



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

Thursday, December 19, 2024

**COMMITTEE MEETING NOTICE**

AD 15

GRANT, Bria S, Agent  
THE SOCIAL INC.  
PO BOX 100802  
Milwaukee, WI 53210

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 07, 2025 at 02:40 PM**

The access code is <https://meet.goto.com/729946085>. 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, Jukebox, Karaoke, Bands, Poetry Readings and Comedy Acts as agent for "THE SOCIAL INC." for "THE SOCIAL" at 2501 W North Av.

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

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

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

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

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

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

Limited parking for persons attending meetings 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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)



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AD 15

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THE SOCIAL INC.  
5135 W KEEFE AV  
Milwaukee, WI 53216

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

Roman, Carmen

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From: License  
Sent: Tuesday, April 30, 2024 10:39 AM  
To: Roman, Carmen  
Subject: FW: 2501 W North Ave

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)

REDACTED  
BY *ce*



Take Our Survey!

---

From: c  
Sent: Monday, April 29, 2024 1:18 PM  
To: License <LICENSE@milwaukee.gov>  
Subject: 2501 W North Ave

I am reaching out to you because we received a letter that a liquor license might be permitted at 2501 W North Ave. We as a family are requesting that this does not get approved. This is a neighborhood with many small children on every block. We have St Ann's across the street, we have Starns ECC 3-5 year school 1 block away, 2 churches within 1 block from premises and they want to allow liquor consumption during hours where all these children are present. We also have Matt Talbidge Lodge 1 block away that is a rehab center for men. This will also give them the opportunity to come in and consume alcohol which can trigger them back into addiction. In our society today with an opportunity to become intoxicated, may arise more crime. The area that is in question is already a high crime area and they want to add fuel to the fire. We are objecting the liquor license.

Date: September 27, 2024  
Officer: HUDSON

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

Name of Premise: The Social  
Address: 2501 W North Avenue  
Phone: 414-793-8531

Owner: Bria Grant  
Owner address: 2501 W North Avenue  
City State Zip: Milwaukee, Wisconsin 53208  
Owner Phone: 414-793-8531  
Owner email: Bria@weareunite.org

Licensee/Agent: Bria Grant  
Home Address: 2501 W North Avenue  
City State Zip: Milwaukee, Wisconsin 53208  
Phone: 414-793-8531  
Email: bria@weareunite.org

Preferred contact: Bria Grant

Location currently open: ☐ YES ☒ NO

Projected open date: November 1<sup>st</sup>, 2024

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

Hours of Operation: Sun: 7 AM – 11 PM ☐24 hours ☐Y ☒N  
Mon: 7 AM – 11 PM  
Tue: 7 AM – 11 PM  
Wed: 7 AM – 11 PM  
Thu: 7 AM – 11 PM  
Fri: 7 AM – 11 PM  
Sat: 7 AM – 11 PM

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

Licenses currently held:  
Alcohol: ☐ Yes ☒ No Class: #:  
Tobacco: ☐ Yes ☒ No #:

Food: ☐ Yes ☒ No #:  
 Extended Hours: ☐ Yes ☒ No #:  
 Secondhand Dealer: ☐ Yes ☒ No Type: #:  
 Other: ☐ Yes ☒ No Type: #:  
 Other: ☐ Yes ☒ No Type: #:

### Exterior Survey:

1. Is the area around the location clean? ☒ Yes ☐ No
2. What surrounds the location? (Check all the apply)
  - a. ☐ Park
  - b. ☒ School
  - c. ☐ Youth Center
  - d. ☐ Church
  - e. ☐ Tavern(s) If so, how many
  - f. ☒ Residential
  - g. ☒ Other businesses
  - h. ☐ Other:
3. Can you see from the outside of the location into the interior ☒ Yes ☐ No
4. Can you see the employees inside of the location from the outside ☒ Yes ☐ No
5. Are exterior windows free of signage ☒ Yes ☐ No
6. Is there a parking lot ☐ Yes ☒ No
7. Is the parking lot clean? ☐ 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: 4
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: The footage is in a cloud so it's stored until it's deleted
21. Are there exterior cameras ☒ Yes ☐ No How many: 4
22. Are there interior cameras ☐ Yes ☒ No How many: 0
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 75
26. What is the minimum number of employees That will be on premise 5
27. Is the storeowner willing to be a standing complainant regarding loitering? ☒ Yes ☐ No
- a. If yes have them fill out the standing complaint form and give them two of the commercial signs ☒ Yes ☐ No
28. Is the interior of the location neat and clean? ☒ Yes ☐ No
29. Does an interior camera face the entrance/exit? ☒ Yes ☐ No
30. Is there a lockable area that separates employees from customers? ☒ Yes ☐ No
31. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
32. Does the owner know how to contact their police district directly? ☒ Yes ☐ No
- a. Did you provide a district contact guide to the owner? ☒ Yes ☐ No

### Security

33. How many security personnel are going to be employed: N/A
34. How will they be deployed: Interior Exterior
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
38. What type of security measures to be used:
- ☐ Wandering/metal detector
  - ☐ ID Scanner
  - ☐ Dress Code
  - ☐ Cover Charge
  - ☐ Age restriction
  - ☐ Other

### ADDITIONAL COMMENTS/RECOMMENDATIONS:

- Security will be deployed based on the type of event that is being held.
  - Also if that security guard will be armed is depending on the type of event.
- This location isn't open and has a projected open date of November 1<sup>st</sup>, 2024.

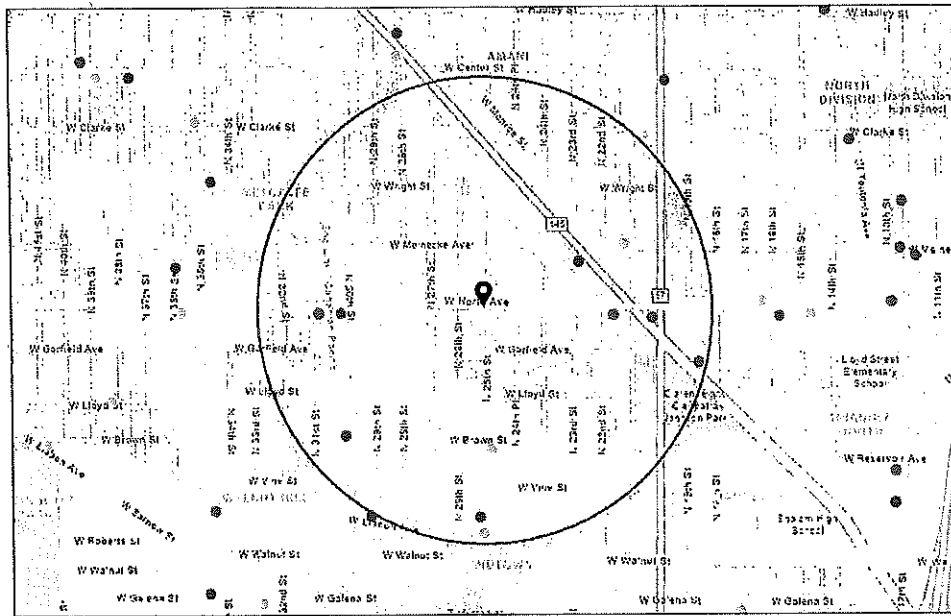


# Concentration Map for 2501 W North Ave

## Area of Interest (AOI) Information

Area : 21,862,585.76 ft<sup>2</sup>

Apr 24 2024 10:14:56 Central Daylight Time



Alcohol Licenses (active)

● Class A Fermented Malt Beverage

● Class A Liquor and Malt

● Class B Tavern

0 0.1 0.2 0.4 mi  
0 0.1 0.2 0.4 km  
City of Milwaukee, 2024. City of Milwaukee, WI. Milwaukee  
City of Milwaukee, 2024. City of Milwaukee, WI. Milwaukee

## Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	11		

## Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	1700 Pull Up LLC	1700 Pull up	Rosetta M Bond, Agt	1848 W Fond Du Lac AV	Class B Tavern License		5/30/2024, 7:00 PM	1
2	NORTH AVENUE LIQUOR, INC	NORTH AVENUE LIQUOR & FOOD MART	GURPIAR SINGH, Agt	3013 W NORTH AV	Class A Malt & Class A Liquor License		6/18/2024, 7:00 PM	1
3	Lucky Sam Food Mart Inc	Lucky Sam Food Mart	Parminder Kaur, Agt	2401 N 21st ST	Class A Fermented Malt Beverage Retailer's License		7/12/2024, 7:00 PM	1
4	30th Street Inc	30th St Liquor	Ashok Kumar Verma, Agt	2001 N 30TH ST	Class A Malt & Class A Liquor License		11/24/2024, 6:00 PM	1
5	NEA, LLC	TIME FOOD MART	ENAD K ASSAD, Agt	1835 S 25TH ST	Class A Malt & Class A Liquor License		12/17/2024, 6:00 PM	1
6	PREMIER SPORTS LOUNGE, LLC	PREMIER SPORTS LOUNGE	Tabitha A Harris, Agt	4001 W NORTH AV	Class B Tavern License		12/16/2024, 6:00 PM	1
7	Candell Properties, LLC	Evone's Fine Liquors	EVONE THOMAS, Agt	2229 W Fond du Lac AV	Class A Malt & Class A Liquor License		1/21/2025, 6:00 PM	1
8	GROCERY KING, INC	BRIGHT FOOD MARKET	Ala I Issa, Agt	2500 W LISBON AV	Class A Fermented Malt Beverage Retailer's License		1/23/2025, 6:00 PM	1
9	3041 West North Avenue, LLC	3041 North	Keith B Terry, Agt	3041 W North AV	Class B Tavern License	480	3/13/2025, 7:00 PM	1
10	Julian's Hall and Lounge LLC	Julian's Hall and Lounge	Julian L Nelson, Agt	2125 W North AV	Class B Tavern License		4/6/2025, 7:00 PM	1
11	BROWN STREET FOODS	BROWN STREET FOODS	MOHAMMED M HASAN, SP	2485 W BROWN ST	Class A Fermented Malt Beverage Retailer's License		4/12/2025, 7:00 PM	1

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



Thursday, December 19, 2024



# Notice of Public Hearing

Blank Notice

GRANT, Bria S, Agent  
THE SOCIAL at 2501 W North Av

Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting  
Instrumental Musicians, Disc Jockey, Jukebox, Karaoke, Bands, Poetry Readings and Comedy  
Acts

**Tuesday, January 07, 2025 at 2:40 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 1/7/2025 at 2:40 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 internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto: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	2221 N 24TH PL	MILWAUKEE, WI 53205-1020
CURRENT OCCUPANT	2223 N 25TH ST	MILWAUKEE, WI 53205-1028
CURRENT OCCUPANT	2227 N 24TH PL	MILWAUKEE, WI 53205-1020
CURRENT OCCUPANT	2229 N 25TH ST	MILWAUKEE, WI 53205-1028
CURRENT OCCUPANT	2230 N 25TH ST	MILWAUKEE, WI 53205-1027
CURRENT OCCUPANT	2230 N 26TH ST	MILWAUKEE, WI 53205-1033
CURRENT OCCUPANT	2231 N 24TH PL	MILWAUKEE, WI 53205-1020
CURRENT OCCUPANT	2232 N 26TH ST	MILWAUKEE, WI 53205-1033
CURRENT OCCUPANT	2233 N 25TH ST	MILWAUKEE, WI 53205-1028
CURRENT OCCUPANT	2234 N 25TH ST	MILWAUKEE, WI 53205-1027
CURRENT OCCUPANT	2234 N 26TH ST	MILWAUKEE, WI 53205-1033
CURRENT OCCUPANT	2235 N 24TH PL	MILWAUKEE, WI 53205-1020
CURRENT OCCUPANT	2239 N 24TH PL	MILWAUKEE, WI 53205-1020
CURRENT OCCUPANT	2245 N 26TH ST	MILWAUKEE, WI 53205-1034
CURRENT OCCUPANT	2247 N 26TH ST	MILWAUKEE, WI 53205-1034
CURRENT OCCUPANT	2476 W GARFIELD AVE	MILWAUKEE, WI 53205-1038
CURRENT OCCUPANT	2480 W GARFIELD AVE	MILWAUKEE, WI 53205-1038
CURRENT OCCUPANT	2503 W NORTH AVE	MILWAUKEE, WI 53205-1055
CURRENT OCCUPANT	2512 W GARFIELD AVE	MILWAUKEE, WI 53205-1040
CURRENT OCCUPANT	2513 W NORTH AVE	MILWAUKEE, WI 53205-1055
CURRENT OCCUPANT	2514 W GARFIELD AVE	MILWAUKEE, WI 53205-1040
CURRENT OCCUPANT	2514A W GARFIELD AVE	MILWAUKEE, WI 53205-1040
CURRENT OCCUPANT	2521 W NORTH AVE	MILWAUKEE, WI 53205-1055
CURRENT OCCUPANT	2521A W NORTH AVE	MILWAUKEE, WI 53205-1055
CURRENT OCCUPANT	2524 W GARFIELD AVE	MILWAUKEE, WI 53205-1040
CURRENT OCCUPANT	2524A W GARFIELD AVE	MILWAUKEE, WI 53205-1040
CURRENT OCCUPANT	2531 W NORTH AVE	MILWAUKEE, WI 53205-1055

Blank Notice

Total Records: 27

Radius 250 feet and Center of the Circle: 2501 W North 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](mailto: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:

Food Service and Entertainment Hall

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

### 2. Business Operations

- a. Proposed Opening Date: 02-02-2024
- 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: None
- e. Will a sound amplification system be used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_

### 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☐ No ☒ Yes If yes, describe: patio space
- b. Number of Garbage Cans: Inside: 7 Locations: THROUGHOUT THE FIRST FLOOR  
Outside: 1 Locations: BEAR DUMPSTER
- 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? 36 and describe the parking security plan: \_\_\_\_\_
- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise? ☐ No ☒ Yes If yes, how many? 1 and answer the following:  
 What are their responsibilities? preventative measures for customer's safety  
 Is security equipment used? ☐ No ☒ Yes If yes, describe hand held security wand  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 7 and list locations: inside, over register, front entrances/exits
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe after 8pm

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

Alcohol <u>18</u> %	Food <u>72</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>10</u> %	Cigarettes <u>0</u> %		
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other _____ % Describe: _____

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

### Type 1

- ☒ Full Service Restaurant ☐ Cafe/Coffee Shop ☐ Deli or Fast Food Restaurant ☐ Private/Fraternal/Veterans Club
- ☐ Night Club ☒ Tavern ☐ Cocktail Lounge ☐ Teen Club
- ☐ Banquet Hall ☐ Sports Facility ☐ Bowling Alley
- ☐ Hotel/Motel: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_  
☐ Rooming House: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_

### Type 2

- ☐ Liquor Store ☐ Corner Store ☐ Supermarket ☐ Convenience Store
- ☐ Gas Station ☐ Amusement/Phonograph Distributor ☐ Recycling, Salvage or Towing
- ☐ Used Car Dealer ☐ Personal Service Establishment (such as tattoo business, hair salon, tailor, etc.) ☐ Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- ☐ Occupancy Permit ☒ Cigarette & Tobacco ☐ Gas Station ☐ Extended Hours ☒ Class "B" Tavern ☐ Weights & Measures
- ☐ Secondhand Dealer ☐ Precious Metal & Gem ☐ Other: \_\_\_\_\_

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

Capacity 80 people (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

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

☒ 1<sup>st</sup> Floor ☐ 2<sup>nd</sup> Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop  
☐ Other: Describe: \_\_\_\_\_

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

c. Nearest Major Cross Street: North Ave 2nd St

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

e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 2 ☐ Other: \_\_\_\_\_

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

g. Building Owner Name: White W LLC Phone Number: 414-435-0506

Building Owner Address: 1433 N. Wacker St Suite 400

## 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	10 AM	5 PM	40	21 yrs - 95 yrs	
Monday	7 AM	12 PM	40	21 yrs - 95 yrs	
Tuesday	7 AM	11 PM	44	21 yrs - 95 yrs	
Wednesday	7 AM	11 PM	45	21 yrs - 95 yrs	
Thursday	7 AM	1 AM	50	21 yrs - 95 yrs	
Friday	7 AM	2:30 AM	50	21 yrs - 95 yrs	
Saturday	8 AM 8 AM	2:30 AM	50	21 yrs - 95 yrs	

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)

Best  
 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](http://www.milwaukee.gov/license)

Legal Entity Name: THE SOCIAL Inc  
Premise Address: 2501 W. NORTH AVE, Milwaukee, WI 53205

## 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.)? owner - BELA S. GRANT

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

d) Total amount paid for business \$ \_\_\_\_\_

e) Total amount paid for goodwill of the business \$ N/A

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 3/1/2024 Ends 2/1/2026

b) Monthly rental \$ 3000

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)? 3 yrs

### 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

x 

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

**FOOD DEALER LICENSE PLAN OF OPERATION**

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

Legal Entity Name:

THE SOCIAL Inc

Premises Address:

2501 W. NORTH AVE, MILWAUKEE, WI 53205**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 &amp; 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: meats

**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 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: \_\_\_\_\_

Start date: \_\_\_\_\_

Name, Address &amp; Phone Number of Architect: \_\_\_\_\_

Name, Address &amp; Phone Number of Contractor: \_\_\_\_\_

**SECTION 7 ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?

- ☐ No If No, SKIP to Section 9
- ☒ Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?  
☒ Immediately ☐ At the same time as the alcohol license

**SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE**

You must initial each item confirming your understanding:

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

Signature of Additional Partner: \_\_\_\_\_



## PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

**PREMISES ADDRESS:** 2501 W. NORTH AVE., MILWAUKEE, WI 53205

### 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<br>How many? _____                |
| <input checked="" type="checkbox"/> Bands   | <input checked="" type="checkbox"/> Comedy Acts     | <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance | <input type="checkbox"/> Concerts<br>Approx. # per year? _____                |
| <input type="checkbox"/> Bowling Alley<br>How many? _____                           | <input checked="" type="checkbox"/> Disc Jockey     | <input type="checkbox"/> Wrestling                                      | <input type="checkbox"/> Theatrical Performances<br>Approx. # per year? _____ |
| <input type="checkbox"/> Pool Tables<br>How many? _____                             | <input type="checkbox"/> Magic Shows                | <input type="checkbox"/> Patron Contests                                | <input checked="" type="checkbox"/> Jukebox                                   |
| <input type="checkbox"/> Motion Pictures (movies by<br>admission) - How many? _____ | <input checked="" type="checkbox"/> Poetry Readings | <input type="checkbox"/> Patrons Dancing                                | <input checked="" 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: \_\_\_\_\_

### LEGAL CAPACITY OF PREMISES

80 ppl (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: 8. 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.

X Best

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)

25th Street

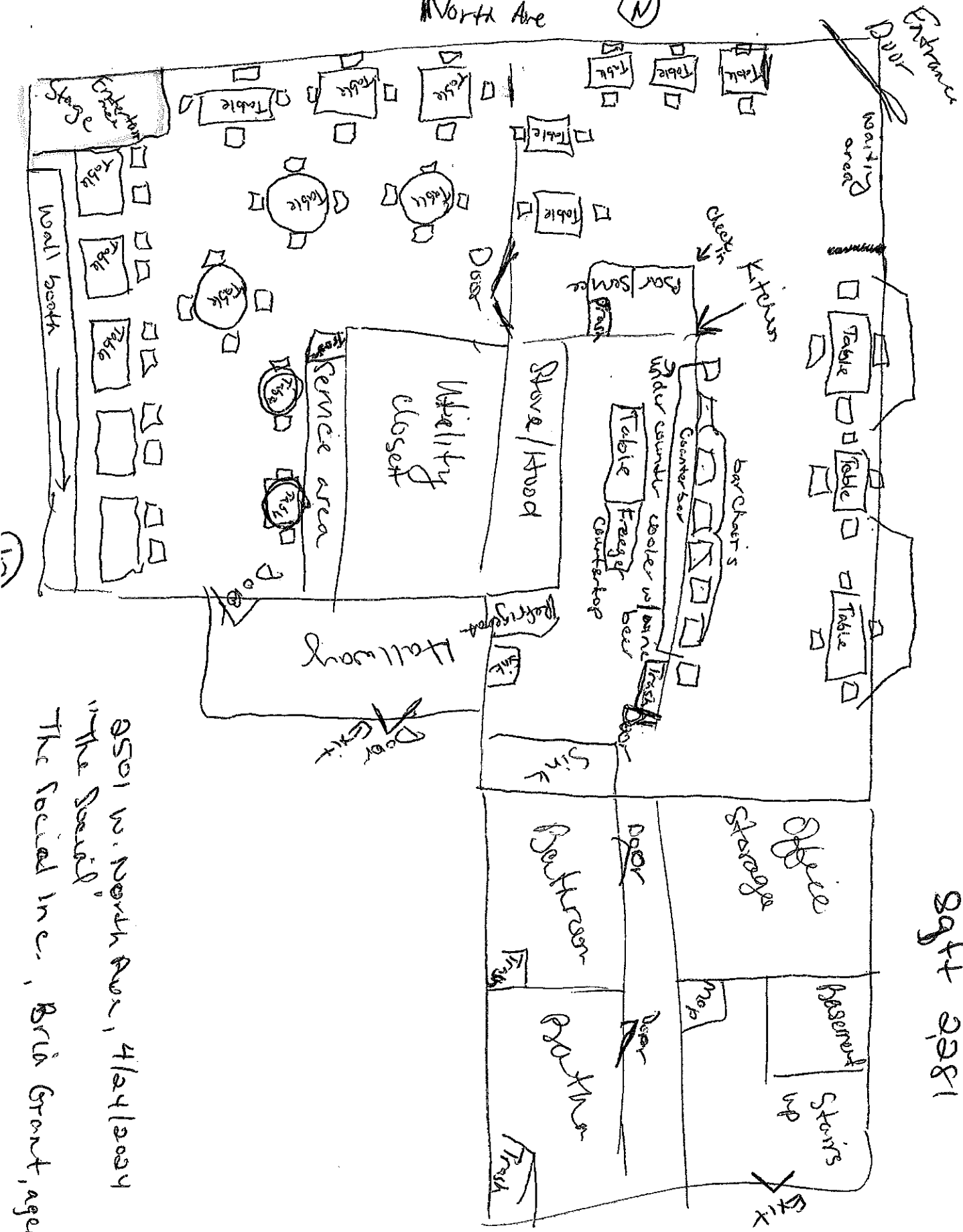
(E)

29 ft 2081

(S)

North Ave

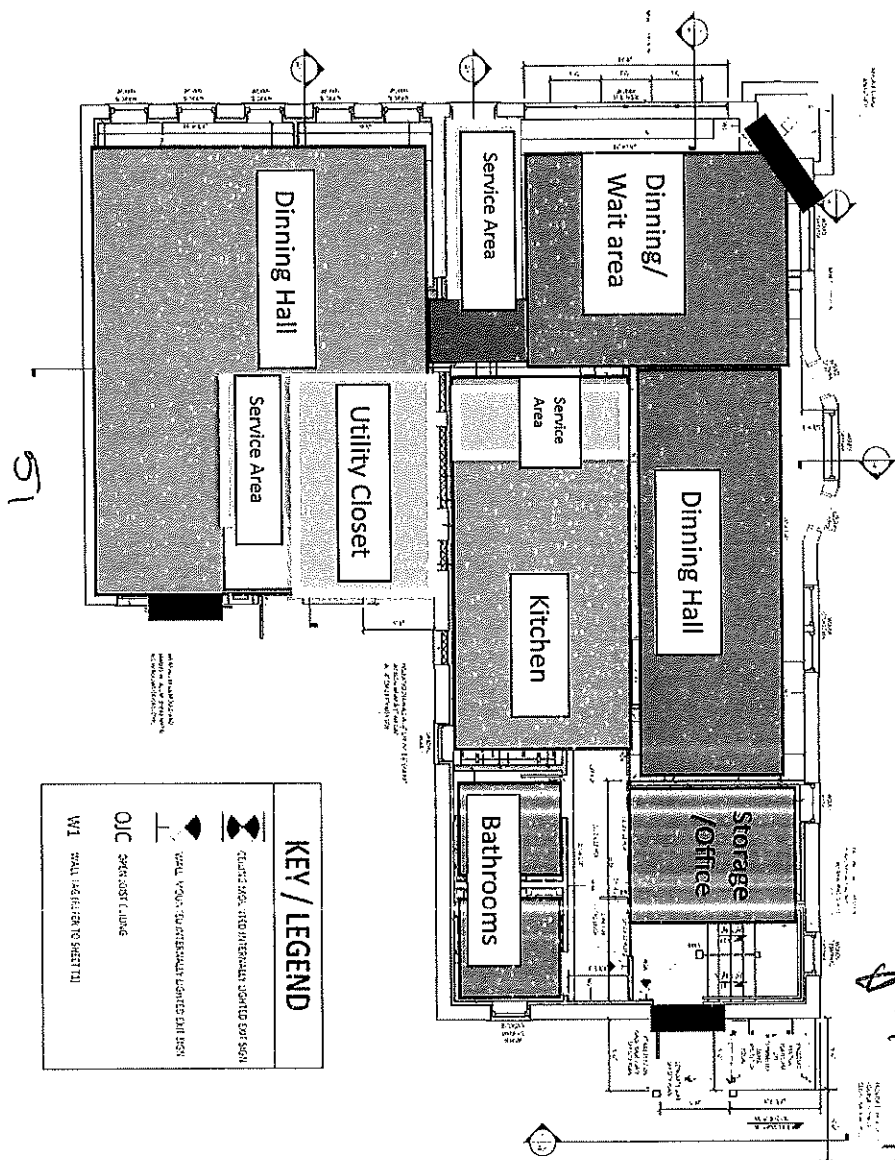
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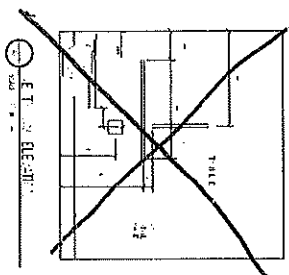
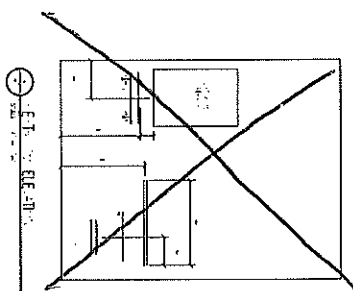
2501 W. North Ave., 4/24/2004  
"The Social"  
The Social Inc., Brian Grant, agent

Menu  2501 W North Avenue P. X + Create  
 All: Cooks Edit: Convert E-Sign

87-02



KEY / LEGEND	
	ALUMINUM, STEEL, PLASTIC, GLASS, ETC.
	WALL, FLOOR, CEILING, LIGHTING, ETC.
	DOOR, CASE, PARTITION, ETC.
	SWITCH, OUTLET, ETC.
	WALL, FLOOR, CEILING, ETC.



## Menu

### Morning Energizers

- Hot/Cold Cereal
- Muffins
- Yogurt Parfait with Granola and Fruit
- Fried Plantains
- Fresh Fruits

### Appetizers

Jerk Chicken Eggroll	\$4.75
Veggie Eggroll	\$3.50
Shrimp Eggroll	\$ 5.50
Party Wings(6pc)	\$8
Jerk Chicken Taco	\$3.75
Shrimp Tacos	\$4.50
Loaded Fries	\$12
Cheese Fries	\$5
Jerk Chicken Nachos	\$11
Elote Bowl	\$5.50

Rice & Beans	\$5
Fries	\$4.50
Cabbage	\$5.00

Soft Drinks	\$2.75
Juices	\$2.25
Lemonade	\$2.75
Ice Tea	\$2.65
Can Soda	\$1.65

### Spirits/Beers/Hookahs

Tequila Sunrise	\$10
Jack and Coke	\$11
Margaritas	\$12
Long Island	\$10
Rum Punch	\$6
Tropical Long Island	\$10
MGD	\$3.50
Hookahs	\$25

### Pizza

Cheese	
Pepperoni Pizza:	\$8/15
Jerk Chicken Pizza	\$9/15
Elote Pizza:	\$9/15

### Lunch/Dinners

(Served with rice & beans, cabbage or Fries)

Jerk Chicken	\$10/\$15
Brown Stew Chicken	\$10/\$15
Oxtails	\$13/\$25.5
Catfish	\$10/\$14
Jerk Catfish	\$10/\$16
Jerk Chicken Philly	\$8/\$13

Rasta Pasta	\$10/\$17
(served your choice of Chicken, Catfish filet, or Shrimp and a roll)	
Jerk Catfish Po'Boy	\$8/\$15
Whole wing (6pc)	\$11

### Sides

### Drinks



Miller High Life	\$3.50
Corona	\$3.50
Heineken	\$3.50
Modelo	\$3.50
Coors	\$3.50
Coors light	\$3.50