



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

Tuesday, October 08, 2024

COMMITTEE MEETING NOTICE


AD 09

WESLEY-CARTER, Antonio S, Agent
Pure Lounge & Restaurant LLC
2728 N 9TH St
Milwaukee, WI 53206

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

Tuesday, October 22, 2024 at 09:30 AM

The access code is <https://meet.goto.com/366619901>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting Instrumental Musicians, Disc Jockey and Bands as agent for "Pure Lounge & Restaurant LLC" for "Pure Lounge & Restaurant" at 8531 W BROWN DEER Rd. 

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

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

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

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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

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

Date: 06/26/2024
Officer: T. Geniesse

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

Name of Premise: Pure lounge
Address: 8531 W. Brown Deer Rd
Phone:

Owner: Wesley-Carter, Antonio B/M 01/24 W2420178502402 Exp 1/24/28
Owner address: 2728 N 9th St
City State Zip: Milwaukee, WI 53206
Owner Phone: 414-788-8979
Owner email: tonioaob@icloud.com

Licensee/Agent: Wesley-Carter, Antonio
Home Address: 2728 N 9th St
City State Zip: : Milwaukee, WI 53206
Phone: 414-788-8979
Email: tonioaob@icloud.com

Preferred contact: Wesley-Carter, Antonio

Location currently open: ☐ YES ☒ NO

Projected open date: 08/31/24

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

Hours of Operation: Sun: 12p-1:30a ☐ 24 hours: ☐ Y ☒ N
Mon: 12p-1:30a
Tue: 12p-1:30a
Wed: 12p-1:30a
Thu: 12p-1:30a
Fri: 12p-2:30a
Sat: 12p-2:30a

Premise Type: ☒ Tavern/Bar
☒ Restaurant
☐ Other:

Licenses currently held: None

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 Mr. B's club
 - 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 Weekends only
 - a. Will this lot have a guard? ☒ Yes ☐ No
 - b. Will this lot have cameras? ☒ Yes ☐ No w
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 Will post
15. Are there exterior security cameras ☐ Yes ☒ No How Many: will add 6
16. Are the address numbers prominently displayed and easy to see ☐ Yes ☒ No will put on the building

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: recommended 30 days
21. Are there exterior cameras ☐ Yes ☒ No How many: Will add 6
22. Are there interior cameras ☐ Yes ☒ No How many: Will add 6-8

23. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No
24. Cameras located in parking lot ☐ Yes ☐ No How many exterior cameras- 6 will catch parking lot traffic

Interior Survey:

25. What is the planned capacity believes 230 but has not been inspected yet
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 will add
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 will post
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 ill they be deployed: Interior 1 Exterior 1
35. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☒ Thu ☒ Fri ☒ Sat ☒ Sun
36. Will the security be managed by business ☐ or contracted ☒
37. Will they be armed ☒ Yes ☐ No 1 of them will be
38. What type of security measures to be used:
☒ Wandering/metal detector
☒ ID Scanner
☐ Dress Code
☐ Cover Charge
☐ Age restriction After 9p-21 and up
☐ Other

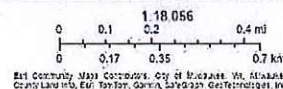
ADDITIONAL COMMENTS/RECOMMENDATIONS:

Will also be applying for pep



Area : 21,862,585.72 ft²

Alcohol Licenses (active) ● Class B Tavern
● Class A Liquor and Mall □ City Limits



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	4		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Family Foods Corporation	Family Foods	VIPAN DUTTA, Agt	8328 W Brown Deer RD	Class A Malt & Class A Liquor License		7/8/2024, 7:00 PM	1
2	Holt Logistics Corporation	Mr. B's Restaurant	JENNIFER GARCIA, Agt	8617 W BROWN DEER RD	Class B Tavern License		7/29/2024, 7:00 PM	1
3	Daxa LLC	Brown Deer Beverage	CHIRAG J PATEL, Agt	8564 W Brown Deer RD	Class A Malt & Class A Liquor License		9/20/2024, 7:00 PM	1
4	FAMILY MART, LLC	LIQUOR DEPOT	VIPAN DUTTA, Agt	9108 W BROWN DEER RD	Class A Malt & Class A Liquor License		2/4/2025, 6:00 PM	1

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



Tuesday, October 08, 2024



Notice of Public Hearing

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WESLEY-CARTER, Antonio S, Agent
Pure Lounge & Restaurant at 8531 W BROWN DEER Rd
Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting
Instrumental Musicians, Disc Jockey and Bands

Tuesday, October 22, 2024 at 9:30 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 10/22/2024 at 9:30 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	8545 W GREENBROOK DR# 1	MILWAUKEE, WI 53224-2140
CURRENT OCCUPANT	8545 W GREENBROOK DR# 2	MILWAUKEE, WI 53224-2140
CURRENT OCCUPANT	8545 W GREENBROOK DR# 3	MILWAUKEE, WI 53224-2140
CURRENT OCCUPANT	8545 W GREENBROOK DR# 4	MILWAUKEE, WI 53224-2140
CURRENT OCCUPANT	8601 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8603 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8610 W GREENBROOK DR	MILWAUKEE, WI 53224-2127
CURRENT OCCUPANT	8611 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8613 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8621 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8623 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8624 W GREENBROOK DR	MILWAUKEE, WI 53224-2127
CURRENT OCCUPANT	8631 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8633 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8641 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8643 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8651 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8656 W GREENBROOK DR	MILWAUKEE, WI 53224-2127
CURRENT OCCUPANT	8661 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8671 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8701 W GREENBROOK DR	MILWAUKEE, WI 53224-2128
CURRENT OCCUPANT	8710 W GREENBROOK DR	MILWAUKEE, WI 53224-2129
CURRENT OCCUPANT	8711 W GREENBROOK DR	MILWAUKEE, WI 53224-2128
CURRENT OCCUPANT	8915 N 85TH ST# 1	MILWAUKEE, WI 53224-2143
CURRENT OCCUPANT	8915 N 85TH ST# 2	MILWAUKEE, WI 53224-2143
CURRENT OCCUPANT	8915 N 85TH ST# 3	MILWAUKEE, WI 53224-2143
CURRENT OCCUPANT	8915 N 85TH ST# 4	MILWAUKEE, WI 53224-2143
CURRENT OCCUPANT	8920 N 87TH CT	MILWAUKEE, WI 53224-2107
CURRENT OCCUPANT	8929 N 85TH ST# 1	MILWAUKEE, WI 53224-2142
CURRENT OCCUPANT	8929 N 85TH ST# 2	MILWAUKEE, WI 53224-2142
CURRENT OCCUPANT	8929 N 85TH ST# 3	MILWAUKEE, WI 53224-2142
CURRENT OCCUPANT	8929 N 85TH ST# 4	MILWAUKEE, WI 53224-2142
CURRENT OCCUPANT	8935 N 85TH ST# 1	MILWAUKEE, WI 53224-2141
CURRENT OCCUPANT	8935 N 85TH ST# 2	MILWAUKEE, WI 53224-2141
CURRENT OCCUPANT	8935 N 85TH ST# 3	MILWAUKEE, WI 53224-2141
CURRENT OCCUPANT	8935 N 85TH ST# 4	MILWAUKEE, WI 53224-2141

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Total Records: 36

Radius 250 feet and Center of the Circle: 8530 W Brown Deer Rd



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

1. Type of Business

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

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

Restaurant

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: *Bar 5 years Manager*

2. Business Operations

- a. Proposed Opening Date: *July 12024*
- b. Is this premise under construction? ☒ No ☐ Yes If yes, list estimated completion date: _____
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☒ No ☐ Yes If yes, list type of license: _____
- e. Is the current licensee operating? ☒ No ☐ Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? ☒ No ☐ Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? ☒ Sweep ☒ Pressure Wash ☒ Pick Up Litter ☐ Other: _____
- b. How often will grounds be cleaned? ☒ Daily ☐ Weekly ☐ As Needed ☐ Monthly ☐ Other: _____
- c. Grounds cleaned by: ☒ Licensee ☒ Building Owner ☒ Employees ☒ Hired Maintenance ☐ Other: _____
- d. How are noise issues prevented and/or addressed? ☐ Security ☒ Manager approaches customer(s) ☐ Call Police
☐ Signs Posted ☐ Other: _____
- e. Will a sound amplification system be used? ☐ No ☒ Yes If yes, describe: *Live music*

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☐ No ☒ Yes If yes, describe: *Patio Area & North/East area.*
- b. Number of Garbage Cans: Inside: *10* Locations: *3 Kitchen / 2 Behind Bar / 3 Service Area / 2 Restroom*
Outside: *4* Locations: *1 Entrance / 1 Side of Building / 2 on patio*
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? *2*
- e. Name of solid waste contractor: ☐ Advanced Disposal ☒ Waste Management ☐ Other: _____

5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? 100 and describe the parking security plan: Cameras (outside) Surrounding Building / parking
- b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan. Back side Door By Patio
Cameras
- c. Will you have licensed security on premise? ☐ No ☒ Yes If yes, how many? 1 and answer the following:
What are their responsibilities? walking grounds
Describe equipment used ID Scan Flash light
List their License Number (s) In house
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 18 and list locations: 2 Kitchen 2 Bar
5 Dining Area 3 Hallway 2 Patio 1 Entrance 3 outside
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe Wand

6. Percentage of Sales (must total 100%)

Alcohol <u>40</u> %	Food <u>50</u> % Cigarettes, Electronic Vape Devices, Tobacco Products <u>10</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %			

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

Type 1

- ☒ Full Service Restaurant ☐ Cafe/Coffee Shop ☐ Deli or Fast Food Restaurant ☐ Private/Fraternal/Veterans Club
- ☐ Night Club ☐ Tavern ☐ Cocktail Lounge ☐ Teen Club
- ☐ Banquet Hall ☐ Sports Facility ☐ Bowling Alley
- ☐ Hotel/Motel: Number of Floors: _____ 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, Electronic Vape Products ☐ 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 TBA (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

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

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

☐ Other: Describe: _____

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

c. Nearest Major Cross Street: Browndur Road

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

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

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

g. Building Owner Name: Master Key LLC Phone Number: 414 975 2645

Building Owner Address: "Timothy Stotts"

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	noon 12pm	2am	100	All Ages	Age Restriction Family Restaurant 21 up after 9pm
Monday	noon 12pm	2am	100	All Ages	21 up - 9pm
Tuesday	noon 12pm	2am	100	All Ages	21 up - 9pm
Wednesday	noon 12pm	2am	100	All Ages	21 up - 9pm
Thursday	noon 12pm	2am	100	All Ages	21 up - 9pm
Friday	noon 12pm	2am	125	All Ages	21 up - 9pm
Saturday	noon 12pm	2am	150	All Ages	21 up 9pm

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

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

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

11. Signature(s)

antonio wesley carlin

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:

Pure Lounge + Restaurant LLC

Premise Address:

8531 West Brown Deer Road Milwaukee

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

WF 53224

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

"Service Bar Only" Designation

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

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

Business Information

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

If yes, list their name and address: _____

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

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

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

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

If yes, explain: _____

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

☒ No ☐ Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

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

OWNER

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

c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ _____

d) Total amount paid for business \$ *0.00*

e) Total amount paid for goodwill of the business \$ *0.00*

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

f) Have you made arrangements with the seller for payment of personal property taxes? ☒ No ☐ Yes

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

a) Date lease begins *May 1 2024* Ends *May 1 2027*

b) Monthly rental \$ *4500.00*

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)? _____

Lease Information (Continued)

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

Change of Agent Applicants Only

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

Signature

Antonio Wesley Carter

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



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 8531 W. Brown Deer Road Milwaukee, WI 53224

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|---|---|---|
| <input checked="" type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Dancing by Performers | <input type="checkbox"/> Amusement Machines
How many? _____ |
| <input checked="" type="checkbox"/> Bands | <input type="checkbox"/> Comedy Acts | <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Concerts
Approx. # per year? _____ |
| <input type="checkbox"/> Bowling Alley
How many? _____ | <input checked="" type="checkbox"/> Disc Jockey | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input type="checkbox"/> Pool Tables
How many? _____ | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Patron Contests | <input 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: _____ | | | |

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

PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? ☒ No ☐ Yes If Yes, Describe:

At any time will sound amplification be used? ☐ No ☒ Yes If Yes, Describe: LIVE MUSIC

LEGAL CAPACITY OF PREMISES

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

ACKNOWLEDGEMENT/SIGNATURE

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

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

Antonio Mesley Carter

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)

**FOOD DEALER LICENSE PLAN OF OPERATION**

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

Legal Entity Name:

Pure Lounge + Restaurant LLC

Premises Address:

*8531 W. Brown Deer Rd Milwaukee, WI 53224***SECTION 1****TYPE OF BUSINESS**

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

☒ Restaurant Items (meals):

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

☐ Retail Items (snacks and beverages):

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

Will it be a convenience store? ☐ Yes ☒ No

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

☐ Bed & Breakfast☐ Micro Market

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

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

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

SECTION 3**FOOD REQUIRING TEMPERATURE CONTROL**Will any food that requires temperature control be sold? ☐ No ☒ Yes

(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: *meat, fish, cheese, milk.*

SECTION 4 DETAILS OF OPERATION

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

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?

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

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

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?

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

Provide a brief description of the changes: _____

Start date: _____

Name, Address & Phone Number of Architect: _____

Name, Address & Phone Number of Contractor: _____

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?

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

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

awc

I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

awc

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.

awc

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.

awc

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.

awc

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

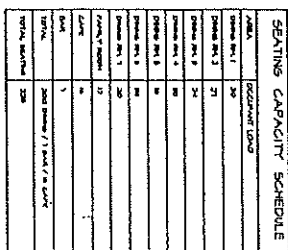
Signature of Sole Proprietor, Partner, or 20% Shareholder: _____

Antonio Wesley Carter

Signature of Additional Partner: _____

This restaurant is part of a strip mall. Parking is on South, East & West sides of the restaurant.

emergency exit



May 8 2024

Pure Lounge & Restaurant Menu

8531 W Brown Deer RD Milwaukee, WI

Applicant: Wesley- Carter, Antonio

Pure Appetizers

Spinach Dip & Chips \$8

Queso Dip & Chips \$8

Mozzarella sticks \$7

Onion Rings \$8

Bacon Wrapped Cherry Peppers \$8

Salad

Classic Caesar Salad \$15

Crisp Hearts of Romaine Tossed in Robust Caesar Dressing
Topped with Herbed Croutons & Parmesan Cheese

Add Grilled Chicken \$7 | Add Grilled Shrimp \$10

Pure Pasta

Philly Cheesteak Pasta \$20

Tender slices of beef, sweet bell peppers, sliced mushrooms and onions

Jerk Chicken Pasta \$20

Broccoli, onion, red and green peppers in creamy alfredo sauce

Pure Specialities

Grilled 6oz sirloin steak \$28

Pure house seasoning served with garlic mashed potatoes and sautéed vegetables

Grilled Lamb Chop Entree \$35

Australian double cut lamb chops. Maldon salt flakes, Italian herbs, grilled and oven baked

Served with baked potatoes & asparagus wrapped with bacon bits.

Bacon choice- turkey or pork

Sauce - gravy or Balsamic Brown Sugar

Smothered Chicken \$28

Two Grilled chicken breasts stuffed Mac N. Cheese and Sweet Potatoes

Pure Sides

French Fries \$5

Mac N Cheese \$6

Dirty rice \$6

Fried deviled eggs \$12

Fried Okra \$7

Loaded Baked Potato \$10

Stuffed with cheddar and jack cheeses, bacon and chives. Sour cream and butter on the side

Add Grilled Chicken \$7 | Add Grilled Shrimp \$10

May 8 2024

Pure Lounge & Restaurant Menu

8531 W Brown Deer RD Milwaukee, WI

Applicant: Wesley- Carter, Antonio

Pure Drink Menu

Juice \$4

Soda \$4

Beer \$6

Bud Light
Coors Light
Corona Premier
Blue Moon
Heineken

Red Wine

DARK HORSE PINOT NOIR, CALIFORNIA
7 (GLASS) | 23 (BTL)

CHATEAU SOVERAIN MERLOT, NAPA VALLEY
8 (GLASS) | 27 (BTL)

White Wine

MOSCATO
Electra
7 (GLASS) | 23 (BTL)

RIESLING

Shades of Blue
7 (GLASS) | 23 (BTL)

SAUVIGNON BLANC
Fishtail
8 (GLASS) | 23 (BTL)

PINOT GRIGIO
Aqua di Venus
8 (GLASS) | 23 (BTL)

Champagne

MOËT & CHANDON

Glass | 28 / Bottle | 130

Hand- Crafted Cocktails

FunPunch

Rum, Orange & Pineapple Juice, Fresh Lime Juice, Grenadine, Fresh Orange & Lime slices

Reign Blueberry Mojito

Tito's Handmade Vodka. Lemonade Juice, Sprite, Fresh mint leaves & Blueberries

The Mule

Vodka, Ginger Beer & Fresh Lime Juice

HerStixx

Hennessy, Casamigos Reposado, Lemonade & Pineapple Juice & Red Bull \$18

BLUEBERRY LEMON DROP

Tito's Handmade vodka, fresh blueberries, lush candied lemon, balanced with fragrant ripe blueberry 250 cal | 18

THE MANHATTAN

Angel's Envy rye, Carpano Antica vermouth, rich black cherry, highlighted with vanilla & lush caramel 200 cal | 20

OLD FASHIONED

Basil Hayden's bourbon, aromas of orange peel, layered with sweet toasted vanilla 160 cal | 18