



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Monday, December 23, 2019

COMMITTEE MEETING NOTICE

AD 10

FORD, Pattie L, Agent  
Paloma LLC  
2332 N 60TH St

Milwaukee, WI 53210

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

**Tuesday, January 07, 2020 at 09:45 AM**

**Regarding:** Your Class B Tavern, Food Dealer, Sidewalk Dining and Public Entertainment Premises License Applications Requesting Jukebox as agent for "Paloma LLC" for Paloma Taco & Tequila" at 5419 W NORTH 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: 12/2/19  
Officer: Whittenberger

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

Name of Premise: Paloma Taco and Tequila  
Address: 5419 W North Av, Milwaukee, WI 53210  
Phone: N/A at this time

Owner: Pattie L. FORD  
Owner address: 2332 N 60<sup>th</sup> St  
City State Zip: Milwaukee, WI 53210  
Owner Phone: 414-803-1300  
Owner email: pattie.ford@gmail.com

Licensee/Agent: Pattie L. FORD  
Home Address: 2332 N 60<sup>th</sup> St  
City State Zip: Milwaukee, WI 53210  
Phone: 414-803-1300  
Email: pattie.ford@gmail.com

Preferred contact: Pattie FORD

Location currently open:  YES  NO

Projected open date: 03/15/20 – Date Flexible

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

Hours of Operation: Sun: 10A-2A 24 hours Y N  
Mon: 10A-2A  
Tue: 10A-2A  
Wed: 10A-2A  
Thu: 10A-2A  
Fri: 10A-2A  
Sat: 10A-2A

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
  - 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?  N/A
8. Off-Street parking  Yes  No
9. Is the parking lot well lit?  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?  N/A
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 49
- 26. What is the minimum number of employees That will be on premise 2-4
- 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**

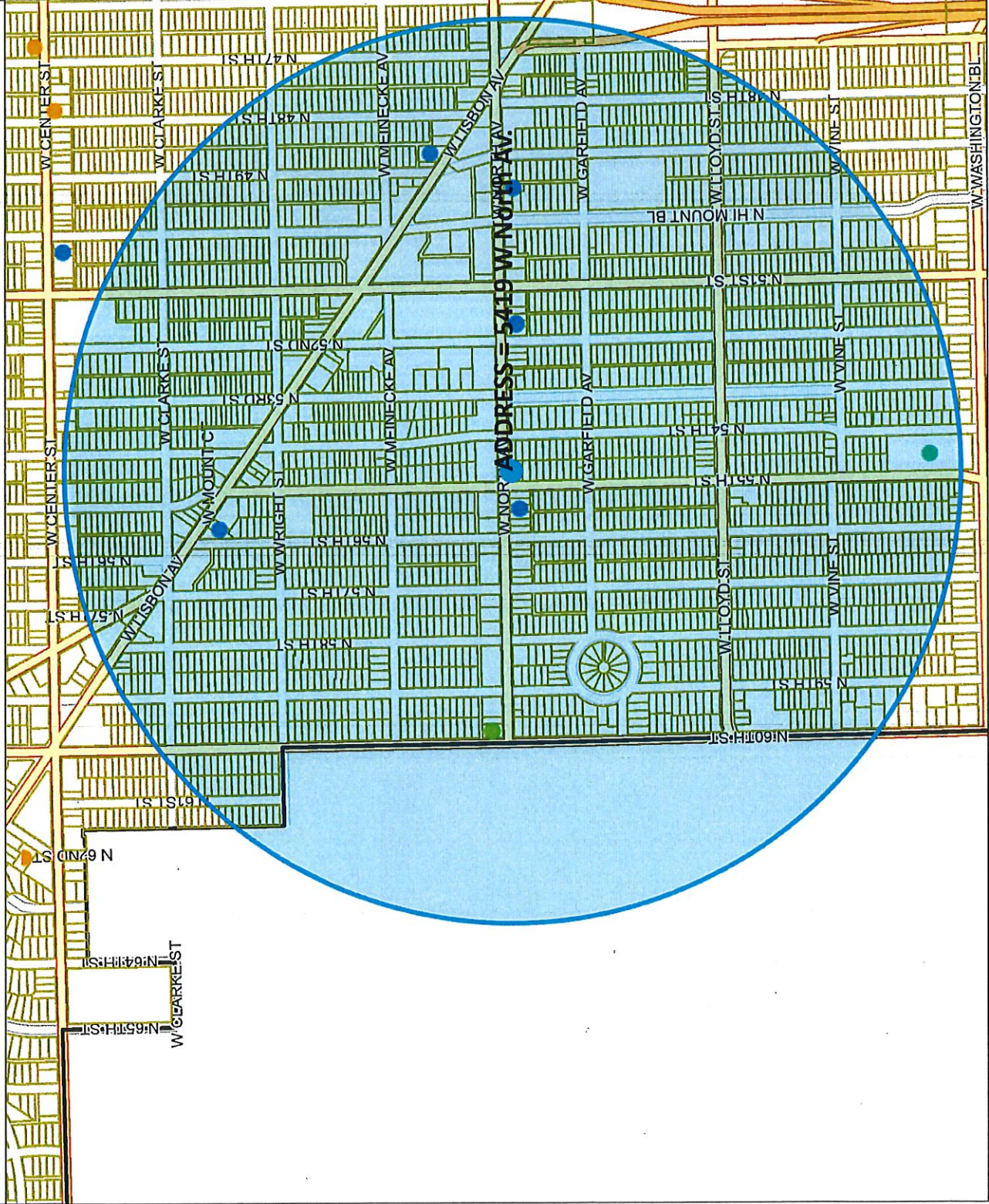
- 33. How many security personnel are going to be employed: N/A
- 34. How ill they be deployed: Interior N/A Exterior N/A
- 35. What days will they be deployed MonTueWedThuFriSatSun
- 36. Will the security be managed by business or contracted
- 37. Will they be armed Yes No
- 38. What type of security measures to be used:
  - Wanding/metal detector
  - ID Scanner
  - Dress Code
  - Cover Charge
  - Age restriction
  - Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This facility is still being remodeled and a lot of changes to be done in near future. Questions are answered based "as is". FORD was given suggestions based on CPTED. The concept is open kitchen to visitors. Planned seating is 25-27 interior. FORD stated she will be also focusing on curbside to go and pick up orders. FORD will ID for drinks containing alcohol. FORD will have cameras. FORD stated doors and register will be on camera and outside of location. FORD will be placing MPD Contact guide next to phone for employees. FORD willing to be standing complaint if issues arise. FORD given information about panhandling and what to do.

# Alcohol Concentration for 5419 W North Av.

City of Milwaukee, Wisconsin



## - Legend -

- Milwaukee parcels
- 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 5419 W North Av, December 9, 2019.



Department of Administration - ITMD



Map Scale: 1: 10,000

[Disclaimer](#)  
12/9/2019

© City of Milwaukee, Wisconsin  
Map Milwaukee: Property Information





Monday, December 23, 2019

## Licenses Committee Notice of Hearing

Prodigal Properties LLC  
1627 N 48TH St  
Milwaukee, WI 53208

Date: 1/7/2020  
Time: 09:45 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, Sidewalk Dining, and Public Entertainment Premises  
License Applications Requesting Jukebox  
FORD, Pattie L, Agent  
Paloma Taco & Tequila at 5419 W NORTH 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.





Monday, December 23, 2019



# Notice of Public Hearing

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FORD, Pattie L, Agent  
Paloma Taco & Tequila at 5419 W NORTH Av  
Class B Tavern, Food Dealer, Sidewalk Dining, and Public Entertainment Premises License  
Applications Requesting Jukebox

**Tuesday, January 07, 2020 at 9:45 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 1/7/2020 at 9:45 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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## 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	2239 N 53RD ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2233 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2223 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2253 N 55TH ST 1	MILWAUKEE, WI 53208
CURRENT OCCUPANT	5425 W NORTH AVE	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2230 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2218 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2235 N 54TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2222 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2329 N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2245 N 54TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2231 N 54TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2219 N 54TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	5517B W NORTH AVE	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2323 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2251 N 53RD ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2220 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2241A N 54TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	5517A W NORTH AVE	MILWAUKEE, WI 53208
CURRENT OCCUPANT	5517C W NORTH AVE	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2321 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2241 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2254 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2252 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2246 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2321 N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2255 N 54TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2234 N 56TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2225 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	5501 W NORTH AVE	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2240 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2251A N 54TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2225 N 54TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2221 N 54TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2238 N 56TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2247 N 53RD ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2229 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2244 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2236 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	5517 W NORTH AVE	MILWAUKEE, WI 53208
CURRENT OCCUPANT	5511 W NORTH AVE	MILWAUKEE, WI 53208
CURRENT OCCUPANT	5509 W NORTH AVE	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2235 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2231 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2253 N 55TH ST 2	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2238 N 55TH ST	MILWAUKEE, WI 53208

CURRENT OCCUPANT	2234 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2228 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2251 N 54TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2241 N 54TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2231 N 53RD ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2239 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2326 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2320 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2250 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2224 N 55TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2327 N 54TH ST	MILWAUKEE, WI 53210

Total Records: 57

Radius: 250.0 feet and Center of Circle: 5419 W North Ave



# BUSINESS LICENSE PLAN OF OPERATION

cci-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: *Paloma is a Mexican restaurant, vegan & vegetarian friendly with a fresh seafood spin. It will have a bar and dining room seating.*

Do you have any experience operating this type of business?  No  Yes If yes, explain: *I have ran restaurants and bars all my Adult life. It is my passion and my dream to develop the area I live in and offer something to my neighbors*

## 2. Business Operations

- a. Proposed Opening Date: *2020 - complete build out*
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: *Construction has not started but will soon. Completion estimation early 2020.*
- 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: *I will apply for everything right away. outdoor seating, catering, etc.*
- 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: *An cement that will remain clean*
- b. How often will grounds be cleaned?  Daily  Weekly  As Needed  Monthly  Other: *I am a neat freak and hate litter*
- 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: *I realize it is a residential neighborhood. I will always respect my surroundings*
- 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: *Front of building & side of patio with receptical*
- b. Number of Garbage Cans: Inside: 6 Locations: *2 bar, 3 restaurant, 1 by door*  
Outside: 4 Locations: *2 main enclosed infencing, 1 by both doors*
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 1 + 1 will be added per city regulations
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: *Not to that point yet but I'm guessing waste management & grease removal*

## 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: I would like to make area directly in front a loading zone for my vendors and customers for car side carry
- 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 I do plan on adding cameras & alarm  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 4 and list locations: At least 4, on register, both doors, and outside in front & side patio
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe I am always aware of my surroundings

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

Alcohol <u>35</u> %	Food <u>65</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %		
Pawnbroker Activity <u>0</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 <u>0</u> % 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: Food license, outdoor dining, bike racks

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

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

## 9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop  
 Other: Describe: Only 1 floor + sidewalk patio
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: 55<sup>th</sup> + North Ave
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories \_\_\_\_\_  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: Mix of both
- g. Building Owner Name: John Mueller + Jared Cronk Phone Number: (262) 951-8649  
 Business Owner Address: John - 1627 N 48<sup>th</sup>, Milwaukee, WI 53208

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

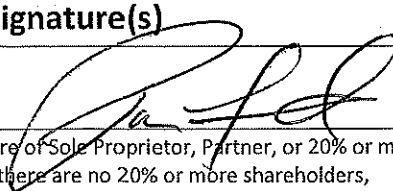
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	10am	2a	40	Family Friendly All ages ↓	none
Monday	5p	2a	35		none
Tuesday	5p	2a	35		none
Wednesday	5p	2a	40		none
Thursday	5p	2a	45		none
Friday	<del>10a</del> 5p	2a	60		none
Saturday	10a	2a	80		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

Legal Entity Name: Paloma LLC

Premise Address: 5419 W Natn Ave, Milwaukee, WI 53208

**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: John Mueller owner of building providing loan note + putting own money in

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: See above (c) to renovate building

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

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

- Be in the same legal entity name as that apply for the license
- Reflect the same address as the premises address on this application
- Reflect current dates and
- Be signed by the lessor/seller and lessee/buyer

**Property Information (New & Transfer Applicants Only)**

a) Do you own or lease the building?  Own  Lease

b) Who owns the fixtures (for example, coolers, etc.)? Pattie Ford

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.**

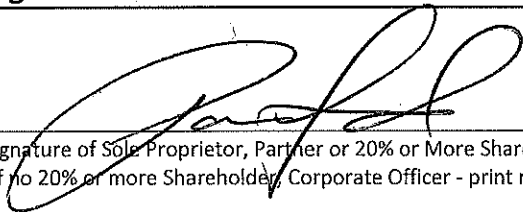
**Lease Information (New & Transfer Applicants who are leasing the premises only)**

- a) Date lease begins Aug 5, 2019 Ends Aug 5, 2029
- b) Monthly rental \$ 750 Annual increase of 3%
- 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 pay back loan note for build out
- 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:	<u>Paloma LLC</u>
Premises Address:	<u>5419 W North Ave, Milw, 53208</u>
<b>SECTION 1 TYPE OF BUSINESS</b>	
What will be the majority of your food sales? (check one)	
<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.	
<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.	
Will it be a convenience store? <input type="checkbox"/> Yes <input checked="" 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.	
<input type="checkbox"/> Bed & Breakfast <input type="checkbox"/> Micro Market	
All Applicants: Submit a menu or a list of food items that will be sold.	
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?	
<input type="checkbox"/> Less than 25%	
<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.	
<b>SECTION 2 FOOD PROCESSING</b>	
Will any food processing be done? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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.	
<b>SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL</b>	
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)	
If yes, list the types of food items: <u>fish, shellfish, meat, poultry, cheese, ice cream</u>	



**SECTION 4 DETAILS OF OPERATION**

Will you have seating on site for dining?  No  Yes

Will you be doing any catering?  No  Yes

Will you be doing any delivery?  No  Yes

Will you have outdoor activities?  No  Yes - Check all that apply:  Bar  Cooking/Grilling  Dining

Will you have a drive thru window?  No  Yes - Are hours different from inside?  No  Yes  
 If Yes, provide drive thru hours: \_\_\_\_\_

Will scales or barcode scanners be used?  No  Yes - You must also apply for a Weights & Measures License.

**SECTION 5 ADDITIONAL SITES**

Where will food be prepared and/or sold?

At a single site  At multiple sites: How many? \_\_\_\_\_ (for example, a hotel with several dining rooms or bars)

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

**SECTION 6 CONSTRUCTION OR CHANGES**

Are you planning any construction, remodeling or equipment changes?

No If No, SKIP to Section 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: The entire space will be built out. Kitchen created,

Start date: Aug 8, 2019

Name, Address & Phone Number of Architect: David J. Koscielniak  
12310 West Waterford Ave, Greenfield, WI 53228-1892

Name, Address & Phone Number of Contractor: Brian Polster @ 360  
Milwaukee, WI 414-241-9571

*Restaurant space built + bathroom added*

**SECTION 7 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 8 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: N/A



# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

<b>PREMISES ADDRESS:</b> <u>5419 W North Ave, milw 53208</u>			
<b>TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)</b>			
<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input checked="" type="checkbox"/> Amusement Machines How many? <u>1000</u>
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			
<i>Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 12:00am Friday &amp; 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.</i>			
<b>PROMOTERS/SOUND AMPLIFICATION</b>			
Will promoters ever be used for any of the entertainment? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe: _____			
At any time will sound amplification be used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe: _____			
<b>LEGAL CAPACITY OF PREMISES</b>			
_____ (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.			
<b>ACKNOWLEDGEMENT/SIGNATURE</b>			
I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.			
I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.			
 _____ Signature of Sole Proprietor, Partner or 20% or More Shareholder (If no 20% or more Shareholder, Corporate Officer - print name/title and sign)			

**Office Use Only:**

Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

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



# Sidewalk Dining Facility Supplemental Application

ccl-side1 2/21/18

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

Business Name: <u>Paloma LLC</u>	Aldermanic District # <u>10</u>
----------------------------------	---------------------------------

Premises Address: 5419 W North Ave, milw 53208

## Business Operations

Check one:  I/we are also applying for Food/Alcohol license(s) at this time.  
 I/we currently hold Food/Alcohol license(s) AND ....

confirm that the Business Plan of Operation on file which was previously submitted with the Food and/or Alcohol application has not changed, except for the addition of this sidewalk dining facility.

have included a new Business Plan of Operation reflecting requested changes.

Sidewalk Dining Facility will operate from: Start Date: April to End Date: October

Will any food preparation be done outdoors?  No  Yes  
 If yes, describe: \_\_\_\_\_

Will any sidewalk dining facility improvements be physically attached to public structures?  No  Yes  
 If yes, describe: \_\_\_\_\_

## Property Owner

Check one:  Applicant owns the property  
 Property owner's information/signature provided below (REQUIRED):

Name: Prodigal Properties Phone # 262-951-8649  
 Address: 2471 N. Grant Blvd  
 Property Owner's Signature: [Signature]

## Signature(s)

<u>[Signature]</u> 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
--	---

### Office Use Only:

Initials \_\_\_\_\_ Filed \_\_\_\_\_ App # \_\_\_\_\_

Processing LS: Queue to:  HD  DNS  CC Email To:  DPW  Primary LS

Also:  holds  is applying for:  Food  Alcohol  Perm Ext

November 14, 2019

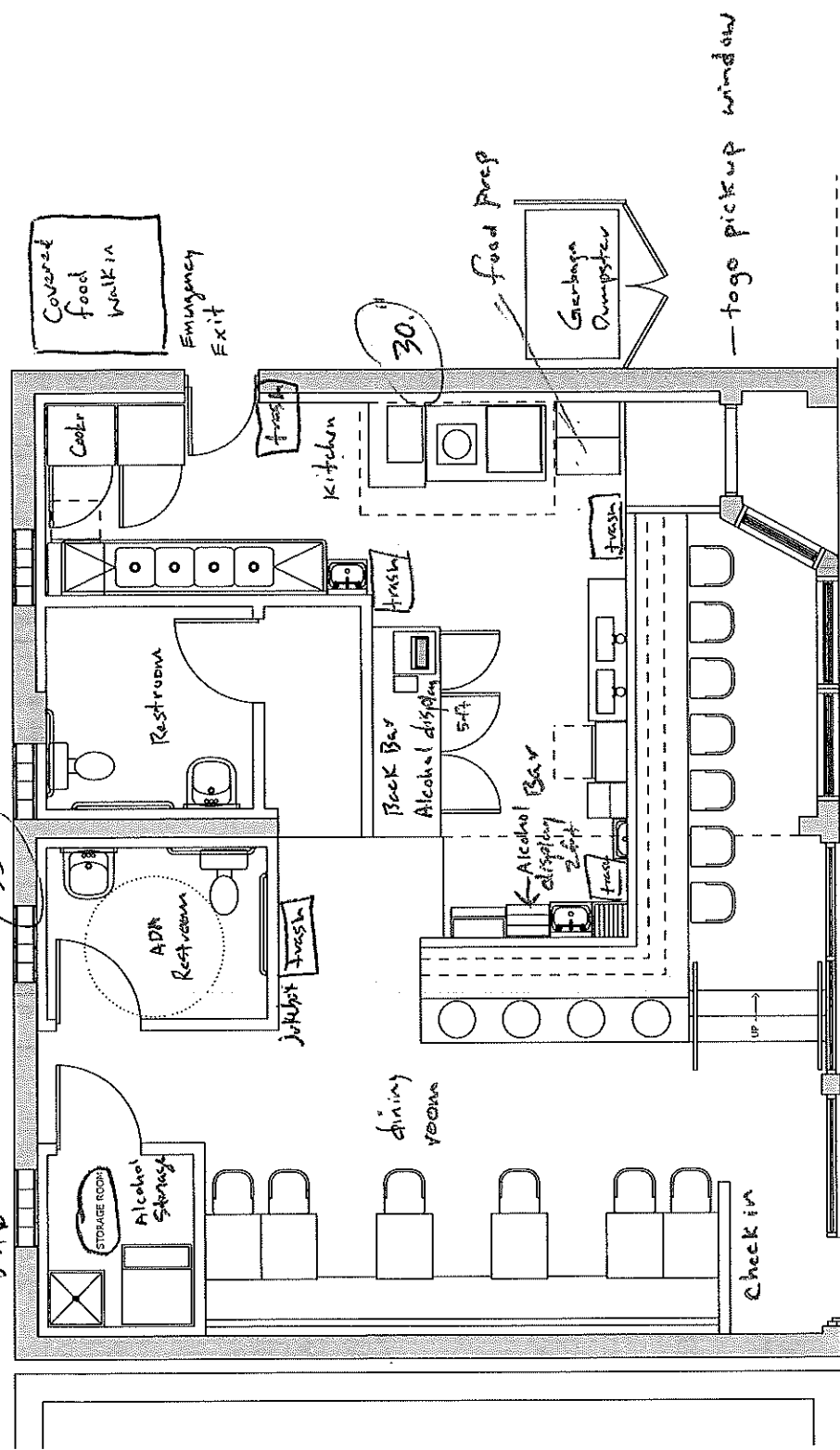
Paloma LLC  
Nov. 14, 2019  
5419 W North Ave  
Milw, WI 53208  
Pattie Ford, Agent

55th Street

North ↑

Storage 5 X 6"

35"



Patio

### FLOOR PLAN - CONCEPT F (22 INT. SEATS)

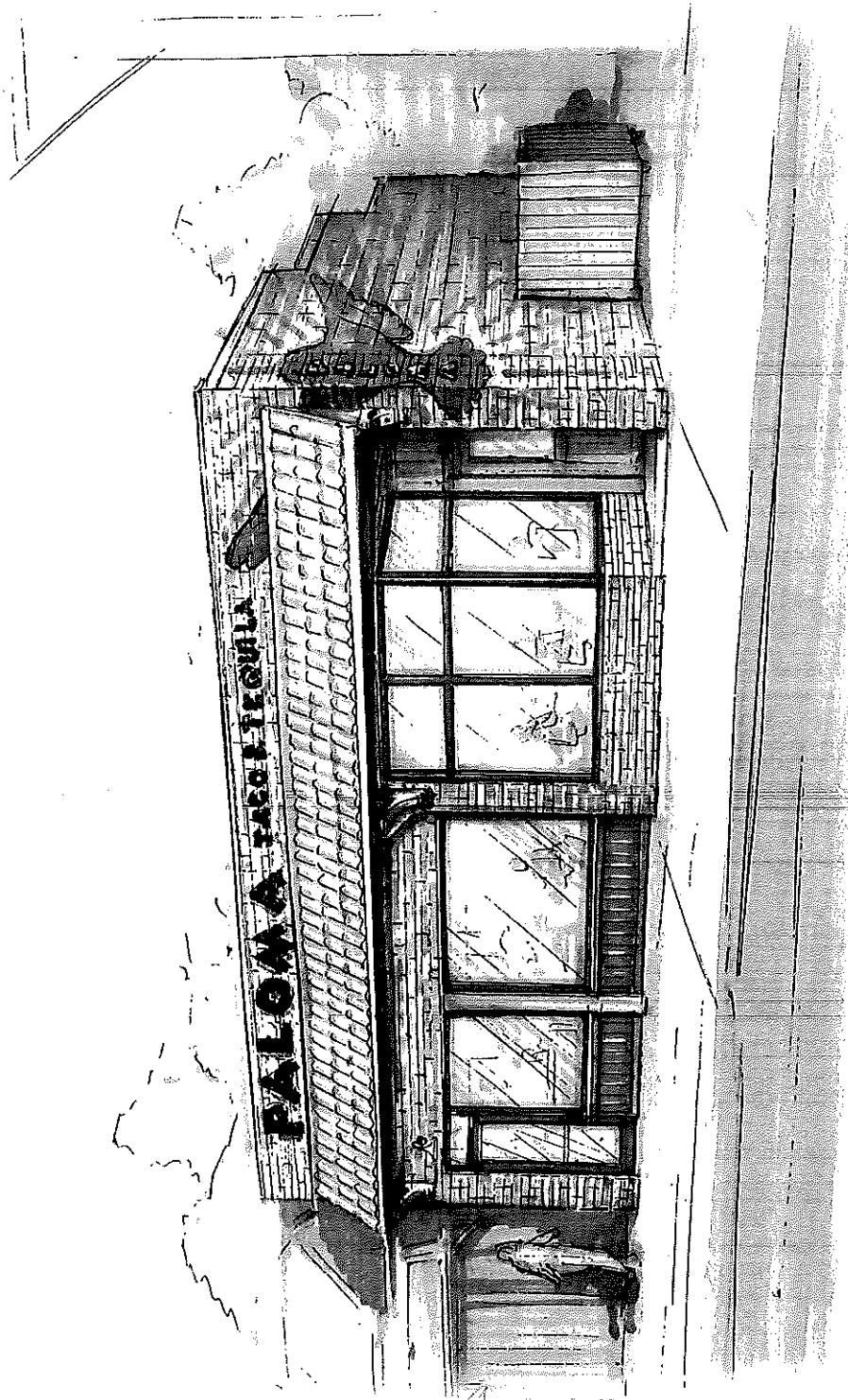
SQUARE FOOTAGES	
OVERALL	950 SQ. FT.
KITCHEN	165 SQ. FT.
STORAGE ROOM	30 SQ. FT.

CLIENT: PALOMA	VERSION: 01
LOCATION: 5419 W. NORTH AVE.	DATE: 12 NOV
ITEM: FLOOR PLAN CONCEPTS	DRAWN BY: JOSH
<small>THE INFORMATION CONTAINED IN THIS DOCUMENT IS THE SOLE PROPERTY OF 360 DEGREES LLC. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF 360 DEGREES LLC IS PROHIBITED.</small>	
F10	


Cig receptacle

New front entrance

North Ave

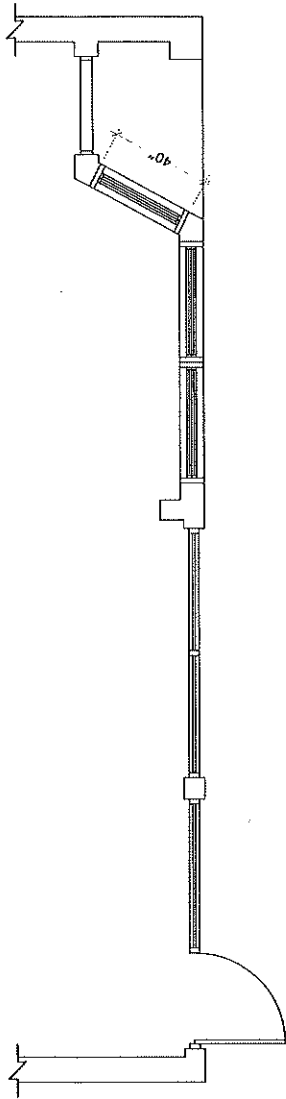


**EXT. CONCEPT**

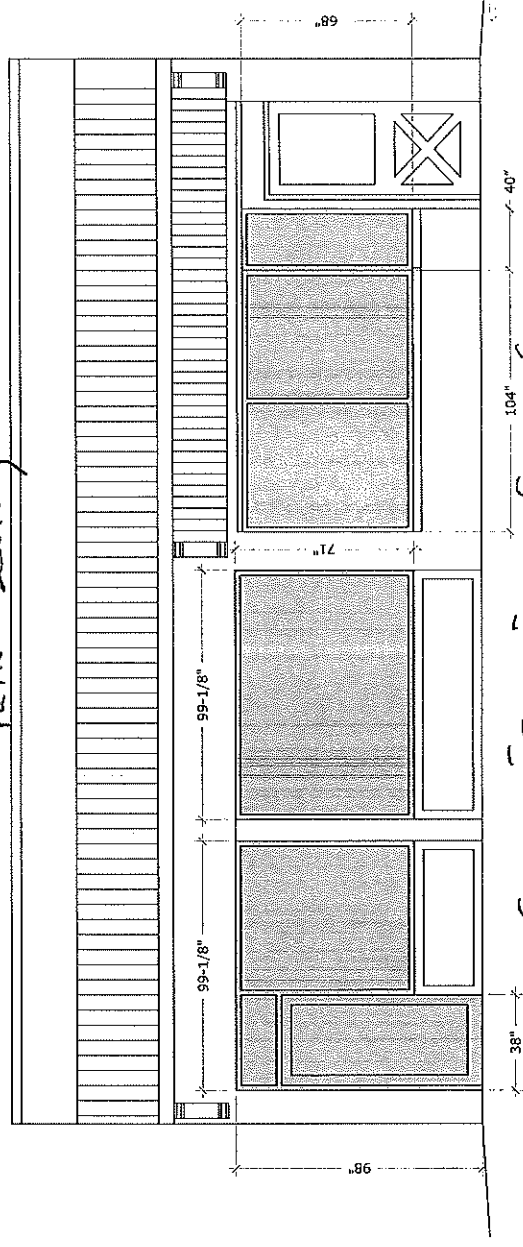
CLIENT: PALOMA	VERSION: 01
LOCATION: 5419 W. NORTH AVE.	DATE: 15 Oct
ITEM: ESTIMATION	DRAWN BY: JOSH
<p>THE INFORMATION CONTAINED IN THIS DOCUMENT IS THE SOLE PROPERTY OF 360 DEGREES LLC. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF 360 DEGREES LLC IS PROHIBITED.</p>	
	
<p>FB</p>	

November 14, 2019

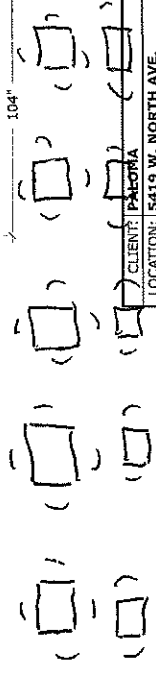
Paloma LLC  
5419 W North Ave  
Milwaukee, WI 53208  
Pattie Ford, Agent



Patio Seating



STOREFRONT



VERSION	01
DATE	15 Oct
DRAWN BY:	JOSH
CLIENT:	PALOMA
LOCATION:	5419 W. NORTH AVE.
ITEM:	ESTIMATION

THE INFORMATION CONTAINED IN THIS DOCUMENT IS THE SOLE PROPERTY OF 360 DEGREES LLC. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF 360 DEGREES LLC IS PROHIBITED.





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

Monday, December 23, 2019

**COMMITTEE MEETING NOTICE**

AD 10

SIDNER, Daniel S, Agent  
MAXIE'S MILWAUKEE LLC  
320 N 77th St

Wauwatosa, WI 53213

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

**Tuesday, January 07, 2020 at 09:45 AM**

**Regarding:** Your Alcohol and Food Permanent Extension of Premise Applications Extending to Add 6718 W Fairview Ave as agent for "MAXIE'S MILWAUKEE LLC" for "MAXIE'S" at 6732 W FAIRVIEW Av.

There is a possibility that your application may be denied for one or more of the following reasons: you do not meet the statutory and municipal requirements; the fitness and appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems (such as disorderly congregations of people, excessive litter, unreasonable noise, and traffic and parking problems), whether or not there is an over-concentration of alcohol beverage establishments in the neighborhood; 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 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.**



Monday, December 23, 2019



# Notice of Public Hearing

---

SIDNER, Daniel S, Agent  
MAXIE'S at 6732 W FAIRVIEW Av  
Alcohol and Food Permanent Extension of Premise Applications Extending to Add 6718 W  
Fairview Ave

**Tuesday, January 07, 2020 at 9:45 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 1/7/2020 at 9:45 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

---

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

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



OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	6713A W FAIRVIEW AVE	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6709 W FAIRVIEW AVE	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 10	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 13	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 23	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6710 W FAIRVIEW AVE 4	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6710 W FAIRVIEW AVE 1	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6702 W FAIRVIEW AVE 1	MILWAUKEE, WI 53213
CURRENT OCCUPANT	126 N 69TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	144 N 68TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	146 N 68TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	148 N 68TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6705 W FAIRVIEW AVE	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 4	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 17	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 18	MILWAUKEE, WI 53213
CURRENT OCCUPANT	118A N 69TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	140 N 68TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	143 N 67TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 1	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 12	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 20	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6702 W FAIRVIEW AVE 2	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6721 W STEVENSON ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6701 W FAIRVIEW AVE	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6710 W FAIRVIEW AVE 2	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6727 W STEVENSON ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6721A W STEVENSON ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 2	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 6	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 8	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 15	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 22	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6710 W FAIRVIEW AVE 3	MILWAUKEE, WI 53213
CURRENT OCCUPANT	118 N 69TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	150 N 68TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 5	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 9	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 16	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 19	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 21	MILWAUKEE, WI 53213
CURRENT OCCUPANT	114A N 69TH ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 3	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 24	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6727A W STEVENSON ST	MILWAUKEE, WI 53213
CURRENT OCCUPANT	6704 W STEVENSON ST	MILWAUKEE, WI 53213

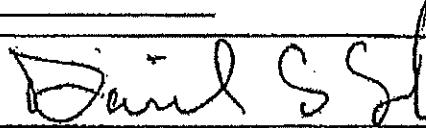
CURRENT OCCUPANT	6711 W FAIRVIEW AVE	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 7	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 11	MILWAUKEE, WI 53213
CURRENT OCCUPANT	115 N 68TH ST 14	MILWAUKEE, WI 53213
CURRENT OCCUPANT	114 N 69TH ST	MILWAUKEE, WI 53213

Total Records: 51

Radius: 250.0 feet and Center of Circle: 6732 W Fairview Ave



**PERMANENT EXTENSION OF PREMISES APPLICATION**  
**FOOD AND ALCOHOL BEVERAGE ESTABLISHMENTS**  
 OFFICE OF THE CITY CLERK LICENSE DIVISION  
 200 E. WELLS ST. ROOM 106, MILWAUKEE, WI 53202  
 (414) 288-2238 E-MAIL ADDRESS: LICENSE@MILWAUKEE.GOV

Section A	Date of Application: <u>10/23/19</u>	Alderman/District: <u>10th</u>
	Licenses (Name of Individual; partners, or agent; if Corp/LLC): <u>DANIEL SIANERZ</u>	
	Corporation or LLO Name (if applicable): <u>MAYHE'S MILWAUKEE, LLC</u>	Business Name: <u>MAYHE'S RESTAURANT</u>
	Business Address (include city, state, zip): <u>6732 WEST FAIRVIEW AVE, MIKE 53213</u>	
Section B	(Optional) Mailing Address (include city, state, zip): <u>320 N 77th ST, MIKE 53213</u>	Business Telephone Number: <u>414-292-3969</u>
	This request is for the permanent extension of premises for a: <input checked="" type="checkbox"/> FOOD license <input checked="" type="checkbox"/> ALCOHOL license	
	The Current Premises Description is: <u>DINING ON 2 LEVELS / BASEMENT STORAGE</u> <u>OUTSIDE DINING - 20 SEATS</u>	
	Identify the specific area(s) for which the permanent extension of premises is requested. Check all that apply and list for each the relationship of the area to the premises (example: north side, front, etc.)	
Section C	<input type="checkbox"/> Sidewalk cafe (public sidewalk) at the _____ side of the premises in front of the following street address(es) _____ (area must be contiguous with licensed area and under the licensee's control) (An application for a Sidewalk Dining Facility Permit must also be submitted with this application.)	
	<input type="checkbox"/> Patio (concrete surface) at the _____ side of the premises	
	<input type="checkbox"/> Beer garden (soil/grass surface) at the _____ side of the premises	
	<input type="checkbox"/> Deck (attached to building) at the _____ side of the premises	
<input type="checkbox"/> Addition to the: <input type="checkbox"/> 1 <sup>st</sup> floor <input type="checkbox"/> 2 <sup>nd</sup> floor <input type="checkbox"/> 3 <sup>rd</sup> floor <input type="checkbox"/> Basement <input type="checkbox"/> Other: _____ at the _____ side of the premises		
<input checked="" type="checkbox"/> Other: Describe area(s): <u>THE ENTIRE BUILDING @ 6718 WEST FAIRVIEW JOINTLY OWNED PROPERTIES ~ 6718 TO BE OPERATED AS A DINING HALL</u>		
Does extension area have an additional street address? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, list address: <u>6718</u>		
List all type(s) of business(es) that will operate at this location? Tavern <input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Other: Describe: _____		
 Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign		

Office Use Only:  
 Filed 11-14-19 Initials FM App #: Food 302798 Alcohol 302797

Queue to:

<input checked="" type="checkbox"/> DNS (all)	<input type="checkbox"/> Approved	<input type="checkbox"/> Hold
<input checked="" type="checkbox"/> HD (all food)	<input type="checkbox"/> Approved	<input type="checkbox"/> Hold
<input type="checkbox"/> CC Food Only (no alcohol)	<input type="checkbox"/> Approved	<input type="checkbox"/> Denied

Email to:

<input type="checkbox"/> DPW (sidewalk cafes/parklets)	<input type="checkbox"/> Approved	<input type="checkbox"/> Hold	<input type="checkbox"/> Sidewalk Dining Facility Permit Issued
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New Licenses Issued: Food \_\_\_\_\_ Initials \_\_\_\_\_ Alcohol \_\_\_\_\_ Initials \_\_\_\_\_

**TO: License Division - City of Milwaukee**

**FROM: Dan Sidner - Owner/Agent Maxie's Milwaukee, LLC**

**RE: Request for permanent extension of premise for Maxie's Restaurant located at 6732 West Fairview Avenue, Milwaukee, WI 53213 to include the entire building of 6718 West Fairview Avenue, Milwaukee, WI 53213**

The two buildings are jointly owned on adjoining property and it is our desire to extend the liquor license and food license that exists for 6732 to include the building adjacent 6718. This is done for the purpose of creating a private event space.

There are NO changes to building at 6732 West Fairview. The ONLY change is to include the building at 6718 West Fairview under the food and liquor licensing.

**CURRENT PREMISE DESCRIPTION 6732 West Fairview Avenue, MKE 53213**

- 62 seats including bar seating located on main floor
- 74 seats including bar seating on second floor
- Basement Liquor Storage including refrigerated beer & wine storage
- 16 Seasonal Outdoor Seats located on sidewalk on Fairview Avenue - Sidewalk dining permit is in force.
- 4 single fixture bathrooms - co/sex - 2 on each level

*No changes to 6732 West Fairview Avenue are Proposed*

**CURRENT PREMISE DESCRIPTION 6718 West Fairview Avenue, MKE 53213**

- 1488 Square Foot building - Presently used for storage

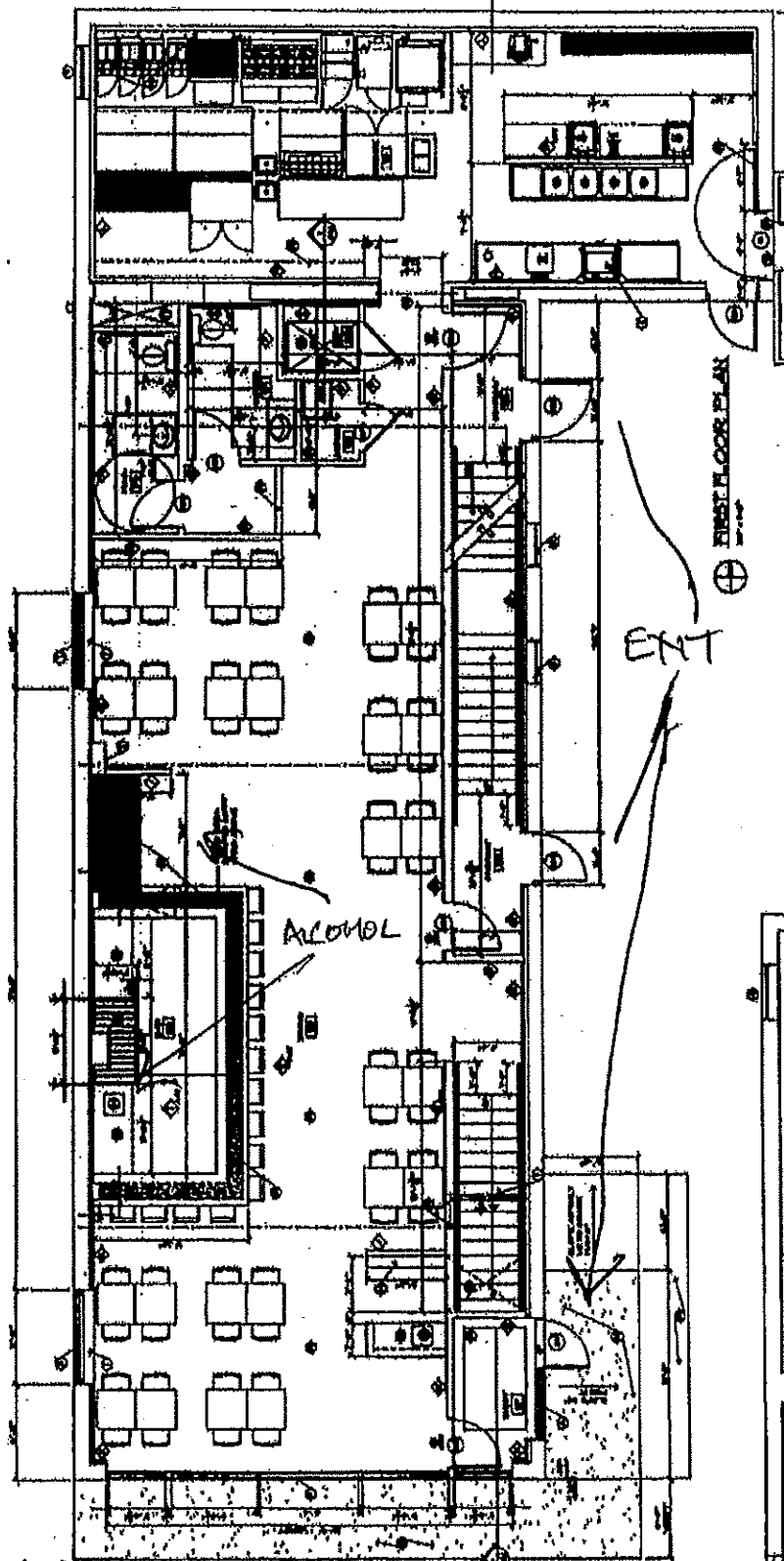
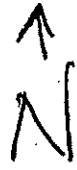
**PROPOSED REMISE DESCRIPTION 6718 West Fairview Avenue, MKE 53213**

- 40 seats / 48 person occupancy - only on main level
- One service bar (no seats) limited liquor and beer storage at the bar. No basement storage
- No outdoor seating proposed
- 2 single fixture bathrooms

**EXISTING PARKING TO SERVICE BOTH BUILDINGS**

- 6 spaces immediately adjacent to the 6732 West Fairview Avenue
- 37 spaces located on West side of 68<sup>th</sup> Street - 6820 West O'Connor, MKE 53213 - this is a long term lease between Maxie's Milwaukee, LLC and We Rnergies

6732 WEST FAIRVIEW AVE, MIKE 53217 1<sup>ST</sup> FLOOR



62 SEATS  
MAIN  
LEVEL

EXISTING  
FLOOR  
PLAN

NO  
CHANGES  
PROPOSED

28' EAST/WEST  
78' NORTH/SOUTH

5280' SQ FT.  
INCLUDES KITCHEN  
BUT NOT BASEMENT

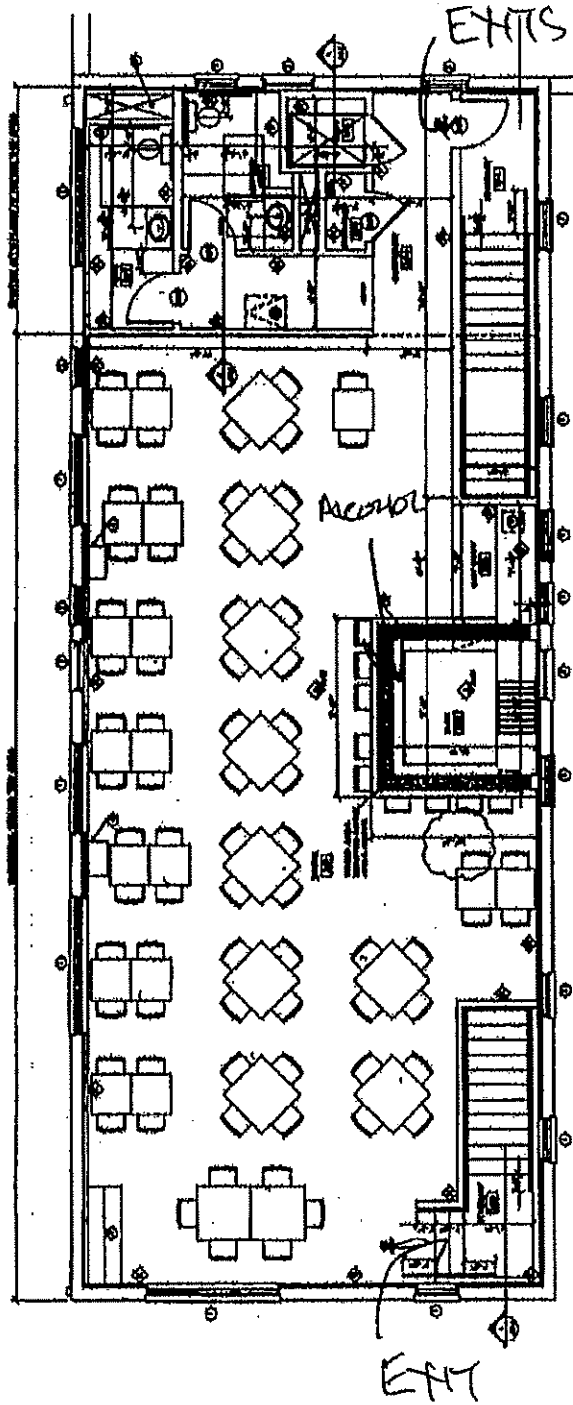
PREPARED  
11/11/19.

DAN SIDNER - OWNER - AGENCY  
MAXIE'S MILWAUKEE, LLC - OPERATOR  
FAIRVIEW HOLDINGS - BUILDING OWNER

6732 WEST FRIARVIEW AVENUE, MILWAUKEE 53213 2ND FLOOR



2ND  
LEVEL



74 SEATS  
2ND LEVEL

EXISTING  
FLOOR PLAN

NO  
CHANGES  
PROPOSED

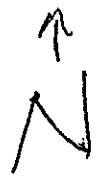
28' EAST/WEST  
78' NORTH/SOUTH

5280' SQ FT  
INCLUDES KITCHEN  
BUT NOT  
BASEMENT.

11/11/19

DAN SIDMER - OWNER/AGENT  
MAXIE'S MILWAUKEE, LLC - OPERATOR  
FRIARVIEW HOLDINGS, LLC - BUILDING OWNER

6718 WEST FARZULEW AVENUE, MICE 53213



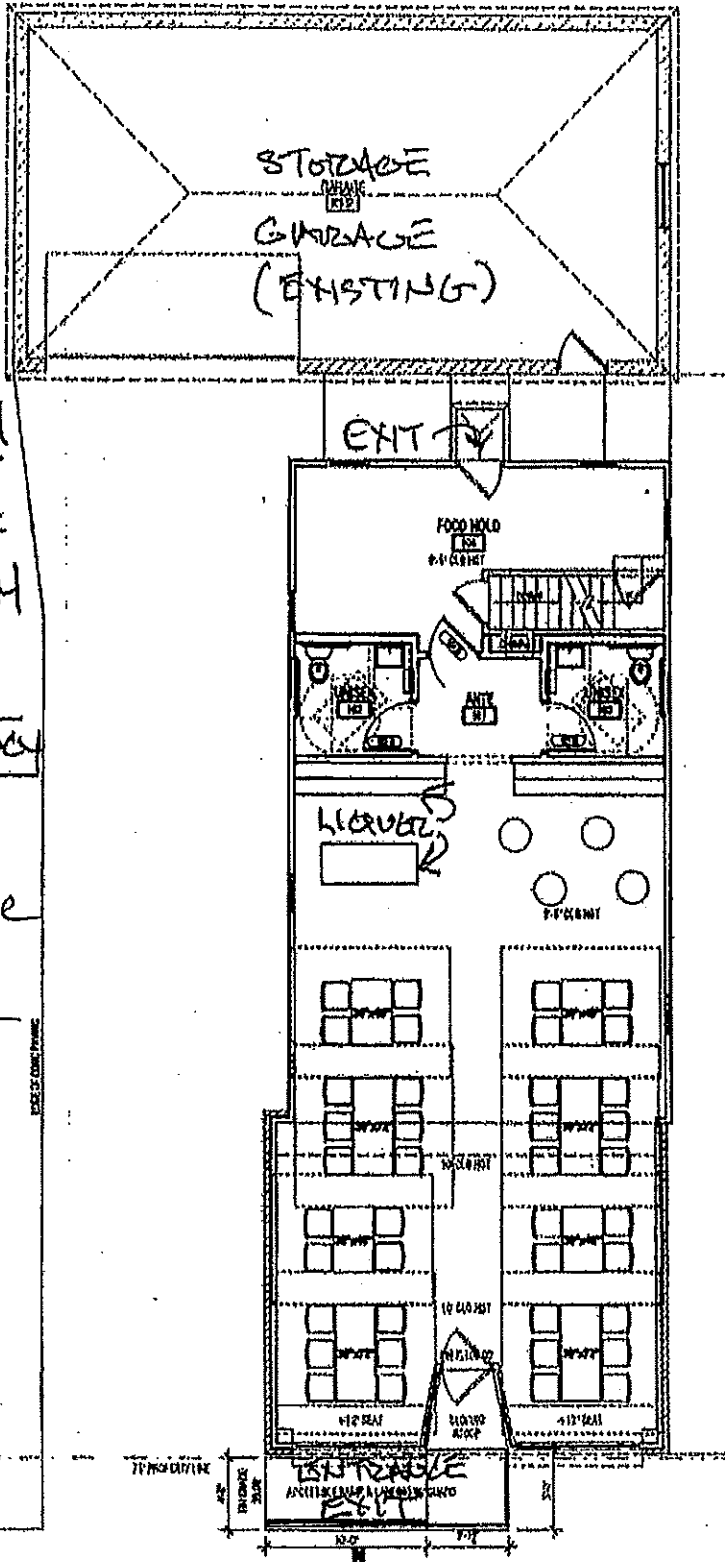
EXISTING BUILDING WITH PROPOSED CHANGES

PROPERTY SIZE  
75' EAST/WEST  
93' NORTH/SOUTH

BUILDING SIZE  
24' EAST/WEST  
62' NORTH/SOUTH  
1,488 SQ FT

EXPECTED OCCUPANCY  
48 PERSONS

MID METRO LLC  
DAN SIDNER  
OWNER-AGENT



40 SEATS PROPOSED

Ground Floor & Site Plan  
2019-218-5-P

POTDANED  
11/11/19

↑  
N

PARKING LOT  
CONTINUED  
BY MAXIE'S  
6800 W OLIVE  
37 SPACES  
APPROX 900 SQ FT

RECORDED  
11/11/19  
Google

PREKING  
SPACE  
6800 W  
OLIVE  
9

Maxie's

N 68th St

S 68th St

W Fairview Ave

W Fairview Ave

6732 FAIRVIEW 6718

MAXIE'S

Harpers  
Fra Hair D

MID WINDY LOT  
CONTINUED BY DRIP LANE

Valvoline Instant  
Oil Change