



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, September 07, 2021

COMMITTEE MEETING NOTICE


AD 15

AKBAR, Arifah J, Agent
Platinum Hall and Lounge LLC
5136 N 54th St

Milwaukee, WI 53218

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

Monday, September 20, 2021 at 02:00 PM

Regarding: Your Class B Tavern License Application with 30+ Age Restriction as agent for "Platinum Hall and Lounge LLC" for "Platinum Hall and Lounge LLC" at 5040 W No  Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/733111181>. If you wish to call in, please call +1 (646) 749-3122 and use Access Code: 733-111-181.

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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

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

Martin, Faviola

From: Stamper II, Russell
Sent: Tuesday, August 24, 2021 5:24 PM
To: License
Subject: Fwd: Platinum Lounge License on 50th & North Ave objection

"A revolutionary is guided by feelings of love"

Begin forwarded message:

From:
Date: August 24, 2021 at 3:45:18 PM CDT
To: "Stamper II, Russell" <Russell.StamperII@milwaukee.gov>
Subject: Platinum Lounge License on 50th & North Ave

You don't often get email from

[Learn why this is important](#)

Hello Alderman Stamper,

I attended the virtual meeting on yesterday for Platinum Lounge (License). I live at Street, Milwaukee, WI.

I vote no for that location of the lounge. You have the French Immersion school across the street and Hi-Mount Elementary School up the street. It is also adjacent to the Social Security office. A daycare center is right down the street. There is already a bar (McBob's) across the street. I can imagine folks bar hopping, not crossing the street correctly going from one place to the other. I have lived over here for almost 30 years. We don't need additional traffic on that corner from a lounge at 6pm – 10pm in the evening. **Folks will park in the Social Security blg parking lot over there because there is no parking for their location or people will congregate in the Social Security parking lot.. drinking and standing around cause there is very little room inside their location.**

There are plenty of vacant store fronts further up North Ave away from the Schools, daycare center and Social Security office to locate their business. Please we don't need the problems over here.

Thank you please take my comments in your consideration,

Martin, Faviola

From: Stamper II, Russell
Sent: Tuesday, August 24, 2021 5:21 PM
To: License
Subject: Fwd: Platinum 5040 w north avenue objection for the record.

“A revolutionary is guided by feelings of love”

Begin forwarded message:

From:
Date: August 24, 2021 at 4:58:15 PM CDT
To: "Stamper II, Russell" <Russell.StamperII@milwaukee.gov>
Subject: Platinum

I attended a virtual town hall meeting on 8/23/21 regarding the licensing request from Platinum business at 5060 W. North Ave. The following are my reasons for objection:

1. Across the street from French Immersion School.
2. Hours of operation.
3. Guards armed with guns.
4. Weapons check at the door.
5. Extremely vague business plan.
6. Ages of the people allowed in—35 and over.
7. Capacity of crowd not established.

I respectfully submit that we not grant a license to operate at this building at this time.

Sincerely,

Concerned citizen.

Martin, Faviola

From: Stamper II, Russell
Sent: Tuesday, August 24, 2021 5:32 PM
To: License
Subject: Fwd: platinum lounge 5040 w north objection

"A revolutionary is guided by feelings of love"

Begin forwarded message:

From: _____
Date: August 23, 2021 at 12:37:36 PM CDT
To: "Stamper II, Russell" <Russell.StamperII@milwaukee.gov>
Subject: platinum lounge

You don't often get email from

[Learn why this is important](#)

Good afternoon,

I am writing to voice concern about the licensing of the Platinum lounge on North Avenue and 51st. I feel it is too close to the school and it is not a good venue add to the already hazardous traffic we have on North Avenue. Speed is and has been a concern for all of the businesses and residents. I live on _____ and _____ and we have had problems with the lounge Stage One. That lounge had clients and bar goers performing sexual acts in our alleys and it was loud, and traffic was swift til very late hours of the morning. If that is an indicator for a lounge, then I am not for either one re-acquiring a license to open in this neighborhood.

Thank you.

Martin, Faviola

From: Stamper II, Russell
Sent: Tuesday, August 24, 2021 5:26 PM
To: License
Subject: Fwd: Platinum Lounge LLC 5040 w north ave. Objection

“A revolutionary is guided by feelings of love”

Begin forwarded message:

From:
Date: August 24, 2021 at 2:12:57 PM CDT
To: "Stamper II, Russell" <Russell.StamperII@milwaukee.gov>
Cc: "Murphy, Michael (Alderman)" <mmurph@milwaukee.gov>
Subject: Platinum Lounge LLC

[Some people who received this message don't often get email from why this is important at

[Learn](#)

Dear Alderman Stamper: Thank you for holding the community meeting on August 23, 2021 to discuss the liquor license application requested by the Platinum Lounge. I am a neighbor who listened by phone last night. After listening to all of the comments last night, I was left with a vivid picture of two armed guards standing on the corner of 51st and North patting down the customers of the Platinum Lounge. Not a welcoming sight. No other bars in the neighborhood have armed guards and none stays open until 2:00 am. I couldn't help but wonder why the Platinum Lounge owners want to invite customers they are wary of into the Uptown Heights and Washington Heights neighborhood.

I also wonder about the fluidity of the business plan of Ms. Akbar and Mr. Smith, the owners of Platinum Lounge LLC. They clearly want to meet the concerns of the neighbors in order to gain your support for their application, but during the meeting, as they changed the terms of their initial license application, I grew concerned about the feasibility of their initial business plan. They initially listed 35 as the age requirement to enter. But then Mr. Smith said younger folks who were “appropriate and respectful” would be admitted. By the end of the meeting they lowered the age requirement to 30. Their initial application had the lounge opening in the afternoon and remaining open until 2:00 am most days, but the owners agreed to a later opening time to accommodate the needs of the French Immersion School across the street. Initially there was no plan to serve food, just alcohol, but Ms. Smith announced at the meeting that she will be adding a kitchen in the future. Early in the meeting, Ms. Akbar described the Lounge as an event space that needs a liquor license in order to attract bookings. When pressed, she explained that the Lounge will indeed be open 6 days a week, regardless of event bookings. I can't help but wonder if they had a feasible business plan to begin with.

I also share the concerns of the school principal, the North Avenue BID and neighbors regarding the location so close to an elementary school. There is a good public policy behind the

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 03/16/2021

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 321841

Application Date: 03/11/2021

License Location: 5040 W North Av

Business Name: Platinum Hall and Lounge

Licensee/Applicant: AKBAR, Arifah J
(Last Name, First Name, MI)

Date of Birth: 09/05/1979

Home Address: 5136 N 54th St

City: Milwaukee

State: WI **Zip Code:** 53218

Home Phone:

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

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

1. On 04/02/2009 the applicant was convicted of Forgery (Felony).
2. On 05/20/2009 the applicant was convicted of 2 counts of Misappropriate ID (Felony).
3. On 09/08/2018 the applicant was cited in the City of Milwaukee for Disorderly Conduct and Resisting or Obstructing an Officer.

Charge 1: Disorderly Conduct
2: Resisting or Obstructing an Officer

Finding: Guilty both charges

Sentence 1: Fined \$195.00 **WARRANT ISSUED**

2: Fined \$196.00 **WARRANT ISSUED**

Date: 10/22/2018

Case 1: 18071532

2: 18071533

Date: 04/02/2021
Officer: PO HUDSON

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

Name of Premise: Platinum Hall and Lounge
Address: 5040 W North Av
Phone: (414) 708-2518

Owner: Arifah Akbar
Owner address: 5136 N 54th St
City State Zip: Milwaukee WI 53218
Owner Phone: (414) 708-2518
Owner email: akbararifah@yahoo.com

Licensee/Agent: Arifah Akbar
Home Address: 5136 N 54th St
City State Zip: Milwaukee WI 53218
Phone: (414) 708-2518
Email: akbararifah@yahoo.com

Preferred contact: Arifah Akbar

Location currently open: YES NO

Projected open date: May 1st, 2021

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

Hours of Operation: Sun: 3pm-11pm 24 hours Y N
Mon: 3pm-2am
Tue: 3pm-2am
Wed: 3pm-2am
Thu: 3pm-2am
Fri: 3pm-2am
Sat: 3pm-2am

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 1
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Is there a parking lot Yes No
7. Is the parking lot clean? Yes No
8. Off-Street parking Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are there exterior security cameras Yes No How Many:
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 60
- 26. What is the minimum number of employees That will be on premise 4
- 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: 2
- 34. How will they be deployed: Interior 1 Exterior 1
- 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:

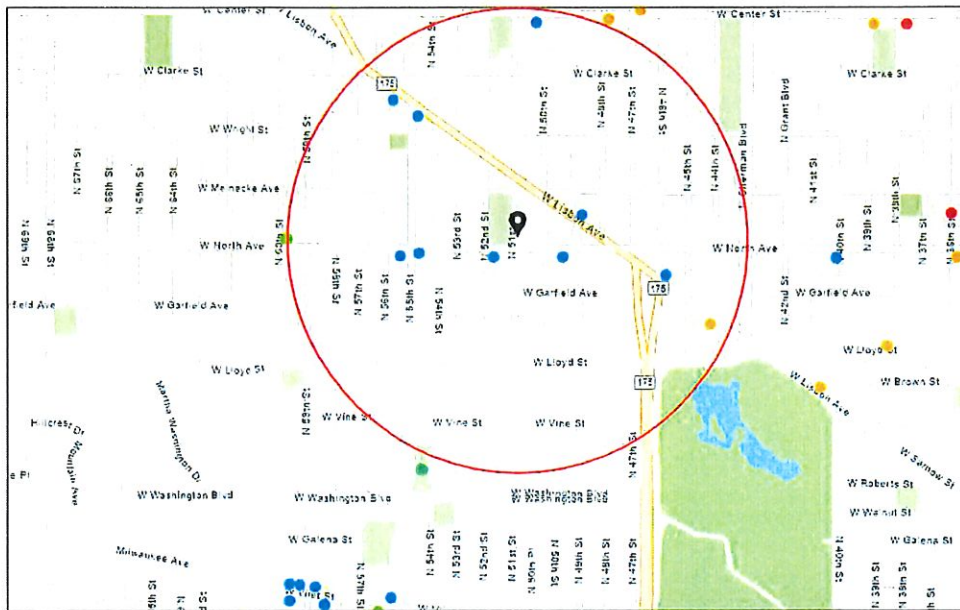
The business is in the process of getting security cameras for the interior and exterior of the building.

City of Milwaukee Concentration Map

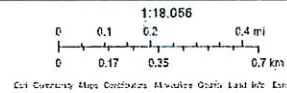
5040 W North Av

Area : 21,862,585.51 ft²

Mar 11 2021 20:44:43 Central Standard Time



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



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	10		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Paloma LLC	Paloma Taco & Tequila	PATTIE L FORD, Agt	5419 W NORTH AV	Class B Tavern License		6/27/2021, 7:00 PM	1
2	RALPH'S COFFEE	RALPH'S COFFEE	RALPH E NEELY, SP	4538 W LISBON AV	Class B Tavern License	36	12/18/2021, 6:00 PM	1
3	CHINA TOWN, INC	CHINA TOWN RESTAURANT	LENNY CHU, Agt	5125 W NORTH AV	Class B Tavern License	25	12/9/2021, 6:00 PM	1
4	K & O INVESTMENT S, LLC	Jay's Uptown Cafe	ODEAN H TAYLOR, Agt	5007-09 W CENTER ST	Class B Tavern License	99	12/29/2021, 6:00 PM	1
5	Lisbon Food & Beer, Inc	Lisbon Food & Beer	Ashwani Sharma, Agt	4401 W Lisbon AV	Class A Fermented Malt Beverage Retailer's License		9/22/2021, 7:00 PM	1
6	Bittercube LLC	Bittercube Apothecary	Ira E Koplowitz, Agt	4828 W Lisbon AV	Class B Tavern License	49	10/22/2021, 7:00 PM	1
7	MC BOB'S PUB & GRILL, INC	MC BOB'S PUB & GRILL	CHRISTINE R MC ROBERTS, Agt	4919 W NORTH AV	Class B Tavern License	172	6/14/2021, 7:00 PM	1
8	McBobs Pub & Grill Inc	Tusk	CHRISTINE R MCROBERTS, Agt	5513 W North AV	Class B Tavern License		11/13/2021, 6:00 PM	1
9	Battlebox Cafe & Lounge LLC	Battlebox Cafe & Lounge	Bryant L Adams, Agt	5419 W Lisbon AV	Class B Tavern License		11/4/2021, 7:00 PM	1
10	Wally's Pub	Wally's Pub	Dennis J Jahnke, SP	5525 W Lisbon AV	Class B Tavern License	75	6/29/2021, 7:00 PM	1

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



Tuesday, September 07, 2021

Licenses Committee Notice of Hearing

AASAP MGMT 5038 LLC
PO BOX 12325
Milwaukee, WI 53212

The Licenses Committee will consider the following license application:

Class B Tavern License Application with 30+ Age Restriction
AKBAR, Arifah J, Agent
Platinum Hall and Lounge LLC at 5040 W North Av

Date: 9/20/2021

Time: 02:00 PM

Location: The hearing before the Licenses Committee will take place virtually on Monday, September 20, 2021. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony

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





Tuesday, September 07, 2021

Licenses Committee Notice of Hearing

Bruce Mitchell
5038 W North Ave
Milwaukee, WI 53208

The Licenses Committee will consider the following license application:

Class B Tavern License Application with 30+ Age Restriction
AKBAR, Arifah J, Agent
Platinum Hall and Lounge LLC at 5040 W North Av

Date: 9/20/2021

Time: 02:00 PM

Location: The hearing before the Licenses Committee will take place virtually on Monday, September 20, 2021. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony

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





Tuesday, September 07, 2021



Notice of Public Hearing

blank
notice

AKBAR, Arifah J, Agent
Platinum Hall and Lounge LLC at 5040 W North Av
Class B Tavern License Application with 30+ Age Restriction

Monday, September 20, 2021 at 2:00 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 9/20/2021 at 2:00 PM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	2232 N 51ST ST	MILWAUKEE, WI 53208-1107
CURRENT OCCUPANT	2235 N 51ST ST	MILWAUKEE, WI 53208-1108
CURRENT OCCUPANT	2236 N 51ST ST	MILWAUKEE, WI 53208-1107
CURRENT OCCUPANT	2237 N HI MOUNT BLVD	MILWAUKEE, WI 53208-1114
CURRENT OCCUPANT	2239 N 51ST ST	MILWAUKEE, WI 53208-1108
CURRENT OCCUPANT	2243 N HI MOUNT BLVD	MILWAUKEE, WI 53208-1114
CURRENT OCCUPANT	2245 N HI MOUNT BLVD	MILWAUKEE, WI 53208-1114
CURRENT OCCUPANT	2247 N HI MOUNT BLVD	MILWAUKEE, WI 53208-1114
CURRENT OCCUPANT	2320 N 51ST ST, 1	MILWAUKEE, WI 53210-2817
CURRENT OCCUPANT	2320 N 51ST ST, 2	MILWAUKEE, WI 53210-2817
CURRENT OCCUPANT	2320 N 51ST ST, 3	MILWAUKEE, WI 53210-2817
CURRENT OCCUPANT	2320 N 51ST ST, 4	MILWAUKEE, WI 53210-2817
CURRENT OCCUPANT	2325 N 50TH ST, 101	MILWAUKEE, WI 53210-2812
CURRENT OCCUPANT	2325 N 50TH ST, 102	MILWAUKEE, WI 53210-2812
CURRENT OCCUPANT	2325 N 50TH ST, 103	MILWAUKEE, WI 53210-2812
CURRENT OCCUPANT	2325 N 50TH ST, 104	MILWAUKEE, WI 53210-2812
CURRENT OCCUPANT	2325 N 50TH ST, 105	MILWAUKEE, WI 53210-2812
CURRENT OCCUPANT	2325 N 50TH ST, 106	MILWAUKEE, WI 53210-2855
CURRENT OCCUPANT	2325 N 50TH ST, 107	MILWAUKEE, WI 53210-2854
CURRENT OCCUPANT	2325 N 50TH ST, 108	MILWAUKEE, WI 53210-2854
CURRENT OCCUPANT	2325 N 50TH ST, 109	MILWAUKEE, WI 53210-2854
CURRENT OCCUPANT	2325 N 50TH ST, 110	MILWAUKEE, WI 53210-2854
CURRENT OCCUPANT	2325 N 50TH ST, 111	MILWAUKEE, WI 53210-2854
CURRENT OCCUPANT	2325 N 50TH ST, 112	MILWAUKEE, WI 53210-2856
CURRENT OCCUPANT	2325 N 50TH ST, 201	MILWAUKEE, WI 53210-2855
CURRENT OCCUPANT	2325 N 50TH ST, 202	MILWAUKEE, WI 53210-2855
CURRENT OCCUPANT	2325 N 50TH ST, 203	MILWAUKEE, WI 53210-2855
CURRENT OCCUPANT	2325 N 50TH ST, 204	MILWAUKEE, WI 53210-2855
CURRENT OCCUPANT	2325 N 50TH ST, 205	MILWAUKEE, WI 53210-2857
CURRENT OCCUPANT	2325 N 50TH ST, 206	MILWAUKEE, WI 53210-2857
CURRENT OCCUPANT	2325 N 50TH ST, 207	MILWAUKEE, WI 53210-2856
CURRENT OCCUPANT	2325 N 50TH ST, 208	MILWAUKEE, WI 53210-2856
CURRENT OCCUPANT	2325 N 50TH ST, 209	MILWAUKEE, WI 53210-2856
CURRENT OCCUPANT	2325 N 50TH ST, 210	MILWAUKEE, WI 53210-2856
CURRENT OCCUPANT	2325 N 50TH ST, 211	MILWAUKEE, WI 53210-2858
CURRENT OCCUPANT	2325 N 50TH ST, 212	MILWAUKEE, WI 53210-2858
CURRENT OCCUPANT	2325 N 50TH ST, 301	MILWAUKEE, WI 53210-2857
CURRENT OCCUPANT	2325 N 50TH ST, 302	MILWAUKEE, WI 53210-2857
CURRENT OCCUPANT	2325 N 50TH ST, 303	MILWAUKEE, WI 53210-2857
CURRENT OCCUPANT	2325 N 50TH ST, 304	MILWAUKEE, WI 53210-2800
CURRENT OCCUPANT	2325 N 50TH ST, 305	MILWAUKEE, WI 53210-2800
CURRENT OCCUPANT	2325 N 50TH ST, 306	MILWAUKEE, WI 53210-2800
CURRENT OCCUPANT	2325 N 50TH ST, 307	MILWAUKEE, WI 53210-2858
CURRENT OCCUPANT	2325 N 50TH ST, 308	MILWAUKEE, WI 53210-2858
CURRENT OCCUPANT	2325 N 50TH ST, 309	MILWAUKEE, WI 53210-2858
CURRENT OCCUPANT	2325 N 50TH ST, 310	MILWAUKEE, WI 53210-2867

CURRENT OCCUPANT	2343 N 50TH ST, 14	MILWAUKEE, WI 53210-2863
CURRENT OCCUPANT	2343 N 50TH ST, 15	MILWAUKEE, WI 53210-2813
CURRENT OCCUPANT	2343 N 50TH ST, 16	MILWAUKEE, WI 53210-2863
CURRENT OCCUPANT	2343 N 50TH ST, 17	MILWAUKEE, WI 53210-2813
CURRENT OCCUPANT	2343 N 50TH ST, 18	MILWAUKEE, WI 53210-2863
CURRENT OCCUPANT	2343 N 50TH ST, 19	MILWAUKEE, WI 53210-2813
CURRENT OCCUPANT	2343 N 50TH ST, 2	MILWAUKEE, WI 53210-2863
CURRENT OCCUPANT	2343 N 50TH ST, 20	MILWAUKEE, WI 53210-2863
CURRENT OCCUPANT	2343 N 50TH ST, 21	MILWAUKEE, WI 53210-2813
CURRENT OCCUPANT	2343 N 50TH ST, 22	MILWAUKEE, WI 53210-2863
CURRENT OCCUPANT	2343 N 50TH ST, 23	MILWAUKEE, WI 53210-2813
CURRENT OCCUPANT	2343 N 50TH ST, 24	MILWAUKEE, WI 53210-2863
CURRENT OCCUPANT	2343 N 50TH ST, 3	MILWAUKEE, WI 53210-2813
CURRENT OCCUPANT	2343 N 50TH ST, 4	MILWAUKEE, WI 53210-2863
CURRENT OCCUPANT	2343 N 50TH ST, 5	MILWAUKEE, WI 53210-2813
CURRENT OCCUPANT	2343 N 50TH ST, 6	MILWAUKEE, WI 53210-2863
CURRENT OCCUPANT	2343 N 50TH ST, 7	MILWAUKEE, WI 53210-2813
CURRENT OCCUPANT	2343 N 50TH ST, 8	MILWAUKEE, WI 53210-2863
CURRENT OCCUPANT	2343 N 50TH ST, 9	MILWAUKEE, WI 53210-2813
CURRENT OCCUPANT	2350 N 51ST ST, 1	MILWAUKEE, WI 53210-2816
CURRENT OCCUPANT	2350 N 51ST ST, 2	MILWAUKEE, WI 53210-2816
CURRENT OCCUPANT	2350 N 51ST ST, 3	MILWAUKEE, WI 53210-2816
CURRENT OCCUPANT	2350 N 51ST ST, 4	MILWAUKEE, WI 53210-2816
CURRENT OCCUPANT	2352 N 51ST ST, 1	MILWAUKEE, WI 53210-2822
CURRENT OCCUPANT	2352 N 51ST ST, 2	MILWAUKEE, WI 53210-2822
CURRENT OCCUPANT	2352 N 51ST ST, 3	MILWAUKEE, WI 53210-2822
CURRENT OCCUPANT	2352 N 51ST ST, 4	MILWAUKEE, WI 53210-2822
CURRENT OCCUPANT	2354 N 51ST ST, 1	MILWAUKEE, WI 53210-2824
CURRENT OCCUPANT	2354 N 51ST ST, 2	MILWAUKEE, WI 53210-2824
CURRENT OCCUPANT	2354 N 51ST ST, 3	MILWAUKEE, WI 53210-2824
CURRENT OCCUPANT	2354 N 51ST ST, 4	MILWAUKEE, WI 53210-2824
CURRENT OCCUPANT	5009 W NORTH AVE, 1	MILWAUKEE, WI 53208-1142
CURRENT OCCUPANT	5009 W NORTH AVE, 2	MILWAUKEE, WI 53208-1142
CURRENT OCCUPANT	5009 W NORTH AVE, 3	MILWAUKEE, WI 53208-1142
CURRENT OCCUPANT	5009 W NORTH AVE, 4	MILWAUKEE, WI 53208-1142
CURRENT OCCUPANT	5027 W NORTH AVE, 101	MILWAUKEE, WI 53208-1121
CURRENT OCCUPANT	5033 W NORTH AVE	MILWAUKEE, WI 53208-1121
CURRENT OCCUPANT	5035 W NORTH AVE	MILWAUKEE, WI 53208-1121
CURRENT OCCUPANT	5117 W NORTH AVE	MILWAUKEE, WI 53208-1122
CURRENT OCCUPANT	5119A W NORTH AVE	MILWAUKEE, WI 53208-1122
CURRENT OCCUPANT	5121 W NORTH AVE	MILWAUKEE, WI 53208-1122
CURRENT OCCUPANT	5121A W NORTH AVE	MILWAUKEE, WI 53208-1122
blank	notice	

Total Records: 135

Radius: 250.0 feet and Center of Circle: 5040 W North Ave



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

1. Type of Business

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

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

Tavern / Lounge

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

2. Business Operations

- a. Proposed Opening Date: April 2021
- 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: Have business firm and Registration and seller permit
- 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: Alcohol and beverage license
- 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: Rental agency - property manager

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: Bluetooth Speaker

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 5 Locations: Bathroom, Kitchen, Hallway, behind bar, side b
Outside: 3 Locations: Side of building back of building
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 1
- 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: Street parking

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? 2 and answer the following:

What are their responsibilities? Monitor facility, and safety of customers

Is security equipment used? No Yes If yes, describe Metal detector wands. Arm Security

List their licensing, certification, or training credentials tactical Response, Private investigation police

d. Will there be security cameras? No Yes If yes, how many? 6 and list locations: 2 in front of building on side backdoor. inside common area.

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

6. Percentage of Sales (must total 100%)

Alcohol <u>100</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %		
Pawnbroker Activity <u>6</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	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: 3 Rooming House: Number of Floors: _____
 Number of Rooms: N/A Number of Rooms: _____

Applying for

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

9. Premises Description

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

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

Other: Describe: _____

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

c. Nearest Major Cross Street: North Ave 51st

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

e. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____

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

g. Building Owner Name: Bruce Mitchell Phone Number: 414-364-7775

Building Owner Address: 5038 W North Ave OR 414-349-4365

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	1:00 pm	2:00 am	50		35 & up
Monday	closed	closed			
Tuesday	1:00 pm	2 am	50		35 & up
Wednesday	1:00 pm	2 am	50		35 & up
Thursday	1:00 pm	2 am	50		35 & up
Friday	1:00 pm	2 am	50		35 & up
Saturday	1:00 pm	2 am	50		35 & up

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)

A. Akbar
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)

William Smith
Signature of additional partner or 20% or more shareholder

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



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: <u>Platinum Hall and Lounge LLC</u>
Premise Address: <u>5040 W. North Ave Milwaukee WI 53208</u>
Proximity of Premises to Church, School, Daycare Center or Hospital
Is the building within 300 feet of any church, school, daycare center or hospital? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
"Service Bar Only" Designation
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.
Business Information
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>Willie Smith member</u>
d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____
Property Information (New & Transfer Applicants Only)
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>Me Arifah Akbar Willie Smith</u>
c) Are you purchasing the stock and/or fixtures? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, amount paid \$ <u>2500.00</u> <u>looking</u>
d) Total amount paid for business <u>\$ 2250.00</u>
e) Total amount paid for goodwill of the business <u>\$ 0</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 checked="" type="checkbox"/> Yes
Lease Information (New & Transfer Applicants who are leasing the premises only)
a) Date lease begins <u>January</u> Ends <u>January 2023</u>
b) Monthly rental <u>\$ 2250.00</u>
c) Do you have an option to renew the lease? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
d) Does your lease allow for assignment to another party without the consent of the owner? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
e) For what length of time have you been guaranteed occupancy (number of years)? <u>3 yrs.</u>

Lease Information (Continued)

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

A. Akbar

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

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

New and transfer of premises applicants must submit the following:

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



APPLICATION AMENDMENT

ccl-amend 9/10/18

Office of the City Clerk License Division
200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

Date: 08-27-21

To the License Division of the City of Milwaukee:

I, AriFah Akbar, wish to amend my answer(s) on the application for a
(full legal name)

Platinum Hall and Lounge license at 5040 w. North Ave
(type of license) (premises address, if applicable)

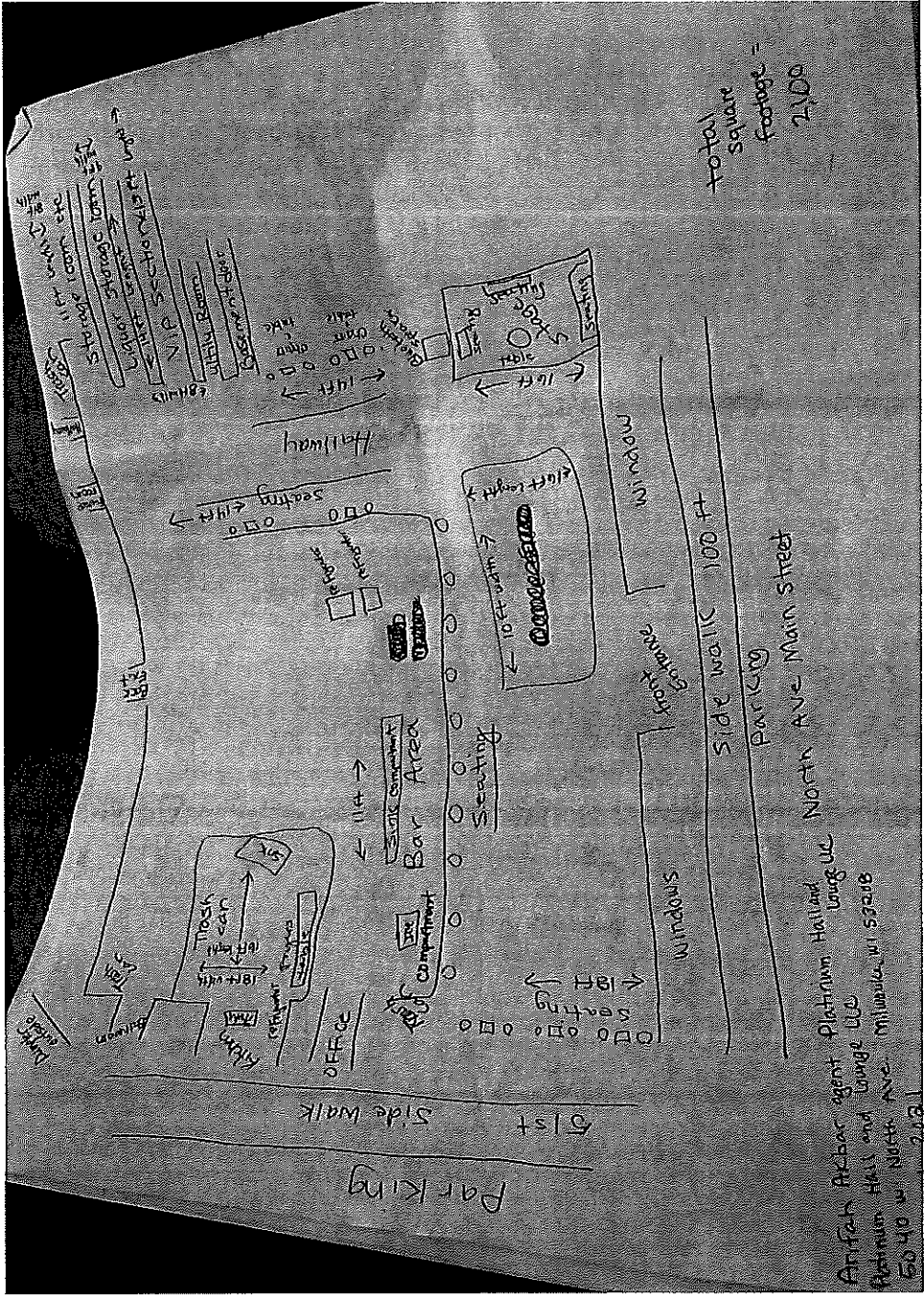
by adding or amending the following information (complete only those sections being amended):

1. Answer to Question(s) # _____ should be: _____
2. Agent should be (full legal name): AriP Also complete 3, 4, 5 & 6
3. Date of birth should be: _____
4. Home address should be (include city/state/zip): _____
5. Phone number should be (include area code): _____
6. Driver's License Number/State ID Number should be: _____
7. Corporation/LLC name should be (full legal name): _____
8. Business name should be: _____
9. Premises address should be (include city/state/zip): _____
10. Business phone number should be (include area code): _____
11. Mailing address should be (include city/state/zip): _____
12. Email address should be: _____
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): _____

14. Class B Tavern: Age Distinction should be: 30 And up Dress code Enforced
15. other: Monday Closed, Tuesday - 7pm - 12Am Wednesday 7pm - 12,
Thursday 7pm - 1Am Friday - Saturday 7pm - 1:30Am
Sunday 11Am - 10pm
(Check with the License Division before submitting "Other" amendments using this form.)

X AriFah Akbar
Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application #: _____ Date: _____ Initials: _____ To LC: _____
LC Email: MPD NS HD Initials: _____



Total Square Footage = 2,100

Artifak Albar agent Platinum Hallway Lounge
 Platinum Hall and Lounge LLC
 6840 W North Ave. Milwaukee WI 53228