



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Monday, February 21, 2022

COMMITTEE MEETING NOTICE

AD 06

MARKING, Nicholas E, Agent  
PRIMETIME EVENTS LLC  
8073 S River Lane  
Franklin, WI 53132

You are requested to attend a virtual hearing to be held on:

**Tuesday, March 08, 2022 at 09:50 AM**

**Regarding:** Your Class B Fermented Malt Beverage and Public Entertainment Premises License Applications Requesting Bands, Disc Jockey, Jukebox, Karaoke and Patrons Dancing as agent for "PRIMETIME EVENTS LLC" for "The Tap Yard-Schlitz Park" at 1555 N RIVERCENTER DR.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/472904013>. If you wish to call in, please call [+1 \(646\) 749-3122](tel:+16467493122) and use Access Code: [472-904-013](tel:+16467493122)

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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 meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov)

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

Date: 01/24/22  
Officer: Monreal

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

Name of Premise: The Tap Yard  
Address: 1555 N River Center Dr  
Phone: 773-220-3227

Owner: Marking, Nicholas E  
Owner address: 8073 S River Lane  
City State Zip: Franklin, WI 53132  
Owner Phone: 773-220-3227  
Owner email: nmarking@gmail.com

Licensee/Agent: Same  
Home Address:  
City State Zip:  
Phone:  
Email:

Preferred contact: Same

Location currently open:  YES  NO

Projected open date: 05/04/22

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

Hours of Operation: Sun: 12p-8p 24 hours Y N  
Mon:  
Tue:  
Wed: 4p-9p  
Thu: 4p-9p  
Fri: 4p-9p  
Sat: 12p-9p

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: 10
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: 30+ days
21. Are there exterior cameras  Yes  No How many: 10
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 10

**Interior Survey:**

25. What is the planned capacity 350

26. What is the minimum number of employees That will be on premise 3

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: 0

34. How ill 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:

Wanding/metal detector

ID Scanner

Dress Code

Cover Charge

Age restriction

Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This is an outdoor beer garden. All security will be provided and monitored by Schlitz Park



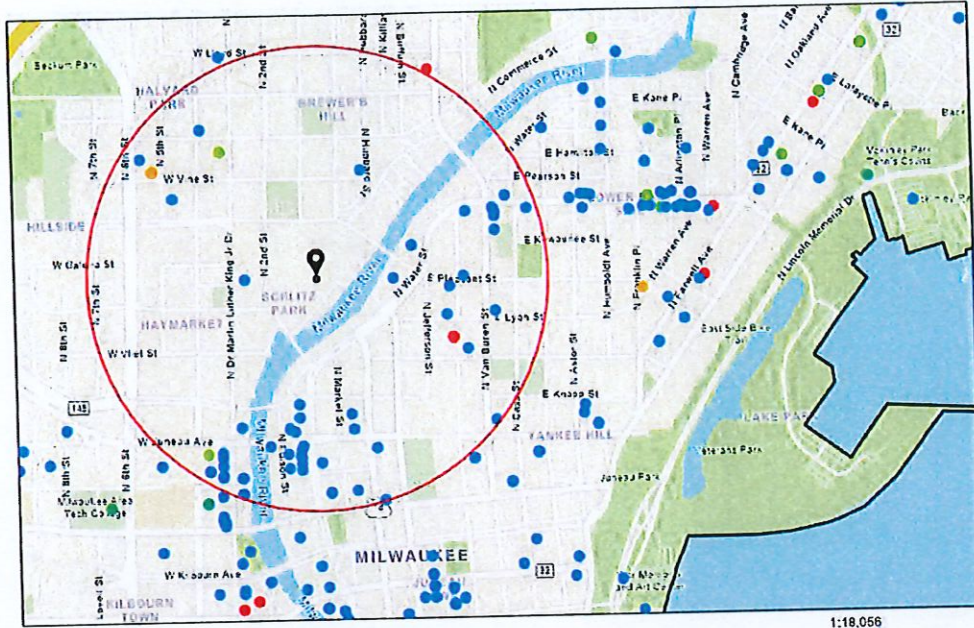


# City Concentration Map 1555 N Rivercenter Dr

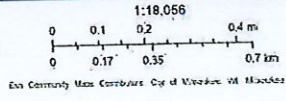
## Area of Interest (AOI) Information

Area : 21,862,585.6 ft<sup>2</sup>

Dec 9 2021 12:05:15 Central Standard Time



- Alcohol Licenses
  - Class A Fermented Malt Beverage
  - Class A Liquor and Malt
  - Class B Fermented Malt Beverage
  - Class B Tavern
  - Class C Wine Retailer
- City Limits



### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	60		

Alcohol Licenses



#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	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		2/6/2022, 6:00 PM	1
2	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	333 W JUNEAU AV	Class C Wine Retailer's License		1/21/2022, 6:00 PM	1
3	Penny Saver, LLC	Penny Saver	Nayef M Azzam, Agt	510 W VINE ST	Class A Fermented Malt Beverage Retailer's License		11/20/2021, 6:00 PM	1
4	BOOBY JDK, LLC	McGillycuddy's Bar & Grill	ANDREW C DEUSTER, Agt	1133-37 N Water ST	Class B Tavern License	300	11/28/2021, 6:00 PM	1
5	Uncle Wolfie's Breakfast Tavern LLC	Uncle Wolfie's Breakfast Tavern	Matthew A Schaefer, Agt	234 E Vine ST	Class B Tavern License		12/8/2021, 6:00 PM	1
6	Double Dragon MKE LLC	White Tail	NATHAN T TUSLER, Agt	1110 N Dr Martin L King Jr DR	Class B Tavern License	80	12/12/2021, 6:00 PM	1
7	MEGA MARTS, LLC	PICK 'N SAVE #868	NEIL F WALLACE, Agt	605 E LYON ST	Class A Malt & Class A Liquor License		11/22/2021, 6:00 PM	1
8	Rogues Gallery, LLC	Rogues Gallery	Nathan S Showers, Agt	134 E Juneau AV	Class B Tavern License	290	1/19/2022, 6:00 PM	1
9	AJ Bombers MKE, LLC	AJ Bombers	David J Marcus, Agt	1245 N WATER ST	Class B Tavern License	160	2/6/2022, 6:00 PM	1
10	Colglasand Investments LLC	Mangos Cafe East	Francisco Sandino-Escobar, Agt	1682 N Van Buren ST	Class B Tavern License	83	2/8/2022, 6:00 PM	1
11	LOWCOUNTRY MILWAUKEE INC	Lowcountry	Tyler E Mei, Agt	1114 N WATER ST	Class B Tavern License		2/7/2022, 6:00 PM	1
12	Pourman's LLC	Pourman's	BENJAMIN A HEBL, Agt	1127 N Water ST	Class B Tavern License	80	2/7/2022, 6:00 PM	1
13	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	2/17/2022, 6:00 PM	1
14	Mojo MKE LLC	Mojo MKE	Todd M Wargula, Agt	134 E JUNEAU AV	Class B Tavern License	239	2/21/2022, 6:00 PM	1
15	Wisconsinbly Holdings, LLC	Drink Wisconsinbly Pub	John R Casanova, Agt	320 W Highland AV	Class B Tavern License		3/26/2022, 7:00 PM	1
16	Blazin Wings, Inc	Buffalo Wild Wings #407	Nicole M Kejo, Agt	1123 N WATER ST	Class B Tavern License	253	3/24/2022, 7:00 PM	1
17	Lounge 340, LLC	Lounge 340, LLC	Patrice Dickerson, Agt	340 W Reservoir AV	Class B Tavern License		2/18/2022, 6:00 PM	1
18	Street Chefs Brady, LLC	The Truck Stop	Jordon A Stewart, Agt	707 E BRADY ST	Class B Tavern License		3/17/2022, 7:00 PM	1

19	CHIPOTLE MEXICAN GRILL OF CO, LLC	CHIPOTLE MEXICAN GRILL #313	Brian J Bushaw, Agt	600 E OGDEN AV	Class B Tavern License	99	3/21/2022, 7:00 PM	1
20	Mai Bar LLC	Mai Bar	Kevin D Perkins, Agt	1840 N 6th ST	Class B Tavern License		4/14/2022, 7:00 PM	1
21	LIU'S ORIENTAL KITCHEN, LLC	Lucky Liu's	HENRY LIU, Agt	1664 N VAN BUREN ST	Class B Tavern License	80	5/3/2022, 7:00 PM	1
22	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Jeffrey LaTaille, Agt	1245 N BROADWAY	Class B Tavern License	2,759	5/18/2022, 7:00 PM	1
23	Milwaukee School of Engineering	Milwaukee School of Engineering	Jeffrey LaTaille, Agt	1000 N BROADWAY	Class B Tavern License	480	5/18/2022, 7:00 PM	1
24	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Jeffrey LaTaille, Agt	1120 N BROADWAY	Class B Tavern License	208	5/18/2022, 7:00 PM	1
25	Milwaukee School of Engineering	Milwaukee School of Engineering	Jeffrey LaTaille, Agt	1025 N BROADWAY	Class B Tavern License		5/18/2022, 7:00 PM	1
26	Cheese Mart, Inc	Wisconsin Cheese Mart	KENNETH J MC NULTY, Agt	215 W Highland AV	Class B Tavern License	133	5/22/2022, 7:00 PM	1
27	Craft Culture LLC	Interval	Steven J Westerhausen, Agt	1600 N Jackson ST	Class B Tavern License		5/23/2022, 7:00 PM	1
28	Lakes Venture LLC	Fresh Thyme Market #701	Sara Jean Johnson, Agt	470 E Pleasant ST	Class B Tavern License		5/29/2022, 7:00 PM	1
29	Carson's Ribs of Milwaukee, LLC	Carson's	RICHARD J BARRETT, Agt	301 W Juneau AV	Class B Tavern License	150	5/23/2022, 7:00 PM	1
30	RIVER HOUSE RESTAURANT, INC	VagaBond	ROBERT C SCHMIDT, JR, Agt	1122 N EDISON ST	Class B Tavern License	150	6/1/2022, 7:00 PM	1
31	FS SCHLITZ, LLC	Brown Bottle	Kaelyn M Cervero, Agt	221 W GALENA ST	Class B Tavern License	188	6/8/2022, 7:00 PM	1
32	Truth Lounge, LLC	Truth Lounge	Tino K Bates, Agt	1111 N Martin L King DR	Class B Tavern License	90	5/25/2022, 7:00 PM	1
33	BRICK 3 PIZZA, LLC	BRICK 3 PIZZA	RICHARD J BARRETT, Agt	1107 N Martin L King Jr DR	Class B Tavern License	57	7/5/2022, 7:00 PM	1
34	Mi Casa Su Cafe LLC	Mi Casa Su Cafe	Paul L Whigham, Agt	1839A N MARTIN L KING JR DR	Class C Wine Retailer's License		7/4/2022, 7:00 PM	1
35	VICTOR'S ON VAN BUREN, INC	VICTOR'S	VICTOR R JONES, Agt	1230 N VAN BUREN ST	Class B Tavern License	420	7/26/2022, 7:00 PM	1
36	DJ ENTERPRISE S I, INC	GRACE CENTER	JOAN M GROH, Agt	250 E JUNEAU AV	Class B Tavern License	330	6/17/2022, 7:00 PM	1



37	Y-Not II LLC	Y-Not II Tavern	MONICA J DE PALMA, Agt	706 E LYON ST	Class B Tavern License	100	6/13/2022, 7:00 PM	1
38	CASABLANCA RESTAURANT, LLC	CASABLANCA RESTAURANT	ALAA I MUSA, Agt	728 E BRADY ST	Class B Tavern License	365	7/29/2022, 7:00 PM	1
39	The Other Ones LLC	Birch + Butcher	Rebecca A Zwiefelhofer, Agt	459 E Pleasant ST	Class B Tavern License		4/6/2022, 7:00 PM	1
40	Baldwin Trade LLC	The Diplomat	Dane K Baldwin, Agt	815 E Brady ST	Class B Tavern License		7/25/2022, 7:00 PM	1
41	Art's Performing Center, LLC	Silk on Water	SCOTT A KRAHN, Agt	144 E Juneau AV	Class B Tavern License	80	7/25/2022, 7:00 PM	1
42	Wild Rogues LLC	Elwood's Liquor & Tap	Nathan S Showers, Agt	1111 N Water ST	Class B Tavern License		7/25/2022, 7:00 PM	1
43	Water Street Brewery Inc	Water Street Brewery	MATTHEW R SCHMIDT, Agt	1101 N WATER ST	Class B Tavern License	300	9/13/2022, 7:00 PM	1
44	Josh's Fine Dining LLC	Up-Down MKE	Austin E Barth, Agt	615 E Brady ST	Class B Tavern License		8/30/2022, 7:00 PM	1
45	THE HARP IRISH PUB, INC	THE HARP	ROBERT C SCHMIDT, JR, Agt	113 E JUNEAU AV	Class B Tavern License	325	9/14/2022, 7:00 PM	1
46	LANDFALL II, LLC	POINTS EAST PUB	LORI A HASSETT, Agt	1501 N JACKSON ST	Class B Tavern License	160	10/10/2022, 7:00 PM	1
47	BAR NONE MILWAUKEE, LLC	BAR NONE	AMY M BLADOW, Agt	1139 N WATER ST	Class B Tavern License	60	10/11/2022, 7:00 PM	1
48	BRG 1000 Water St LLC	Room @ The Rumpus Room	CHRISTIAN M DAMIANO, Agt	1020 N Water ST	Class B Tavern License		9/21/2022, 7:00 PM	1
49	BRG 1000 Water Street, LLC	Rumpus Room - A Bartolotta Gastropub	CHRISTIAN M DAMIANO, Agt	1030 N Water ST	Class B Tavern License	254	9/21/2022, 7:00 PM	1
50	LUKE'S OF MILWAUKEE, LTD	RED ROCK SALOON MILWAUKEE	JEFFREY A KOVACOVICH, JR, Agt	1225 N WATER ST	Class B Tavern License	390	9/24/2022, 7:00 PM	1
51	SANFORD RESTAURANT, INC	SANFORD RESTAURANT	Justin L Aprahamian, Agt	1547 N JACKSON ST	Class B Tavern License	80	10/29/2022, 7:00 PM	1
52	BREW CITY BAR B Q, INC	TRINITY THREE IRISH PUBS	ROBERT C SCHMIDT, JR, Agt	125 E JUNEAU AV	Class B Tavern License	833	10/16/2022, 7:00 PM	1
53	Joso Incorporated	Angelo's Piano Lounge	Sean G Oroni, Agt	1686 N VAN BUREN ST	Class B Tavern License	49	9/22/2022, 7:00 PM	1
54	New Punch Bowl Milwaukee LLC	Punch Bowl Social	Andrea Cornog Kenealey, Agt	1122 N VEL R PHILLIPS AV	Class B Tavern License		10/23/2022, 7:00 PM	1
55	Dead Bird Brewing Company	Dead Bird Brewing Company	Nicholas A Kocis, Agt	1726 N 5th ST	Class B Tavern License		10/20/2022, 7:00 PM	1

12/9/21, 12:06 PM

56	Penny Saver, LLC	Penny Saver	Nayef M Azzam, Agt	510 W VINE ST	Class A Fermented Malt Beverage Retailer's License		11/20/2022, 6:00 PM	1
57	MEGA MARTS, LLC	PICK 'N SAVE #868	NEIL F WALLACE, Agt	605 E LYON ST	Class A Malt & Class A Liquor License		11/22/2022, 6:00 PM	1
58	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
59	The Chalk House MKE Inc	The Loaded Slate	DOUGLAS L DAUL, Agt	1137 N Dr Martin L King Jr DR	Class B Tavern License	99	10/31/2022, 7:00 PM	1
60	MKE Events LLC	Red White and Blue	JACOB E DEHNE, Agt	1044 N Dr Martin L king Jr DR	Class B Tavern License	824	11/5/2022, 7:00 PM	1

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



Monday, February 21, 2022



# Notice of Public Hearing

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MARKING, Nicholas E  
The Tap Yard-Schlitz Park at 1555 N RIVERCENTER DR.  
Class B Fermented Malt Beverage and Public Entertainment Premises License Applications  
Requesting Bands, Disc Jockey, Jukebox, Karaoke and Patrons Dancing

**Tuesday, March 08, 2022 at 09:50 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 virtually on 3/08/2022 at 09:50 AM. 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 will be asked to do so by phone or internet and are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stas5@milwaukee.gov](mailto:stas5@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.

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

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must 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 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	455 E PLEASANT ST, 601	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST, 602	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST, 603	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST, 604	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST, 605	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST, 606	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST, 607	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST, 608	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST, 609	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST, 610	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST, 611	MILWAUKEE, WI 53202-2695

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Total Records: 856

Radius: 250 feet and Center of Circle: 1555 N Rivercenter Dr





# 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:

Outdoor Beer garden with a 20 ft container to serve out of and 2 beer caddies

Do you have any experience operating this type of business?  No  Yes If yes, explain: 84 South - The Local Beer

## 2. Business Operations

- a. Proposed Opening Date: 5/14/2022
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: \_\_\_\_\_
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: \_\_\_\_\_
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building?  No  Yes If yes, describe: \_\_\_\_\_

## 3. Litter & Noise

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

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: outside of fencing
- b. Number of Garbage Cans: Inside: 2 Locations: corners of container bar  
Outside: 5 Locations: around perimeter
- c. Is a crowd control barrier used?  No  Yes If yes, describe: perimeter fencing around garden
- d. How many restrooms are on the premises? 2 porta potties and 1 ADA one
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_



## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 100+ and describe the parking security plan: Schlitz park obtains own security
- 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? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? Security office on site  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials Security is for Schlitz park
- d. Will there be security cameras?  No  Yes If yes, how many? 1 and list locations: on corner of container
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe ID for beer purchase

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

Alcohol <u>95</u> %	Food <u>0</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>5</u> %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: _____
Pawnbroker Activity <u>0</u> %	Salvaged Materials (such as scrap metal) <u>0</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     Outdoor beer garden  
 Hotel/Motel: Number of Floors: \_\_\_\_\_     Rooming House: Number of Floors: \_\_\_\_\_  
 Number of Rooms: \_\_\_\_\_    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: Class B Beer and Public Entertainment

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

Capacity TBD (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: Parking lot - eastern edge along riverside

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: Parking Lot - Eastern edge along river

c. Nearest Major Cross Street: Pleasant Street

d. Describe Building:  Free Standing Building  Strip Mall  Other: none will place 20A container

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

f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_

g. Building Owner Name: SP Milwaukee prop CO LLC Phone Number: 414-278-6826

Building Owner Address: 1555 N Rivercenter Drive, Milwaukee 53212

## 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	12pm - 8pm	8pm	150		21
Monday	Closed				
Tuesday	Closed				
Wednesday	4pm - 9pm	9pm	75		21
Thursday	4pm	9pm	125		21
Friday	3pm	10pm	400		21
Saturday	12pm	10pm	500		21

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.



**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: Primetime Event LLC

Premise Address: 1555 N. River Center Milwaukee WI 53212

**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.)? Distributor & Primetime Event LLC

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 \$ \_\_\_\_\_

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 5-1-2011 Ends 5-1-2014

b) Monthly rental \$ 4000

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)? 2

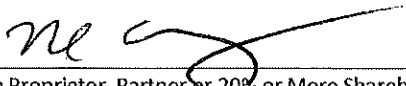
**Lease Information (Continued)**

- 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](http://www.milwaukee.gov/license) e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

**PREMISES ADDRESS:** 1555 N. Rivercenter Drive, Milwaukee 53212

**TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)**

- |   |   |   |   |
|---|---|---|---|
| <input 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 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 type="checkbox"/> Poetry Readings        | <input checked="" type="checkbox"/> Patrons Dancing                     | <input checked="" type="checkbox"/> Karaoke                                   |
| <input type="checkbox"/> Other: _____   |   |   |   |

*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.*

**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 for music

**LEGAL CAPACITY OF PREMISES**

300 (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]  
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:**

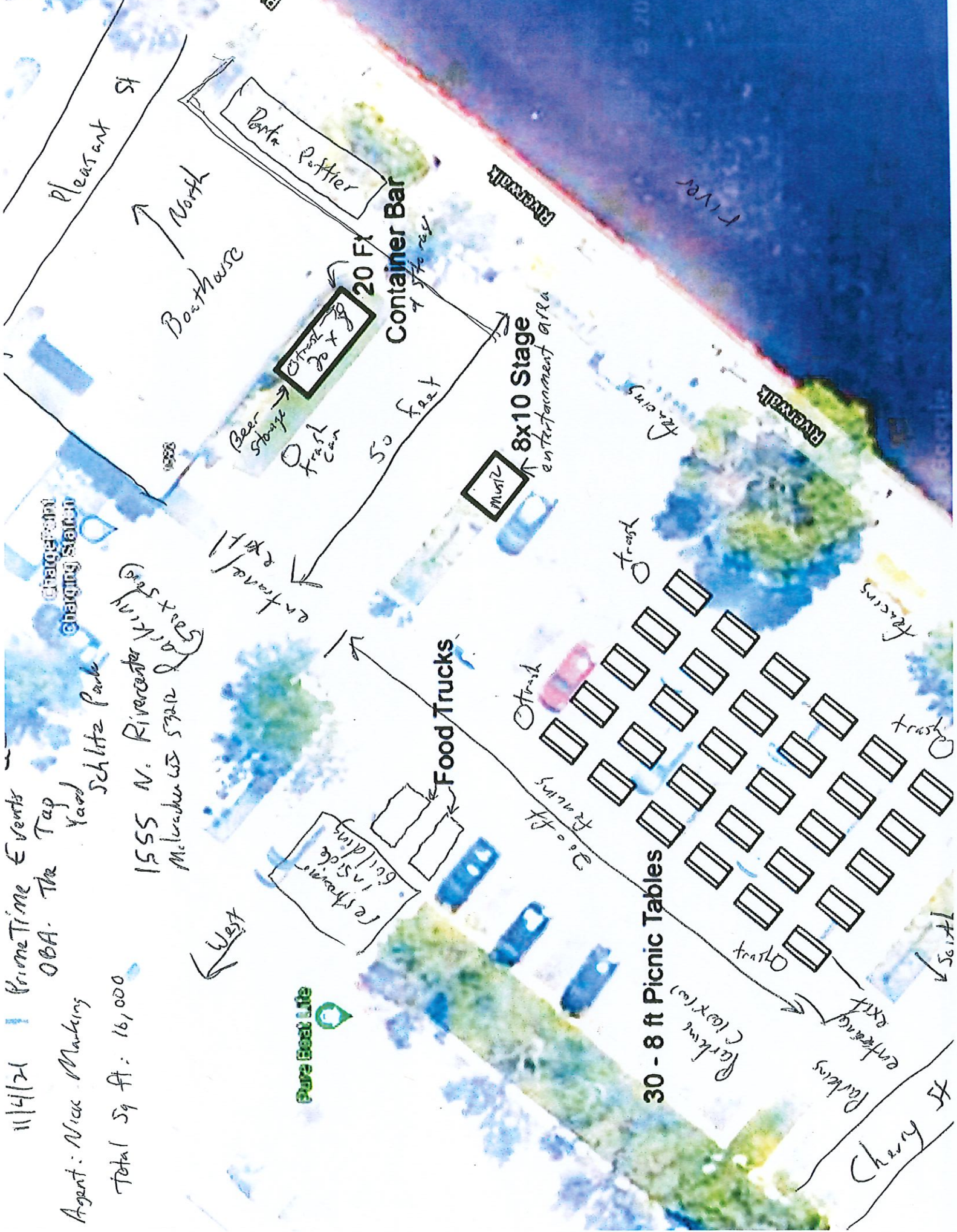
Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

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



11/4/21 PrimeTime Events  
OBA - The Tap  
Agent: Nick Marking

Total Sq Ft: 16,000



Schlitz Park  
1555 N. Rivercenter  
McLachlan Way 53012  
Garage  
Garage

30 - 8 ft Picnic Tables

Food Trucks

8x10 Stage  
entertainment area

Container Bar

20 Ft

50 feet

Restroom  
inside  
building

Pleasant St

North

Boothouse

Charging Station

West

Pure Beat Life

200 ft  
Surfing

Parking  
(100x100)

entrance/exit

Cherry St

South

Trash

Trash

Trash

Trash

Surfing

Surfing

RIVER

RIVER

RIVER