



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, May 05, 2015

COMMITTEE MEETING NOTICE

AD 13

PETERSON, Carol J, Agent  
THREE BLONDES, INC  
2030 W HOWARD Av

MILWAUKEE, WI 53221

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Thursday, May 14, 2015 at 08:30 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Renewal Applications as agent for "THREE BLONDES, INC" for "MAVERICKS" at 2030 W HOWARD 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 85-4-4, 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 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:

Jason Schunk  
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)

MILWAUKEE POLICE DEPARTMENT  
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS  
SYNOPSIS

DATE: 04/10/2015

LICENSE TYPE: BTAVN

NEW:

RENEWAL: X

No. 207444

Application Date: 04/10/2015

Expiration Date:

License Location: 2030 W Howard Av

Aldermanic District:

Business Name: Mavericks

Licensee/Applicant: Peterson, Carol J

(Last Name, First Name, MI)

Date of Birth: 02/19/1956

Home Address: 2030 W Howard Av

City: Milwaukee

State: WI

Zip Code: 53221

Home Phone: (414) 281-4609

This report is written by Police Officer Gilbert Gwinn, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On June 20, 1994, the License Investigation Unit received a complaint from a neighbor regarding, noise, urinating in yards and motorcycle and automobiles revving their engines. Mostly occurring on the weekends during the late evening hours.
2. Patrols were increased in an attempt to solve the situation. During the weekends of July 9<sup>th</sup> & 10<sup>th</sup> and July 16<sup>th</sup> & 17<sup>th</sup> the problems re-occurred. On July 18, 1994 A Sergeant from District #6 met with the owners regarding the problems with unruly patrons. Also a meeting was held with the Alderman, his aide and supervisors of the Sixth District Police Station regarding neighborhood complaints. On July 19, 1994 two (2) Sergeants from the Sixth District met with Licensee, Carol J DEMSKI, and the Corporate Officers, Todd PETERSON and Stephen KARWOWSKI, all of whom live upstairs from the tavern. During the meeting PETERSON did most of the talking stating they believed they were making every reasonable effort to eliminate the problems. They also stated that when a neighbor complains they take immediate action.
3. On October 1, 1994 officers were dispatched to a "man with a gun" call at the tavern. Officers spoke with the bartender, Todd PETERSON, who stated there were two (2) groups that came in and had words. One group left and a short time later the other group left and both groups met in the parking lot. One of the actors was swinging a baseball bat and another appeared to brandish a gun, unknown if it was real. Both groups were gone before police arrived.

4. On October 29, 1994 officers were dispatched to a fight at the tavern. Officers were told that there was no fight, instead some patrons outside were not welcome inside so the police were called "JUST IN CASE". About 40 minutes later the same officers were informed by their Lieutenant to return and do a tavern check for over capacity. It was twenty (20) minutes before closing and the licensee, Carol DEMSKI, was behind the bar and four (4) other patrons were seated at the bar, all of whom were workers. Ms DEMSKI stated on Saturday and Sunday they close a half hour early to avoid any problems.
5. On November 3, 1994 officers were sent to a residence to investigate a Battery Complaint that occurred at the tavern. Investigation revealed a name was called during a pool game and a punch was thrown causing injury. The bartender, Todd PETERSON told officers he didn't know the individuals and told them to leave.
6. On December 17, 1994 officers observed a male urinating in the alley behind the tavern. A citation was issued as a result.
7. On February 12, 1995 officers were dispatched to – Ambulance sent, man down bleeding, unknown what happened. One (1) arrest was made for Battery. This occurred at 12:30A.M.
8. On February 12, 1995 officers were sent to check for underage drinkers in the tavern. Upon arrival officers observed the tavern closed and employees were cleaning. A check with the dispatcher revealed a red vehicle was supposed to be in the alley. This vehicle was gone.
9. On March 7, 1995 officers were dispatched to a fight at the tavern with about 5-6 males. Officers arrived to find no fight.
10. On March 18, 1995 officers were dispatched to loud music coming from the tavern. The call was received at 12:55A.M. and the squad was dispatched at 2:53A.M. Upon arrival there was no loud music.
11. On April 11, 1995 officers were dispatched to the tavern regarding trouble with a customer. The time was 1:32A.M. Officers advised the situation.
12. On April 11, 1995 officers were dispatched to the tavern regarding trouble with a patron. The tavern called back and stated they put the subject in a cab and now the cab driver is having trouble with the customer. The assignment was completed.
13. On May 4, 1995 officers were dispatched to the tavern regarding a fight and the bartender stated they needed an ambulance. A man was cut by an unknown type of glass causing a laceration to the side of his head. One suspect was arrested. The actor was caught by security for the tavern and held for police.

RE: PETERSON, Carol J

14. On Wednesday, 02/07/1996 at 2:00AM Officers were sent to Mavericks Tavern located at 2030 W Howard Av. for a Man with a Gun. Upon their arrival Officers interviewed Todd PETERSON who identified two men who were causing a disturbance outside the bar. Mr PETERSON stated that one of these subjects had a hammer, and was threatening customers outside the tavern. He then stated that Scott HORN had his hand inside his coat, threatening customers stating he had a gun. The Hammer was recovered, and no gun was found. Both subjects were arrested for Disorderly Conduct – No Charges were issued by the District attorney's Office.

15. On Saturday, 04/13/1996 at 1:18AM Officers conducted a check of Mavericks tavern located at 2030 W Howard Av. Upon entering the tavern the Officers found an underage person who had someone else's identification.

As to Licensee: (Carol J DEMSKI)

Charge: Presence of Underage Person  
Finding: Not Issued  
Sentence: Not Issued  
Date: 05/02/1996  
Citation#: 5460712

As to Underage Person (William C ANDERSON)

Charge: Presence of Underage Person  
Finding: Guilty  
Sentence: Fined \$332.50  
Date: 05/30/1996  
Case#: 9604929

16. On Thursday, 05/30/1996 at about 12:25AM Officers responded to a Personal Injury Accident at 20<sup>th</sup> & Howard. Investigation revealed that the driver of one of the vehicles Domin L ZINGDALE M/W 06/03/1974, and the passenger Joseph W BLAIR M/W 07/09/1975 had just left Mavericks tavern before they were involved in this accident. BLAIR who is 20 Years old stated he walked right into Maverick's past the bouncer, who never carded him, and ordered two pitchers of beer. BLAIR remained in the tavern and consumed the beer with ZINGDALE without anyone ever checking his identification.

As to Licensee: (Carol J DEMSKI)

Charge: Sale to Underage Person  
Finding: Dismissed  
Sentence: Fined \$150.00  
Date: 09/10/1996  
Case#: 96068151

As To Patron (Joseph W BLAIR)

Charge: Purchase Alc Beverage by Underage  
Finding: Guilty  
Sentence: Dismissed  
Date: 09/10/1996  
Case#: 96068158

RE: PETERSON, Carol J

17. On Sunday, 09/15/1996 at about 12:20AM Officers investigated a fight at Maverick's tavern located at 2030 W Howard Av. Investigation revealed a fight started inside the tavern, and continued into the parking lot where two patrons were injured, and an auto's windshield was smashed. The suspects were unknown, and fled the scene. Two criminal complaints were filed for Battery, and Criminal Damage To Property.
18. On Sunday, 09/22/1996 at 1:20Am Officers were conducting an investigation at Maverick's tavern located at 2030 W Howard Av. regarding the fight which took place on 09/15/1996. Officers observed a group of people running to the back of the bar. The Officers also saw Jason LEMKE yelling loudly as employees escorted him from the side door of the bar. He was resisting their efforts to make him leave, and was causing a crowd to gather. He was intoxicated. Mr LEMKE stated that he became upset when someone hit his friend with a glass. That person was located inside the bar, and identified as Anthony FUCHS.

As To Patron (Jason G LEMKE)

Charge: Disorderly Conduct  
Finding: Guilty  
Sentence: Fined \$86.50  
Date: 11/14/1996  
Case#: 96111404

As To Patron (Anthony FUCHS)

Charge: Disorderly Conduct  
Finding: Guilty  
Sentence: \$111.10  
Date: 11/14/1996  
Case#: 96111379

19. On Wednesday, 12/04/1996 at 11:20PM Officers were sent to Maverick's tavern located at 2030 W Howard Av. regarding a bartender under 21 years of age, and drinking. Upon their arrival Officers found a bartender who identified himself as William J ZINDARS 01/26/1974. Upon conducting a wanted check it was found that he was lying about his name. At this time he stated his real name was William J ZIMDARS 12/26/1976, and that he lied because the owner would not hire him if he was under 21 years old. William denied ever drinking at the bar.

As to Bartender (William J ZIMDARS)

Charge: Obstructing an Officer  
Finding: Guilty  
Sentence: Fined \$148.00  
Date: 04/07/1997  
Case#: 97004017

20. On Sunday, 12/29/1996 at 12:33AM Officers were sent to Maverick's tavern located at 2030 W Howard Av. for a fight. Upon their arrival the doorman told Officers that Matthew HORVATH was denied access to the tavern due to yelling at patrons in the parking lot causing a disturbance. At this time HORVATH began to drive his auto in a reckless manner in front of the tavern, and left the scene. The Officers located this subject who was identified by the complainant.

As To (Matthew HORVATH)

Charge: Disorderly Conduct  
Finding: Dismissed Without Prejudice  
Sentence: Dismissed  
Date: 04/21/1997  
Case#: 97011441

21. On Sunday, 12/29/1996 at 2:30AM Officers were conducting a check of Maverick's tavern located at 2030 W Howard Av. The officers were notified by Todd PETERSON that he was having trouble with an intoxicated subject who would not leave the area of the tavern. He stated that this person was escorted out of the tavern after he was yelling at a female patron, and pushed her. When Officers found this subject outside the tavern it was found that he was highly intoxicated and refused to leave the area. At this time he began yelling causing a disturbance, and a crowd to gather. This subject was identified as Daniel J PERCIFIELD.

As To (Daniel J PERCIFIELD)

Charge: Disorderly Conduct  
Finding: Guilty  
Sentence: Fined \$111.10  
Date: 02/13/1997  
Case#: 97011456

22. On 02/07/1997 at 2:29AM Officers conducted a check of Maverick's tavern located at 2030 W Howard Av. As Officers entered the tavern a patron (Steven R DUVALL) came up from behind one of the Officers, and attempted to punch him in the back of the head. The officer identified themselves, and attempted to have the subject leave the tavern with them. At this time he became combative, kicking and punching at the Officers. The Officers had to decentralize the subject to the ground, and placed him under arrest. The licensee, and employees assisted the Officers in taking this subject into custody.

As To (Steven R DUVALL)

Charge: Disorderly Conduct  
Finding: Not Issued by District Attorney's Office  
Sentence: N/A  
Date: 02/08/1997

RE: PETERSON, Carol J

23. On 09/14/1997 at 1:40AM Officers were sent to the area of Maverick's tavern located at 2030 W Howard Av. Upon their arrival Officers observed two subjects being ejected by tavern staff. Officers were informed by Todd PETERSON that these subjects were involved in an argument with other patrons inside the tavern, where pushing escalated to violence. One subject (David POHL) struck a patron with a bottle, and the other subject (Jerry DOLESHAL) started the incident by pushing, and alarming the patrons by his unruly conduct.

As To Patron (David POHL)

Charge: Battery  
Finding: Guilty of amended charge – Disorderly Conduct  
Sentence: Fined \$111.10  
Date: 03/16/1998  
Case#: 97148338

As To Patron (Jerry DOLESHAL)

Charge: Disorderly Conduct  
Finding: Guilty  
Sentence: Fined \$111.10  
Date: 11/04/1997  
Case#: 97148208

24. On 03/19/1998 at about 12:20AM Officers were sent to a bar fight at Maverick's tavern located at 2030 W Howard Av. Upon their arrival Officers observed employee's at Maverick's holding David VANDERBOOM down. This subject was extremely intoxicated, and was arrested.

As To Patron (David A VANDERBOOM)

Charge: Battery  
Finding: Dismissed  
Sentence: NONE  
Date: 03/19/1998  
Case#: 1998CM00304

As To Patron (Jeffrey ROBERTS)

Charge: Disorderly Conduct  
Finding: Guilty  
Sentence: Fined \$500.00  
Date: 06/17/1998  
Case#: 1998CM03289

25. On 7-14-2001, at Maverick's, 2030 West Howard Avenue, officers investigated a disturbance. There investigation disclosed a patron was being held down until police arrived. The patron told officers he was dragged from his vehicle and fought with. He stated the bartender, Christopher McMurry, punched him repeatedly to the back of the head.

Re Patron, Jamyn Rukavina

Charge: Disorderly Conduct  
Finding: guilty  
Sentence: fined \$116.00  
Date: 9-6-01  
Case: 01082084  
Citation: 57878496

26. On 10-20-01, at 1:10AM, officers were dispatched to Maverick's, 2030 West Howard Avenue, regarding a complaint of underage person drinking on the premises. On arrival they did not find any underage persons, however, under the direction of a Sergeant on the scene, a head count was taken of patrons on the premises. 126 patrons were counted. The bar capacity was 99 persons.

Charge: Class B Premises Exceeding Posted Occupancy/Capacity  
Finding: guilty  
Sentence: fined \$150.00  
Date: 3-5-2002  
Case: 01136287  
Citation: 56877225

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27. On 2-23-2003 at 1:57am Milwaukee Police were sent to 2030 W Howard Ave, Mavericks, for a subject with a gun. They spoke to Stewart Arthur, a bouncer at Mavericks, who stated that a female driving a maroon Ford Explorer, pointed a gun at him after an altercation that she had inside the tavern with a different person. Officers found the suspect matching the description given by Arthur on So 18<sup>th</sup> st. After stopping the vehicle, the driver stated that the gun was in the rear pouch of the passenger seat, where the officers found the gun. The gun was loaded with 7 bullets and the suspect was arrested for Carrying a Concealed Weapon and Endangering Safety by Use of a Dangerous Weapon.

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28. On 01/20/07 at 9:30 pm, Milwaukee Police conducted a tavern check at Maverick's, 2030 W Howard Avenue. As officers entered the tavern, they observed two bartenders, identified as Joseph Wolslager and Erik Bogust, serving alcohol to patrons. Officers asked to see their bartenders' license and neither one could provide one. Officers found that neither one possessed a valid license and spoke to the licensee, Carol Peterson, who was called to the tavern. Peterson was advised the neither bartender held a valid license to served alcohol and that she would be receiving two citations for bartenders license required.

Charge: Class D Bartenders License Required (two counts)  
Finding: Guilty on both  
Sentence: Fined \$356.00 for both citations  
Date: 03/16/07  
Case: 07018873  
07018874

29. On 02/17/07 at 3:22 pm, Milwaukee Police were investigating a Battery complaint that occurred at Maverick's Tavern. Investigation revealed two patrons began to argue when a drink was spilled on one of the patrons coat. One patron began pushing the other when a punch was thrown. The fight was broken up and everyone agreed that no prosecution was desired.



30. On 03/03/07 at 2:06 am, Milwaukee Police were dispatched to Maverick's Bar, 2030 W Howard Avenue for Trouble With Subjects. Officers observed 3 customers arguing with the bar owner and staff. These patrons were found to be intoxicated and swearing aggressively at the staff. Investigation revealed these patrons were asked to leave because of the disorderliness and refused. These patrons then became combative and police were called. All three patrons received citations for disorderly conduct.

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31. On 04/23/2009 at 11:20PM, Milwaukee Police Department was dispatched to Maverick's Tavern, 2030 W Howard Av for a Battery. Officers spoke to the bartender; Todd L PETERSON who stated an unknown male came up to the bar and asked for a pitcher of beer. PETERSON stated the unknown male became agitated and took a swing at him with a closed fist. PETERSON went to escort the subject out of the tavern when another unknown male stood in the exit to prevent him from leaving. Both subjects were issued citations for Disorderly Conduct.

32. On 02/21/2010 at 2:16AM, Milwaukee Police Department responded to Maverick's Tavern, 2030 W Howard Av for a fight involving a "huge crowd". Todd L PETERSON stated that some of the patrons he has never seen started a fight inside the bar and were escorted out. The actors of the fight had fled prior to police arrival.

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33. On 06/24/10 at 12:43 am, Milwaukee police were flagged down by a citizen who stated there was a fight in front of 2030 W Howard Avenue, Mavericks bar. Investigation revealed two patrons who were family members were fighting outside the tavern. No one was injured or wanted to prosecute. Police spoke with owner Todd Peterson who stated the patrons were regulars and that he didn't realize they were fighting outside on the sidewalk.

34. On 12/28/10 at 1:36 am, Milwaukee police were dispatched to 2030 W Howard for a Reckless Use of Weapon complaint. Officers spoke with the bartender Bryan Lafave who stated at 1:25 am, while bartending, he heard the sound of glass shattering. When Lafave looked toward the sound, he observed two females arguing. He thought one of the females threw the glass and immediately called for police. Investigation revealed the two females were arguing however, the glass had been knocked off the bar with one patron being struck in the hip by the glass. No one wanted to prosecute and no injuries were reported.

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35. On 02/12/12 at 2:04 am, Milwaukee police were dispatched to 2030 W Howard Avenue for a Fight complaint. As police entered the bar, they observed a fight with several patrons as a crowd circulated around the subjects fighting which included the bar owner, Todd Peterson. One patron was arrested and removed immediately from the bar. Officers spoke with Peterson who appeared to be highly intoxicated. Peterson stated that an argument started inside the bar that involved an unknown male and female. Peterson further stated that the male punched the female in the face to which the male subject was cited for.

36. On 02/15/12 at 1:03 am, Milwaukee police were dispatched to 2030 W Howard Avenue for a Fight complaint. Investigation revealed that a patron left the bar with a drink in her hand in which an employee tried to stop her but was unable to. Another patron who was inside the bar then battered that same employee but no injuries were sustained. Attempts to contact the licensee Todd Peterson at his home and the business provided were unsuccessful.

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37. On 11/04/2013 Milwaukee police were dispatched to a fight complaint at 2030 West Howard Avenue (Mavericks Bar). Officers discovered several men holding a subject down on the ground outside the business. Investigation revealed this subject was intoxicated and had been escorted out of the business after refusing to leave when asked. Todd Peterson, who identified himself to police as the business owner, states that once outside, the subject charged and attempted to punch him. Todd Peterson and several other customers then held the subject until police arrived. The subject was cited for Disorderly Conduct.

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38. On 03/13/2014 the applicant was cited at 2030 West Howard Avenue for Presence of Minor at Licensed Premise.

Charge: Presence of Minor at Licensed Premise  
Finding: Guilty  
Sentence: \$374.00 fine  
Date: 05/14/2014  
Case: 14024637

39. On 01/31/2015 Milwaukee police responded to a trouble with a subject complaint at Mavericks (2030 West Howard Avenue). The caller told officers he was awakened by 3 males and 3 females exiting their vehicle screaming, yelling and dancing in the street. These subjects entered Mavericks. The caller could not identify the subjects.

MILWAUKEE POLICE DEPARTMENT
REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Diana ROWE

Business Name: Maverick's

Address of Licensed Premises: 2030 W. Howard Av.

Business Phone: (414)460-460

Type of License: Class B

District: 6

[X] Violation / [ ] Incident # Trbl with subj.

Date of Incident: 01/31/15

Licensee or Manager on premises at time of violation / incident? [X] Yes [ ] No

Licensee cooperative? [X] Yes [ ] No (if no, explain in narrative section)

Licensee Notified by Officer: P.O. RODRIGUEZ

Date: 01/31/15

Time: 2:17am

Licensee or Agent's Name: Carol Todd L. PETERSON

Home Address: 2030 W. Howard Av.

Date of Birth: 07-07-65

Home Phone: (414)460-4609

Co-Licensee Name:

Home Address:

Class S License Number:

Date of Birth:

Home Phone:

Bartender Name: Todd L. PETERSON

Home Address: 2030 W. Howard Av

Class D License Number:

Date of Birth: 7-7-65

Home Phone: (414)460-4609

Licensed Person / Public Pass. Vehicle, etc.:

Home Address:

Class D License Number:

Date of Birth:

Home Phone:

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited:

Citation Number:

Violation & Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation & Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation & Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation & Ord. / Statue No.:

Date of Birth:

Court Date:

Name of Person Cited:

Citation Number:

Violation & Ord. / Statue No.:

Date of Birth:

Court Date:

Investigating Officer: P.O. Kristopher MADUSCHA

District / Bureau: 64

Date: 02-09-15

Signature of Capt. Diana Rowe

Commanding Officer

FEB 27 2015

Date

DISPOSITION - FOR LICENSING ONLY

Table with 5 columns: Citation No., Case Number, Disposition, Judge, Date. Includes handwritten entries like 'LICENSE INVESTIGATION UNIT', 'Received 3-4-15', and 'Referred'.

By [Signature]

This report is typed by PO Kristopher MADUSCHA assigned to District 6, Power Shift, Squad 6468, along with PO ANDRYSCZYK. On Saturday, January 31st, 2015 at 2:17 AM, PO ANDRYSCZYK went to back up Squad 6430, PO Philip RODRIGUEZ for a trouble with subject at 2030 W. Howard Ave. (Mavricks) Upon arrival, PO RODRIGUEZ was speaking with the owner Todd L. PETERSON (W/M, 7-7-65). Todd stated that nothing was happening in front of his bar.

As PO RODRIGUEZ was speaking with PETERSON, I was talking with the caller John PERRY of 3848 S. 20th PL. PERRY stated; "I was woken up by 3 females and 3 males exiting their vehicle screaming, yelling and dancing in the middle of the street". PERRY stated he observed the 3 males and 3 females enter the Mavericks tavern at 2030 W. Howard Av. PERRY stated he could not describe the subjects because it was dark out, but he stated they did go into Mavericks. We could not identify the subjects due to a lack of clothing discription. I advised PERRY if there is any other disturbances coming from Mavericks to call the police. PO RODRIGUEZ advised PETERSON there was a license premise report being filed regarding.



Monday, May 04, 2015



# Notice of Public Hearing

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PETERSON, Carol J, Agent  
MAVERICKS at 2030 W HOWARD Av  
Class B Tavern and Public Entertainment Premises License Renewal Applications

**Thursday, May 14, 2015 at 8:30 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 5/14/2015 at 8:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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 appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.  
**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**



CURRENT RESIDENT	3840 S 20TH PL	MILWAUKEE, WI 53221-1559
CURRENT RESIDENT	3841 S 20TH ST	MILWAUKEE, WI 53221-1557
CURRENT RESIDENT	3847 S 20TH PL	MILWAUKEE, WI 53221-1558
CURRENT RESIDENT	3847 S 20TH ST	MILWAUKEE, WI 53221-1557
CURRENT RESIDENT	3848 S 20TH PL	MILWAUKEE, WI 53221-1559
CURRENT RESIDENT	3852 S 20TH PL	MILWAUKEE, WI 53221-1559
CURRENT RESIDENT	3853 S 20TH ST	MILWAUKEE, WI 53221-1557
CURRENT RESIDENT	3909 S 20TH ST 1	MILWAUKEE, WI 53221-1951
CURRENT RESIDENT	3909 S 20TH ST 10	MILWAUKEE, WI 53221-1953
CURRENT RESIDENT	3909 S 20TH ST 11	MILWAUKEE, WI 53221-1953
CURRENT RESIDENT	3909 S 20TH ST 12	MILWAUKEE, WI 53221-1953
CURRENT RESIDENT	3909 S 20TH ST 13	MILWAUKEE, WI 53221-1953
CURRENT RESIDENT	3909 S 20TH ST 14	MILWAUKEE, WI 53221-1953
CURRENT RESIDENT	3909 S 20TH ST 15	MILWAUKEE, WI 53221-1953
CURRENT RESIDENT	3909 S 20TH ST 16	MILWAUKEE, WI 53221-1953
CURRENT RESIDENT	3909 S 20TH ST 2	MILWAUKEE, WI 53221-1951
CURRENT RESIDENT	3909 S 20TH ST 3	MILWAUKEE, WI 53221-1951
CURRENT RESIDENT	3909 S 20TH ST 4	MILWAUKEE, WI 53221-1951
CURRENT RESIDENT	3909 S 20TH ST 5	MILWAUKEE, WI 53221-1951
CURRENT RESIDENT	3909 S 20TH ST 6	MILWAUKEE, WI 53221-1951
CURRENT RESIDENT	3909 S 20TH ST 7	MILWAUKEE, WI 53221-1951
CURRENT RESIDENT	3909 S 20TH ST 8	MILWAUKEE, WI 53221-1951
CURRENT RESIDENT	3909 S 20TH ST 9	MILWAUKEE, WI 53221-1953
CURRENT RESIDENT	3910 S 20TH ST	MILWAUKEE, WI 53221-1927

**Total Records: 80**

**Radius: 250.0 feet and Center of Circle: 2030 W Howard AV**

## 2015-2016 Plan of Operation for 2030 W HOWARD AV

### 1. Litter and Noise

How are the grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other: \_\_\_\_\_

How often will grounds be cleaned?  Daily  Weekly  Other: \_\_\_\_\_

Grounds Cleaned By:  Licensee  Building Owner  Employees  Hired Maintenance  Other: \_\_\_\_\_

How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  
 Signs Posted  Other: \_\_\_\_\_

### 2. Smoking and Sanitation

Are there designated outdoor smoking areas?  No  Yes  
 If yes, describe the area(s) and provide location(s): FRONT OF BUILDING

Number of Garbage Cans: Inside: 6 Locations: FRONT/BACK BARS KITCHEN  
 Outside: 4 Locations: BACK OF BUILDING

Is a Crowd Control Barrier used?  No  Yes If yes, describe: \_\_\_\_\_

Describe sanitation facilities (restrooms): 2 WOMEN'S ROOMS 1 MEN'S

Provide name of solid waste contractor: EAGLE DISPOSAL

### 3. Security

Are there parking spaces on the premises?  No  Yes If yes, number of spaces: 18 and describe security provisions:  
EMPLOYEE PATROLLED

Are there designated loading areas?  No  Yes If yes, describe security provisions \_\_\_\_\_

Do you have security personnel on the premise?  No  Yes If yes, how many? \_\_\_\_\_  
 AND What are their responsibilities? \_\_\_\_\_  
 What security equipment do they use? \_\_\_\_\_  
 List their licensing, certification or training credentials: \_\_\_\_\_

Are there security cameras?  No  Yes If yes, list all locations: INSIDE BAR

Are searches and/or identification checks conducted upon entry?  No  Yes If yes, describe: ID'S

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

Alcohol <u>80</u> %	Food Sales <u>20</u> %	Entertainment _____ %	Other _____ %
---------------------	------------------------	-----------------------	---------------

### 5. Businesses On The Premise (choose all that apply):

<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Deli or Fast Food Rest.	<input type="checkbox"/> Private/Fraternal/Veterans' Club
<input type="checkbox"/> Night Club	<input checked="" type="checkbox"/> Tavern	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Teen Club
<input type="checkbox"/> Bowling Alley	<input type="checkbox"/> Hotel	<input type="checkbox"/> Banquet Hall	<input type="checkbox"/> Sports Facility
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Corner Store	<input type="checkbox"/> Supermarket	<input type="checkbox"/> Convenience Store
<input type="checkbox"/> Gas Station	<input checked="" type="checkbox"/> Other <u>grill</u>		

### 6. Hours of Operation and Age Restriction

Are there any changes to the current hours of operation or age restriction?  No  Yes If yes, describe \_\_\_\_\_

Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.

### 7. Floor Plan

Are there any changes to the current floor plan?  No  Yes If yes, describe \_\_\_\_\_

AND submit a new floor plan with this application. Changes in floor plan include changing the location of tables, games, etc. within your current licensed premises. If your changes include adding any additional areas or square footage to your premises, or any renovations to the building will be done, a Permanent Extension of Premises application must be filed.



(1) CURRENT ENTERTAINMENT

The following types of entertainment have been approved for your current Public Entertainment Premises license: Instrumental Musicians, Disc Jockey, Patrons Dancing, Karaoke, 10 Amusement Machines, 1 Pool Table

(2) SELECT ANY TYPES OF ENTERTAINMENT THAT YOU ARE REQUESTING TO ADD \*No changes in entertainment shall take place until approved by the Common Council and a new license has been issued and posted on the premises.

Grid of checkboxes for entertainment types: Instrumental Musicians, Bands, Battle of the Bands, Comedy Acts, Disc Jockey, Magic Shows, Poetry Readings, Dancing by Performers, Jukebox, Wrestling, Patron Contests, Patrons Dancing, Adult Entertainment/Strippers/Erotic Dance, Karaoke, Bowling Alley, Pool Tables, Motion Pictures, Amusement Machines, Concerts, Theatrical Performances. Includes fields for 'How many screens?' and 'Approx. # per year?'.

(3) REMOVE ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

(4) WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?

[X] No [ ] Yes, describe:

(5) LEGAL CAPACITY OF PREMISES

99 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.) Your legal capacity will determine the license fee for your Public Entertainment Premise License. If you would like to request that the license be approved with a lower capacity than that listed above, indicate lower capacity. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

(6) IDENTIFY IF SOUND AMPLIFICATION IS USED

[ ] No [X] Yes, describe: SPEAKERS

(7) DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES

Read And Initial Each Item Confirming Your Understanding:

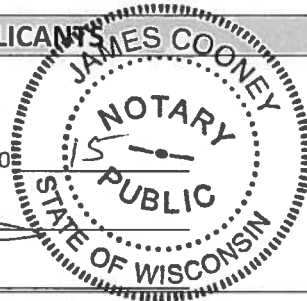
- 1 CP I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.
2 CP I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
3 CP 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.
4 CP 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.

(8) NOTARIZED SIGNATURES OF APPLICANTS

SUBSCRIBED AND SWORN TO BEFORE ME

This 10th day of APRIL, 2015

(Clerk/Notary Public) My Commission Expires 3-6-16



Handwritten signature of Carol Peterson, Agent/Owner/Partner, and additional signature for Additional Owner/Partner.

\*Notary Seal must be affixed.



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, May 05, 2015

COMMITTEE MEETING NOTICE

AD 13

PIOTROWSKI, Shannon L, Agent  
13th Pour LLC  
6401 W Burdick Ave

Milwaukee, WI 53219

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Thursday, May 14, 2015 at 08:30 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Application Requesting Instrumental Musicians, Patrons Dancing, Jukebox, Karaoke, 2 Pool Tables, and 5 Amusement Machines as agent for "13th Pour LLC" for "13th Pour" at 3675 S 13th St.

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: \_\_\_\_\_

Jason Schunk  
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)



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, May 05, 2015

COMMITTEE MEETING NOTICE

AD 13

PIOTROWSKI, Shannon L, Agent  
13th Pour LLC  
3675 S 13th St

Milwaukee, WI 53221

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**Thursday, May 14, 2015 at 08:30 AM**

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JIM OWCZARSKI, CITY CLERK

BY:

Jason Schunk

License Division Manager

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

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 03/25/2015

**LICENSE TYPE:** Class B Tavern

**NEW:**

**RENEWAL:**

**No. 206648**

**Application Date:** 03/23/2015

**License Location:** 3675 South 13<sup>th</sup> Street

**Business Name:** 13<sup>th</sup> Pour

**Licensee/Applicant:** Piotrowski, Shannon  
(Last Name, First Name, MI)

**Date of Birth:** 08/16/1974

**Home Address:** 6401 West Burdick Avenue

**City:** Milwaukee

**State:** WI **Zip Code:** 53219

**Home Phone:** 414-698-4001

This report is written by Police Officer Gilbert Gwinn, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 05/23/2011 Eric Schneeberg was charged in Milwaukee County with Possession of Cocaine/Coca §961.41(3g)(c). Eric Schneeberg is listed on the application as 60% shareholder.

**Charge:** Possession of Cocaine/Coca

**Finding:** Guilty

**Sentence:** 2 days house of correction

**Date:** 10/27/2011

**Case:** 2011CM002448

2. On 11/09/2012 the Wisconsin Department of Transportation revoked Eric Schneeberg's driver's license for 6 months for Operating While Intoxicated. Eric Schneeberg is listed on the application as 60% shareholder.

Date:04-08-2015  
Officer: Klein

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

Name of Premise: 13<sup>th</sup> Pour  
Address: 3675 S. 13<sup>th</sup> St  
Phone: None

Owner: Shannon Piotrowski  
Owner address: 6401 W. Burdick Ave  
City State Zip: Milwaukee, Wi. 53219  
Owner Phone: 414-698-4001  
Owner email: shannonpiotrowski@att.net

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

Preferred contact: Same

Location currently open:  YES  NO

Projected open date: 05-01-2015

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

Hours of Operation: Sun: 10:00 am to 2:00 am  
Mon: 10:00 am to 2:00 am  
Tue: 10:00 am to 2:00 am  
Wed: 10:00 am to 2:00 am  
Thu: 10:00 am to 2:00 am  
Fri: 10:00 am to 2:30 am  
Sat: 10:00 am to 2:30 am  
24 hours Y N

Premise Type: Tavern/Bar  
Restaurant  
Other:

Licenses currently held:

- Alcohol: Yes No Class: #:  
Tobacco: Yes No #:  
Food: Yes No #:  
Occupancy: Yes No #:  
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 bus stop? Yes No
7. Is there a bus shelter? Yes No N/A
8. Street parking Yes No
9. Is there a parking lot Yes No
10. Is the parking lot clean? Yes No N/A
11. Is the parking lot well lit? Yes No N/A
12. Valet Parking Yes No
  - a. Will this lot have a guard? Yes No N/A
  - b. Will this lot have cameras? Yes No N/A
13. Are there areas where a person could conceal themselves Yes No
14. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
15. Exterior Payphone? Yes No
16. Are there No Loitering Signs posted? Yes No
17. Are there exterior security cameras Yes No How Many: 4
18. Are the address numbers prominently displayed and easy to see Yes No

Exterior Comments: They will be installing 4 outdoor cameras. They will also post a No Loitering sign before the Tavern opens

Camera Survey:

19. Does this location have security cameras? Yes No
20. Are they in working order? Yes No
21. What format are the cameras?
  - a. Color Yes No
  - b. Digital Yes No

- c. VCR  Yes  No  
 d. Recorded  Yes  No

22. How long is footage stored for later viewing: 2 Weeks  
 23. Are there exterior cameras  Yes  No How many: 4  
 24. Are there interior cameras  Yes  No How many: 4-6  
 25. Do all employees know how to retrieve recorded digital images/footage?  Yes  No  
 26. Cameras located in parking lot  Yes  No  N/A How many: 1-2

Camera Survey Comments: They will be installing a camera system with 4-6 cameras inside and 4 cameras outside. Only the owner will know how to download the cameras.

**Interior Survey:**

27. What is the planned/posted capacity 80  
 28. What is the minimum number of employees that will be on premise 3  
 29. 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  
 30. Is the interior of the location neat and clean?  Yes  No  
 31. Does an interior camera face the entrance/exit?  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

Interior Comments:

**Security**

34. How many security personnel are going to be employed:  N/A  
 35. How will they be deployed: Interior Exterior  N/A  
 36. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun  ALL  
 37. Will the security be managed by business  or contracted   
 38. Will they be armed  Yes  No  N/A  
 39. What type of security measures will be used:  N/A  
 Wanding/metal detector  
 ID Scanner  
 Dress Code  
 Cover Charge  
 Age restriction 21  
 Other  
 40. When at capacity, how will the overflow crowd be managed? They do have an outside beer garden for over flow  
 41. Will a guard monitor the overflow crowd at all times?  Yes  No

Security Comments:

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

MILWAUKEE POLICE DEPARTMENT  
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS  
SYNOPSIS

DATE: 12/06/2013  
LICENSE TYPE: BTAVN  
NEW:  
RENEWAL: X

No. 154112  
Application Date: 09/30/12  
Expiration Date:

License Location: 3675 S. 13<sup>th</sup> St.  
Business Name: Jug Heads

Aldermanic District: 13

Licensee/Applicant: Stern Jr., Joseph G.  
(Last Name, First Name, MI)  
Date of Birth: 11/24/1971

Home Address: 3610 S 15<sup>th</sup> Street  
City: Milwaukee  
Home Phone: (414) 573-9497

State: WI Zip Code: 53221

This report is written by Police Officer Kristyn KUKOWSKI, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 01/17/1991 the applicant was cited by West Allis Police for Disorderly Conduct.

Charge: Disorderly Conduct  
Finding: Guilty  
Sentence: \$445.00 fine  
Date: 02/04/1991  
Case: Unknown

2. On 08/23/1994 the applicant was arrested by New Berlin Police for Battery §940.19(1), which was later, amended to Refuse to Aid Peace Officer §946.40(1).

Charge: Battery (amended to Refuse to Aid Peace Officer)  
Finding: Convicted  
Sentence: Fine  
Date: 03/31/1995  
Case: 95CM210



3. On 07/26/2005 the applicant was arrested by New Berlin Police for Aggravated Battery/Intent-Great Harm §940.19(2), Battery §940.19(1) and Disorderly Conduct §947.01.

Charge 1: Aggravated Battery (amended to Aggravated Battery-Party to a Crime)  
2: Battery  
3: Disorderly Conduct  
Finding 1: Convicted of amended charge  
2: Dismissed-read in  
3: Dismissed-read in  
Sentence : Fine  
Date : 08/31/2006  
Case : 2005CF001303

- =====
4. On 11/26/2008 at 9:04am Milwaukee police were dispatched to a burglary complaint at 3675 South 13<sup>th</sup> Street (Jughead's Tavern). Investigation revealed the business had been burglarized while closed. Police report #083310054 filed.
  5. On 12/06/2008 at 7:20am Milwaukee police were dispatched to a burglary complaint at 3675 South 13<sup>th</sup> Street (Jughead's Tavern). Investigation revealed the business had been burglarized while closed. Police report #083410046 filed.
  6. On 12/12/2008 at 9:30am Milwaukee police were dispatched to a burglary complaint at 3675 South 13<sup>th</sup> Street (Jughead's Tavern). Investigation revealed the business had been burglarized while closed. Police report #083470037 filed.
  7. On 06/19/2009 at 10:55am Milwaukee police were dispatched to a burglary complaint at 3675 South 13<sup>th</sup> Street (Jughead's Tavern). Investigation revealed the business had been burglarized while closed. Police report #091700061 filed.

- =====
8. On 11/29/10, Milwaukee police received an anonymous complaint that the bartender who had blond hair and tattoos at Jughead's was allowing patrons to smoke inside the bar if they purchased an ashtray from the bar for \$2.00. A license premise check was conducted and officers spoke to the attending bartender Melanie Bauman who stated no one is allowed to smoke in the bar. No patrons were observed smoking. Bauman was informed of the complaint and she stated that the patrons always go outside to smoke. A warning was mailed to the licensee's home address.
  9. On 06/12/11 at 2:40 am, Milwaukee police conducted a License Premise Check at 3675 S 13<sup>th</sup> Street. Investigation revealed a patron was in the bar after hours with two bartenders first denying such patron was there. A check of the bars license revealed they were not posted and could not be located by either bartender. Officers spoke with the licensee Joseph Stern who stated he was aware of what happened. Stern was cited for several violations.

10. The only citation found in the municipal court system was the following:

Charge: Display of Liquor License Required  
Finding: Guilty  
Sentence: Fined \$50.00 due by 11/08/11  
Date: 09/09/11  
Case: 11079142

=====

**Applicant has the following outstanding warrant for item # 10.**

11. On 03/19/12 at 10:29 pm, Milwaukee police conducted a License Premise Check at 3575 S 13<sup>th</sup> Street. Police had received complaints that patrons were smoking inside the bar and upon entry, observed a patron sitting at the bar smoking a cigarette. The patron was told to put out the cigarette and was cited. Officers spoke to the bartender Joel Talacko, who stated that he was so busy that he didn't notice the subject smoking. On 03/20/12 at 1:47 am, officers attempted to contact Joseph Stern regarding the incident, but found his number that he provided was disconnected.

=====

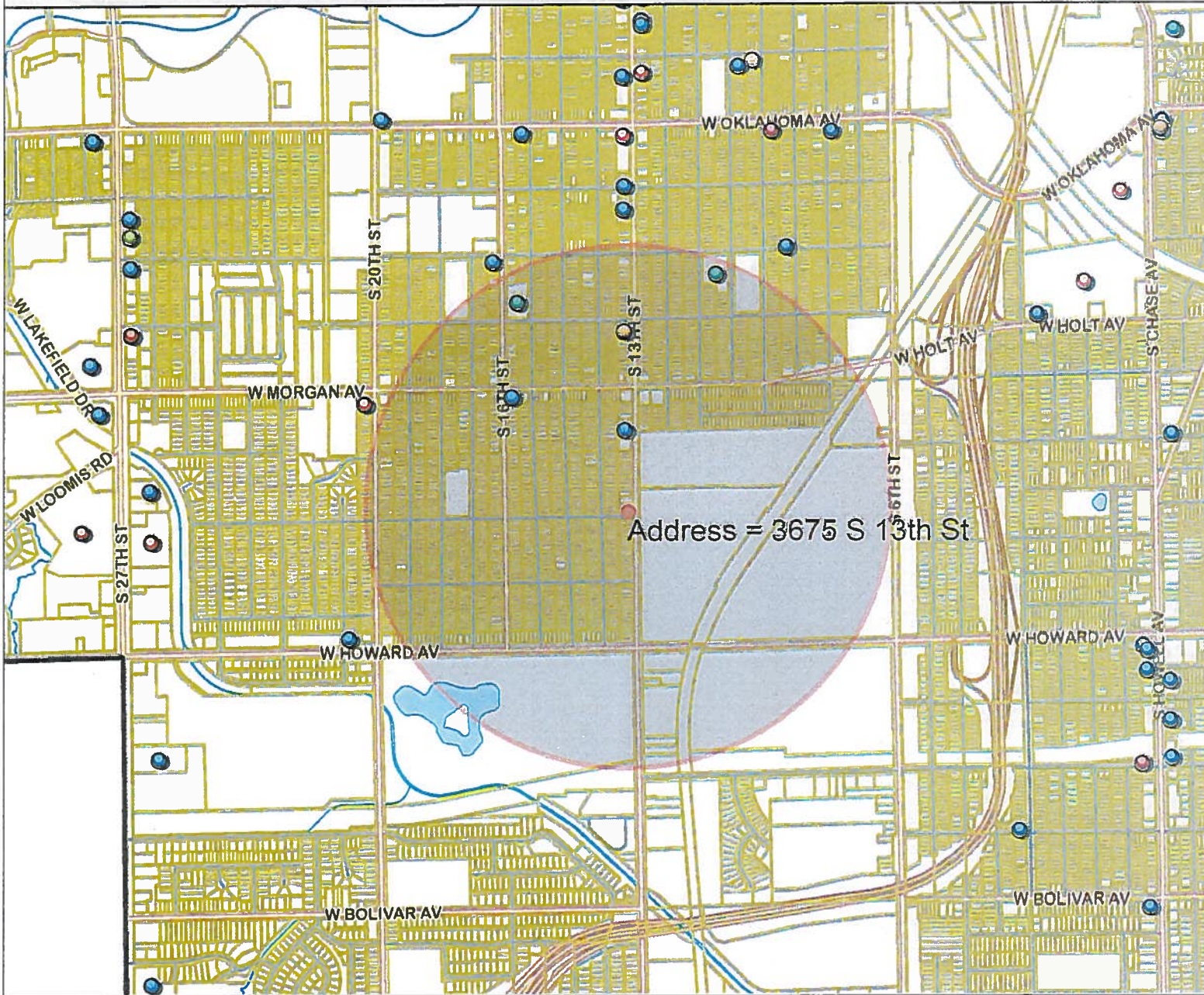
12. On 10/10/2012 at 1:43am, Milwaukee Police Department conducted a tavern check at 3675 S 13<sup>th</sup> ST, Jughead's. Upon entering the tavern a female was observed smoking a cigarette at the bar. When she saw the police she put her cigarette out inside her beer bottle. The bartender was told about the complaint of smoking being allowed in the tavern and she said she didn't know it was happening because she was away from the bar at the time. The female was cited for smoking and found guilty.

**PREVIOUS PREMISE**

Licensed Alcohol Beverage Establishments within a .5 Mile Radius Centered on 3675 S 13th St 03/25/2015							Total
<b>License Summary:</b>							
Class A Fermented Malt Beverage Retailer's License							1
Class B Fermented Malt Beverage Retailer's License							2
Class B Tavern License							2
							Grand Total : 5
Legal entity	Trade name	Licensee	Address	License type name	Total capacity	Room capacity	Expiration date
J NAGADA, INC	BEST FOOD STORE	JAYANTILAL L NAGADA, Agt	3405 S 13TH ST	Class A Fermented Malt Beverage Retailer's License			12/20/2015
Blessed John Paul II Congregation	Blessed John Paul II Congregation	Diane S Miderski-Azzarelo, Agt	3344 S 16th ST	Class B Fermented Malt Beverage Retailer's License			2/27/2016
Blessed John Paul II Congregation	Blessed John Paul II Congregation	Diane S Miderski-Azzarelo, Agt	3329 S 10th ST	Class B Fermented Malt Beverage Retailer's License			2/27/2016
WALKER'S MAPLE GROVE, INC	MAPLE GROVE TAVERN	JULIE A MATHER, Agt	3555 S 13TH ST	Class B Tavern License	404		7/30/2015
P T G, LLC	COOP'S TAVERN	JASON L MOELLER, Agt	1577 W MORGAN AV	Class B Tavern License	73		11/4/2015

# Alcohol License Concentration for 3675 S 13th St

City of Milwaukee, Wisconsin



- Legend -

- City limits
- Parcels
- Freeways**
  - Freeways
  - Exit ramps
  - Entry ramps
  - Ramps
- Major streets**
- Streets**
- Waterways
- Alcohol licenses**
  - Class A intoxicating liquor
  - Class A fermented malt beverage
  - Class A liquor and malt
  - Class B fermented malt beverage
  - Class B tavern
  - Class C wine retailer



- Notes -

Alcohol Establishments within a .5 Mile Radius Centered on 3675 S 13th St on 03/25/2015





Monday, May 04, 2015



# Notice of Public Hearing

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PIOTROWSKI, Shannon L, Agent  
13th Pour at 3675 S 13th St

Class B Tavern and Public Entertainment Premises License Application Requesting Instrumental Musicians, Patrons Dancing, Jukebox, Karaoke, 2 Pool Tables, and 5 Amusement Machines

**Thursday, May 14, 2015 at 8:30 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 5/14/2015 at 8:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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 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.**

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	1305 W WILBUR AVE	MILWAUKEE, WI 53221-1748
CURRENT RESIDENT	3628 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3629 S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3634 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3635 S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3640 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3641 S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3645 S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3646 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3647 S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3649 S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3650 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3656 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3657 S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3659A S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3660 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3661 S 14TH ST	MILWAUKEE, WI 53221-1641
CURRENT RESIDENT	3661A S 14TH ST	MILWAUKEE, WI 53221-1641
CURRENT RESIDENT	3666 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3667 S 14TH ST	MILWAUKEE, WI 53221-1641
CURRENT RESIDENT	3667A S 14TH ST	MILWAUKEE, WI 53221-1641
CURRENT RESIDENT	3672 S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3672A S 14TH ST	MILWAUKEE, WI 53221-1642
CURRENT RESIDENT	3675 S 13TH ST	MILWAUKEE, WI 53221-1722
CURRENT RESIDENT	3675 S 14TH ST	MILWAUKEE, WI 53221-1641
CURRENT RESIDENT	3700 S 14TH ST	MILWAUKEE, WI 53221-1644
CURRENT RESIDENT	3703 S 14TH ST	MILWAUKEE, WI 53221-1643
CURRENT RESIDENT	3707 S 13TH ST	MILWAUKEE, WI 53221-1723
CURRENT RESIDENT	3708 S 14TH ST	MILWAUKEE, WI 53221-1644
CURRENT RESIDENT	3712 S 14TH ST	MILWAUKEE, WI 53221-1644
CURRENT RESIDENT	3715 S 13TH ST	MILWAUKEE, WI 53221-1723
CURRENT RESIDENT	3718 S 14TH ST	MILWAUKEE, WI 53221-1644
CURRENT RESIDENT	3719 S 13TH ST	MILWAUKEE, WI 53221-1723
CURRENT RESIDENT	3722 S 14TH ST	MILWAUKEE, WI 53221-1644
CURRENT RESIDENT	3722A S 14TH ST	MILWAUKEE, WI 53221-1644
CURRENT RESIDENT	3725 S 13TH ST	MILWAUKEE, WI 53221-1723
CURRENT RESIDENT	3725A S 13TH ST	MILWAUKEE, WI 53221-1723

**Total Records: 38**

**Radius: 250.0 feet and Center of Circle: 3675 S 13th ST**



Tuesday, May 05, 2015

## Licenses Committee Notice of Hearing

DAVID JAKUBOWSKI  
6105 S ROBERT Av

CUDAHY, WI 53110

Date: 5/14/2015  
Time: 08:30 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Application Requesting Instrumental Musicians, Patrons Dancing, Jukebox, Karaoke, 2 Pool Tables, and 5 Amusement Machines  
PIOTROWSKI, Shannon L, Agent  
13th Pour at 3675 S 13th St

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





**ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES  
SUPPLEMENTAL PLAN OF OPERATION**

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

Legal Entity Name: 13<sup>th</sup> Pour

Premise Address: 3675 S. 13<sup>th</sup> St. Milwaukee, WI

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

Is there at least 300 feet between the building and any church, school, daycare center or hospital?  Yes  No

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

**Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)**

Submit proof of ownership, lease, or offer to purchase the building with this application.  
A lease or offer to purchase must:

a) Be in the same legal entity name as that apply for the license  
b) Reflect the same address as the premises address on this application  
c) Reflect current dates and  
d) Be signed by the lessor/seller and lessee/buyer

**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.)? LANDLORD

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

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



**Lease Information (new & transfer applicants who are leasing the premises only)**

- a) Date lease begins FEB 1 2015 Ends JAN 31 2016
- b) Monthly rental \$ 1900 ~
- 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)? 1
- 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): \_\_\_\_\_

**Notarized Signatures of Applicants**

SUBSCRIBED AND SWORN TO BEFORE ME

This 23rd day of March, 2015

[Signature]  
(Clerk/Notary Public)

My Commission Expires 10/29/2017

\*Notary Seal must be affixed.

[Signature]

Sole Proprietor, Partner, 20% or more Shareholder, or Agent - only if there are no 20% or more shareholders

[Signature]

Additional partner or 20% or more shareholder

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 premise applicants must submit the following:**

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 2/18/15

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 Establishment License  Filling Station License  Other (plan of operation for specific license also required)

Provide a detailed description of the type of business you plan on operating:

A NEW NEIGHBORHOOD SPORTS BAR THAT WILL HAVE FOOD AND IS CLEAN + COMFORTABLE FOR ALL.

Do you have any experience operating this type of business?  No  Yes

If yes, explain: ERIC AND SHANNON HAVE BEEN IN THE REST/HOSPITALITY BUSINESS THEIR WHOLE CAREER.

## 2. Business Operations

- a. Proposed Opening Date: MAY 1<sup>ST</sup>
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: APRIL
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: CLASS B LIQUOR.
- e. Is the current licensee operating?  No  Yes If no, list date closed: OCT 14
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: FOOD
- 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 Control

- a. How are grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Hired Maintenance  
 Building Owner Responsibility  Garbage Cans Outside  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: MYSELF
- d. How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  
 Signs Posted  Other: \_\_\_\_\_  
Will a sound amplification system be used?  No  Yes If yes, describe: JUICEBOX SPEAKERS
- e. Are there designated outdoor smoking areas?  No  Yes If yes, describe: OUTDOOR SEPRATE ENCLOSED
- f. Number of Garbage Cans: Inside: 73 Locations: 7 by bar 2 for bathrooms  
Outside: 1 Locations: Dumpster N/W Corner
- g. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- h. Describe sanitation facilities (restrooms): BRAND NEW EVERYTHING - CLEANEST IN THE CITY
- i. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: ? DONT KNOW

#### 4. Parking & Security

- a. Are there off-street parking places?  No  Yes If yes, how many? APPROX 25  
Describe security plan for parking lot: WELL LIT WITH CAMERA SYSTEM.
- b. Is there a loading zone?  No  Yes If yes, describe security for loading zone \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_  
What are their responsibilities? \_\_\_\_\_
- Is security equipment used?  No  Yes If yes, describe SECURITY CAMERA SYSTEM + ALARM SYSTEM  
List their licensing, certification, or training credentials I WAS A POLICE OFFICER IN TOWN OF NORWAY
- Will there be security cameras?  No  Yes If yes, where? 8 LOCATIONS INDOOR/OUT.
- Will searches or identification checks be conducted upon entry?  No  Yes If yes, describe FOR THOSE THAT LOOK UNDER 21.

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

Alcohol <u>100</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Other _____ % Describe: _____	

#### 6. 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  
 Bowling Alley     Hotel     Banquet Hall     Sports Facility

##### Type 2

- Liquor Store     Corner Store     Supermarket     Convenience Store  
 Gas Station     Amusement/Phonograph Distributor     Auto Wrecker  
 Used Car Dealer     Used Auto Parts     Personal Service Establishment     Recording Studio

What other types of 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: \_\_\_\_\_

#### 7. Legal Capacity (only if a Type 1 premises in #4 above)

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

## 8. Premises Description

d. 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: \_\_\_\_\_

e. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_

f. Nearest Major Cross Street: HOWARD AVE.

g. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_

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

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

j. Property Owner's Name: DAVE JACUBOWSKI Phone Number: 507-6601

Address: N/A

## 9. Hours of Operation & Customers

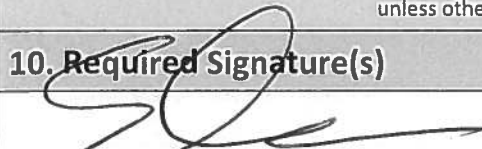
Will customers be entering the premises?  No  Yes


Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open (include a.m. or p.m.)	Close (include a.m. or p.m.)			
Sunday	10 AM	2 AM	100	21-80	NONE
Monday	10 AM	2 AM	100	↓	↓
Tuesday	10 AM	2 AM	100	↓	↓
Wednesday	10 AM	2 AM	100	↓	↓
Thursday	10 AM	2 AM	100	↓	↓
Friday	10 AM	2 AM	100	↓	↓
Saturday	10 AM	2 AM	100	↓	↓

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.  
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday – Thursday; 12:00 am Friday and Saturday,  
unless otherwise approved by Common Council in licensee's plan of operation.

## 10. Required Signature(s)

  
Sole Proprietor, Partner, Agent, or 20% or more Shareholder

  
Signature of additional partner or 20% or more Shareholder

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



# 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)

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

<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Bands	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Comedy Acts
<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Dancing by Performers
<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Patrons Dancing
<input checked="" type="checkbox"/> Jukebox	<input checked="" type="checkbox"/> Karaoke	<input type="checkbox"/> Bowling Alley	<input checked="" type="checkbox"/> Pool Tables
<input type="checkbox"/> Motion Pictures	<input checked="" type="checkbox"/> Amusement Machines -	How many? _____	How many? <u>2</u>
How many? _____	How many? <u>5</u>	<input type="checkbox"/> Concerts	<input type="checkbox"/> Theatrical Performances
	Approx. # per year? _____	Approx. # per year? _____	
<input type="checkbox"/> Other: _____			

**WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?**  
 No  Yes, describe: \_\_\_\_\_

**LEGAL CAPACITY OF PREMISES**  
 \_\_\_\_\_ (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.

**WILL SOUND AMPLIFICATION EVER BE USED?**  
 No  Yes, describe: JUST FOR RADIO

### DECLARATIONS, AGKNOWLEDGEMENTS, & DISCLOSURES

Read And Initial Each Item Confirming Your Understanding:

- 1 (initials) 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.
- 2 (initials) I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
- 3 (initials) 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.
- 4 (initials) 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.

### NOTARIZED SIGNATURES OF APPLICANTS

SUBSCRIBED AND SWORN TO BEFORE ME

This 23<sup>rd</sup> day of March, 20 15

[Signature]  
Agent/Owner/Partner

[Signature]  
Additional Owner/Partner

(Clerk/Notary Public)  
My Commission Expires 10/29/2017 \*Notary Seal must be affixed.

Office Use Only: Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

Check if only PEP (must be heard w/in 60 days) Granted \_\_\_\_\_ License # \_\_\_\_\_



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

Tuesday, May 05, 2015

**COMMITTEE MEETING NOTICE**

AD 03

TODD, Bradley H, Agent  
La Masa LLC  
1825 N 2nd St

Milwaukee, WI 53212

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Thursday, May 14, 2015 at 08:30 AM**

**Regarding:** Your Class B Tavern and Food Dealer License Applications as agent for "La Masa LLC" for "La Masa" at 1300 E Brady St.

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: \_\_\_\_\_

Jason Schunk  
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)

MILWAUKEE POLICE DEPARTMENT  
LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS  
SYNOPSIS

DATE: 04/17/2015

LICENSE TYPE: Class B Tavern FOOD DEALER

NEW:

RENEWAL:

No. 207766, 207770

Application Date: 04/15/2015

License Location: 1300 E Brady St

Business Name: La Masa

Licensee/Applicant: TODD, Bradley H  
(Last Name, First Name, MI)

Date of Birth: 12/26/1981

Home Address: 1825 N 2<sup>nd</sup> St

City: Milwaukee

State: WI Zip Code: 53212

Home Phone:

This report is written by Police Officer David NOVAK, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 09/19/2009 Scott BERGER (25% Shareholder) was cited for Operating While Intoxicated. He was convicted on 01/28/2009 and his license was revoked for 6 months.
2. **The Applicant, Megan Todd (25% Shareholder), has the following past due fines owed to Milwaukee Municipal Court:**

**14031157 Contested Parking**

**\$256.00 due 07/28/2014**

Date:05/01/15  
Officer: J. Alba 006448

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

Name of Premise: La Masa  
Address: 1300 E. Brady St.  
Phone: 414-559-9393

Owner: Bradley H. Todd W/M 12/26/81  
Owner address: 1825 N. 2<sup>nd</sup> St.  
City State Zip: Milwaukee, WI. 53212  
Owner Phone: 414-559-9393  
Owner email:

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

Preferred contact: Owner

Location currently open:  YES  NO

Projected open date: 07/15/15

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

Hours of Operation: Sun: 11am-11pm 24 hours Y N  
Mon: 11am-11pm  
Tue: 11am-11pm  
Wed: 11am-11pm  
Thu: 11am-1am  
Fri: 11am-1am  
Sat: 11am-1am

Premise Type: Tavern/Bar  
Restaurant  
Other:



Licenses currently held:

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

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No
  - d. Recorded  Yes  No
20. How long is footage stored for later viewing: 30 days
21. Are there exterior cameras  Yes  No How many:
22. Are there interior cameras  Yes  No How many: 8

23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No  
 24. Cameras located in parking lot  Yes  No How many

**Interior Survey:**

25. What is the planned/posted capacity 99 2600 Sqr. Ft.  
 26. What is the minimum number of employees that will be on premise 5  
 27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No  
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No  
 28. Is the interior of the location neat and clean?  Yes  No  
 29. Does an interior camera face the entrance/exit?  Yes  No  
 30. Are emergency and non-emergency numbers posted near the phone?  Yes  No  
 31. 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**

32. How many security personnel are going to be employed: 0  
 33. How will they be deployed: Interior Exterior  
 34. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun  
 35. Will the security be managed by business  or contracted   
 36. Will they be armed  Yes  No  
 37. What type of security measures will be used:  
 Wanding/metal detector  
 ID Scanner  
 Dress Code  
 Cover Charge  
 Age restriction  
 Other ID at Service  
 38. When at capacity, how will the overflow crowd be managed? N/A  
 39. Will a guard monitor the overflow crowd at all times?  Yes  No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

- Applicant has never held a liquor license.
- Empanada restaurant planned with full bar serving craft cocktails, wine and beer.
- Management to pipe in "indie rock" type music with some music App. medium.
- \$350K in renovation of existing space.
- 50/50 business planned relative to Bar/Restaurant.

MILWAUKEE POLICE DEPARTMENT  
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS  
SYNOPSIS

DATE: 06/18/2014  
LICENSE TYPE: BTAVN  
NEW:  
RENEWAL: X

No. 189493  
Application Date: 06/17/2014  
Expiration Date:

License Location: 1300 E Brady Street  
Business Name: Wisconsin Ventures

Aldermanic District:

Licensee/Applicant: Randall, Brian C  
(Last Name, First Name, MI)  
Date of Birth: 03/26/74

Male:                      Female:

Home Address: 2602 N 88<sup>th</sup> Street  
City: Wauwatosa  
Home Phone: (414) 443-0775

State: Wi              Zip Code: 53226

This report is written by Police Officer David NOVAK, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

**The following applies to corporate officer Jeffrey Ferchoff:**

Ferchoff currently has an open warrant with Pinellas County, Largo for a Public Order Crimes. CL0520001

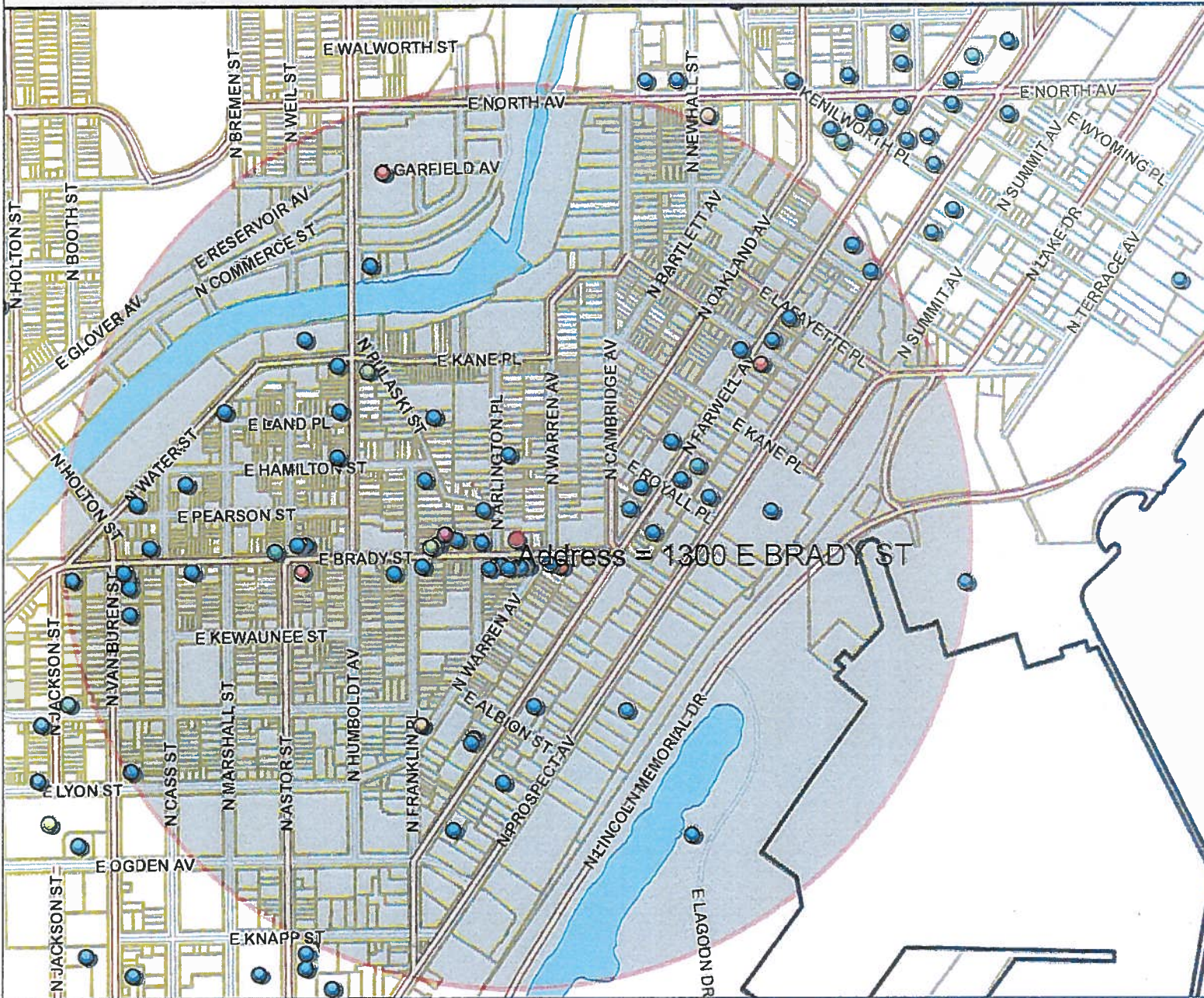
- On 06/27/01, applicant was convicted of OWI in Milwaukee County. His license was revoked for 6 months.
- On 11/23/09, applicant was convicted of OWI in Milwaukee County. His license was revoked for 2 years.

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1. On 05/03/2014 Officers conducted an underage drinking enforcement initiative in District 1. An underage Police Aid attempted to go into World of Beer at 1300 E. Brady St in an attempt to buy beer. The PA was confronted at the door and denied entry. No violations observed.

# Alcohol Concentration for 1300 E. Brady Street

City of Milwaukee, Wisconsin



## - Legend -

- City limits
- Parcels
- Freeways**
  - Freeways
  - Exit ramps
  - Entry ramps
  - Ramps
- Major streets**
- Streets**
- Waterways
- Alcohol licenses**
  - Class A intoxicating liquor
  - Class A fermented malt beverage
  - Class A liquor and malt
  - Class B fermented malt beverage
  - Class B tavern
  - Class C wine retailer

## - Notes -

Alcohol establishments within a .5 mile radius centered on 1300 E. Brady Street, 4/16/15



Licensed Alcohol Beverage Establishments within a .5 Mile Radius Centered on 1300 E. Brady Street, 4/16/15							
		License Summary			Total		
		Class A Fermented Malt Beverage Retailer's License			1		
		Class A Malt & Class A Liquor License			4		
		Class A Retailer's Intoxicating Liquor License			2		
		Class B Fermented Malt Beverage Retailer's License			5		
		Class B Tavern License			57		
		Class C Wine Retailer's License			5		
		Grand Total			74		
Legal entity	Trade name	Licensee	Address	License type name	Total capacity	Room capacity	Expiration date
Tina's Market	Tina's Market	Victor Lavrik, SP	1518 N Franklin PL	Class A Fermented Malt Beverage Retailer's License			3/19/2016
GLORIOSO'S ENTERPRISES, LTD	GLORIOSO'S ITALIAN MARKET	MICHAEL A GLORIOSO, Agt	1011 E BRADY ST	Class A Malt & Class A Liquor License			5/4/2015
Krishveer LLC	Koppa's Fulbell Deli	Shachen A Shah, Agt	1940 N FARWELL AV	Class A Malt & Class A Liquor License			2/4/2016
MEGA MARTS, LLC	PICK 'N SAVE #6882	Donald R Kosiboski, Agt	1100 E GARFIELD AV	Class A Malt & Class A Liquor License			2/5/2016
MILAP, INC	SMITH BEER & LIQUOR MART	AMARJIT S KALSEY, Agt	1413 E BRADY ST	Class A Malt & Class A Liquor License			3/22/2016
BENJAMIN'S FINE WINE & SPIRITS LLC	WATERFORD WINE COMPANY	BENJAMIN T CHRISTIANSEN, Agt	1327 E BRADY ST	Class A Retailer's Intoxicating Liquor License			2/6/2016
MARI CUCUNATO, INC	MARI'S	MARI R CUCUNATO, Agt	1220 E BRADY ST	Class A Retailer's Intoxicating Liquor License			12/17/2015
ETHIOPIAN COTTAGE RESTAURANT, INC	ETHIOPIAN COTTAGE RESTAURANT	YITLETU DEBEBE, Agt	1824 N FARWELL AV	Class B Fermented Malt Beverage Retailer's License	75		1/15/2016
Olena, Inc	Greek Village Gyros	George Dimitropoulos, Agt	1888 N HUMBOLDT AV 101	Class B Fermented Malt Beverage Retailer's License	49		6/11/2015
SATORI RESTAURANT LLC	THAI-NAMITE RESTAURANT	SARINLADA PANYASOPA, Agt	932 E BRADY ST	Class B Fermented Malt Beverage Retailer's License	89		6/15/2015
Smith Sisters, LLC	Brewed Cafe	SHEILA M PUFAHL-BETTIN, Agt	1208 E Brady ST	Class B Fermented Malt Beverage Retailer's License			6/10/2015
SPTresto, LLC	Rice N Roll Bistro	Pramath Lertsinsongserm, Agt	1952 N Farwell AV	Class B Fermented Malt Beverage Retailer's License			3/30/2016
1451 CORPORATION	1451 RENAISSANCE PLACE	ANDREA L TAXMAN, Agt	1451 N PROSPECT AV	Class B Tavern License	59		6/30/2015
1754 NFRANKLINBAR LLC	The Standard Tavern	STEPHEN G GILBERTSON, Agt	1754 N FRANKLIN PL	Class B Tavern License	78		7/25/2015
3B CELEBRATIONS, LLC	THE HAMILTON	KIMBERLY FLOYD, Agt	823 E HAMILTON ST	Class B Tavern License	300		7/26/2015
AL LIGATOR, INC	THURMANS 15	Suzanne Lennon, Agt	1731 N ARLINGTON PL	Class B Tavern License	80		3/28/2016
ALLIUM LLC	Allium	STEPHEN D MARKS, Agt	2101-03 N PROSPECT AV	Class B Tavern License	49		4/12/2016
ANGELOS PIANO LOUNGE	ANGELOS PIANO LOUNGE	ANGELO J MARTELLANO, SP	1686 N VAN BUREN ST	Class B Tavern License	25		3/1/2016
Aomjai Nueakaew, LLC	Jow Nai Fouquet	Omjai Nueakaew, Agt	1978 N Farwell AV	Class B Tavern License	15		11/29/2015
APOLLO CAFE	APOLLO CAFE	VIVIAN ANTON-LIMBERATOS,PETER A LIMBERATOS	1310 E BRADY ST	Class B Tavern License	100		12/20/2015
Ardent Milwaukee, LLC	Ardent	Justin K Carlisle, Agt	1751 N Farwell AV	Class B Tavern License			9/23/2015
BALZAC, INC	BALZAC WINE BAR	SCOTT M JOHNSON, Agt	1716 N ARLINGTON PL	Class B Tavern License	100		7/25/2015
BELAIR CANTINA, INC	BELAIR CANTINA	KRISTYN A ST DENIS, Agt	1935 N WATER ST	Class B Tavern License	160		9/20/2015
BRODERSEN UP AND UNDER, LLC	UP AND UNDER PUB	TIMOTHY J BRODERSEN, Agt	1216 E BRADY ST	Class B Tavern License	120		7/30/2015
CALVERT RESTAURANTS, INC	BOSLEY ON BRADY	MICHELE GREEN, Agt	815 E BRADY ST	Class B Tavern License	100		3/17/2016
CASABLANCA RESTAURANT, LLC	CASABLANCA RESTAURANT	ALAA I MUSA, Agt	728 E BRADY ST	Class B Tavern License	365	310 Inside, 55 Balcony	7/30/2015
CEMPAZUCHI COMPANY, LLC	CEMPAZUCHI	BRYCE R CLARK, Agt	1205 E BRADY ST	Class B Tavern License			3/1/2016
Colgasand Investments LLC	Van Buren Sport Bar and Grill LLC	Francisco Sandino-Escobar, Agt	1682 N Van Buren ST	Class B Tavern License	83		2/9/2016
COMEDY CAFE LLC	MILWAUKEE'S COMEDY CAFE	GIUSEPPE A SAFINA, Agt	615 E BRADY ST	Class B Tavern License	160		5/13/2015
COMET CAFE, INC	COMET CAFE	LESLIE S MONTEMURRO, Agt	1943-47 N FARWELL AV	Class B Tavern License	160		2/21/2016
COMMINGLED, LLC	HYBRID LOUNGE	NATHAN W FRIED, Agt	707 E BRADY ST	Class B Tavern License	99		4/1/2016
DEM ANO, INC	REGANO'S ROMAN COIN	MARY T REGANO, Agt	1004 E BRADY ST	Class B Tavern License	80		6/30/2015
EE SANE THAI LAO CUISINE	EE SANE THAI LAO CUISINE	Prasith Nanthasane, SP	1806 N FARWELL AV	Class B Tavern License			10/29/2015
Elephant Cafe LLC	Elephant Cafe LLC	Prasith Nanthasane, Agt	1505 N Farwell AV	Class B Tavern License	80		1/19/2016
Fink's of Milwaukee, Inc	Fink's	KRISTYN A ST DENIS, Agt	1875 N Humboldt AV	Class B Tavern License	80		2/4/2016
Grandview Management, Inc	Zilli Hospitality Group	ELLEN N ZILLI, Agt	1450 N Lincoln Memorial DR	Class B Tavern License			6/13/2015
GRANDVIEW MANAGEMENT, INC	ZILLI HOSPITALITY GROUP	ELLEN N ZILLI, Agt	1801 N PROSPECT AV	Class B Tavern License			7/25/2015
HALLIDAY'S IRISH PUB	HALLIDAY'S IRISH PUB	ROSEMARY MANISCALCO, SP	1729 N FARWELL AV	Class B Tavern License	80		6/30/2015
HOSED ON BRADY INC	HOSED ON BRADY	DONNA R OLSON, Agt	1689 N FRANKLIN PL	Class B Tavern License	80		7/6/2015
J & S Malone, LLC	Malone's on Brady	JOSHUA L MALONE, Agt	1329 E BRADY ST	Class B Tavern License	80		7/22/2015
Jack's American Pub, LLC	Jack's American Pub	SCOTT A SCHAEFER, Agt	1323 E Brady ST	Class B Tavern License	240		7/1/2015
JAMOHEAD, INC	JAMO'S	JAMISON H GOLL, Agt	1800 N ARLINGTON PL	Class B Tavern License	25		3/25/2016
JOEY C'S, INC	JO-CAT'S PUB	PATRICIA A CATALDO, Agt	1311 E BRADY ST	Class B Tavern License	99		6/30/2015
Lin & Chen Fushimi, LLC	Fushimi Sushi Seafood Buffet	Gui Lin, Agt	2116 N Farwell AV	Class B Tavern License			11/26/2015
LIU'S ORIENTAL KITCHEN, LLC	Lucky Liu's	HENRY LIU, Agt	1664 N VAN BUREN ST	Class B Tavern License	80		5/4/2015
M P ON BRADY, INC	CLUB BRADY	MICHAEL D LEE, Agt	1339 E BRADY ST	Class B Tavern License	143		6/30/2015
METCALFE RESTAURANT, INC	The Pasta Tree Restaurant & Wine Bar	SUZZETTE R METCALFE, Agt	1503 N FARWELL AV	Class B Tavern License	75		10/22/2015
MILWAUKEE YACHT CLUB	MILWAUKEE YACHT CLUB	TODD R GIESE, Agt	1700 N LINCOLN MEMORIAL DR	Class B Tavern License	180		7/6/2015
MIMMA'S CAFE, INC	MIMMA'S CAFE	GIROLAMA MEGNA, Agt	1301-07 E BRADY ST	Class B Tavern License	25		5/15/2015

MJE, INC	HI HAT LOUNGE & GARAGE	LESLIE S MONTEMURRO, Agt	1701-03 N ARLINGTON PL	Class B Tavern License	159	160 1st floor 99 patio	7/24/2015
NOMADIC VENTURES, INC	NOMAD WORLD PUB	MICHAEL J EITEL, Agt	1401 E BRADY ST	Class B Tavern License	99		3/7/2016
OCTOPUS, LTD	WOLSKI'S TAVERN	DENNIS BONDAR, Agt	1836 N PULASKI ST	Class B Tavern License	80		6/30/2015
PITCH'S CLUB 113, INC	PITCH'S EXPRESS	JOHN J PICCIURRO, Agt	1750 N LINCOLN MEMORIAL DR	Class B Tavern License	49	Patio capacity = 63	6/14/2015
PITCH'S LOUNGE & RESTAURANT	PITCH'S LOUNGE & RESTAURANT	PETER F PICCIURRO, SP	1801 N HUMBOLDT AV	Class B Tavern License	130		2/29/2016
PIZZA SHUTTLE, INC	PIZZA SHUTTLE	MARK H GOLD, Agt	1827 N FARWELL AV	Class B Tavern License	150		3/7/2016
Red Lion Restaurant Group LLC	Red Lion Pub on Tannery Row	ANDREW C DEUSTER, Agt	1850 N WATER ST	Class B Tavern License	274		12/3/2015
ROCHAMBO, LTD	ROCHAMBO COFFEE & TEA HOUSE	MICHAEL R HONKAMP, II, Agt	1317 E BRADY ST	Class B Tavern License	110	80 inside, 30 patio	6/3/2015
Saint John's Communities, Inc	Saint John's on the Lake	Renee E Anderson, Agt	1840 N PROSPECT AV	Class B Tavern License			2/4/2016
SATGUR CORPORATION, INC	MAHARAJA RESTAURANT	BALBIR SINGH, Agt	1550 N FARWELL AV	Class B Tavern License	300		9/22/2015
SHANK HALL, INC	SHANK HALL	TRACY L ROE, Agt	1434 N FARWELL AV	Class B Tavern License			10/30/2015
Son Wukong, LLC	Mai Thai Restaurant and Lounge	Meghan E Ongie, Agt	1230 E Brady ST	Class B Tavern License	99		7/22/2015
Stone Bowl Grill, LLC	Stone Bowl	Tai K Park, Agt	1958-62 N Farwell AV	Class B Tavern License	99		12/16/2015
THE HIDEOUT CORP OF MILWAUKEE	SCAFFIDI'S HIDEOUT	RICK SCAFFIDI, Agt	1837 N HUMBOLDT AV	Class B Tavern License	80		6/30/2015
Trocadero MKE LLC	Trocadero	JEFFREY A KOVACOVICH, JR, Agt	1758 N Water ST	Class B Tavern License			12/17/2015
WAN FU, INC	EMPEROR OF CHINA	JIN-SHOEI HORNG, Agt	1010 E BRADY ST	Class B Tavern License	25		9/26/2015
WISCONSIN CONSERVATORY OF MUSIC	WISCONSIN CONSERVATORY OF MUSIC	Celeste E Baldassare, Agt	1584 N PROSPECT AV	Class B Tavern License	100		1/7/2016
Y-NOT II TAVERN	Y-NOT II TAVERN	ANTHONY F DE PALMA, SP	706 E LYON ST	Class B Tavern License	100		6/30/2015
ZAFFIRO BROS, INC	ZAFFIRO'S PIZZA	MICHAEL J ZAFFIRO, Agt	1724 N FARWELL AV	Class B Tavern License	25		12/14/2015
ZARLETTI333, LLC	STUBBY'S	BRIAN C ZARLETTI, Agt	2060 N HUMBOLDT AV	Class B Tavern License	410	294	5/24/2015
ETHIOPIAN COTTAGE RESTAURANT, INC	ETHIOPIAN COTTAGE RESTAURANT	YIGLETU DEBEBE, Agt	1824 N FARWELL AV	Class C Wine Retailer's License			1/15/2016
Olena, Inc	Greek Village Gyros	George Dimitropoulos, Agt	1888 N HUMBOLDT AV 101	Class C Wine Retailer's License			6/11/2015
SATORJ RESTAURANT LLC	THAI-NAMITE RESTAURANT	SARINLADA PANYASOPA, Agt	932 E BRADY ST	Class C Wine Retailer's License	89		6/15/2015
Smith Sisters, LLC	Brewed Cafe	SHEILA M PUFUHL-BETTIN, Agt	1208 E Brady ST	Class C Wine Retailer's License			6/10/2015
SPTresto, LLC	Rice N Roll Bistro	Pramoth Lertsinsongserm, Agt	1952 N Farwell AV	Class C Wine Retailer's License			3/30/2016



Monday, May 04, 2015



# Notice of Public Hearing

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TODD, Bradley H, Agent  
La Masa at 1300 E Brady St  
Class B Tavern and Food Dealer License Applications

**Thursday, May 14, 2015 at 8:30 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 5/14/2015 at 8:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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 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.**

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	1228 E BRADY ST 203	MILWAUKEE, WI 53202-1654
CURRENT RESIDENT	1228 E BRADY ST A	MILWAUKEE, WI 53202-1654
CURRENT RESIDENT	1228 E BRADY ST B	MILWAUKEE, WI 53202-1654
CURRENT RESIDENT	1231 E BRADY ST	MILWAUKEE, WI 53202-1602
CURRENT RESIDENT	1235 E BRADY ST	MILWAUKEE, WI 53202-1602
CURRENT RESIDENT	1238 E BRADY ST 1	MILWAUKEE, WI 53202-1603
CURRENT RESIDENT	1238 E BRADY ST 2	MILWAUKEE, WI 53202-1603
CURRENT RESIDENT	1238 E BRADY ST 3	MILWAUKEE, WI 53202-1603
CURRENT RESIDENT	1238 E BRADY ST 4	MILWAUKEE, WI 53202-1603
CURRENT RESIDENT	1238 E BRADY ST 5	MILWAUKEE, WI 53202-1603
CURRENT RESIDENT	1238 E BRADY ST 6	MILWAUKEE, WI 53202-1603
CURRENT RESIDENT	1238 E BRADY ST 7	MILWAUKEE, WI 53202-1603
CURRENT RESIDENT	1238 E BRADY ST 8	MILWAUKEE, WI 53202-1603
CURRENT RESIDENT	1240 E BRADY ST	MILWAUKEE, WI 53202-1603
CURRENT RESIDENT	1303 E BRADY ST	MILWAUKEE, WI 53202-1612
CURRENT RESIDENT	1305 E BRADY ST	MILWAUKEE, WI 53202-1612
CURRENT RESIDENT	1309 E BRADY ST	MILWAUKEE, WI 53202-1612
CURRENT RESIDENT	1327A E BRADY ST	MILWAUKEE, WI 53202-1612
CURRENT RESIDENT	1329 E BRADY ST	MILWAUKEE, WI 53202-1612
CURRENT RESIDENT	1337 E BRADY ST	MILWAUKEE, WI 53202-1612
CURRENT RESIDENT	1340A E BRADY ST	MILWAUKEE, WI 53202-1613
CURRENT RESIDENT	1340B E BRADY ST	MILWAUKEE, WI 53202-1613
CURRENT RESIDENT	1340C E BRADY ST	MILWAUKEE, WI 53202-1613
CURRENT RESIDENT	1403 E BRADY ST	MILWAUKEE, WI 53202-1614
CURRENT RESIDENT	1413 E BRADY ST	MILWAUKEE, WI 53202-1614
CURRENT RESIDENT	1645 N WARREN AVE	MILWAUKEE, WI 53202-2215
CURRENT RESIDENT	1648 N ARLINGTON PL	MILWAUKEE, WI 53202-2218
CURRENT RESIDENT	1649 N WARREN AVE	MILWAUKEE, WI 53202-2215
CURRENT RESIDENT	1650 N ARLINGTON PL	MILWAUKEE, WI 53202-2218
CURRENT RESIDENT	1650 N ARLINGTON PL A	MILWAUKEE, WI 53202-2218
CURRENT RESIDENT	1651 N WARREN AVE	MILWAUKEE, WI 53202-2215
CURRENT RESIDENT	1652 N ARLINGTON PL	MILWAUKEE, WI 53202-2218
CURRENT RESIDENT	1652 N WARREN AVE	MILWAUKEE, WI 53202-2216
CURRENT RESIDENT	1653 N WARREN AVE	MILWAUKEE, WI 53202-2215
CURRENT RESIDENT	1654 N WARREN AVE	MILWAUKEE, WI 53202-2216
CURRENT RESIDENT	1655 N WARREN AVE	MILWAUKEE, WI 53202-2215
CURRENT RESIDENT	1656 N WARREN AVE 1	MILWAUKEE, WI 53202-2257
CURRENT RESIDENT	1656 N WARREN AVE 2	MILWAUKEE, WI 53202-2257
CURRENT RESIDENT	1656 N WARREN AVE 3	MILWAUKEE, WI 53202-2257
CURRENT RESIDENT	1656 N WARREN AVE 4	MILWAUKEE, WI 53202-2257
CURRENT RESIDENT	1659 N WARREN AVE	MILWAUKEE, WI 53202-2215
CURRENT RESIDENT	1659A N WARREN AVE	MILWAUKEE, WI 53202-2215
CURRENT RESIDENT	1660 N ARLINGTON PL B	MILWAUKEE, WI 53202-2218
CURRENT RESIDENT	1660 N ARLINGTON PL LOWER	MILWAUKEE, WI 53202-2218
CURRENT RESIDENT	1660 N ARLINGTON PL REAR	MILWAUKEE, WI 53202-2218
CURRENT RESIDENT	1660 N ARLINGTON PL SIDE	MILWAUKEE, WI 53202-2218
CURRENT RESIDENT	1660 N ARLINGTON PL UPPER	MILWAUKEE, WI 53202-2218
CURRENT RESIDENT	1660 N WARREN AVE	MILWAUKEE, WI 53202-2216
CURRENT RESIDENT	1660 N WARREN AVE A	MILWAUKEE, WI 53202-2216
CURRENT RESIDENT	1661 N ARLINGTON PL A	MILWAUKEE, WI 53202-2217
CURRENT RESIDENT	1661 N ARLINGTON PL LOWER	MILWAUKEE, WI 53202-2217
CURRENT RESIDENT	1661 N ARLINGTON PL UPPER	MILWAUKEE, WI 53202-2217
CURRENT RESIDENT	1664 N WARREN AVE	MILWAUKEE, WI 53202-2216
CURRENT RESIDENT	1668A N WARREN AVE	MILWAUKEE, WI 53202-2216
CURRENT RESIDENT	1702 N PULASKI ST 1	MILWAUKEE, WI 53202-1609





CURRENT RESIDENT	1733 N CAMBRIDGE AVE 205	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 206	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 207	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 208	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 209	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 210	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 211	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 212	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 301	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 302	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 303	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 304	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 305	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 306	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 307	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 308	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 309	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 310	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 311	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1733 N CAMBRIDGE AVE 312	MILWAUKEE, WI 53202-1814
CURRENT RESIDENT	1734 N ARLINGTON PL	MILWAUKEE, WI 53202-1619
CURRENT RESIDENT	1734 N WARREN AVE	MILWAUKEE, WI 53202-1617
CURRENT RESIDENT	1734A N WARREN AVE	MILWAUKEE, WI 53202-1617
CURRENT RESIDENT	1735 N WARREN AVE	MILWAUKEE, WI 53202-1616
CURRENT RESIDENT	1736 N ARLINGTON PL	MILWAUKEE, WI 53202-1619
CURRENT RESIDENT	1736A N ARLINGTON PL	MILWAUKEE, WI 53202-1619
CURRENT RESIDENT	1739 N WARREN AVE	MILWAUKEE, WI 53202-1616
CURRENT RESIDENT	1740 N ARLINGTON PL	MILWAUKEE, WI 53202-1619
CURRENT RESIDENT	1740 N ARLINGTON PL A	MILWAUKEE, WI 53202-1619
CURRENT RESIDENT	1740 N WARREN AVE	MILWAUKEE, WI 53202-1617
CURRENT RESIDENT	1741 N WARREN AVE	MILWAUKEE, WI 53202-1616
CURRENT RESIDENT	1744 N ARLINGTON PL	MILWAUKEE, WI 53202-1619
CURRENT RESIDENT	1744A N ARLINGTON PL	MILWAUKEE, WI 53202-1619
CURRENT RESIDENT	1744B N ARLINGTON PL	MILWAUKEE, WI 53202-1619
CURRENT RESIDENT	1745 N WARREN AVE	MILWAUKEE, WI 53202-1616
CURRENT RESIDENT	1747 N ARLINGTON PL	MILWAUKEE, WI 53202-1662
CURRENT RESIDENT	1747 N WARREN AVE	MILWAUKEE, WI 53202-1616
CURRENT RESIDENT	1747A N ARLINGTON PL	MILWAUKEE, WI 53202-1662
CURRENT RESIDENT	1748 N ARLINGTON PL	MILWAUKEE, WI 53202-1619
CURRENT RESIDENT	1748 N ARLINGTON PL A	MILWAUKEE, WI 53202-1619
CURRENT RESIDENT	1749 N WARREN AVE	MILWAUKEE, WI 53202-1616

**Total Records: 153**

**Radius: 250.0 feet and Center of Circle: 1300 E Brady ST**



Tuesday, May 05, 2015

## Licenses Committee Notice of Hearing

JWK Management  
1224 E BRADY St

Milwaukee, WI 53202

Date: 5/14/2015  
Time: 08:30 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Food Dealer License Applications  
TODD, Bradley H, Agent  
La Masa at 1300 E Brady St

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





Tuesday, May 05, 2015

## Licenses Committee Notice of Hearing

Julily Kohler  
1224 E BRADY St

Milwaukee, WI 53202

Date: 5/14/2015  
Time: 08:30 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Food Dealer License Applications  
TODD, Bradley H, Agent  
La Masa at 1300 E Brady St

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL PLAN OF OPERATION

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

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

Legal Entity Name: LA MASA LLC

Premise Address: 1300 E BRADY STREET, MILWAUKEE, WI 53202

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

Is there at least 300 feet between the building and any church, school, daycare center or hospital?  Yes  No

### "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 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 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: 3 OTHER PARTNERS w/ 25% EACH (SEE LCL-BUSAPP)

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: SCOTT AND BECKY BERGER (SEE LCL-BUSAPP)

### Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- Be in the same legal entity name as that apply for the license
- Reflect the same address as the premises address on this application
- Reflect current dates and
- Be signed by the lessor/seller and lessee/buyer

### 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.)? LANDLORD

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

d) Total amount paid for business \$ N/A ZERO

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

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 N/A

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

**Lease Information (new & transfer applicants who are leasing the premises only)**

- a) Date lease begins 4.01.2015 Ends 3.31.2020
- b) Monthly rental \$ 4333.33
- 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)? 11 YEARS
- 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 \$2,403.73 N/A
- 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): \_\_\_\_\_

**Notarized Signatures of Applicants**

SUBSCRIBED AND SWORN TO BEFORE ME

This 15th day of April, 20 15

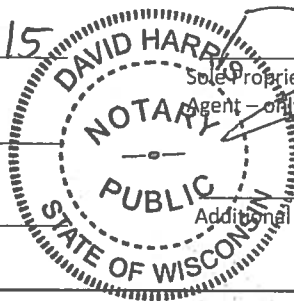
David Harris

(Clerk/Notary Public)

My Commission Expires

2/19/17

\*Notary Seal must be affixed.



Sole Proprietor, Partner, 20% or more Shareholder, or Agent - only if there are no 20% or more shareholders

Additional partner or 20% or more shareholder

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 premise applicants must submit the following:**

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/17/15

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 Establishment License  Filling Station License  Other (plan of operation for specific license also required)

Provide a detailed description of the type of business you plan on operating:  
Restaurant

Do you have any experience operating this type of business?  No  Yes  
If yes, explain: 15+ years experience in the restaurant industry including management and ownership.

## 2. Business Operations

- a. Proposed Opening Date: July, 2015
- 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 Control

- a. How are grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Hired Maintenance  
 Building Owner Responsibility  Garbage Cans Outside  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: \_\_\_\_\_  
Will a sound amplification system be used?  No  Yes If yes, describe: \_\_\_\_\_
- e. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- f. Number of Garbage Cans: Inside: 6 Locations: Kitchen, Bathrooms, Bar, host stand, take away area  
Outside: 2 Locations: Designated server stations
- g. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- h. Describe sanitation facilities (restrooms): One Men's room with a urinal and a stall. One Ladies with 2 stalls
- i. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

#### 4. Parking & Security

- a. Are there off-street parking places?  No  Yes If yes, how many? \_\_\_\_\_  
Describe security plan for parking lot: \_\_\_\_\_
- b. Is there a loading zone?  No  Yes If yes, describe security for loading zone \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_  
What are their responsibilities? \_\_\_\_\_  
Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
List their licensing, certification, or training credentials \_\_\_\_\_  
Will there be security cameras?  No  Yes If yes, where? Main areas of the dining room and bar \_\_\_\_\_  
Will searches or identification checks be conducted upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>45</u> %	Food <u>55</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Other _____ % Describe: _____	

#### 6. 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  
 Bowling Alley       Hotel       Banquet Hall       Sports Facility

##### Type 2

- Liquor Store       Corner Store       Supermarket       Convenience Store  
 Gas Station       Amusement/Phonograph Distributor       Auto Wrecker  
 Used Car Dealer       Used Auto Parts       Personal Service Establishment       Recording Studio

What other types of 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: \_\_\_\_\_

#### 7. Legal Capacity (only if a Type 1 premises in #6 above)

Capacity 99 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)



## 8. Premises Description

d. 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: \_\_\_\_\_

e. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_

f. Nearest Major Cross Street: ARLINGTON

g. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_

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

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

j. Property Owner's Name: Julilly Kohler Phone Number: 608.729.1810

Address: 1224 E Brady Street, Milwaukee, WI 53202

## 9. Hours of Operation & Customers


Will customers be entering the premises?  No  Yes

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open (include a.m. or p.m.)	Close (include a.m. or p.m.)			
Sunday	11am	11pm	200-400	18-65	NONE ↓
Monday	11am	11pm	200-400	18-65	
Tuesday	11am	11pm	200-400	18-65	
Wednesday	11am	11pm	200-400	18-65	
Thursday	11am	2 am	300-400	18-65	
Friday	11am	2 am	400-500	18-65	
Saturday	11am	2 am	400-500	18-65	

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.  
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday – Thursday; 12:00 am Friday and Saturday, unless otherwise approved by Common Council in licensee's plan of operation.

## 10. Required Signature(s)

  
Sole Proprietor, Partner, Agent, or 20% or more Shareholder

\_\_\_\_\_  
Signature of additional partner or 20% or more Shareholder

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

PARKING IN REAR

ARLINGTON PL

65'-8"

SIDEWALK CAFE  
50' X 10'

MEN'S

WOMEN'S

EXIT

TRASH

5'

WALK IN COOLER  
125 SF

BEER KEGS

FOOD PREP

55 LF ALCOHOL STOR.  
12" X 10'

BAR SERVICE

TRASH

36" X 10" WINE

18 LF ALCOHOL STOR.

SEATING AREA

SEATING AREA

11" X 11" ALCOHOL STOR.

TRASH

SERVICE BAR

CARRY OUT

EXIT

SEATING AREA

STANDING AREA

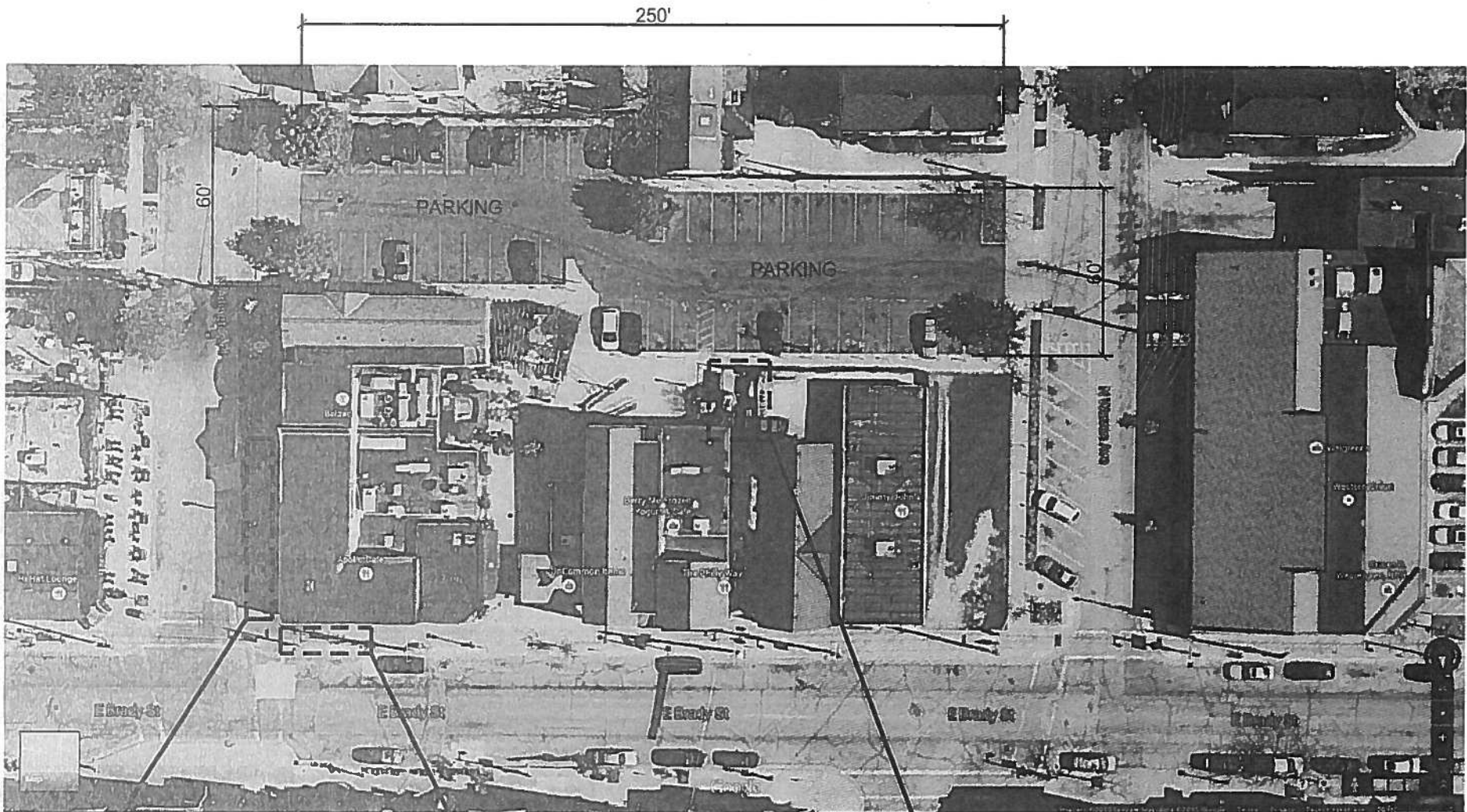
EXIT

SIDEWALK CAFE  
46'-7" 25' X 10'

BRADY ST



TOTAL SQUARE FOOTAGE: 2,573  
BRAD TODD AGENT FOR "LA MASA LLC"  
"LA MASA"  
1300 EAST BRADY ST. MILWAUKEE, WI  
DATE: APRIL 15, 2015



OUTDOOR SEATING  
50' X 10'

OUTDOOR SEATING  
25' X 10'

DUMPSTER



BRAD TODD AGENT FOR "LA MASA LLC"  
"LA MASA"  
1300 EAST BRADY ST. MILWAUKEE, WI  
DATE: APRIL 15, 2015



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, May 05, 2015

COMMITTEE MEETING NOTICE

AD 05

KAREN A MILLER

7964 W APPLETON Av

MILWAUKEE, WI 53218

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Thursday, May 14, 2015 at 08:30 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Renewal Applications for "RHINO'S" at 7964 W APPLETON 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 85-4-4, 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 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:

Jason Schunk  
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)

# MILWAUKEE POLICE DEPARTMENT

## LICENSE INVESTIGATION UNIT

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 04/07/2015  
LICENSE TYPE: BTAVN  
NEW:  
RENEWAL: X

No. 207184  
Application Date: 04/07/2015  
Expiration Date:

License Location: 7964 W Appleton Av  
Business Name: Rhino's

Aldermanic District: 05

Licensee/Applicant: MILLER, Karen A  
(Last Name, First Name, MI)

Date of Birth: 01/20/1957

Male: Female: x

Home Address: 10400 W Grantosa Drive  
City: Milwaukee  
Home Phone: (414) 462-5222

State: WI Zip Code: 53222

This report is written by Police Officer David NOVAK, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 8-22-04, at Rhino's, 7964 W Appleton Avenue, a police officer conducted a premises check. During his investigation, it was discovered that no placard from City of Milwaukee indicating maximum capacity of the premises was displayed.

Charge: Posting of Occupancy Capacity  
Finding: guilty  
Sentence: fined \$100.00  
Date: 11-9-04  
Case: 04109661  
Citation: 58701893

Note: Applicant was warned regarding filing the Auxiliary Questionnaire with inaccurate information, and instructed to file an amended application.

2. On 1-30-05, at 12:17AM, officers were dispatched to Rhino's Bar, 7964 W Appleton Avenue. On arrival they spoke to Daniel McGarry, who's band, Master Jacks". was hired by the bar to entertain the customers. He told officers he stepped outside for a cigarette and some fresh air, when he was the victim of an armed robbery, and was shot in the right leg during the incident. Report filed.

=====

3. On 03/21/07 at 12:29 am, Milwaukee police were dispatched to 7964 W Appleton Avenue for a Fight complaint. Investigation revealed two patrons were involved in a fight inside the bar with tables being turned over. Police were called with both actors leaving the tavern. No damage was found and when police arrived, spoke to the bartender identified as Kevin Kasier, who advised both patrons had left.

4. On 09/18/07 at 1:12 am, applicant was issued two citations for Class B Premises- Open Door After Hours and Class B Licensee's Responsibility at 7964 W Appleton Avenue.

Charge: Class B Premises- Open Door After Hours  
Class B Licensee's Responsibility  
Finding: Guilty  
Dismissed w/o prejudice  
Sentence: Fined \$200.00  
Date: 12/12/07  
Case: 07111077

5. On 11/28/07 at 8:21 pm, Milwaukee police were dispatched to 7964 W Appleton for an Armed Robbery complaint. Officers spoke to the licensee, Karen Miller, who stated unknown actors entered Rhinos bar, displayed a shotgun and demanded money and valuables from owner and patrons. Actors rifled thru victims pockets and cash register obtaining money and valuables without victims consent. Both actors then fled the bar. No injuries were reported. Reports were filed.

6. On 03/23/08 at 9:08 pm, Milwaukee police were dispatched to 7964 W Appleton for an Armed Robbery complaint. Officers spoke to the victim who stated she parked her car in the lot of Rhinos tavern when she was approached by 3 males who stated, "gimmie your or I'm going to blast you...". The victim stated she jumped back into her car and drove away with nothing being taken from her. No injuries were reported.

=====

7. On 06/04/08 at 2:00 am, Milwaukee police were dispatched to 7964 W Appleton Avenue for an Armed Robbery complaint. Officers spoke to the victim who stated he left the Rhino's tavern and was walking to the parking lot when he was approached by two males who were armed with guns. The suspects demanded and obtained his property and fled the scene. Police spoke to the bartender Adam McCullough who stated he was in the bar and did not witness the robbery. McCullough further stated there were no cameras on the outside of the building. No injuries were reported.

=====

8. On 08/30/09 at 12:56 am, Milwaukee police were dispatched to 7964 W Appleton for an Armed Robbery complaint. Investigation revealed two patrons of Rhino's Tavern were robbed outside the business with no injuries being reported. An offense report was filed.

=====

Koberstein, Jonathan

---

From: Wessel, Thomas  
Sent: Monday, July 07, 2014 10:13 PM  
To: Koberstein, Jonathan  
Subject: Fwd: Growing Concern about Appleton Ave and Glendale Ave

Please add to the file.

Sent from my iPhone

Begin forwarded message:

From: "Bohl, James" <jbohl@milwaukee.gov>  
Date: July 7, 2014, 4:16:56 PM CDT  
To: "Wessel, Thomas" <twessel@milwaukee.gov>  
Cc: "Peterson, Todd" <tpeter@milwaukee.gov>  
Subject: FW: Growing Concern about Appleton Ave and Glendale Ave

Please take that as a formal complaint to Rhino's Bar at 7964 W. Appleton Ave.

---

From: I  
Sent: Monday, July 07, 2014 12:13 PM  
To: Bohl, James  
Subject: Growing Concern about Appleton Ave and Glendale Ave

Good Afternoon,

I'm email to complain about the noise and traffic from Rhino's Bar at 7964 W. Appleton Avenue. For the pass couple of months the noise and traffic after the bar has closed has been too much! There are cars zooming through the alley, guns firing off and fights. I live at [redacted]. My daughter has called the police a couple of times regarding the fight(s). The police did response, but the fight(s) was over. These fights are men beating women.

Another complaint is the street light that has been out across the street from my home since eariler this year. This neighborhood has truly changed and that street light is greatly needed. I don't know what else could be done to control the noise level after bar time, guns being fired off and the street.

Greatly Concerned,



Monday, May 04, 2015



# Notice of Public Hearing

---

MILLER, Karen A  
RHINO'S at 7964 W APPLETON Av  
Class B Tavern and Public Entertainment Premises License Renewal Applications

**Thursday, May 14, 2015 at 8:30 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 5/14/2015 at 8:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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 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.**



RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	7817 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7819 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7823 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7825 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7829 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7829 W BECKETT AVE A	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7832 W ARDEN PL	MILWAUKEE, WI 53218-5314
CURRENT RESIDENT	7836 W BECKETT AVE	MILWAUKEE, WI 53218-5319
CURRENT RESIDENT	7837 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7839 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7845 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7849 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7859 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7861 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7862 W BECKETT AVE	MILWAUKEE, WI 53218-5321
CURRENT RESIDENT	7863 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7865 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7868 W BECKETT AVE	MILWAUKEE, WI 53218-5321
CURRENT RESIDENT	7869 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7873 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7874 W BECKETT AVE	MILWAUKEE, WI 53218-5321
CURRENT RESIDENT	7875 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7880 W BECKETT AVE	MILWAUKEE, WI 53218-5321
CURRENT RESIDENT	7881 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7886 W BECKETT AVE	MILWAUKEE, WI 53218-5321
CURRENT RESIDENT	7887 W BECKETT AVE	MILWAUKEE, WI 53218-5320
CURRENT RESIDENT	7903 W BECKETT AVE	MILWAUKEE, WI 53218-4624
CURRENT RESIDENT	7924 W APPLETON AVE	MILWAUKEE, WI 53218-4501
CURRENT RESIDENT	7924 W APPLETON AVE B	MILWAUKEE, WI 53218-4501
CURRENT RESIDENT	7927 W APPLETON AVE	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7937 W APPLETON AVE	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7937A W APPLETON AVE	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7947 W APPLETON AVE 1	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7947 W APPLETON AVE 2	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7947 W APPLETON AVE 3	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7947 W APPLETON AVE 4	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7948 W APPLETON AVE	MILWAUKEE, WI 53218-4501
CURRENT RESIDENT	7955 W APPLETON AVE	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7955A W APPLETON AVE	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7961 W APPLETON AVE	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7961A W APPLETON AVE	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7963 W APPLETON AVE	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7971 W APPLETON AVE	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7977 W APPLETON AVE	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7979 W APPLETON AVE	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	7989 W APPLETON AVE	MILWAUKEE, WI 53218-4502
CURRENT RESIDENT	8070 W POTOMAC AVE	MILWAUKEE, WI 53218-4561

**Total Records: 48**

**Radius: 250.0 feet and Center of Circle: 7964 W Appleton AV**

## 2015-2016 Plan of Operation for 7964 W APPLETON AV

### 1. Litter and Noise

How are the grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other: \_\_\_\_\_

How often will grounds be cleaned?  Daily  Weekly  Other: \_\_\_\_\_

Grounds Cleaned By:  Licensee  Building Owner  Employees  Hired Maintenance  Other: \_\_\_\_\_

How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  
 Signs Posted  Other: \_\_\_\_\_

### 2. Smoking and Sanitation

Are there designated outdoor smoking areas?  No  Yes  
 If yes, describe the area(s) and provide location(s): Front Porch & rear area

Number of Garbage Cans: Inside: 4 Locations: Bathrooms & Bar  
 Outside: 1 Locations: Dumpster

Is a Crowd Control Barrier used?  No  Yes If yes, describe: \_\_\_\_\_

Describe sanitation facilities (restrooms): Ladies: 1 stall MEN'S: 1 stall; 1 urinal

Provide name of solid waste contractor: WASTE MANAGEMENT

### 3. Security

Are there parking spaces on the premises?  No  Yes If yes, number of spaces: 25 and describe security provisions:  
CAMERAS

Are there designated loading areas?  No  Yes If yes, describe security provisions \_\_\_\_\_

Do you have security personnel on the premise?  No  Yes If yes, how many? 1

AND What are their responsibilities? check id's and check purses, scan w/metal detector  
 What security equipment do they use? Metal Detector  
 List their licensing, certification or training credentials: \_\_\_\_\_

Are there security cameras?  No  Yes If yes, list all locations: 5 inside, 5 outside

Are searches and/or identification checks conducted upon entry?  No  Yes If yes, describe: \_\_\_\_\_

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

Alcohol 95 % Food Sales 5 % Entertainment \_\_\_\_\_ % Other \_\_\_\_\_ %

### 5. Businesses On The Premise (choose all that apply):

- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Cafe/Coffee Shop  | <input type="checkbox"/> Deli or Fast Food Rest. | <input type="checkbox"/> Private/Fraternal/Veterans' Club |
| <input type="checkbox"/> Night Club              | <input checked="" type="checkbox"/> Tavern | <input type="checkbox"/> Cocktail Lounge         | <input type="checkbox"/> Teen Club                        |
| <input type="checkbox"/> Bowling Alley           | <input type="checkbox"/> Hotel             | <input type="checkbox"/> Banquet Hall            | <input type="checkbox"/> Sports Facility                  |
| <input type="checkbox"/> Liquor Store            | <input type="checkbox"/> Corner Store      | <input type="checkbox"/> Supermarket             | <input type="checkbox"/> Convenience Store                |
| <input type="checkbox"/> Gas Station             | <input type="checkbox"/> Other _____       |  |   |

### 6. Hours of Operation and Age Restriction

Are there any changes to the current hours of operation or age restriction?  No  Yes If yes, describe \_\_\_\_\_

Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license.  
 Your hours of operation and age restriction are listed on your current license.

### 7. Floor Plan

Are there any changes to the current floor plan?  No  Yes If yes, describe \_\_\_\_\_

AND submit a new floor plan with this application. Changes in floor plan include changing the location of tables, games, etc. within your current licensed premises. If your changes include adding any additional areas or square footage to your premises, or any renovations to the building will be done, a Permanent Extension of Premises application must be filed.

(1) CURRENT ENTERTAINMENT

The following types of entertainment have been approved for your current Public Entertainment Premises license: Jukebox, Karaoke, 1 Pool Table, 5 Amusement Machines

(2) SELECT ANY TYPES OF ENTERTAINMENT THAT YOU ARE REQUESTING TO ADD \*No changes in entertainment shall take place until approved by the Common Council and a new license has been issued and posted on the premises.

- Instrumental Musicians, Bands, Battle of the Bands, Comedy Acts, Disc Jockey, Magic Shows, Poetry Readings, Dancing by Performers, Jukebox, Wrestling, Patron Contests, Patrons Dancing, Adult Entertainment/ Strippers/Erotic Dance, Karaoke, Bowling Alley, Pool Tables, Motion Pictures, Amusement Machines, Concerts, Theatrical Performances, How many screens?, How many?, Approx. # per year?, Approx. # per year?, Other:

(3) REMOVE ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

(4) WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?

[X] No [ ] Yes, describe:

(5) LEGAL CAPACITY OF PREMISES

50 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.) Your legal capacity will determine the license fee for your Public Entertainment Premise License. If you would like to request that the license be approved with a lower capacity than that listed above, indicate lower capacity. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

(6) IDENTIFY IF SOUND AMPLIFICATION IS USED

[ ] No [X] Yes, describe: Regular speakers inside

(7) DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES

Read And Initial Each Item Confirming Your Understanding:

- 1. 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.
2. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
3. 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.
4. 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.

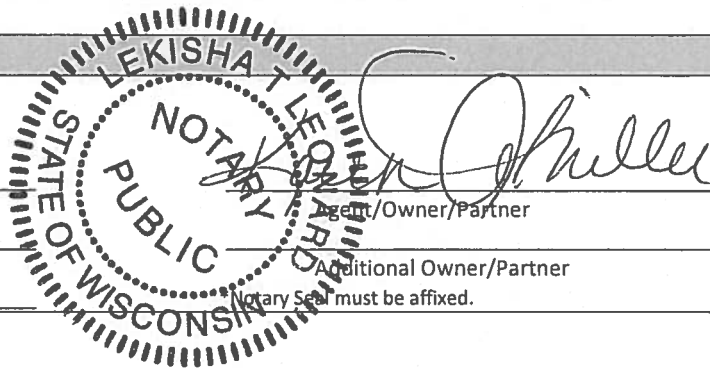
(8) NOTARIZED SIGNATURES OF APPLICANTS

SUBSCRIBED AND SWORN TO BEFORE ME

This 31 day of March, 2015

[Signature] (Clerk/Notary Public)

My Commission Expires April 10, 2017



Agent/Owner/Partner

Additional Owner/Partner

Notary Seal must be affixed.



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, May 07, 2015

COMMITTEE MEETING NOTICE

AD 05

WARD, Brian J, Agent  
PBB Milwaukee I LLC  
543 Fraiser St

Fredonia, WI 53021

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Thursday, May 14, 2015 at 08:30 AM**

**Regarding:** Your Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Bands, Disc Jockey, Patron Contests, Patrons Dancing, Jukebox, Karaoke, and 10 Amusement Machines as agent for "PBB Milwaukee I LLC" for "Point Burger Bar" at 10950 W Good Hope Rd.

There is a possibility your application may be denied for one or more of the following reasons: The recommendation of the committee regarding your 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 OW CZARSKI, CITY CLERK

BY:

Jason Schunk

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:04/18/15  
Officer: Tracey Geniesse

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

Name of Premise: Point Burger Bar  
Address: 10950 W. Good Hope Rd  
Phone: Pending

Owner: Brian J. Ward  
Owner address: 543 Fraiser St  
City State Zip: Fredonia, WI. 53021  
Owner Phone: 262-339-2862  
Owner email: bwardj6@gmail.com

Licensee/Agent: Brian J. Ward  
Home Address: 543 Fraiser St.  
City State Zip: Fredonia, WI. 53021  
Phone: 262-339-2862  
Email: bwardj6@gmail.com

Preferred contact: Brian J Ward

Location currently open:  YES  NO

Projected open date: 07/2015

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

Hours of Operation: Sun: 11a-2a                      24 hours Y N  
Mon: 11a-2a  
Tue: 11a-2a  
Wed: 11a-2a  
Thu: 11a-2a  
Fri: 11a-2a  
Sat: 11a-2a

Premise Type: Tavern/Bar  
Restaurant  
Other: Bar

Licenses currently held:

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

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No
  - d. Recorded  Yes  No
20. How long is footage stored for later viewing: 30 days
21. Are there exterior cameras  Yes  No How many:
22. Are there interior cameras  Yes  No How many: 1

23. Do all employees know how to retrieve recorded digital images/footage? Yes No  
 24. Cameras located in parking lot Yes No How many

**Interior Survey:**

25. What is the planned/posted capacity 281  
 26. What is the minimum number of employees that will be on premise 5  
 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No  
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No  
 28. Is the interior of the location neat and clean? Yes No  
 29. Does an interior camera face the entrance/exit? Yes No  
 30. Are emergency and non-emergency numbers posted near the phone? Yes No  
 31. 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**

32. How many security personnel are going to be employed: 2  
 33. How will they be deployed: Interior 2 Exterior 0  
 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun  
 35. Will the security be managed by business or contracted   
 36. Will they be armed Yes No  
 37. What type of security measures will be used:  
Wanding/metal detector  
ID Scanner  
Dress Code  
Cover Charge \$5-\$10  
Age restriction  
Other  
 38. When at capacity, how will the overflow crowd be managed? waiting area outside  
 39. Will a guard monitor the overflow crowd at all times? Yes No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Mr. Ward owns Wards House of Prime Rib 540 E. Mason St and at 515 Well St, Belafield, WI.

He will install 12 interior cameras and possibly exterior. He will have Country Music bands playing on the weekends and will have a cover charge. He will post No Loitering signs on the exterior of the building, as well as update the exterior lighting. The manager on duty will know how to operate the security camera system. He is considering installing an ID Scanner as well.

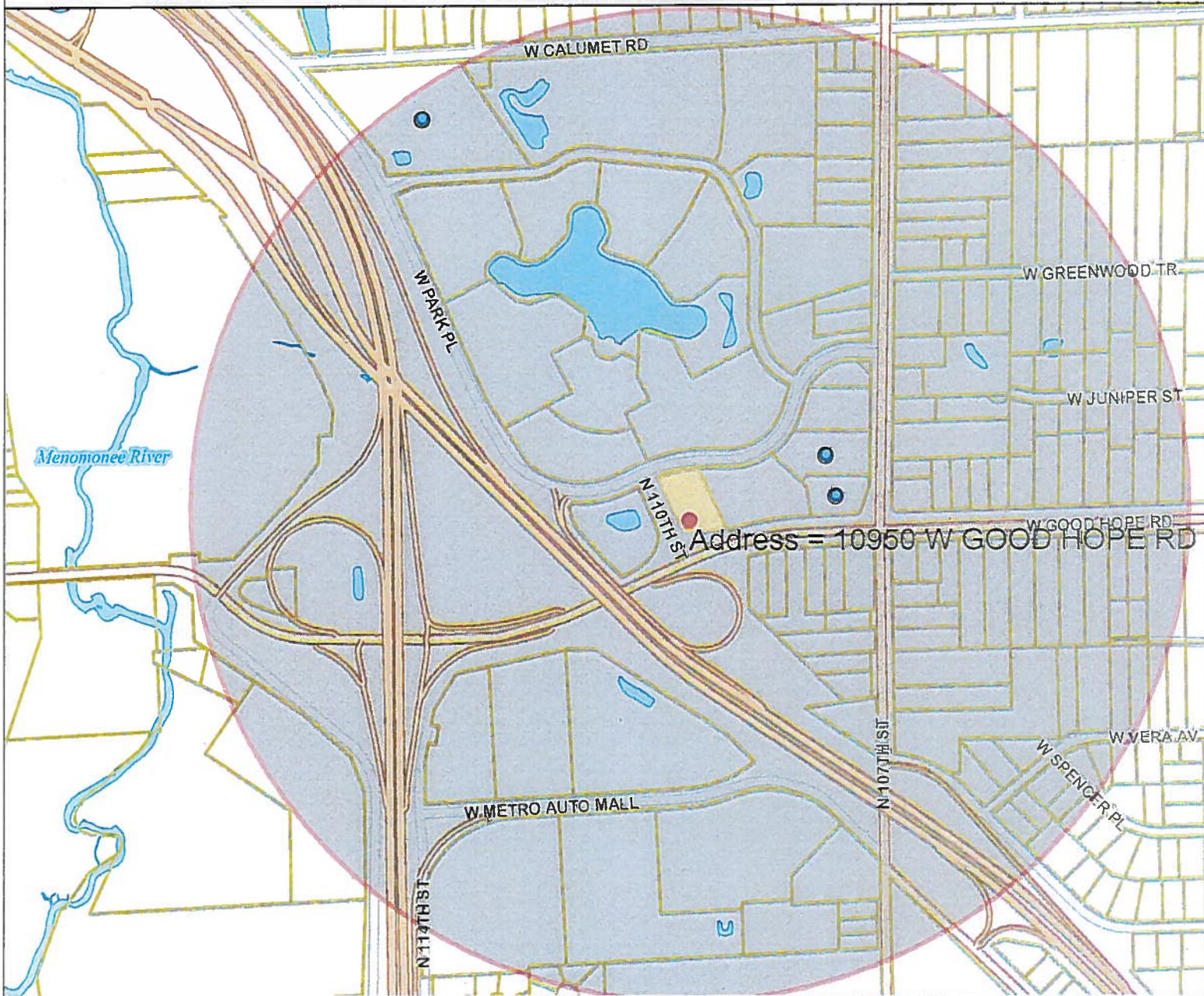
After 10pm, no one under 21 is allowed inside the location.

Licensed Alcohol Beverage Establishments Within a .5 Mile Radius Centered on 10950 W Good Hope Rd on 04/14/2015							Total
License Summary:							
Class B Tavern License							3
							Grand Total = 3
Legal entity	Trade name	Licensee	Address	License type name	Total capacity	Room capacity	Expiration date
PARK PLACE HOSPITALITY, LLC	HILTON GARDEN INN	John L Jordan, Agt	11600 W PARK PL	Class B Tavern License	136		9/22/2015
RUBY TUESDAY, INC	RUBY TUESDAY #5356	Shawn D Blizman, Agt	10843 W PARK PL	Class B Tavern License	300		5/30/2015
Crefii Waramaug Milwaukee Lessee LLC	Comfort Suites Park Place	Samantha A Catena, Agt	10831 W Park PL	Class B Tavern License			11/4/2015



# Alcohol License Concentraion for 10950 W Good Hope Rd

City of Milwaukee, Wisconsin



### - Legend -

- City limits
- Parcels
- Freeways**
  - Freeways
  - Exit ramps
  - Entry ramps
  - Ramps
- Major streets
- Streets
- Waterways
- Alcohol licenses**
  - Class A intoxicating liquor
  - Class A fermented malt beverage
  - Class A liquor and malt
  - Class B fermented malt beverage
  - Class B tavern
  - Class C wine retailer

### - Notes -

Licensed Alcohol Establishments Within a .5 Mile Radius Centered on 10950 W Good Hope Rd on 04/14/2015



Department of Administration - ITMD

I do not object to a license being issued.

I object to a license being issued.

PLEASE RETURN TO:  
ALD. JIM A. BOHL JR.  
RE: Food Dealer & Class "B" license  
application at the former Tumbleweed  
Restaurant located at 10950 West Good Hope  
Road.

COMMENTS:

GREAT IDEA TO HAVE THE RESTAURANT. I  
DO NOT SUPPORT MORE ALCOHOL ESTABLISHMENTS

REDACTED RECORD

- Please keep my name and any identifying information in my response confidential. I would not respond to this survey or provide my name, but for your promise that you would keep my identity confidential.
- Please notify me of the license application hearing.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail \_\_\_\_\_

• IMPORTANT - Return within 2 days • Save us postage, e-mail your Council member • [www.milwaukee.gov/council](http://www.milwaukee.gov/council)

I do not object to a license being issued.

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RE: Food Dealer & Class "B" license  
application at the former Tumbleweed  
Restaurant located at 10950 West Good Hope  
Road.

COMMENTS: A restaurant is welcome. An alcohol license is not  
I work with too many alcoholic addicts recovering alcohol  
and recovered addicts to want to do anything to encourage  
the thought that drinking is cultured or upscale. Alcohol  
introduce participants to slavery.

- Please keep my name and any identifying information in my response confidential. I would not respond to this survey or provide my name, but for your promise that you would keep my identity confidential.
- Please notify me of the license application hearing.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail \_\_\_\_\_

not object to a license being issued.

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NTS: Sounds Good

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is survey or provide my name, but for your promise that you would keep my identity confidential.  
se notify me of the license application hearing.

Allen T Koszarek Phone 414-614-3631  
7549 N. 107 St Zip 53224

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do not object to a license being issued.

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AGENTS:

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ase notify me of the license application hearing.

Tim + Lori Hale Phone 414-760-3227  
7043 N. 107th St. Milwaukee 53224 Zip  
twlh@SbcGLOBAL.NET

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application at the former Tumbleweed

Restaurant located at 10950 West Good Hope

Road.

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Takes with the many alcoholics, addicts, recovering alcoholics  
and recovered addicts to want to do anything to encourage  
the thought that drinking is cultured or upscale. Alcohol  
introduce participants to slavery.

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Please notify me of the license application hearing.

Name Kathy Ann Birschein Phone (414) 429-8931

Address 9838 W Good Hope Rd Zip 53224

E-Mail kathyann.birschein@fallsbaptist.org

• IMPORTANT - Return within 2 days • Save us postage, e-mail your Council member • www.milwaukee.gov/council

I do not object to a license being issued.

I object to a license being issued.

PLEASE RETURN TO:

ALD. JIM A. BOHL JR.

RE: Food Dealer & Class "B" license

application at the former Tumbleweed

Restaurant located at 10950 West Good Hope

Road.

COMMENTS:

Sounds like a quality Pub  
if's ok w-th us

Please keep my name and any identifying information in my response confidential. I would not respond to this survey or provide my name, but for your promise that you would keep my identity confidential.

Please notify me of the license application hearing.

Name Tom & Sandy Meyer Phone 414-353-0835

Address 10328 W. Good Hope Rd Zip 53224

E-Mail meyer.tl@afl.net

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I do not object to a license being issued.

I object to a license being issued.

PLEASE RETURN TO:

ALD. JIM A. BOHL JR.

RE: Food Dealer & Class "B" license application at the former Tumbleweed Restaurant located at 10950 West Good Hope Road.

COMMENTS:

Please keep my name and any identifying information in my response confidential. I would not respond to this survey or provide my name, but for your promise that you would keep my identity confidential.

Please notify me of the license application hearing.

Name Vu DN Phone 414-839-6699

Address 10317 W. Good Hope Rd. Zip 53224

E-Mail VuDN@SBCGLOBAL.NET

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I do not object to a license being issued.

I object to a license being issued.

PLEASE RETURN TO:

ALD. JIM A. BOHL JR.

RE: Food Dealer & Class "B" license application at the former Tumbleweed Restaurant located at 10950 West Good Hope Road.

COMMENTS:

We live near the Good Hope & Walk.  
What we need is better crossing to access  
Park area

Please keep my name and any identifying information in my response confidential. I would not respond to this survey or provide my name, but for your promise that you would keep my identity confidential.

Please notify me of the license application hearing.

Name Kerry Bartlett Phone 949-285-2836

Address 4457 E. W. Good Hope Zip 53224

E-Mail

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I do not object to a license being issued.

I object to a license being issued.

PLEASE RETURN TO:  
ALD. JIM A. BOHL JR.  
RE: Food Dealer & Class "B" license  
application at the former Tumbleweed  
Restaurant located at 10950 West Good Hope  
Road.

COMMENTS:

**REDACTED RECORD**

Please keep my name and any identifying information in my response confidential. I would not respond to this survey or provide my name, but for your promise that you would keep my identity confidential.

Please notify me of the license application hearing.

Name \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

E-Mail \_\_\_\_\_

• IMPORTANT - Return within 2 days • Save us postage, e-mail your Council member • [www.milwaukee.gov/council](http://www.milwaukee.gov/council)

I do not object to a license being issued.

I object to a license being issued.

PLEASE RETURN TO:  
ALD. JIM A. BOHL JR.  
RE: Food Dealer & Class "B" license  
application at the former Tumbleweed  
Restaurant located at 10950 West Good Hope  
Road.

COMMENTS:

Please keep my name and any identifying information in my response confidential. I would not respond to this survey or provide my name, but for your promise that you would keep my identity confidential.

Please notify me of the license application hearing.

Name \_\_\_\_\_

Address \_\_\_\_\_

E-Mail \_\_\_\_\_

**REDACTED RECORD**

• IMPORTANT - Return within 2 days • Save us postage, e-mail your Council member • [www.milwaukee.gov/council](http://www.milwaukee.gov/council)

do not object to a license being issued.

PLEASE RETURN TO:  
ALD. JIM A. BOHL JR.  
RE: Food Dealer & Class "B" license  
application at the former Tumbleweed  
Restaurant located at 10950 West Good Hope  
Road.

object to a license being issued.

REMARKS: Something  
needs to go up there & this is a  
great idea! It would be nice to see  
a small strip mall turn into smthg -

Please keep my name and any identifying information in my response confidential. I would not respond  
to this survey or provide my name, but for your promise that you would keep my identity confidential.

Please notify me of the license application hearing.  
Chuck Schumacher Senny Watsel  
Phone 414-628-2027  
1026 W. Good Hope Rd Zip 53224

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+ these comm into city work in Oshkosh

I do not object to a license being issued.

PLEASE RETURN TO:  
ALD. JIM A. BOHL JR.  
RE: Food Dealer & Class "B" license  
application at the former Tumbleweed  
Restaurant located at 10950 West Good Hope  
Road.

I object to a license being issued.

REMARKS: Anyone that fills up  
a vacant property is good for the area.

Please keep my name and any identifying information in my response confidential. I would not respond  
to this survey or provide my name, but for your promise that you would keep my identity confidential.

Please notify me of the license application hearing.  
Name Pat Hensel Phone 414-333-2184  
Address 10745 W. Good Hope Rd. Zip 53224  
Mail henry3434@hotmail.com

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Point Burger Bar

(4)

Reiss, Tess

---

From: Bohl, James  
Sent: Wednesday, April 15, 2015 8:48 PM  
To: Carolyn Lawrence  
Cc: Reiss, Tess  
Subject: Re: Response to survey on food and liquor license for 10950 W Good Hope Rd.

Thank you for letting me know Carolyn.

Regards, jb

Sent from my iPad

- > On Apr 15, 2015, at 6:31 PM, "Carolyn Lawrence" <[lawrencq@sbcglobal.net](mailto:lawrencq@sbcglobal.net)> wrote:
- >
- > Response to survey regarding Food Dealer and Class B License application for former Tumbleweed Restaurant at 10950 W Good Hope Rd.
- >
- > I do not object to a license being issued.
- >
- > Comments: My husband and I look forward to having that property occupied by another restaurant. The restaurant described seems a good fit for the neighborhood.
- >
- > Name: Carolyn Lawrence
- > Phone: 353-2601
- > Address: 10003 W Good Hope Rd. 53224
- > E-Mail: [lawrencq@sbcglobal.net](mailto:lawrencq@sbcglobal.net)
- >
- > Sent from my iPad



I do not object to a license being issued.

I object to a license being issued.

PLEASE RETURN TO:  
ALD. JIM A. BOHL JR.  
RE: Food Dealer & Class "B" license  
application at the former Tumbleweed  
Restaurant located at 10950 West Good Hope  
Road.

COMMENTS:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please keep my name and any identifying information in my response confidential. I would not respond to this survey or provide my name, but for your promise that you would keep my identity confidential. Please notify me of the license application hearing.

name Sae Vang Phone \_\_\_\_\_  
Address 10433 W Good Hope Rd Zip 53224  
City \_\_\_\_\_

IMPORTANT - Return within 2 days - Save us postage, e-mail your Council member • www.milwaukee.gov/council

I do not object to a license being issued.

I object to a license being issued.

PLEASE RETURN TO:  
ALD. JIM A. BOHL JR.  
RE: Food Dealer & Class "B" license  
application at the former Tumbleweed  
Restaurant located at 10950 West Good Hope  
Road.

Comments: As long as it  
a reputable establishment. If it  
similar to the patrons Ruby  
slay attracts it would be better than a  
vacant building

Please keep my name and any identifying information in my response confidential. I would not respond to this survey or provide my name, but for your promise that you would keep my identity confidential. Please notify me of the license application hearing.

Phone \_\_\_\_\_

**REDACTED RECORD**

IMPORTANT - Return within 2 days - Save us postage, e-mail your Council member • www.milwaukee.gov/council

ⓔ License Div.  
5.6.15

I object to a license being issued.

ALD. JIM A. BOHL JR.  
RE: Food Dealer & Class "B" license  
application at the former Tumbleweed  
Restaurant located at 10950 West Good Hope  
Road.

COMMENTS:

- Please keep my name and any identifying information in my response confidential. I would not respond to this survey or provide my name, but for your promise that you would keep my identity confidential.
- Please notify me of the license application hearing.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 E-Mail \_\_\_\_\_

REDACTED RECORD

• IMPORTANT - Return within 2 days • Save us postage, e-mail your Council member • [www.milwaukee.gov/council](http://www.milwaukee.gov/council)

I object to a license being issued.  
 I object to a license being issued.

PLEASE RETURN TO:  
 ALD. JIM A. BOHL JR.  
 RE: Food Dealer & Class "B" license  
 application at the former Tumbleweed  
 Restaurant located at 10950 West Good Hope  
 Road.

COMMENTS:

- Please keep my name and any identifying information in my response confidential. I would not respond to this survey or provide my name, but for your promise that you would keep my identity confidential.
- Please notify me of the license application hearing.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 E-Mail \_\_\_\_\_

• IMPORTANT - Return within 2 days • Save us postage, e-mail your Council member • [www.milwaukee.gov/council](http://www.milwaukee.gov/council)

REDACTED RECORD



Thursday, May 07, 2015



# Notice of Public Hearing

---

WARD, Brian J, Agent  
Point Burger Bar at 10950 W Good Hope Rd  
Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications  
Requesting Instrumental Musicians, Bands, Disc Jockey, Patron Contests, Patrons Dancing,  
Jukebox, Karaoke, and 10 Amusement Machines

**Thursday, May 14, 2015 at 8:30 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 5/14/2015 at 8:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

---

## 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.**

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	10620 W GOOD HOPE RD	MILWAUKEE, WI 53224-3840
CURRENT RESIDENT	10621 W GOOD HOPE RD	MILWAUKEE, WI 53224-3841
CURRENT RESIDENT	10705 W GOOD HOPE RD	MILWAUKEE, WI 53224-3603
CURRENT RESIDENT	10727 W GOOD HOPE RD	MILWAUKEE, WI 53224-3603
CURRENT RESIDENT	10743 W GOOD HOPE RD	MILWAUKEE, WI 53224-3603
CURRENT RESIDENT	10745 W GOOD HOPE RD	MILWAUKEE, WI 53224-3603
CURRENT RESIDENT	10825 W GOOD HOPE RD	MILWAUKEE, WI 53224-3605
CURRENT RESIDENT	7057 N 107TH ST	MILWAUKEE, WI 53224-4301
CURRENT RESIDENT	7077 N 107TH ST	MILWAUKEE, WI 53224-4301
CURRENT RESIDENT	7101 N 107TH ST	MILWAUKEE, WI 53224-4303
CURRENT RESIDENT	7120 N 107TH ST	MILWAUKEE, WI 53224-4304
CURRENT RESIDENT	7123 N 107TH ST	MILWAUKEE, WI 53224-4303
CURRENT RESIDENT	7140 N 107TH ST	MILWAUKEE, WI 53224-4304
CURRENT RESIDENT	7230 N 107TH ST	MILWAUKEE, WI 53224-3810
CURRENT RESIDENT	7260 N 107TH ST	MILWAUKEE, WI 53224-3810
CURRENT RESIDENT	7425 N 107TH ST	MILWAUKEE, WI 53224-3705

**Total Records: 17**

**Radius: 1000.0 feet and Center of Circle: 10950 W Good Hope RD**



Thursday, May 07, 2015

## Licenses Committee Notice of Hearing

SPIRIT MASTER FUNDING III  
16767 N Perimeter DR #210

Scottsdale, AZ 85260

Date: 5/14/2015  
Time: 08:30 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License  
Applications Requesting Instrumental Musicians, Bands, Disc Jockey, Patron  
Contests, Patrons Dancing, Jukebox, Karaoke, and 10 Amusement Machines  
WARD, Brian J, Agent  
Point Burger Bar at 10950 W Good Hope Rd

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





Thursday, May 07, 2015

## Licenses Committee Notice of Hearing

Shongololo, LLC  
10950 W Good Hope Rd  
Milwaukee, WI 53224

Date: 5/14/2015  
Time: 08:30 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License  
Applications Requesting Instrumental Musicians, Bands, Disc Jockey, Patron  
Contests, Patrons Dancing, Jukebox, Karaoke, and 10 Amusement Machines  
WARD, Brian J, Agent  
Point Burger Bar at 10950 W Good Hope Rd

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.



APPLICATION AMENDMENT

OFFICE OF THE CITY CLERK LICENSE DIVISION  
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 EMAIL: LICENSE@MILWAUKEE.GOV



Date: 4/8/15

To the License Division of the City of Milwaukee:

I, BRIAN WARD, wish to amend my answer(s) on the application for  
(Full legal name)

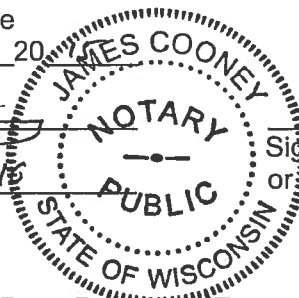
a Class B TAVERN license at 10950 W. Good Hope Rd  
(Type of license) (Premise address on pending application, if applicable)

by adding or amending the following information (complete only those sections being amended):

1. Answer to Question(s) # \_\_\_\_\_ should be: \_\_\_\_\_
2. Agent should be (full legal name): \_\_\_\_\_ Also complete 3, 4, 5 & 6
3. Date of birth should be: \_\_\_\_\_
4. Home address should be (include city/state/zip): \_\_\_\_\_
5. Home phone number should be (include area code): \_\_\_\_\_
6. Driver's License Number/State ID Number should be: \_\_\_\_\_
7. Corporation/LLC name should be (full legal name): PBS Milwaukee I LLC
8. Business name should be: \_\_\_\_\_
9. Business address should be (include city/state/zip): \_\_\_\_\_
10. Business phone number should be (include area code): \_\_\_\_\_
11. Premises description should be: \_\_\_\_\_
12. Location where vehicle will be parked should be (include city/state/zip): \_\_\_\_\_
13. Age Distinction should be (for Class B Taverns only): \_\_\_\_\_
14. Other: ONLY Full service Restaurant not Nightclub/Cocktail Lounge

Subscribed and sworn to before me  
this 8<sup>TH</sup> day of April 2015

Notary Public - State of Wisconsin  
My Commission expires 3-6-16  
Notary Seal must be affixed



[Signature]  
Signature of Sole Proprietor, Partner, Agent  
or 20% or more Shareholder

Office Use Only:

Application #: \_\_\_\_\_ Date Received/Entered: \_\_\_\_\_ Initials: \_\_\_\_\_  
Date LC Advised LIU: \_\_\_\_\_ NS: \_\_\_\_\_ Health: \_\_\_\_\_ Initials: \_\_\_\_\_



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 2/18/15

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 Establishment License  Filling Station License  Other (plan of operation for specific license also required)

Provide a detailed description of the type of business you plan on operating:

BAR | RESTAURANT

Do you have any experience operating this type of business?  No  Yes

If yes, explain: CURRENTLY OWN + OPERATE WARD'S HOUSE OF PRIME IN MILWAUKEE AS WELL AS IN DELAFIELD. USED TO OWN JOHN HAWK'S PUB.

## 2. Business Operations

- a. Proposed Opening Date: 6/1/2015
- 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: CLASS B LIQUOR, FOOD DEALER, PEP, TDBALLO, OCCUPANCY
- 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 Control

- a. How are grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Hired Maintenance  
 Building Owner Responsibility  Garbage Cans Outside  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: \_\_\_\_\_  
Will a sound amplification system be used?  No  Yes If yes, describe: LIVE MUSIC
- e. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- f. Number of Garbage Cans: Inside: 20 Locations: THROUGH OUT ENTIRE PREMISE  
Outside: 8 Locations: ENTIRE LOT
- g. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- h. Describe sanitation facilities (restrooms): 2 FULL SERVICE BATHROOMS
- i. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_



#### 4. Parking & Security

- a. Are there off-street parking places?  No  Yes If yes, how many? 100 +  
 Describe security plan for parking lot: STAFF WILL POLICE LOT
- b. Is there a loading zone?  No  Yes If yes, describe security for loading zone \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? 1-4  
 What are their responsibilities? CHECK IDS, CLEAN, KEEP PATRONS IN ORDER, POLICE LOT.  
 Is security equipment used?  No  Yes If yes, describe RADIOS  
 List their licensing, certification, or training credentials WILL BE TRAINED IN-HOUSE  
 Will there be security cameras?  No  Yes If yes, where? INTERIOR + EXTERIOR  
 Will searches or identification checks be conducted upon entry?  No  Yes If yes, describe ANYONE APPEARING TO BE UNDER 40 WILL BE CARDED.

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

Alcohol <u>40</u> %	Food <u>60</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Other _____ % Describe: _____	

#### 6. 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
- Bowling Alley       Hotel       Banquet Hall       Sports Facility

##### Type 2

- Liquor Store       Corner Store       Supermarket       Convenience Store
- Gas Station       Amusement/Phonograph Distributor       Auto Wrecker
- Used Car Dealer       Used Auto Parts       Personal Service Establishment       Recording Studio

What other types of 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: \_\_\_\_\_

#### 7. Legal Capacity (only if a Type 1 premises in #4 above)

Capacity 285 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 8. Premises Description

d. 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: \_\_\_\_\_

e. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_

f. Nearest Major Cross Street: 107th St & Good Hope Rd

g. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_

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

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

j. Property Owner's Name: SHONGOLOLO LLC Phone Number: 262 339 2862

Address: 10950 W GOOD HOPE RD MILWAUKEE WI 53224

## 9. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open (include a.m. or p.m.)	Close (include a.m. or p.m.)			
Sunday	11 AM	2 AM	200	21 + UP	21
Monday	11 AM	2 AM	200	21 + UP	21
Tuesday	11 AM	2 AM	200	21 + UP	21
Wednesday	11 AM	2 AM	200	21 + UP	21
Thursday	11 AM	2 AM	200	21 + UP	21
Friday	11 AM	2:30 AM	300	21 + UP	21
Saturday	11 AM	2:30 AM	300	21 + UP	21

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.  
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday - Thursday; 12:00 am Friday and Saturday, unless otherwise approved by Common Council in licensee's plan of operation.

## 10. Required Signature(s)

\_\_\_\_\_  
Sole Proprietor, Partner, Agent, or 20% or more Shareholder

\_\_\_\_\_  
Signature of additional partner or 20% or more Shareholder

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



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL PLAN OF OPERATION

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: <u>POINT BURGER BAR</u>
Premise Address: <u>10950 W GOOD HOPE RD MILWAUKEE WI 53224</u>
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>
Is there at least 300 feet between the building and any church, school, daycare center or hospital? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>"Service Bar Only" Designation</b>
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
Service Bar Only means customers cannot sit at the bar. Alcohol is served to patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.
<b>Business Information</b>
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____
b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____
<b>Proof of Ownership, Lease, or Offer to Purchase (new &amp; transfer applicants only)</b>
Submit proof of ownership, lease, or offer to purchase the building with this application. A lease or office to purchase must:
a) Be in the same legal entity name as that apply for the license
b) Reflect the same address as the premises address on this application
c) Reflect current dates and
d) Be signed by the lessor/seller and lessee/buyer
<b>Property Information (new &amp; transfer applicants only)</b>
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)? <u>PBB MILWAUKEE 1, LLC</u>
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____
d) Total amount paid for business \$ <u>0</u>
e) Total amount paid for goodwill of the business \$ <u>0</u>
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? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes

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

**Lease Information (new & transfer applicants who are leasing the premises only)**

- a) Date lease begins 3/30/15 Ends 3/29/25
- b) Monthly rental \$ 7000.00
- 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 YRS
- 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 NNN
- g) Does the present owner or occupancy object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

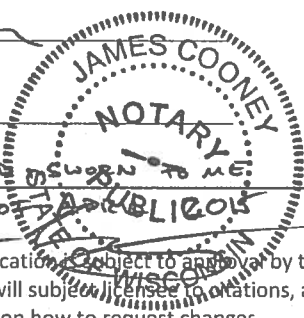
**Change of Agent Applicants Only**

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): SEE FLOOR PLAN ATTACHED

**Notarized Signatures of Applicants**

SUBSCRIBED AND SWORN TO BEFORE ME  
 This 26<sup>th</sup> day of MARCH, 20 15

*[Signature]*  
 (Clerk/Notary Public)



My Commission Expires 3-29-15  
 \*Notary Seal must be affixed.

*[Signature]*  
 Sole Proprietor, Partner, 20% or more Shareholder, or Agent - only if there are no 20% or more shareholders

*[Signature]*  
 Additional partner or 20% or more shareholder

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 premise applicants must submit the following:**

- Proof of ownership, lease or offer to purchase the building
- 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)

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

<input checked="" type="checkbox"/> Instrumental Musicians	<input checked="" type="checkbox"/> Bands	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Comedy Acts
<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Dancing by Performers
<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Wrestling	<input checked="" type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Patrons Dancing
<input checked="" type="checkbox"/> Jukebox	<input checked="" type="checkbox"/> Karaoke	<input type="checkbox"/> Bowling Alley How many? _____	<input type="checkbox"/> Pool Tables How many? _____
<input type="checkbox"/> Motion Pictures How many? _____	<input checked="" type="checkbox"/> Amusement Machines – How many? <u>10</u>	<input type="checkbox"/> Concerts Approx. # per year? _____	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Other: _____			

### WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?

No  Yes, describe: NOT LIKELY, BUT POSSIBLY TO PROMOTE BANDS

### LEGAL CAPACITY OF PREMISES

285 (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.

### WILL SOUND AMPLIFICATION EVER BE USED?

No  Yes, describe: LIVE BANDS, BACKGROUND MUSIC AMPS AND SPEAKERS.

### DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES

Read And Initial Each Item Confirming Your Understanding:

- BW 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.
- BW I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
- BW 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.
- BW 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.

### NOTARIZED SIGNATURES OF APPLICANTS

SUBSCRIBED AND SWORN TO BEFORE ME

This 26 day of MARCH, 20 15

[Signature]  
(Clerk/Notary Public)  
My Commission Expires 3-29-15 \*Notary Seal must be affixed.

[Signature]  
Agent/Owner/Partner

[Signature]  
Additional Owner/Partner

Office Use Only: Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

Check if only PEP (must be heard w/in 60 days) Granted \_\_\_\_\_ License # \_\_\_\_\_



# FOOD DEALER LICENSE PLAN OF OPERATION

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

Legal Entity Name: POINT BURGER BAR  
 Premise Address: 10950 W GOOD HOPE RD MILWAUKEE WI 53224

## 1. Application Type

Indicate the application type and complete the corresponding section.

**New application** (fee is \$300). For new applications, answer questions below and then continue on to section 2.  
 Is this a simple change of ownership (no change in food operation) or a new establishment?  
 Taking over existing operating licensed food business  
 New establishment (anything other than a simple change of ownership)

Provide a brief description of the food establishment  
BURGER BAR

What is the anticipated opening date or date of change of ownership: 6/1/2015

**Site Evaluation - Optional** (fee is \$100) Site evaluations are optional, and done only upon request. The purpose of the site evaluation is to assess the suitability of a prospective site for use as a food establishment.

**Modification or amendment** to an existing food license or public health approved operational plan. For modifications/amendments to existing establishments, both the operator and establishment cannot be different than on existing license or the application is considered new. Answer the two questions below (including the follow up detail if applicable) and then continue on to section 2.

What facilities (equipment or building) change(s) are you planning (check all that apply):  
 Construction or renovation (fee is \$200)  
 Significant equipment change without construction or renovation (fee is \$50)  
 Adding an additional site at the same premises where food will be prepared/processed or sold (fee is \$100 per additional site)  
 No equipment or renovations are being planned

What changes are being proposed to the food operation or specialized approvals are being requested (Note: \$75 operational change fee is charged only once even if multiple items are checked):

Substantial changes to the menu including the type or complexity of food processing (fee is \$75)  
 Briefly describe proposed changes  
 \_\_\_\_\_

Adding processing when no processing was previously performed, or adding additional types of processing (fee is \$75)

Requests for modifications or variances to public health food code requirements or the review of a specialized process requiring health department approval prior to implementation (fee is \$75)

Indicate specialized processes/variances requested (check all that apply):

<input type="checkbox"/> Acidified Rice	<input type="checkbox"/> Sale without Consumer Advisory
<input type="checkbox"/> Bare Hand Contact to Ready to Eat Foods	<input type="checkbox"/> Shellfish - Comingling
<input type="checkbox"/> Curing	<input type="checkbox"/> Shellfish -Display Tanks
<input type="checkbox"/> Dogs in Outside Dining Areas	<input type="checkbox"/> Smoking
<input type="checkbox"/> Non-continuous Cooking	<input type="checkbox"/> Sprouting
<input type="checkbox"/> Peddler Base	<input type="checkbox"/> Time as a Public Health Control
<input type="checkbox"/> Reduced Oxygen Packaging	<input type="checkbox"/> Wild Game
<input type="checkbox"/> Other, specify	

\_\_\_\_\_

Amending existing license to reflect an increase in annual gross sales or change in food operation (fee is the difference in the cost between the food licenses plus \$25 for transfer fee)

No significant changes are being proposed in how food is prepared/processed or substantial menu changes. No addition of specialized process or activities requiring approval is being requested (no fee)

## 2. Premises Description

Will food be prepared or sold at a single or multiple food preparation and/or sale sites:  Single  Multiple

If multiple sites will be used, how many distinct sites will be used?

List all sites and briefly describe the nature of the food activities at each site:

KITCHEN WITH PREP AREA. ALL FOOD WILL BE PREPARED THERE.

Note: Multiple sites may require more than one license or an additional site license depending upon the food activity conducted at any one site.

Indicate where on the premises food will be sold, served, consumed and/or stored:  1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Rooftop  Basement

Other Floor, specify \_\_\_\_\_

Other location, specify OUTSIDE PATIO

Are any outdoor operations planned?  Yes  No  Unknown

What activities will be conducted outdoors (check all that apply)

Bar

Cooking/grilling

Dining – Patio

Dining – Sidewalk (DPW permit required)

Storage

Other, specify \_\_\_\_\_

Seating provided on site for dining?  Yes  No

If yes, what is the seating capacity both inside and outside?

If yes, are there additional banquet facilities other than the main dining area?  Yes  No

Total square footage of the establishment (exclude space utilized for other purposes other than food)

Annual Gross Food Sales:  Sales Based on:  Previous Year  Previous Establishment  Best Estimate

Note: Inspector will request to review receipts periodically to validate if establishment has the appropriate license.

Number of Full Time Employees

Number of Part Time Employees

The following items must be included with a new application at the time of filing:

- Site Plan/Floor Plan: Site plan must identify the building in relation to streets, sidewalks, parking & garbage area, see sample and instructions. Food manufacturers, distributors, commissaries, and meal service establishments as defined in section 4 are exempt.
- Shared Kitchen Agreement, if applicable: If not using your own establishment as your base, provide a written and signed commissary agreement. The agreement must include a list of all services provided by the commissary, such as restroom use, dry goods storage, use of refrigerator space (including the number of cubic feet of refrigeration space allocated to you), etc.

The following items must be submitted to inspector, prior to approval of inspection.

- Floor Plan: The plan must show the location of all equipment (sinks, refrigeration, stoves, ware-washing, etc.), plumbing, electrical services, mechanical ventilation, storage areas and restrooms. Plans must be a minimum of 11 X 14 inches in size including the layout of the floor plan accurately drawn to a minimum scale of 1/4 inch = 1 foot. Plans may be submitted in an electronic format.
- Equipment List: Provide the make and model number of all significant equipment (cooking, cooling, warewashing, etc.) All food equipment must be ANSI/NSF certified. No home-style equipment is allowed. Equipment specification sheets do not have to be provided at the time of submission, but must be provided upon Health Department request
- Finish Materials List: Provide a list of all finish materials (floors, walls, ceilings, counter tops). Surfaces must be smooth, nonabsorbent and easily cleanable, and ceramic, porcelain or quarry tile must have set in base cove.
- Lighting Plan: Provide a list of all light fixtures to be used in the food establishment. All light used in any food prep or storage areas must be shielded or covered and flush or integral to the ceiling. Lighting in food preparation area must meet minimum illumination standards defined in the WI Food Code.
- Pest Management Plan: Describe the establishments integrated pest management plan. Describe strategies to prevent pest entry into the food establishment & harborage of pests Identify if a licensed pest control service has been contracted, provide the name of the company and frequency of service.

### 3. Construction, Renovations, Kitchen Equipment Changes or Remodeling

Any construction, remodeling or equipment changes planned?  Yes  No If no, skip to section 4.

Scope of the planned project?

- New construction or conversion of an existing structure to be used as a food establishment
- Renovation/remodeling impacting 300ft<sup>2</sup> or more than of food preparation or display area
- Renovation/remodeling impacting less than 300ft<sup>2</sup> of food preparation or display area
- Renovation/remodeling limited to the instillation/change/replacement of food equipment

Provide a brief summary of the proposed construction, remodeling and/or equipment change:

NEW EQUIPMENT TO RESTAURANT THAT HAS BEEN UNDECLIPIED FOR YEARS.

Note: Building permits may be required, contact the Department of Neighborhood Services

Date alterations/changes planned to begin \_\_\_\_\_

Contact information for general contractor JIM LECHNER 414 232 0937

Contact information for architect \_\_\_\_\_

### 4. BUSINESS TYPE

Overall Establishment Type (select the one that best describes the proposed business)

- Bed and Breakfast
- Commissary or Mobile Food Peddler Base – a commercial kitchen used for the production of food to be served or sold at another location; a base of operations for a mobile food peddler where the vehicle, cart or unit which is used at a minimum for the service or cleaning of the peddler vehicle, cart or container. A base of operations for a caterer or seasonal market vendor for the preparation of food.
- Community Food Program – free meal site or food pantry. Any site in which all food is provided free of cost to those in need or to organizations who serve person's in need.
- Distiller or Brewer – facilities that are primarily engaged in the production of alcoholic beverages
- Food Distributor – a business that transports food for sale to retail and wholesale establishments and does not perform any processing or repacking of food items
- Is food stored on site  Yes  No
- Food Manufacturer - commercial operation that produces, packages, labels, or stores food for human consumption, but primarily does not provide food directly to a consumer, food is sole to distributors, retailers or restaurants, there may be a small store on site where only the manufacturers products are sold, but the majority of product is sold to other licensed food establishments
- Is there a retail store onsite?  Yes  No
- Food Store – a food establishment either mobile or permanent in which the majority of food sales consist of beverages or multi-serving food products requiring further preparation prior to consumption, examples of food stores include bakeries, grocery stores, convenience stores, coffee shops, liquor stores. Food stores include business whose primary business is other than food, but offer convenience food items.

Are you considered a convenience food store?  Yes  No

A convenience food store contains less than 5,000 sq ft of retail sales space AND has as its primary business the sale of basic food items and in addition sells household products. Basic food items may include, but are not limited to, milk and dairy products, bread products, prepared sandwiches, frozen entrees, refrigerated food and baby food. Household products may include, but are not limited to, cleaning products, paper products, baby products and pet food

- School – educational institution including elementary, middle and high schools, technical schools, colleges and university, where food service is limited to students (no sales to faculty or general public)

Restaurant – a food establishment either mobile or permanent in which the majority food sales consist of meals

### 5. FOOD OPERATION SCOPE

Type of Sales (check all that apply, even if it reflects a small percentage of the proposed business)

- Made directly to the general public or end consumer (includes internet sales)
- Made to other food establishments (wholesaler, distributors, retail or restaurants) who will resell your product(s)

What percentage of your planned food sales will be meals versus grocery items?

100 % from meals (ready-to-eat food sold to in single portions)

% from grocery items (multi-serving food products, typically requiring preparation before serving, includes beverages, bakery items and raw produce)



Will 25% or more of your sales be to highly susceptible populations (defined as persons with medical conditions, elderly, or preschool age children)?

Yes  No

Will customers be able to purchase food through a drive through?  Yes  No

Will customers be able to purchase food from a self-service salad or food bar?  Yes  No

Will food be prepared on site and then transported for sale or consumption at another location?  Yes  No

If yes, check all the reason why the food will be transported

Catering  Delivery  Base for Mobile Food Peddler  Base for temporary or seasonal food stand

Other, specify

## 6. FOOD, FOOD PREPERATION, FOOD PROCESSING

For restaurants provide a copy of the proposed menu or a detailed menu of all the foods and drinks you will be serving.

For all other establishments provide a summary below of the brief types of food products being sold.

ATTACHED.

Will any potentially hazardous food (food that requires temperature control) be offered for sale?  Yes  No

Examples of potentially hazardous foods are meats, dairy, poultry, eggs, cut tomatoes or leafy greens, cut melons, cooked rice, beans or potatoes, or garlic in oil.

Will food be prepared or processed on site?  Yes  No

Examples of processing are assembling, grinding, cutting, mixing, baking, grilling, frying, coating, stuffing, packing, bottling, packaging, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking.

If yes, indicate the type of food processing that will be conducted:

CUTTING, MIXING, BAKING, GRILLING, FRYING, COOKING, PACKING, FREEZING

If performing processing, will there be any processing of potentially hazardous food?  Yes  No

## 7. WEIGHTS AND MEASURES

Will any items be offered for sale by weight or by volume?  Yes  No

If yes, describe number and type of devices used:

A separate weights and measures license is required for each scale.

Will electronic scanning devices be used for pricing/check out?  Yes  No

If yes, how many devices will be used

A scanner license is required if using an electronic scanning device.

## 8. ISSUANCE OF LICENSE

Will any alcohol or intoxicating beverages be sold at the establishment?  Yes  No

If yes, what type of license do you have or will you be applying for (check all that apply)?



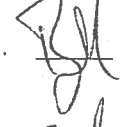
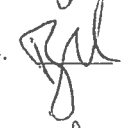


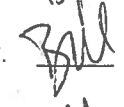

- Class A fermented malt beverage licenses
- Class A liquor licenses
- Class B fermented malt beverage licenses
- Class B liquor licenses
- Class C wine licenses

If yes, if your food license is approved prior to the alcohol license, would you like the food license issued (check one)

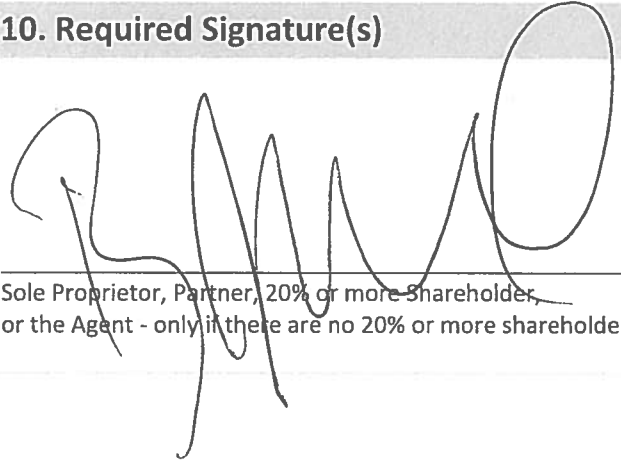
immediately so you can open your food business  at the same time as the alcohol license

## 9. Affirmation of Understanding – Permit Needed to Operate

### READ AND INITIAL EACH ITEM CONFIRMING YOUR UNDERSTANDING:

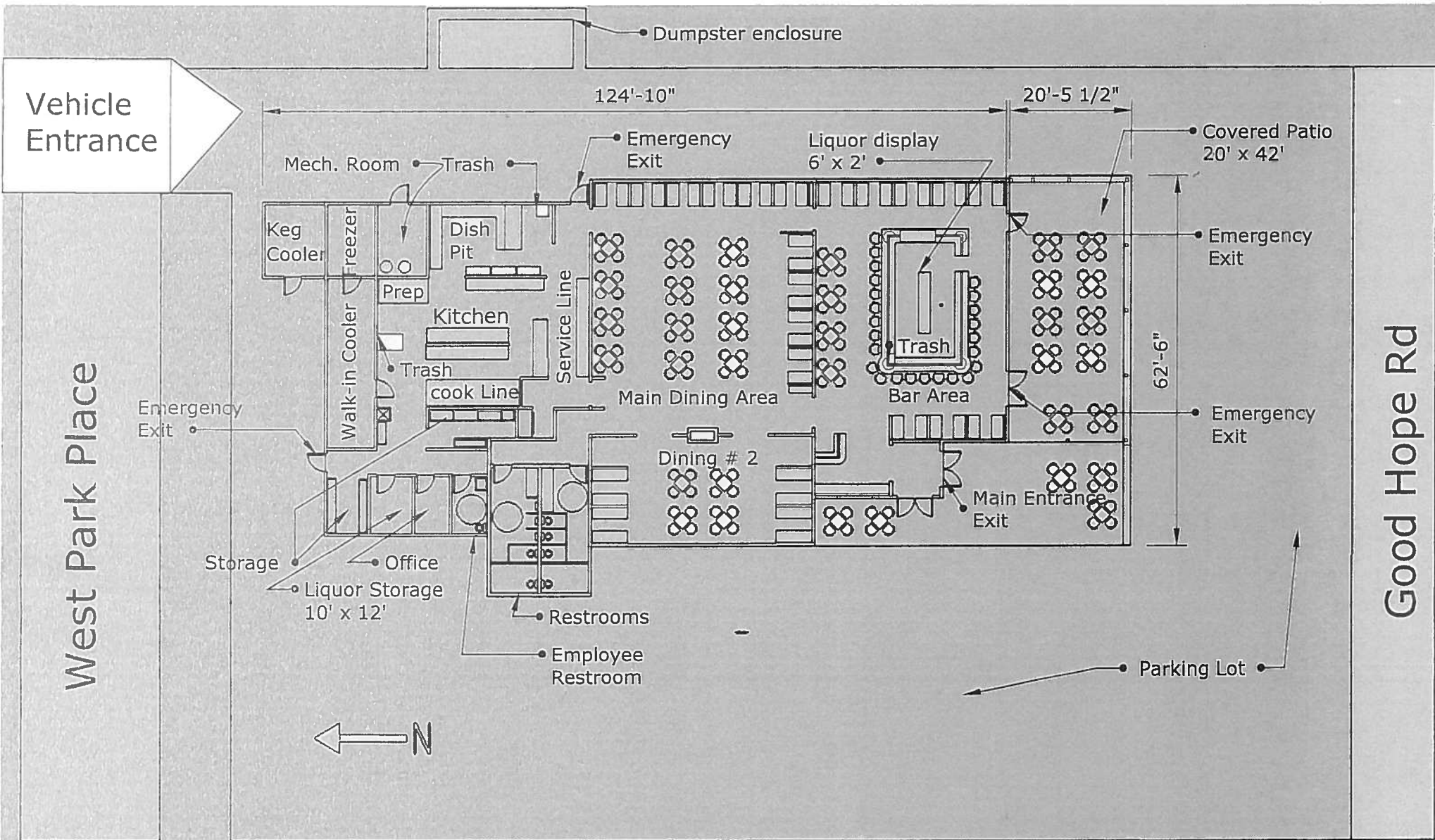
1.  I understand that an inspection and sign off by the Health Department is required before my permit may be issued.
2.  I understand that an occupancy permit must be issued and an inspection may be required from the Department of Neighborhood Services before my permit may be issued.
3.  I understand that the Department of Neighborhood Services must sign off on my application with the License Division before my permit may be issued.
4.  I understand the local council member must approve or deny my request before my permit is eligible to be issued. If denied, I understand that I may be scheduled for a hearing before the License Committee of the Common Council.
5.  I understand that I must pay and the License Division must have proof of payment for the associated permit fees before my permit may be issued.
6.  I understand that all of the above must be complete before my permit is eligible to be issued.
7.  I understand that the license/permit for which I am applying must be issued and posted in my business premises prior to opening for business.
8.  I will not operate my food business until the permit has been issued and posted in the establishment.

## 10. Required Signature(s)

  
\_\_\_\_\_  
Sole Proprietor, Partner, 20% or more Shareholder,  
or the Agent - only if there are no 20% or more shareholders

\_\_\_\_\_  
Signature of additional partner or 20% or more shareholder

***SUBMIT THIS FORM ALONG WITH THE  
"BUSINESS LICENSE APPLICATION" & "BUSINESS LICENSE PLAN OF OPERATION"***



Total Sq. ft. = 6850  
 Covered Patio Sq. ft. = 840  
 Parking Area sq. ft. = 111 stalls  
 1.735 Acres

AGENT: BRIAN J WARD  
 Point Burger Bar  
 PBB Milwaukee 1 LLC  
 10950 W. Good Hope Rd.  
 Milwaukee WI 53224  
 3-31-2015

**CLASSIC SHAKES** - Chocolate, Vanilla, Strawberry

**ALCOHOLIC SHAKES (also available alcohol-free)**

Oreo - Vanilla Vodka, Dark Creme de Cacao

Salted Caramel - Van Gogh Salted Caramel Vodka

Espresso - Patron XO Cafe

Peanut Butter Cup - Van Gogh PB&J

Mint Chocolate Chip - Green Creme de Menthe, White Creme de Cacao

Almond Joy - Malibu, Dark Creme de Cacao

Root Beer - Root Beer Vodka

**ICE CREAM FLOATS**

Root Beer

Vanilla Cream

Orange Cream

Black Cherry

**BEER/HARD CIDER FLOATS**

Espresso Stout

White Stout

Chai Tea Porter

Peach Mango IPA

Ciderboys Mimosa

Ciderboys Peach

Ciderboys Strawberry

**SALADS**

Cobb salad

Cesar salad

Wedge Salad

Chopped Salad

**SOUPS**

Chili

Cheeseburger Beer Soup

Soup of the day

**APPETIZERS**

Giant Chicken wings (various flavors)

Pork Belly

Nueske's Thick Cut Bacon

Cheese curds

Chili Loaded tater tots

Lobster Roll

Fried pickles  
Hummus  
Mac n Cheese

### **SANDWICHES**

Lobster Blt Jalapeno slaw  
Grilled cheese (3 cheeses with tomato and bacon)  
Specialty Chicken  
Ruben  
Potato Crusted Baked Halibut  
Portabella Patty Melt  
Pastrami/Corned Beef mix  
Tuna melt  
Footlong hotdog

### **SPECIALTY BURGERS**

Classic - Angus, Cheddar Cheese, Lettuce, Onion & Tomato on Brioche

Lamb - Feta, Red Onion, Tapenade & Tzatziki on a Kaiser Roll

Kobe - Peppercorn Roquefort Sauce & Roasted Garlic on a Kaiser Roll

Duck

Hangover - Angus, American Cheese, Pastrami, Fried Egg & Hangover Sauce on a Pretzel Roll

Turkey Burger, Havarti Cheese, Sprouts, Avocado & Red Onion on Brioche

Vegan - Black Bean, Corn, Red Pepper & Mushroom Cake

Whole Hog - Angus Burger, Pork Belly, Cheddar & Caramelized Onion on a Pretzel Roll

Cowboy - Angus Burger, Ghost Pepper Cheese, Nueske's Thick Cut Bacon & Bourbon Mustard Sauce on an Onion Roll

Point Burger- Angus Burger, Bacon, Truffle Mayo, Lettuce, Tomato & Onion on a Kaiser Roll

Shroom - Angus, Provolone, Mushrooms & Beer Steak Sauce on a Kaiser Roll

## **BUILD YOUR OWN BURGER**

### **1. PROTEINS**

Angus  
Kobe  
Lamb  
Chicken  
Duck  
Turkey  
Portabella mushroom  
Vege

### **2. BUNS**

Brioche  
Whole Wheat  
Onion  
Pretzel  
Gluten Free  
Kaiser

### **3. TOPPINGS**

#### **CHEESE**

Cheddar  
American  
Swiss  
Provolone  
Havarti  
Ghost Pepper  
Blue cheese  
Feta

#### **SAUCES**

Pico di gallo  
Chili  
Dijon  
Tzatziki

Chipotle Aioli  
Truffle mayo  
Bourbon mustard  
Hangover  
Peppercorn Roquefort Cheese  
Bbq  
Mayo  
Beer Steak sauce  
Sriracha Mayo

#### **FROM THE GARDEN**

Lettuce  
Tomato  
Pickles  
Mushrooms  
Raw onion  
Caramelized onion  
Roasted Garlic Cloves  
Avacado  
Jalapeno  
Black Olives ?  
Cucumber  
Baby spinach  
Sprouts

#### **FROM THE FARM**

Bacon  
Nueske's Thick Cut Bacon  
Pork Belly  
Pastrami  
Corned beef  
Fried egg

#### **4. CHOOSE YOUR SIDE**

Sour cream and Chive fries  
Sweet potato fries  
Seasoned Potato Wedges  
Skinny fries  
Waffle fries  
Onion Strings  
Cottage Cheese  
Tater tots  
Coleslaw  
Jalapeno Slaw