



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

Wednesday, July 24, 2019

**COMMITTEE MEETING NOTICE**

AD 03

DUPEE, David C, Agent  
Good City Brewing LLC  
2108 N Farwell Av

Milwaukee, WI 53202

You are requested to attend a hearing which is to be held in Common Council Chambers, Third Floor, City Hall on:

**Tuesday, July 30, 2019 at 08:45 AM**

**Regarding:** Your Class C Wine License Application as agent for "Good City Brewing LLC" for "Good City Brewing" at 2108 N Farwell 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 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:

Jessica Celella

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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

Date: July 22, 2019  
Officer: Carlos Felix

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

Name of Premise: Good City Brewing  
Address: 2108 N. Farwell Av.  
Phone:

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

Licensee/Agent: David Dupee  
Home Address: 2558 N Summit Av.  
City State Zip: Milwaukee, WI 53211  
Phone: 414-731-6739  
Email: daivd@goodcitybrewing.com

Preferred contact: Same

Location currently open:  YES  NO

Projected open date:

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

Hours of Operation: Sun: 11A-12A 24 hours Y N  
Mon: 11A-12A  
Tue: 11A-12A  
Wed: 11A-12A  
Thu: 11A-12A  
Fri: 11A-12A  
Sat: 11A-12A

Premise Type:  Tavern/Bar  
 Restaurant  
 Other: Brewery

Licenses currently held:

Alcohol:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Class:	#:
Tobacco:	<input type="checkbox"/> Yes <input type="checkbox"/> No		#:
Food:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		#:
Occupancy:	<input type="checkbox"/> Yes <input type="checkbox"/> No		#:
Other:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Type: State	#: L2008906592 Seller's
Other:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Type: State	#: L0264076128 BEVERAGE

**Exterior Survey:**

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

Exterior Comments:

**Camera Survey:**

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

d. Recorded Yes No

22. How long is footage stored for later viewing: 2 weeks

23. Are there exterior cameras Yes No How many: 2

24. Are there interior cameras Yes No How many: 14

25. Do all employees know how to retrieve recorded digital images/footage? Yes No

26. Cameras located in parking lot Yes No N/A How many: 1 rear door

Camera Survey Comments:

**Interior Survey:**

27. What is the planned/posted capacity 121(1<sup>st</sup> floor) 219 (1<sup>st</sup> floor rear) 100 (upper patio)

28. What is the minimum number of employees that will be on premise 2

29. Is the storeowner willing to be a standing complainant regarding loitering? Yes No

a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No

30. Is the interior of the location neat and clean? Yes No

31. Does an interior camera face the entrance/exit? Yes No

32. Are emergency and non-emergency numbers posted near the phone? Yes No

33. Does the owner know how to contact their police district directly? Yes No

a. Did you provide a district contact guide to the owner? Yes No

Interior Comments:

**Security**

34. How many security personnel are going to be employed: N/A

35. How will they be deployed: Interior Exterior N/A

36. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun ALL

37. Will the security be managed by business or contracted

38. Will they be armed Yes No N/A

39. What type of security measures will be used: N/A

Wanding/metal detector

ID Scanner

Dress Code

Cover Charge

Age restriction

Other

40. When at capacity, how will the overflow crowd be managed? Use rear area

41. Will a guard monitor the overflow crowd at all times? Yes No

Security Comments:

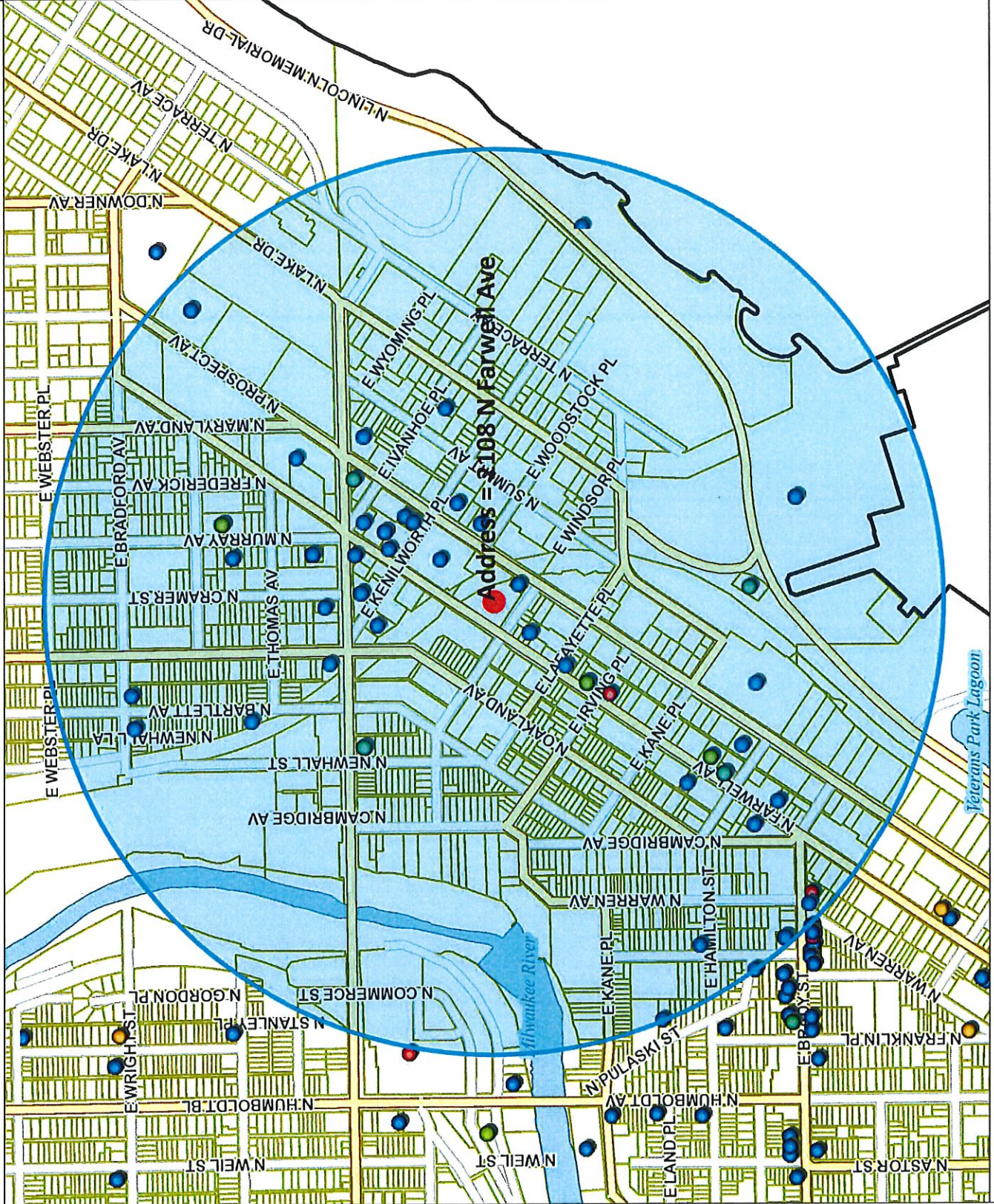
**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This business is a state license brewery/restaurant open and operating. The applicant is only adding a license to serve wine. The current name on the existing licenses is Katt, Daniel p. for Good City Brewery LLC. There are tables setup for exterior dinning on the city sidewalk, a second floor patio, and first floor events room that can function as additional overflow area. A copy of the food license was not at the location, so I was not able to verify it. The applicant was advised to post the current licenses somewhere safe, but available for view. End of Report.



# Alcohol Concentration for 2108 N Farwell Ave

City of Milwaukee, Wisconsin



## - Legend -

- Street names 10,000
- City limits
- Freeways 15,000
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets 10,000
- Streets 10,000
- Waterways
- Milwaukee Parcels
- 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 -

Alcohol Establishments within a .5 Mile Radius Centered on 2108 N Farwell Ave as of 7/12/19



Department of Administration - ITMD



Map Scale: 1: 10,000

© City of Milwaukee, Wisconsin  
Map Milwaukee: Property Information  
Disclaimer  
7/12/2019



License Summary		Total	
Class B Fermented Malt Beverage Retailer's License	3		
Class B Tavern License	52		
Class C Wine Retailer's License	6		
		Grand Total	61
SPTRESTO, LLC	Rice N Roll Bistro	Vorpong Tantirakachai, Agt	2020-03-30T00:00:00.0000000
Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2019-10-15T00:00:00.0000000
Yanzhi, LLC	Huan Xi	Jun Yang, Agt	2019-11-01T00:00:00.0000000
La Masa LLC	La Masa	BRADLEY H TODD, Agt	2020-07-16T00:00:00.0000000
APOLLO CAFE	APOLLO CAFE	PETER A LIMBERATOS,VIVIAN ANTON-LIMBERATOS	2019-12-20T00:00:00.0000000
TKCS Brady LLC	The King Crab Shack	Song T D Tran, Agt	2019-09-21T00:00:00.0000000
NOMADIC VENTURES, INC	NOMADIC WORLD PUB	MICHAEL J EITEL, Agt	2020-03-07T00:00:00.0000000
MILWAUKEE YACHT CLUB	MILWAUKEE YACHT CLUB	Thomas R Maliszko, Agt	2020-07-06T00:00:00.0000000
BALZAC, INC	BALZAC WINE BAR	SCOTT M JOHNSON, Agt	2020-07-25T00:00:00.0000000
ZAFFIRO BROS, INC	ZAFFIRO'S PIZZA	MICHAEL J ZAFFIRO, Agt	2020-01-04T00:00:00.0000000
HALLIDAY'S IRISH PUB	HALLIDAY'S IRISH PUB	ROSEMARY MANISCALCO, SP	2020-06-30T00:00:00.0000000
AL LIGATOR, INC	THURMANS 15	Suzanne Lennon, Agt	2020-04-04T00:00:00.0000000
Layton Echo Group LLC	Baccanera	Alex R Sperry, Agt	2020-02-26T00:00:00.0000000
Team RNB Wisconsin LLC	Famous Dave's	Steven M Perlestein, Agt	2019-07-12T00:00:00.0000000
JAMOHEAD, INC	JAMOHEAD, INC	JAMISON H GOLL, Agt	2020-09-28T00:00:00.0000000
Charles Allis and Villa Terrace Museums, Inc.	Charles Allis Art Museum	John C Serr, Agt	2019-11-30T00:00:00.0000000
EE SANE THAI LAO CUISINE	EE SANE THAI LAO CUISINE	Prasith Namthasane, SP	2019-10-29T00:00:00.0000000
Splash Studio Inc.	Splash Studio Inc.	Maria R Poydinger, Agt	2020-03-07T00:00:00.0000000
PIZZA SHUTTLE, INC	PIZZA SHUTTLE	MARK H GOLD, Agt	2020-02-27T00:00:00.0000000
VITUCCI'S, INC	VITUCCI'S COCKTAIL LOUNGE	Julie A Vitucci, Agt	2020-07-08T00:00:00.0000000
OCTOPUS, LTD	WOLSKI'S TAVERN	DENNIS BONDAR, Agt	2020-06-30T00:00:00.0000000
Saint John's Communities, Inc	Saint John's on the Lake	Renee E Anderson, Agt	2020-02-04T00:00:00.0000000
BEANS & BARLEY, INC	BEANS & BARLEY	JAMES C NEUMETER, Agt	2020-06-30T00:00:00.0000000
Nine Below Inc	Nine Below	Maria R Poydinger, Agt	2019-09-15T00:00:00.0000000
Axe Mike, Inc	Axe Mike	Maria R Poydinger, Agt	2019-11-14T00:00:00.0000000
Mari Corp	Merge	Jongsoo Kim, Agt	2019-12-16T00:00:00.0000000
Stone Bowl Grill, LLC	Stone Bowl	Young B Kim, Agt	2020-05-28T00:00:00.0000000
Celesta, LLC	Celesta	Melanie A Manuel, Agt	2019-12-16T00:00:00.0000000
Sip & Pour Cat Cafe	Strange Town	Katherine E McHugh, Agt	2020-05-20T00:00:00.0000000
Lin & Chen Fushimi, LLC	Strange Town, LLC	Andrew J Noble, Agt	2020-05-20T00:00:00.0000000
BENJAMIN'S FINE WINE & SPIRITS LLC	Fushimi Sushi Seafood Buffet	Gui Lin, Agt	2019-12-16T00:00:00.0000000
Simple Milwaukee, LLC	Waterford Wine Company	BENJAMIN T CHRISTIANSEN, Agt	2020-06-19T00:00:00.0000000
WOODRI Wells Corp	Simple Cafe	Young Woan Cho, Agt	2020-04-24T00:00:00.0000000
Saz's Catering Inc	Mari Sushi	Jongsoo Kim, Agt	2020-05-01T00:00:00.0000000
SEOUL KOREAN RESTAURANT	SEOUL KOREAN RESTAURANT	Stephanie L Sazama-Schneck, Agt	2019-10-07T00:00:00.0000000
PROSPECTOR PARTNERSHIP LLC	VINTAGE	HAE JIN PARK, SP	2020-04-15T00:00:00.0000000
El Grupo J & K, LLC	El Grupo J & K	BRIAN W GODFREY, Agt	2020-04-11T00:00:00.0000000
Collectivo Coffee Roasters Inc	Collectivo Coffee Roasters Inc	Kevin I Lopez, Agt	2020-02-04T00:00:00.0000000
GPI OF MILWAUKEE, INC	LANDMARK LAINES	William D Suskey, Agt	2019-10-18T00:00:00.0000000
LANDMARK BARS, INC	LANDMARK BARS, INC	HEIDI A PANAGIOTOPOULOS, Agt	2020-04-12T00:00:00.0000000
IFM Farwell LLC	Oriental Theatre	SLAVA TUZHILKOV, Agt	2020-04-12T00:00:00.0000000
Black Gate LLC	Von Trifer	David S Cowan, Agt	2019-07-24T00:00:00.0000000
Crossroads Collective, LLC	Crossroads Collective	MARK A ZIERATH, Agt	2019-12-11T00:00:00.0000000
WHOLE FOODS MARKET GROUP, INC	WHOLE FOODS MARKET	TIM B GOKHMAN, Agt	2020-06-13T00:00:00.0000000
Izzy Hops LLC	Izzy Hops	Brooke M Remitz, Agt	2020-02-07T00:00:00.0000000
Murray Avenue Restaurant, LLC	Divine Wine & Dine	MICHAEL J VUCCI, Agt	2019-12-19T00:00:00.0000000
Kawa Ramen & Sushi Inc	Kawa	DEAN M CANNISTRA, Agt	2019-09-13T00:00:00.0000000
PADDY'S PET & PUB, LLC	PADDY'S PET & PUB	Lihlin Xiao, Agt	2020-02-21T00:00:00.0000000
The Dock at Bradford Beach	The Dock at Bradford Beach	ORLEN G WOOD, Agt	2020-06-18T00:00:00.0000000
CHAMPION'S PUB, LLC	CHAMPION'S PUB	BRIAN C RANDALL, Agt	2020-06-25T00:00:00.0000000
		ROBERT R GREENVA, Agt	2020-06-25T00:00:00.0000000

The Jazz Estate Inc	The Jazz Estate	JOHN M DYE, Agt	Class B Tavern License	2423 N MURRAY AV	2019-12-15T00:00:00.0000000
Milwaukee Catholic Home Inc	Milwaukee Catholic Home	Robert F Frediani, Agt	Class B Tavern License	2462 N PROSPECT AV	2019-07-31T00:00:00.0000000
The Original MIKE, LLC	The Original	Eric E Rzepka, Agt	Class B Tavern License	99 2498 N Bartlett AV	2019-09-04T00:00:00.0000000
WV, LLC	TESS	MITCHELL D WAKEFIELD, Agt	Class B Tavern License	60 2499 N BARTLETT AV	2019-07-31T00:00:00.0000000
C&H Asian Fusion LLC	Asian Fusion	Wei Xu Huang, Agt	Class C Wine Retailer's License	1609C E NORTH AV	2019-10-10T00:00:00.0000000
Pho 43	Pho 43	Dong D Banh, SP	Class C Wine Retailer's License	1814 N Farwell AV	2020-06-25T00:00:00.0000000
ETHIOPIAN COTTAGE RESTAURANT, INC	ETHIOPIAN COTTAGE RESTAURANT	YIGLETU DEBEBE, Agt	Class C Wine Retailer's License	1824 N FARWELL AV	2020-01-15T00:00:00.0000000
SPTresto, LLC	Rice N Roll Bistro	Vorapong Tantirakachai, Agt	Class C Wine Retailer's License	1952 N Farwell AV	2020-09-30T00:00:00.0000000
Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	Class C Wine Retailer's License	2095 E NORTH AV	2019-10-15T00:00:00.0000000
Yangzi, LLC	Huan Xi	Jun Yang, Agt	Class C Wine Retailer's License	2428 N Murray AV	2019-11-01T00:00:00.0000000



Wednesday, July 24, 2019

## Licenses Committee Notice of Hearing

2100 NORTH FARWELL AVE LLC  
219 N MILWAUKEE St  
Milwaukee, WI 53202

Date: 7/30/2019  
Time: 08:45 AM  
Location: Common Council Chambers, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class C Wine License Application  
DUPEE, David C, Agent  
Good City Brewing at 2108 N Farwell Av

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.







# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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](mailto: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) Class "C" Wine

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

Brewpub & Restaurant

Do you have any experience operating this type of business?  No  Yes If yes, explain: In business 3 yrs

## 2. Business Operations

a. Proposed Opening Date: already open

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: Food Dealer, Entertainment, Sidewalk Dining

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: Not at this time

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: Restaurants

## 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: Adhere to ordinances, use decibel meter to verify

e. Will a sound amplification system be used?  No  Yes If yes, describe: speakers for bands, DJ

## 4. Smoking & Sanitation

a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_

b. Number of Garbage Cans: Inside: 9 Locations: Kitchen, Sewer Stations, Restrooms

Outside: 1 Locations: Dumpster in Parking Lot

c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_

d. How many restrooms are on the premises? 4

e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: Enle Disposal

8. A  
b. No  
c. Is a crowd

## 5. Security

a. Are there onsite parking spaces?  No  Yes If yes, how many? 35 and describe the parking security plan: Maintained by landlord. Monitored by camera.

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? \_\_\_\_\_ and answer the following:  
What are their responsibilities? \_\_\_\_\_

Is security equipment used?  No  Yes If yes, describe Burglar Alarm, Cameras

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

d. Will there be security cameras?  No  Yes If yes, how many? 15 and list locations: Throughout

FOLT & BOLT areas

e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

## 6. Percentage of Sales (must total 100%)

Alcohol <u>45</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 <u>5</u> % Describe: <u>Merchandise</u>

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

**Type 1**

Full Service Restaurant     Cafe/Coffee Shop     Deli or Fast Food Restaurant     Private/Fraternal/Veterans Club

Night Club     Tavern     Cocktail Lounge     Teen Club

Banquet Hall     Sports Facility     Bowling Alley

Hotel/Motel: Number of Floors: \_\_\_\_\_     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)

Night  Occupancy Permit     Cigarette & Tobacco     Gas Station     Extended Hours     Class "B" Tavern     Weights & Measures

Secondhand Dealer     Precious Metal & Gem     Other: \_\_\_\_\_

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

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

## 9. Premises Description

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

1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop

Other: Describe: \_\_\_\_\_

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: Farwell Ave

c. Nearest Major Cross Street: \_\_\_\_\_

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: John Stern - PM Phone Number: (414) 305-0210

Business Owner Address: 219 N Milwaukee St.

## 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	11 am	12 am	100	All Ages	
Monday	↓	↓	100	↓	
Tuesday			100		
Wednesday			100		
Thursday			150		
Friday			250		
Saturday			300		

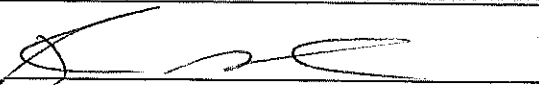
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

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)

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

  
 Signature of additional partner or 20% or more shareholder

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



# ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: <u>Good City Brewing, LLC</u>	
Premise Address: <u>2108 N Farwell Ave.</u>	
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>	
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
<b>"Service Bar Only" Designation</b>	
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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.	
<b>Business Information</b>	
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, explain: <u>Friends and family investors</u>	
d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, list name and address: <u>Educators Credit Union, MEPC</u>	
<b>Proof of Ownership, Lease, or Offer to Purchase (New &amp; Transfer Applicants Only)</b>	
Submit proof of ownership, lease, or offer to purchase the building with this application. A lease or offer to purchase must: a) Be in the same legal entity name as that apply for the license b) Reflect the same address as the premises address on this application c) Reflect current dates and d) Be signed by the lessor/seller and lessee/buyer	
<b>Property Information (New &amp; Transfer Applicants Only)</b>	
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease	
b) Who owns the fixtures (for example, coolers, etc.)? <u>Good City Brewing, LLC</u>	
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____	
d) Total amount paid for business \$ <u>N/A</u>	
e) Total amount paid for goodwill of the business \$ <u>N/A</u>	
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? <input type="checkbox"/> No <input type="checkbox"/> Yes <u>N/A</u>	

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



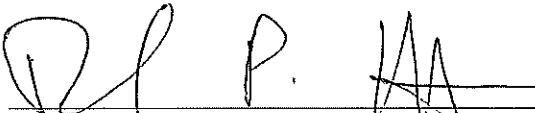
**Lease Information (New & Transfer Applicants who are leasing the premises only)**

- a) Date lease begins June 2016 Ends June 2027
- b) Monthly rental \$ 16,000
- c) Do you have an option to renew the lease?  No  Yes
- d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 10 yrs
- 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**

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

**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:**

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

Contact the

Contact the

Square footage: 10,000 sq ft



ARC-INT ARCHITECTURE  
300 N MILWAUKEE ST  
MILWAUKEE, WISCONSIN 53210  
(414) 888-4328  
arc@arc-int.com



TREGO GROUP  
300 N MILWAUKEE ST  
SUITE 600  
MILWAUKEE, WISCONSIN 53210  
(414) 538-3336

PROJECT NAME  
GOOD CITY BREWING  
EXPANSION  
GOOD CITY BREWING  
3100 N PARKWELL AVE  
MILWAUKEE, WI 53202  
414.533.4343

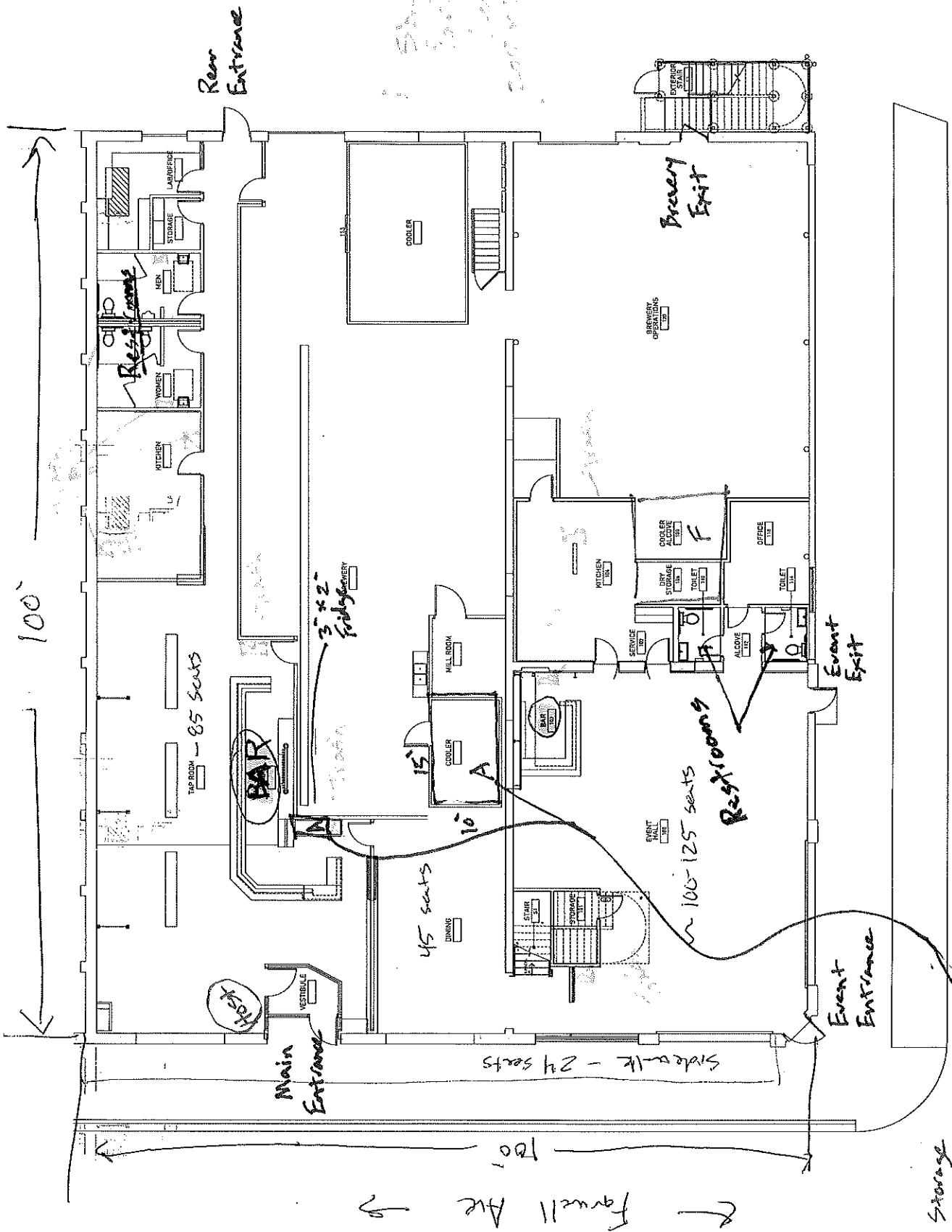
DRAWING TITLE  
CONSTRUCTION  
DOCUMENT SET  
17008

DATE  
05-16-2017

PROJECT TITLE  
FIRST FLOOR PLAN  
SHEET NUMBER

A100

N



01 LEVEL FLOOR PLAN

SCALE: 3/8" = 1'-0"

Windsor Ave

Date: July 10, 2019

F = Food Storage  
A = Alcohol (wine)

Owner/Agent: Good City Brewing, LLC  
Devil C. Dupree

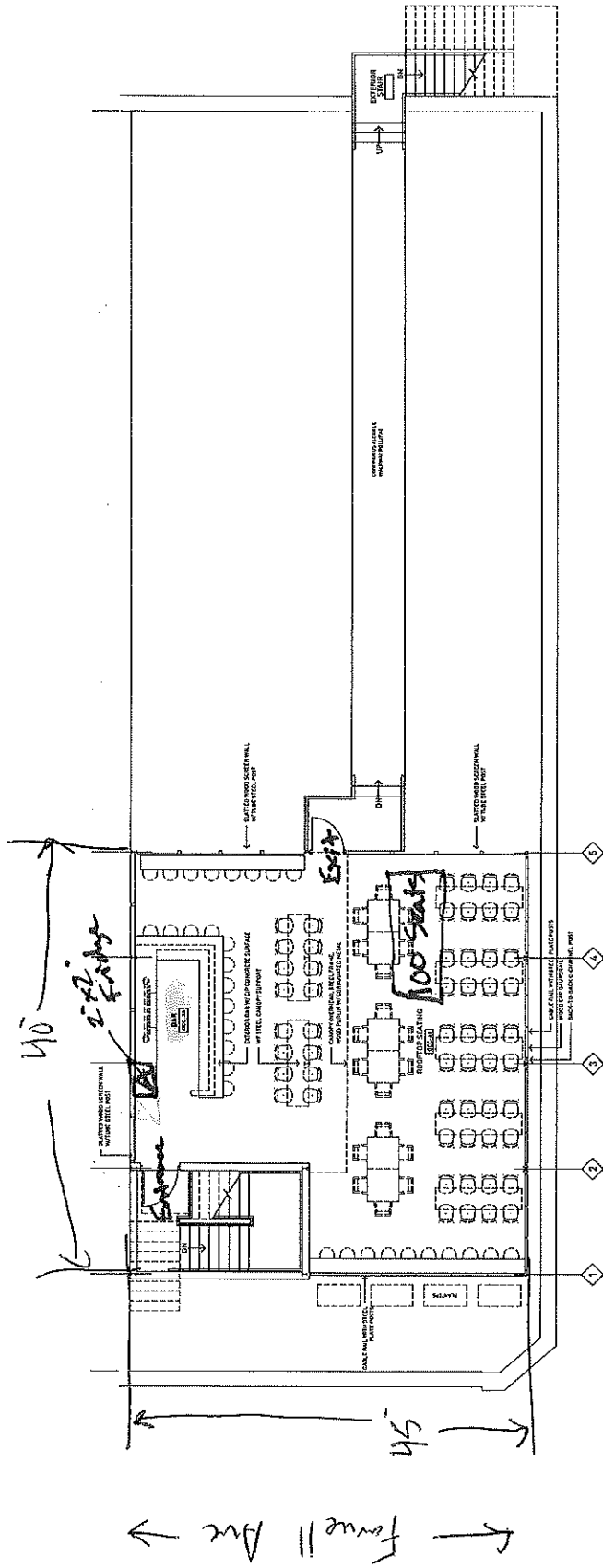
Roof Patio

Square Footage: 1200 sf



TREDO GROUP LLC  
218 N MILWAUKEE ST  
MILWAUKEE, WI 53202  
414.533.3336

PROJECT NAME  
GOOD CITY BREWING  
208 N MILWAUKEE AVE  
MILWAUKEE, WI 53202



← Windsor Ave →

A = Alcohol (Wine)

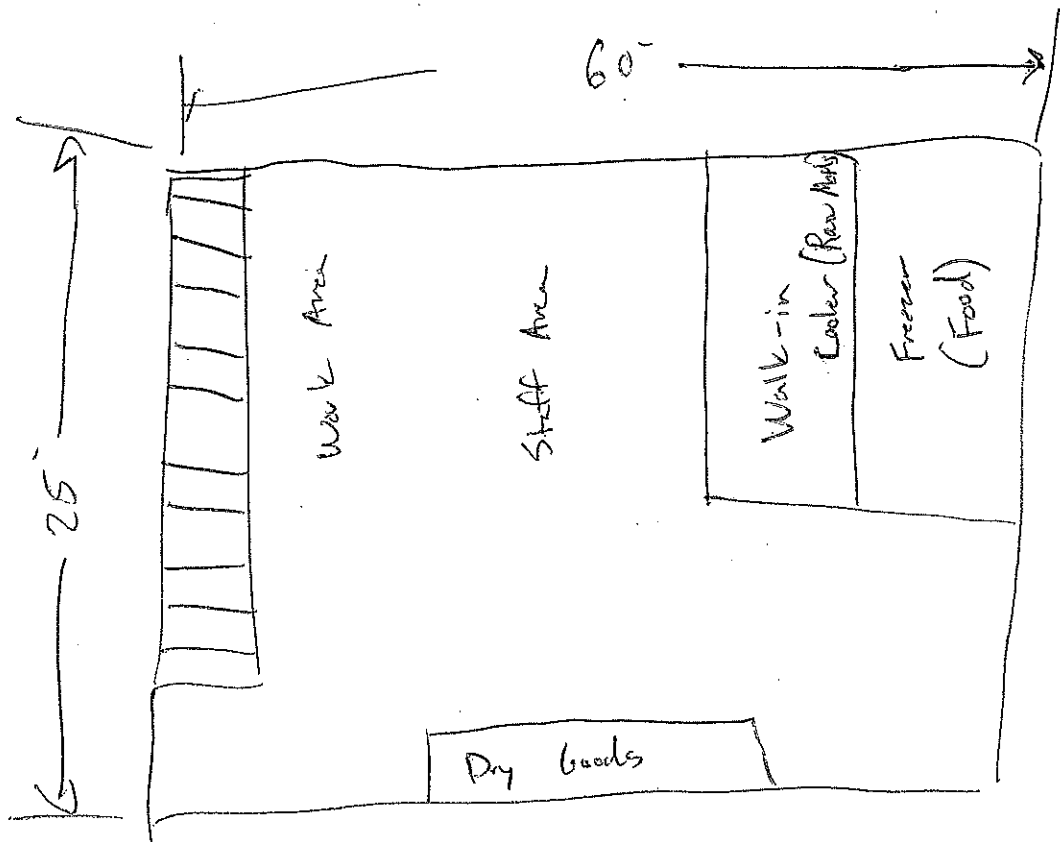
Date: July 10, 2019

Good City Brewing, LLC

Agent/Owner:

David C. Dupre

Basement Storage



Address: 2108 N Farrell Ave  
Milwaukee, WI 53202

Good City Brewing, LLC  
Agent David Payne





CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, July 23, 2019

COMMITTEE MEETING NOTICE

AD 04


REED, Sheila M, Agent  
Drury Hotels Company, LLC  
13075 Manchester Rd #100

St Louis, MO 63131

You are requested to attend a hearing which is to be held in Common Council Chamber, Third Floor, City Hall on:

**Tuesday, July 30, 2019 at 08:45 AM**

**Regarding:**

Your Class B Tavern, Hotel/Motel, Food Dealer, and Addit  Food Site License Applications as agent for "Drury Hotels Company, LLC" for "Drury Plaza Hotel - Milwaukee Downtown" at 700 N Water 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: \_\_\_\_\_

Jessica Celella

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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, July 23, 2019

COMMITTEE MEETING NOTICE

AD 04

REED, Sheila M, Agent  
Drury Hotels Company, LLC  
234 N Broadway  
Unit 501  
Milwaukee, WI 53202

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**Tuesday, July 30, 2019 at 08:45 AM**

**Regarding:** Your Class B Tavern, Hotel/Motel, Food Dealer, and Additional Food Site License Applications as agent for "Drury Hotels Company, LLC" for "Drury Plaza Hotel - Milwaukee Downtown" at 700 N Water St.

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JIM OWCZARSKI, CITY CLERK

BY: \_\_\_\_\_

Jessica Celella

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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

Date: July 11, 2019  
Officer: Carlos Felix

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

Name of Premise: Drury Hotel  
Address: 700 N. Water St.  
Phone:

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

Licensee/Agent: Shelia Reed  
Home Address: 234 N. Broadway #501  
City State Zip: Milw, WI 53202  
Phone: 574-202-3592  
Email: sheila.reed@druryhotels.com

Preferred contact: Same

Location currently open:  YES  NO

Projected open date: August 2019

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

Hours of Operation: Sun: 5PM-11PM                      24 hours Y N  
Mon: 5PM-12PM  
Tue: 5PM-12PM  
Wed: 5PM-12PM  
Thu: 5PM-12PM  
Fri: 5PM-12PM  
Sat: 5PM-12PM

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

Licenses currently held:

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

**Exterior Survey:**

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

Exterior Comments:

**Camera Survey:**

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



d. Recorded  Yes  No

22. How long is footage stored for later viewing: N/A

23. Are there exterior cameras  Yes  No How many:

24. Are there interior cameras  Yes  No How many:

25. Do all employees know how to retrieve recorded digital images/footage?  Yes  No

26. Cameras located in parking lot  Yes  No  N/A How many

Camera Survey Comments:

### Interior Survey:

27. What is the planned/posted capacity Unknown

28. What is the minimum number of employees that will be on premise 2

29. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No

a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No

30. Is the interior of the location neat and clean?  Yes  No

31. Does an interior camera face the entrance/exit?  Yes  No

32. Are emergency and non-emergency numbers posted near the phone?  Yes  No

33. Does the owner know how to contact their police district directly?  Yes  No

a. Did you provide a district contact guide to the owner?  Yes  No

Interior Comments:

### Security

34. How many security personnel are going to be employed:  N/A

35. How will they be deployed: Interior Exterior  N/A

36. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun  ALL

37. Will the security be managed by business  or contracted

38. Will they be armed  Yes  No  N/A

39. What type of security measures will be used:  N/A

Wanding/metal detector

ID Scanner

Dress Code

Cover Charge

Age restriction

Other

Adult with person under 21

40. When at capacity, how will the overflow crowd be managed? wait seating in lobby

41. Will a guard monitor the overflow crowd at all times?  Yes  No

Security Comments:

### ADDITIONAL COMMENTS/RECOMMENDATIONS:

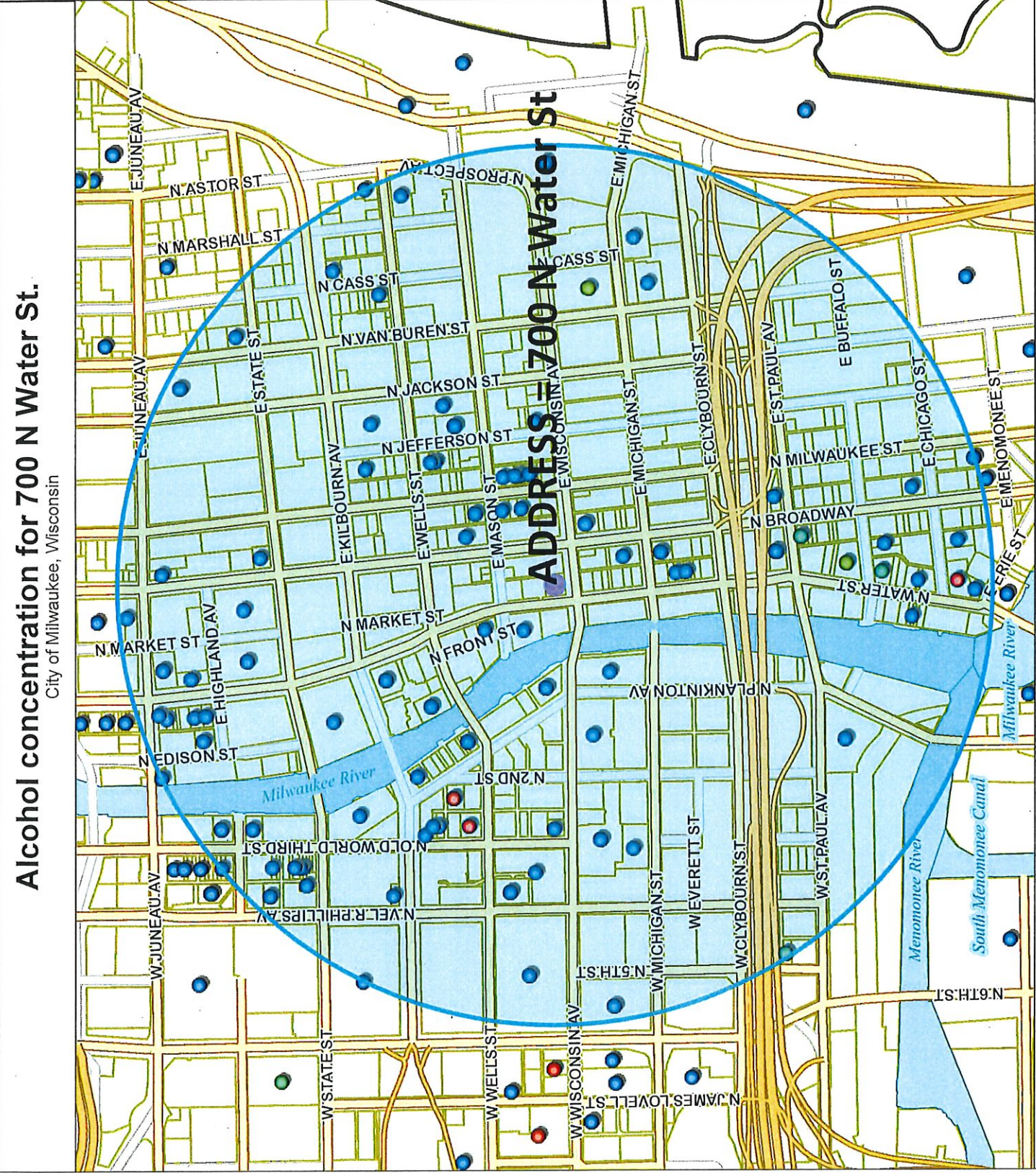
This business will be housed inside of a hotel. The CPTED was conducted while the lower level is still under construction. There will be a bar area located behind a wall past the front desk area with seating. In a second room west of the bar there will be tables for dining. A third area will have seating for dining of the free buffet food and drinks will be allowed. Security cameras will be placed over the bar back and register. There are plans to install several interior and exterior cameras. A bolt down drop safe will be installed in a front locked office area. Carry out

beer and wine will be offered for sale at the front counter until 9:00PM. Storage will be on the second floor in a locked room. A contracted security company is to be decided on at a later with plans on personnel to monitor Thursday, Friday, and Saturdays. Persons under the age of 21 will not be allowed in the bar area without a supervising adult. End of report.



# Alcohol concentration for 700 N Water St.

City of Milwaukee, Wisconsin



## - Legend -

- Street names 10,000
- City limits
- Freeways 15,000
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets 10,000
- Streets 10,000
- Waterways
- Milwaukee Parcels
- 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 beverage establishments within a .5 mile radius centered on 700 N Water St, on June 22, 2019.



Department of Administration - ITMD



Map Scale: 1: 10,000

© City of Milwaukee, Wisconsin  
Map Milwaukee: Property Information  
Disclaimer  
6/22/2019









Tuesday, July 23, 2019

## Licenses Committee Notice of Hearing

Drury Milwaukee LLC  
101 S Farrar DR  
Cape Girardeau, MO 63701

Date: 7/30/2019  
Time: 08:45 AM  
Location: Common Council Chamber, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Hotel/Motel, Food Dealer, and Additional Food Site License  
Applications  
REED, Sheila M, Agent  
Drury Plaza Hotel - Milwaukee Downtown at 700 N Water St

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

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





# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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:  
Hotel with 227 guest rooms, lobby bar, guest pantry/convenience market including alcohol beverages for hotel patrons

Do you have any experience operating this type of business?  No  Yes If yes, explain: The company and its affiliates are investors in other hotel operations in multiple states.

## 2. Business Operations

- a. Proposed Opening Date: August 1, 2019
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: July 2019
- 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  
We have not yet determined whether Security will be used at this location. Staff/Manager will approach guests regarding noise issues and if issue continues, police may be contacted for assistance  
 Signs Posted  Other: \_\_\_\_\_
- e. Will a sound amplification system be used?  No  Yes If yes, describe: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: TBD
- b. Number of Garbage Cans: Inside: TBD Locations: garbage cans will be located throughout the hotel  
Outside: TBD Locations: garbage cans will be located at all entrances/exits
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 3 men, 3 women, (with multiple stalls) and 1 unisex in public areas  
each guest room is equipped with it's own bathroom
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: TBD

### 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? \_\_\_\_\_ and describe the parking security plan: n/a
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: There will be security cameras in this area. Still undetermined on whether security will be on premise.
- c. Will you have security personnel on premise?  No  Yes If yes, how many? TBD and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? TBD and list locations: \_\_\_\_\_  
as the building is under renovation, camera locations have not yet been determined
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

### 6. Percentage of Sales (must total 100%)

Alcohol <u>2</u> %	Food <u>0.5</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment _____ %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>97.5</u> % Describe: <u>Hotel Revenue</u>
Pawnbroker Activity <u>0</u> %	Salvaged Materials (such as scrap metal) <u>0</u> %		

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

#### Type 1

- Full Service Restaurant     Cafe/Coffee Shop     Deli or Fast Food Restaurant     Private/Fraternal/Veterans Club
- Night Club     Tavern     Cocktail Lounge     Teen Club
- Banquet Hall     Sports Facility     Bowling Alley
- Hotel/Motel : Number of Floors: 14     Rooming House: Number of Floors: \_\_\_\_\_  
 Number of Rooms: 227    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 2,231 (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):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop  
 Other: Describe: Basement and all floors of 14 story building
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Wisconsin Avenue and Water Street
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 14  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: Drury Milwaukee, LLC Phone Number: 573/335-3134  
 Business Owner Address: 101 S. Farrar Drive, Cape Girardeau, MO 63701

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

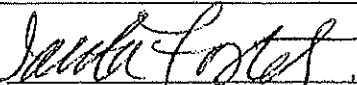
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (if none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	5 pm	11 pm	will vary by hotel occupancy	all ages	
Monday	5 pm	12 am			
Tuesday	5 pm	12 am			
Wednesday	5 pm	12 am			
Thursday	5 pm	12 am			
Friday	5 pm	12 am			
Saturday	5 pm	12 am			

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

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

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

## 11. Signature(s)

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

\_\_\_\_\_  
 Signature of additional partner or 20% or more shareholder

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



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: DRURY HOTELS COMPANY, LLC

Premise Address: 700 N. WATER STREET, MILWAUKEE, WI 53202

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

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

### "Service Bar Only" Designation

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

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

### Business Information

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

If yes, list their name and address: \_\_\_\_\_

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

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

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: Drury Milwaukee, LLC is the owner of this property  
Drury Hotels Company, LLC is the Management Company and there is a Management Agreement between companies

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: n/a

### 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

Deed Attached

### 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.)? owner (Drury Milwaukee, 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.

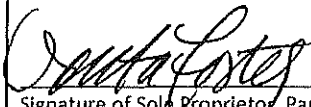
**Lease Information (New & Transfer Applicants who are leasing the premises only)**

- a) Date lease begins Management Agreement begins July 1, 2019 Ends December 31, 2024, unless Manager or Owner do not terminate, then it will be successive January 1-December N/A  
(Per Agreement attached.)
- b) Monthly rental \$ N/A
- c) Do you have an option to renew the lease?  No  Yes
- d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 5 years
- 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 N/A  
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s): \_\_\_\_\_

**Signature**

 \_\_\_\_\_, Jovita Foster, VP & Secretary  
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 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](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

cci-foodplan 9/25/18

*Ma - Rest.*

Legal Entity Name: DRURY HOTELS COMPANY, LLC
Premises Address: 700 N. WATER STREET, MILWAUKEE, WI 53202
<b>SECTION 1 TYPE OF BUSINESS</b>
<p>What will be the majority of your food sales? (check one)</p> <p><input checked="" type="checkbox"/> 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.</p> <p><input type="checkbox"/> 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.</p> <p>Will it be a convenience store? <input type="checkbox"/> Yes <input type="checkbox"/> No A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.</p> <p><input type="checkbox"/> Bed &amp; Breakfast <input type="checkbox"/> Micro Market</p> <p>All Applicants: Submit a menu or a list of food items that will be sold.</p>
<p>Will any wholesale business be done? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, what percentage of food sales will be wholesale?</p> <p><input type="checkbox"/> Less than 25%</p> <p><input type="checkbox"/> 25% or More AND:  <input type="checkbox"/> Restaurant items (meals) will be sold – Complete this application and also contact DATCP.  <input type="checkbox"/> NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.</p>
<b>SECTION 2 FOOD PROCESSING</b>
<p>Will any food processing be done? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes</p> <p>Processing is defined as <u>assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.</u></p>
<b>SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL</b>
<p>Will any food that requires temperature control be sold? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes (Includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)</p> <p>If yes, list the types of food items: <u>Dairy items, meat, poultry. No raw meats or unpasteurized dairy/eggs.</u></p>

SECTION 5 DETAILS OF OPERATION	
Will you have seating on site for dining?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
Will you be doing any catering?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
Will you be doing any delivery?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
Will you have outdoor activities?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes - Check all that apply: <input type="checkbox"/> Bar <input type="checkbox"/> Cooking/Grilling <input type="checkbox"/> Dining
Will you have a drive thru window?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes - Are hours different from inside? <input type="checkbox"/> No <input type="checkbox"/> Yes If Yes, provide drive thru hours: _____
Will scales or barcode scanners be used?	<input type="checkbox"/> No <input type="checkbox"/> Yes - You must also apply for a Weights & Measures License.
SECTION 6 ADDITIONAL SITES	
Where will food be prepared and/or sold?	
<input checked="" type="checkbox"/> At a single site <input checked="" type="checkbox"/> At multiple sites: How many? <u>6</u> (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. <u>Breakfast Kickback and Meeting rooms on 2nd floor</u>	
SECTION 7 CONSTRUCTION OR CHANGES	
Are you planning any construction, remodeling or equipment changes?	
<input type="checkbox"/> No If No, SKIP to Section 8	
<input checked="" type="checkbox"/> Yes If Yes, check all that apply: <input type="checkbox"/> New construction of a building <input checked="" type="checkbox"/> Renovation or remodeling	
<input type="checkbox"/> Construction changes to existing building <input type="checkbox"/> Equipment changes only	
Provide a brief description of the changes:	<u>Current building is being renovated into a hotel w/restaurant</u>
Start date:	<u>In progress</u>
Name, Address & Phone Number of Architect:	<u>Dave Alberson, c/o Drury Southwest Inc., 101 S. Farrar, Cape Girardeau, MO 63701 ph: 573/335-3134</u>
Name, Address & Phone Number of Contractor:	<u>none - all work is done by in house construction team</u>
SECTION 8 ALCOHOL BEVERAGES	
Are you applying for an alcohol beverage license?	
<input type="checkbox"/> No If No, SKIP to Section 9	
<input checked="" type="checkbox"/> Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?	
<input checked="" type="checkbox"/> Immediately <input type="checkbox"/> At the same time as the alcohol license	
SECTION 9 ACKNOWLEDGEMENTS & SIGNATURE	
You must initial each item confirming your understanding:	
<u>JF</u>	I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
<u>JF</u>	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.
<u>JF</u>	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.
<u>JF</u>	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.
<u>JF</u>	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:	<u>Jovita Foster</u> , Jovita Foster, VP & Secretary
Signature of Additional Partner:	_____



# FOOD DEALER LICENSE PLAN OF OPERATION

ccl-foodplan 9/25/18

- Pantry

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

Legal Entity Name: DRURY HOTELS COMPANY, LLC

Premises Address: 700 N. WATER STREET, MILWAUKEE, WI 53202

## SECTION 1 TYPE OF BUSINESS

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

- Restaurant Items (meals):  
MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.
- Retail Items (snacks and beverages):  
RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store?  Yes  No  
A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

- Bed & Breakfast
- Micro Market

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

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

- Less than 25%
- 25% or More AND:
  - Restaurant Items (meals) will be sold - Complete this application and also contact DATCP.
  - NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

## SECTION 2 FOOD PROCESSING

Will any food processing be done?  No  Yes

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

## SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

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

If yes, list the types of food items: Dairy products (milk, ice cream), frozen packaged dinners

**SECTION 5 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 6 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 7 CONSTRUCTION OR CHANGES**

Are you planning any construction, remodeling or equipment changes?  
 No If No, SKIP to Section 8  
 Yes If Yes, check all that apply:  New construction of a building  Renovation or remodeling  
 Construction changes to existing building  Equipment changes only  
 Provide a brief description of the changes: Current building is being renovated into a hotel  
 Start date: in progress  
 Name, Address & Phone Number of Architect: Dave Alberson, c/o Drury Southwest Inc., 101 S. Farrar, Cape Girardeau, MO 63701 ph: 573/335-3134  
 Name, Address & Phone Number of Contractor: none - all work is done by in house construction team

**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 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:

JF I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.  
JF 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.  
JF 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.  
JF 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.  
JF 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: *Jovita Foster*, Jovita Foster, VP & Secretary  
 Signature of Additional Partner: \_\_\_\_\_



# Food Dealer Additional Site Addendum

- Conference Room

ccl-foodadd 6/9/15

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](mailto:license@milwaukee.gov)

Each separate food establishment must have its own license. In the case where there are multiple restaurants in a building under the control of the same operator an additional site license can be obtained in lieu of separate restaurant licenses. An example would be a hotel with a main restaurant and several satellite restaurants. Additional site licenses cannot be obtained for franchised restaurants at different locations or for retail food establishments such as gift shops selling food or a location selling primarily beverages. Complete one addendum for each additional site.

<b>Legal Entity Name:</b>	Drury Hotels Company, LLC
<b>Premises Address:</b>	700 N. Water Street, Milwaukee, WI 53202
<b>Premises Description of Additional Site:</b> Ex. First Floor Northwest Corner	Second Floor Southwest and Southeast Corner Meeting Rooms

**Section 1** Does the plan for litter, noise and security for this site differ from the main site?  
 No, skip to hours  Yes, complete section below

a. How are grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other: \_\_\_\_\_

b. How often will grounds be cleaned?  Daily  Weekly  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 you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_

**Section 2** Do the hours of operation for this site differ from the main site?  
 No, sign form and return it with main site application  Yes, complete section below

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open (include a.m. or p.m.)	Close (include a.m. or p.m.)			
Sunday					
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					

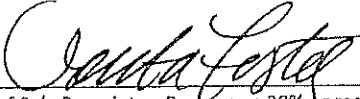
Signature Required: *Jennifer Foster*  
 Sole Proprietor, Partner, Agent or 20% or More Shareholder

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



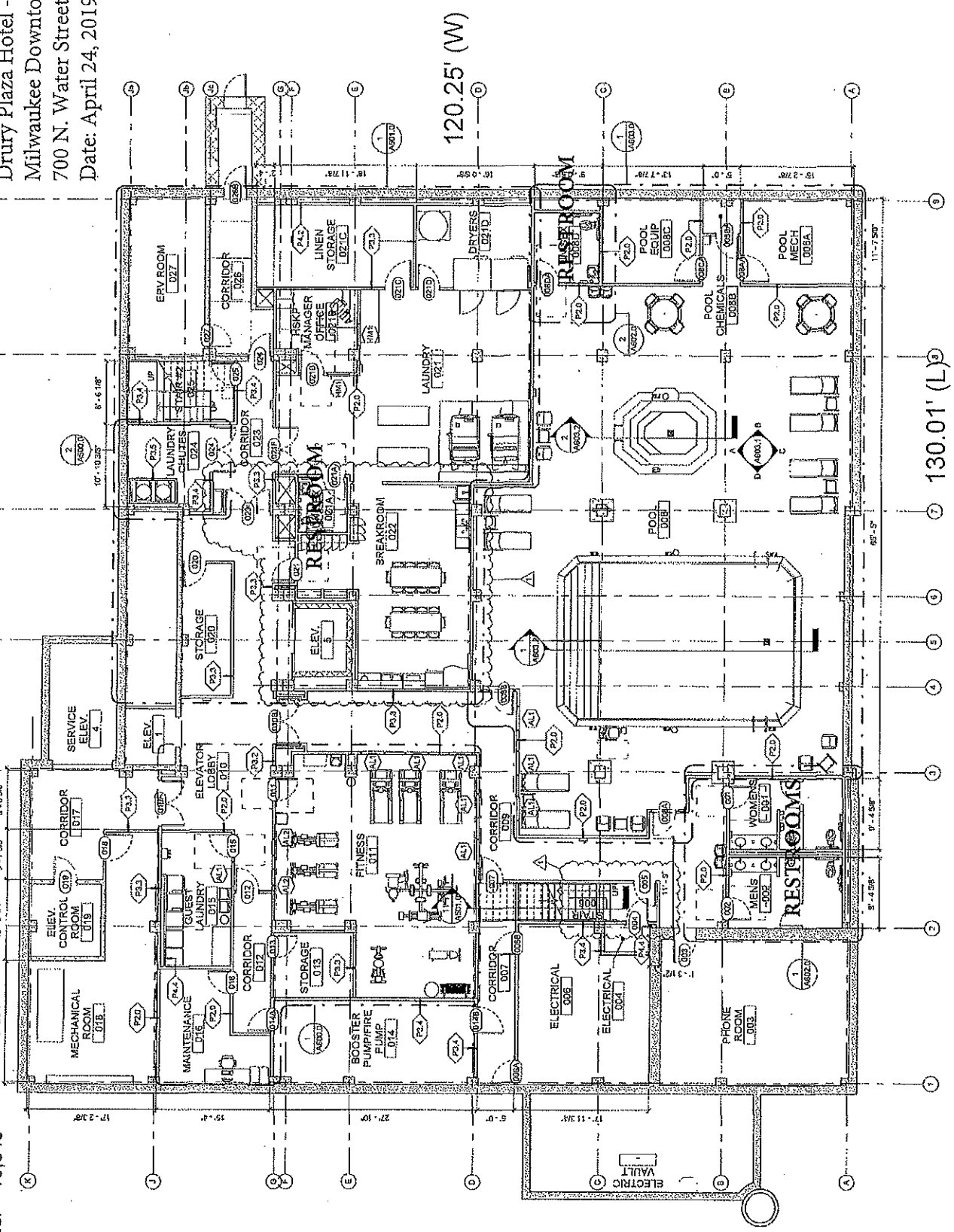
## DWELLING FACILITIES LICENSE SUPPLEMENTAL APPLICATION

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](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: Drury Hotels Company, LLC d/b/a Drury Plaza Hotel - Milwaukee Downtown	
Premises Address: 700 N. Water Street, Milwaukee, WI 53202	
<b>MILWAUKEE COUNTY REPRESENTATIVE</b>	
Is the applicant (sole proprietor, partners, or agent of Corp/LLC) a resident of Milwaukee County? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (agent) If NO, a local representative (natural person) residing in Milwaukee County must be appointed. Provide the person's name and street address. P.O. Boxes are not acceptable.	
Name of Person: Sheila M. Reed	
Street Address: 234 North Broadway, Unit 501, Milwaukee, WI 53202 (include city and zip code)	
<b>SIGNATURE</b>	
 _____ Signature of Sole Proprietor, Partner, or 20% or more Shareholder (If there are no 20% or more shareholders, Corporate Officer-print name/title and sign)	_____ Signature of additional partner or 20% or more shareholder

Sheila M. Reed Agent for  
 Drury Hotels Company, LLC  
 Drury Plaza Hotel -  
 Milwaukee Downtown  
 700 N. Water Street  
 Date: April 24, 2019

Total Square  
 Footage = Bldg. = 12,450  
 Parcel = 15,849



Water Street

North

BASEMENT RENOVATION PLAN

Wisconsin Avenue

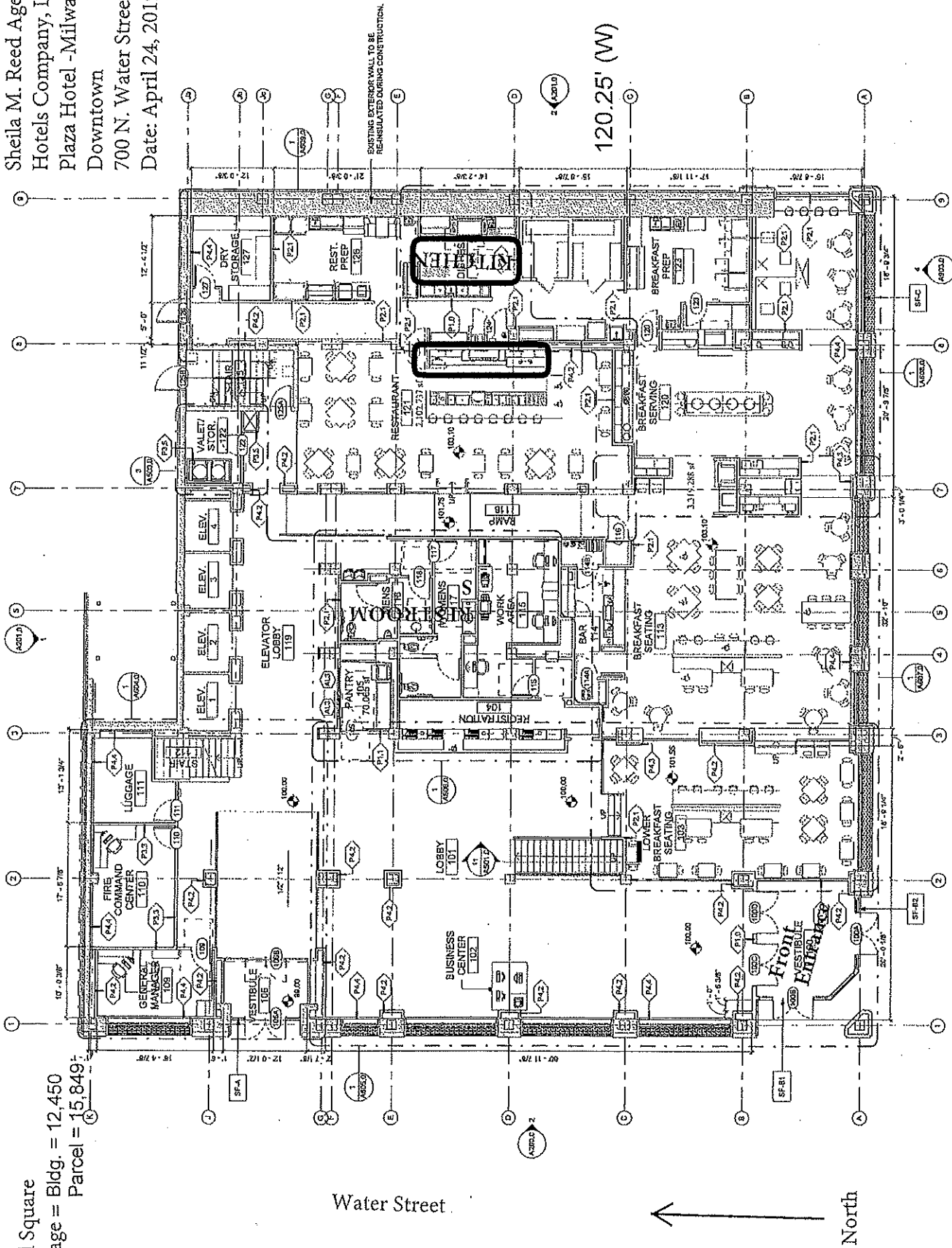
120.25' (W)

130.01' (L)



Sheila M. Reed Agent for Drury  
Hotels Company, LLC Drury  
Plaza Hotel -Milwaukee  
Downtown  
700 N. Water Street  
Date: April 24, 2019

Total Square  
Footage = Bldg. = 12,450  
Parcel = 15,849



130.01' (L)

120.25' (W)

1ST FLOOR RENOVATION PLAN

Wisconsin Avenue

Water Street

North

Sheila M. Reed Agent for Drury  
Hotels Company, LLC Drury  
Plaza Hotel - Milwaukee  
Downtown  
700 N. Water Street  
Date: April 24, 2019

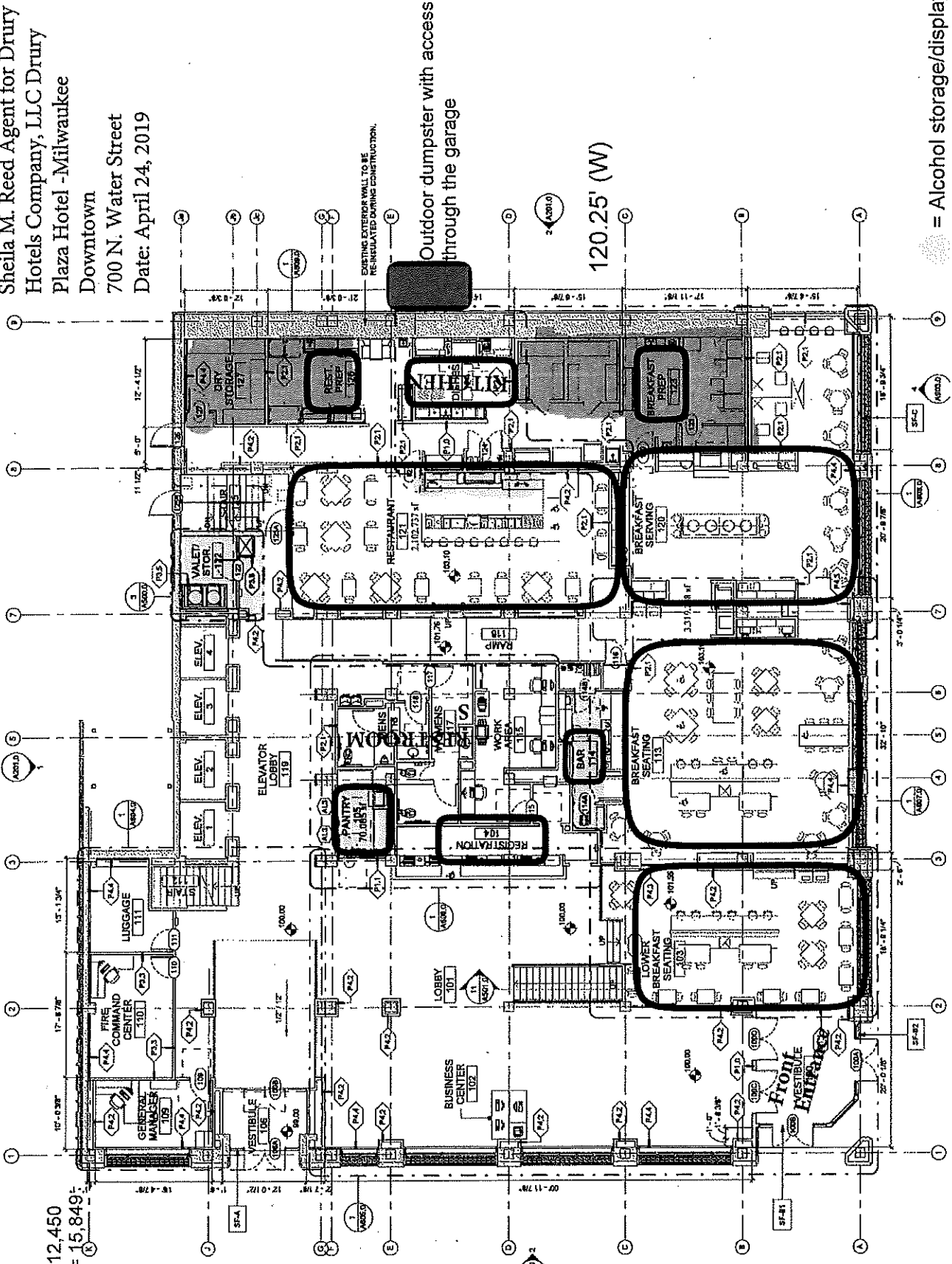
Total Square  
Footage = Bldg. = 12,450  
Parcel = 15,849

Water Street



North

Wisconsin Avenue



130.01' (L)

120.25' (W)

● = Alcohol storage/display

● = Food storage

1ST FLOOR RENOVATION PLAN



Outdoor dumpster with access through the garage

EXISTING EXTERIOR WALL TO BE RE-INSULATED DURING CONSTRUCTION.

The Guest Pantry contains a cabinet where alcohol will be stored.

Locked cabinet dimensions (where wine will be stored during non-sale hours):

L 20 3/8 H 25 1/2 D 17 1/2

Shelf that hold the wine dimensions:

L 20 3/8 H 12 1/4 D 17 1/2



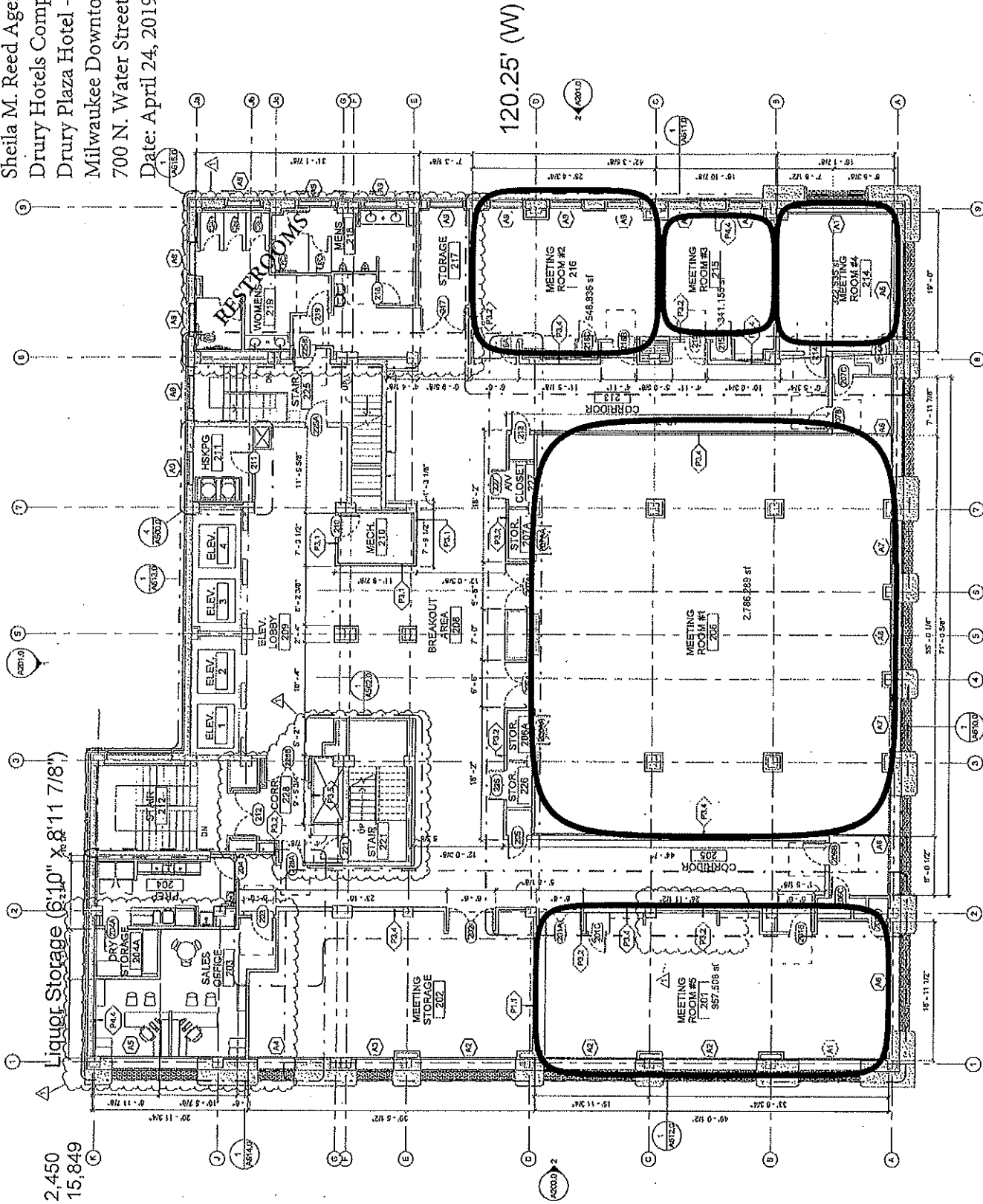


Sheila M. Reed Agent for  
 Drury Hotels Company, LLC  
 Drury Plaza Hotel -  
 Milwaukee Downtown  
 700 N. Water Street  
 Date: April 24, 2019

Total Square  
 Footage = Bldg. = 12,450  
 Parcel = 15,849

Water Street

North



130.01' (L)

Wisconsin Avenue

1 2ND FLOOR RENOVATION PLAN

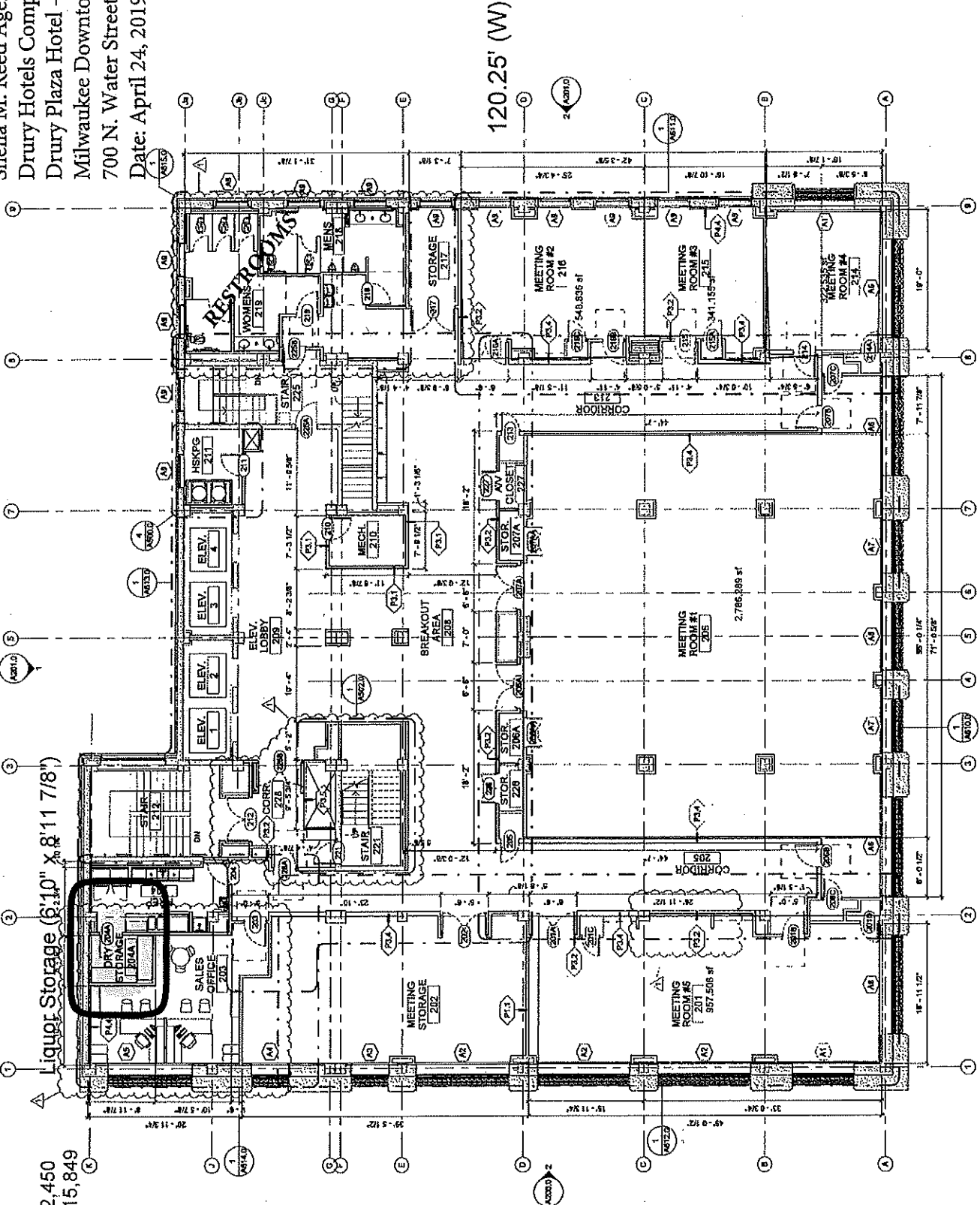


1/8" = 1'-0"

Sheila M. Reed Agent for  
 Drury Hotels Company, LLC  
 Drury Plaza Hotel -  
 Milwaukee Downtown  
 700 N. Water Street  
 Date: April 24, 2019

Total Square  
 Footage = Bldg. = 12,450  
 Parcel = 15,849

Liquor Storage (6'10" x 8'11 7/8")



120.25' (W)

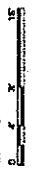
130.01' (L)

Wisconsin Avenue

Water Street

North

2ND FLOOR RENOVATION PLAN

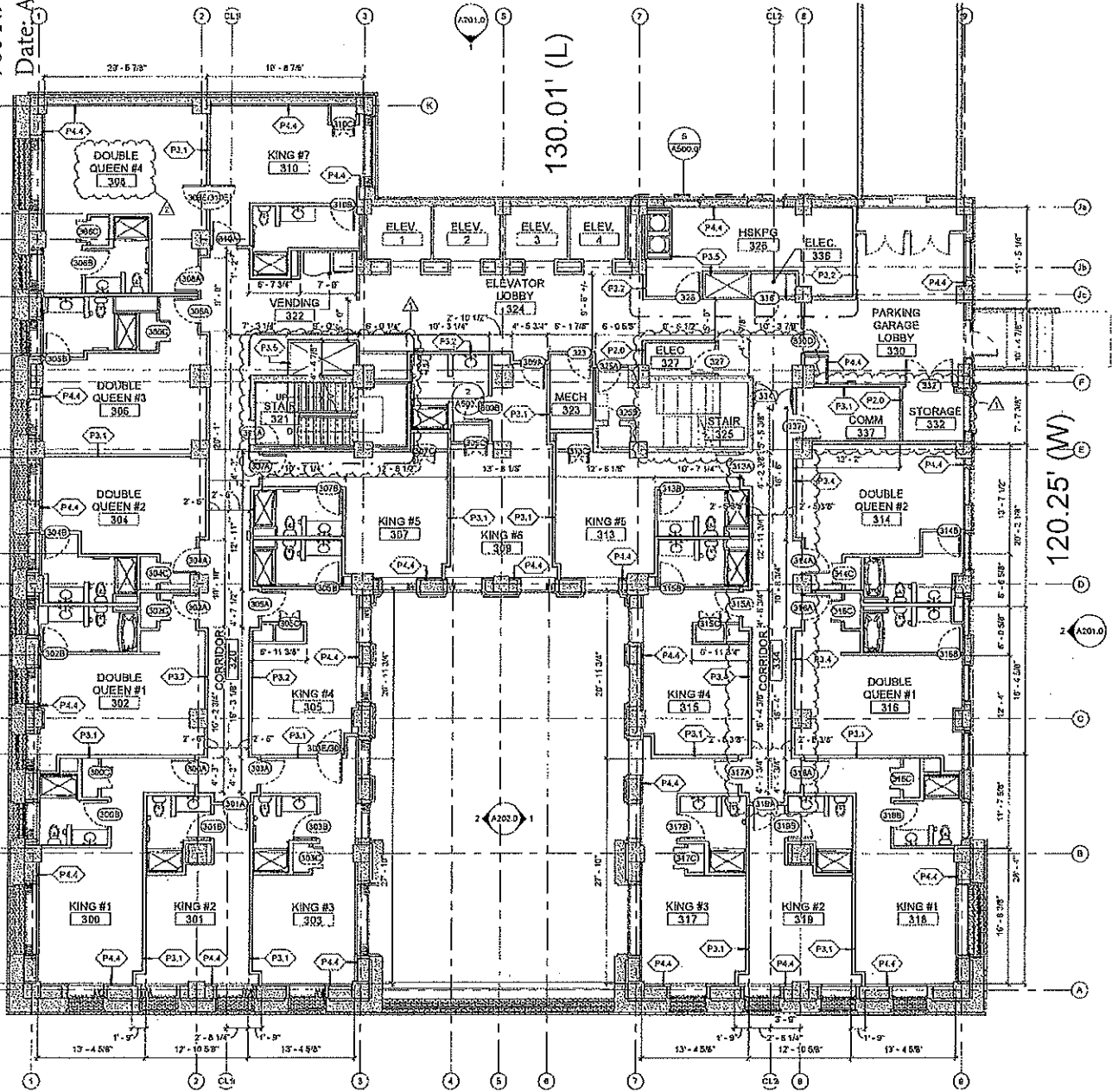


Sheila M. Reed Agent for Drury  
Hotels Company, LLC Drury  
Plaza Hotel -Milwaukee  
Downtown  
700 N. Water Street  
Date: April 24, 2019

Water Street

North

Total Square  
Footage = Bldg. = 12,450  
Parcel = 15,849



130.01' (L)

120.25' (W)

1 3RD FLOOR RENOVATION PLAN

1/8" = 1'-0"

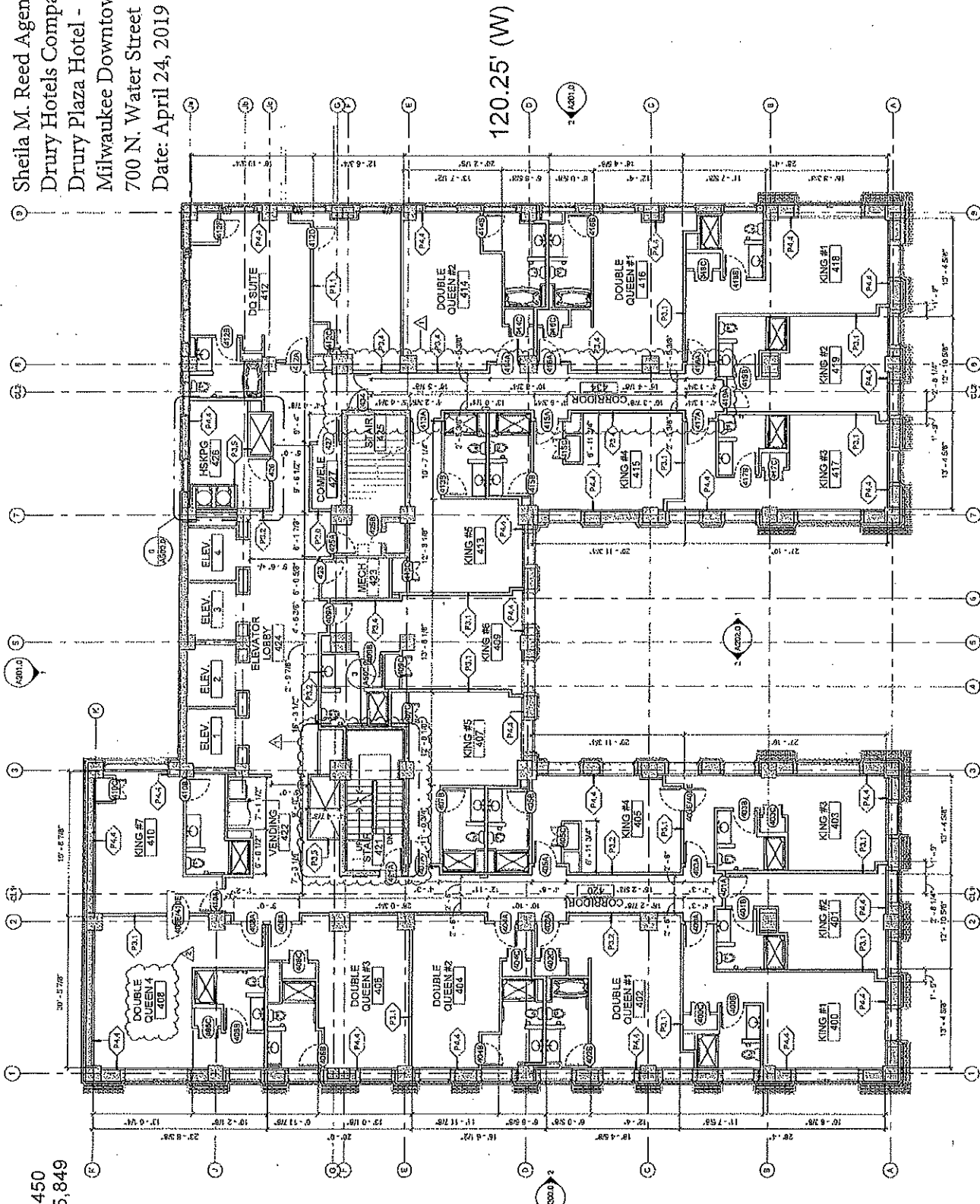


Wisconsin Avenue

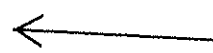


Total Square  
Footage = Bldg. = 12,450  
Parcel = 15,849

Sheila M. Reed Agent for  
Drury Hotels Company, LLC  
Drury Plaza Hotel -  
Milwaukee Downtown  
700 N. Water Street  
Date: April 24, 2019



Water Street



North

130.01' (L)

120.25' (W)

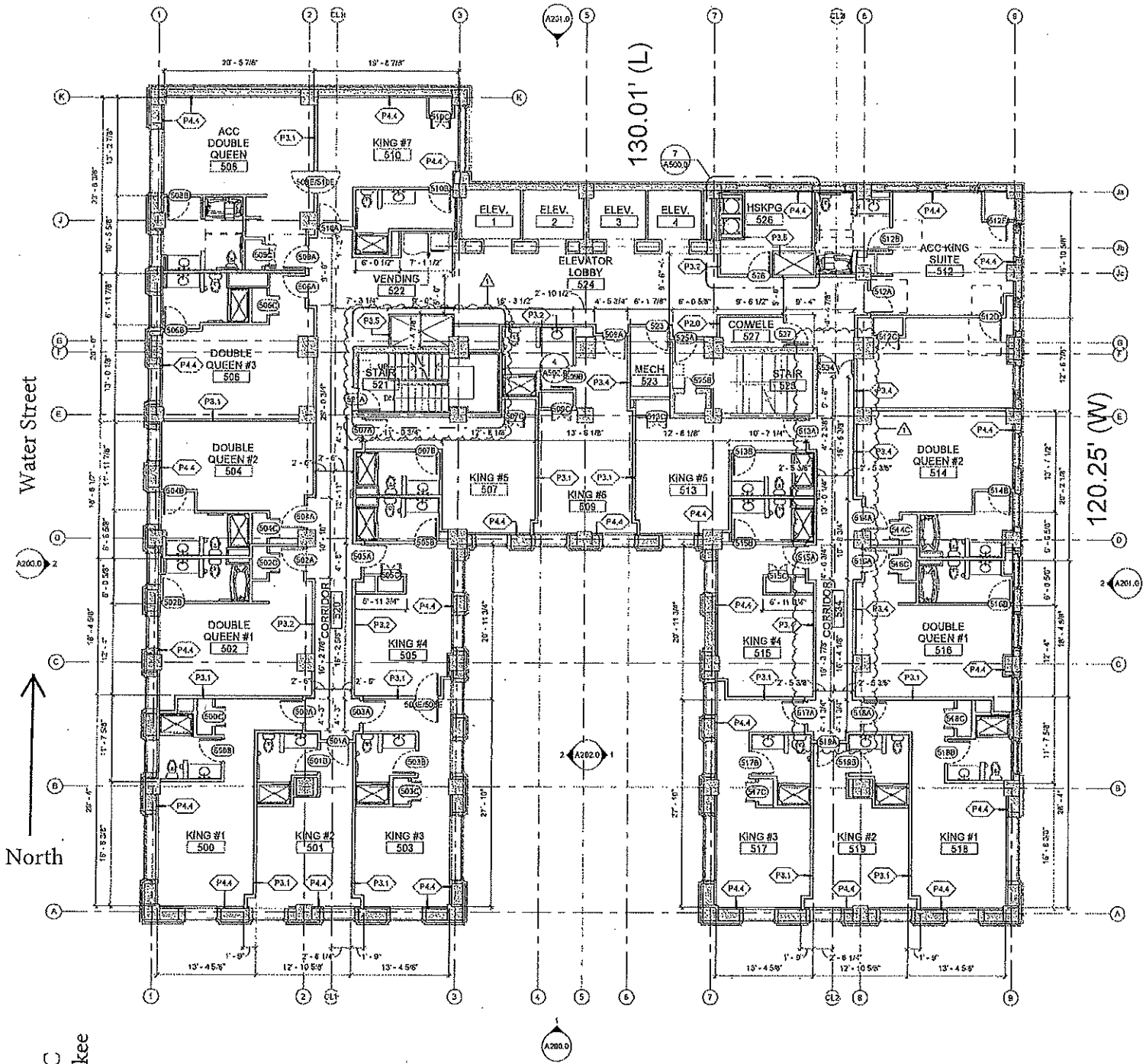
Wisconsin Avenue

1 4TH FLOOR RENOVATION PLAN



Sheila M. Reed Agent for  
 Drury Hotels Company, LLC  
 Drury Plaza Hotel - Milwaukee  
 Downtown  
 700 N. Water Street  
 Date: April 24, 2019

Total Square  
 Footage = Bldg. = 12,450  
 Parcel = 15,849

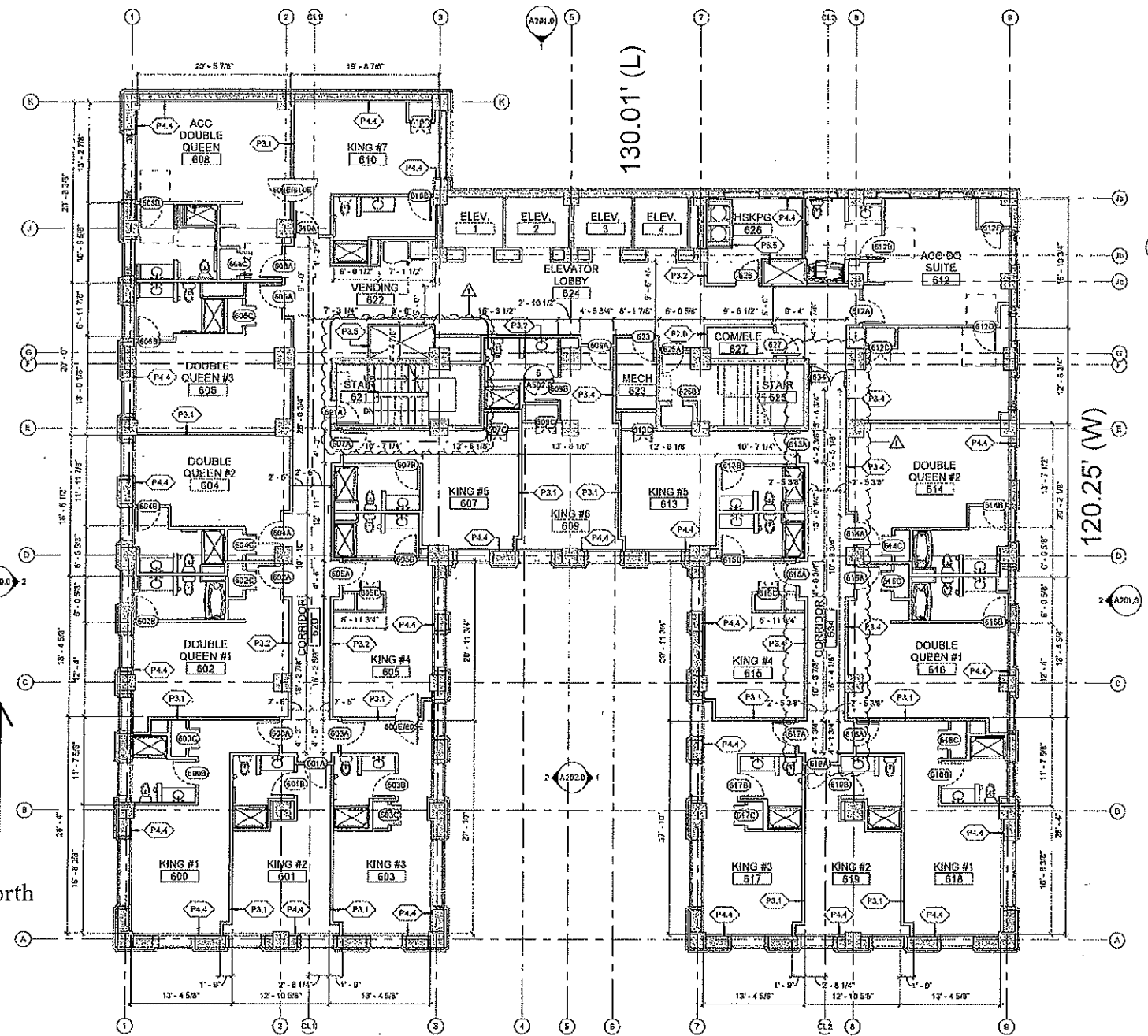


1 5TH FLOOR RENOVATION PLAN  
 1/8" = 1'-0"  
 0 4 8 16'

Wisconsin Avenue

Water Street

North



Sheila M. Reed Agent for Drury  
 Hotels Company, LLC Drury  
 Plaza Hotel - Milwaukee  
 Downtown  
 700 N. Water Street  
 Date: April 24, 2019

Total Square  
 Footage = Bldg. = 12,450  
 Parcel = 15,849

1 6TH FLOOR RENOVATION PLAN  
 1/8" = 1'-0"



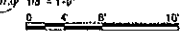
Wisconsin Avenue

Sheila M. Reed Agent for Drury  
Hotels Company, LLC Drury  
Plaza Hotel - Milwaukee  
Downtown

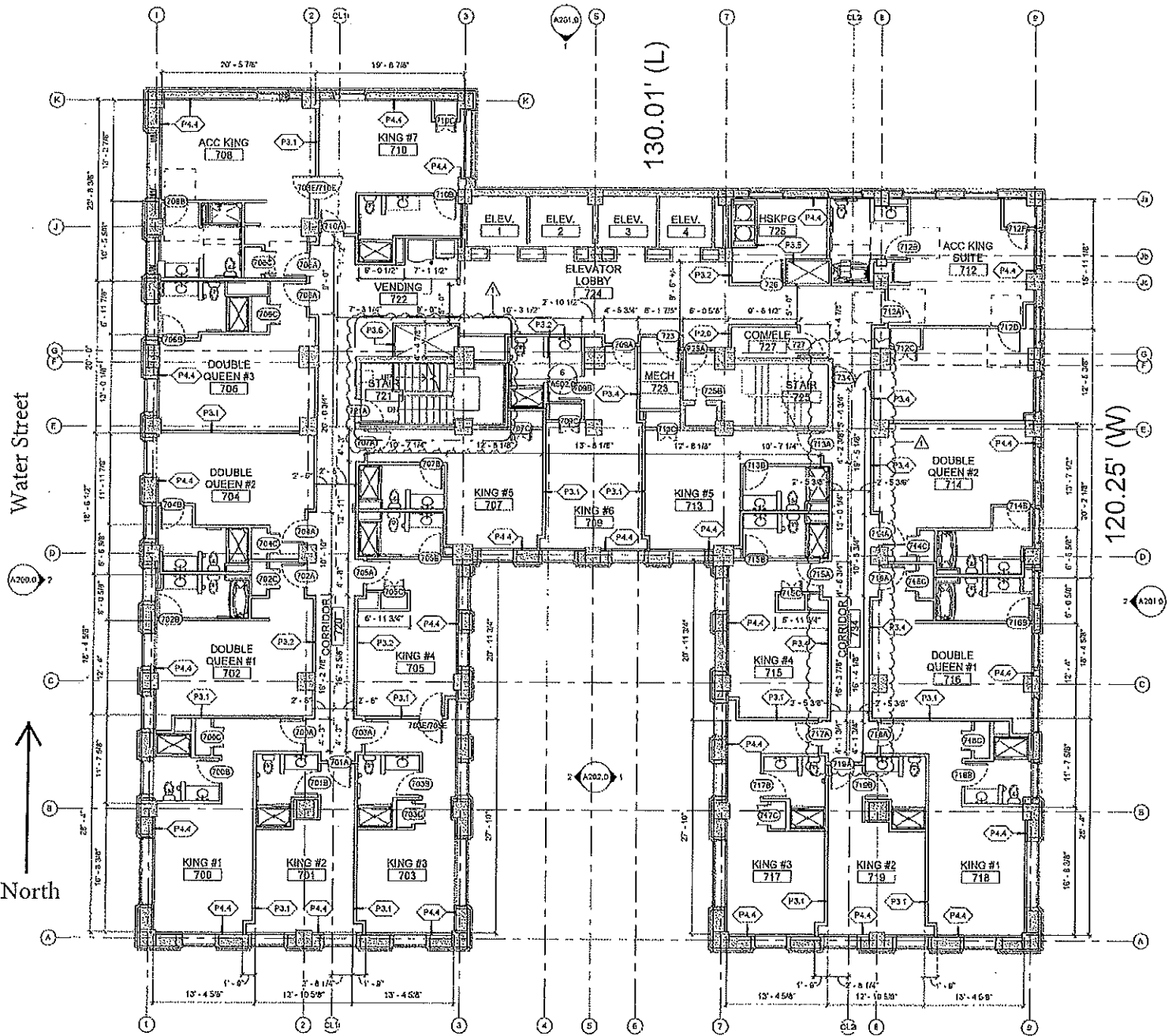
700 N. Water Street  
Date: April 24, 2019

Total Square  
Footage = Bldg. = 12,450  
Parcel = 15,849

7TH FLOOR RENOVATION PLAN

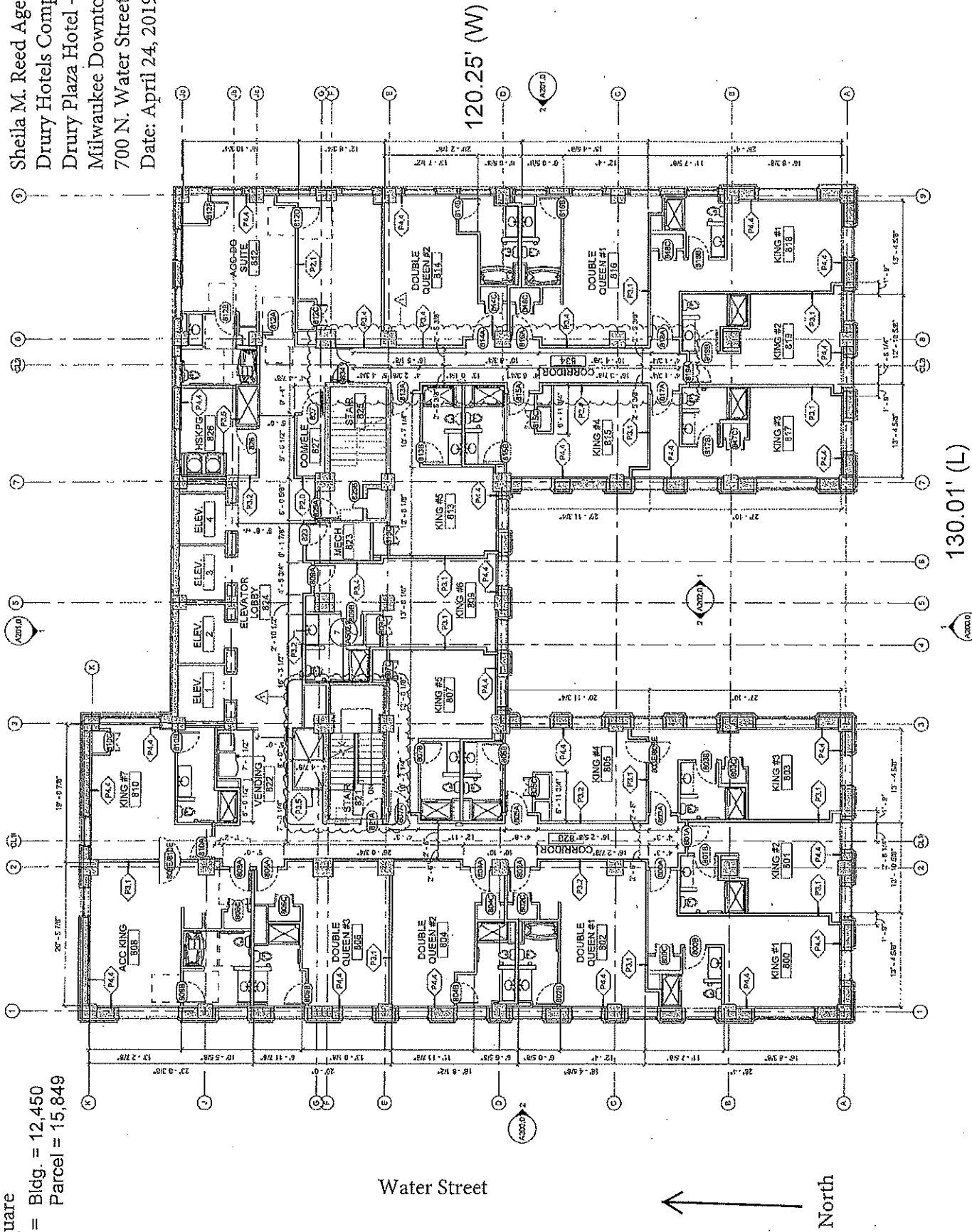


Wisconsin Avenue



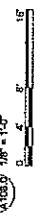
Total Square Footage = Bldg. = 12,450  
Parcel = 15,849

Sheila M. Reed Agent for  
Drury Hotels Company, LLC  
Drury Plaza Hotel -  
Milwaukee Downtown  
700 N. Water Street  
Date: April 24, 2019



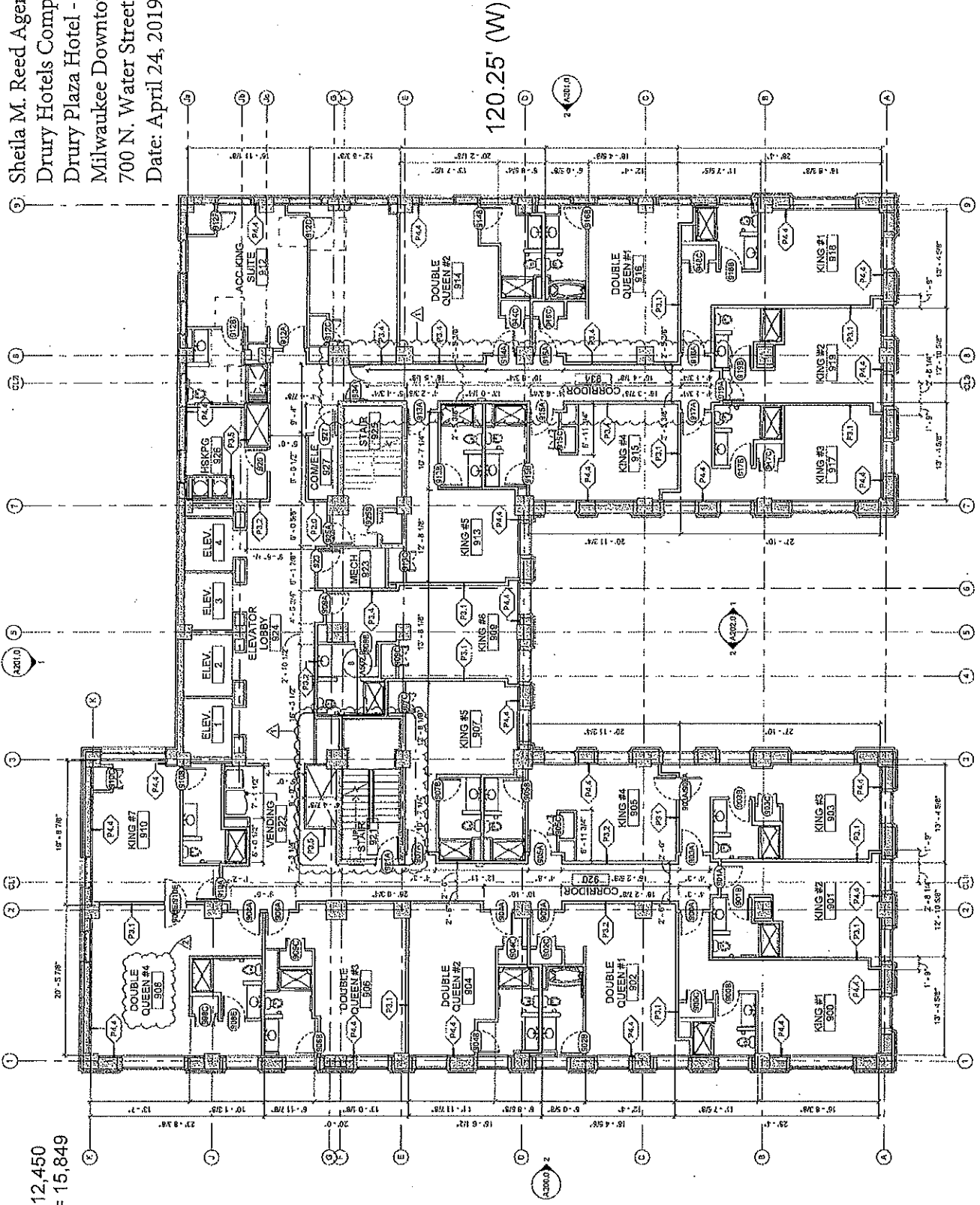
Wisconsin Avenue

1. 8TH FLOOR RENOVATION PLAN



Total Square Footage = 12,450  
 Footage = 12,450  
 Parcel = 15,849

Sheila M. Reed Agent for  
 Drury Hotels Company, LLC  
 Drury Plaza Hotel -  
 Milwaukee Downtown  
 700 N. Water Street  
 Date: April 24, 2019



120.25' (W)

130.01' (L)

Wisconsin Avenue

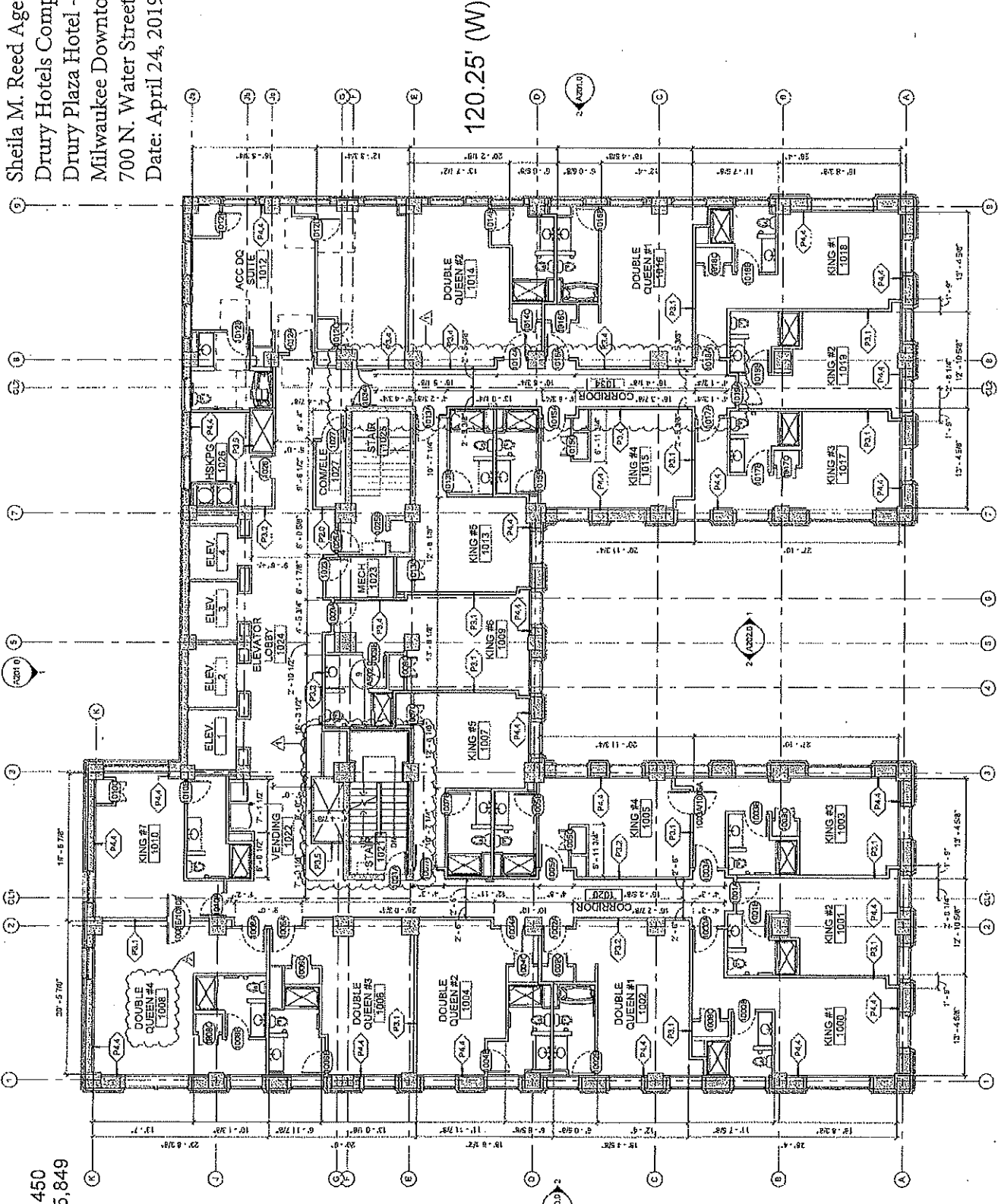
1 9TH FLOOR RENOVATION PLAN





Total Square Footage = Bldg. = 12,450  
Parcel = 15,849

Sheila M. Reed Agent for  
Drury Hotels Company, LLC  
Drury Plaza Hotel -  
Milwaukee Downtown  
700 N. Water Street  
Date: April 24, 2019



130.01' (L)

120.25' (W)

Wisconsin Avenue

Water Street

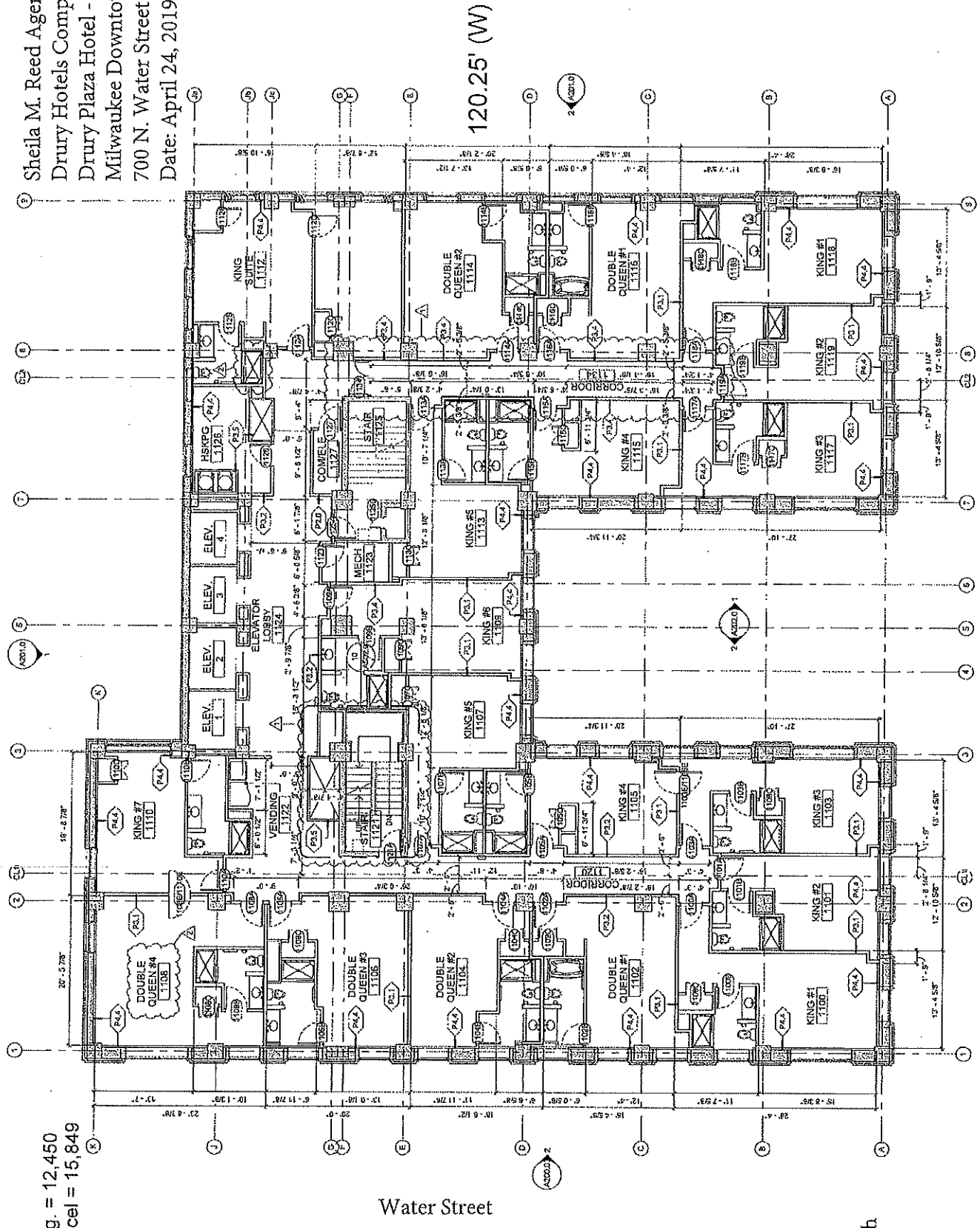


10TH FLOOR RENOVATION PLAN



Sheila M. Reed Agent for  
 Drury Hotels Company, LLC  
 Drury Plaza Hotel -  
 Milwaukee Downtown  
 700 N. Water Street  
 Date: April 24, 2019

Total Square  
 Footage = Bldg. = 12,450  
 Parcel = 15,849



120.25' (W)

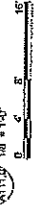
130.01' (L)

Water Street

North

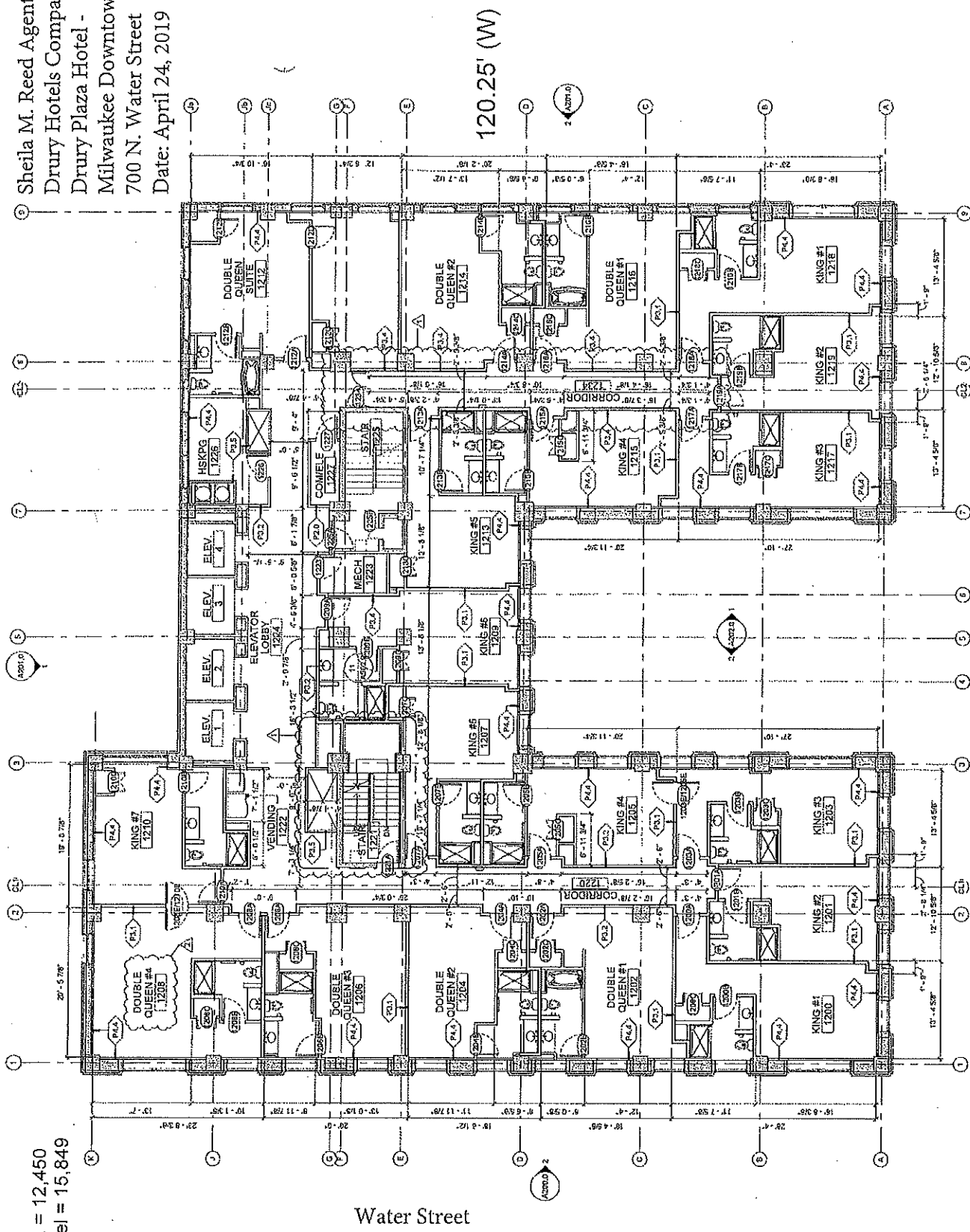
Wisconsin Avenue

11TH FLOOR RENOVATION PLAN



Total Square Footage = Bldg. = 12,450  
Parcel = 15,849

Sheila M. Reed Agent for  
Drury Hotels Company, LLC  
Drury Plaza Hotel -  
Milwaukee Downtown  
700 N. Water Street  
Date: April 24, 2019



Water Street

North

120.25' (W)

130.01' (L)

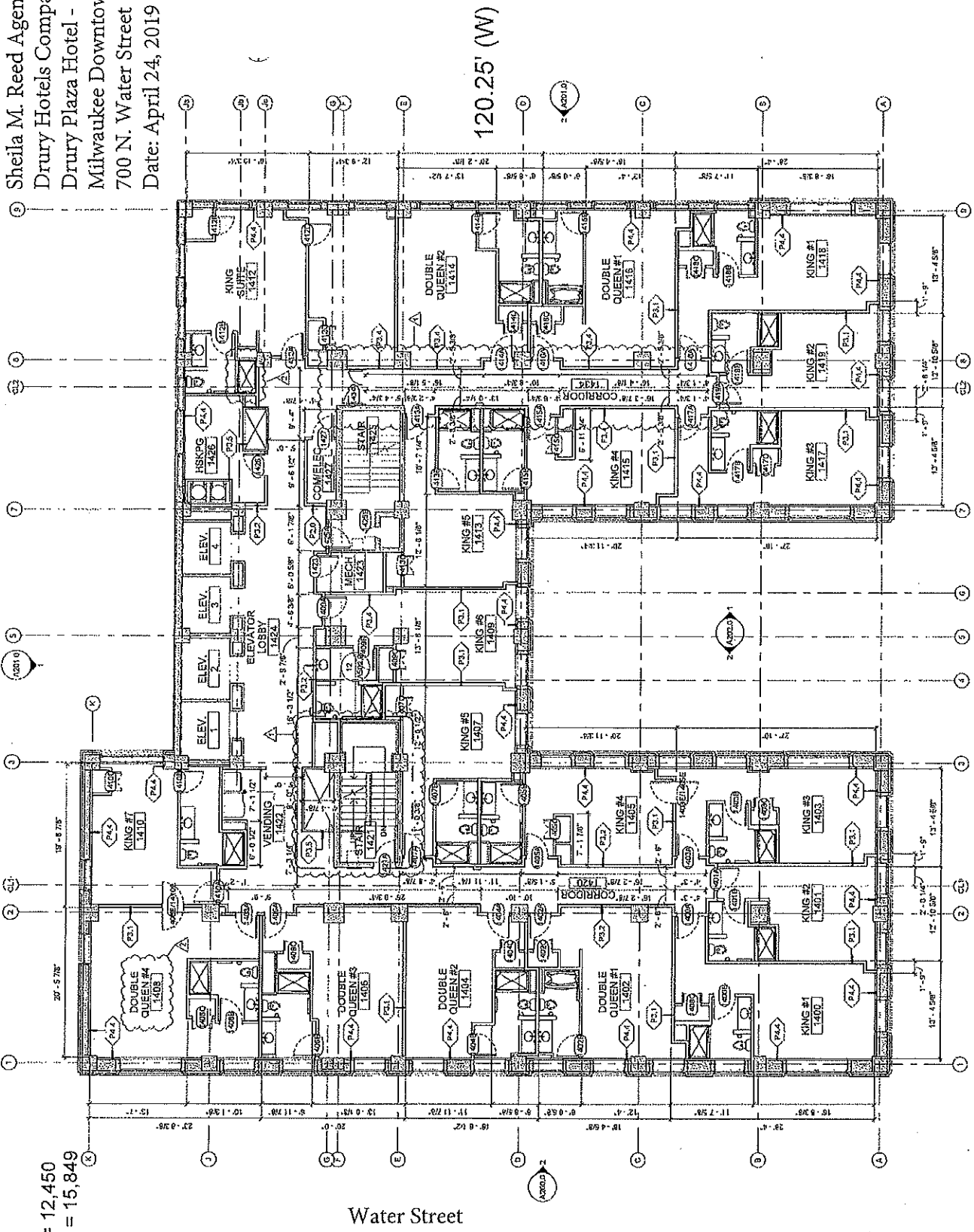
12TH FLOOR RENOVATION PLAN

Scale: 1/8" = 1'-0"

Wisconsin Avenue

Sheila M. Reed Agent for  
 Drury Hotels Company, LLC  
 Drury Plaza Hotel -  
 Milwaukee Downtown  
 700 N. Water Street  
 Date: April 24, 2019

Total Square  
 Footage = Bldg. = 12,450  
 Parcel = 15,849



120.25' (W)

130.01' (L)

1 14TH FLOOR RENOVATION PLAN



Wisconsin Avenue

North

Water Street

Total Square Footage = Bldg. = 12,450  
Parcel = 15,849

Sheila M. Reed Agent for  
Drury Hotels Company, LLC  
Drury Plaza Hotel -  
Milwaukee Downtown  
700 N. Water Street  
Date: April 24, 2019

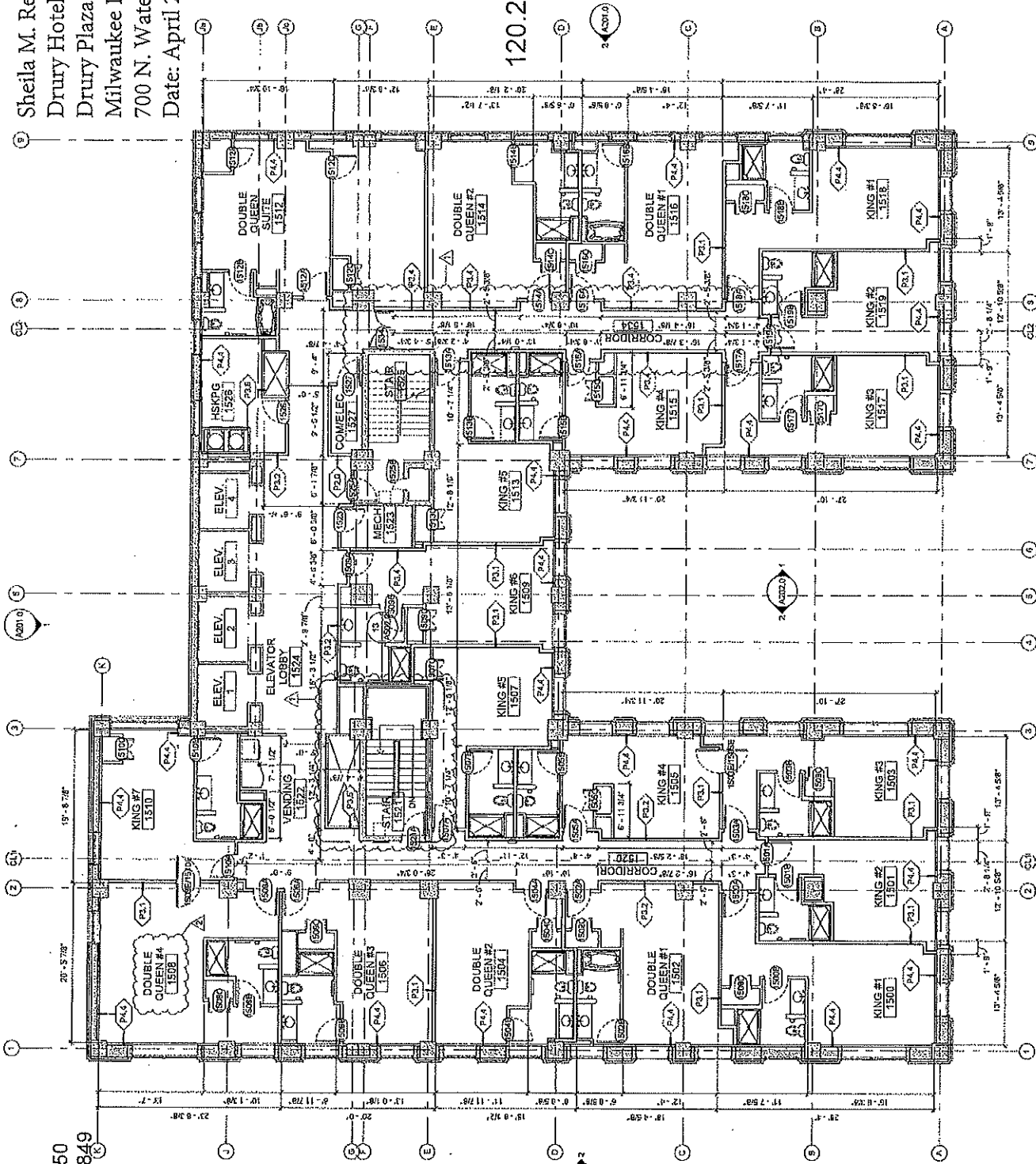
Water Street

North

120.25' (W)

130.01' (L)

Wisconsin Avenue



1. 15TH FLOOR RENOVATION PLAN





CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, July 23, 2019

COMMITTEE MEETING NOTICE

AD 14

VERMEULEN, Jason M, Agent  
RED BRICK - BAYVIEW LLC  
619 Old Field Ave

Mukwonago, WI 53149

You are requested to attend a hearing which is to be held in Common Council Chambers, Third Floor, City Hall on:

**Tuesday, July 30, 2019 at 08:45 AM**

**Regarding:** Your Class B Beer, Class C Wine-Service Bar Only, and Food Dealer License Applications as agent for "RED BRICK - BAYVIEW LLC" for "RED BRICK Pizza Kitchen Cafe" at 2202 S KINNICKINNIC 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 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: \_\_\_\_\_

Jessica Celella

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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

Date: 06-19-19  
Officer: PO Josh Dummann

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

Name of Premise: Redbrick Pizza Kitchen Cafe  
Address: 2202 S. Kinnickinnic Av.  
Phone:

Owner: Jason M. Vermeulen  
Owner address: 619 Oldfield Av  
City State Zip: Mukwonago, WI 53149  
Owner Phone: 414-807-5006  
Owner email: jay.vermeulen@vegagroup.org

Licensee/Agent: Jason M. Vermeulen  
Home Address:  
City State Zip:  
Phone:  
Email:

Preferred contact: Jason M. Vermeulen

Location currently open:  YES  NO

Projected open date: August 2019

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

Hours of Operation: Sun: 11AM – 12AM 24 hours Y N  
Mon: 11AM – 12AM  
Tue: 11AM – 12AM  
Wed: 11AM – 12AM  
Thu: 11AM – 12AM  
Fri: 11AM – 12AM  
Sat: 11AM – 12AM

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

Licenses currently held:



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

**Exterior Survey:**

1. Is the area around the location clean?  Yes  No
2. What surrounds the location? (Check all the apply)
  - a.  Park
  - b.  School
  - c.  Youth Center
  - d.  Church
  - e.  Tavern(s) If so, how many 3
  - f.  Residential
  - g.  Other businesses
  - h.  Other:
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. Is there a parking lot  Yes  No
7. Is the parking lot clean?  Yes  No N/A
8. Off-Street parking  Yes  No
9. Is the parking lot well lit?  Yes  No N/A
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:
16. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. Recorded  Yes  No
20. How long is footage stored for later viewing:
21. Are there exterior cameras  Yes  No How many:
22. Are there interior cameras  Yes  No How many:
23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No

24. Cameras located in parking lot Yes No How many

**Interior Survey:**

- 25. What is the planned capacity Unknown
- 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. Is there a lockable area that separates employees from customers? Yes No
- 31. Are emergency and non-emergency numbers posted near the phone? Yes No
- 32. Does the owner know how to contact their police district directly? Yes No
  - a. Did you provide a district contact guide to the owner? Yes No

**Security**

- 33. How many security personnel are going to be employed: **NONE**
- 34. How ill they be deployed: Interior Exterior
- 35. What days will they be deployed MonTueWedThuFriSatSun
- 36. Will the security be managed by business or contracted
- 37. Will they be armed Yes No
- 38. What type of security measures to be used:
  - Wanding/metal detector
  - ID Scanner
  - Dress Code
  - Cover Charge
  - Age restriction
  - Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This report is written by P.O. Joshua Dummann assigned to District Six, Day Shift.

On 6-19-19 at 9:00AM I, along with my squad partner P.O. Matthew Claudio, conducted a CPTED at Redbrick Pizza Kitchen Café located at 2202 S. Kinnickinnic Av. I met with Jason M. Vermeulen who is the owner/licensee of the location. The location was currently under construction with only metal framing up.

Mr. Vermeulen stated the restaurant will serve pizza and have a full service bar. He stated construction should be completed mid-August and will open if granted a license. I observed no security cameras

throughout the location. Mr. Vermeulen stated he plans on adding numerous cameras to both the interior and exterior of the building.



# Alcohol Concentration for 2022 S Kinnickinnic Ave

City of Milwaukee, Wisconsin

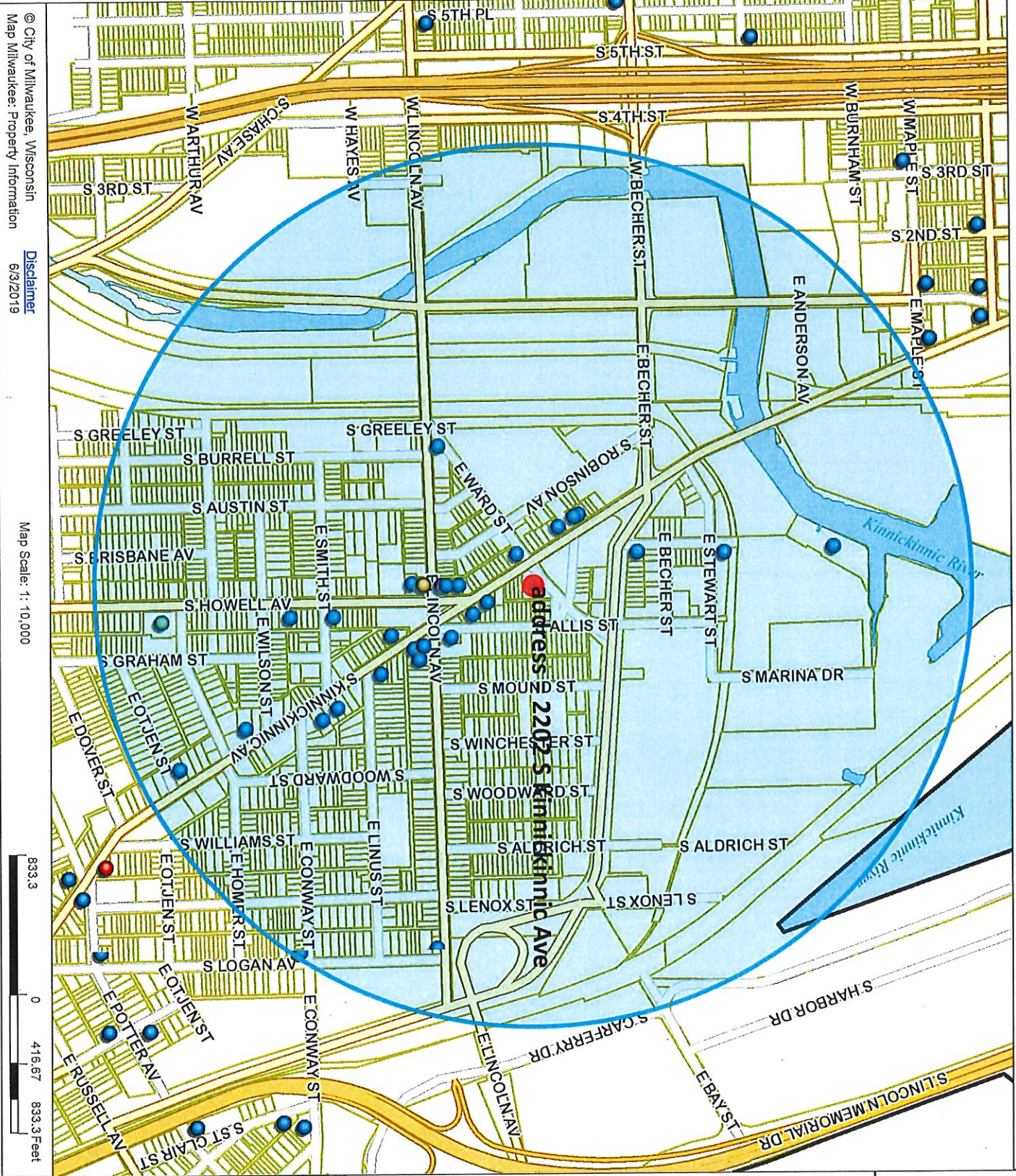


### - Legend -

- Street names 10,000
- City limits
- Freeways 15,000
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets 10,000
- Streets 10,000
- Waterways
- Milwaukee Parcels
- 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 -

Alcohol Establishments within a .5 Mile Radius Centered on 2202 S Kinnickinnic Ave as of 6/3/19.



Map Scale: 1:10,000



Licensed Alcohol Beverage Establishments within a .5 Mile Radius Centered on 2202 S Kinnickinnic Ave. as of 6/9/19									
License Summary									Total
Class A Fermented Malt Beverage Retailer's License									2
Class A Retailer's Intoxicating Liquor License									1
Class B Fermented Malt Beverage Retailer's License									2
Class B Tavern License									27
Class C Wine Retailer's License									1
									33
Legal entity	Trade name	Licensee	License type name	Total capacity	Address	Expiration date			
MPP CORPORATION	Bay View Supermarket	PARISH C PATTEL, Agt	Class A Fermented Malt Beverage Retailer's License		2277 S HOWELL AV	2019-06-18T00:00:00.0000000			
N LAW LLC	N LAW	MUHAMMAD T MUSTAFA, Agt	Class A Fermented Malt Beverage Retailer's License		2305 S HOWELL AV	2020-02-07T00:00:00.0000000			
MPP CORPORATION	Bay View Supermarket	PARISH C PATTEL, Agt	Class A Retailer's Intoxicating Liquor License		2277 S HOWELL AV	2019-06-18T00:00:00.0000000			
Radbar LLC	Littleduck Kitchen & Catering	Melissa R Buchholz, Agt	Class B Fermented Malt Beverage Retailer's License		2301 S Howell AV	2019-05-13T00:00:00.0000000			
ST AUGUSTINE CONGREGATION	ST AUGUSTINE CONGREGATION	Scott C Gregory, Agt	Class B Fermented Malt Beverage Retailer's License		2330 S HOWELL AV	2019-12-31T00:00:00.0000000			
BABY BOOMERS	BABY BOOMERS	WENDELL E BENNETT, SP	Class B Tavern License	80	182 E LINCOLN AV	2019-11-05T00:00:00.0000000			
LANDLUBBERS, INC	BARNACLE BUD'S	GENE M MCKIRKMAN, Agt	Class B Tavern License	50	1955 S HILBERT ST	2020-02-21T00:00:00.0000000			
Lost Whale Enterprises LLC	Lost Whale	Richard W Duval, Agt	Class B Tavern License		2151 S KINNICKINNIC AV	2019-06-19T00:00:00.0000000			
AA Entertainment, LLC	The Backyard	Sam Jleaf, Agt	Class B Tavern License	150	2155 S KINNICKINNIC AV	2019-09-19T00:00:00.0000000			
Caviche, Inc.	C-Viche	KARLOS J SORIANO, Agt	Class B Tavern License		2165 S Kinnickinnic Av	2020-02-07T00:00:00.0000000			
Rap Us Corp	Cafe India - Bar & Grill	RAKESH REHANI, Agt	Class B Tavern License		2201 S Kinnickinnic Av	2019-09-15T00:00:00.0000000			
Revel Group Inc	Revel	Joseph W Gill, Agt	Class B Tavern License	80	2246 S Kinnickinnic Av	2019-08-09T00:00:00.0000000			
Sabor Tropical LLC	Sabor Tropical Latin Inspired Kitchen & Lounge	Stephen Gonzalez-Rosario, Agt	Class B Tavern License		2258 S KINNICKINNIC AV	2019-10-24T00:00:00.0000000			
CAJO CUCINA, LLC	CAFE LULU	SARAH F JONAS, Agt	Class B Tavern License	189	2261-65 S Howell AV	2019-04-09T00:00:00.0000000			
District 14 Craft Brewing, LLC	D14 Brewery & Pub	MATTHEW G MC CULLOCH, Agt	Class B Tavern License	75	2273 S Howell AV	2019-09-22T00:00:00.0000000			
U.C. Jonas Inc	MotherShip	PAUL U JONAS, Agt	Class B Tavern License		2301 S Logan AV	2019-05-30T00:00:00.0000000			
DRI 5 BAYVIEW LLC	CAFE CENTRAL	ERIC G WAGNER, Agt	Class B Tavern License	261	2306 S KINNICKINNIC AV	2019-06-30T00:00:00.0000000			
Guajuato Mexican Restaurant, LLC	Guajuato Mexican Restaurant	CAROLINA GAWINDO, Agt	Class B Tavern License		2317 S Howell AV	2019-07-30T00:00:00.0000000			
SUMO, LLC	THE HIGHBURY PUB	JOSEPH R KATZ, Agt	Class B Tavern License	80	2322 S KINNICKINNIC AV	2019-06-14T00:00:00.0000000			
NEVADA PRODUCTIONS LLC	THE TONIC TAVERN	PAUL U JONAS, Agt	Class B Tavern License	99	2335 S KINNICKINNIC AV	2020-02-26T00:00:00.0000000			
RADBAT LLC	Odd Duck	ROSS M BACHUBER, Agt	Class B Tavern License	80	2352-54 S Kinnickinnic Av	2020-02-27T00:00:00.0000000			
Lazy Susan MKE Inc	Lazy Susan MKE	AMANDA J DIXON, Agt	Class B Tavern License	80	2376-78 S Howell AV	2020-01-21T00:00:00.0000000			
GW Mirales Inc	Cafe Corazon Bay View	GEORGE MIBELLES, Agt	Class B Tavern License	99	2394 S Kinnickinnic Av	2020-02-03T00:00:00.0000000			
HIGSKI, INC	BAY VIEW BOWL	MICHAEL S KOSINSKI, Agt	Class B Tavern License	160	2416 S KINNICKINNIC AV	2019-07-29T00:00:00.0000000			
Three Sheets LLC	The Stone	SHAWN T LEFF, Agt	Class B Tavern License	80	2422 S Howell AV	2019-07-29T00:00:00.0000000			
Morgan Kenwood, LTD	Avalon	JANE M SCHULZ, Agt	Class B Tavern License		2473 S Kinnickinnic Av	2019-12-15T00:00:00.0000000			
M2 Productions LLC	Kindred	Marla D Madunic, Agt	Class B Tavern License	150	2535 S Kinnickinnic Av	2020-02-29T00:00:00.0000000			
Homeum Holdings LLC	BAY STREET PUB	MARK R PASCHAL, Agt	Class B Tavern License	70	338 E BAY ST	2019-04-14T00:00:00.0000000			
Vine Society, LLC	Santino's Social Club	Gregory L Huber, Agt	Class B Tavern License		352 E Stewart ST	2020-02-06T00:00:00.0000000			
MAPLE LEAF ENTERPRISES, LLC	Voyager Wine & Cocktail Bar	JORDAN A BURICH, Agt	Class B Tavern License	49	422 E Lincoln AV	2019-10-18T00:00:00.0000000			
FRANK'S NEWPORT, LLC	THE NEWPORT LOUNGE	ADRIENNE M PIERLUISI, Agt	Class B Tavern License	160	441 E LINCOLN AV	2019-07-30T00:00:00.0000000			
Radbat LLC	Littleduck Kitchen & Catering	FRANCIS C CREED, Agt	Class C Wine Retailer's License		80 939 E CONWAY ST	2019-05-13T00:00:00.0000000			
		Melissa R Buchholz, Agt	Class C Wine Retailer's License		2301 S Howell AV	2019-05-13T00:00:00.0000000			



Tuesday, July 23, 2019

## Licenses Committee Notice of Hearing

KK Music LLC  
2202 S KINNICKINNIC Av  
Milwaukee, WI 53207

Date: 7/30/2019  
Time: 08:45 AM  
Location: Common Council Chambers, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Beer, Class C Wine-Service Bar Only, and Food Dealer License  
Applications

VERMEULEN, Jason M, Agent  
RED BRICK Pizza Kitchen Cafe at 2202 S KINNICKINNIC Av

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.





Tuesday, July 23, 2019

## Licenses Committee Notice of Hearing

KK Music LLC  
757 N Water St  
Milwaukee, WI 53202

Date: 7/30/2019  
Time: 08:45 AM  
Location: Common Council Chambers, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Beer, Class C Wine-Service Bar Only, and Food Dealer License  
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If you have any questions, please call (414) 286-2238.







# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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](mailto: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:

Quick Service, Pizzeria

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

## 2. Business Operations

- a. Proposed Opening Date: 7-1-19
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: 6-30-19
- 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: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 4 Locations: Dining Room  
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? 2
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? \_\_\_\_\_ 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? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? \_\_\_\_\_ and list locations: \_\_\_\_\_  
 \_\_\_\_\_ *unknown at this time*
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

## 6. Percentage of Sales (must total 100%)

Alcohol <u>8</u> %	Food <u>92</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: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_  
 Rooming House: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_

### Type 2

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

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

- Occupancy Permit  Cigarette & Tobacco  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 55 (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):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop  
 Other: Describe: West Side of Building
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Kinnickinnic / WARD
- d. Describe Building:  Free Standing Building  Strip Mall  Other: First floor residential building
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 5  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: KK Music LLC Phone Number: 414 272 2274  
 Business Owner Address: 757 N. Water St. Milwaukee WI 53202

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

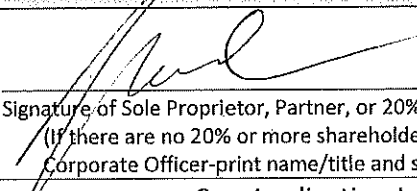
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	10 AM	12 AM	200	All	None
Monday	10 AM	12 AM	200	All	None
Tuesday	10 AM	12 AM	200	All	None
Wednesday	10 AM	12 AM	200	All	None
Thursday	10 AM	12 AM	200	All	None
Friday	10 AM	12 AM	200	All	None
Saturday	10 AM	12 AM	200	All	None

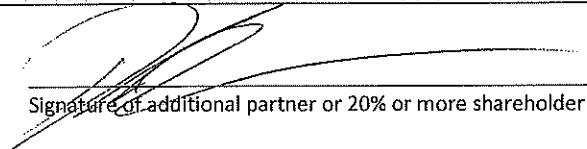
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

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

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

## 11. Signature(s)

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

  
 Signature of additional partner or 20% or more shareholder

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



# ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: Red Brick-Bayview LLC

Premise Address: 2202 S. Kinnickinnic 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 Information

- a) Are you taking out this application for anyone that may not be eligible for a license?  No  Yes  
If yes, list their name and address: \_\_\_\_\_
- b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business?  No  Yes  
If no, list the name and address of the person(s) who will: \_\_\_\_\_
- Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.
- c) Does anyone else have money invested or any other interest in this business?  No  Yes  
If yes, explain: \_\_\_\_\_
- d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?  
 No  Yes If yes, list name and address: \_\_\_\_\_

### Proof of Ownership, Lease, or Offer to Purchase (New & Transfer Applicants Only)

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

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

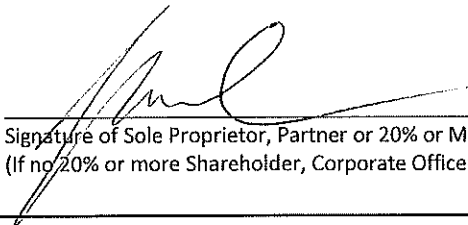
**Lease Information (New & Transfer Applicants who are leasing the premises only)**

- a) Date lease begins 8-1-2019 Ends 7-31-2029
- b) Monthly rental \$ 5592.<sup>00</sup>
- 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): \_\_\_\_\_  
\_\_\_\_\_

**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:**

- 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](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: Red Brick - Bayview LLC  
Premises Address: 2202 S. Kinnickinnic Ave Milwaukee WI 53207

## SECTION 1 TYPE OF BUSINESS

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

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

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

Will it be a convenience store?  Yes  No

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

Bed & Breakfast

Micro Market

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

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: meat, poultry, Cheese, Ice Cream, Vegetables

**SECTION 5 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 6 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 7 CONSTRUCTION OR CHANGES**

Are you planning any construction, remodeling or equipment changes?  
 No If No, SKIP to Section 8  
 Yes If Yes, check all that apply:  New construction of a building  Renovation or remodeling  
 Construction changes to existing building  Equipment changes only

Provide a brief description of the changes: Empty space will be converted to restaurant

Start date: 5-1-2019

Name, Address & Phone Number of Architect: Allume Architects 262-825-4787  
990 Elm Grove Road Ste 106 Elm Grove WI 53122

Name, Address & Phone Number of Contractor: Anderson Ashton 262-786-4640  
2746 S. 106 st New Berlin 53151

**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 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 support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

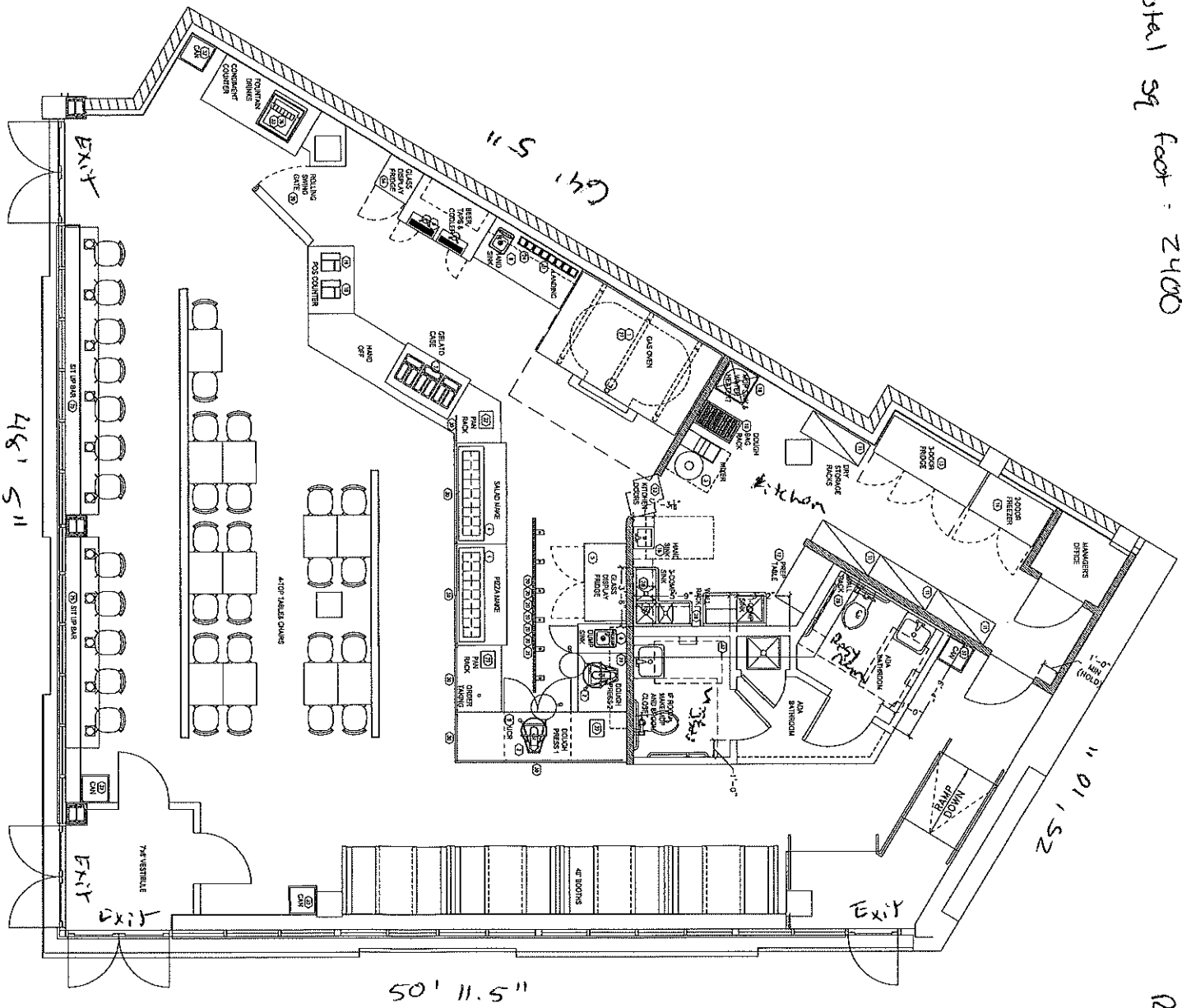
     I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

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

Signature of Sole Proprietor, Partner, or 20% Shareholder: [Signature]

Signature of Additional Partner: \_\_\_\_\_

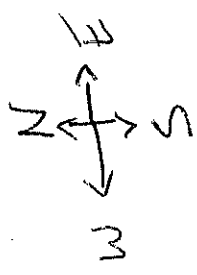
Total sq foot : 24000



Kinnickinnic Ave

Red Brick - Bayview LLC  
 Red Brick Pizza Kitchen Cafe  
 2202 S. Kinnickinnic Ave  
 Milwaukee WI 53207

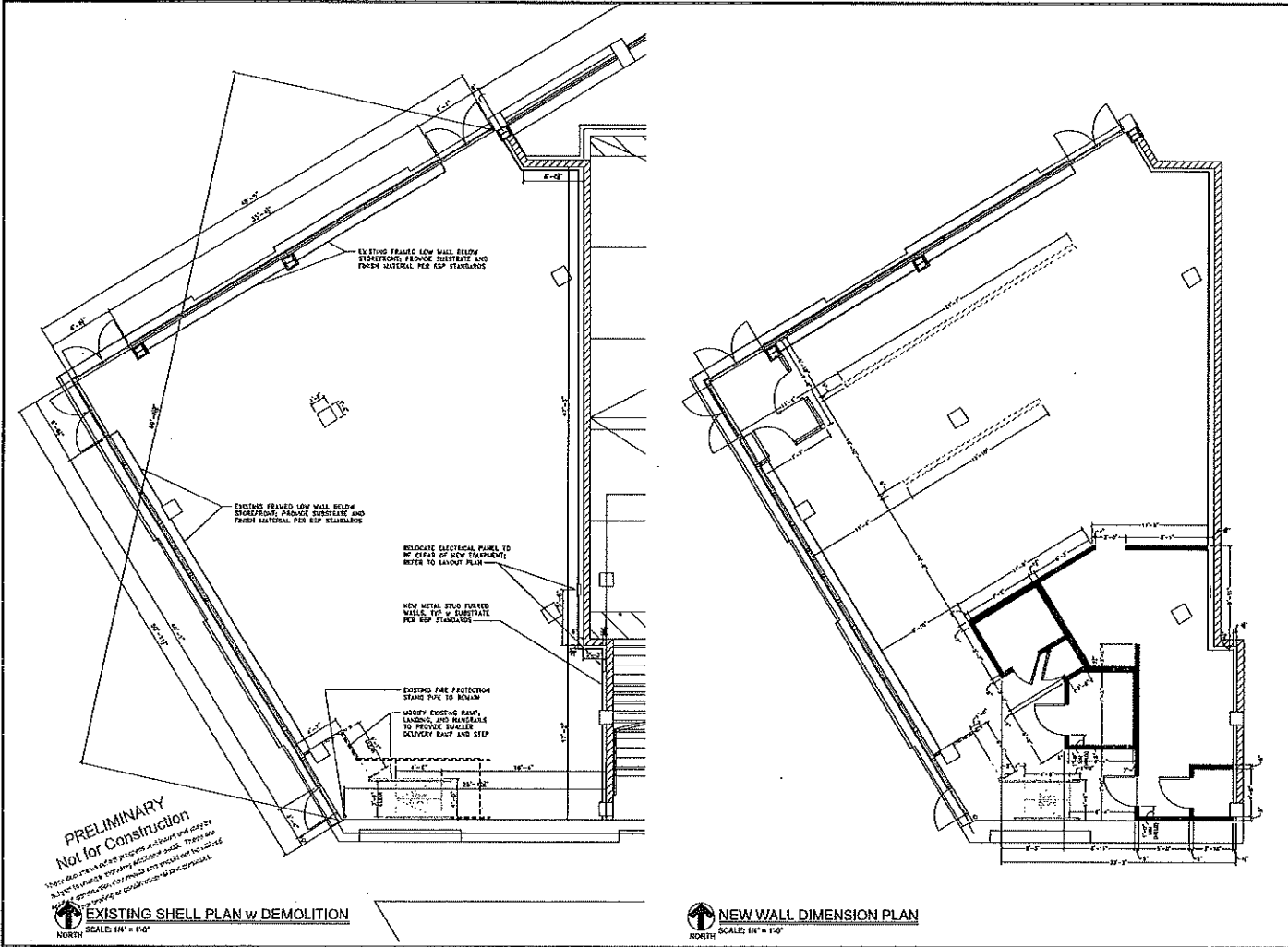
NO.	DESCRIPTION	QTY	UNIT	REMARKS
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Red Brick - Bayview LLC  
 Red Brick Pizza Kitchen Cafe  
 2202 S. Kinnickinnoc Ave  
 Milwaukee WI 53207

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 Not for Construction  
 This document is for informational purposes only and does not constitute a contract. It is subject to change without notice. The user assumes all responsibility for construction of the project.

**EXISTING SHELL PLAN w DEMOLITION**  
 NORTH SCALE: 1/4" = 1'-0"

**NEW WALL DIMENSION PLAN**  
 NORTH SCALE: 1/4" = 1'-0"



13250 Westlawn Ave, Mt. Pleasant, WI 53122

PROJECT: REDBRICK PIZZA BY BRK HOLDINGS, LLC  
 2211 MARQUET AVENUE, SUITE 300  
 MILWAUKEE, WI 53207

PROJECT TYPE: TENANT BUILD-OUT

DATE: 03-15-2019  
 DRAWING NO: 201914

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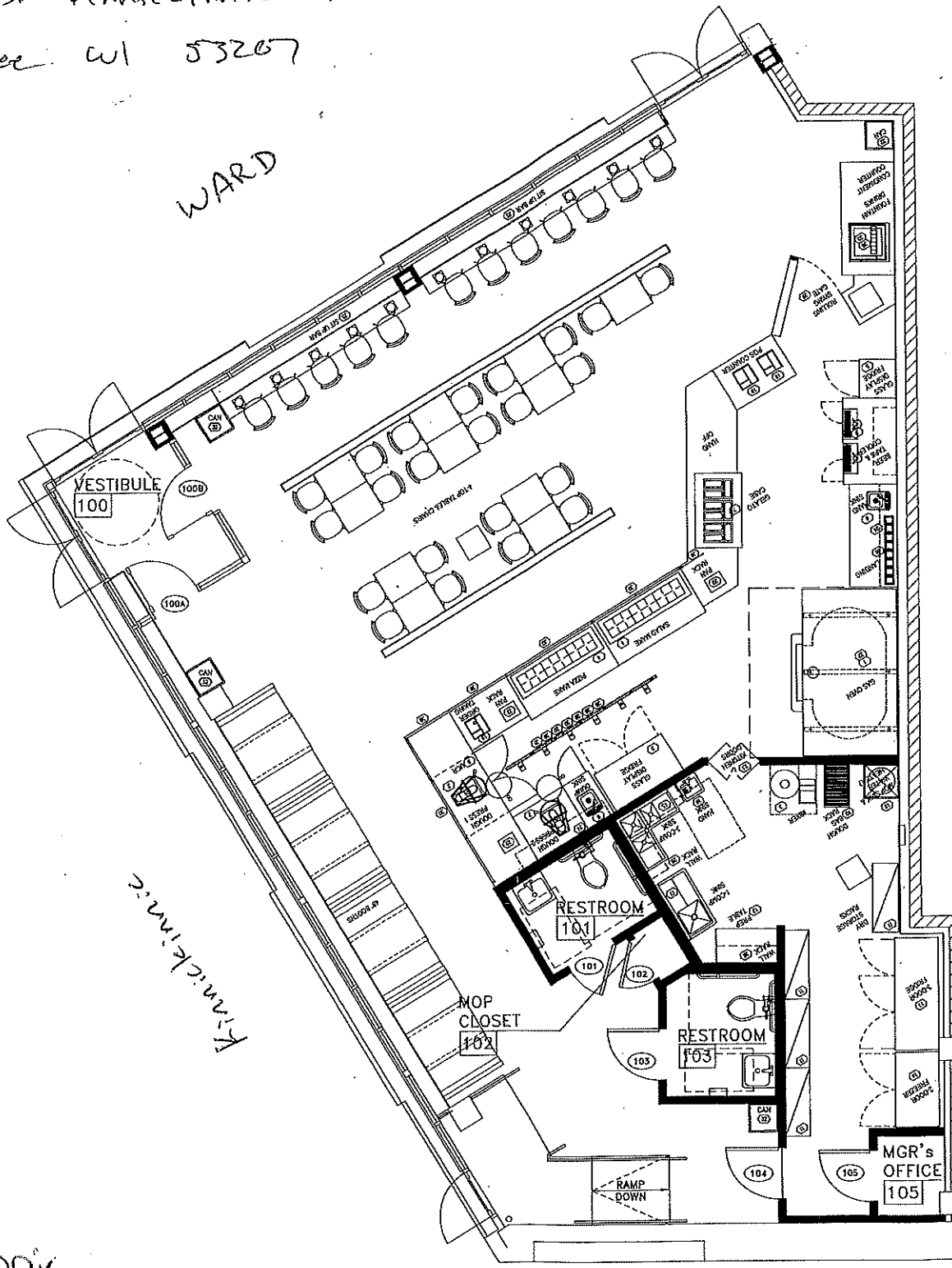
Red Brick Brewery LLC  
Red Brick Pizza Kitchen Cafe  
2202 S. Kinross Ave  
Milwaukee WI 53207

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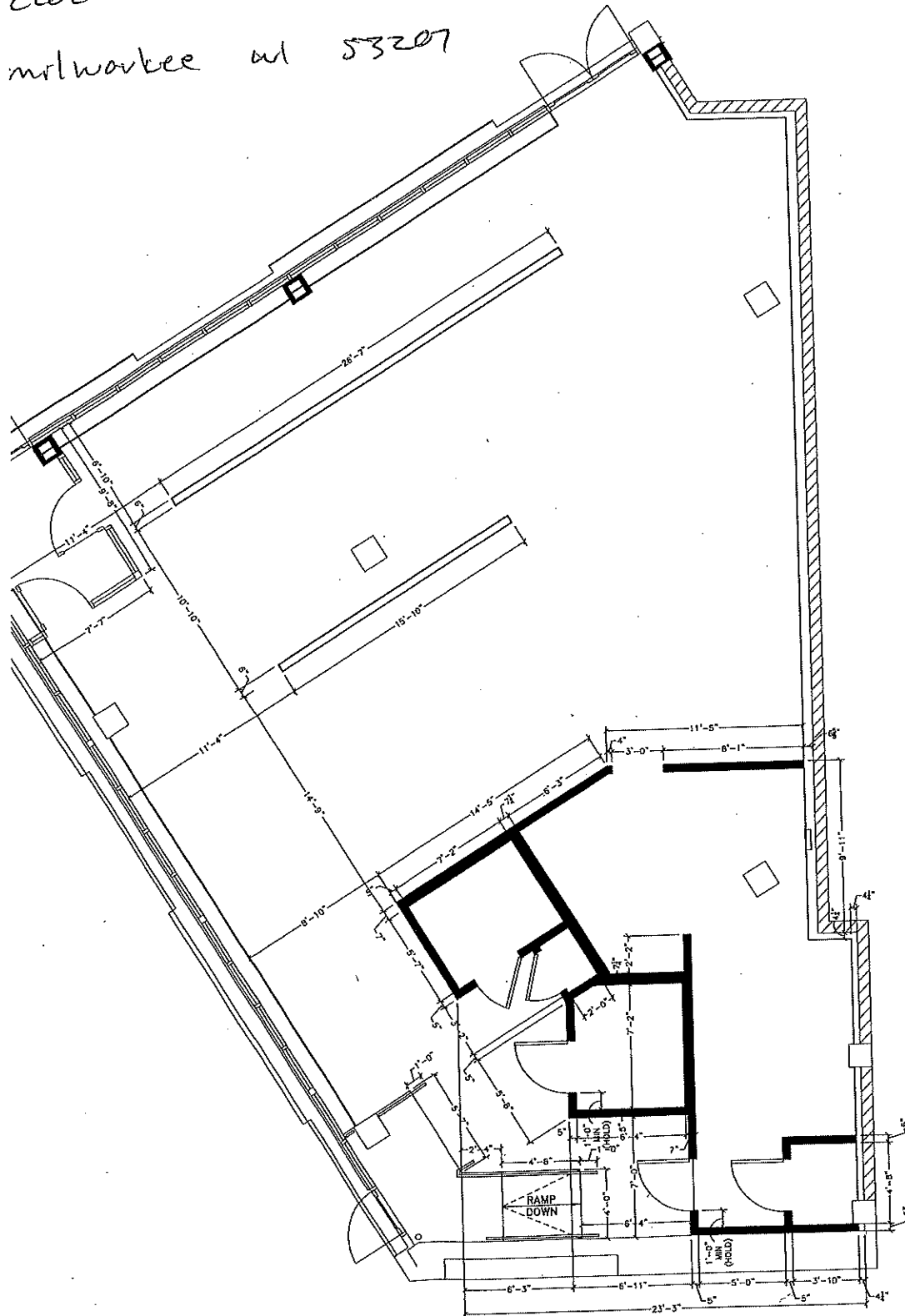
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Zoom copy

Red Brick Bayview LLC  
 Red Brick Pizza Kitchen Cafe  
 2202 S. Kimbark Ave  
 Milwaukee WI 53207



Zoom copy

**NEW WALL DIMENSION PLAN**

Scale: 1/4" = 1'-0"

**allume** architects  
 13500 Waterdown Park Rd. Suite 205  
 Elm Grove, WI 53122

PROJECT FOR:  
**REDBRICK PIZZA by  
 BRIX HOLDINGS, LLC**  
 2811 McKinney Avenue, Suite 354  
 Dallas, Texas 75204

PROJECT DESCRIPTION:  
**TENANT BUILD-OUT**

DRAWING DESCRIPTION:  
**SHELL PLAN W/ DEMOLITION &  
 NEW WALL DIMENSION PLAN**

OWNERSHIP OF DOCUMENTS:  
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 USED IN WHOLE OR IN PART FOR ANY OTHER  
 PROJECT OR PURPOSE WITHOUT THE  
 EXPRESS WRITTEN AUTHORIZATION OF  
 ALLIUM ARCHITECTS, LLC.

REV#/DATE: \_\_\_\_\_ | DESIGNED BY: \_\_\_\_\_  
 DATE: \_\_\_\_\_ | DATE: \_\_\_\_\_

APPROVED: \_\_\_\_\_

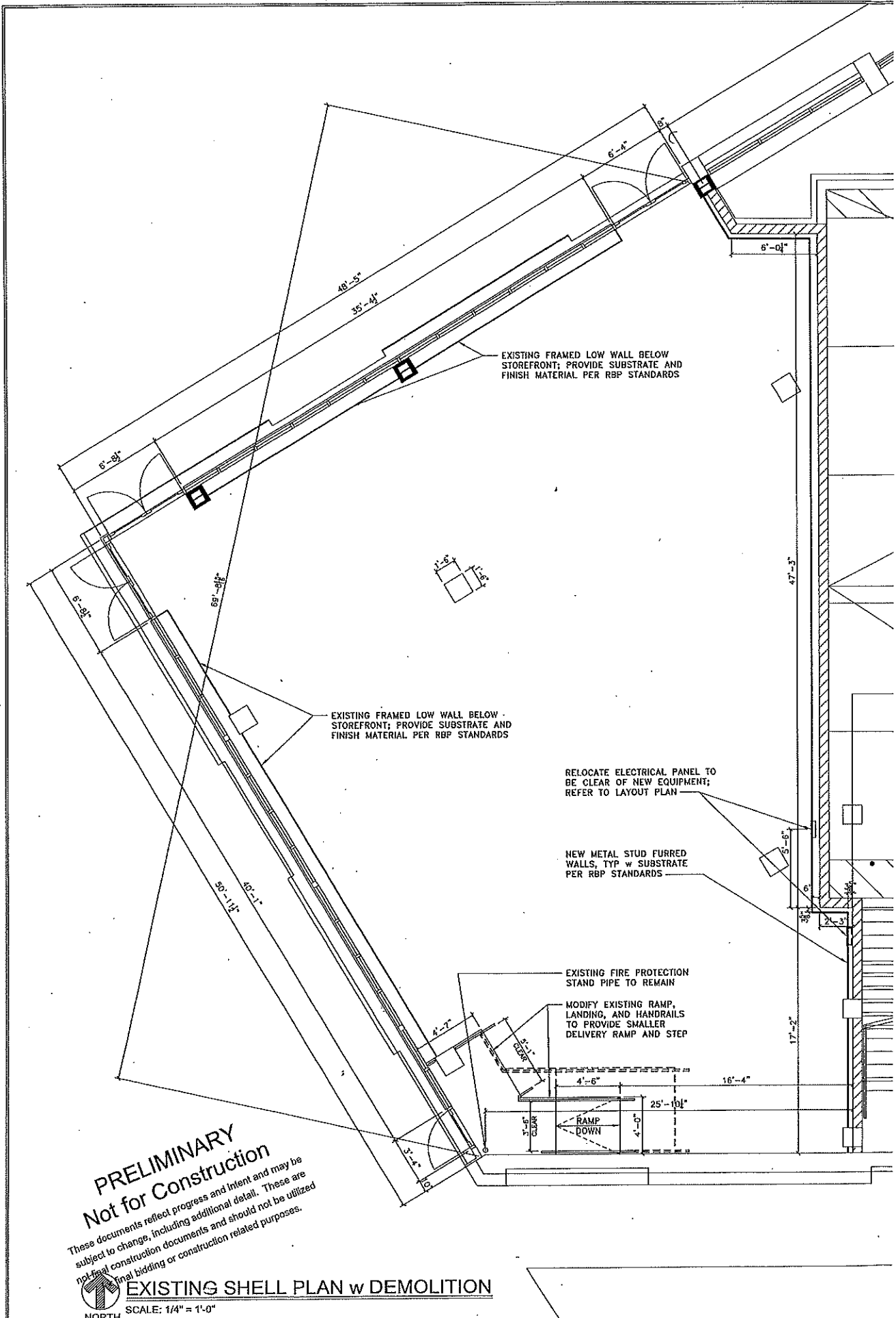
DRAWN BY: **NJM**

DATE: **03-15-2019**

PROJECT NUMBER: **201914**

SHEET NUMBER: **A-100**

Zoom  
copy



**PRELIMINARY**  
**Not for Construction**  
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