



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

Monday, November 17, 2025

COMMITTEE MEETING NOTICE

AD 07

CORDER, Michael, Agent
PALAFOX LLC
4544 N 69TH ST
MILWAUKEE, WI 53218

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

Tuesday, December 02, 2025 at 09:45 AM

The access code is <https://meet.goto.com/598621565>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting Disc Jockey, Jukebox, 1 Dart Board, Bands, Karaoke, 4 Amusement Machines, Patrons Dancing and 1 Pool Table as agent for "PALAFOX LLC" for "PALAFOX" at 4435 W FOND DU LAC Av.

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

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

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

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

**Jim Cooney
License Division Manager**

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

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



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COMMITTEE MEETING NOTICE

AD 07

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PALAFOX LLC
4543 W MEDFORD AV
MILWAUKEE, WI 53216

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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

Jackson, Annette

From: License
Sent: Wednesday, August 27, 2025 9:00 AM
To: Jackson, Annette
Subject: FW: Objection to Tavern License
Attachments: Objection to Palafox Class B Tavern License.docx

Please add objection

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



Take Our Survey!

REDACTED
BY
25

From: [REDACTED]
Sent: Wednesday, August 27, 2025 7:52 AM
To: Savage, Nick <Nick.Savage@milwaukee.gov>; License <LICENSE@milwaukee.gov>
Cc: [REDACTED]
subject: Objection to Tavern License

August 27, 2025

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

RE: Objection to Michael Corder, Agt. PALAFOX LLC Class B Tavern, Public Entertainment Premises and Food Dealer-Restaurant License located at 4435 W. Fond du Lac Ave.

TO: City of Milwaukee License Division and Committee:

STATEMENT:

This letter is a statement of objection to the issuance of a Class B Tavern, Public Entertainment Premises and Food Dealer-Restaurant License for PALAFOX located at 4435 W. Fond du Lac Ave., Milwaukee, WI 53216.

My name is

Corporation. My job and mission in the community is to foster economic and spiritually uplifting mechanisms to promote, if not ensure, current and future safety, well-being, and positive progress within the lives of the residents and businesses within the Sherman Park neighborhood. As such, the PALAFOX operations do not align with the needs and wants of the neighborhood and pose an adverse impact on the health, safety, and welfare of the public and our neighborhood.

For the following reasons, the issuance of the subject license is opposed:

- The proximity to the youth school within the Embassy Center MKE is not appropriate
- The establishment is on the same block as three childcare centers, which is a conflicting demographic
- The heightened traffic on the already traffic-dense Fond du Lac and Roosevelt corridors elevates threats to pedestrian welfare and property damage, including city infrastructure (i.e street lights)
- The facility doesn't possess its own parking lot, causing an increase to public safety issues
- The increase in toxicants contributes to negative social behavior in our neighborhood and across the city,

For the aforementioned concerns, I am requesting that the City of Milwaukee License Division and Committee not approve Class B Tavern, Public Entertainment Premises and Food Dealer-Restaurant License for PALAFOX.

Humbly,

www.with.citv

[Facebook](#) | [LinkedIn](#) | [Instagram](#)

August 27, 2025

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City Hall, Room 105

200 East Wells Street, Milwaukee, WI 53202

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My name

My

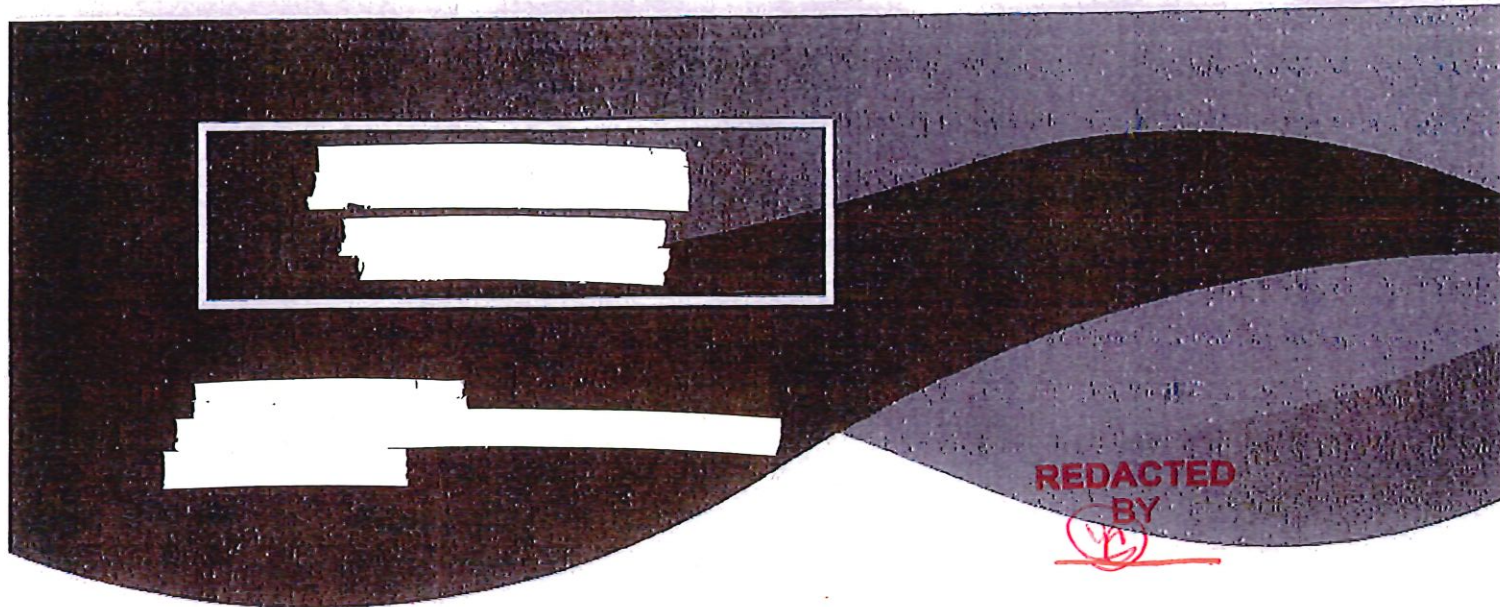
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Humbly,



To Whom It May Concern;

This is a letter is regarding parking at the location known as
located at

This parking lot is to be used for the liquor store and dry cleaner's customers, not for anyone else.

Any other individuals parking will be liable to have vehicles towed at owner's expense.

We do not authorize any parking in our parking lot after our business hours.

No one from any neighboring stores has asked permission about parking here.

With a new bar being proposed nearby, we are concerned that they may be parking in our (liquor store and dry cleaner) lot, we do not want to deal with the consumers from other establishments. We do not want to be liable for any disputes or disagreements that could occur from said establishment.

There is not enough parking to sustain a bar at the location it is being proposed. If people start parking in our lot, then we will be forced to fence our parking lot after hours and have it completely closed. We do not want any liability or association with crowds that may be coming from this bar. We want our community to be safe and everyone works together here with communication. No permission was asked, parking will not be given.

Best Regards,

Crite, Yvette

From: Cooney, Jim
Sent: Thursday, September 4, 2025 10:47 AM
To: Crite, Yvette
Cc: Milano, Marissa
Subject: North End Beverage
Attachments: Palafox Objection.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

REDACTED
BY


Yvette,

This was added to the wrong business. Can you remove it from North End Beverage at 4409 W FDL, including deleting the objectors and add it to Palafox at 4435 W FDL.

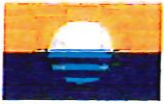
Thanks

Collins, Rolanda

From: License
Sent: Monday, August 25, 2025 1:35 PM
To: Collins, Rolanda
Subject: FW: Objection to Proposed Tavern License at 4435 West Fond du Lac Avenue
Attachments: Objection Letter.pdf

Please add objection

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



[Take Our Survey!](#)

REDACTED
BY *PC*

From:
Sent: Monday, August 25, 2025 1:29 PM
To: License <LICENSE@milwaukee.gov>
Subject: Objection to Proposed Tavern License at 4435 West Fond du Lac Avenue

Hello,

I reached at _____, please accept the attached objection letter
to the tavern application

Have a great and peaceful Monday!

Kind regards,

August 25, 2025

REDACTED
BY RC

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

Re: Objection to Proposed Tavern License at 4435 West Fond du Lac Avenue

Dear Members of the Licenses Committee,

On behalf of _____, I am writing to formally object to the license application for the proposed tavern at 4435 West Fond du Lac Avenue. After careful consideration, we believe that the establishment of this entity at the proposed location would have an adverse impact on the health, safety, and welfare of the public and our neighborhood.

The Sherman Park community is actively working toward a shared vision of growth and revitalization that promotes positive development and addresses pressing community needs. The momentum in this corridor is to welcome businesses that provide solutions to challenges such as food insecurity, housing, youth safety, entrepreneurship, and sustainable economic growth. A tavern does not support these aims. Instead, it stands in direct contrast to the type of development that will uplift and strengthen our neighborhood.

Of particular concern is the presence of three licensed daycares located just south of the proposed site. The introduction of a tavern in such close proximity does not support, but rather undermines, the goal of safeguarding the well-being of children, who represent a vulnerable population. Our community has been striving to create an environment that nurtures youth, supports families, and ensures safety for all. Allowing the operation of a tavern so near to childcare centers would jeopardize these efforts.

Furthermore, the addition of a tavern at this site does not align with our broader community vision to advance life-affirming and pro-family activities that raise the standard of living for Sherman Park residents. Instead of contributing to our aspirations for renewal, such an establishment risks hindering progress and counteracting the investments of time, energy, and resources that so many have committed to this neighborhood.

For these reasons, _____ the establishment of this tavern at 4435 West Fond du Lac Avenue. We respectfully request that the Licenses Committee deny the license application to preserve and advance the well-being, safety, and future of the Sherman Park community.

Thank you for your time and consideration of this matter.

Respectfully,

REDACTED
BY RC

Collins, Rolanda

From: Cooney, Jim
Sent: Monday, August 25, 2025 11:52 AM
To: Collins, Rolanda
Cc: Lopez, Faviola; Milano, Marissa
Subject: FW: [Scan] Tavern license applied Notice

Follow Up Flag: Follow up
Flag Status: Flagged

REDACTED
BY *RC*

Please add.

From: Savage, Nick <Nick.Savage@milwaukee.gov>
Sent: Monday, August 25, 2025 11:34 AM
To: Lopez, Faviola <Faviola.Martin@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>
Cc: Jackson, DiAndre <DiAndre.Jackson@milwaukee.gov>
Subject: FW: [Scan] Tavern license applied Notice

Good Morning,

Can we submit this letter from the Fond du Lac Bid in opposition to the Class B Tavern license at 4435 West Fond du Lac Avenue?

Thank you,

Nick Savage

Legislative Assistant | 7th District Alderman DiAndre Jackson
City Hall 200 E. Wells Street room 205 Milwaukee, Wisconsin 53202
Office: 414-286-2863
Nick.Savage@Milwaukee.gov

From: _____
Sent: Monday, August 25, 2025 11:10 AM
To: v _____
<_____>; Savage, Nick <Nick.Savage@milwaukee.gov>

Subject: Re: [Scan] Tavern license applied Notice

Alderman Jackson Office

Attn Nick Savage

To Whom It May Concern,

This notice serves as an official response from the Fond du Lac Avenue Business Improvement District 54 (BID 54) regarding the proposed Class B Tavern License application submitted by Michael Corder, agent of Palafox, LLC, for the location at:

4435 West Fond du Lac Avenue

Milwaukee, Wisconsin 53216

This address does not comply with the strategic vision and guidelines of Business Improvement District 54, which meets quarterly to discuss and plan initiatives that align with community development and public safety.

We respectfully request the following:

1. Alderman Jackson's Office Participation

We ask Alderman Jackson and their office to join us in these efforts and be present at our next BID 54 Quarterly Meeting to discuss this matter in detail.

2. Public Neighborhood Hearing

We require a public neighborhood hearing prior to any license approval. During this session, the applicant should present:

- o Their proposed role in the community.
- o How the establishment will impact the neighborhood.
- o Plans for community engagement and compliance with BID 54 standards.

3.

4. Proximity and Density Review

Please provide the number of businesses currently holding liquor licenses within 1,600 feet of 4435 West Fond du Lac Avenue, as this is critical to understanding the saturation in our area.

As we work diligently to transform the Sherman Park neighborhood and the Fond du Lac Avenue corridor, our goal is to attract businesses that contribute positively to the health, safety, and economic vitality of our community. There is no need for additional establishments involving tobacco, alcohol, smoke/vapor products, currency exchanges, or pawn shops, which do not align with our vision for a vibrant and family-friendly business district.

We appreciate your cooperation and look forward to working together to ensure that any new businesses in our community support the long-term success and well-being of our residents.

Signed,

REDACTED
BY KC

[Sent from the all new AOL app for iOS](#)

On Monday, August 25, 2025, 10:36 AM,

FYI

and all our affiliates and members will strongly oppose the establishment of tavern.

Please let me know your thoughts, questions or concerns.

--

Sent with Genius Scan for iOS.

Sent from my iPhone

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 08/21/25

LICENSE TYPE: Class B Tavern

NEW: ☒

RENEWAL: ☐

No. 384862

Application Date:

License Location: 4435 W Fond du Lac

Business Name: Pala Fox

Licensee/Applicant: Corder, Michael
(Last Name, First Name, MI)

Date of Birth: 02-25-55

Home Address: 4543 W Medford

City: Milwaukee

State: Wi **Zip Code:** 53216

Home Phone:

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

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

1. On 06/13/25, Robert Tally (50% Shareholder) was cited at 4433 W Fond du Lac for Building Code Violations.

Charge: Building Code Violations

Finding:

Sentence: Arraignment 09/11/25 8:30am

Date:

Case: 25020990



Crime Prevention through Environmental Design CPTED Survey

Date Received: 08/21/2025

Date Completed: 09/16/2025

Milwaukee PD CAD#: P2509160839

Milwaukee PD CASE#: C2509160100

Address/Location: 4435 Fond Du Lac Ave., Milwaukee, Wisconsin.

CPTED Auditor: PO SHEETS-WALKER and PO CHANDLER

Contact Person(s): Michael CORDER

Telephone/Cell: 4148390127

Person Requesting Audit and Why: Applied for a Permit through the City of Milwaukee.

EXTERIOR

Hedgers/Bushes: N/A

Higher than 4 feet: N/A

Close to windows: N/A

Entrapment areas: Yes, I observed the entrapment area located in the southwest corner of the business.

Near windows or door: N/A

Trees

Blocking view of bldg. from road: N/A

Entrapment areas: N/A

Fences

Higher than 4 Feet Yes, I observed a wooden fence that I believe was approximately five feet tall used to block off the entrapment area near the patio in the rear of the business.

Private/semi private: N/A

Chain Link: N/A

Lock on gates: I observed a five-foot chain-link gate with barb wire located on the top of the gate in the rear of the business covered with several bushes making it hard to see in the rear of the business from the alley.

Lot Lighting

Motion detectors: N/A

Fluorescent lighting: N/A

High pressure sodium: N/A

Low pressure sodium: N/A

Metal halide: N/A

Storage Shed

Secure lock on door: YES

Visible from business: NO, the area that is used as a storage shed is located between the business and the connecting garage.

Parking

Close to door: Yes, Street park only

Lighted parking lot: N/A

Garbage bins

Close to door: N/A

Causing entrapment zones: N/A

Air conditioner

Window mounted: YES, I observed the air conditioner, window mounted in the window located on the northeast side of the building.

Roof mounted: N/A

Ventilation Grates

Secured or locked: N/A

Access gained into bldg. N/A

SECURITY

Alarm system

Installed: YES

Monitored w/key holder: N/A

Motion detectors: YES

All doors alarmed (Key fob): YES

Stickers on windows and doors: Sticker was observed to be on the windows of the business.

Building Exterior

Main door

Solid door: YES

Glass door with metal frame: NO

Re-enforced frame for dead bolt: YES

More than one lock device on door: NO

Lighted area: YES

Alarm system on door: YES

Un-obstructed view into business: NO, I observed all the windows located in front of the business to have blinds that were closed on the windows.

Rear doors

Solid door: Yes, solid rear door of the business.

Glass door with metal frame: Yes, double glass door in the rear of the business that leads out to the patio.

Re-enforced frame for dead bolt: YES

More than one lock device on door: NO

Lighted area: YES

Alarm system on door: No alarm on the double glass door, but alarm on the rear solid door.

Un-obstructed view into business: Chain link gate that is located in the rear of the business next to the garage has bushes along the gate prevents anyone from looking inside of the rear area of the business.

OTHER

WINDOWS

Lighted areas: NO

Steel frames on windows: YES

Windows open: NO

Alarm system on windows: YES

Windows located near ground: YES

Bars on all windows: NO

SITE SCAN

Sight Lines/Surveillance (obstructions, design problem)

- Flood lights are needed on the eastside of the building.
- The rear southwest side of the building has dark area due to entrapment zone.
- A sight line obstruction in that area leading to the front door located on the southside of the business

- **Entrapment Zone (alley ways, entrance ways:)**

Entrapment Zone located on the southeast side of the business

Movement Predictors (desired lines, existing pathways, bridges or tunnels:)

- N/A

Activity Generators (parking lots, corner stores, parks, benches, bus stops:)

- N/A

Community Impact (type of buildings around the site, existing land use:)

- N/A

RECOMMENDATIONS

Recommendations are that the business should have flood lights on the east side of the building. I also recommended the blinds to be removed from the windows that are located in front of the business. I recommended to the owner that he gets surveillance cameras located on the inside and outside of the business. I recommended that the double door in the rear of the business be replaced with a sturdier door, possibly a metal frame door. I recommended that the wooden gate that is currently being used to seal off the entrapment zone should be replaced with a six-foot fence. I also suggested installing flood lights in the entrapment zone to brighten up the area. I also suggest that a surveillance camera be placed in an area to view the entrapment zone. Due to the business having a main door located on the northeast and southeast of the business. I recommended to not use the front door located to the southside of the building due to their being a sight line obstruction in that area. I recommended the removal of the barb wire over the rear gate. I recommended there be alarm or motion detectors on or near the rear double door leading out to the patio. I also recommended that there should be a window security guard over the air conditioner located in the window on the northeast side of the business.

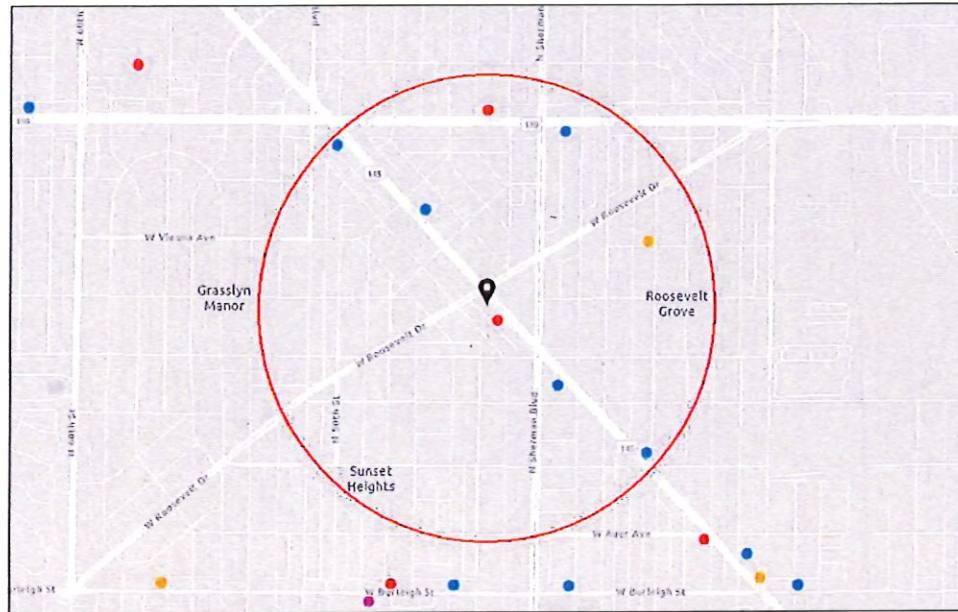


Concentration Map 4435 W Fond du Lac Ave

Area of Interest (AOI) Information

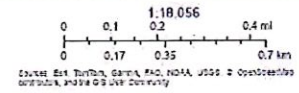
Area : 21,862,585.64 ft²

Aug 20 2025 14:43:59 Central Daylight Time



Alcohol Licenses (active)

- Class A Intoxicating Liquor
- Class A Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Tavern



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	8		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Sandhar Liquor INC	North End Beverage	Manjit K Sandhar, Agt	4409 W Fond Du Lac AV	Class A Malt & Class A Liquor License		10/31/2025, 7:00 PM	1
2	DN Group LLC	Best Buy Liquor	RUPINDER K RANDHAWA, Agt	4426 W Capitol DR	Class A Malt & Class A Liquor License		10/23/2025, 7:00 PM	1
3	UPPA YARD LLC	Uppa Yard	Sherine G Edwards, Agt	4943&4947 W FOND DU LAC AV	Class B Tavern License		12/15/2025, 6:00 PM	1
4	GREENWOOD PARK GALLERY AND FRAMING, INC.	GREENWOOD PARK GALLERY AND FRAMING	Fredrick D Robinson, Agt	4233 W FOND DU LAC AV	Class B Tavern License		2/25/2026, 6:00 PM	1
5	Whiskey Still, LLC	BNB Cap Tap	Bill G Farrow, Agt	4221 W Capitol DR	Class B Tavern License	79	3/31/2026, 7:00 PM	1
6	A TASTE OF SOUL MKE LLC	A TASTE OF SOUL MKE	Timothy R Stotts, Agt	4706 W FOND DU LAC AV	Class B Tavern License		3/2/2026, 6:00 PM	1
7	ANGEL BRAR LLC	VIENNA MINI MART	Pinky Gill, Agt	3801 N 39TH ST	Class A Fermented Malt Beverage Retailer's License		7/13/2026, 7:00 PM	1
8	Splendicare Bar and Grill Limited Liability Company	Play By Play	Gloria D Diggs, Agt	3910 W FOND DU LAC AV	Class B Tavern License	99	8/3/2026, 7:00 PM	1

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



Monday, November 17, 2025



Notice of Public Hearing

Blank Notice

CORDER, Michael, Agent

PALAFIX at 4435 W FOND DU LAC Av

Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting
Disc Jockey, Jukebox, 1 Dart Board, Bands, Karaoke, 4 Amusement Machines, Patrons Dancing
and 1 Pool Table

Tuesday, December 02, 2025 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 12/2/2025 at 9:45 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	4430 W ROOSEVELT DR	MILWAUKEE, WI 53216-2406
CURRENT OCCUPANT	4432 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4432A W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4438 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4438A W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4448 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4454 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4502 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4505 W MEDFORD AVE	MILWAUKEE, WI 53216-3448
CURRENT OCCUPANT	4506 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4506 W ROOSEVELT DR	MILWAUKEE, WI 53216-2408
CURRENT OCCUPANT	4508 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4511 W MEDFORD AVE	MILWAUKEE, WI 53216-3448
CURRENT OCCUPANT	4514 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4515 W MEDFORD AVE	MILWAUKEE, WI 53216-3448
CURRENT OCCUPANT	4518 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4520 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4523 W MEDFORD AVE	MILWAUKEE, WI 53216-3448
CURRENT OCCUPANT	4524 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4530 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4530A W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4533 W MEDFORD AVE	MILWAUKEE, WI 53216-3448
CURRENT OCCUPANT	4534 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4534A W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4539 W MEDFORD AVE	MILWAUKEE, WI 53216-3448

Blank Notice

Total Records: 25

Radius 250 Feet and Center of the Circle: 4435 W Fond Du Lac Av



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

1. Type of Business

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

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

Lounge 1 Restaurant

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: other business associated w/ prior business

2. Business Operations

- a. Proposed Opening Date: Unknown
- b. Is this premise under construction? ☒ No ☒ Yes If yes, list estimated completion date: _____
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☒ No ☐ Yes If yes, list type of license: _____
- 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: DJ

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☐ No ☒ Yes If yes, describe: Rear of Building
- b. Number of Garbage Cans: Inside: 6 Locations: Bar, Kitchen, Rest Rooms
Outside: 1 Locations: Rear of Building
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 3
- e. Name of solid waste contractor: ☐ Advanced Disposal ☒ Waste Management ☐ Other: _____

5. Security

- a. Are there onsite parking spaces? ☒ No ☐ Yes If yes, how many? _____ 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 licensed security on premise? ☐ No ☒ Yes If yes, how many? 3 and answer the following:
What are their responsibilities? Safety of Customers, Other Individuals, Hand held wand, Entry Booth Entering Building
Describe equipment used _____
List their License Number (s) _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 8 and list locations: 2 Front of Building 2 Rear Building 1 Entrance 1 Rear Corner 1 Public Viewing
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe View finder for ID check

6. Percentage of Sales (must total 100%)

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

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: 1 ☐ Rooming House: Number of Floors: 1
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
Electronic Vape Products
- ☐ Secondhand Dealer ☐ Precious Metal & Gem ☒ Other: Food dealer

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

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

9. Premises Description

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

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

☐ Other: Describe: _____

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

c. Nearest Major Cross Street: Fond du Lac Ave

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

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

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

g. Building Owner Name: Robert Tally Phone Number: 414-975-1291

Building Owner Address: 4544 N. 169th St Milwaukee, WI

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	4 ⁰⁰ pm	2 ⁰⁰ am	50-100	40+up	40+ Older
Monday	4 ⁰⁰ pm	2 ⁰⁰ am	50-100	40+up	40+ Older
Tuesday	4 ⁰⁰ pm	2 ⁰⁰ am	50-100	40+up	40+ Older
Wednesday	4 ⁰⁰ pm	2 ⁰⁰ am	50-100	40+up	40+ Older
Thursday	4 ⁰⁰ pm	2 ⁰⁰ am	50-100	40+up	40+ Older
Friday	4 ⁰⁰ pm	2 ³⁰ am	50-100	40+up	40+ Older
Saturday	4 ⁰⁰ pm	2 ³⁰ am	50-100	40+up	40+ Older

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

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

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

11. Signature(s)

Michael J. Carlson

Signature of Sole Proprietor, Partner, or 20% or more Shareholder
(If there are not 20% or more shareholders,
Corporate Officer-print name/title and sign)

Robert Tally

Signature of additional partner or 20% or more shareholder

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



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 e-mail address: license@milwaukee.gov www.milwaukee.gov/licenseLegal Entity Name: Pala Fox LLCPremise Address: 4435 W Fond du Lac AVE**Proximity of Premises to Church, School, Daycare Center or Hospital**Is the building within 300 feet of any church, school, daycare center or hospital? ☒ No ☐ Yes**"Service Bar Only" Designation**If applying for Class B or C license, are you applying for "Service Bar Only"? ☒ No ☐ Yes

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

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

If yes, list their name and address: _____

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

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

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

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

If yes, explain: _____

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

☒ No ☐ Yes If yes, list name and address: _____**Property Information (New & Transfer Applicants Only)**a) Do you own or lease the building? ☒ Own ☐ Leaseb) Who owns the fixtures (for example, coolers, etc.)? Building Ownerc) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ _____d) Total amount paid for business \$ 25,000.00e) Total amount paid for goodwill of the business \$ 25,000.00

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

f) Have you made arrangements with the seller for payment of personal property taxes? ☒ No ☐ Yes**Lease Information (New & Transfer Applicants who are leasing the premises only)**

a) Date lease begins _____ Ends _____

b) Monthly rental \$ _____

c) Do you have an option to renew the lease? ☐ No ☐ Yesd) Does your lease allow for assignment to another party without the consent of the owner? ☐ No ☐ Yes

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

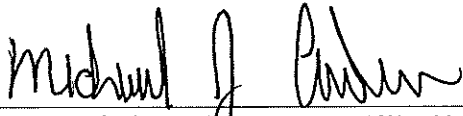
Lease Information (Continued)

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

Change of Agent Applicants Only

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

Signature



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

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

New and transfer of premises applicants must submit the following:

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

**FOOD DEALER LICENSE PLAN OF OPERATION**

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

Legal Entity Name: Pala Fox LLCPremises Address: 4435 W. Fond du Lac Ave**SECTION 1 TYPE OF BUSINESS**

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

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

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

Will it be a convenience store? ☐ Yes ☒ No

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

☐ Bed & Breakfast☐ Micro Market

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

Will any wholesale business be done? ☒ No ☐ Yes If yes, what percentage of food sales will be wholesale?☐ Less than 25%☐ 25% or More AND:☐ Restaurant items (meals) will be sold – Complete this application and also contact DATCP.☐ NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.**SECTION 2 FOOD PROCESSING**Will any food processing be done? ☐ No ☒ Yes

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

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

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

If yes, list the types of food items: Wings, Tenders, PIZZA, hamburger + Fries

SECTION 4 DETAILS OF OPERATION

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

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?

- ☒ At a single site ☐ At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars)

If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?

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

Provide a brief description of the changes: _____

Start date: _____

Name, Address & Phone Number of Architect: _____

Name, Address & Phone Number of Contractor: _____

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?

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

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

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

Signature of Sole Proprietor, Partner, or 20% Shareholder: _____

Signature of Additional Partner: _____



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.govPREMISES ADDRESS: 4435 W. Fond du Lac Ave

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|--|---|---|
| <input type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Dancing by Performers | <input checked="" type="checkbox"/> Amusement Machines
How many? <u>4</u> |
| <input checked="" type="checkbox"/> Bands | <input type="checkbox"/> Comedy Acts | <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Concerts
Approx. # per year? _____ |
| <input type="checkbox"/> Bowling Alley
How many? _____ | <input checked="" type="checkbox"/> Disc Jockey | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input checked="" type="checkbox"/> Pool Tables
How many? <u>1</u> | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Patron Contests | <input checked="" type="checkbox"/> Jukebox |
| <input type="checkbox"/> Motion Pictures (movies by
admission) - How many? _____ | <input type="checkbox"/> Poetry Readings | <input checked="" type="checkbox"/> Patrons Dancing | <input checked="" type="checkbox"/> Karaoke |
| <input type="checkbox"/> Hookah Service | <input checked="" type="checkbox"/> Other: <u>Dart Board</u> | | |

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

PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? ☒ No ☐ Yes If Yes, Describe:At any time will sound amplification be used? ☐ No ☒ Yes If Yes, Describe:DJ, Band

LEGAL CAPACITY OF PREMISES

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

ACKNOWLEDGEMENT/SIGNATURE

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

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

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

Office Use Only:

Initials: _____ Filed: _____ App: _____

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

Legal Entity: Valfox LLC
Agent: Michael J. Casanova
Trade Name: Valfox
Inc. Ave. Date: 8/8/2025
Promise Address: 4435 W. Fordly Ave

Palafox

Tentative Menu

Precooked foods for our prayer over

wings

tenders

Pizza

hamburgers

french fries