



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, January 12, 2023

COMMITTEE MEETING NOTICE

AD 06

LUNDT, Richard, Agent
Milwaukee DD Lodging Investors, LLC
PO Box 620994
Madison, WI 53652

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, January 24, 2023 at 02:00 PM

The access code is <https://meet.goto.com/795371877>. If you wish to call in: [+1 \(872\) 240-3212](tel:+18722403212) and use Access Code: 795-371-877.
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises, Food Dealer, Hotel/Motel and Sidewalk Dining License Applications Requesting Instrumental Musicians, Disc Jockey  Bands as agent for "Milwaukee DD Lodging Investors, LLC" for "The Trade Milwaukee" at 420 W Jun  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.

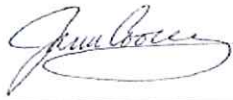
You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may 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: 

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



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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: 12/1/2022
Officer: PLUMLEY

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

Name of Premise: The Trade Milwaukee
Address: 420 W Juneau Av
Phone: 414-644-0080

Owner: Milwaukee DD Lodging Investors LLC
Owner address: 1600 Aspen Commons #200
City State Zip: Middleton WI 53562
Owner Phone:
Owner email:

Licensee/Agent: Richard M. Lundt
Home Address: 1931 N. Cora Dr
City State Zip: Grafton WI 53024
Phone: 214-783-1685
Email: RLundt@TheTradeHotel.com

Preferred contact: Email

Location currently open: YES NO

Projected open date: 5/15/2023

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

Hours of Operation: Sun: 24 hours Y N
Mon:
Tue:
Wed:
Thu:
Fri:
Sat:

Premise Type: Tavern/Bar
Restaurant
Other: Hotel with bar

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? Yes No
8. Off-Street parking Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are there exterior security cameras Yes No How Many:
16. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

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

24. Cameras located in parking lot Yes No How many

Interior Survey:

25. What is the planned capacity
26. What is the minimum number of employees That will be on premise 1
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: 1
34. How ill they be deployed: Interior 1 Exterior
35. What days will they be deployed MonTueWedThuFriSatSun
36. Will the security be managed by business or contracted
37. Will they be armed Yes No
38. What type of security measures to be used:
- Wanding/metal detector
 - ID Scanner
 - Dress Code
 - Cover Charge
 - Age restriction
 - Other: Exterior patrol of building

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This location is a new hotel that is still under construction. Staff will be using the parking garage attached to the hotel. Public will utilize valet or street parking. Valet will be parking vehicles at the fifth street garage which is shared with the Fiserv Forum. Agent will be adding surveillance cameras along with additional security personnel when a special event is taking place at the Fiserv Forum. Location will also have additional businesses on premises that will require their own Liquor License, and the Agent was aware of the other businesses needing their own liquor license.

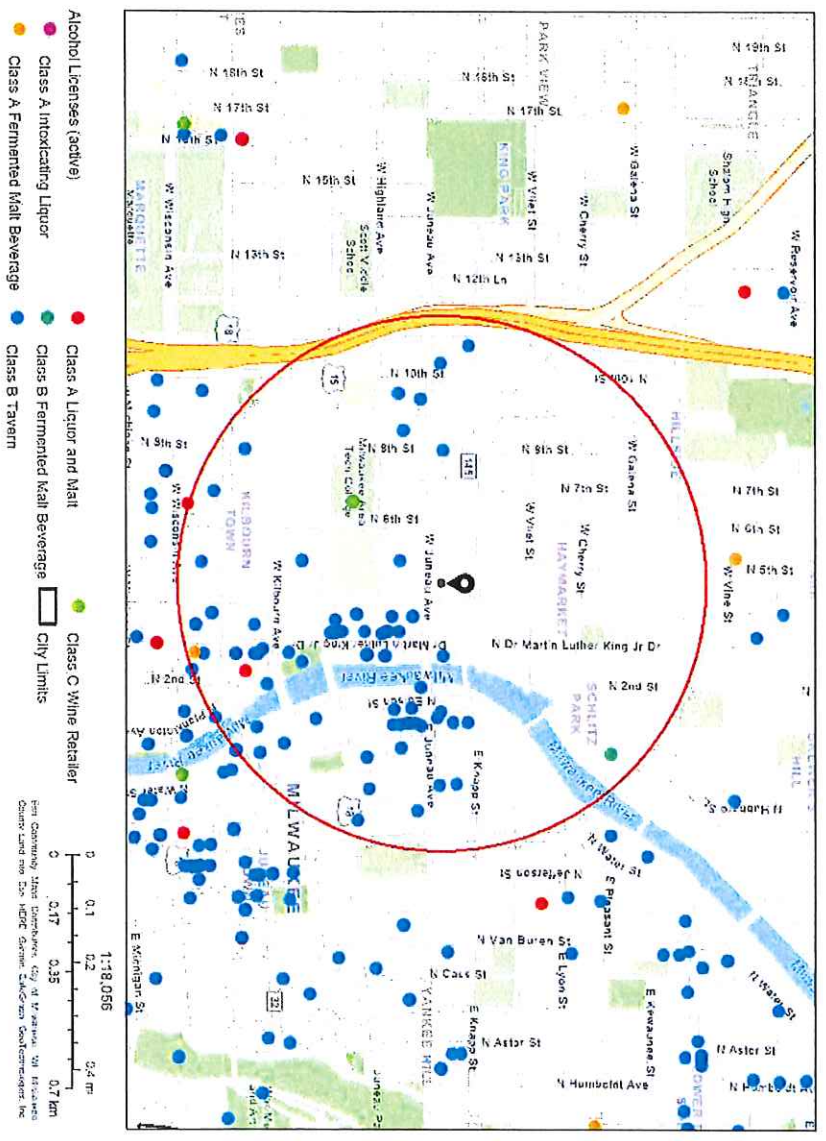


City of Milwaukee 420 W Juneau Ave

Area of Interest (AOI) Information

Area : 21,862,585.89 ft²

Nov 4 2022 16:07:04 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	86		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	MIKE Events LLC	Red White and Blue	JACOB E DEHNE, Agt	1044 N MARTIN L KING JR DR	Class B Tavern License	824	11/5/2022, 7:00 PM	1
2	CALDERONE CLUB	CALDERONE CLUB	GIORGIO G FAZZARI, SP	842 N Martin L King Jr DR	Class B Tavern License	100	11/21/2022, 6:00 PM	1
3	MIDAS HOSPITALITY, LLC	Aloft Milwaukee Downtown	Mathew W Meadows, Agt	1230 N Dr Martin L King Jr DR	Class B Tavern License		11/22/2022, 6:00 PM	1
4	Tourist Convenience LLC	Racks Full of Snacks	AHMED K YAFAI, Agt	240 W Wells ST	Class A Malt & Class A Liquor License		11/28/2022, 6:00 PM	1
5	BOOBY JDK, LLC	McGillicuddy's Bar & Grill	ANDREW C DEUSTER, Agt	1133-37 N Water ST	Class B Tavern License	300	11/28/2022, 6:00 PM	1
6	Mader's German Restaurant, Inc	Mader's German Restaurant	DANIEL J HAZARD, Agt	1037 N Dr Martin L King Jr DR	Class B Tavern License	370	12/12/2022, 6:00 PM	1
7	TRIPLE CROWN, INC	BUCK BRADLEY'S EATERY & SALOON	WALTER PAGET, Agt	1019 N Dr Martin L King Jr DR	Class B Tavern License	599	12/16/2022, 6:00 PM	1
8	THE KING AND I RESTAURANT , INC	THE KING AND I RESTAURANT	DEREKE PHOUNGPHO L, Agt	830 N Dr Martin L King Jr DR	Class B Tavern License	240	12/20/2022, 6:00 PM	1
9	DEER CAMP, LLC	Deer Camp	Paul C Hackbarth, Agt	1023-1027 N Dr Martin L King Jr DR	Class B Tavern License		12/21/2022, 6:00 PM	1
10	Fazzari & Company, LLC	San Giorgio Pizzeria Napoletana	GIORGIO G FAZZARI, Agt	838 N Martin L King Jr DR	Class B Tavern License		1/1/2023, 6:00 PM	1
11	CHINA GOURMET, INC	CHINA GOURMET RESTAURANT	ROBERT C TSAO, Agt	117 E WELLS ST	Class B Tavern License	165	1/17/2023, 6:00 PM	1

12	Oak Barrel Public House LLC	Oak Barrel	ROBERT L WILTGEN, Agt	1033 N Martin L King Jr DR	Class B Tavern License		1/29/2023, 6:00 PM	1
13	Levy @ Milwaukee Symphony	Levy @ Milwaukee Symphony	Amanda S Ridout, Agt	212 W WISCONSIN AV	Class B Tavern License		2/2/2023, 6:00 PM	1
14	AJ Bombers MKE, LLC	AJ Bombers	David J Marcus, Agt	1245 N WATER ST	Class B Tavern License	160	2/6/2023, 6:00 PM	1
15	Uncle Bucks Red Star on 3rd, Inc	Uncle Bucks on 3rd	MICHAEL J VITUCCI, Agt	1125 N Dr Martin L King Jr DR	Class B Tavern License		2/6/2023, 6:00 PM	1
16	Double Dragon MKE LLC	White Tail	NATHAN T TUSLER, Agt	1110 N Dr Martin L King Jr DR	Class B Tavern License	80	2/6/2023, 6:00 PM	1
17	Pourman's LLC	Pourman's	BENJAMIN A HEBL, Agt	1127 N Water ST	Class B Tavern License	80	2/7/2023, 6:00 PM	1
18	Lucille's Dueling Piano Bar, LLC	Third Street Tavern	Jack Roman, Agt	1110 N Dr Martin L King Jr DR	Class B Tavern License	320	2/17/2023, 6:00 PM	1
19	Mojo MKE LLC	Mojo MKE	Todd M Wargula, Agt	134 E JUNEAU AV	Class B Tavern License	239	2/21/2023, 6:00 PM	1
20	LOWCOUNTR Y MILWAUKEE INC	Lowcountry	Tyler E Mei, Agt	1114 N WATER ST	Class B Tavern License		2/27/2023, 6:00 PM	1
21	Who's Milwaukee LLC	Who's on Third, Milwaukee's Pub	ROBERT L WILTGEN, Agt	1003&1007 N Dr Martin L King Jr DR	Class B Tavern License		3/2/2023, 6:00 PM	1
22	International Exports LLC	The Safe House	CARRIE L AMAYA, Agt	779 N Front ST	Class B Tavern License	248	3/8/2023, 6:00 PM	1
23	Rock Bottom Group, LLC	Rock Bottom Restaurant & Brewery	David D Bass, Agt	740 N PLANKINTON AV	Class B Tavern License		3/9/2023, 6:00 PM	1

24	PABST THEATER CONCESSIONS, LLC	TURNER HALL BALLROOM	RICHARD J RYAN, Agt	1040 N VEL R PHILLIPS AV	Class B Tavern License	987	3/24/2023, 7:00 PM	1
25	Blazin Wings, Inc	Buffalo Wild Wings #407	Nicole M Kejo, Agt	1123 N WATER ST	Class B Tavern License	253	3/24/2023, 7:00 PM	1
26	Commerce Building Restaurant LLC	Doc's Commerce Smokehouse	Brian Atkinson, Agt	754 N VEL R PHILLIPS AV	Class B Tavern License		3/26/2023, 7:00 PM	1
27	SAZAMA'S FINE CATERING, INC	SAZAMA'S FINE CATERING	Stephanie L Sazama-Schneck, Agt	929 N WATER ST	Class B Tavern License		4/4/2023, 7:00 PM	1
28	Ridley IPCCO LLC	No Studios (rooftop)	Elizabeth L Ridley, Agt	1037 W MC KINLEY AV	Class B Tavern License	49	4/11/2023, 7:00 PM	1
29	Milwaukee Area Technical College	MATC Cuisine Restaurant	RICHARD A BUSALACCHI, Agt	1015 N 6th ST	Class B Fermented Malt Beverage Retailer's License		4/11/2023, 7:00 PM	1
30	Milwaukee Area Technical College	MATC Cuisine Restaurant	RICHARD A BUSALACCHI, Agt	1015 N 6th ST	Class C Wine Retailer's License		4/11/2023, 7:00 PM	1
31	HOWL MILWAUKEE, LLC	Howl At The Moon	Michael A Wabiszewski, Agt	1103 N MARTIN L KING JR DR	Class B Tavern License		4/17/2023, 7:00 PM	1
32	Wisconsinby Holdings, LLC	Drink Wisconsinby Pub	Christine R Conrad, Agt	320 W Highland AV	Class B Tavern License		4/17/2023, 7:00 PM	1
33	Turning Tables INC	Turning Tables Tavern & Eatery	Emerald Mills, Agt	1034 N VEL R PHILLIPS AV	Class B Tavern License		4/23/2023, 7:00 PM	1
34	PRIMETIME EVENTS LLC	The Tap Yard-Schitz Park	Nicholas E Marking, Agt	1555 N RIVERCENTE R DR	Class B Fermented Malt Beverage Retailer's License		5/11/2023, 7:00 PM	1

35	V & V PARTNERS, LLC	BENIHANA	SABAH M LIDDAWYEH, Agt	850 N PLANKINTON AV	Class B Tavern License	180	5/17/2023, 7:00 PM	1
36	Milwaukee School of Engineering	Milwaukee School of Engineering	Bradly T Meyer, Agt	1025 N BROADWAY	Class B Tavern License		5/18/2023, 7:00 PM	1
37	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Bradly T Meyer, Agt	1120 N BROADWAY	Class B Tavern License	208	5/18/2023, 7:00 PM	1
38	PTM VENTURES LLC	State Street Pizza Pub	JACOB E DEHNE, Agt	322 W STATE ST	Class B Tavern License		5/18/2023, 7:00 PM	1
39	Milwaukee School of Engineering	Milwaukee School of Engineering	Bradly T Meyer, Agt	1000 N BROADWAY	Class B Tavern License	480	5/18/2023, 7:00 PM	1
40	Cheese Mart, Inc	Wisconsin Cheese Mart	KENNETH J MC NULTY, Agt	215 W Highland AV	Class B Tavern License	133	5/22/2023, 7:00 PM	1
41	WESTOWN ASSOCIATION OF MILW, INC	WESTOWN ASSOCIATION	STACIE J CALLIES, Agt	950 N Dr Martin L King Jr DR	Class B Tavern License		5/22/2023, 7:00 PM	1
42	Truth Lounge, LLC	Truth Lounge	Tino K Bates, Agt	1111 N Martin L King DR	Class B Tavern License	90	5/25/2023, 7:00 PM	1
43	PPH Properties I LLC	Silk Exotic Gentlemen's Club	SCOTT A KRAHN, Agt	730 N Dr Martin L King Jr DR	Class B Tavern License	297	5/25/2023, 7:00 PM	1
44	Grandview Management Inc	Zilli Hospitality Group	ROBERT J ZILLI, Agt	910 N Martin L King Jr DR	Class B Tavern License		5/25/2023, 7:00 PM	1
45	NOBLE BEVERAGE MANAGEMENT, LLC	HYATT REGENCY MILWAUKEE	Joshua S Schogghins, Agt	333 W KILBOURN AV	Class B Tavern License	930	5/30/2023, 7:00 PM	1
46	RIVER HOUSE RESTAURANT, INC	Vagabond	ROBERT C SCHMIDT, JR, Agt	1122 N EDISON ST	Class B Tavern License	150	6/1/2023, 7:00 PM	1

47	GRANDVIEW MANAGEMENT, INC	ZILLI HOSPITALITY GROUP	ROBERT J ZILLI, Agt	800 W WELLS ST	Class B Tavern License		6/8/2023, 7:00 PM	1
48	HB Milwaukee Inc	Old German Beer Hall	HANS WEISSGERBER, III, Agt	1009 N MARTIN L KING JR DR	Class B Tavern License	120	6/13/2023, 7:00 PM	1
49	GRAND CONVENIENT, LLC	GRAND CONVENIENT STORE	AHMED K YAFAI, Agt	724 N Martin L King Jr DR	Class A Fermented Malt Beverage Retailer's License		6/13/2023, 7:00 PM	1
50	DJ ENTERPRISE S I, INC	GRACE CENTER	JOAN M GROH, Agt	250 E JUNEAU AV	Class B Tavern License	330	6/17/2023, 7:00 PM	1
51	CAPITAL GRILLE HOLDINGS, INC	THE CAPITAL GRILLE OF MILW #8027	Lindsey R FitzMaurice, Agt	310 W WISCONSIN AV 100	Class B Tavern License	200	6/18/2023, 7:00 PM	1
52	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Brady T Meyer, Agt	1245 N BROADWAY	Class B Tavern License	2,759	6/19/2023, 7:00 PM	1
53	LEVY PREMIUM FOOD SERVICE, LP	LEVY RESTAURANTS at WISCONSIN CENTER DISTRICT	Nikki L Dewey, Agt	400 W WISCONSIN AV	Class B Tavern License		6/22/2023, 7:00 PM	1
54	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	333 W JUNEAU AV	Class B Tavern License		6/28/2023, 7:00 PM	1
55	BRICK 3 PIZZA, LLC	BRICK 3 PIZZA	RICHARD J BARRETT, Agt	1107 N Martin L King Jr DR	Class B Tavern License	57	7/5/2023, 7:00 PM	1
56	MARCUS HOTELS HOSPITALITY, LLC	Saint Kate-The Arts Hotel	CARRIE L AMAVA, Agt	139 E KILBOURN AV	Class B Tavern License		7/5/2023, 7:00 PM	1

57	PABST THEATER CONCESSIONS, LLC	THE PABST THEATER	Richard J Ryan, Agt	144 E WELLS ST	Class B Tavern License		7/5/2023, 7:00 PM	1
58	Levy at Bucks Arena	Levy at Bucks Arena	Jamie L Waters, Agt	1111 N Vel R Phillips AV	Class B Tavern License		7/17/2023, 7:00 PM	1
59	PTG Live Events LLC	Pabst Theater Group	RICHARD J RYAN, Agt	500 W Kilbourn AV	Class B Tavern License		7/24/2023, 7:00 PM	1
60	Arts Performing Center, LLC	Silk on Water	SCOTT A KRAHN, Agt	144 E Juneau AV	Class B Tavern License	80	7/25/2023, 7:00 PM	1
61	Wild Rogues LLC	Elwood's Liquor & Tap	Nathan S Showers, Agt	1111 N Water ST	Class B Tavern License		7/25/2023, 7:00 PM	1
62	746JAMESLO VELLBAR LLC	Stella's	STEPHEN G GILBERTSON, Agt	746 N James Lovell ST	Class B Tavern License		7/29/2023, 7:00 PM	1
63	TACO MIKES LLC	Taco Mikes LLC	Michael P Holz, Agt	1001 N MARTIN L KING JR DR	Class B Tavern License		8/11/2023, 7:00 PM	1
64	LC MKE LLC	The Lucky Clover Pub	JACOB E DEHNE, Agt	1048 N MARTIN L KING JR DR	Class B Tavern License		8/16/2023, 7:00 PM	1
65	Edith LLC	Edith	Rhondi M Love, Agt	228 W WELLS ST	Class B Tavern License		8/22/2023, 7:00 PM	1
66	The Loft Mini Mart LLC	The Loft Mini Mart	Larry J Courtney, Agt	823 N 2ND ST 007	Class A Malt & Class A Liquor License		8/30/2023, 7:00 PM	1
67	JSWD Commerce LLC	SpringHill Suites by Marriott Milwaukee Downtown	Benjamin A Risseuw, Agt	744 N VEL R PHILLIPS AV	Class B Tavern License	95	8/30/2023, 7:00 PM	1
68	MIKE Hotel, LLC	Hyatt Place - Milwaukee Downtown	Melvin Lee O'Briant, Agt	800 W Juneau AV	Class B Tavern License		8/30/2023, 7:00 PM	1

69	Sunstone Studios Inc	Sunstone Studios	Amber J Regan, Agt	127 E Wells ST	Class B Tavern License		8/30/2023, 7:00 PM	1
70	Bull & A Boy LLC	Bottle House 42	Kaelyn M Cervero, Agt	1130 N 9TH ST	Class B Tavern License	450	8/30/2023, 7:00 PM	1
71	190 Octane Retail LLC	Fat Tuesday	Darius J Rowan, Agt	333 W JUNEAU AV C space 4	Class B Tavern License	25	9/5/2023, 7:00 PM	1
72	MILWAUKEE REPERTORY THEATER, INC	MILWAUKEE REPERTORY THEATER	Melissa N Vartanian-Mikaelian, Agt	108 E WELLS ST	Class B Tavern License		9/7/2023, 7:00 PM	1
73	Water Street Brewery Inc	Water Street Brewery	MATTHEW R SCHMIDT, Agt	1101 N WATER ST	Class B Tavern License	300	9/13/2023, 7:00 PM	1
74	MILWAUKEE BRAT HOUSE, LLC	MILWAUKEE BRAT HOUSE	SCOTT A SCHAEFFER, Agt	1013 N Martin L King Jr DR	Class B Tavern License	191	9/14/2023, 7:00 PM	1
75	THE HARP IRISH PUB, INC	THE HARP	ROBERT C SCHMIDT, JR, Agt	113 E JUNEAU AV	Class B Tavern License	325	9/14/2023, 7:00 PM	1
76	BRG 1000 Water St LLC	Room @ The Rumpus Room	CHRISTIAN M DAMIANO, Agt	1020 N Water ST	Class B Tavern License		9/21/2023, 7:00 PM	1
77	BRG 1000 Water Street, LLC	Rumpus Room - A Bartolotta Gastropub	CHRISTIAN M DAMIANO, Agt	1030 N Water ST	Class B Tavern License	254	9/21/2023, 7:00 PM	1
78	Best Place at Pabst LTD	Best Place at the Pabst	JAMES C HAERTEL, Agt	915 W Juneau AV	Class B Tavern License	868	9/22/2023, 7:00 PM	1
79	LUKE'S OF MILWAUKEE, LTD	RED ROCK SALOON MILWAUKEE	JEFFREY A KOVACOVICH, JR, Agt	1225 N WATER ST	Class B Tavern License	390	9/24/2023, 7:00 PM	1
80	THE WESTOWN ASSOCIATION OF MILWAUKEE, INC.	Westown Association	STACIE J CALLIES, Agt	310 W WISCONSIN AV	Class B Tavern License		9/25/2023, 7:00 PM	1

81	Levy Restaurants at Wisconsin Center District	Levy Restaurants at Wisconsin Center District	Nikki L Dewey, Agt	420 W Kilbourn AV	Class B Tavern License		9/26/2023, 7:00 PM	1
82	BAR NONE MILWAUKEE, LLC	BAR NONE	AMY M BLADOW, Agt	1139 N WATER ST	Class B Tavern License	60	10/11/2023, 7:00 PM	1
83	Coaches Restaurant & Bar LLC	Coaches	CHARLES E FOWLKES, Agt	1125 N 9TH ST	Class B Tavern License	250	10/11/2023, 7:00 PM	1
84	Brewery House LLC	On Tap	Dennis L Clark, Agt	1203 N 10TH ST	Class B Tavern License	360	10/12/2023, 7:00 PM	1
85	BREW CITY BAR B Q, INC	TRINITY THREE IRISH PUBS	ROBERT C SCHMIDT, JR, Agt	125 E JUNEAU AV	Class B Tavern License	833	10/16/2023, 7:00 PM	1
86	MKE Events LLC	Red White and Blue	JACOB E DEHNE, Agt	1044 N MARTIN L KING JR DR	Class B Tavern License	824	11/5/2023, 6:00 PM	1

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



Thursday, January 12, 2023



Notice of Public Hearing

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LUNDT, Richard, Agent
The Trade Milwaukee at 420 W Juneau Av
Class B Tavern, Public Entertainment Premises, Food Dealer, Hotel/Motel and Sidewalk Dining
License Applications Requesting Instrumental Musicians, Disc Jockey and Bands

Tuesday, January 24, 2023 at 2:00 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 1/24/2023 at 2:00 PM 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 phone or 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.

CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2802	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2803	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2804	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2805	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2806	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2807	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2808	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2901	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2902	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2903	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 3001	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 3002	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 3003	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 3004	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 3005	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 801	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 802	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 803	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 804	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 805	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 901	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 902	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 903	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 904	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 905	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 906	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 907	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 908	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 909	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 910	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 911	MILWAUKEE, WI 53203-1123

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Total Records: 218

Radius 300.0 feet and Center of Circle: 420 W Juneau Av



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: Hotel - see attached addendum for details

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

2. Business Operations

- a. Proposed Opening Date: April 1, 2023
- b. Is this premise under construction? No Yes If yes, list estimated completion date: March/April 2023
- 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: New construction
- 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: See attached addendum

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: See attached addendum

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: Receptacles @ least 25 ft from entrance
- b. Number of Garbage Cans: Inside: 21 Locations: All bthrms & public spaces + refuse area. 21 minimum
Outside: 6 Locations: Trash receptacles at each main entrance
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 11 public
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? _____ and describe the parking security plan: Hotel is leasing parking spaces in the 5th Street parking garage
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: Loading & unloading will take place at the back dock area. All doors are restricted access to associates only with key fob
- c. Will you have security personnel on premise? No Yes If yes, how many? 1 and answer the following:
 What are their responsibilities? To patrol all public areas of hotel & outside main entrances
 Is security equipment used? No Yes If yes, describe _____
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? TBD and list locations: Yet to be determined
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe See attached addendum

6. Percentage of Sales (must total 100%)

Alcohol <u>35</u> %	Food <u>55</u> %	Secondhand Merchandise <u>10</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0 10</u> % <i>T-shirts merchandise</i>
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Describe: <u>N/A</u>	

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

Type 1

- Full Service Restaurant Cafe/Coffee Shop Deli or Fast Food Restaurant Private/Fraternal/Veterans Club
- Night Club Tavern Cocktail Lounge Teen Club
- Banquet Hall Sports Facility Bowling Alley
- Hotel/Motel: Number of Floors: 9 Rooming House: Number of Floors: _____
 Number of Rooms: 207 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: Dwelling Facility, Sidewalk Dining Facility, Entertainment

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

Capacity 2167 (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: Entire hotel excluding a portion of 9th & 1st floor leased to third parties and 9th floor small meeting room
- b. Describe Location: Major Thoroughfare Secondary Street Other: _____
- c. Nearest Major Cross Street: Vel R. Phillips Avenue
- 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: Milwaukee DD Lodging Investors LLC Phone Number: 608-836-6060
 Building Owner Address: 1600 Aspen Commons, Ste 200, Middleton, WI 53562

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

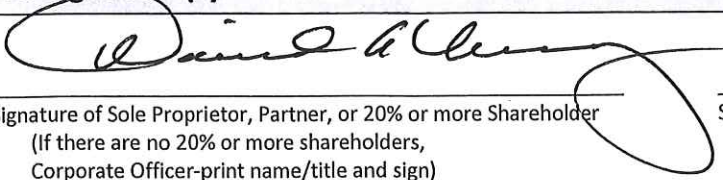
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	See attached	See attached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

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

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

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

11. Signature(s)



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

Signature of additional partner or 20% or more shareholder

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

The Trade Milwaukee
Business License Plan of Operation – Addendum

Type of Business:

Detailed description of the business:

The Trade Milwaukee is an Autograph Collection by Marriott hotel currently under construction with a projected opening date of March/April 2023. The Trade will be a 9-story, full-service luxury hotel with 207 total guest rooms which includes 23 suites. The property will utilize valet parking only. The hotel will employ over 100 team members with at least 15 managers with the General Manager on-site. In addition to guest rooms, The Trade hotel will have several outlets serving food and alcohol including a restaurant space on the top floor that is leased to a 3rd party operator.

Operating Experience:

The licensee is a new entity and has not previously operated a hotel. However, the hotel operations will be managed by North Central Management, Inc, which has been in the business of operating hotels since its formation in 1981. North Central Management, Inc, currently manages approximately 30 properties in 4 states including the Hilton Garden Inn & Conference Center in Brookfield, WI. The General Manager, Richard Lundt, has over 30 years' experience operating and managing hotels with similar operations.

2.(h) A portion of the 9th floor of the hotel will be leased to a 3rd party restaurant operator. Retail space located on the 1st floor is anticipated to be leased to one or more independent groups.

3. There will be speakers located throughout the hotel, meeting space, restaurants, and sidewalk dining area.

5. (e) Guests will need to show a valid ID at check-in. Guest must be 21 years of age or older to reserve a room at the hotel.

10. The hotel will be open 24 hours a day / 7 days a week and the facilities will be open to guests of all ages. The estimated number of guests per day will vary depending on reservations and events at the hotel and nearby.

- 1st floor restaurant will be open 6:00 am-2:00 am Sunday-Thursday and 6:00 am-2:30 am Friday-Saturday. Capacity of 160
- Lobby pantry/market in the lobby will be open 24/7
- Sidewalk food window will be open 4:00 PM-12:00 AM
- 2nd floor restaurant will be open 5:00 PM-2:00 AM Sunday-Thursday and 5:00 PM -2:30 AM Friday-Saturday. Capacity of 93
- 2nd floor Banquet/Meeting space will be open 24/7 approx. capacity of 476
- 4th floor meeting space will be open 24/7
- 9th floor meeting space will be open 24/7



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: Milwaukee DD Lodging Investors, LLC

Premise Address: 420 W. Juneau Avenue, Milwaukee

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

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

"Service Bar Only" Designation

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

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

Business Information

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

If yes, list their name and address: _____

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

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

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

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

If yes, explain: _____

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

No Yes If yes, list name and address: _____

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.)? Milwaukee DD Lodging Investors, LLC

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

d) Total amount paid for business \$ new construction

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

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

a) Date lease begins _____ Ends _____

b) Monthly rental \$ _____

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 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:

- 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: 420 W. Juneau Avenue, Milwaukee

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: **Speakers will be used in the banquet space**

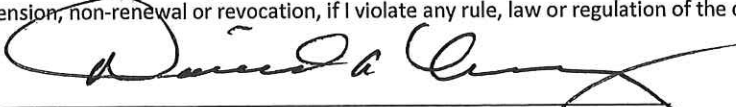
LEGAL CAPACITY OF PREMISES

670 (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.



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:

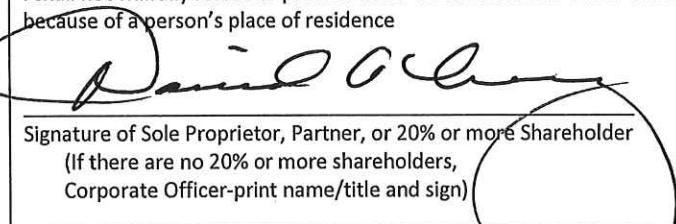
Initials: _____ Filed: _____ App: _____

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



DWELLING FACILITIES LICENSE SUPPLEMENTAL APPLICATION

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

Legal Entity Name: Milwaukee DD Lodging Investors, LLC	
Premises Address: 420 W. Juneau Avenue, Milwaukee, WI 53203	
Plan of Operation	
Is the applicant (sole proprietor, partners, or agent of Corp/LLC) a resident of Milwaukee County? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If NO, a local representative (natural person) residing in Milwaukee County must be appointed. Provide the person's name and street address. P.O. Boxes are not acceptable.	
Name of Person: Samantha Sullivan	
Street Address: (include city and zip code) 2519 N. Prospect #16, Milwaukee, WI 53211	
Please describe your plans to train employees to recognize and report guest or resident behaviors that are indicative of human trafficking at the premises: All associates will take a class on addressing human trafficking in the Hospitality Industry. It explains what human trafficking is and the importance of combatting it, defines both sex and labor trafficking, describes common victim and trafficker profiles, and outlines general signs of human trafficking.	
Signature	
I shall not willfully refuse to provide those services offered under this license or add charges or require deposits not required of the general public because of a person's place of residence	
 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



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: **Milwaukee DD Lodging Investors, LLC**

Premises Address: **420 W. Juneau Avenue, Milwaukee**

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: Fish, meats, chicken, starches, and vegetables

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? 2 (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 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: New construction of 9 floor hotel with two kitchens

Start date: opening 4/1/2023

Name, Address & Phone Number of Architect: Gary Brink & Associates - Jeff Brenkus (608) 829-1750
2248 Deming Way, Middleton, WI 53562

Name, Address & Phone Number of Contractor: Findorff - John Kaltenberg (608) 358-1890
1600 North 6th St, Milwaukee, WI 53212

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:

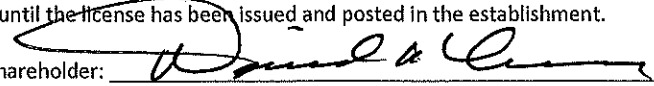
DL I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

DL 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.

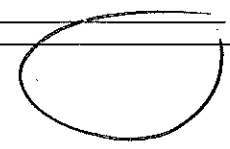
DL I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the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

DL 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.

DL 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 of Additional Partner: _____





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 e-mail address: license@milwaukee.gov

Business Name: Milwaukee DD Lodging Investors, LLC	Aldermanic District # 6
---	--------------------------------

Premises Address: **420 Juneau Avenue, Milwaukee, WI**

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: year-round to End Date: year-round
 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: Michael Bett Phone # 920 254 2426
 Address: 1543 N 2nd Street, 6th Milwaukee, WI 53212
 Property Owner's Signature:

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)

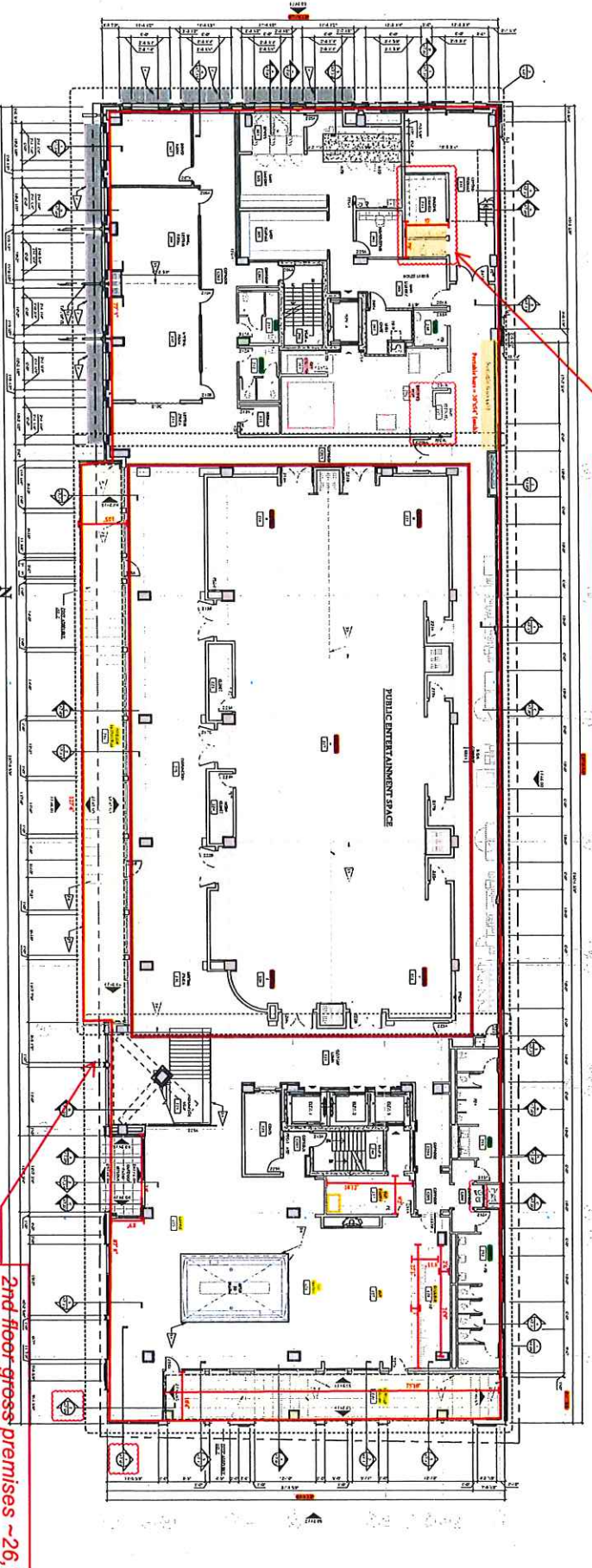
Signature of additional partner or 20% or more shareholder

Office Use Only:

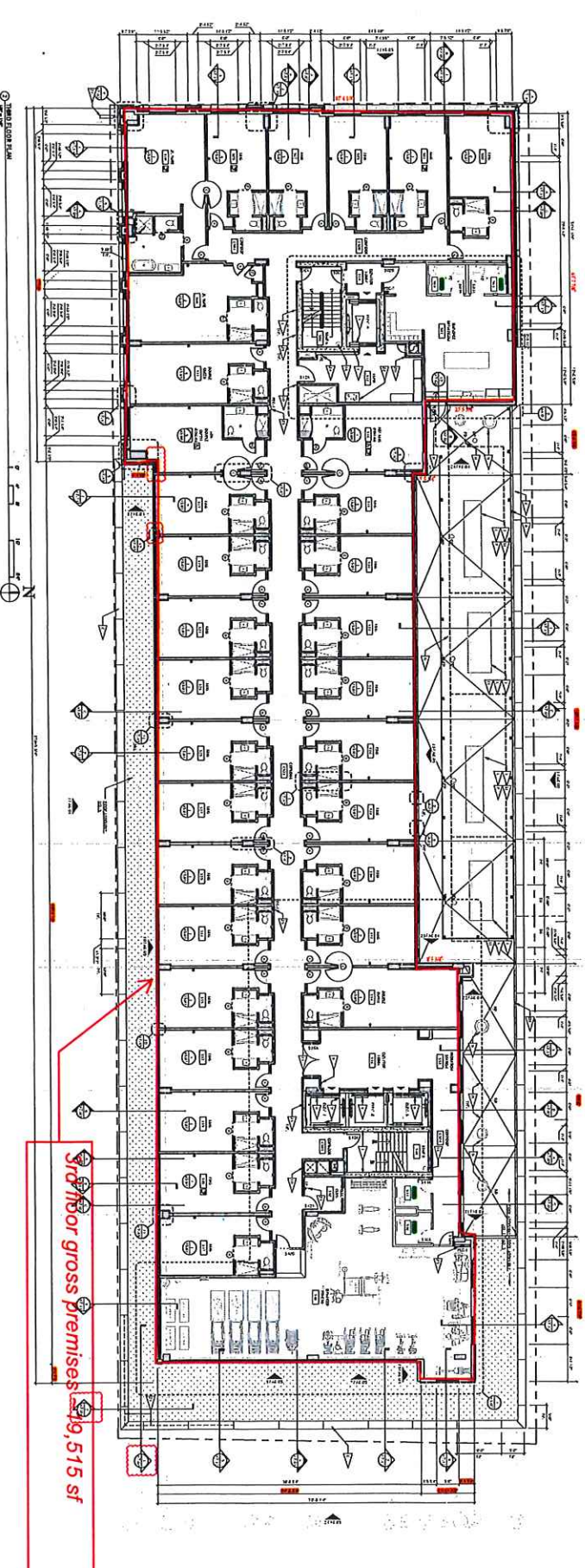
Initials _____ Filed _____ App # _____
 Processing LS: Queue to: HD DNS CC Email To: DPW Primary LS
 Also: holds is applying for: Food Alcohol Perm Ext

2nd fl secure liquor storage

FLOOR PLAN NOTES:
1. THIS FLOOR PLAN IS FOR INFORMATION ONLY. IT IS NOT TO BE USED FOR CONSTRUCTION.

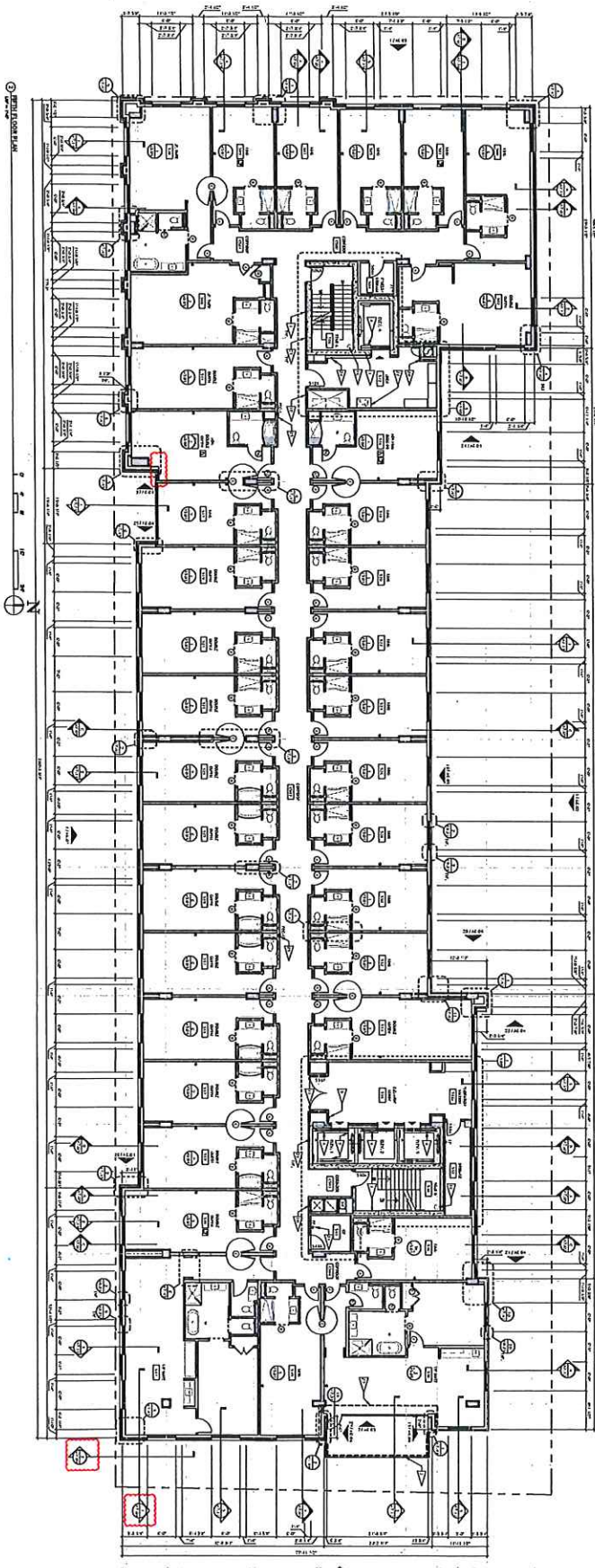


2nd floor gross premises ~26,731 sf

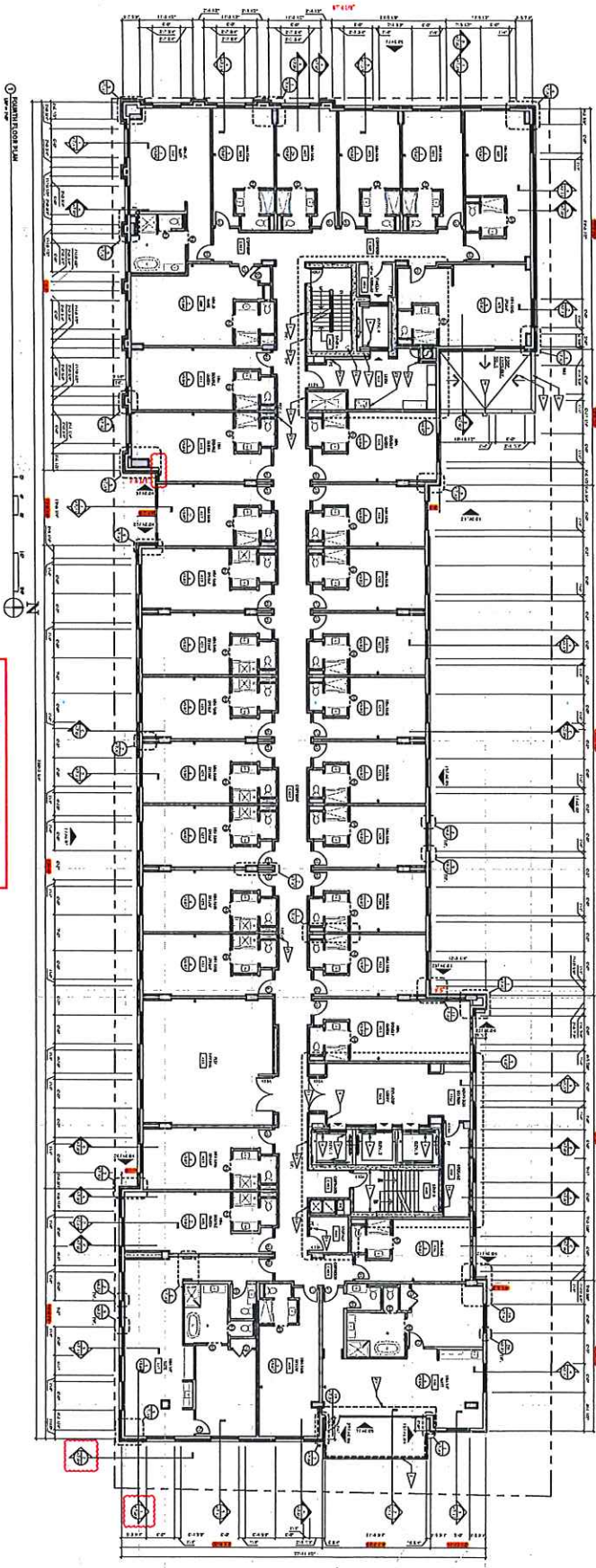


3rd floor gross premises ~19,515 sf

THE TRADE MILWAUKEE
420 W Juneau Avenue, Milwaukee, WI 53203
MILWAUKEE DD LODGING INVESTORS, LLC
Agent: Richard Lundt



see 8th floor plan



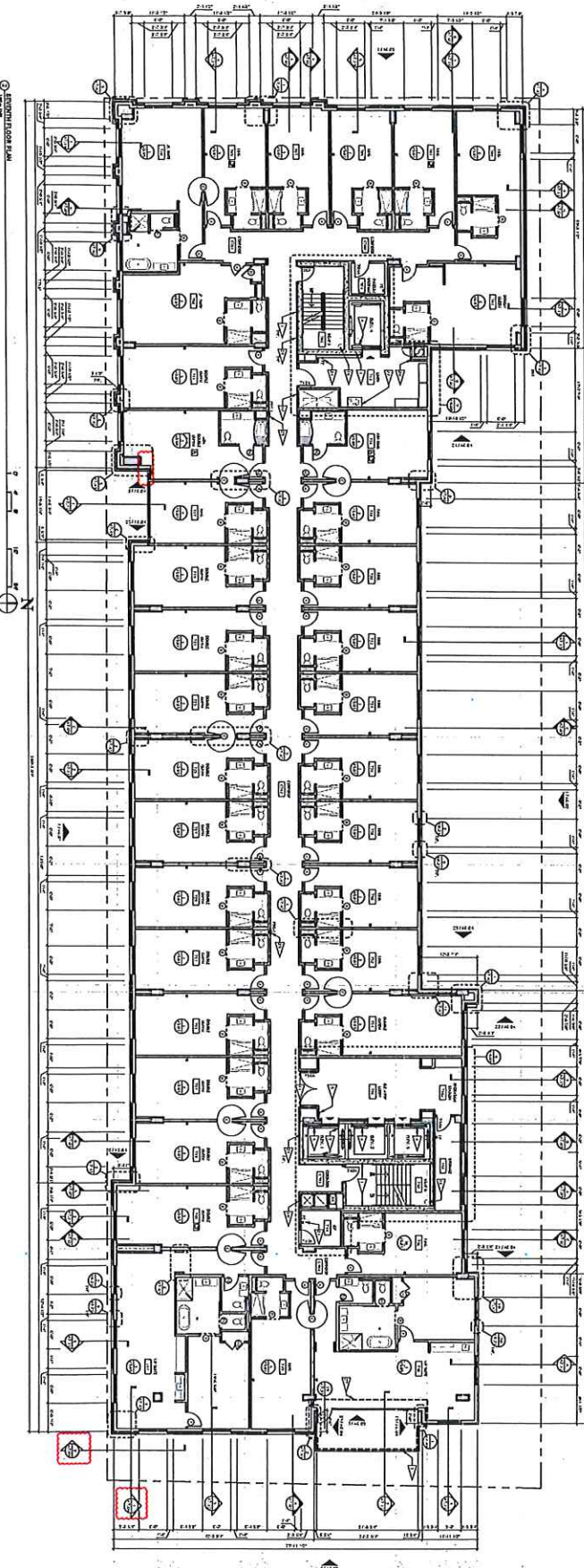
FLOOR PLAN NOTES



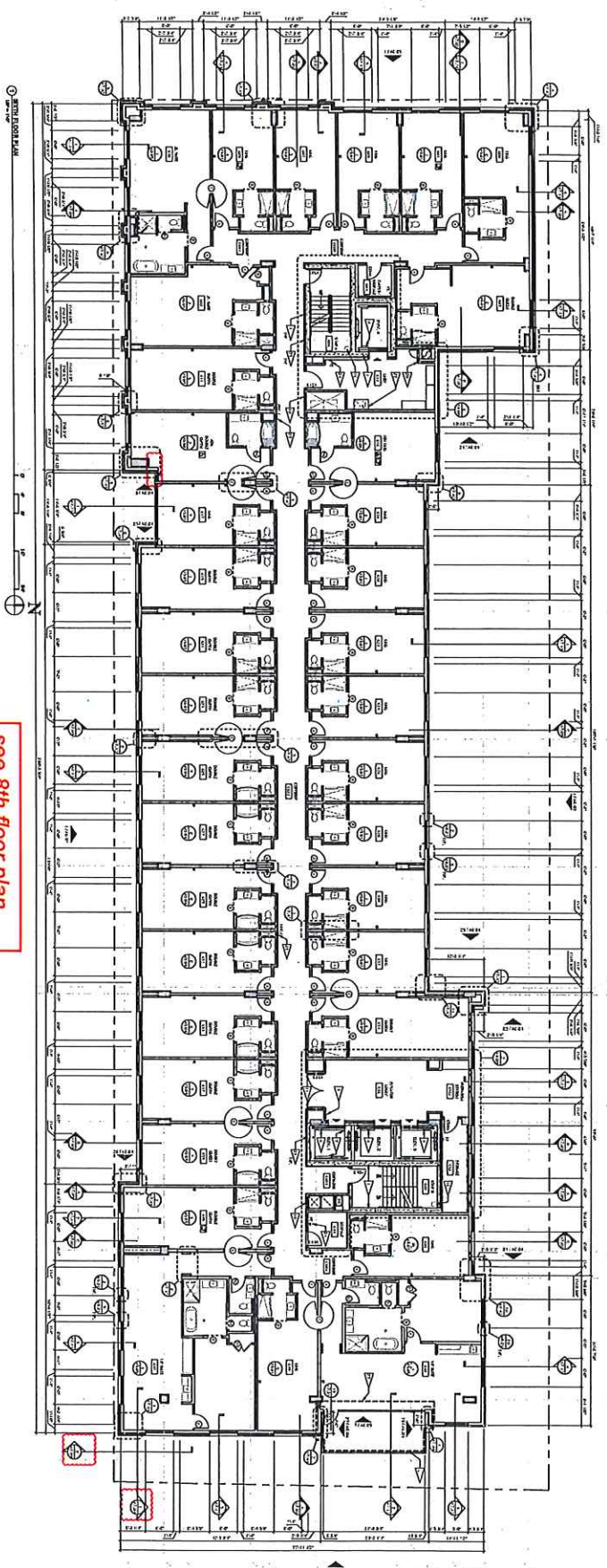
THE TRADE MILWAUKEE
 420 W Junau Avenue, Milwaukee, WI 53203

MILWAUKEE DD LODGING INVESTORS, LLC
 Agent: Richard Lundt

DATE: 08/22/2022
 DRAWN BY: JLD
 CHECKED BY: JLD
 PROJECT: THE TRADE MILWAUKEE
 SHEET: 4TH & 5TH FLOOR PLANS
 A2.03



see 8th floor plan



FLOOR PLAN NOTES:

GBA

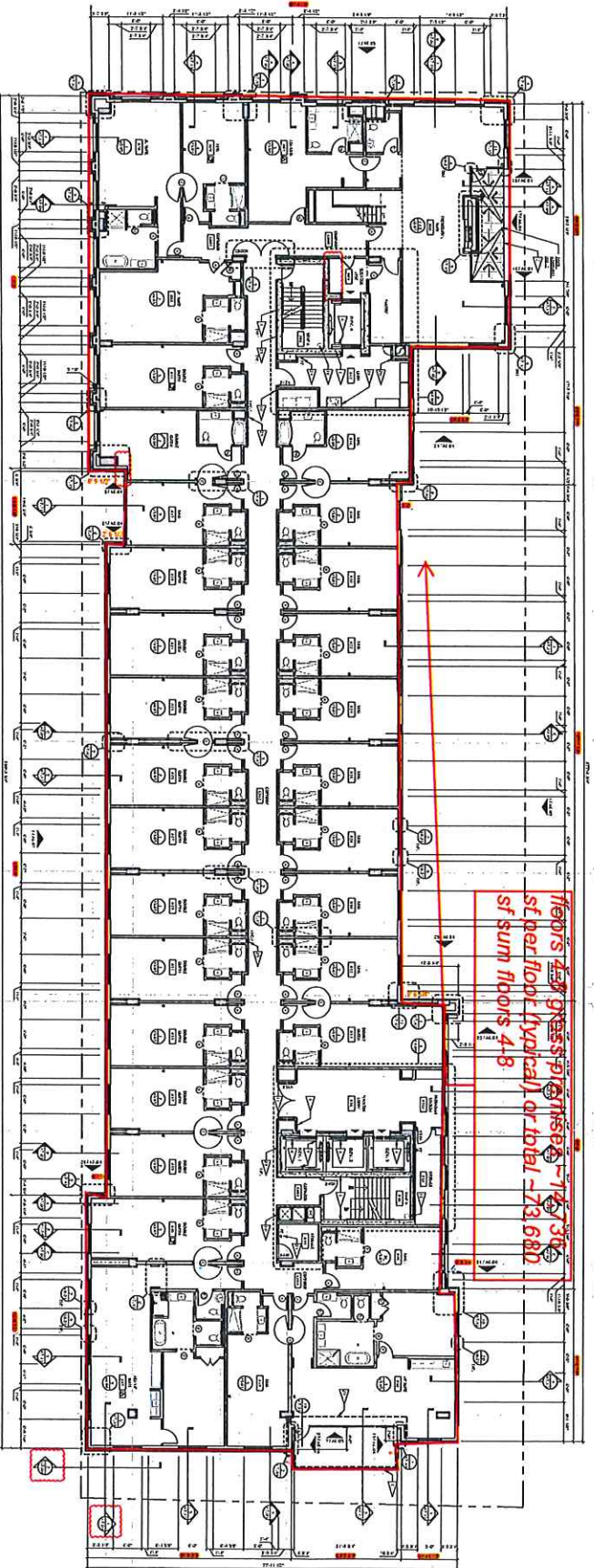
GENERAL BUILDING CONTRACTORS ASSOCIATION OF MILWAUKEE

THE TRADE MILWAUKEE
 317 V 11mf 1 @dnt dL R/ 1j ds+VH21/2
 L HKV @ J DD CC KNCF IMF HMJDRSNQR+KKB
 @ dnt dCh/ q R rcs

DATE: 09/14/22
 DRAWN BY: JDD
 CHECKED BY: JDD
 PROJECT: THE TRADE MILWAUKEE
 SHEET: 8TH & SEVENTH FLOOR PLANS
 A2.04

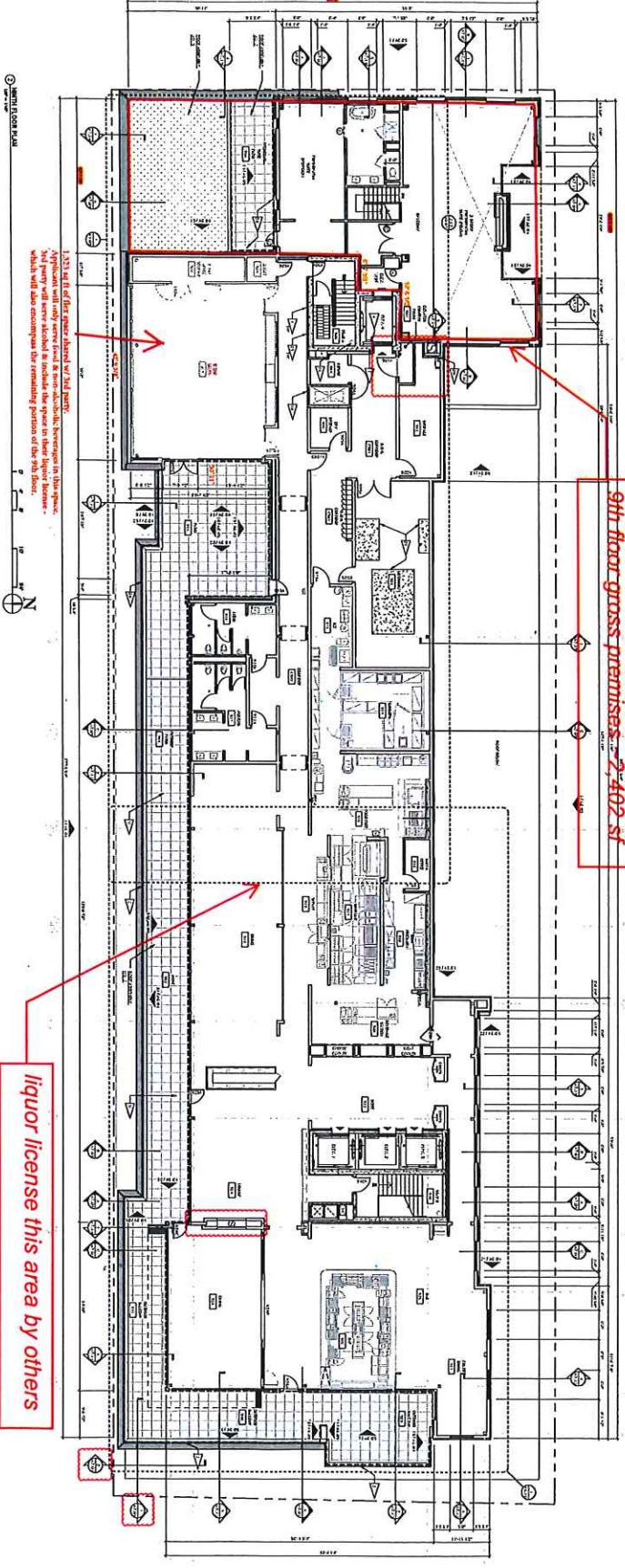
FLOOR PLAN NOTES:

GBA



Floors 4-8 gross premises - 747,300 sf per floor (hybrid), or total - 733,680 sf sum floors 4-8

9th floor gross premises - 2,402 sf



liquor license this area by others

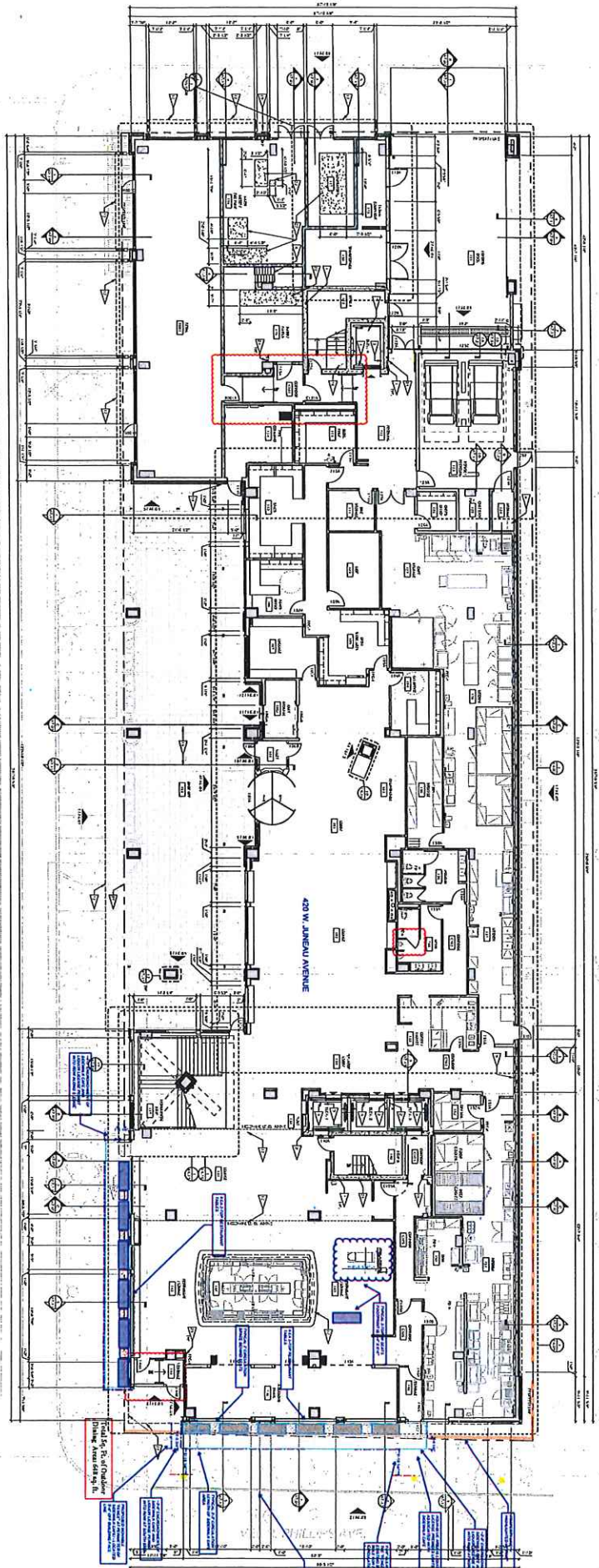
1,553 sq ft of floor above 4th party. Applicant will only cover food & non-alcoholic beverages in this space, which will also encompass the remaining portion of the 4th floor.

THE TRADE MILWAUKEE
 311 V 11 st 1 @ 4th fl B / 11 46th V 1121/2
 L HKV @ J DD CC KNCF IMF HMUDRSNQR+K+B
 @ dm@City of Milwaukee

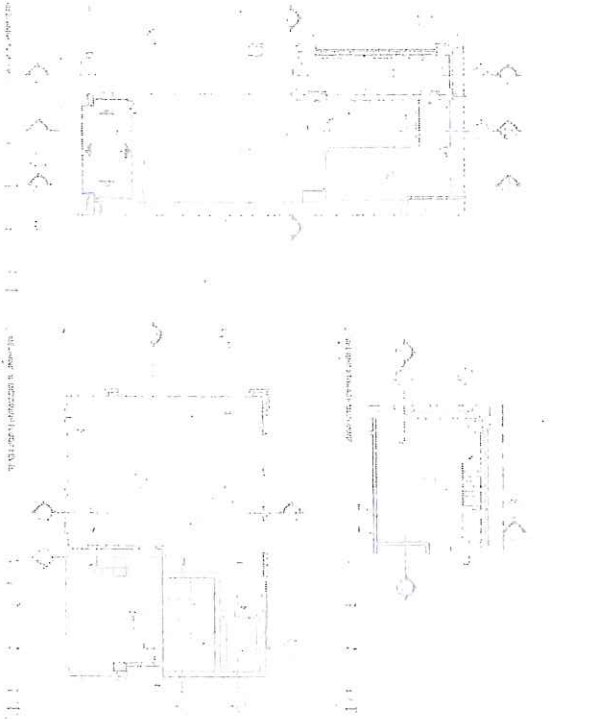
PROJECT:	30033
DATE:	09/07/2022
SCALE:	AS SHOWN
DESIGNED BY:	ARCHITECT
CHECKED BY:	ARCHITECT
DATE:	09/07/2022
PROJECT:	30033
DATE:	09/07/2022
SCALE:	AS SHOWN
DESIGNED BY:	ARCHITECT
CHECKED BY:	ARCHITECT
DATE:	09/07/2022

The Trade Milwaukee
 420 W. JUNEAU AVENUE
 MILWAUKEE, WI 53202
 Phone: 608-663-3614

Milwaukee DD Lodging Investors, LLC
 Agent: Richard Lundt
 Phone: 214-783-1688



① FIRST FLOOR PLAN



FLOOR PLAN SYMBOLS LEGEND

FLOOR PLAN KEY NOTES

ROOF PLAN SYMBOLS LEGEND

ROOF PLAN KEY NOTES

GENERAL ROOFING NOTES

ROOF ASSEMBLY LEGEND

FLOOR PLAN KEY NOTES

GENERAL FLOOR PLAN NOTES

PROJECT:
 THE TRADE MILWAUKEE, AN AUTOGRAPH COLLECTION HOTEL
 420 W. JUNEAU AVENUE
 MILWAUKEE, WI 53202

CLIENT:
 MILWAUKEE DD LODGING INVESTORS, LLC
 A NORTH CENTRAL GROUP
 1111 ARDEN COMMERCE, SUITE 210
 MILWAUKEE, WI 53201

PROJ. NO.: 2022011
DATE: 09/14/2022
SCALE: AS SHOWN

DESIGNED BY: [Name]
CHECKED BY: [Name]
DATE: [Date]
SCALE: [Scale]



Please Note Highlight colors on checklist correspond w/ labeled areas on floorplan.

Alcohol, Public Entertainment & Food Establishments and Dwelling Facilities Detailed Floor Plan Requirements

A detailed floor plan must be submitted with this application. Please read all instructions before preparing the floor plan.

- Any application submitted without the detailed floor plan (including all required items listed below) will be returned.
- Even if the premise has been previously licensed and a floor plan submitted, a new floor plan must be submitted with this application.
- The floor plan must be filed on 8 ½ x 11 inch size paper.
- A separate sheet of paper must be filed for each floor where business will be conducted.
- Handwritten plans are acceptable. Plans do not need to be architectural drawings and need not be to scale.

ALL FLOOR PLANS MUST INCLUDE THE FOLLOWING:

1. Dimensions of the premises (length x width) and **Dimension info is all written in RED**
 Total square feet of the premises
2. Label all entrances and exits
3. Show building/licensed premises in relation to surrounding streets and
 Provide street names
4. Label all parking areas on the premises (do not include street parking) This is required even if the parking is shared, for example, a strip mall and
 Provide the dimensions (length x width) of all parking areas on the premises. The parking area(s) should be marked on the floor plan for the first floor showing the relation to the building.
5. Label all restrooms
6. Label the kitchen
7. Label the check in area
8. Label all trash cans inside and outside of the premises
9. Mark the North point (N↑) on each page
10. Write the legal entity name (and agent's name if a corporation or LLC) on each page
11. Write the trade (business) name on each page
12. Write the premises address on each page
13. Write the date on each page

#9 is found near the middle of each page.

#10-12 are found on the bottom-right.

#13 is found at top-left.

ALCOHOL & FOOD APPLICANTS ONLY:

1. Label all areas where food (and cigarettes if applicable) are displayed or stored
2. Label all seating areas, food preparation areas and bars
3. Label all outdoor areas used for the sale or service of alcohol beverages and/or food (for example, patios, beer gardens, sidewalk cafes and decks) and
 Provide the dimensions (length x width) of all outdoor areas used for the sale and service of alcohol beverages and/or food.
4. If food or alcohol is stored in the basement, a separate floor plan is needed for the basement.

ALCOHOL APPLICANTS ONLY:

1. Label all alcohol storage areas (coolers, etc.) and
 Provide dimensions (length x width) of the alcohol storage areas
2. Label all alcohol display areas (behind the bar, shelves, etc.) and
 Provide dimensions (length x width) of the alcohol display areas

PUBLIC ENTERTAINMENT APPLICANTS ONLY:

1. Label all areas where entertainment will take place (for example: stages, dance floors, games/jukebox, etc.)

Please Note Highlight colors on checklist correspond w/ labeled areas on floorplan.