by professional, scientific and technical services, with 20.9 percent and 12.7 percent of the total downtown employment, respectively. The top two private categories are generally well-compensated industries, suggesting that there is potent economic vitality within those who are employed downtown. In addition, government employment accounts for nearly 19 percent of the downtown employment.

The focus of this study is the downtown area and it has seen significant change in the past several years. A number of studies have been completed related to downtown and specific assets. The following are facts and statistics that help tell the story of the downtown transformation.

- More than \$2.6 billion in private and public investment has occurred downtown since 2005. Nearly \$1 billion new projects are currently underway, including the \$450 million, 1.1 million-square foot Northwestern Mutual Towers and Commons, expected to employ 1,000 additional people downtown. Many more projects are proposed, including the new Bucks arena.
- More than 5.5 million attendees visit events at the Bradley Center, Henry W. Maier Festival Grounds and the Wisconsin Center District annually.
- The downtown office market of 11.8 million square feet accounts for more than 42 percent of the total area's office market.
- Class A office space vacancy rate was 9.8 percent as of the fourth quarter of 2014 and the average lease rate was \$22.28 per square foot.

- Retail vacancy downtown decreased from 16 percent to 13 percent between Q1 2012 and Q4 of 2014. The average lease rate increased to \$18.88 from \$18.79 per square foot.
- Convention attendance has increased by nearly 130 percent between 2007 and 2014. Convention room nights increased by 26 percent during the same period.
- Since 2000, the downtown population has increased by more than 25 percent. Population in the city limits has essentially been flat over the period.
- The median income of downtown households increased by 38.4 percent since 2000, compared with 2.2 percent for all city households.
- More than 5,000 housing units have been added to downtown since 2005. Approximately \$550 million in housing developments have been added between 2005 and 2012.

Overall, the city of Milwaukee and Milwaukee County have experienced very little population growth in the past two decades compared to the state of Wisconsin and the United States. However, the downtown and metropolitan area have each experienced growth, signifying that residents are locating in the surrounding suburban communities and downtown. The resurgence of downtown is not fully documented in this report, but the analysis shows that serious investment in housing and housing demand are supporting higher prices and new development. In addition, there is continued development of real estate and other investment in the downtown area. The presence of numerous educational institutions in the downtown area, multiple Fortune 500 companies, and numerous entertainment venues are what is attracting residents to a more urban lifestyle in similar cities provides ongoing support for this exciting time for downtown Milwaukee.

The downtown population primarily consists of educated professionals of various age groups. Many are renters, although there is a strong contingent of residential owners. Nearly all are rehabbed or new units. The resurgence in downtown residents is helping to fuel the viability of restaurants and shops. It is also making employers consider locating downtown if they want to attract the best talent. Yet the customers who support the many events and facilities downtown are mostly from outside of the downtown residential base. As such, the successful strategy going forward for downtown is to continually consider how to attract and retain visits from residents from outside the downtown area, including the suburbs, exurbs and, for certain events and activities, a catchment area that includes all of Wisconsin and northern Illinois.

Convention Center & Hotel Analysis

Critical to the health of downtown is the ability to offer event and hotel spaces that accommodate the market willing and able to come to downtown Milwaukee. In most instances and cities, this means considering the health of the convention center facilities as well as the critical hotels and hotel room blocks that support the ability of the center to put a compelling package together. This group business, whether it is for social, religious, educational, corporate or association events, is an important third leg of the hotel demand stool (the other legs being corporate and leisure transient business). The more and better the event and hotel package, the more likely visitors and residents (not to mention new businesses) are to see Milwaukee as a vibrant and attractive place to visit or permanently locate.

Downtown Milwaukee features one major convention facility and a number of hotels. The convention center is called the Wisconsin Center and is part of a multi-facility district called the Wisconsin Center District. It includes the 4,100-seat Milwaukee Theater and the 12,700-seat UW Panther Arena.

The Wisconsin Center opened in two phases in Downtown Milwaukee in 1998 and 2000. The \$185 million facility has 189,000 square feet of exhibit space.

When originally opened as the Midwest Express Center in 1998, the Wisconsin Center was designed with a Phase III expansion in mind, extending to the north to Kilbourn Avenue. In May of 2014, the Wisconsin Center District was the subject of a feasibility study outlining the District's competitive needs and proposing a modest expansion of 60,000 feet of new exhibit space, a 14,000 square-foot junior ballroom, and additional meeting rooms. Because this expansion initiative coincides with the current efforts to build a new Milwaukee Bucks NBA area, the study suggested a master plan to redevelop the downtown corridor between 4th and 6th Street as a pedestrian-friendly sports and entertainment district.

The following map shows the Wisconsin Center with a radius drawn depicting the “walkable” distance from the facility. Any hotels (shown in orange) outside of this area would not be considered walkable by meeting planners and make it more difficult to create a competitive block of hotel rooms for major events.

Figure 1



The details of the numbered hotels included in the body of the study.

The next table shows the Wisconsin Center's space breakdown relative to the peer cities chosen.

Table 5

Milwaukee Peer Downtown Convention Centers								
Rank	City	Convention Center Name	Total Function Space	Exhibit SF	Ballroom SF	Meeting Room SF	Number of Breakout Divisions	Largest Ballroom SF
1	Indianapolis	Indiana Convention Center	729,551	558,000	57,072	114,479	98	33,335
2	Salt Lake City	Salt Palace Convention Center	671,220	510,600	45,000	115,620	75	45,000
3	St. Louis	America's Center Convention Complex	636,924	485,000	28,416	123,508	88	28,416
4	Nashville	Music City Center	519,943	353,143	75,400	91,400	75	57,500
5	Kansas City	Kansas City Convention Center	420,030	287,820	70,394	61,816	43	46,484
6	Pittsburgh	David L. Lawrence Convention Center	419,921	312,756	31,212	75,953	61	15,660
7	Baltimore	The Baltimore Convention Center	407,216	300,000	36,672	70,544	61	36,672
8	Charlotte	Charlotte Convention Center	406,490	280,000	75,000	51,490	46	40,000
9	Portland	Oregon Convention Center	356,782	242,000	59,400	55,382	70	34,200
10	Cincinnati	Duke Energy Convention Center	296,974	195,320	57,311	44,343	39	39,985
	Average		486,505	352,464	53,588	80,454	66	37,725
11	Milwaukee	Wisconsin Center	265,841	188,695	37,506	39,640	38	37,506
	Amount Needed to Reach Average		220,664	163,769	16,082	40,814	28	219

Source: Hunden Strategic Partners, Smith Travel Research, Mpoint, Cvent, U.S. Census Bureau

The total function space in peer convention centers ranges from 265,841 square feet in Milwaukee (the smallest) to nearly 730,000 square feet in Indianapolis. The average for the set is 486,505 square feet, which is 220,664 square feet greater than (nearly double) the Wisconsin Center total.

Exhibit space in peer convention centers ranges from 188,695 square feet in Milwaukee (the smallest) to 558,000 square feet in Indianapolis. The average for the set is 352,464 square feet, which is 163,769 square feet more than (nearly double) the Wisconsin Center total. Ballroom space in peer convention centers ranges from 31,212 square feet in Pittsburgh (the smallest) to 75,000 square feet in Nashville and Charlotte. The average for the set is 53,588 square feet, which is 16,082 square feet more than the Wisconsin Center total.

Milwaukee has about half of the meeting space of the peer set average and is the smallest amount in the set. The number of breakouts of the meeting space totals 38 at the Wisconsin Center compared with the average of 66 for the peer set.

The largest ballroom at the Wisconsin Center meets the average of the set. The largest ballroom is also the newest, located in Nashville. It totals 57,500 square feet, which is 20,000 square feet larger than the grand ballroom in Milwaukee. For most measures, the Wisconsin Center is at about half of the level of the average of the peer set, except for the largest ballroom.

The next table is perhaps the most important when determining the competitiveness of a destination and its ability to package appropriately sized groups for the convention center. It shows the package of walkable and

CBD rooms relative to the convention center. Walkable rooms are those within 1,500 linear feet of the convention center.

Table 6

Milwaukee Comparable Destinations' Downtown and Walkable Hotel Package									
Walkable Rank	City	Walkable Hotel Room Count	Walkable	CBD Hotel Room Count	CBD	# of Walkable Hotels	Avg.	# of CBD Hotels	Avg. CBD
			Rooms per 1,000 SF of Exhibit Space		Rooms per 1,000 SF of Exhibit Space		Room Count/Hotel		Room Count/Hotel
1	Indianapolis	6,259	11	7,033	13	20	313	26	271
2	Baltimore	6,057	20	8,560	29	19	319	32	268
3	Salt Lake City	4,360	9	7,921	16	17	256	30	264
4	St. Louis	3,864	8	5,976	12	11	351	16	374
5	Nashville	3,352	9	4,922	14	10	335	18	273
6	Charlotte	2,819	10	4,884	17	9	313	19	257
7	Pittsburgh	2,600	13	5,315	27	9	289	19	280
8	Cincinnati	2,380	10	3,291	14	4	595	9	366
9	Kansas City	2,248	8	2,621	9	6	375	10	262
11	Portland	1,914	8	6,712	28	8	239	31	217
	Average	3,585	11	5,724	18	11	339	21	283
10	Milwaukee	1,994	11	4,066	22	5	399	23	177
	Amount Needed to Reach Average	1,591	0	1,658	-4	6	-60	-2	106

Source: Hunden Strategic Partners, Smith Travel Research, Mpoint, Cvent, U.S. Census Bureau

As shown, there are a number of metrics in the table, beginning with the walkable hotel room count. This figure ranges from 1,914 in Portland to 6,259 in Indianapolis, with an average of 3,630. Milwaukee's walkable room count is near the bottom of the rankings (10th out of 11) and is 1,591 rooms short of the *average* of the peer set. Interestingly, while the Milwaukee total is not much more than half of the average and only one-third of Baltimore and Indianapolis, on a basis relative to the convention center size, it is exactly average. The average here is not ideal, however. The optimal number of walkable hotel rooms per 1,000 square feet of exhibit space is about 15. Only Baltimore exceeds this metric.

The Central Business District (CBD) hotel room count is also important when considering the ability of the community to host large events. Meeting and event planners often have to contract with hotels outside the walkable radius, even if they would prefer not to. Milwaukee has just over 4,000 hotel rooms downtown and this compares with a peer set average of 5,724, or approximately 1,660 less than the average.

Milwaukee has more than the average number of CBD hotel rooms relative to exhibit space. Milwaukee's hotels, on average, are smaller than the average of the hotels in the peer cities (177 rooms vs. 275 rooms). This makes creating group room blocks difficult. However, for the five walkable hotels, the hotel size averages 399 rooms in Milwaukee versus 339 rooms for the peer set.

Overall, Milwaukee would be well served by a large 800 – 1,000-room convention hotel adjacent to the Wisconsin Center, especially if the facility expands. The number of available rooms and large hotels is simply too limited currently to keep Milwaukee competitive.

The next table shows the largest headquarters hotel in the peer set.

Table 7

Milwaukee Comparable Destinations' Headquarter Hotels			
Rank	City	Largest Walkable Quality Convention Hotel	Rooms
1	St. Louis	Renaissance Grand	1,018
2	Indianapolis	JW Marriott Indianapolis	1,005
3	Salt Lake City	Omni - Under Development	1,000
4	Kansas City	Kansas City Marriott Downtown	983
5	Nashville	Omni Nashville Hotel	800
6	Baltimore	Hilton Baltimore	757
8	Charlotte	Westin Charlotte	700
9	Pittsburgh	Westin Convention Center	616
10	Portland	Hyatt Portland	600
11	Cincinnati	-	0
Average			831
7	Milwaukee	Hilton Milwaukee City Center	729

Source: Hunden Strategic Partners

The largest hotel is in St. Louis, with 1,018 rooms. Cincinnati has large hotels near the convention center, but they are not of high quality or size to adequately service the needs of the convention center. Otherwise the smallest convention hotel is the new 600-room hotel underway in Portland. The average is 831 rooms, compared with 729 rooms in the Hilton Milwaukee City Center. Kansas City just announced a deal (not included in the metrics above) to build an 800-room Hyatt hotel adjacent to their convention center in a public-private deal that has taken approximately ten years to formulate.

In today's competitive convention market, the market has demanded and received top-quality hotel and convention center packages, usually connected to each other, in most major U.S. cities and now even in second and third-tier cities. For a community to be competitive in the industry, a convention center alone will not suffice. First, the Wisconsin Center should be upgraded and expanded to include the elements necessary to compete. However, it should not be expanded if a plan for a matching hotel package is not included. Clearly, the destination package must include a solid-quality convention hotel package, which often means at least one major convention hotel adjacent or attached to the convention center.

The number of walkable hotel rooms from a convention center's front door should be approximately 15 per 1,000 square feet of exhibit space. For Milwaukee, this means the optimal quality hotel package within 1,500 feet of the Wisconsin Center is 2,900 rooms, or about 1,000 more than currently exist. If this could be developed within one large convention hotel, it would immediately put Milwaukee in contention for many more events than it currently qualifies for. Other cities have recognized that neither a convention center nor a nice hotel is compelling enough on its own, but rather the entire package of quality meeting space, a large quality meeting space, a large quality hotel room block and proximity between the two are essential to remain competitive in today's meetings market.

Restaurant & Nightlife Analysis and Connectivity of Key Assets

The peer cities were analyzed to determine how many restaurants and bars are located in each downtown. But perhaps just as important, HSP analyzed each downtown to determine how connected their assets were. Specifically, it is important to understand how connected or close the restaurants and nightlife are to the major demand generators that bring people to the downtown, especially those who do not live in the downtown area. For these visitors, whether from the suburbs or beyond, they generally come downtown for an event or an attraction. Before and/or after, they often want to eat, drink and extend their stay. Shopping is often also on the agenda if the opportunity presents itself. If the nodes of dining activity are not easily walkable from the attraction or event, then visitors are more likely to go to their car and drive home (or go back to their hotel). Not having the node of dining and bars and other nightlife easily connected means that much economic impact is being left on the table (or more correctly, being taken back from whence it came).

Making sure that the nodes of restaurants and bars are near enough to the demand generators is critical to lengthening a visitor's stay downtown, as this invites walkability between the restaurant and event, before and/or after the event. The restaurants and bars are the 'glue' that helps stick the rest of the assets of downtown together. Office workers, too, would much rather be able to walk from work to a pre-show restaurant and then the show, rather than have to get in their car to make this same transaction. Anytime someone has to make a choice to drive, they may just drive home.

The table below shows the distance from the convention center (as one example of a major demand generator) to the nightlife and dining nodes. Anything beyond 1/3 of a mile is going to be a stretch for someone on foot willing to make that walk.

Table 8

Peer City Distance from Convention Center to Nightlife/Dining Nodes		
City	Entertainment District	Distance to Conv. Ctr. (Miles)
Baltimore	Power Plant Live	0.50
Charlotte	EPICENTRE	0.10
Indianapolis	Circle Centre Mall / Wholesale District	0.10
Kansas City	Power & Light District	0.10
Nashville	Lower Broadway	0.20
Portland	Old Town-Chinatown	0.60
Salt Lake City	Area South of City Creek Mall	0.10
St. Louis	Ballpark Village/Laclede's Landing/Garment District	0.50
Cincinnati	The Banks/Newport on the Levee	0.60
Pittsburgh	Cultural District	0.30
Average		0.31
Milwaukee	Milwaukee Street	0.60
	Brady Street	1.60
	Historic Third Ward	1.30
	Water Street	0.50
	Old World Third Street	0.20
	Jefferson Street	0.70

Source: Hunden Strategic Partners

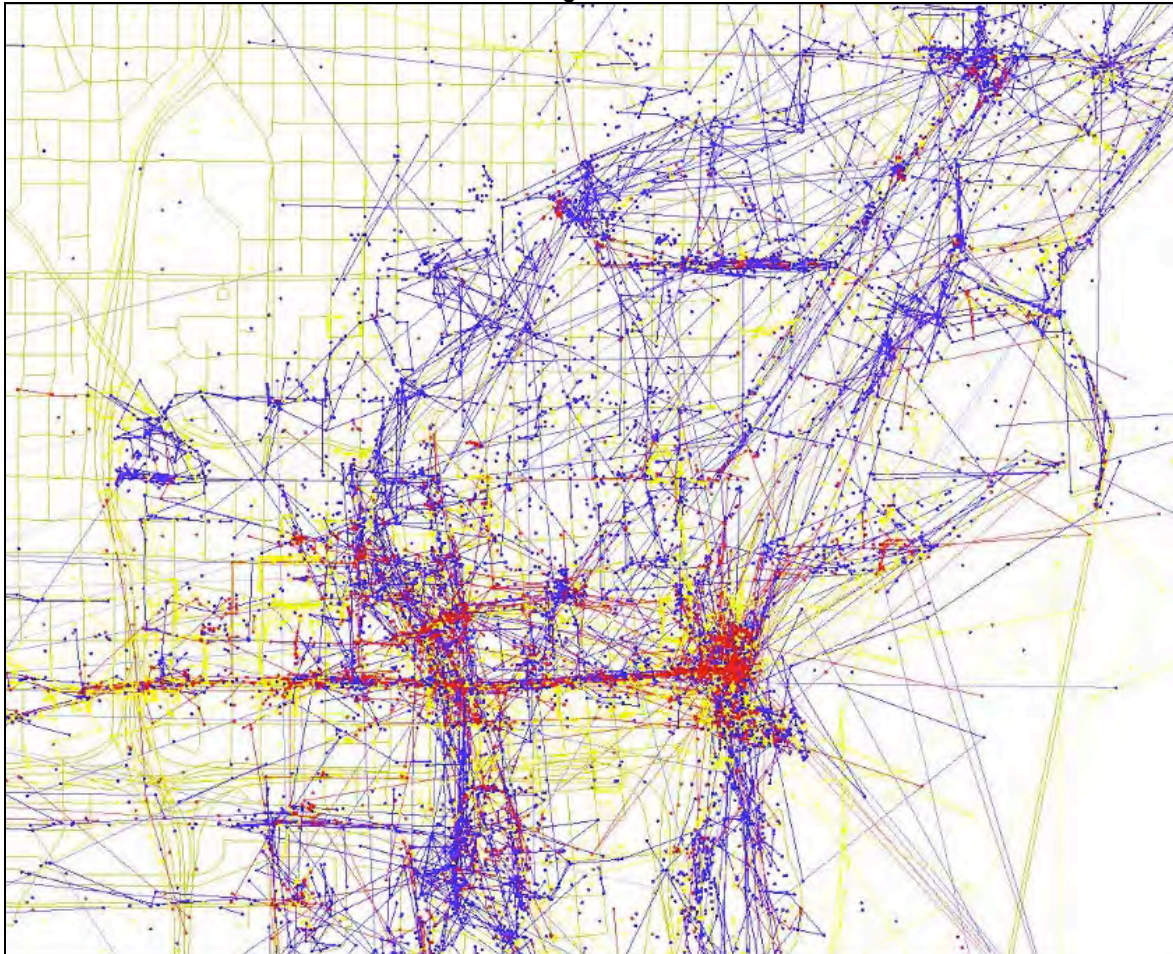
The average distance of the primary entertainment/dining node in the peer cities is .31 miles (or about three blocks from the convention center). The most difficult or long distance situations are in Cincinnati and Portland, whereas the most compact entertainment and dining nodes relative to the convention center are located in Indianapolis, Kansas City and Salt Lake City. Charlotte's EPICENTRE is not a large area, so it is hard to suggest that it is as competitive.

However, in Milwaukee, only Old World Third Street falls within the easily walkable territory from the convention center (and for that matter, the arena). All of the other nodes of nightlife, especially Brady Street and the Historic Third Ward, are too far from these demand generators.

Downtown Visitor Track

The following figure is a map of the downtown area that displays where tourist photos have been geo-tagged within the city. This map will be an indication of tourist travel corridors and patterns. The blue represents local pictures taken, while red are pictures taken by tourists; yellow may be either.

Figure 2



The primary areas of activity are along the riverfront down into the Historic Third Ward. Also, a major tourist pathway is along Wisconsin Avenue and terminates at the lakefront where the Milwaukee Art Museum is located. The area along Brady Street to the north is also an area of activity, with most being local. Notice that most out-of-town visitors stick to where the city infrastructure of the city appears to be the densest, or in other words, where there are few (if any) gaps in the urban fabric. Open spaces between buildings and large swaths of surface parking tend to minimize pedestrians and activity. On the above map, Wisconsin Avenue is the only east-west link that is obvious (to visitors) in the center of the built-up downtown area, so visitors stick to that street. Wells and State Streets have comparatively no appeal to pedestrians, due to a number of open spaces. With a new streetcar line, this pattern of visitor tracking will likely adjust to include more of the downtown area.

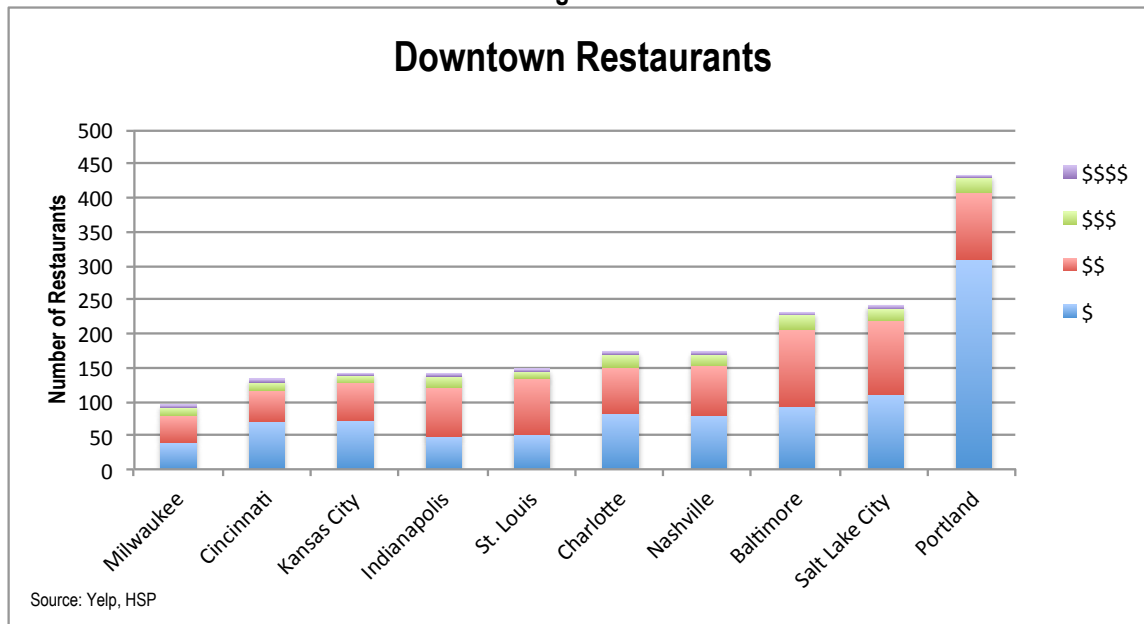
Possibly Milwaukee's most glaring challenge is the transportation necessary to connect downtown hotel guests and visitors with the most popular attractions in the city. Connectivity is the key. Simply having public transportation or a car is not enough. The urban experience should be a fabric, with fibers connecting the various components, more like a varied quilt than a set of disconnected fabric scraps. Currently, there are a

number of areas of downtown that are nodes of activity, however there are major breaks in the activity due to undeveloped or underdeveloped swaths of the city that make walking from one node to another an unlikely activity. Areas with surface parking lots or empty storefronts or large buildings with blank walls facing the street detract from the pedestrian experience. The more densely packed the urban experience with a new store, restaurant, office or other use every 20 – 30 feet, the better. Large blank areas that breakup that experience signal an incomplete downtown and usually induces some fear in the pedestrian, especially at night. Filling those holes in the fabric with active uses expands the experience and knits the total downtown into an overlapping sea of unique experiences.

One way to shorten the perceived distance between nodes is to enlarge the nodes themselves. For every block that the entertainment area expands, the distance from node to node shrinks accordingly. If each district expands toward the others by one block, then two blocks of perceived distance between the two will have been erased. This distance between demand generators/event centers and restaurant/bar nodes is a critical gap for Milwaukee compared with its peers. In order to truly compete for the market that wants a truly walkable downtown, these distances should be minimized and gaps filled.

The next table shows the total number of downtown restaurants in each of the peer cities, based on an analysis of Yelp!'s listings and categories. The totals represent establishments listed under the restaurant category on Yelp!. Establishments categorized specifically as a bar or lounge were not included in the restaurant totals.

Figure 3



As shown, Portland has more restaurants than any of the other cities, however this is driven by the massive number of food trucks that are parked in food truck lots in the downtown area. This provides a major cultural twist for Portland compared to most cities, so it cannot be discounted in terms of its value and impact. Milwaukee only has about 100 restaurants in its downtown compared with between 140 and 250 for the

balance of the group (except for Portland, with more than 400). While Milwaukee has a number of unique and memorable food experiences, the overall number of options is limited in Milwaukee relative to its peers.

The next table shows the breakdown of the figures above.

Table 9

Milwaukee Comparable Destinations - Downtown Restaurants Ratings					
City	\$	\$\$	\$\$\$	\$\$\$\$	Total
Milwaukee	39	40	12	4	95
Cincinnati	70	46	12	5	133
Kansas City	71	56	11	2	140
Indianapolis	48	72	17	4	141
St. Louis	51	83	10	1	145
Charlotte	82	68	19	4	173
Nashville	79	73	17	4	173
Baltimore	92	113	22	3	230
Salt Lake City	110	108	18	5	241
Portland	309	97	23	3	432
Average	95	76	16	4	190

Source: Yelp, HSP

In terms of very nice and expensive restaurants, downtown Milwaukee is right at the average for the peer set at four restaurants. However, as the price level declines, Milwaukee’s relative share of restaurants declines. At the “\$\$\$” level, Milwaukee has 12 options versus an average of 16 for the peer set. At the “\$\$” level, Milwaukee has just more than half of the average of the group, with 40. At the “\$” level, Milwaukee has less than half of the average. However, if Portland is removed, then the peer set average is 68. In any case, Milwaukee’s downtown has fewer options, by a large margin, than the peer cities.

The following maps and data show the location of the restaurant and bar options in Milwaukee’s downtown relative to demand generators. There are three maps. The first shows the options without the demand generators shown, to provide a sense of how dispersed or connected the options are. Those with connected options are considered to be healthier and more attractive/active than those where the options are spread out. This is mitigated or exacerbated by the relative proximity of the dining and nightlife options to the convention centers and arenas in each city.

The following map shows downtown Milwaukee, with dots representing the restaurants. Nothing else is shown, to give a sense of clustering, or lack thereof.

Figure 4



As is evident, there is quite a variety of restaurants in the area, although very few national chains. While this is good to create character for downtown, it also may make downtown a bit less hospitable seeming for those suburbanites or visitors whose psychographic profile points them to the familiar. A good mix of both chain and independent options can attract all types of visitors.

What is more striking, and this will become evident after viewing the peer cities, is the dispersed nature of the restaurants. While there are a few concentrations of restaurants, most of the rest are spread throughout. In a densely built area, this would be a great situation. However, in the current state of development of downtown, it means that there are few strong nodes of dining and nightlife. Since these dots are spread throughout several larger areas, it is difficult for visitors to orient toward a central point (or points) to work from, even within an area of more concentrated options. The solution for this situation is to work to induce more development of restaurants and bars within the existing nodes, but also as links between nodes. The easiest, although most expensive, option is to infill develop within existing strong areas. The least expensive and most risky is to develop are in areas between existing nodes.

The next map shows the restaurants in relation to the hotels, retail and attractions.

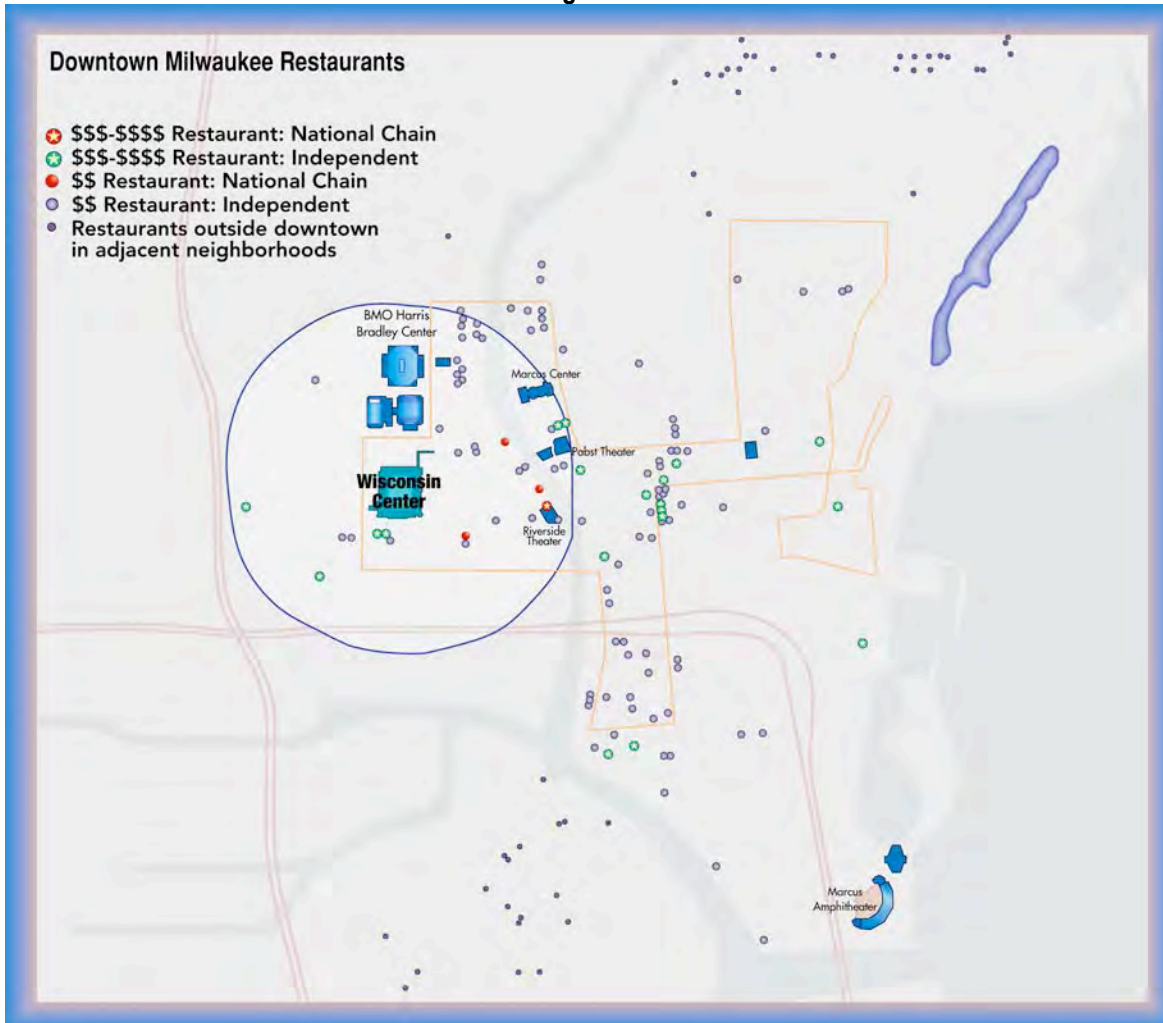
Figure 5



While the Third Ward is popular and known for its walkable blocks, the restaurants are not necessarily concentrated. Because of the well-developed nature of this area, this is not necessarily a negative thing and in fact is positive. It means that there is activity beyond one intersection or block. Alternatively, Milwaukee is a concentrated stretch of restaurant activity, as is Brady (although more spread out from east to west).

The final map shows the restaurants in relation to the convention, major entertainment and sports facilities, as well as the former seasonal trolley loop.

Figure 6



The challenge shown by this map is the lack of restaurants close to the major convention and sports demand generators. This lack of “easy” walkable dining options before and after games, concerts, and conventions may contribute to the feeling that there is not as much happening downtown. There certainly is, but it is not obvious right outside of the major event facilities. This means those from the suburbs are more likely to get in their cars and drive home instead of walking across the river to Water Street or Milwaukee. It is simply just a block or two too far for this type of psychographic visitor to tolerate.

By filling in areas near the Wisconsin Center and new arena with restaurants, this issue can be mitigated. It may not help the existing restaurants and bars, but by connecting the new with the existing, it will create a stronger, more connected downtown scene. Those from neighboring suburbs and communities will feel safer and more secure. If they walk to restaurants one or two times, it will encourage more expansive pedestrian activity in subsequent trips, with walks four to five blocks from the car, which will reveal many more options. But first, these guests need to be retained and retrained in the downtown experience. This happens when

they are made comfortable with their surroundings. Comfort to explore is achieved by developing nearby attractive restaurants, bars and other entertainment near the event generators.

After reviewing the distribution of restaurants and nodes of activity, it is clear that Milwaukee has some urban fabric gaps relative to its peers. Several of the peer cities that have faced the same issues have developed light rail or streetcars (and Milwaukee will soon have its own streetcar) to mitigate the issue by connecting the nodes that are tough to walk between for the less intrepid pedestrians. Many of the cities are fortunate to be oriented linearly, such as Kansas City and Salt Lake City. Milwaukee is challenged in that its nodes are arrayed in more of a triangular fashion (in the most simple configuration). When including all the nodes, the distance and direction between the Third Ward, Brady, Water, Milwaukee and Wisconsin can be complex for a transit route.

Efforts should be made to develop infill sites that will further join areas that currently are not as tied together. The stronger and larger each node becomes, the less distance there will be between the nodes, which will make the perceived need for transit less than it currently appears.

Sports, Concert & Entertainment Venue Analysis

The development of a new arena for the Bucks is a critical component for the entertainment assets of downtown. While the location has been chosen, how it connects and integrates with the rest of downtown will be a hallmark of its success or isolation.

The timing of this analysis is critical due to the impending decisions related to the NBA Bucks. If the new owners cannot determine a plan for a new arena, the team could be moved to a city where a new facility exists that fits today's requirements for generating revenue inside and outside the building.

The following figure shows all the major league teams that have moved (and expansion teams that sometimes sprang up in their absence) since 1980.

Table 10

Milwaukee Comparable Destinations - Downtown Sport Venues (sorted by Total Seats)					
City	Arena Seats	Number of Arenas	Stadium Seats	Number of Stadiums	Total Sports Venue Seats
St. Louis	22,000	1	109,975	2	131,975
Baltimore	14,400	1	117,360	2	131,760
Pittsburgh	24,187	2	103,496	2	127,683
Cincinnati	17,000	1	107,798	2	124,798
Charlotte	20,200	1	84,655	2	104,855
Indianapolis	18,345	1	84,500	2	102,845
Nashville	29,049	2	67,000	1	96,049
Salt Lake City	20,400	1	-	-	20,400
Portland	19,980	1	-	-	19,980
Kansas City	18,972	1	-	-	18,972
Average	20,453	1.2	96,398	1.9	87,932
Milwaukee	31,333	2	-	-	31,335

Source: AudArena 2012 International Guide

In terms of arenas and arena seats, Milwaukee scores above the average, as it has two arenas and more than 31,000 total seats. This provides an opportunity for more events downtown on a consistent basis, especially during the colder months when outdoor festivals are much less likely. This is important because Milwaukee is very popular and busy in the summer, but the colder months are much more challenging for restaurants, hotels and related businesses.

However, because there is no football or baseball stadium downtown, Milwaukee's total number of sports venue seats is near the bottom of the peer set. This results in a missed opportunity for more event activity from the venues that are not located downtown.

The next table shows the theater seat summary.

Table 11

Milwaukee Comparable Destinations - Downtown Theater Venues			
City	Amphitheater Seats	Theater Seats	Number of Venues
Chicago	10,500	27,626	10
Nashville	-	12,043	6
Kansas City	-	13,236	4
Portland	-	8,056	4
Pittsburgh	--	6,958	3
Salt Lake City	-	6,186	3
Cincinnati	-	5,209	2
St. Louis	-	4,192	1
Charlotte	-	4,000	3
Baltimore	-	4,155	2
Indianapolis	-	2,650	2
Average	-	8,574	3.6
Milwaukee	23,000	10,191	5

Source: AudArena 2012 International Guide

Two cities feature an amphitheater today and Indianapolis is in the process of developing one. This is an advantage for Milwaukee, especially in the summer. The number of auditorium and theater seats in Milwaukee totals more than 10,000, which compares to an average of about 8,600. That average includes the nearly 28,000 seats in Chicago. Without including Chicago, Milwaukee far outshines the peer set of cities. And given that Chicago is seven times larger than Milwaukee, the fact that Milwaukee has more than one-third as many seats is a strong sign.

Milwaukee also has five venues in downtown, more than the average of 3.6 for the peer set. Milwaukee also has a major casino within close proximity to downtown with a hotel, which no other downtown has besides Cincinnati.

In terms of theater/stage seats and opportunities, downtown Milwaukee fares well. Milwaukee is excelling and should find ways to promote this advantage to those in Chicago as well as Madison. In terms of sports seats, Milwaukee does not fare as well. While it has two arenas (and will again if the Bucks' arena is developed as proposed), it does not have any baseball or football stadiums to generate crowds during those seasons. This is a missed opportunity.

One conclusion can be drawn for any future development, such as a new arena for the Bucks. First, the community will lose much downtown activity if the team is lost, so finalizing an arena deal to retain the team is critical. Second, a new Milwaukee Bucks arena can create synergy with existing nodes of activity or it can be an island that is removed from existing entertainment areas. To create the most return on investment in terms of community development, the development should be as integrated as possible into the surrounding, walkable activity nodes. To the extent new restaurants and bars are developed, the downtown would be best served by options that do not replicate what is already downtown or in the suburbs. New, creative offerings will enhance the new arena development as well as the downtown. This will make it a more interesting destination for visitors from all over the country, not just the metro area. Nearly every new arena being

developed today is an anchor in a larger mixed-use entertainment district that often includes residential developments, but nearly always includes restaurants, bars and retail.

Transit Analysis

Public transit is generally considered an investment that provides the best return when density is highest, however, it can also serve as a catalyst to enhance density and development. In Milwaukee, the very reason that one might want a streetcar or other public transit option is directly tied to the fact that, as established in this report regarding downtown entertainment and dining areas, the nodes of activity are spread far enough apart that walking is inconvenient.

The table below shows the public transportation in each of the peer cities chosen.

Table 12

Milwaukee Comparable Destinations - Public Transportation									
City	Buses	Bus Routes	Lightrail	Lightrail Lines	Unlimited Day Pass	Unlimited Monthly Pass	Trolleys/Circulator	Subway	Commuter Train
Baltimore	✓	57	✓	3	\$3.50	\$64.00	-	✓	✓
Charlotte	✓	50	✓	1	\$6.60	\$88.00	✓	-	-
Cincinnati	✓	79	-	-	-	\$70.00	✓	-	-
Indianapolis	✓	31	-	-	\$2.00	\$60.00	-	-	-
Kansas City	✓	65	-	-	\$3.00	\$50.00	-	-	-
Nashville	✓	55	-	-	\$5.25	\$84.00	-	-	-
Portland	✓	79	✓	4	\$5.00	\$100.00	✓	-	✓
Salt Lake City	✓	131	✓	3	\$6.25	\$83.75	-	-	✓
St. Louis	✓	75	✓	2	\$7.50	\$78.00	-	-	-
Average		69		2.6	\$4.89	\$75.31			
Milwaukee	✓	50	-	-	\$4.00	\$64.00	✓	-	-

*Day and monthly passes are for all available public transportation
 Source: Respective Public Transportation Authorities, HSP

As shown, Milwaukee currently does not have a light rail option, although it does have a bus system that services most of downtown. However, a recently approved streetcar system is in the development process. This is a major step for the downtown and community at large and represents a major investment in connectivity.

The Milwaukee Common Council took a step forward on transit on February 10th, 2015 by approving the first leg of a modern downtown streetcar. The Seasonal Downtown Trolley Loop was a stepping-stone to a true, permanent downtown circulator or streetcar system. Downtown would function more coherently as a single downtown area with a permanent transit service, with covered transit stations and lighted readout signs telling commuters when the next streetcar is arriving. In a city core that is as expansive as Milwaukee's, a system of intersecting transit lines (such as Baltimore and Portland) or streetcar tracks set up as a downtown-area

circulator (such as Cincinnati or Kansas City) appears to be a positive path to tie the city's attractions and people together, and to jump-start new urban development.

The following figure shows the prior Milwaukee trolley route and the proposed streetcar lines with expansions.

Figure 8



As shown, the proposed streetcar line will link most of the critical entertainment and nightlife areas, however the initial phase would not connect to the Wisconsin Center or Bucks arena.

When young professionals choose the city in which they want to settle, or when international corporations are scouting places to locate a regional headquarters office, they are looking for the qualities that matter most to new employees who have a choice. Those qualities amount to a cosmopolitan energy, such as overall quality of life, a vibrant street life, diverse and international cuisine, a healthy arts scene, a variety of sports and personal athletic and recreational options, and the ease of a diverse transportation system. Larger cities

understand that providing a variety of transportation alternatives to its residents attract both educated employees and companies looking for quality employees.

Very few American downtowns have a rail streetcar system in place, or if they do, it is limited to only one linear street (Tampa, Memphis and Charlotte are good examples of this, although Charlotte is preparing for expansion). However, other cities with a variety of crisscrossing streetcar lines and light rail lines have downtowns that are experiencing electrifying urban growth, especially in the growing residential and tourist/entertainment sectors. San Diego, Portland, Denver, Seattle, Dallas, Toronto, Washington, Minneapolis-St. Paul, Salt Lake City, and the traditional transit cities of Boston, New York, Philadelphia, Chicago and San Francisco are all experiencing an urban renaissance, with the most new development being clustered near rail transit stations. As previously stated, it is a necessary step to begin the Milwaukee streetcar line as it is proposed, although this is not a transit system so much as a circulator. It would be helpful for Milwaukee to expand the proposed streetcar route from the proposed initial route to also include the area from West Wisconsin street northward to the new NBA Bucks arena and Old World 3rd Street. That link will be critical to the success of the entire line due to the large numbers of people that would see and potentially use the streetcar during events and on weekends when Old World 3rd Street is active.

Milwaukee's downtown area is one of the larger footprints of American cities, with attractions spread out from the Lakefront, westward over a mile-and-a-half to Marquette University, and from Ogden Avenue a mile south to the Historic Third Ward and Festival Park. A year-round permanent streetcar circulator makes more sense in Milwaukee than in many of its peer cities due to an expanding lakefront residential base, cold winters that make walking unpleasant, and a hotel geography that is quite spread out. The numerous theaters and nodes of nightlife activity require that any transit option, such as the recently approved streetcar, should be operating with frequent service late into the night in order for the public to trust that they will not be stranded late at night at their downtown destination once the establishments close up for the evening.

Connectivity is a key to fostering a critical mass of a mix of real estate uses and both residential and tourism growth. A well-designed corridor of transit, one that is easy to understand and see (such as rails or electrified wires, attractive well-lighted stations and distinctive urban landscaping), even if a train is not actually within eyesight, attracts people. The streetcar project is a first step in the development of a more comprehensive transit system and solution for the area, including downtown. However, the streetcar is not a transit system in and of itself. It is a promising first step that can show how frequent, reliable, safe and modern connectivity via attractive public transit can enhance the viability of the areas it is connecting. As it is today, this city with a large downtown and a generous amount of distinctive architecture lacks focus on connectivity, and the streetcar is a positive development and mobility option for many people who otherwise may not go downtown, or who would not move from node to node within downtown. In the future, light rail lines or bus rapid transit routes from the suburbs into the city's downtown would be logical next step to link these critical population centers with the heart of the region, downtown Milwaukee.

Conclusions

Milwaukee's downtown has a number of assets that it should be proud of, including event facilities and theaters, museums, restaurants and historic buildings. However, because its downtown is so geographically large, it can be perceived as not as active as other cities with the same number of assets within a smaller area. So while on a numeric comparative basis Milwaukee's downtown may be fairly comparable in a variety of measures, the spread out nature of the downtown means that visitors do not necessarily feel like there is a

large hub of activity, but rather multiple spread out smaller nodes of bars, restaurants and entertainment options. In addition, in several key measures (except for entertainment/concert seats), Milwaukee's number and size of comparable assets, like hotel rooms, convention space, restaurants and bars is lower than most of the peer cities.

The next table shows the overall scorecard versus the peer cities as of 2015.

Table 13

Summary of Comparative Downtown Analysis (Milwaukee Compared with Peer Set)											
	Convention Center Size	Walkable Quality Hotel Package	Largest Convention Hotel	Interesting/Boutique Hotels	Inexpensive Restaurants	Upscale Restaurants	Transit Connectivity	Walkability to Most Nodes	Stage Theater & Concert Seats (non-arena)	Entertainment Nodes & Proximity to Demand Generators	Sports Venues & Seats
Milwaukee	Smallest	Second from Last	Just Below Average	Among Highest	Least	Average	N/A	Average	Highest	Average	Below Average
High City/Cities	Indianapolis	Indianapolis	St. Louis, Indianapolis	Milwaukee, Cincinnati	Portland*, Salt Lake City, Baltimore	Portland & Baltimore	Portland, Salt Lake City	Indianapolis, St. Louis, Nashville	Milwaukee	Nashville, Kansas City, Indianapolis	St. Louis & Baltimore
Low City/Cities	Milwaukee	Portland	Cincinnati	Indianapolis	Milwaukee	St. Louis	Indianapolis, Nashville	Portland, Kansas City	Salt Lake City	Cincinnati, Salt Lake City	Portland & Kansas City

* Includes numerous permanent food trucks
Source: HSP, Yelp, other sources

As is described throughout the report and shown in map and data form, Milwaukee excels in the number of interesting boutique and historic hotels. It also has the most stage theater and concert seats of any downtown in the peer set. Milwaukee's downtown is average in terms of the number of upscale restaurants and walkability to most nodes of activity. It is also average in terms of proximity between entertainment nodes and demand generators.

Milwaukee suffers in terms of the smallest convention center and the second to lowest walkable convention hotel package. Its largest convention hotel is slightly below the average in terms of room count. Milwaukee also has the fewest number of inexpensive restaurants. While it has recently approved a downtown streetcar – a major step forward for the community – it has no dedicated rail-based transit service (along with laggards Indianapolis and Nashville). Downtown Milwaukee's number of sports venue seats is below average due to the location of Miller Park outside of downtown. The activity associated with the numerous home Brewers' games is mostly isolated to the tailgating in the parking lot, but lost to downtown venues for the most part due to its location.

HSP was asked to analyze downtown Milwaukee in terms of its entertainment and hospitality assets in relation to its peers. How did it stack up? As shown in the table above, the results are mixed. No downtown has the best or most of every category (not even New York City). If it did, it is likely comparing itself to a weaker set of peers. HSP chose this set of peers because it provides an aspirational challenge to Milwaukee.

As of the beginning of 2015, the key conclusions begin with encouragement to springboard off of the areas of success. These success areas include:

- **A strong cluster of stage/concert venues and seats.** Milwaukee should promote and cross-promote the advantage it has in the music, performance and theater scene. There is much entertainment happening that locals and visitors should be more aware of, which will introduce more activity to downtown.
- **The unique boutique hotel selection.** Milwaukee, for its size, has a wide variety of boutique historical and cutting edge hip hotels of all sizes. Most of the visitor population has no idea of the experiences awaiting them within the hotels that Milwaukee offers. This includes some branded hotels developed within historic buildings. Hotels, such as the Iron Horse, despite its location outside of the heart of downtown, can become a key part of the Milwaukee experience and not just a place to sleep. Milwaukee can introduce many new visitors to downtown by leveraging these catalytic hotel experiences. In-house surveys show that the key markets for hotels like the Pfister and Iron Horse are major metros like New York, Washington, DC, and Chicago, yet also weekend 'staycations' for those within an hour's drive.

The areas of focus and challenge were made evident in this analysis as well. While Milwaukee's downtown is healthy overall and on an expansion track, there are categories that HSP identified in its analysis that showed where it is weakest compared with the peer set:

- **The convention center and walkable hotel package are both extremely undersized.** Regardless if the Wisconsin Center expands, it requires a new convention hotel to at least correct the balance of rooms to convention center size. As it stands today, the hotel room deficit near the Center is about 400 rooms. With the proposed expansion of the center, that gap will require an 800- to 1,000-room hotel to keep the package competitive. This hotel should be within a block or connected to the convention center. Walkability is a key consideration for meeting and convention planners and Milwaukee is currently at a disadvantage in this category.
- **While Milwaukee meets the average number of the peer set for high-end restaurants, downtown Milwaukee features far fewer restaurants at every other level of price compared to its peers.** More restaurants opening will encourage more investment and the development of nodes of activity. Milwaukee also has a deficit of chain restaurants downtown. While it may seem counter-intuitive to seek chain restaurants in a downtown area, at least a few of these help mitigate one of the hurdles that many visitors have with downtowns...the unfamiliarity of the environment. Having familiar names provides comfort for certain types of visitors. However, for those looking for a unique experience, downtown should always seek to induce the opening of more and varied independent restaurants, bars and clubs, as this is what makes it unique from other cities and the suburbs. Having more of both types of offerings will help downtown's reputation and perception, as well as overall economy.
- **Connectivity is Lacking.** Due to the large physical area taken up by downtown, Milwaukee's nodes of dining and nightlife activity are fairly spread out and there is no easy way to experience them all without using a car. There are nodes north (Brady Street) and south (Historic Third Ward) and several in the central portion of downtown. The recently approved streetcar is a great start to mitigating these issues. The additional strategy to minimize the real and perceived distance between activity nodes is to encourage development in the 'gap' areas between the nodes. As these underdeveloped parcels are developed, the gap between the nodes disappears. People are more willing to walk farther when a large area is more densely developed (dense urban "fabric" compared with open parking lots or uninhabited buildings).

While additional infill will not solve the problem completely, it will go a long way to making it seem less pressing. There will be simply enough to do in more places.

- **The area immediately around the Wisconsin Center and Bucks Arena is lacking obvious dining and other options.** This discourages visitors from staying downtown and encourages them to go to their cars and exit the downtown area. By inducing new restaurant and related development outside the front doors of the convention center and new arena, much economic impact will be recaptured relative to the leaked spending that is occurring now. Any new arena development should take a cue from other successful cities (peer cities and others) and include restaurant, bars or at least strong connectivity to existing restaurant, bar and entertainment areas:
 - The new arena in Sacramento is making non-arena activities and streetlife a key component.
 - The Sprint Center in Kansas City has the Power & Light District right outside its front door.
 - Indianapolis developed Georgia Street into a quasi-pedestrian entertainment district connecting Bankers Life Fieldhouse and the convention center.
 - Cincinnati is developing The Banks between its two major sports venues downtown.
 - Pittsburgh developed an entertainment district between its two major sports venues.
 - San Diego, San Francisco, Denver, Los Angeles, Louisville, Nashville and others have purposefully located key entertainment areas and arenas in the same location to create synergy and spread economic development and opportunity beyond just the arena.

By making smart choices with new developments and their locations, many of these issues can be mitigated. Downtown Milwaukee can improve its position and reputation within its own metro area as well as nationwide. The city is vibrant and has so much to offer. It can now use these timely major developments, such as the new arena and streetcar, to enhance the downtown, fill in the gaps, connect the attractions and induce the development of more hotels, restaurants and bars to the downtown area. Creating the conditions for success will invite private development to fund and develop more projects downtown. This, in turn, will shrink or eliminate any of the deficits profiled in this report and result in a vibrant, attractive and competitive downtown to live, work and visit.

Report Layout

- Executive Summary
- Chapter 1 Economic and Demographic Profile of Downtown Milwaukee
- Chapter 2 Convention Center & Hotel Analysis
- Chapter 3 Restaurant & Nightlife Analysis
- Chapter 4 Sports, Concert & Entertainment Venue Analysis
- Chapter 5 Transit Analysis

About Hunden Strategic Partners

Hunden Strategic Partners is a full service real estate development advisory practice specializing in destination assets. With professionals in Chicago, Minneapolis and Indiana, Hunden Strategic Partners provides a variety of services for all stages of destination development in the following primary areas:

- Real estate market and financial feasibility and financial consulting
- Owner's representation and operating consulting
- Strategy and master planning
- Public incentive analysis
- Economic, fiscal, and employment impact analysis (cost/benefit)
- Economic and tourism policy/legislation consulting
- Organizational development
- Research and statistical analysis
- Developer solicitation and selection; Private management company solicitation and selection

Hunden Strategic Partners professionals have provided all of the above services for hundreds of client projects worldwide for the public, non-profit and private sectors. In addition, our professionals have prior professional career experience in municipal and state government, economic and real estate development, real estate law, hotel operations and non-profit management. Over 70 percent of our clients are public entities, such as municipalities, counties, states, convention bureaus, authorities and other quasi-government entities empowered to conduct real estate, economic development and tourism activities.

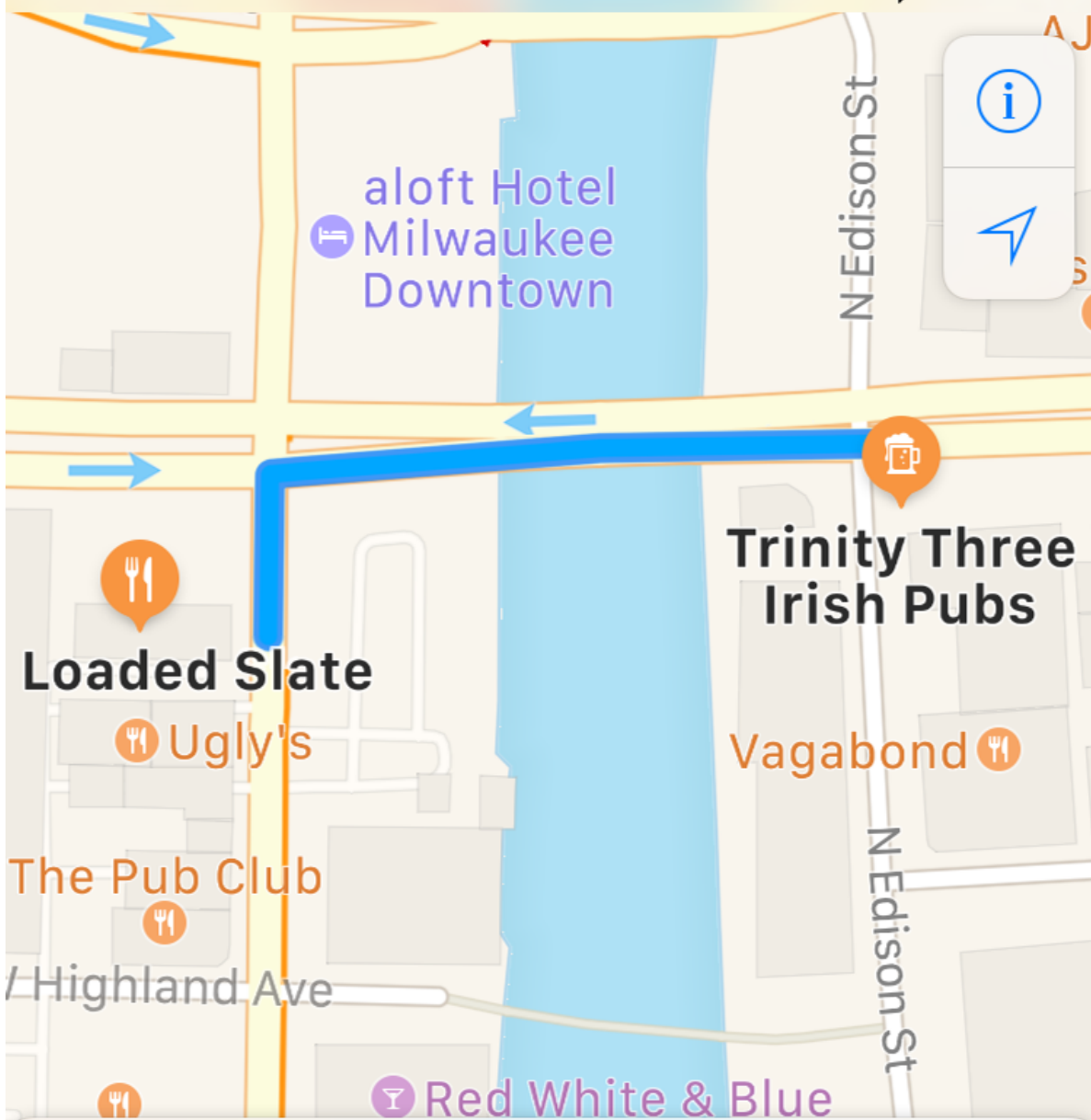
Limiting Conditions

HSP relied on primary and secondary sources of information for the assumptions made in this report and assumes these sources to be accurate. Assumptions created for the analysis were based on the data available to HSP during the study period as well as professional judgment.



No responsibility is taken for unforeseen events occurring after the date of the analysis, including war and terror attacks, natural disasters and major economic recessions.

This report is intended to be used as a tool for decision-making by the contracting parties related to this Project and for no other purpose.



To The Loaded Slate

From [Trinity Three Irish Pubs](#)

3 min
700 ft · W Juneau Ave



- Drive
- Walk**
- Transit
- Ride



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, February 02, 2017

COMMITTEE MEETING NOTICE

AD 04

MC NULTY, Kenneth J, Agent
Cobblestone Partners LLC
1111 N OLD WORLD THIRD St

Milwaukee, WI 53203

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

Tuesday, February 14, 2017 at 09:45 AM

Regarding: Your Class B Tavern, Food Dealer,  Sidewalk Dining License Applications as agent for "Cobblestone Partners LLC" for "Valhalla" at 1111 N OLD WORLD THIRD St.

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

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

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


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

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

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

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

JIM OWZARSKI, CITY CLERK

BY: 

Jason Schunk
License Division Manager

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

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



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, February 02, 2017

COMMITTEE MEETING NOTICE

AD 04

MC NULTY, Kenneth J, Agent
Cobblestone Partners LLC
5573 N Hollywood Ave

Whitefish Bay, WI 53217

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

Tuesday, February 14, 2017 at 09:45 AM

Regarding: Your Class B Tavern, Food Dealer, and Sidewalk Dining License Applications as agent for "Cobblestone Partners LLC" for "Valhalla" at 1111 N OLD WORLD THIRD St.

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

Notice for applicants with warrants or unpaid fines:

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

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jason Schunk
License Division Manager

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

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

Date:01/25/2017
Officer: Thomas Kline

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

Name of Premise: Cobbelstone
Address: 1111 N Old World 3rd Street
Phone: 414 731 1812

Owner:
Owner address:
City State Zip:
Owner Phone:
Owner email:

Licensee/Agent: McNulty, Kenneth J
Home Address: 5573 N Hollywood Ave
City State Zip: Whitefish Bay, WI 53217
Phone: 414 731 1812
Email:

Preferred contact: Agent

Location currently open: YES NO

Projected open date:

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

Hours of Operation: Sun: 6am-2am
Mon: Closed
Tue: Closed
Wed: 6am-2am
Thu: 6am-2am
Fri: 6am-2:30am
Sat: 6am-2:30am
24 hours Y N

Premise Type: Tavern/Bar
Restaurant
Other:

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 5
 - 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
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
22. Are there interior cameras Yes No How many: 6

23. Do all employees know how to retrieve recorded digital images/footage? Yes No
24. Cameras located in parking lot Yes No How many1

Interior Survey:

25. What is the planned/posted capacity 96
26. What is the minimum number of employees that will be on premise 3
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: 1
33. How will they be deployed: Interior 1 Exterior 0
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
38. When at capacity, how will the overflow crowd be managed? Line outside
39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 11/06/2015

LICENSE TYPE: BTAVN

NEW:

RENEWAL:

No. 221079

Application Date: 11/04/2015

License Location: 1111 North Old World Third Street

Business Name: Cobblestone Parnters LLC

Licensee/Applicant: Cramer, Michael K.
(Last Name, First Name, MI)

Date of Birth: 05/07/1985

Home Address: 231 West Wisconsin Avenue #1111

City: Milwaukee

State: WI Zip Code: 53203

Home Phone: 414-937-4888

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

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

1. On 05/24/2012 the applicant was cited in Fond du Lac County for Possession of Marijuana.

Charge: Possession of Marijuana

Finding: Guilty

Sentence: Fine ***this is in warrant status #2012FO000316 with a bond amount of \$389.50***

Date: 07/05/2012

Case: 2012FO000316

Previous premise

Alcohol License Concentration for 1111 N Old World Third St

City of Milwaukee, Wisconsin



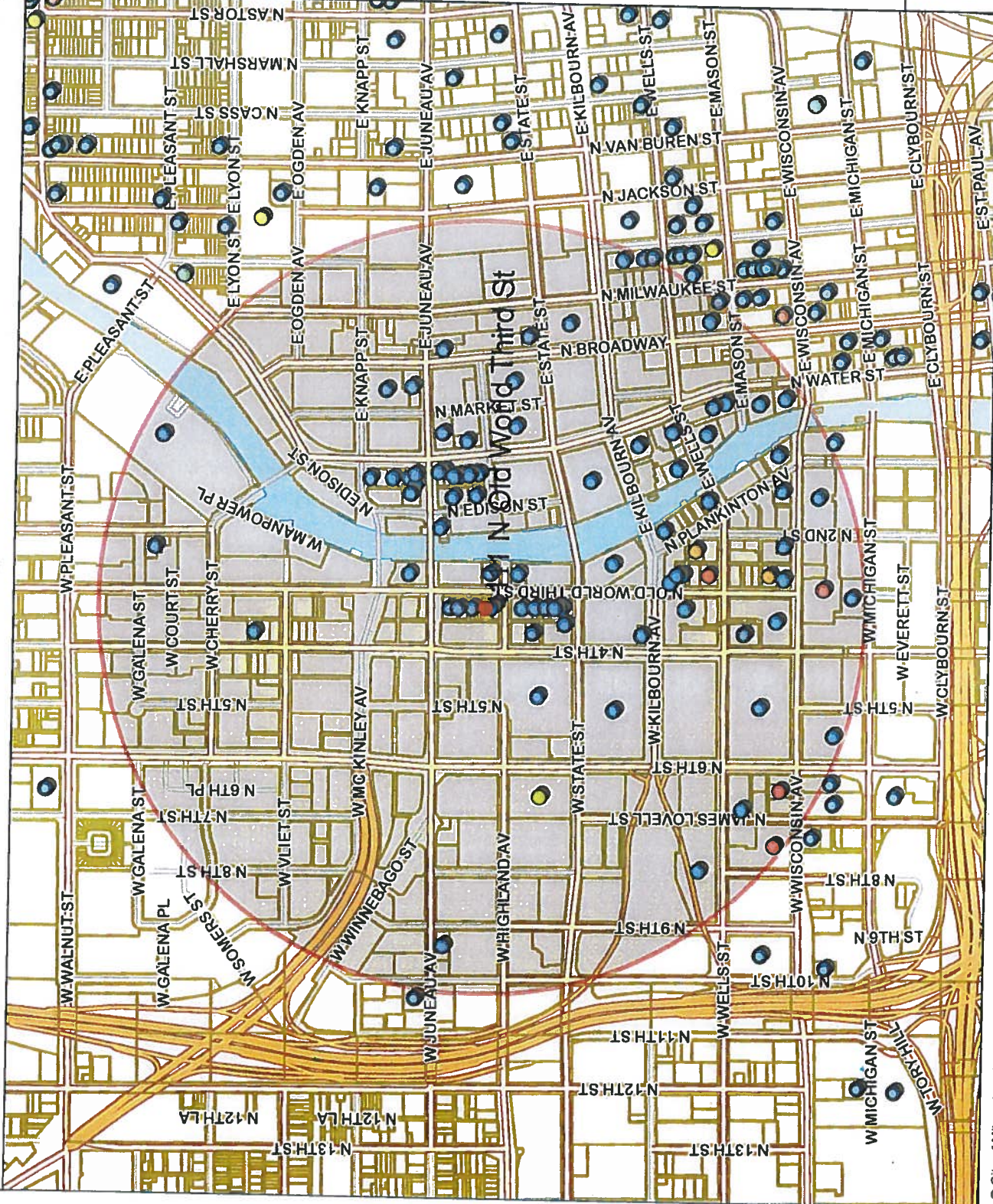
- Legend -

- City limits
- Parcels
- Freeways
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets
- Streets
- Waterways
- 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



- Notes -

Licensed Alcohol Establishments Within a .5 Mile Radius Centered on 1111 N Old World Third St on 01/12/2017



Map Scale: 1 : 11,606

© City of Milwaukee, Wisconsin
 Map Milwaukee: Property Information
 Disclaimer
 1/12/2017

License Summary:
 Class A Fermented Malt Beverage Retailer's License
 Class A Retailer's Intoxicating Liquor License
 Class B Fermented Malt Beverage Retailer's License
 Class B Tavern License
 Class C Wine Retailer's License

Legal entity	Trade name	License	License type name	Total capacity	Room capacity	Expiration date
BREW CITY BEER GEAR, INC	BREW CITY BEER GEAR	FRANK R REPLER, Agt	Class A Fermented Malt Beverage Retailer's License			7/1/2017
GRAND CONVENIENT, LLC	GRAND CONVENIENT STORE	AHMED K YAFAY, Agt	Class A Fermented Malt Beverage Retailer's License			6/14/2017
Mil-Town Mini Market LLC	Mil-Town Mini Market	Yusuf F Mohammed, Agt	Class A Fermented Malt Beverage Retailer's License			10/20/2017
AVENUE LIQUOR, INC	AVENUE LIQUOR	RENKA A GABHAWALA, Agt	Class A Malt & Class A Liquor License			7/6/2017
TOUR/Hi Convenience LLC	WESTOWN MARKET	JERRY SPENKER, Agt	Class A Malt & Class A Liquor License			6/2/2017
WALGREEN CO	Woods Full of snacks	AHMED K YAFAY, Agt	Class A Malt & Class A Liquor License			11/29/2017
MILWAUKEE ATHLETIC CLUB	MILWAUKEE #1200	Katherine T Berger, Agt	Class A Malt & Class A Liquor License			7/28/2017
Milwaukee Area Technical College	MATC Coliseum Restaurant	Nicholas M Bantz, Agt	Class B Fermented Malt Beverage Retailer's License			6/30/2017
1209 WATER ST, INC	BROTHERS BAR & GRILL	Richard A Busalacchi, Agt	Class B Tavern License	368		1/21/2018
5 PIRATES LLC	John Hawk's Pub	Vladimir Severson, Agt	Class B Tavern License	266		5/19/2017
746JAMESLOVELLBAR LLC	Jim I Timeout	SAMUEL BERMAN, Agt	Class B Tavern License		49 Inside, 30 patio	7/25/2017
AIMBRIDGE CONCESSIONS, INC	ALDOT MILWAUKEE DOWNTOWN	Christopher R Torres, Agt	Class B Tavern License	160	160 Itemix area cap 50, WXYZ area cap 46	7/12/2017
AJ Bombers LLC	AJ Bombers	JOSEPH J SORGE, JR, Agt	Class B Tavern License	160		11/30/2017
ARBED, LLC	MO'S IRISH PUB	JAMES A VASSALLO, Agt	Class B Tavern License		731 on first floor	2/7/2017
BART Performing Center, LLC	BART NONE	RICHARD D WAGNER, Agt	Class B Tavern License	480	249 on second floor	6/23/2017
BL RESTAURANT OPERATIONS, LLC	Best Place at the Pabst	AMY M BLADOW, Agt	Class B Tavern License	80		7/14/2017
Blazin Wings, Inc	Buffalo Wild Wings #407	JAMES C HAERTEL, Agt	Class B Tavern License	320		10/13/2017
BOTTOMS-UP BARTENDING SERVICE LLC	McGonigley's Bar & Grill	Scott L Schermbleh, Agt	Class B Tavern License	300		9/13/2017
BREW CITY BAR & Q, INC	RED LINE MILWAUKEE	ANDREW C DEUSTER, Agt	Class B Tavern License	253		7/16/2017
BRIG 1000 Water Street, LLC	TRINITY THREE IRISH PUBS	RICHARD CULLEN, II, Agt	Class B Tavern License	300		3/20/2017
BRICK 3 PIZZA, LLC	Rumpus Room - A Barriolotta Gastropub	ROBERT C SCHMIDT, JR, Agt	Class B Tavern License	49		10/11/2017
CALDERONE CLUB	BRICK 3 PIZZA	JOHN M WISE, Agt	Class B Tavern License	833		10/11/2017
Carson's	CALDERONE CLUB	RICHARD J BARRETT, Agt	Class B Tavern License	254		9/23/2017
CHINA GOURMET, INC	CHINA GOURMET RESTAURANT	GIORGIO G FAZZARI, SP	Class B Tavern License	57		6/15/2017
COURTYARD MANAGEMENT CORPORATION	COURTYARD BY MARRIOTT	Lindsay R Fitzmaurice, Agt	Class B Tavern License	300		10/17/2017
D & S Food Services, Inc	Suite 414	RICHARD J BARRETT, Agt	Class B Tavern License	200		6/15/2017
D&S Food Services, Inc	Schmitt Park Cafe	KENNETH J MC NULTY, Agt	Class B Tavern License	150		6/15/2017
DI ENTERPRISES, I, INC	The Brown Bottle	ANTHONY S BEER, Agt	Class B Tavern License	133		5/20/2017
ECCO FOODS, LLC	Pier 106	JUDITH A SCHEFFER, Agt	Class B Tavern License	165		5/23/2017
ELSA'S ON THE PARK, LTD	Evolution MKE	JUDITH A SCHEFFER, Agt	Class B Tavern License	390		7/12/2017
Fazari & Company, LLC	Pizzeria San Giorgio	JUDITH A SCHEFFER, Agt	Class B Tavern License	170		12/2/2017
Franz Milwaukee LLC	GRANDVIEW MANAGEMENT, INC	JOAN M GROH, Agt	Class B Tavern License	100		6/18/2017
Grandview Management, Inc	GRANDVIEW MANAGEMENT, INC	DANIEL M JORGENSEN, Agt	Class B Tavern License	577		9/12/2017
International Exports LLC	The Safe House	KARL R KOPP, Agt	Class B Tavern License	248		7/28/2017
ISWD Commerce LLC	SpringHill Suites by Marriott Milwaukee Downtown	SUSANNE M MAVER, Agt	Class B Tavern License	400		6/29/2017
KIRU LLC	SCOOTERS PUB / DUJES ON WATER	GIORGIO G FAZZARI, Agt	Class B Tavern License	320		9/29/2017
KEY PREMIUM FOOD SERVICE, LP	LEVY RESTAURANTS at WISCONSIN CENTER DISTRICT	NEAL D HOWARD, Agt	Class B Tavern License	390		9/29/2017
Levy Restaurants at the Bradley Center	Levy Restaurants at the Bradley Center	HANS WEISSGERBER, III, Agt	Class B Tavern License	120 - upper		9/29/2017
Levy's Doulton, Inc, LLC	Ludlie's Doulton Piano Bar & Grill	Margaret E Williams-Smith, Agt	Class B Tavern License	370	272 - lower	9/29/2017
LUEW'S OF MILWAUKEE, LTD	RED ROCK SALOON MILWAUKEE	JAMES A BAAD, Agt	Class B Tavern License	320		9/29/2017
Mader's German Restaurant, Inc	Mader's German Restaurant	MAN F ZHANG, Agt	Class B Tavern License	120 - upper		9/29/2017
MAJOR GOOLBY'S, INC	Turner Hall Restaurant	NIKHIL Deway, Agt	Class B Tavern License	370	272 - lower	9/29/2017
MARCUS HOTELS HOSPITALITY, LLC	MILTON MILWAUKEE CITY CENTER	Carol A Garland, Agt	Class B Tavern License	400		11/02/2017
MHF Milwaukee Operating W LLC	MIDCONTINENTAL MILWAUKEE	Nikhil L Deway, Agt	Class B Tavern License	175		11/02/2017
MILWAUKEE ATHLETIC CLUB	MILWAUKEE ATHLETIC CLUB	Shalen M Larsen, Agt	Class B Tavern License	400		6/30/2017
MILWAUKEE BRAT HOUSE, LLC	MILWAUKEE BRAT HOUSE	Joseph S McLean, Agt	Class B Tavern License	235		7/15/2017
Milwaukee Comedy LLC	Underground Collaborative	Nicholas M Bantz, Agt	Class B Tavern License	191		6/2/2017
MILWAUKEE REPERTORY THEATER, INC	MILWAUKEE REPERTORY THEATER	SCOTT A SCHAEFER, Agt	Class B Tavern License	200 for Theatre		6/30/2017
MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	MATTHEW S KEMPLE, Agt	Class B Tavern License	318 for entire space		12/12/2017
MILWAUKEE SCHOOL OF ENGINEERING	Milwaukee School of Engineering	LESLIE M FILLINGHAM, Agt	Class B Tavern License	23 - Tavern		7/15/2017
MILWAUKEE SCHOOL OF ENGINEERING	Milwaukee School of Engineering	John Hornburg, Agt	Class B Tavern License	208		5/19/2017
MILWAUKEE SCHOOL OF ENGINEERING	Milwaukee School of Engineering	John Hornburg, Agt	Class B Tavern License	480		5/19/2017
Milwaukee School of Engineering	Milwaukee School of Engineering	John Hornburg, Agt	Class B Tavern License	2759 Foyer - 500, Lounge/Meeting Room - 400, Upper Foyer - 160, Field House - 1533, Hall of Fame Room - 66		5/19/2017
Milwaukee School of Engineering	Milwaukee School of Engineering	John Hornburg, Agt	Class B Tavern License			5/19/2017
						6/29/2017

Total
 Grand Total = 96

MILWAUKEE WATERFRONT DELI, INC	MILWAUKEE WATERFRONT DELI	JEREMIAH D PANDL, Agt	Class B Tavern License	2/27/2017
MKE Events LLC	The White and Blue	JACOB E DEHNE, Agt	Class B Tavern License	9/21/2017
MKE TPC LLC	The Pub Club	JACOB E DEHNE, Agt	Class B Tavern License	6/29/2017
MKEAAA LLC	The Aylum Renaissance	Timothy G Thompson, Agt	Class B Tavern License	12/14/2017
NOBLE BEVERAGE MANAGEMENT, LLC	HYATT REGENT MILWAUKEE	David F Jones, Agt	Class B Tavern License	5/14/2017
PABST THEATER CONCESSIONS, LLC	TURNER HALL BALLROOM	RICHARD J RYAN, Agt	Class B Tavern License	11/08/2017
PABST THEATER CONCESSIONS, LLC	THE PABST THEATER	RICHARD J RYAN, Agt	Class B Tavern License	2/4/2017
Pourman's LLC	Pourman's	BENJAMIN A HEBL, Agt	Class B Tavern License	5/19/2017
Premier Milwaukee, LLC	Ujly's	ROBERT A SETTECASE, Agt	Class B Tavern License	12/29/2017
PTG Live Events LLC	The Riverside	RICHARD J RYAN, Agt	Class B Tavern License	7/30/2017
RIVER HOUSE RESTAURANT, INC	Vagabond	ROBERT C SCHMIDT, JR, Agt	Class B Tavern License	11/29/2017
Regius Gallery, LLC	Regius Gallery	Naithan S Showers, Agt	Class B Tavern License	8/31/2017
SAZAMA'S FINE CATERING, INC	SAZAMA'S FINE CATERING	TIMOTHY G HILBERT, Agt	Class B Tavern License	5/4/2017
SIA, Steak LLC	Mix A Place For Steaks	JAMES A VASSALLO, Agt	Class B Tavern License	9/3/2017
TECK STR, LLC	STIR	Joseph M Kuntz, Agt	Class B Tavern License	9/3/2017
The Chalk House MKE LLC	The Loaded State MKE	JEROME P WALSH, Agt	Class B Tavern License	9/15/2017
THE HARP IRISH PUB, INC	THE HARP	ROBERT C SCHMIDT, JR, Agt	Class B Tavern License	12/21/2017
THE KING AND I RESTAURANT, INC	THE KING AND I RESTAURANT	DEFEK E PHOUNGPHOL, Agt	Class B Tavern License	4/19/2017
TLA Investments LLC	Brunch	Taoufik Lahrache, Agt	Class B Tavern License	12/17/2017
TRIPLE CROWN, INC	BUCK BRADLEY'S Eatery & Saloon	BERNARD PAGET, SR, Agt	Class B Tavern License	6/18/2017
TUTTO PROMOTIONS, LLC	Giovanni's Comedy Cafe	GIOVANNI SAFINA, Agt	Class B Tavern License	10/14/2017
U90SF, LLC	Upper 90 Sports Pub	JACOB E DEHNE, Agt	Class B Tavern License	6/20/2017
UrbanLife Development Group LLC	Good Life	Ural P Jackson, Agt	Class B Tavern License	5/29/2017
V & V PARTNERS, LLC	BENHANA	SABAH M UDDAWYEH, Agt	Class B Tavern License	9/14/2017
WAHHAB SEVA ENTERPRISES, INC	SABABA CAFE & CATERING	EDWARD E WAHHAB, Agt	Class B Tavern License	5/23/2017
Water Street Brewery Inc	Water Street Brewery	ROBERT C SCHMIDT, JR, Agt	Class B Tavern License	9/23/2017
WESTTOWN ASSOCIATION OF MILW, INC	WESTTOWN ASSOCIATION	STAGIE J CALLIES, Agt	Class B Tavern License	5/23/2017
WTRWIS, LLC	ROSIE'S WATERWORKS	JAMES P PACK, Agt	Class B Tavern License	9/23/2017
Milwaukee Area Technical College	MATE Cudline Restaurant	RICHARD A BUSALACCHI, Agt	Class C Wine Retailer's License	1/21/2018



Thursday, February 02, 2017

Licenses Committee Notice of Hearing

McNulty Holdings LLC
1111 N Old World Third St

Milwaukee, WI 53203

Date: 2/14/2017

Time: 09:45 AM

Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Sidewalk Dining License Applications
MC NULTY, Kenneth J, Agent
Valhalla at 1111 N OLD WORLD THIRD 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.





Thursday, February 02, 2017



Notice of Public Hearing

MC NULTY, Kenneth J, Agent
Valhalla at 1111 N OLD WORLD THIRD St
Class B Tavern, Food Dealer, and Sidewalk Dining License Applications

Tuesday, February 14, 2017 at 9:45 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 2/14/2017 at 9:45 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.

OCCUPANT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2713	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2716	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2712	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2902	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2101	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2110	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2311	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1509	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2203	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2211	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1709	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1203	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1210	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1802	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1804	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2519	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2515	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2804	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 903	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1306	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1902	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1903	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1909	MILWAUKEE, WI 53203-1137
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1908	MILWAUKEE, WI 53203-1137
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2415	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2417	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1604	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1404	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1004	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1009	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1106	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1108	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2805	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1105 N OLD WORLD 3RD ST	MILWAUKEE, WI 53203-1101
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2109	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2903	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2307	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2310	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1508	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1511	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1501	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1502	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2901	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2208	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2209	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2210	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1704	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2001	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2619	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1201	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1202	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1208	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1809	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2512	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 906	MILWAUKEE, WI 53203-1123

CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1706	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2612	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1801	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1805	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2514	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 901	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1310	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1901	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1905	MILWAUKEE, WI 53203-1137
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1906	MILWAUKEE, WI 53203-1137
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2419	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1602	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1606	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2802	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1401	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1408	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1409	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1011	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2714	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2718	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2301	MILWAUKEE, WI 53203-1139
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1507	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1503	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1505	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2003	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2615	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1808	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2516	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1309	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1907	MILWAUKEE, WI 53203-1137
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2418	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1605	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1403	MILWAUKEE, WI 53203-1134
CURRENT OCCUPANT	1109 N OLD WORLD 3RD ST A	MILWAUKEE, WI 53203-1101
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2104	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1701	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1703	MILWAUKEE, WI 53203-1135
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1708	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2004	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2007	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2008	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2011	MILWAUKEE, WI 53203-1138
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2616	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 3002	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1807	MILWAUKEE, WI 53203-1136
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 2517	MILWAUKEE, WI 53203-1140
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1305	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1308	MILWAUKEE, WI 53203-1133
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1910	MILWAUKEE, WI 53203-1137
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 804	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1107	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1141 N OLD WORLD 3RD ST 1105	MILWAUKEE, WI 53203-1132
CURRENT OCCUPANT	1109 N OLD WORLD 3RD ST	MILWAUKEE, WI 53203-1101
CURRENT OCCUPANT	1137 N OLD WORLD 3RD ST	MILWAUKEE, WI 53203-1101

Total Records: 222

Radius: 250.0 feet and Center of Circle: 1111 N Old World Third ST



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 9/26/16

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:

Do you have any experience operating this type of business? No Yes If yes, explain: Uber Tax Room

2. Business Operations

- a. Proposed Opening Date: 3/1/17
- b. Is this premise under construction? No Yes If yes, list estimated completion date: 2/10/17
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: _____
- e. Is the current licensee operating? No Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? No Yes If yes, describe: _____

3. Litter & Noise

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

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: outside to south
- b. Number of Garbage Cans: Inside: 4 Locations: ends of bar, in front, near restrooms
Outside: 1 Locations: near smoking area
- 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, indicate how many? _____ and describe the parking security plan: _____
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? No Yes If yes, how many? 1 and answer the following:
What are their responsibilities? checking IDs on ~~busy~~ busy nights
Is security equipment used? No Yes If yes, describe video surveillance
List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, where? 6 cameras
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>49</u> %	Food <u>50</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	_____ %	_____ %
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____

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

Type 1

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

Type 2

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

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

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

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

Capacity 99 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

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

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

Other: Describe: _____

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

c. Nearest Major Cross Street: Highland + 3rd street

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

e. Describe Premises Structure: Single Story Multi-Story - # of Stories 3 Other: _____

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

g. Building Owner Name: McQuivy Holdings LLC Phone Number: 414-731-1812

Business Owner Address: 111 N. Old World 3rd Street, Milwaukee 53003

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

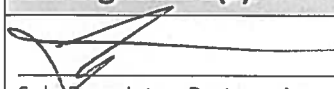
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	11am	10 pm	150	18-90	None
Monday	4pm	2 am	250		
Tuesday	4am	2 am	450		
Wednesday	4pm	2am	450		
Thursday	4pm	2am	450		
Friday	11am	2:30 am	1000		
Saturday	11am	2:30 am	1000		

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

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

Entertainment Closing Hours: Indoors: Alcohol beverage establishments: Same as alcohol license hours
 Non-alcohol establishments: 1:00 am Sunday thru Thursday, 1:30 am Friday & Saturday
 Outdoors: All establishments: 10:00 pm Sunday thru Thursday, 12:00 am Friday & Saturday
 (unless otherwise approved by the Common Council in licensee's plan of operation)

11. Signature(s)



Sole Proprietor, Partner, Agent, or 20% or more Shareholder

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 PLAN OF OPERATION

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: Cobblestone Partners LLC

Premise Address: 1111 N. Old World 300 Street

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

Is there at least 300 feet between the building and any church, school, daycare center or hospital? Yes No

"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 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 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: _____

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:

- 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 lessee/buyer

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.)? Cobblestone Partners LLC

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

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

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

- a) Date lease begins 3/1/17 Ends 3/1/27
- b) Monthly rental \$ 4500
- 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)? 10
- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupancy object to the granting of your license? No Yes
If yes, explain _____

Change of Agent Applicants Only

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

Notarized Signatures of Applicants

SUBSCRIBED AND SWORN TO BEFORE ME

This 12th day of JANUARY, 20 17



(Clerk/Notary Public)



Sole Proprietor, Partner, 20% or more Shareholder, or Agent – only if there are no 20% or more shareholders

My Commission Expires MARCH 23, 2019
*Notary Seal must be affixed.

Additional partner or 20% or more shareholder

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





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:	<u>Cobblestone Partners LLC</u>
Premises Address:	<u>1111 N. Old world 3rd street</u>
SECTION 1 TYPE OF BUSINESS	
Type of application (check one): <input type="checkbox"/> taking over a currently operating business <input checked="" type="checkbox"/> starting a new business Anticipated opening date? <u>3/1/17</u>	
Check the type that best describes your business (check only one): See Food Dealer License Information sheet for definitions.	
<input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Community Food Program <input type="checkbox"/> Retail Establishment <input type="checkbox"/> Bed & Breakfast If retail, will it be a convenience store? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Base for Food Peddler (less than 5,000 sq ft of retail space, primary business is the sale of basic food items, and in addition sells household products) <input type="checkbox"/> Base for Temporary/Seasonal Food Stand	
In addition, will any wholesale business be done? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
If yes, what percentage of the business will be wholesale? <input type="checkbox"/> Less than 25% <input type="checkbox"/> 25% or More (Contact DATCP)*	
Will retail items be sold? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, indicate percentage of food sales <u>10</u> %	
Will restaurant items be sold? <input type="checkbox"/> No* <input checked="" type="checkbox"/> Yes If Yes, indicate percentage of food sales <u>45</u> %	
* If you checked "25% or More" of the business will be wholesale and answered "No" to restaurant items being sold, do not continue completing this application. A City of Milwaukee License is not required. Contact DATCP only.	
SECTION 2 FOOD PROCESSING	
Will any food processing be done? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <i>Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.</i>	
If Yes, check the types of food items:	
<input type="checkbox"/> SNACKS & BEVERAGES <i>includes, but is not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, popcorn, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese</i>	
<input checked="" type="checkbox"/> MEALS <i>includes, but is 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</i>	
SECTION 3 HAZARDOUS FOODS	
Will any hazardous food be sold? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <i>Hazardous foods require temperature control (includes dairy products such as milk, cheese, and ice cream, fish shellfish, meat, poultry)</i>	
If yes, list the types of food items: <u>Cheese, Fish</u>	

SECTION 4 SHARED KITCHEN

Will you be sharing kitchen space with another operator?

- No If No, SKIP to Section 5
- Yes If Yes, check one:
 - I will rent space from another operator ("Shared Kitchen Agreement" is required)
 - I will rent space to another operator (peddler/caterer)

SECTION 5 DETAILS OF OPERATION

Answer the following questions:

- 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
 - If Yes to outdoor activities, check all that apply:
 - Bar
 - Cooking/Grilling
 - Dining
- Will you have a drive thru window? No Yes
 - If Yes to drive thru, are hours different from inside? No Yes
 - If Yes, provide drive thru hours: _____
- Will any scales or barcode scanners be used? No Yes
 - If Yes, a Weights & Measures application must be completed and a license obtained.

SECTION 6 ADDITIONAL SITES

Where will food be prepared and/or sold?

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

SECTION 7 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?

- No If No, SKIP to Section 6
- Yes If Yes, check all that apply:
 - New construction of a building
 - Construction changes to an existing building
 - Renovation or remodeling
 - Equipment changes only (installation or replacement)

Provide a brief description of the changes: _____

Start date: _____

Name, Address & Phone Number of Architect: _____

Name, Address & Phone Number of Contractor: _____

SECTION 8 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?

- No If No, SKIP to Section 9
- Yes If YES, if your food license is approved prior to the alcohol beverage license, when do you want the food license issued? Immediately At the same time as the alcohol license

SECTION 9 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 approve or deny my application. If denied, 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.
- I understand 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, agent or 20% shareholder: 

Signature of additional partner(s): _____



Sidewalk Dining Facility Supplemental Application

ccl-side1 6/13/16

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: 1111 N OLD WORLD THIRD ST

Aldermanic District # 4

Business Operations

- Check one: Also applying for Food/Alcohol license(s) at this time
 Currently hold Food/Alcohol license(s) # _____
- Sidewalk Dining Facility will operate from: Start Date: 5/1/17 to End Date: 10/30/17
- Will any food preparation be done outdoors? No Yes
If yes, describe: _____
AND complete/submit the "Request To Modify Food Establishment/Food Operational Plan" with this application
- What type of security will be provided? Same as Food/Alcohol Other: _____
- Will any sidewalk dining facility improvements be physically attached to public structures? No Yes
If yes, describe: _____

Property Owner

- Check one: Applicant owns the property
 Property owner's information/signature provided below (REQUIRED):
- Name: _____ Phone # _____
- Address: _____
- Property Owner's Signature: _____

Signature

Signature of Applicant: 

Submit this application with the following additional forms:

- Detailed Floor Plan (see page 2 for detailed instructions)
 - Sidewalk Dining Facility Certificate of Insurance (ccl-side4)
 - Business License Application (ccl-busapp)*
 - Business Plan of Operation (ccl-busplan)*
- *only one copy of these forms is needed if submitting with other license applications
- Request To Modify Food Establishment/Food Operational Plan (if preparing food outdoors)

Office Use Only:

Initials _____ Filed _____ App # _____ Lic # _____

Also holds/applying for: Food Alcohol Perm Ext

Queue for Approval to: Health DNS CC

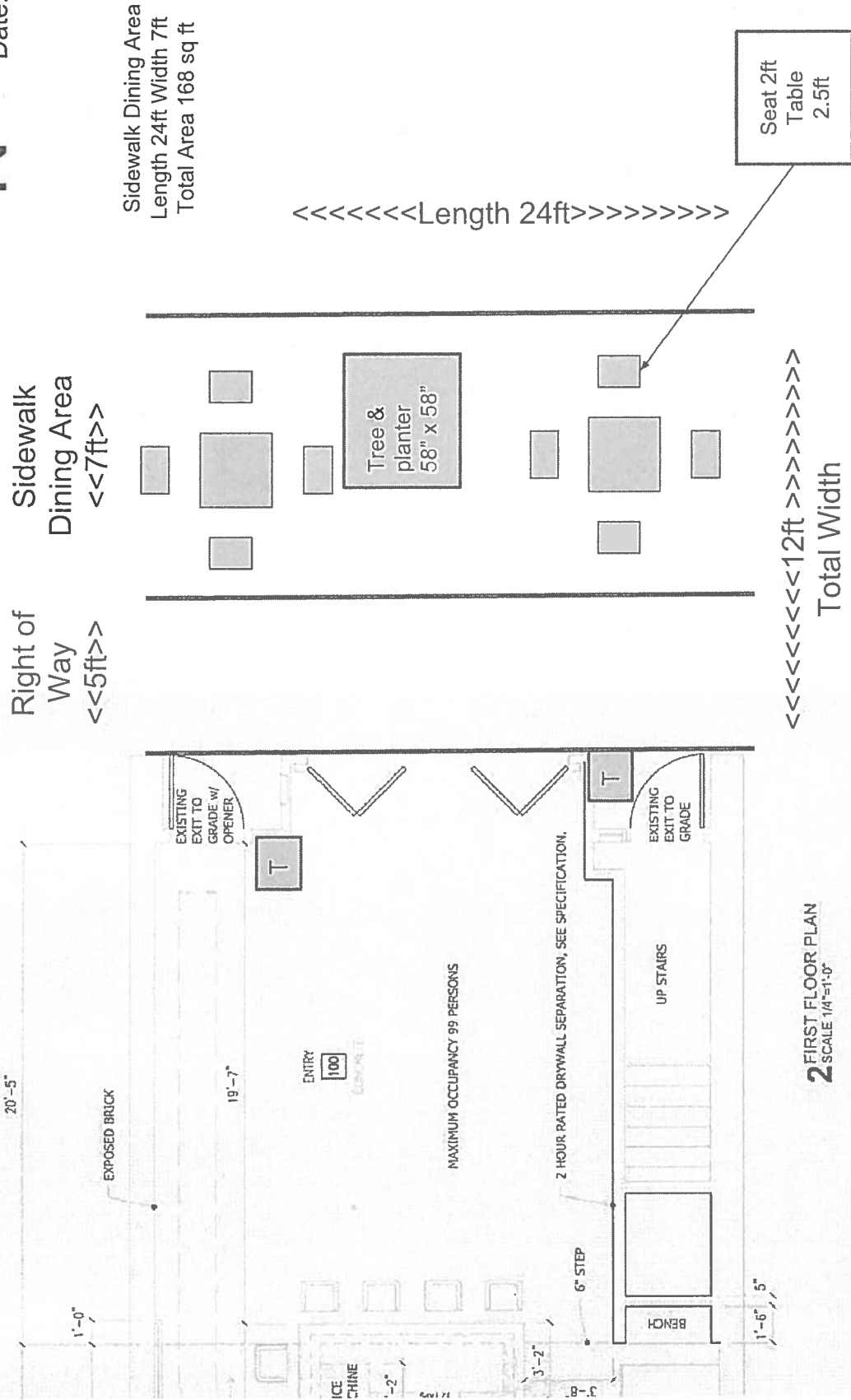
Email for Approval to: DPW

Sidewalk Dining Site Plan

NA

Date: 1/10/17

Old World 3rd Street



Kenneth James McNulty, Agent for "Cobblestone Partners LLC"
 DBA Valhalla
 1111 N. Old World 3rd Street
 Milwaukee, WI 53203

T This Symbol signifies a trash receptacle

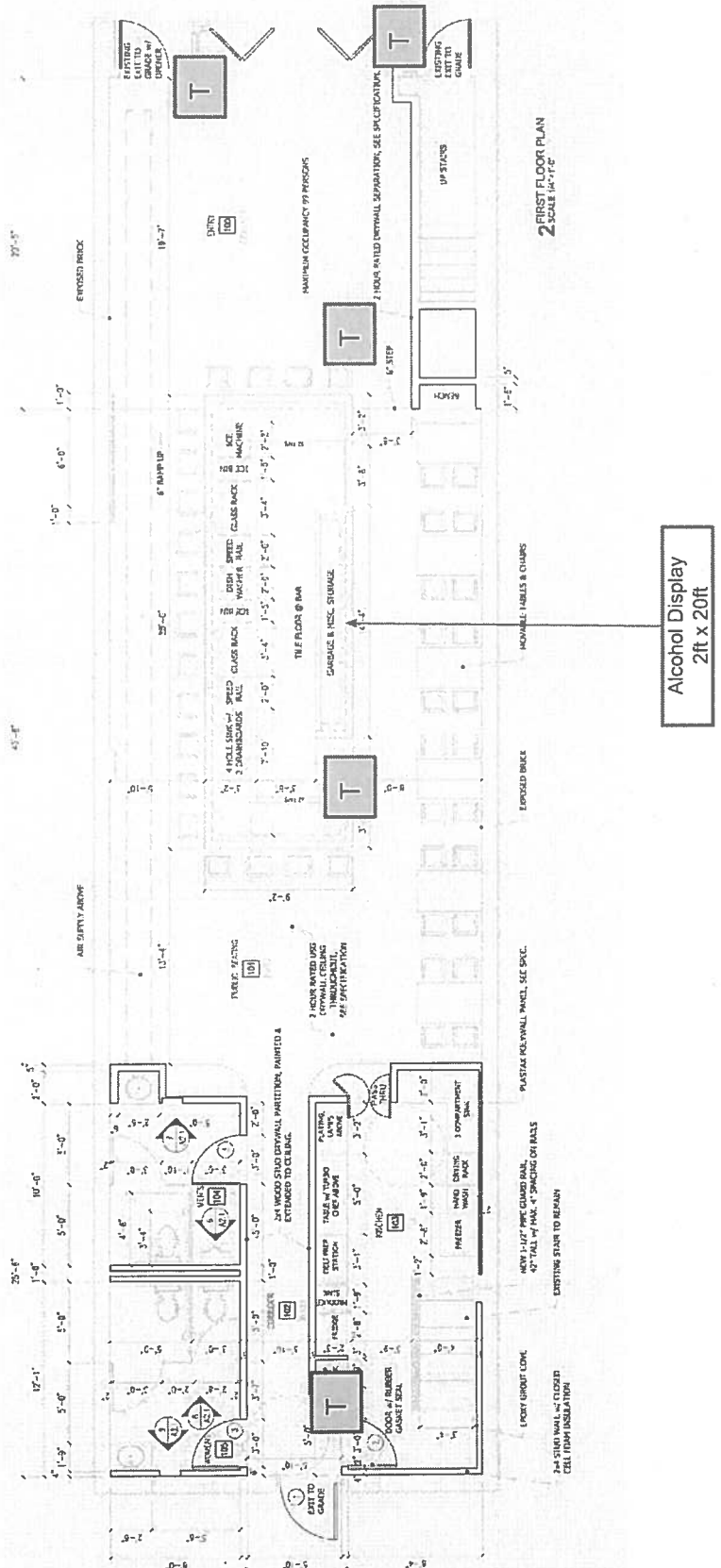
Full Site Plan

N^A

Date: 1/10/17

Length 87ft Width 22ft
Total Area 1914 sq ft

Old World 3rd Street



Exit to Alley Between 3rd & 4th Street

7 Parking Spaces

No customer parking

This Symbol signifies a trash receptacle



Kenneth James McNulty, Agent for "Cobblestone Partners LLC"

DBA Valhalla

1111 N. Old World 3rd Street

Milwaukee, WI 53203

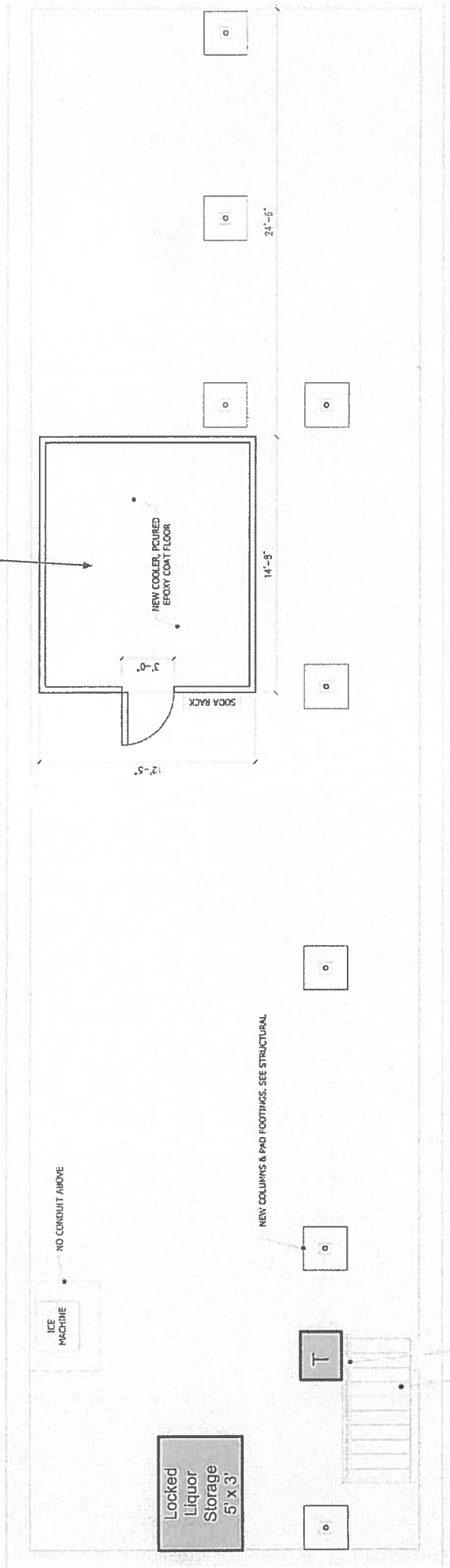
Basement Site Plan

N^A

Date: 1/10/17

Length 87 ft Width 22ft
Total Area 1914 sq ft

Beer Storage
12' 5" x 14' 8"



Kenneth James McNulty, Agent for "Cobblestone Partners LLC"

DBA Valhalla

1111 N. Old World 3rd Street

Milwaukee, WI 53203



This Symbol signifies a trash receptacle



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

Wednesday, February 01, 2017

COMMITTEE MEETING NOTICE

AD 04

PLISS, Sean A, Agent
Copper Penguin Management Group, LLC
231 E BUFFALO 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:

Tuesday, February 14, 2017 at 09:45 AM

Regarding:

Your Class B Tavern and Public Entertainment Premises License Renewal Applications with Change of Shareholder as agent for "Copper Penguin Management Group, LLC" for "Site 1A" at 231 E BUFFALO St.

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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal 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 or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines:

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

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

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

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

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

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

JIM OW CZARSKI, CITY CLERK

BY:

Jason Schunk
License Division Manager

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

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

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 01/25/2017
LICENSE TYPE: BTAVN
NEW:
RENEWAL:

No. 245304
Application Date: 01/25/2017

License Location: 231 East Buffalo Street
Business Name: Copper Penguin

Licensee/Applicant: Pliss, Sean (adding shareholder)
(Last Name, First Name, MI)

Date of Birth: 09/30/1978

Home Address: 1606 North Humboldt Avenue
City: Milwaukee **State:** WI **Zip Code:** 53202
Home Phone: 414-412-3170

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

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

1. On 01/06/2011 the applicant was cited at 1602 North Humboldt Avenue in the city of Milwaukee for Dog and Cat Licenses Required.

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

- =====
2. On 09/09/2011 Aaron Ohlsson was cited at 200 North Harbor Drive for Littering of Premises. Aaron Ohlsson is now listed on the application as 40% shareholder.

Charge: Littering of Premises
Finding: Guilty
Sentence: \$65.00 fine
Date: 12/06/2011
Case: 1111105

3. On 03/27/2016 Milwaukee police responded to a battery complaint at 231 East Buffalo Street (Oak Bar). The victim told officers she was in the Oak Bar celebrating a friend's birthday. While in the women's bathroom she observed her friend in a verbal altercation with another woman. She attempted to step in between them, at which time it became physical. The suspect struck the victim in the head with the heel of her shoe. The victim received a laceration to her forehead. The caller also told officers that an employee of the business had been present during this incident, but did not intervene. Officers attempted to view video but the owner, Chris Vrakas was not able to retrieve the video from the system. Milwaukee police incident report #160870010 filed.

MILWAUKEE POLICE DEPARTMENT

REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

16-067
TA

TO: Captain of Police Eric J. Moore

Business Name: Oak Bar

Address of Licensed Premises: 231 E Buffalo St

Business Phone: 414-270-1018

Type of License: B Tavern4

District: 1

Violation / Incident # 16-087-0010

Date of Incident: 03/27/2016

Licensee or Manager on premises at time of violation / Incident? Yes No

Licensee cooperative? Yes No (if no, explain in narrative section)

Licensee Notified by Officer: P.O. Deron COLEMAN

Date: 03/27/2016

Time: 01:30AM

Licensee or Agent's Name: Christopher M. VRALZAS

PLISS, Sean

Date of Birth: 03-04-86

Home Address: 120 E. National Av. #301, Milw, WI

Home Phone: 414-651-5439

Co-Licensee Name: Jared J. SIEMERS

Date of Birth: 06-04-83

Home Address: 2620 E. Ohio Av., Milw, WI, 53207

Home Phone: 414-899-1143

Class S License Number:

Bartender Name:

Date of Birth:

Home Address:

Home Phone:

Class D License Number:

Licensed Person / Public Pass. Vehicle, etc.:

Date of Birth:

Home Address:

Home Phone:

Class D License Number:

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited: Lindsey S OBERNBERGER

Date of Birth:

Citation Number: IR# 16-087-0010

Violation & Ord. / Statue No.: 940.19(2)

01/11/1991

Court Date:

Name of Person Cited:

Date of Birth:

Citation Number:

Violation & Ord. / Statue No.:

Court Date:

Name of Person Cited:

Date of Birth:

Citation Number:

Violation & Ord. / Statue No.:

Court Date:

Name of Person Cited:

Date of Birth:

Citation Number:

Violation & Ord. / Statue No.:

Court Date:

Name of Person Cited:

Date of Birth:

Citation Number:

Violation & Ord. / Statue No.:

Court Date:

Investigating Officer: P.O. Deron COLEMAN

District / Bureau: 13

Date: 03/27/2016

Sgt 77 ✓ Aikley
Commanding Officer

4/5/16
Date

DISPOSITION - FOR LICENSING ONLY

Citation No.	Case Number	Disposition	Judge	Date
			LICENSE INVESTIGATION UNIT	
			Received	<i>4-13-16</i>
			Referred	
			By	<i>[Signature]</i>

PA-33E Narrative

This report is written by Police Officer Deron COLEMAN assigned to District 1, Late Shift.

On Sunday, March 27, 2016, at approximately 1:07AM, Squad 1340 (myself) and Squad 1341 (P.O. Daniel OCONNELL) were dispatched to Oak Bar at 231 E Buffalo St, which is located in the City and County of Milwaukee, WI, for a Battery call for service.

Upon Arrival, I spoke to the victim and caller Melissa WAULTERS (W/F 01/16/1993), who immediately directed my attention to the approximately one-half inch, semi circled, laceration that was bleeding on her forehead.

WAULTERS told me that she was in the Oak Bar celebrating her friend Brittany HAMMONDS' (W/F 03/24/1994) birthday. She stated that at approximately 1:00AM, HAMMONDS went to the restroom and WAULTERS followed behind her. As WAULTERS entered the women's restroom inside of Oak Bar (approximately 20-30 seconds after HAMMONDS), she observed a verbal altercation between HAMMONDS and another woman by the name of Lindsey OBERNBERGER (W/F 01/11/1991). WAULTERS stepped between the two in an attempt to de-escalate the incident, then OBERNBERGER used both hands to shove WAULTERS. WAULTERS then shoved OBERNBERGER while exclaiming "Do not put your hands on me!" WAULTERS indicated to me that a brief "tussle" between the two followed, before an unknown individual held OBERNBERGER while WAULTERS fled to the open handicap bathroom stall.

WAULTERS told me that the stall that she entered was occupied by an Oak Bar employee that had been working on a clogged toilet. WAULTERS locked the stall door, then OBERNBERGER began to threaten her while banging on the stall door with her fists. WAULTERS indicated that the employee did not make any attempt to stop this incident or calm either parties involved. In fact, she stated that he opened the door and then quickly exited the restroom. After the employee opened the locked stall door, WAULTERS attempted to leave the restroom, but was confronted by OBERNBERGER between the stall and the restroom door. According to WAULTERS, OBERNBERGER had taken her high heel shoes off and struck her two times with the heel end. WAULTERS stated that she was able to block the first swing with her left palm which is now severely bruised; the second swing struck WALTERS on her forehead, approximately one inch above her eyebrows which caused a laceration and bleeding. WAULTERS then notified security at the bar who suggested that she call for police services.

On Sunday, Match 27, 2016 at approximately 2:00AM, P.O. Daniel OCONNELL spoke with the bar owner, Chris M VRAKAS (W/M, 03-04-86), regarding possible video of the incident in the bar. VRAKAS brought P.O. OCONNELL to the rear office where the video system was located. VRAKAS stated that the video system was new, and he was not familiar with its operation. The video system date and time was not correct as it was showing January 28, 2009, at 4:48 am when the correct time was actually 1:35 am.

VRAKAS was able to display live video of the bar, but was not able to display anything further back than 90 seconds from the time shown on the video. After several attempts to view the video, VRAKAS allowed P.O. OCONNELL access in an attempt to determine the cause of the video not playing. P.O. OCONNELL checked the settings of each camera and noted that each camera was listed to "not record." VRAKAS stated he would contact the installer of the camera system to see if there was anything that could be done.



Wednesday, February 01, 2017



Notice of Public Hearing

PLISS, Sean A, Agent
Site 1A at 231 E BUFFALO St

Class B Tavern and Public Entertainment Premises License Renewal Applications with Change of Shareholder

Tuesday, February 14, 2017 at 9:45 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 2/14/2017 at 9:45 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.

OCCUPANT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT OCCUPANT	234 N BROADWAY 206	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 211	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 503	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 109	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 417	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 611	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 313	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 408	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 614	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 609	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 113	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 517	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 411	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 514	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	312 E BUFFALO ST 41	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	222 E CHICAGO ST 303	MILWAUKEE, WI 53202-5936
CURRENT OCCUPANT	222 E CHICAGO ST 306	MILWAUKEE, WI 53202-5936
CURRENT OCCUPANT	222 E CHICAGO ST 410	MILWAUKEE, WI 53202-5935
CURRENT OCCUPANT	234 N BROADWAY 513	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 214	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 104	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 202	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 305	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 215	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 309	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 216	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 403	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 212	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 316	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	312 E BUFFALO ST 43	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST 42	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST 53	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	222 E CHICAGO ST 501	MILWAUKEE, WI 53202-5934
CURRENT OCCUPANT	222 E CHICAGO ST 502	MILWAUKEE, WI 53202-5934
CURRENT OCCUPANT	222 E CHICAGO ST 506	MILWAUKEE, WI 53202-5934
CURRENT OCCUPANT	222 E CHICAGO ST 507	MILWAUKEE, WI 53202-5934
CURRENT OCCUPANT	216 N WATER ST 1	MILWAUKEE, WI 53202-5719
CURRENT OCCUPANT	234 N BROADWAY 404	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 308	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 117	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 314	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 605	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 509	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 208	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 218	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 603	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 302	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 610	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 607	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 617	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 601	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	312 E BUFFALO ST 45	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST 57	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	234 N BROADWAY 515	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 301	MILWAUKEE, WI 53202-5806

CURRENT OCCUPANT	234 N BROADWAY 101	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 209	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 512	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 205	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 406	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 204	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 307	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 508	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 516	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	317 N BROADWAY 1	MILWAUKEE, WI 53202-5829
CURRENT OCCUPANT	234 N BROADWAY 409	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 213	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	312 E BUFFALO ST 44	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	222 E CHICAGO ST 310	MILWAUKEE, WI 53202-5936
CURRENT OCCUPANT	222 E CHICAGO ST 404	MILWAUKEE, WI 53202-5935
CURRENT OCCUPANT	222 E CHICAGO ST 409	MILWAUKEE, WI 53202-5935
CURRENT OCCUPANT	222 E CHICAGO ST 508	MILWAUKEE, WI 53202-5934
CURRENT OCCUPANT	234 N BROADWAY 318	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 612	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 502	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 507	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	236 N WATER ST 2	MILWAUKEE, WI 53202-5708
CURRENT OCCUPANT	234 N BROADWAY 401	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 107	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 413	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 207	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 606	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 310	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 416	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 112	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 410	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 501	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 102	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	317 N BROADWAY 2	MILWAUKEE, WI 53202-5829
CURRENT OCCUPANT	317 N BROADWAY 3	MILWAUKEE, WI 53202-5829
CURRENT OCCUPANT	312 E BUFFALO ST 52	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	222 E CHICAGO ST 301	MILWAUKEE, WI 53202-5936
CURRENT OCCUPANT	222 E CHICAGO ST 302	MILWAUKEE, WI 53202-5936
CURRENT OCCUPANT	222 E CHICAGO ST 304	MILWAUKEE, WI 53202-5936
CURRENT OCCUPANT	222 E CHICAGO ST 308	MILWAUKEE, WI 53202-5936
CURRENT OCCUPANT	222 E CHICAGO ST 504	MILWAUKEE, WI 53202-5934
CURRENT OCCUPANT	234 N BROADWAY 504	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	236 N WATER ST 3	MILWAUKEE, WI 53202-5708
CURRENT OCCUPANT	234 N BROADWAY 511	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 604	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 616	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 613	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 414	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 418	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 315	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 108	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 311	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 317	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 402	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 602	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	312 E BUFFALO ST 54	MILWAUKEE, WI 53202-5808

CURRENT OCCUPANT	222 E CHICAGO ST 307	MILWAUKEE, WI 53202-5936
CURRENT OCCUPANT	222 E CHICAGO ST 309	MILWAUKEE, WI 53202-5936
CURRENT OCCUPANT	222 E CHICAGO ST 401	MILWAUKEE, WI 53202-5935
CURRENT OCCUPANT	222 E CHICAGO ST 406	MILWAUKEE, WI 53202-5935
CURRENT OCCUPANT	222 E CHICAGO ST 407	MILWAUKEE, WI 53202-5935
CURRENT OCCUPANT	222 E CHICAGO ST 505	MILWAUKEE, WI 53202-5934
CURRENT OCCUPANT	216 N WATER ST 4	MILWAUKEE, WI 53202-5719
CURRENT OCCUPANT	216 N WATER ST 2	MILWAUKEE, WI 53202-5719
CURRENT OCCUPANT	234 N BROADWAY 608	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 303	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 217	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 116	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 118	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 618	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 407	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 505	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 405	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 415	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	312 E BUFFALO ST 56	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST 51	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	222 E CHICAGO ST 403	MILWAUKEE, WI 53202-5935
CURRENT OCCUPANT	222 E CHICAGO ST 503	MILWAUKEE, WI 53202-5934
CURRENT OCCUPANT	222 E CHICAGO ST 509	MILWAUKEE, WI 53202-5934
CURRENT OCCUPANT	222 E CHICAGO ST 510	MILWAUKEE, WI 53202-5934
CURRENT OCCUPANT	234 N BROADWAY 506	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	236 N WATER ST 4	MILWAUKEE, WI 53202-5708
CURRENT OCCUPANT	234 N BROADWAY 210	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 306	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 518	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 412	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 615	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 304	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 510	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 203	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 103	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 312	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	321 N BROADWAY 2	MILWAUKEE, WI 53202-5879
CURRENT OCCUPANT	321 N BROADWAY 1	MILWAUKEE, WI 53202-5879
CURRENT OCCUPANT	312 E BUFFALO ST 46	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	222 E CHICAGO ST 305	MILWAUKEE, WI 53202-5936
CURRENT OCCUPANT	222 E CHICAGO ST 402	MILWAUKEE, WI 53202-5935
CURRENT OCCUPANT	222 E CHICAGO ST 405	MILWAUKEE, WI 53202-5935
CURRENT OCCUPANT	222 E CHICAGO ST 408	MILWAUKEE, WI 53202-5935
CURRENT OCCUPANT	216 N WATER ST 3	MILWAUKEE, WI 53202-5719
CURRENT OCCUPANT	234 N BROADWAY 201	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY 115	MILWAUKEE, WI 53202-5806

Total Records: 158

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

2016-2017 Plan of Operation for 231 E BUFFALO ST

Same

1. Litter & Security Plans

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

How often will grounds be cleaned? Daily Weekly Other:

Who cleans the grounds? 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:

Are there designated outdoor smoking areas? No Yes If Yes, Describe: SIDE / FRONT ENTRANCE

Number of garbage cans: Inside 10 Locations: FRONT ENTRANCE
 Outside 4 Locations: ENTRANCE / EXITS

Is a crowd control barrier used? No Yes If Yes, Describe: ENTRANCE LINE

Number of restrooms: 2

Name of solid waste contractor: WASTE MANAGEMENT

Are there parking spaces on the premises? No Yes If Yes, list number of spaces: _____ and describe security plans:

Are there designated loading areas? No Yes If Yes, describe security plans:

Do you have security personnel on the premise? No Yes If Yes, how many? 6
 AND What are their responsibilities? JD, CLEANING GROUNDS, PATROL PREMISE
 What security equipment do they use? CONSIGER
 List their licensing, certification or training credentials: _____

Are there security cameras? No Yes If Yes, list all locations: EXITS / ABOVE BARS / HALLWAYS

Are searches and/or identification checks conducted upon entry? No Yes If Yes, describe:
All ID's CHECKED

2. Percentage of Sales (must total 100%)

Alcohol <u>70</u> %	Food Sales _____ %	Entertainment <u>20</u> %	Other _____ % <u>E-10</u>
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3. Businesses On The Premises (choose all that apply):

Restaurant Cafe/Coffee Shop Cocktail Lounge Convenience Store Other:

Night Club Tavern Banquet Hall Sports Facility Game

Liquor Store Hotel Supermarket Private/Fraternal/Veterans' Club

4. Hours of Operation and Age Restriction

Are there any changes to the current hours of operation or age restriction? No 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.

5. Floor Plan and Capacity

Are you requesting any changes to the floor plan or capacity? No Yes If Yes, Describe:

If requesting changes to the floor plan, 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.

6. Sidewalk Dining (if renewing a current license)

Are there any changes to the sidewalk dining site plan? No Yes If Yes, submit an updated site plan with this application.

PUBLIC ENTERTAINMENT PREMISES RENEWAL SUPPLEMENTARY APPLICATION

1. CURRENT APPROVED ENTERTAINMENT

The following types of entertainment have been approved for your current Public Entertainment Premises license:

INST MUSICIANS, BANDS, DISC JOCKEY, DANCING BY PERFORMERS, PATRON CONTESTS
PATRONS DANCING

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to ADD:

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

Other: _____
No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. 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:

STANDARD AMPLIFICATION

5. NOTARIZED SIGNATURES

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.

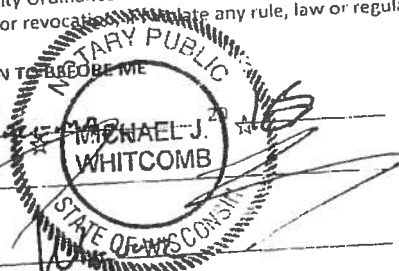
I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

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, and shall not violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

SUBSCRIBED AND SWORN TO BEFORE ME

This 1st day of Dec



(Clerk/Notary Public)

My Commission Expires

Agent/20% or More Shareholder/Partner

Additional 20% or More Shareholder/Partner