



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

Wednesday, October 25, 2023

COMMITTEE MEETING NOTICE

AD 15


JONES, Gwendolyn L, Agent
NOR'VICE LIQUORS LLC
PO Box 240744
Milwaukee, WI 53224

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, November 07, 2023 at 11:25 AM

The access code is <https://meet.goto.com/552541757>. If you wish to call in: [+1 \(872\) 240-3311](tel:+18722403311) and use Access Code: 552-541-757
Please see the enclosed best practices document for further instructions.

Regarding: Your Class A Malt & Class A Liquor License Application as agent for "NOR'VICE LIQUORS LLC" for "NOR'VICE LIQUORS" at 1711 W CENTER St.

There is a possibility that your application may be denied for  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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. See attached police report or correspondence.

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

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

**Jim Cooney
License Division Manager**

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

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



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AD 15

JONES, Gwendolyn L, Agent
NOR'VICE LIQUORS LLC
5810 W ESTER PL
Brown Deer, WI 53223

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Jim Cooney
License Division Manager

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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: August 19th, 2023

Officer: HUDSON

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Convenience Store/Liquor Store Inspection

Name of Premise: Midwest Auto & Service LLC
Address: 1711 W. Center Street

Phone: 414-803-5777
Owner: Gwendolyn JONES
Owner address: 1711 W. Center Street
City State Zip: Milwaukee, Wisconsin 53206
Owner Phone: 414-803-5777
Owner email: gwen2se2@yahoo.com

Manager: Gwendolyn Jones
Home Address: 1711 W Center Street
City State Zip: Milwaukee, Wisconsin 53206
Phone: 414-803-5777
Email: gwen2se2@yahoo.com

Preferred contact: Ms. JONES

Location currently open: ☒ YES ☐ NO

Projected open date: N/A

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

Hours of Operation: Sun: ☐ 24 hours ☐ Y ☒ N
Mon: 10:00 AM – 5:00 PM
Tue: 10:00 AM – 5:00 PM
Wed: 10:00 AM – 5:00 PM
Thu: 10:00 AM – 5:00 PM
Fri: 10:00 AM – 5:00 PM
Sat: 10:00 AM – 5:00 PM

Premise Type: ☐ Liquor Store
☐ Convenience Store
☒ Other: This is an auto body shop

Licenses currently held:

Alcohol:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Class: #:
Tobacco:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	#:
Food:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	#:
Extended Hours:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	#:
Secondhand Dealer:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Type: #:
Other:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Type: #:
Other:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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. Is the parking lot well lit? ☐ Yes ☒ No
9. Are there areas where a person could conceal themselves ☐ Yes ☒ No
10. Is there exterior lighting? ☒ Yes ☐ No. Does it appears to be adequate ☐ Yes ☒ No
11. Exterior Payphone? ☐ Yes ☒ No
12. Are there No Loitering Signs posted? ☐ Yes ☒ No
13. Are there exterior security cameras ☒ Yes ☐ No How Many: 7
14. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Camera Survey:

15. Does this location have security cameras? ☒ Yes ☐ No
16. Are they in working order? ☒ Yes ☐ No
17. What format are the cameras?
 - a. Color ☒ Yes ☐ No
 - b. Digital ☒ Yes ☐ No
 - c. VCR ☐ Yes ☐ No
 - d. Recorded ☐ Yes ☐ No
18. How long is footage stored for later viewing: 2 weeks
19. Are there exterior cameras ☒ Yes ☐ No How many: 7
20. Are there interior cameras ☐ Yes ☒ No How many: All the cameras are for the exterior of the business
21. Do all employees know how to retrieve recorded digital images/footage? ☒ Yes ☐ No

Interior Survey:

22. 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
23. Is the interior of the location neat and clean? ☒ Yes ☐ No
24. Does an interior camera face the entrance/exit? ☒ Yes ☐ No
25. Is there a lockable area that separates employees from customers? ☒ Yes ☐ No
26. Does the store sell single chore boy? ☐ Yes ☒ No
27. Does the store sell blunt wraps? ☐ Yes ☒ No
28. Does the store sell scales? ☐ Yes ☒ No
29. Does the store sell items that may be used as crack pipes? ☐ Yes ☒ No
a. Describe item
30. Does the store have an over abundance of sandwich baggies: ☐ Yes ☒ No
31. Does the owner understand that these items are often used for drug use? ☒ Yes ☐ No
32. Do the products in the store appear to be new and rotated often? ☐ Yes ☒ No
33. Are emergency and non-emergency numbers posted near the phone? ☐ Yes ☒ No
34. 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

Complete this section if alcohol establishment is a convenience store:

(** Read full ordinance for all details "68-4.3 Convenience Food Stores")

All convenience food stores not exempted under sub. 3 shall:

1. Is the cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk? ☐ Yes ☒ No **
2. Are the glass entrance and exit doors clear of any signs or advertisements with the exception of a sign which states that the cash register contains \$50 or less and that the safe is no accessible to employees? ☐ Yes ☒ No
3. Does the store maintain one of the following on the licensed premise:
 - a. A safe that was in use at the convenience food store on August 17, 1994? ☐ Yes ☒ No
 - b. A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department? ☐ Yes ☒ No
4. Is lighting provided for the store's parking area during all hours of darkness when employees or customers are on the premises at a minimum average of 2-foot candles per square foot, unless the store is not open for business after sunset and before sunrise? ☐ Yes ☐ No ☐ N/A
5. Are at least two high-resolution surveillance security cameras installed? ☒ Yes ☐ No
6. Are the security cameras in working order? ☒ Yes ☐ No
7. Does one camera show an overall view of the counter and register area? ☐ Yes ☒ No
8. Does one camera show a clear, identifiable, full frame image of the face of each person entering and leaving the store? ☐ Yes ☒ No
9. Are the camera views obstructed by fixtures or displays? ☐ Yes ☒ No
10. Is the recorded footage stored for at least 30 days? ☐ Yes ☒ No

11. Do all store employees know how to record footage from the camera system to media capable of being transferred to police custody? ☒ Yes ☐ No
12. Are customer entrances/exits made of glass or other transparent material? ☐ Yes ☒ No
- a. Exception: A store that does not have such doors on August 17, 1994 shall not be required to install such doors until the holder of the store's food dealer license changes.
13. Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment? ☐ Yes ☒ No
- a. Contact Community Outreach and Education at 935-7836 for schedule.

Sub 3. Exemptions. The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions:

- a-1. The store is located in an enclosed shopping structure, enclosed commercial building or hospital. A convenience food store is not in an enclosed structure or building if a customer can enter it directly from the outside.
Does store conform to a-1 ☐ Yes ☒ No
- a-2. The store physically separates employees from customers with a solid partition that bars a person from entering the employee area from the customer area, has a secure lock on the employee side of any door between the employee area and the customer, and conducts all transaction through a service window or similar arrangement.
Does store conform to a-2 ☒ Yes ☐ No
- a. At the commissioner's discretion, a convenience store may be exempted from any or all of the regulations specified in sub 2.
Does this location hold an exemption from the commissioner regarding any of the requirements of Sub 2? ☐ Yes ☒ No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

I recommend adding a camera to the interior of the location



Area : 21,862,585.89 ft²

Alcohol Licenses (active)

- Class A Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Tavern

City Limits

Scale: 0 to 0.7 miles (0 to 1.1 kilometers)

Source: Esri, DeLorme, Garmin, Bing, Google, etc.

Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	8		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Harman Liquor LLC	Hopkins Liquor & Food Mart	SUKHJINDER SINGH, Agt	1646 W Hopkins ST	Class A Malt & Class A Liquor License		12/13/2023, 6:00 PM	1
2	2579 Teutonia LLC	Vibe Lounge	Reginald D Butler, Agt	2579 N TEUTONIA AV	Class B Tavern License		12/12/2023, 6:00 PM	1
3	WC's Rhythm and Blues LLC	WC's Rhythm and Blues	Wanetta M Coleman, Agt	1201 W Wright ST	Class B Tavern License	80	2/28/2024, 6:00 PM	1
4	NORTH AVENUE GALST, LLC	GALST FOODS	GURDEV SINGH, Agt	1622 W NORTH AV	Class A Fermented Malt Beverage Retailer's License		5/25/2024, 7:00 PM	1
5	HARMEET, LLC	MID CITY LIQUOR	Krishna Teja Mummaneni, Agt	1935 W CENTER ST	Class A Malt & Class A Liquor License		6/14/2024, 7:00 PM	1
6	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
7	Locust Enterprises, LLC	SaveMore Foods	YUSSEF K IZHIMAN, Agt	2900 N 24th ST	Class A Fermented Malt Beverage Retailer's License		7/29/2024, 7:00 PM	1
8	Magic Holdings, LLC	Magic Foods	Balkar Singh, Agt	2879 N 16th ST	Class A Malt & Class A Liquor License		7/26/2024, 7:00 PM	1

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



Wednesday, October 25, 2023



Notice of Public Hearing

Blank Notice

JONES, Gwendolyn L, Agent
NORVICE LIQUORS at 1711 W CENTER St
Class A Malt & Class A Liquor License Application

Tuesday, November 07, 2023 at 11:25 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 11/7/2023 at 11:25 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via 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.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1617 W CENTER ST	MILWAUKEE, WI 53206-2105
CURRENT OCCUPANT	1702 W CENTER ST	MILWAUKEE, WI 53206-2106
CURRENT OCCUPANT	1706 W CENTER ST	MILWAUKEE, WI 53206-2106
CURRENT OCCUPANT	1708 W CENTER ST	MILWAUKEE, WI 53206-2106
CURRENT OCCUPANT	1710 W CENTER ST	MILWAUKEE, WI 53206-2106
CURRENT OCCUPANT	1712 W CENTER ST	MILWAUKEE, WI 53206-2106
CURRENT OCCUPANT	1714 W CENTER ST	MILWAUKEE, WI 53206-2106
CURRENT OCCUPANT	1721 W CENTER ST	MILWAUKEE, WI 53206-2107
CURRENT OCCUPANT	1722 W CENTER ST	MILWAUKEE, WI 53206-2106
CURRENT OCCUPANT	1723 W CENTER ST	MILWAUKEE, WI 53206-2107
CURRENT OCCUPANT	1725 W CENTER ST	MILWAUKEE, WI 53206-2107
CURRENT OCCUPANT	1726 W CENTER ST	MILWAUKEE, WI 53206-2106
CURRENT OCCUPANT	1728 W CENTER ST	MILWAUKEE, WI 53206-2106
CURRENT OCCUPANT	1729 W CENTER ST	MILWAUKEE, WI 53206-2107
CURRENT OCCUPANT	1730 W CENTER ST	MILWAUKEE, WI 53206-2106
CURRENT OCCUPANT	1731 W CENTER ST	MILWAUKEE, WI 53206-2107
CURRENT OCCUPANT	1735 W CENTER ST	MILWAUKEE, WI 53206-2107
CURRENT OCCUPANT	2634 N 17TH ST	MILWAUKEE, WI 53206-2022
CURRENT OCCUPANT	2634 N 18TH ST	MILWAUKEE, WI 53206-2048
CURRENT OCCUPANT	2634A N 18TH ST	MILWAUKEE, WI 53206-2048
CURRENT OCCUPANT	2638 N 17TH ST	MILWAUKEE, WI 53206-2022
CURRENT OCCUPANT	2638 N 18TH ST	MILWAUKEE, WI 53206-2048
CURRENT OCCUPANT	2639 N 16TH ST	MILWAUKEE, WI 53206-2015
CURRENT OCCUPANT	2639 N 17TH ST	MILWAUKEE, WI 53206-2023
CURRENT OCCUPANT	2639 N 18TH ST	MILWAUKEE, WI 53206-2049
CURRENT OCCUPANT	2639A N 16TH ST	MILWAUKEE, WI 53206-2015
CURRENT OCCUPANT	2640 N 17TH ST	MILWAUKEE, WI 53206-2022
CURRENT OCCUPANT	2641 N 18TH ST	MILWAUKEE, WI 53206-2049
CURRENT OCCUPANT	2643 N 17TH ST	MILWAUKEE, WI 53206-2023
CURRENT OCCUPANT	2643 N 18TH ST	MILWAUKEE, WI 53206-2049
CURRENT OCCUPANT	2643A N 17TH ST	MILWAUKEE, WI 53206-2023
CURRENT OCCUPANT	2645 N 18TH ST	MILWAUKEE, WI 53206-2049
CURRENT OCCUPANT	2646 N 18TH ST	MILWAUKEE, WI 53206-2048
CURRENT OCCUPANT	2647 N 17TH ST	MILWAUKEE, WI 53206-2023
CURRENT OCCUPANT	2647 N 18TH ST	MILWAUKEE, WI 53206-2049
CURRENT OCCUPANT	2649 N 16TH ST	MILWAUKEE, WI 53206-2015
CURRENT OCCUPANT	2649A N 16TH ST	MILWAUKEE, WI 53206-2015
CURRENT OCCUPANT	2650 N 18TH ST	MILWAUKEE, WI 53206-2048
CURRENT OCCUPANT	2652 N 17TH ST	MILWAUKEE, WI 53206-2022
CURRENT OCCUPANT	2652 N 18TH ST	MILWAUKEE, WI 53206-2048
CURRENT OCCUPANT	2654 N 18TH ST	MILWAUKEE, WI 53206-2048
CURRENT OCCUPANT	2655 N 17TH ST	MILWAUKEE, WI 53206-2023
CURRENT OCCUPANT	2658 N 18TH ST	MILWAUKEE, WI 53206-2048
CURRENT OCCUPANT	2659 N 17TH ST	MILWAUKEE, WI 53206-2023
CURRENT OCCUPANT	2660 N 18TH ST	MILWAUKEE, WI 53206-2048
CURRENT OCCUPANT	2661 N 17TH ST	MILWAUKEE, WI 53206-2023

CURRENT OCCUPANT	2661 N 18TH ST	MILWAUKEE, WI 53206-2049
CURRENT OCCUPANT	2717 N 16TH ST	MILWAUKEE, WI 53206-2125
CURRENT OCCUPANT	2723 N 17TH ST	MILWAUKEE, WI 53206-2130
CURRENT OCCUPANT	2724 N 17TH ST	MILWAUKEE, WI 53206-2129
CURRENT OCCUPANT	2818 N 15TH ST	MILWAUKEE, WI 53206-2123
CURRENT OCCUPANT	2822 N 15TH ST	MILWAUKEE, WI 53206-2123
CURRENT OCCUPANT	2826 N 15TH ST	MILWAUKEE, WI 53206-2123
CURRENT OCCUPANT	2830 N 15TH ST	MILWAUKEE, WI 53206-2123
CURRENT OCCUPANT	2834 N 15TH ST	MILWAUKEE, WI 53206-2123
CURRENT OCCUPANT	2838 N 15TH ST	MILWAUKEE, WI 53206-2123
CURRENT OCCUPANT	2842 N 15TH ST	MILWAUKEE, WI 53206-2123
CURRENT OCCUPANT	2846 N 15TH ST	MILWAUKEE, WI 53206-2123

Blank Notice

Total Records: 58

Radius 250.0 feet and Center of the Circle: 1711 W Center St



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:

Discount Liquor Store

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: I work a carry out Bar for 7 years

2. Business Operations

- a. Proposed Opening Date: September 1, 2023
- 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: Auto Sales + Services
- 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: Auto Sales + Services

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: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 4 Locations: under counter both sides near exit door sides
Outside: 2 Locations: west middle side of lot outside exit door
- 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? 10 and describe the parking security plan: West side of lot Security Guard + cam bras
- 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? Guarding high traffic areas
 Is security equipment used? ☒ No ☐ Yes If yes, describe _____
 List their licensing, certification, or training credentials In House Training
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 4 and list locations: Lobby - Behind Counter West end north side of the lot
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>80</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes <u>20</u> %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	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 _____ (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: West side of Building
- b. Describe Location: ☐ Major Thoroughfare ☐ Secondary Street ☐ Other: 2 Business location
- c. Nearest Major Cross Street: Teutonia
- 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: Gwendolyn Jones Phone Number: 414 803-5777
 Building Owner Address: P.O. Box 240744

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	10:00 AM	2:00 PM	30-40	21-60	
Monday	10:00 AM	9:00 PM	30-40	21-60	
Tuesday	10:00 AM	9:00 PM	30-40	21-60	
Wednesday	10:00 AM	9:00 PM	30-40	21-60	
Thursday	10:00 AM	9:00 PM	30-40	21-60	
Friday	10:00 AM	9:00 PM	30-40	21-60	
Saturday	10:00 AM	9:00 PM	30-40	21-60	

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)

Gwendolyn Jones
 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. WISCONSIN ST. ROOM 105, MILWAUKEE, WI 53202

(414) 286-2238 e-mail address: license@milwaukee.gov www.milwaukee.gov/license

Legal Entity Name: NDR VICE Liquors LLCPremise Address: 1711 W Center St.**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 Informationa) 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.)?

Gwendolyn Jones (ME)

c) Are you purchasing the stock and/or fixtures?

☐ No ☒ Yes If yes, amount paid \$ TBD

d) Total amount paid for business

\$ 0

e) Total amount paid for goodwill of the business

\$ 0

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

f) Have you made arrangements with the seller for payment of personal property taxes? ☐ No ☐ YesN/A**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 ☐ Yesd) 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 or 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 _____ N/A

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

Guendolyn Jones
Nor'Vice Liquors LLC
Nor'Vice Liquors
1711 W. Center St.

307

France

Quads
indexing

10.7

Cylinder All

→ 25/11/20

Farbe
Unterdrückter

Existing Building

Midwest Office
Shaw Room Ref

6'98

DOOR
to Midwest
Autos
Front
Office

Inside Bathroom

OUTSIDE ROOM

lock cage
Midwest

Midwest auto stores

↓

Shelving
Shelving
↑
3 feet
Coders-Lavor!

Look, Max, Cage.

四

ROCKS AND ADIFTS

coolers
liquor

Utility
Tub

32,8'

34.1

74

377



W CENTER STREET

Property Line

Light Pole

Public Private Access

Gate

Gate

Light Pole

Light Pole

Road Projection

Fence

Existing Building

Power Pole

Property Line

N 17TH STREET

Sidewalk

25.5'

Parcel No. (APN)
Land Use Cat.
Land Use Desc.
Building Area
Lot Area
Building/Lot Ratio
Zoning (Assessor)

324-0839-100
COMMERCIAL
SERVICE STATION, GAS & OIL
1,655 SF
17,950 SF (0.41 ACRES)
0.09
LB2

1711 W CENTER ST
MILWAUKEE, WI 53203
Scale: 1"=20'

Legal Information
SE 1/4 SEC 18-7-22 BLOCK 2 LOTS 1 THRU 5 T1D #44
Subdivision
Legal Lot
Legal Block

FERGUSON'S SUBD IN
FERGUSON'S SUBD
1-5
2

