



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Friday, June 25, 2021

COMMITTEE MEETING NOTICE

AD 10

BANSAL, Bharat, Agent  
New Sentry LLC  
11373 W PEREGRINE WA  
Greenfield, WI 53222

You are requested to attend a hearing which is to be held in Common Council Chambers, Third Floor, City Hall on:

**Wednesday, July 07, 2021 at 08:45 AM**

**Regarding:** Your Class A Malt & Class A Liquor License Application as agent for "New Sentry LLC" for "Sentry Foods" at 7101 W LISBON Av.

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

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

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

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

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

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

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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

JIM OWCZARSKI, CITY CLERK

BY: \_\_\_\_\_

Jim Cooney

License Division Manager

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

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

Date: 5/5/2021

Officer: Bowie Buchner

City of Milwaukee Police Department

90-5-1.5 Crime Prevention Survey

Convenience Store/Liquor Store Inspection

Name of Business: Sentry Foods

Address: 7101 W Lisbon Av

Phone: 414-461-5305

Owner: Bharat Bansal

Owner address: 11373 W Peregrine Way

City State Zip: Greenfield, WI 53228

Owner Phone: 414-630-4946

Owner email: bharatbansal1033@gmail.com

Manager: Click here to enter text.

Home Address: Click here to enter text.

City State Zip: Click here to enter text.

Phone: Click here to enter text.

Email: Click here to enter text.

Preferred contact: Bharat Bansal

Location currently open: YES NO

Projected open date: [Click here to enter text.](#)

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

Hours of Operation: Sun: 6:00A.M. – 10:00P.M. 24 hours Y N

Mon: 6:00A.M. – 10:00P.M.

Tue: 6:00A.M. – 10:00P.M.

Wed: 6:00A.M. – 10:00P.M.

Thu: 6:00A.M. – 10:00P.M.

Fri: 6:00A.M. – 10:00P.M.

Sat: 6:00A.M. – 10:00P.M.

Premise Type: Liquor Store

Convenience Store

Other:

Licenses currently held:

Alcohol: Yes No Class: A #: AMALT 323036

Tobacco: Yes No #: CIG 323044

Food: Yes No #: FOOD 323041

Extended Hours: Yes No #: [Click here to enter text.](#)

Secondhand Dealer: Yes No Type:[Click here to enter text.](#) #: [Click here to enter text.](#)

Other: Yes No Type:Weights & Measures #: W&M 323045

Other: Yes No Type: [Click here to enter text.](#) #: [Click here to enter text.](#)

Who is your alcohol distributor? General Beverage, Beer Capitol, and Beachwood

**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 Click here to enter text.
  - f. Residential
  - g. Other businesses
  - h. Other: Click here to enter text.
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, inoperable
12. Are there No Loitering Signs posted? Yes No
13. Are the address numbers prominently displayed and easy to see Yes No

**Camera Survey:**

14. Does this location have security cameras? Yes No

15. Are they in working order? Yes No

16. What format are the cameras?

a. Color Yes No

b. Digital Yes No

c. VCR Yes No

d. Recorded Yes No

17. How long is footage stored for later viewing: 28 days

18. Are there exterior cameras Yes No How many: 12

19. Are there interior cameras Yes No How many: 45

20. Do all employees know how to retrieve recorded digital images/footage? Yes No

**Interior Survey:**

21. 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
22. Is the interior of the location neat and clean? Yes No
23. Does an interior camera face the entrance/exit? Yes No
24. Is there a lockable area that separates employees from customers? Yes No
25. Does the store sell single chore boy? Yes No
26. Does the store sell blunt wraps? Yes No
27. Does the store sell scales? Yes No
28. Does the store sell items that may be used as crack pipes? Yes No
- a. Describe item : Click here to enter text.
29. Does the store have an overabundance of sandwich baggies: Yes No
30. Does the owner understand that these items are often used for drug use? Yes No
31. Do the products in the store appear to be new and rotated often? Yes No
32. Are emergency and non-emergency numbers posted near the phone? Yes No
33. 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 "68-55 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:**

Regarding question 20, owner stated that both himself and his GM will be able to retrieve video footage

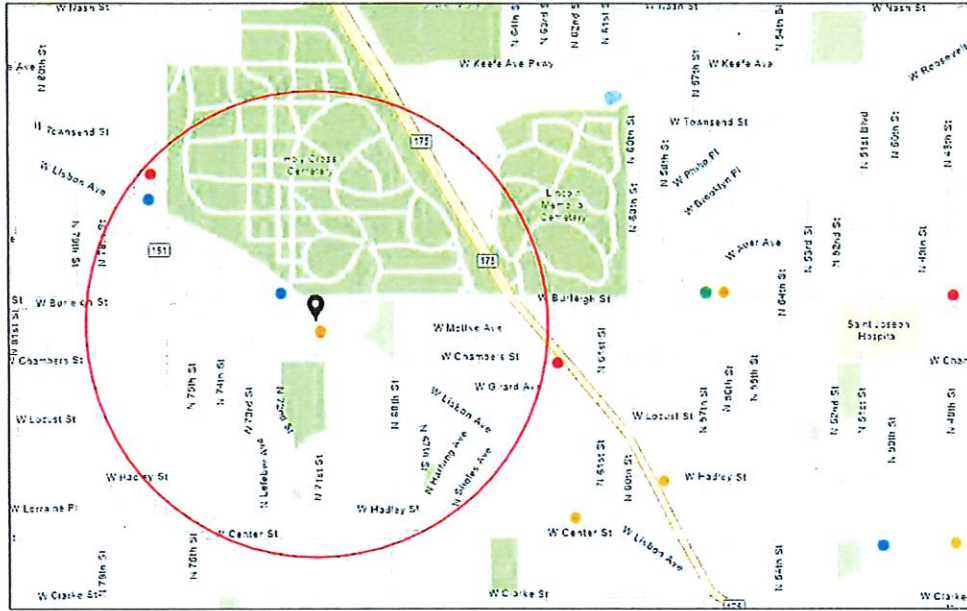


# City of Milwaukee Concentration Map

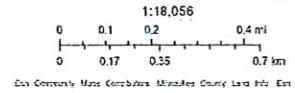
## 7101 W Lisbon Av

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

Jun 18 2021 13:18:56 Central Daylight 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



## Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	5		

## Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	JERAUG, INC	THE CORNER PUB	DAVID P PESCHEK, Agt	7602 W LISBON AV	Class B Tavern License	83	6/29/2021, 7:00 PM	1
2	C & G LIQUORS	C & G LIQUORS	CETTERY M GARDNER, SP	3307 N 76TH ST	Class A Malt & Class A Liquor License		11/25/2021, 6:00 PM	1
3	Gard's Restaurant & Lounge	Gard's Restaurant & Lounge	DENISE M FONDER, SP	7170 W Burleigh ST	Class B Tavern License	80	8/22/2021, 7:00 PM	1
4	New Sentry LLC	Sentry Foods	Bharat Bansal, Agt	7101 W LISBON AV	Class A Fermented Malt Beverage Retailer's License		6/14/2022, 7:00 PM	1
5	SEFTAR & SON FOODS, INC	SENTRY FOODS #2815	Robert J Ahrens, Agt	7101 W LISBON AV	Class A Malt & Class A Liquor License		2/9/2022, 6:00 PM	1

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



# 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:

Grocery Store

Do you have any experience operating this type of business?  No  Yes If yes, explain: Managed gas station, commercial and liquor store for 10+ years.

## 2. Business Operations

- a. Proposed Opening Date: 04/15/2021
- 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: Food, Beer/Liquor, Cig/Tobacco
- 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: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 10 Locations: entrance door, cashiers, break room, Wash room  
Outside: 5 Locations: entrance/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? 50 and describe the parking security plan: Security Cameras
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: Security Cameras
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 35 and list locations:  
30 cameras inside the store and 5 outside/exterior
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>10</u> %	Food <u>70</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes <u>5</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>15</u> % Describe: <u>household items</u>
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		

## 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: \_\_\_\_\_       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: \_\_\_\_\_

## 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):

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: lisbon and 76th street

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: Alfred & Dorothy Louise Phone Number: 414-871-1700

Building Owner Address: 7101 W Lisbon Ave Milwaukee, WI 53210

## 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	6 am	9 pm	1000	+18	
Monday	6 am	9 pm	1000	+18	
Tuesday	6 am	9 pm	1000	+18	
Wednesday	6 am	9 pm	1000	+18	
Thursday	6 am	9 pm	1000	+18	
Friday	6 am	9 pm	1000	+18	
Saturday	6 am	9 pm	1000	+18	

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: New Sentry LLC

Premise Address: 7101 W Lisbon Ave Milwaukee, WI 53210

**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.)? Applicant - New Sentry LLC
  - c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ 600,000
  - d) Total amount paid for business \$ 1,400,000
  - e) Total amount paid for goodwill of the business \$ 800,000
- 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 04/15/2021 Ends 04/15/2031
- b) Monthly rental \$ 11,000
- 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)? 10

### 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 \_\_\_\_\_

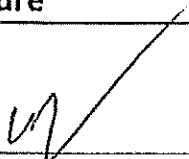
g) Does the present owner or occupancy object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

### 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