



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, May 05, 2026

COMMITTEE MEETING NOTICE

AD 13

ROSEN, Jeff, Agent
FOUR KEYS LLC
5505 S 27TH ST
MILWAUKEE, WI 53221

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

Tuesday, May 19, 2026 at 10:15 AM

The access code is https://meet.goto.com/219052765. Please see the enclosed best practices document for further instructions.

Regarding: Your Secondhand Motor Vehicle Dealer's License Renewal Application as agent for "FOUR KEYS LLC" for "ROSEN NISSAN" at 5819-39 S 27TH St.



There is a possibility that your application may be denied for one or more of the following reasons: Neighborhood Objections to undesirable neighborhood problems, such as: parking and traffic problems which cause the normal flow of traffic on roadways and alleys to be impeded, loitering, littering, noise, loud music, and conduct which has an adverse impact on the public health, safety and welfare of the community. Failure of the applicant to meet the statutory and municipal license qualifications. Pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed activity, on behalf of the licensee, his or her employes, or patrons, other than those specified in s. 218.0116, Wis. Stats., as amended. The licensed premises is operated in such a manner that it constitutes a public or private nuisance or that the conduct on the licensed premises has had an adverse effect on the neighborhood, including but not limited to failure to maintain property in accordance with the board of zoning appeals and department of neighborhood services guidelines. you do not meet the statutory and municipal requirements; the appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems, whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

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

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

Handwritten signature of Jim Cooney

BY: _____

Jim Cooney
License Division Manager

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

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

Collins, Rolanda

From: License
Sent: Tuesday, November 5, 2024 1:55 PM
To: Collins, Rolanda
Subject: FW: New License Objection ID: 13
Attachments: 5539 S 27th Objection.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection—may need to add as both premises for the address listed on the objection as well as the address for the current Rosen license which I believe is a different building number

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



MILWAUKEE
[Take Our Survey!](#)

From: Dawson, Sam <Sam.Dawson@milwaukee.gov>
Sent: Tuesday, November 5, 2024 11:58 AM
To: License <LICENSE@milwaukee.gov>
Subject: New License Objection ID: 13

A new license objection has been submitted. See result [here](#) .

Thank you.

REDACTED
BY RC

View results

Respondent

13

01:42

Time to complete

1. Name of Objector *

2. Objector Mailing Address

3. Objector Email Address

4. Business Name and Address *

5. Synopsis of Objection *

REDACTED
BY RC



Tuesday, May 05, 2026



Notice of Public Hearing

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ROSEN, Jeff, Agent
Rosen Nissan at 5819-39 S 27th St
Secondhand Motor Vehicle Dealer's License Renewal Application

Tuesday, May 19, 2026 at 10:15 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 5/19/2026 at 10:15 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	2607 W RAMSEY AVE	MILWAUKEE, WI 53221-4885
CURRENT OCCUPANT	2607A W RAMSEY AVE	MILWAUKEE, WI 53221-4885
CURRENT OCCUPANT	5794 S 27TH ST	MILWAUKEE, WI 53221-4129
CURRENT OCCUPANT	5798 S 27TH ST	MILWAUKEE, WI 53221-4129
CURRENT OCCUPANT	5912 S 27TH ST# 1	MILWAUKEE, WI 53221-4803
CURRENT OCCUPANT	5912 S 27TH ST# 2	MILWAUKEE, WI 53221-4803

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Total Records: 6

Radius 350 feet and Center of the Circle: 5839 S 27th St



**SECONDHAND MOTOR VEHICLE DEALER LICENSE
RENEWAL APPLICATION**

Office of the City Clerk License Division
200 E. Wells Street, Room 105, Milwaukee, WI 53202

Legal Entity Name: **Four Keys LLC**
Premises Address: **5819-39 S 27TH ST**
Type of License: **Secondhand Motor Vehicle Dealer's License**

HOURS OF OPERATION

Are there any changes to the current hours of operation?

No Yes If Yes, describe: _____

STORAGE, MAINTENANCE & REPAIR

- Do you understand that all vehicles associated with the business must be stored on the licensed premise? Yes No
- What are your plans to ensure this requirement is met (check all that apply)?
 Employee Training Supervisor Monitoring Fenced Lot Keys Kept in Locked Box
 Other: _____
- Do you understand all maintenance/repair work to these vehicles must be confined to the licensed premise? Yes No
- What are your plans to ensure this requirement is met (check all that apply)?
 Employee Training Supervisor Monitoring Designated Repair Area
 Other: _____

LITTER & NOISE

Are there any changes to your litter and noise plans since your last application?

No Yes If yes, describe: _____

DISCLOSURE

Has the applicant ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 92 denied, not renewed, suspended, or revoked? No Yes

If yes, provide the circumstances and jurisdiction in which the event occurred (including a record of any actions from the State Department of Transportation and Financial Institutions relating to suspensions, revocations, forfeitures and warnings imposed by these departments relating to the operation of any automotive sales business by the applicant:

RETAIL DEALERS ONLY

Are there any changes to the number of parking spaces since you filed your last application?

No Yes If yes, how many spaces do you have: _____

SIGNATURE

Betty Miller
Signature of Sole Proprietor; a Partner; or if a Corporation or LLC, the Agent must sign