



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Friday, September 16, 2022


COMMITTEE MEETING NOTICE

AD 14

FERRARO, David LOUIS, Agent
Serenity420, LLC
2483 S Kinnickinnic Av
Milwaukee, WI 53207

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

Tuesday, September 27, 2022 at 03:20 PM

Regarding: Your Class A Malt & Class A Liquor License Application as agent for "Serenity420, LLC" for "Serenity420" at 2483 S Kinnickinnic Av. 

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/953593573>. If you wish to call in, please call [+1 \(872\) 240-3412](tel:+18722403412) and use Access Code: 953-593-573.

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

Notice for applicants with warrants or unpaid fines:

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

Failure to attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov

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



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Friday, September 16, 2022

COMMITTEE MEETING NOTICE

AD 14

FERRARO, David LOUIS, Agent
Serenity420, LLC
2407 WASHINGTON AV #2
RACINE, WI 53405

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Tuesday, September 27, 2022 at 03:20 PM

Regarding: Your Class A Malt & Class A Liquor License Application as agent for "Serenity420, LLC" for "Serenity420" at 2483 S Kinnickinnic Av.

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BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stas5@milwaukee.gov

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

Roman, Carmen

From: Cooney, Jim
Sent: Wednesday, September 14, 2022 3:53 PM
To: Roman, Carmen; Melendez, Yadira
Cc: Martin-MGR, Faviola
Subject: FW: Objection - 2483 S Kinnickinnic Ave
Attachments: Serenity420 Community Meeting Letter (1).pdf

REDACTED RECORD

Can you add this to the file and ebook respectively?

From: Dimitrijevic, Marina <Marina@milwaukee.gov>
Sent: Tuesday, September 6, 2022 2:28 PM
To:
Cc: License <LICENSE@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Williams, Terri <Terri.Williams@milwaukee.gov>
Subject: Re: Objection - 2483 S Kinnickinnic Ave

Please see the attached for info about the neighborhood meeting on this. Feel free to join us. The license will be considered by the committee in October, to allow neighbors to discuss the business proposal together first.

Sincerely,

Terri Williams (she/hers)
Legislative Assistant
Milwaukee Common Council
Alderswoman Marina Dimitrijevic | 14th District
200 East Wells Street
Milwaukee, WI 53202
414.286.3769 | fax 414.286.3456
Terri.Williams@milwaukee.gov

You may use our Click for Action online system to report city service requests: https://iframe.publicstuff.com/#client_id=1000167

Sign up for Aldermanic District 14 monthly e-newsletter and other updates at <https://city.milwaukee.gov/enotify> [milwaukee.gov/district14](https://city.milwaukee.gov/district14)

From: {
Sent: Tuesday, September 6, 2022 10:17 AM
To: Dimitrijevic, Marina <Marina@milwaukee.gov>
Cc: License <LICENSE@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Williams, Terri <Terri.Williams@milwaukee.gov>
Subject: Re: Objection - 2483 S Kinnickinnic Ave

Some people who received this message don't often get email from

Hi Marina - Any update on this? After talking with my neighbors, we also agree that we don't need another liquor license in the area.

REDACTED RECORD

Thanks

On Wed, Jun 22, 2022 at 5:40 AM Dimitrijevic, Marina <Marina@milwaukee.gov> wrote:

Thank you -your objection is added to the file. This item will likely come up in September.

~Marina

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Marina Dimitrijevic
Alderwoman | 14th District
Chairwoman, Finance and Personnel
Committee
She/Her/Hers/Ella
Hablo Español
p: (414) 286-3769
e: marina@milwaukee.gov
200 E Wells Street, Room 205
Milwaukee, WI 53202
milwaukee.gov/district14

On Jun 21, 2022, at 1:00 PM, Jarrett Brantner <jarrettthebrantner@gmail.com> wrote:

Some people who received this message don't often get email from

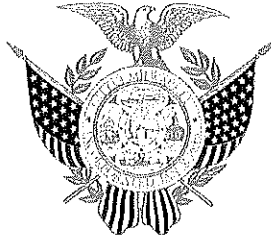
Hello Marina and License Committee members -

I am writing to oppose the liquor license filed for 2483 S Kinnickinnic Ave under the business name Serenity 420. I live just a couple blocks away from here and I don't believe we need another establishment that sells liquor in the area. We have too much concentration of liquor stores already therefore I don't support this license and hope you would do the same.

Thanks

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements. See City of Milwaukee full e-mail disclaimer at www.milwaukee.gov/email_disclaimer

REDACTED RECORD



MARINA DIMITRIJEVIC
ALDERWOMAN, 14TH DISTRICT

CHAIR

- Finance and Personnel Committee

VICE CHAIR

- Steering and Rules Committee

MEMBER

- Judiciary and Legislation Committee
- Zoning, Neighborhoods and Development Committee

August 23, 2022

Dear Neighbor,

I will be hosting a Neighborhood Meeting at the Bay View Branch Library's Llewellyn Community Room on **Tuesday, September 13th, 2022 from 5:00 p.m. to 6:00 p.m.** regarding the following new license application(s):

Class A Liquor and Malt for Serenity420
2483 South Kinnickinnic Avenue
Agent: David Ferraro

There is no police report, however there are several objections to this application on file. This meeting is an important opportunity for nearby neighbors to gather to learn more about the business's plans of operation and hours, and to discuss any suggestions or concerns prior to their license hearing.

Please join us at the Bay View Library to have a conversation about what you would like to see here and what you would support as a close neighbor.

This license application must be scheduled at the License Committee's September 7 meeting, however I will move that the item be held pending the outcome of this neighborhood meeting. The committee will take it up at a later date that you'll receive notice of in the mail.

If you have any questions prior to the meeting regarding this or any other topic of city service, please feel free to contact my office at **414-286-3769** or via email at Marina@milwaukee.gov.

Your input is important!

Sincerely,

Marina Dimitrijevic,
Alderman, 14th District



Roman, Carmen

From: Cooney, Jim
Sent: Wednesday, September 14, 2022 3:53 PM
To: Roman, Carmen; Melendez, Yadira
Cc: Martin-MGR, Faviola
Subject: FW: Objection - 2483 S Kinnickinnic Ave
Attachments: Serenity420 Community Meeting Letter (1).pdf

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Can you add this to the file and ebook respectively?

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Sent: Tuesday, September 6, 2022 2:28 PM
To:
Cc: License <LICENSE@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Williams, Terri <Terri.Williams@milwaukee.gov>
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Sincerely,

Terri Williams (she/hers)
Legislative Assistant
Milwaukee Common Council
Alderswoman Marina Dimitrijevic | 14th District
200 East Wells Street
Milwaukee, WI 53202
414.286.3769 | fax 414.286.3456
Terri.Williams@milwaukee.gov

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From: {
Sent: Tuesday, September 6, 2022 10:17 AM
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REDACTED RECORD

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Marina Dimitrijevic
Alderwoman | 14th District
Chairwoman, Finance and Personnel
Committee
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Hablo Español
p: (414) 286-3769
e: marina@milwaukee.gov
200 E Wells Street, Room 205
Milwaukee, WI 53202
milwaukee.gov/district14

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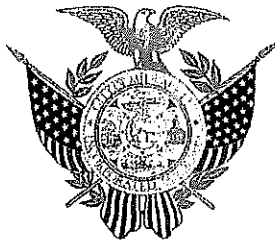
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Thanks

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REDACTED RECORD



CHAIR

• Finance and Personnel Committee

VICE CHAIR

• Steering and Rules Committee

MEMBER

• Judiciary and Legislation Committee

• Zoning, Neighborhoods and Development Committee

MARINA DIMITRIJEVIC
ALDERWOMAN, 14TH DISTRICT

August 23, 2022

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If you have any questions prior to the meeting regarding this or any other topic of city service, please feel free to contact my office at **414-286-3769** or via email at Marina@milwaukee.gov.

Your input is important!

Sincerely,

Marina Dimitrijevic,
Alderman, 14th District





Crite, Yvette

From: License
Sent: Tuesday, August 9, 2022 4:25 PM
To: Crite, Yvette
Cc: Martin, Faviola
Subject: FW: Objection Liquor License - 2483 S KK Ave

Follow Up Flag: Follow up
Flag Status: Flagged

Please add

REDACTED RECORD

From: Dimitrijevic, Marina <Marina@milwaukee.gov>
Sent: Thursday, August 4, 2022 1:05 PM
To: ; License <LICENSE@milwaukee.gov>
Subject: Re: Objection Liquor License - 2483 S KK Ave

Thanks for writing. The alderwoman will support what the majority of nearby neighbors would support. She has encouraged this shop owner to host a neighborhood meeting prior to their license hearing due to neighbor concerns and opposition received so far. Your objection will be placed on file for the Licenses Committee and you will receive a notice of the neighborhood meeting when it's scheduled.

Sincerely,

Terri Williams (she/hers)
Legislative Assistant
Milwaukee Common Council
Alderwoman Marina Dimitrijevic | 14th District
200 East Wells Street
Milwaukee, WI 53202
414.286.3769 | fax 414.286.3456
Terri.Williams@milwaukee.gov

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From:
Sent: Thursday, August 4, 2022 12:59 PM
To: Dimitrijevic, Marina <Marina@milwaukee.gov>
Subject: Objection Liquor License - 2483 S KK Ave

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[Learn why this is important](#)

Hi Marina -

I am writing to oppose a proposed liquor license next Avalon. I have lived in Bayview for the last 15 years and believe we don't need another liquor store in our neighborhood. We already have a liquor store just down the block from this and don't need another one.

Are we encouraging folks to open a liquor store on every corner? I strongly encourage you to take stance and say no to this new liquor business. I am all for new business as long as it's not another liquor store in Bayview (I have 5-7 other locations that sell liquor).

Thanks and hope you don't support this liquor license.

REDACTED RECORD

FW: Objection Liquor License - 2483 S Kinnickinnic

Cooney, Jim <Jim.Cooney@milwaukee.gov>

Tue 7/26/2022 4:55 PM

To: Collins, Rolanda <Rolanda.Collins@milwaukee.gov>

Cc: Byrd, Yashica <Yashica.Byrd@milwaukee.gov>; Martin, Faviola <Faviola.Martin@milwaukee.gov>

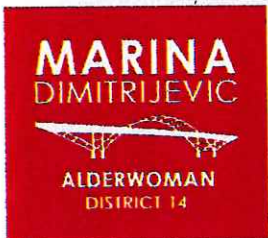
Please add

From: Dimitrijevic, Marina <Marina@milwaukee.gov>
Sent: Tuesday, July 26, 2022 1:20 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: Fwd: Objection Liquor License - 2483 S Kinnickinnic

~Marina

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Marina Dimitrijevic
 Alderwoman | 14th District
 Chairwoman, Finance and Personnel
 Committee

She/Her/Hers/Ella

Hablo Español

p: [\(414\) 286-3769](tel:(414)286-3769)
 e: marina@milwaukee.gov

200 E Wells Street, Room 205
 Milwaukee, WI 53202

milwaukee.gov/district14

REDACTED RECORD

Begin forwarded message:

From: _____
Date: July 26, 2022 at 1:00:57 PM CDT
To: "Dimitrijevic, Marina" <Marina@milwaukee.gov>
Subject: Re: **Objection Liquor License - 2483 S Kinnickinnic**

You don't often get email from _____
[m. Learn why this is important.](#)

Hi Marina - Do you have any thoughts on this?

On Tue, Jun 21, 2022 at 10:58 AM

_____ wrote:

Hello - On my walk this morning, I saw a poster on the window of 2483 S KK Ave next to Avalon about a new liquor license being filed at this location. We have too many liquor stores in the area and we don't need another one.

I would ask that the Alderwoman Marina and the license committee deny this liquor license as it would negatively impact the neighborhood.

Thanks,
_

REDACTED RECORD

FW: Objection Liquor License - 2483 S Kinnickinnic

License <LICENSE@milwaukee.gov>

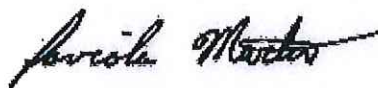
Tue 7/26/2022 3:56 PM

To: Collins, Rolanda <Rolanda.Collins@milwaukee.gov>

Cc: Cooney, Jim <Jim.Cooney@milwaukee.gov>

Please add objection

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD



From: Dimitrijevic, Marina <Marina@milwaukee.gov>

Sent: Tuesday, July 26, 2022 1:21 PM

To: ...; License <LICENSE@milwaukee.gov>

Subject: Re: Objection Liquor License - 2483 S Kinnickinnic

We have received several objections to this location so the alderwoman has proposed a neighborhood meeting in advance of any licensing hearing. We haven't scheduled a neighborhood meeting yet, but it should occur at the beginning of September and I will make sure you're invited to it when it happens.

We don't personally have a position and will go with what neighbors tell us they want to do here. I do think it's a really nice space and wouldn't mind having a business there that the neighbors and surrounding streets will want to welcome.

Thanks for your communication on this. Licensing has your objection on file.

Sincerely,

Terri Williams (she/hers)
Legislative Assistant
Milwaukee Common Council
Alderwoman Marina Dimitrijevic | 14th District
200 East Wells Street
Milwaukee, WI 53202
414.286.3769 | fax 414.286.3456
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From: rolanda.collins@city.milwaukee.gov
Sent: Tuesday, July 26, 2022 1:00 PM
To: Dimitrijevic, Marina <Marina@milwaukee.gov>
Subject: Re: Objection Liquor License - 2483 S Kinnickinnic

You don't often get email from

Hi Marina - Do you have any thoughts on this?

On Tue, Jun 21, 2022 at 10:58 AM

> wrote:

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I would ask that the Alderwoman Marina and the license committee deny this liquor license as it would negatively impact the neighborhood.

Thanks,

REDACTED RECORD

Cox, Andrew

From: License
Sent: Wednesday, June 22, 2022 12:48 PM
To: Cox, Andrew
Cc: Cooney, Jim; Byrd, Yashica
Subject: FW: Objection Liquor License - 2483 S Kinnickinnic

Please add objection

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD



From: >
Sent: Tuesday, June 21, 2022 10:58 AM
To: License <LICENSE@milwaukee.gov>; Dimitrijevic, Marina <Marina@milwaukee.gov>
Subject: Objection Liquor License - 2483 S Kinnickinnic

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[Learn why this is important](#)

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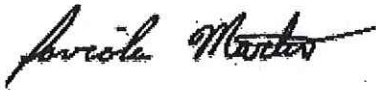
Thanks,

Cox, Andrew

From: License
Sent: Tuesday, June 21, 2022 1:13 PM
To: Cox, Andrew
Cc: Cooney, Jim; Byrd, Yashica
Subject: FW: Objection - 2483 S Kinnickinnic Ave

Please add

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD



From:
Sent: Tuesday, June 21, 2022 1:00 PM
To: License <LICENSE@milwaukee.gov>; Dimitrijevic, Marina <Marina@milwaukee.gov>
Subject: Objection - 2483 S Kinnickinnic Ave

Some people who received this message don't often get email from j [Learn why this is important](#)

Hello Marina and License Committee members -

I am writing to oppose the liquor license filed for 2483 S Kinnickinnic Ave under the business name Serenity 420. I live just a couple blocks away from here and I don't believe we need another establishment that sells liquor in the area. We have too much concentration of liquor stores already therefore I don't support this license and hope you would do the same.

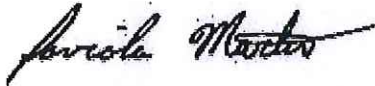
Thanks

Cox, Andrew

From: License
Sent: Monday, May 23, 2022 4:11 PM
To: Cox, Andrew
Subject: FW: Serenity420

Please add

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD



From: .
Sent: Monday, May 23, 2022 3:11 PM
To: License <LICENSE@milwaukee.gov>
Subject: Serenity420

You don't often get email from . [Learn why this is important](#)

Good afternoon,

My name is . and I am writing to formally object to the Class A Malt & Liquor license requested by Serenity420 at 2483 S KK Ave. I reside with my wife and two small children just from the proposed address at and I believe that this license will have an adverse effect on the health, safety, and general welfare of the neighborhood. This neighborhood, and this block in particular, is home to many families with small children that do not fit the target audience for such a business. Moreover, families gather at both the school and church located on this same block. While I am a proponent of small business, I do not believe that this license fits the character of the site.

If I can answer any further questions, please email me at

Thank you,

Date: 05/31/2022
Officer: PO Fabian Garcia

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

Name of Premise: Serenity 420
Address: 2483 S. Kinnickinnic Avenue
Phone: 262-903-9905

Owner: David L. Ferraro
Owner address: 2407 Washington Ave #2
City State Zip: Racine, WI 53405
Owner Phone: 262-903-9905
Owner email: dlf@serenitycigs.com

Manager:
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: Phone number

Location currently open: YES NO

Projected open date: July

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

Hours of Operation: Sun: 8a-5p 24 hours Y N
Mon: 8a-9p
Tue: 8a-9p
Wed: 8a-9p
Thu: 8a-9p
Fri: 8a-9p
Sat: 8a-9p

Premise Type: Liquor Store
Convenience Store
Other: Smoke Shop

Licenses currently held: none at this location

- Alcohol: Yes No #:
Tobacco: Yes No #:
Food: Yes No #:
Extended Hours: Yes No #:
Secondhand Dealer: Yes No Type: #:
Other: Yes No Type: #:
Other: Yes No Type: #:

Who is your alcohol distributor? Capital Distributors

Exterior Survey:

1. Is the area around the location clean? Yes No
2. What surrounds the location? (Check all the apply)
 - a. Park
 - b. School
 - c. Youth Center
 - d. Church
 - e. Tavern(s) If so, how many
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Is there a parking lot Yes No
7. Is the parking lot clean? Yes No **N/A**
8. Is the parking lot well lit? Yes No **N/A**
9. Are there areas where a person could conceal themselves Yes No
10. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
11. Exterior Payphone? Yes No
12. Are there No Loitering Signs posted? Yes No Will add
13. Are there exterior security cameras Yes No How Many: 3
14. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

15. Does this location have security cameras? Yes No
16. Are they in working order? Yes No
17. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. VCR Yes No
 - d. Recorded Yes No
18. How long is footage stored for later viewing: unknown
19. Are there exterior cameras Yes No How many: 3
20. Are there interior cameras Yes No How many:

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

Interior Survey:

22. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
23. Is the interior of the location neat and clean? Yes No
24. Does an interior camera face the entrance/exit? Yes No
25. Is there a lockable area that separates employees from customers? Yes No
26. Does the store sell single chore boy? Yes No
27. Does the store sell blunt wraps? Yes No
28. Does the store sell scales? Yes No
29. Does the store sell items that may be used as crack pipes? Yes No
a. Describe item Pipes that are used for tobacco consumption.
30. Does the store have an over abundance of sandwich baggies? Yes No
31. Does the owner understand that these items are often used for drug use? Yes No
32. Do the products in the store appear to be new and rotated often? Yes No **N/A**
33. Are emergency and non-emergency numbers posted near the phone? Yes No
34. Does the owner know how to contact their police district directly? Yes No
a. Did you provide a district contact guide to the owner? Yes No

Complete this section if alcohol establishment is a convenience store:

(** Read full ordinance for all details "68-55 Convenience Food Stores")

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

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

- a. Exception: A store that does not have such doors on August 17, 1994 shall not be required to install such doors until the holder of the store's food dealer license changes.
- 13. Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment? Yes No
 - a. Contact Community Outreach and Education at 935-7836 for schedule.

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

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

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This report was written by Police Officer Fabian Garcia assigned to District 6-Early Power, Squad 6264,

On Tuesday, May 31, 2022 at 12:00 pm, my partner Officer Ward and I met with store owner David L. Ferraro. David stated that they are still under renovations and no surveillance cameras have been set up at this time. Davis also indicated that they do not have a drop safe at this time but will look into a drop safe prior to them opening. David stated that they project to be open sometime in July of 2022.

Davis stated that they are planning on opening up a liquor store/smoke shop and plan on being open daily. The front of the business has multiple tall windows, which makes it easy to see the inside of the business. Davis stated that they are working with a camera company who will be installing the future surveillance cameras. Discussion was had regarding the placement of cameras. The building does have exterior security cameras, which are operated by the property owner of the building. Two exterior cameras are located in the front of the property and one security camera located on the south end of the building, which faces east towards S. Kinnickinnic Avenue. Davis stated that only manager will be able to have access to the surveillance cameras and all employees will need to go through a Beverage Servers Class.

Davis stated that he plans on adding a "No Loitering" sign, which will be placed near the front entrance door.

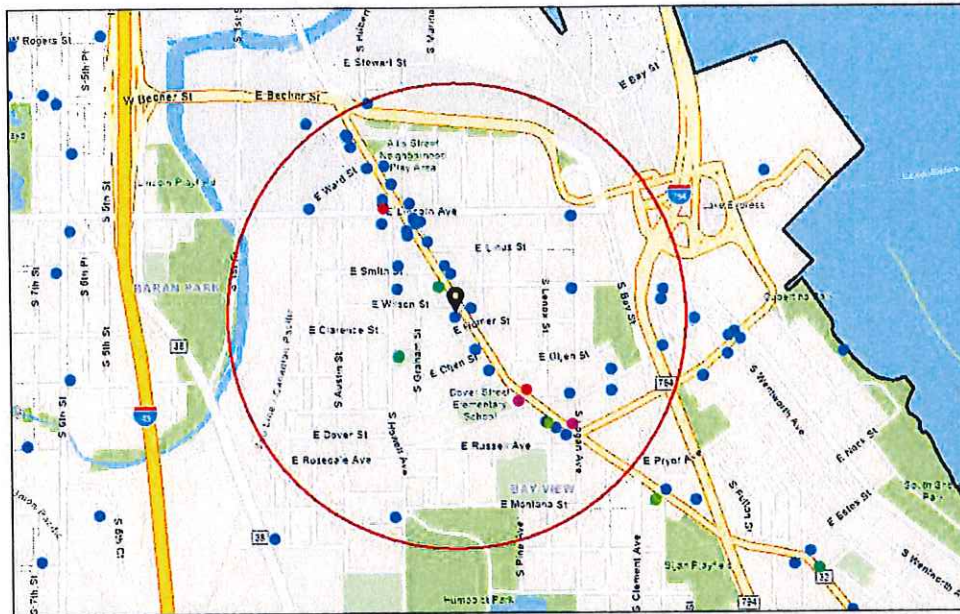


City Concentration Map - 2483 S Kinnickinnic AV

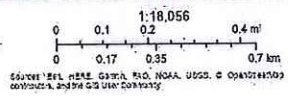
Area of Interest (AOI) Information

Area : 21,862,585.6 ft²

May 18 2022 14:50:30 Central Daylight Time



- 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
- ▭ City Limits



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	49		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Morgan Kenwood, LTD	Avalon	JANE M SCHILZ, Agt	2473 S Kinnickinnic AV	Class B Tavern License		12/14/2021, 6:00 PM	1
2	ST AUGUSTINE CONGREGATION	ST AUGUSTINE CONGREGATION	Joseph A Laska, Agt	2530 S HOWELL AV	Class B Fermented Malt Beverage Retailer's License		12/30/2021, 6:00 PM	1
3	GW Mireles Inc	Cafe Corazon Bay View	GEORGE MIRELES, Agt	2394 S Kinnickinnic AV	Class B Tavern License	99	2/2/2022, 6:00 PM	1
4	Lazy Susan MKE Inc	Lazy Susan MKE	AMANDA J DIXON, Agt	2376-78 S Howell AV	Class B Tavern License	80	1/20/2022, 6:00 PM	1
5	RADBAT LLC	Odd Duck	ROSS M BACHHUBER, Agt	2352-54 S Kinnickinnic AV	Class B Tavern License	80	2/26/2022, 6:00 PM	1
6	Egg & Flour II LLC	Egg & Flour	Adam M Pawlak, Agt	2273 S HOWELL AV	Class B Tavern License		3/2/2022, 6:00 PM	1
7	NEVADA PRODUCTIONS LLC	THE TONIC TAVERN	PAUL U JONAS, Agt	2335 S KINNICKINNIC AV	Class B Tavern License	99	2/25/2022, 6:00 PM	1
8	BAY VIEW QUICK MART, LLC	BAY VIEW QUICK MART	YASSER JABER, Agt	2690 S KINNICKINNIC AV	Class A Fermented Malt Beverage Retailer's License		3/21/2022, 7:00 PM	1
9	BAY VIEW QUICK MART, LLC	BAY VIEW QUICK MART	YASSER JABER, Agt	2690 S KINNICKINNIC AV	Class A Retailer's Intoxicating Liquor License		3/21/2022, 7:00 PM	1
10	Marcat Corp	Hue Restaurant	MARK V NIELSEN, Agt	2691 S Kinnickinnic AV	Class B Tavern License	48	3/31/2022, 7:00 PM	1
11	Caviche, Inc.	C-Viche	KARLOS J SORIANO, Agt	2165 S Kinnickinnic AV	Class B Tavern License		3/21/2022, 7:00 PM	1
12	Lion's Tooth, LLC	Lion's Tooth	Michelle M McClone-Carriere, Agt	2421 S KINNICKINNIC AV	Class C Wine Retailer's License		3/22/2022, 7:00 PM	1
13	Lion's Tooth, LLC	Lion's Tooth	Michelle M McClone-Carriere, Agt	2421 S KINNICKINNIC AV	Class B Fermented Malt Beverage Retailer's License		3/22/2022, 7:00 PM	1
14	CIAO CUCINA, LLC	CAFE LULU	SARAH F JONAS, Agt	2261-65 S Howell AV	Class B Tavern License	189	4/8/2022, 7:00 PM	1
15	BAY STREET PUB, LLC	BAY STREET PUB	MARK R PASCHAL, Agt	338 E BAY ST	Class B Tavern License	70	4/13/2022, 7:00 PM	1
16	HONEYPIE CAFE, INC.	HoneyPie	VALERI A LUCKS, Agt	2569 S KINNICKINNIC AV	Class B Tavern License		4/28/2022, 7:00 PM	1
17	FRANK'S NEWPORT, LLC	THE NEWPORT LOUNGE	FRANCIS C CREED, Agt	939 E CONWAY ST	Class B Tavern License	80	5/18/2022, 7:00 PM	1

18	THREE BROTHERS RESTAURANT LLC	THREE BROTHERS RESTAURANT	Patricia J Radicevic, Agt	2414 S ST CLAIR ST	Class B Tavern License	25	5/23/2022, 7:00 PM	1
19	Lost Whale Enterprises LLC	Lost Whale	Richard W Duval, Agt	2151 S KINNICKINNIC AV	Class B Tavern License		6/18/2022, 7:00 PM	1
20	DRI 5 BAYVIEW LLC	Centraal Grand Cafe & Tappery	ERIC G WAGNER, Agt	2306 S KINNICKINNIC AV	Class B Tavern License	261	6/29/2022, 7:00 PM	1
21	Old Skoolz LLC	Old Skoolz	TIMMY T WISHMAN, Agt	1100 E POTTER AV	Class B Tavern License		6/20/2022, 7:00 PM	1
22	MAPLE LEAF ENTERPRISE S, LLC	SUGAR MAPLE	ADRIENNE M PIERLUISSI, Agt	441 E LINCOLN AV	Class B Tavern License	160	7/29/2022, 7:00 PM	1
23	Tota's LLC	Riviera Maya	FRANCISCO ARAIZA-QUINTANA, Agt	2321&2327 S Kinnickinnic AV	Class B Tavern License	90	7/5/2022, 7:00 PM	1
24	Nonfiction LLC	Nonfiction Wine Company	Bradley A Kruse, Agt	800 E Potter AV	Class A Retailer's Intoxicating Liquor License		6/13/2022, 7:00 PM	1
25	Guanajuato Mexican Restaurant, LLC	Guanajuato Mexican Restaurant	CAROLINA GAMINO, Agt	2317 S Howell AV	Class B Tavern License		7/29/2022, 7:00 PM	1
26	Three Sheets LLC	The Stone	SHAWN T LEET, Agt	2422 S Howell AV	Class B Tavern License	80	7/28/2022, 7:00 PM	1
27	HIGGSKI, INC	BAY VIEW BOWL	MICHAEL S KOSINSKI, Agt	2416 S KINNICKINNIC AV	Class B Tavern License	160	7/25/2022, 7:00 PM	1
28	SUMO, LLC	THE HIGHBURY PUB	JOSEPH R KATZ, Agt	2322 S KINNICKINNIC AV	Class B Tavern License	80	7/26/2022, 7:00 PM	1
29	KRS Hospitality Group LLC	Makk N Cheese	Marcos A Ramos-Garcia, Agt	2242 S Kinnickinnic AV	Class B Tavern License	60	8/9/2022, 7:00 PM	1
30	PKNJ, LLC	Sorella	Kyle C Toner, Agt	2535 S Kinnickinnic AV	Class B Tavern License		8/16/2022, 7:00 PM	1
31	U.C. Jonas Inc	Mothership	PAUL U JONAS, Agt	2301 S Logan AV	Class B Tavern License		7/25/2022, 7:00 PM	1
32	Rap Us Corp	Cafe India - Bar & Grill	RAKESH REHAN, Agt	2201 S Kinnickinnic AV	Class B Tavern License		9/14/2022, 7:00 PM	1
33	Bumstead Provisions LLC	Crafty Cow/Hot Head Fried Chicken	David T Eichler, Agt	2671 S KINNICKINNIC AV	Class B Tavern License		9/14/2022, 7:00 PM	1
34	Piedmont Property Corporation	Puddler's Hall	Casey C Foltz, Agt	2461 S St Clair ST	Class B Tavern License	80	9/20/2022, 7:00 PM	1
35	LOGAN & POTTER, INC	BURNHEART S	WILLIAM J SEIDEL, Agt	2599 S LOGAN AV	Class B Tavern License	80	9/24/2022, 7:00 PM	1

36	TKP LLC	Hungry Sumo	Thitichai Rukchon, Agt	2663 S Kinnickinnic AV	Class B Fermented Malt Beverage Retailer's License		9/26/2022, 7:00 PM	1
37	BCT5 LLC	Vanguard	CHRISTOPHE R J SCHULIST, Agt	2659 S KINNICKINNI C AV	Class B Tavern License		10/14/2022, 7:00 PM	1
38	RSVR LLC	RSVR	Reid C Spiering, Agt	2210 S KINNICKINNI C AV	Class B Tavern License		10/10/2022, 7:00 PM	1
39	Vine Society LLC	Voyager Wine & Cocktail Bar	JORDAN A BURICH, Agt	422 E Lincoln AV	Class B Tavern License	49	10/17/2022, 7:00 PM	1
40	DOMINIC & PHILIP, INC	DE MARINIS ORIGINAL RECIPES	LUCIA R DE MARINIS, Agt	1211 E CONWAY ST	Class B Tavern License	160	11/4/2022, 7:00 PM	1
41	MPR CORPORATION	Bay View Supermarket	PARESH C PATEL, Agt	2277 S HOWELL AV	Class A Malt & Class A Liquor License		9/19/2022, 7:00 PM	1
42	TKP LLC	Hungry Sumo	Thitichai Rukchon, Agt	2663 S Kinnickinnic AV	Class C Wine Retailer's License		9/26/2022, 7:00 PM	1
43	SEIGEL LIQUOR, INC	SIEGEL LIQUOR	AMARJIT S VIRK, Agt	2632 S KINNICKINNI C AV	Class A Malt & Class A Liquor License		9/23/2022, 7:00 PM	1
44	Semolina MKE LLC	Semolina MKE	Petra L Orłowski, Agt	2474 S KINNICKINNI C AV	Class B Tavern License		10/16/2022, 7:00 PM	1
45	AA Entertainment, LLC	The Backyard	Sam J Leaf, Agt	2155 S KINNICKINNI C AV	Class B Tavern License	160	10/17/2022, 7:00 PM	1
46	BABY BOOMERS	BABY BOOMERS	WENDELL E BENNETT, SP	182 E LINCOLN AV	Class B Tavern License	80	11/4/2022, 7:00 PM	1
47	TONI'S MOODY BLUES	TONI'S MOODY BLUES	TONI L MARUNOWSKI, SP	2813 S HOWELL AV	Class B Tavern License	49	10/24/2022, 7:00 PM	1
48	Still Shakers	Still Shakers	Brent A Rüpčić, SP	1051 E POTTER AV	Class B Tavern License	63	11/2/2022, 7:00 PM	1
49	Revel Group Inc	Revel	Haley I Pollard, Agt	2246 S Kinnickinnic AV	Class B Tavern License	80	10/31/2022, 7:00 PM	1

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



Friday, September 16, 2022



Notice of Public Hearing

Blank Notice

FERRARO, David LOUIS
Serenity420 at 2483 S Kinnickinnic Av
Class A Malt & Class A Liquor License Application

Tuesday, September 27, 2022 at 03:20 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 9/27/2022 at 03:20 PM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

CURRENT OCCUPANT	2513 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1629
CURRENT OCCUPANT	2513A S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1629
CURRENT OCCUPANT	2519 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1629
CURRENT OCCUPANT	2519A S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1629
CURRENT OCCUPANT	2525 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1629
CURRENT OCCUPANT	2527 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1629
CURRENT OCCUPANT	501 E WILSON ST	MILWAUKEE, WI 53207-1635
CURRENT OCCUPANT	505 E WILSON ST	MILWAUKEE, WI 53207-1635
CURRENT OCCUPANT	506 E WILSON ST	MILWAUKEE, WI 53207-1636
CURRENT OCCUPANT	506A E WILSON ST	MILWAUKEE, WI 53207-1636
CURRENT OCCUPANT	507 E WILSON ST	MILWAUKEE, WI 53207-1635
CURRENT OCCUPANT	508 E WILSON ST	MILWAUKEE, WI 53207-1636
CURRENT OCCUPANT	509 E WILSON ST	MILWAUKEE, WI 53207-1635
CURRENT OCCUPANT	510 E WILSON ST	MILWAUKEE, WI 53207-1636
CURRENT OCCUPANT	512 E WILSON ST	MILWAUKEE, WI 53207-1636
CURRENT OCCUPANT	513 E WILSON ST	MILWAUKEE, WI 53207-1635
CURRENT OCCUPANT	514 E HOMER ST	MILWAUKEE, WI 53207-1622
CURRENT OCCUPANT	514 E WILSON ST	MILWAUKEE, WI 53207-1636
CURRENT OCCUPANT	514A E HOMER ST	MILWAUKEE, WI 53207-1622
CURRENT OCCUPANT	514A E WILSON ST	MILWAUKEE, WI 53207-1636
CURRENT OCCUPANT	514B E WILSON ST	MILWAUKEE, WI 53207-1636
CURRENT OCCUPANT	519 E WILSON ST	MILWAUKEE, WI 53207-1635
CURRENT OCCUPANT	520 E HOMER ST	MILWAUKEE, WI 53207-1622
CURRENT OCCUPANT	522 E HOMER ST	MILWAUKEE, WI 53207-1622
CURRENT OCCUPANT	522 E WILSON ST	MILWAUKEE, WI 53207-1636
CURRENT OCCUPANT	523 E WILSON ST	MILWAUKEE, WI 53207-1635
CURRENT OCCUPANT	524 E HOMER ST	MILWAUKEE, WI 53207-1622
CURRENT OCCUPANT	526 E WILSON ST	MILWAUKEE, WI 53207-1636
CURRENT OCCUPANT	527 E WILSON ST	MILWAUKEE, WI 53207-1635
CURRENT OCCUPANT	527A E WILSON ST	MILWAUKEE, WI 53207-1635
CURRENT OCCUPANT	528 E HOMER ST	MILWAUKEE, WI 53207-1622
CURRENT OCCUPANT	529 E HOMER ST	MILWAUKEE, WI 53207-1621
CURRENT OCCUPANT	529 E HOMER ST, A	MILWAUKEE, WI 53207-1621
CURRENT OCCUPANT	530 E HOMER ST	MILWAUKEE, WI 53207-1622
CURRENT OCCUPANT	531 E HOMER ST	MILWAUKEE, WI 53207-1621
CURRENT OCCUPANT	531 E HOMER ST, A	MILWAUKEE, WI 53207-1621
CURRENT OCCUPANT	533 E WILSON ST	MILWAUKEE, WI 53207-1635
CURRENT OCCUPANT	535 E HOMER ST	MILWAUKEE, WI 53207-1621
CURRENT OCCUPANT	538 E HOMER ST	MILWAUKEE, WI 53207-1622
CURRENT OCCUPANT	541 E HOMER ST	MILWAUKEE, WI 53207-1621
CURRENT OCCUPANT	541A E HOMER ST	MILWAUKEE, WI 53207-1621
CURRENT OCCUPANT	544 E HOMER ST	MILWAUKEE, WI 53207-1622
CURRENT OCCUPANT	547 E HOMER ST	MILWAUKEE, WI 53207-1621
CURRENT OCCUPANT	547A E HOMER ST	MILWAUKEE, WI 53207-1621
CURRENT OCCUPANT	601 E HOMER ST	MILWAUKEE, WI 53207-1623
CURRENT OCCUPANT	603 E HOMER ST	MILWAUKEE, WI 53207-1623
CURRENT OCCUPANT	605 E HOMER ST	MILWAUKEE, WI 53207-1623

CURRENT OCCUPANT	606 E HOMER ST	MILWAUKEE, WI 53207-1624
CURRENT OCCUPANT	610 E HOMER ST	MILWAUKEE, WI 53207-1624
CURRENT OCCUPANT	617 E HOMER ST, 1	MILWAUKEE, WI 53207-1623
CURRENT OCCUPANT	617 E HOMER ST, 2	MILWAUKEE, WI 53207-1623
CURRENT OCCUPANT	617 E HOMER ST, 3	MILWAUKEE, WI 53207-1623
CURRENT OCCUPANT	617 E HOMER ST, 4	MILWAUKEE, WI 53207-1623
CURRENT OCCUPANT	620 E HOMER ST, 1	MILWAUKEE, WI 53207-1658
CURRENT OCCUPANT	620 E HOMER ST, 10	MILWAUKEE, WI 53207-1669
CURRENT OCCUPANT	620 E HOMER ST, 11	MILWAUKEE, WI 53207-1670
CURRENT OCCUPANT	620 E HOMER ST, 12	MILWAUKEE, WI 53207-1670
CURRENT OCCUPANT	620 E HOMER ST, 14	MILWAUKEE, WI 53207-1670
CURRENT OCCUPANT	620 E HOMER ST, 15	MILWAUKEE, WI 53207-1670
CURRENT OCCUPANT	620 E HOMER ST, 16	MILWAUKEE, WI 53207-1670
CURRENT OCCUPANT	620 E HOMER ST, 17	MILWAUKEE, WI 53207-1671
CURRENT OCCUPANT	620 E HOMER ST, 18	MILWAUKEE, WI 53207-1671
CURRENT OCCUPANT	620 E HOMER ST, 19	MILWAUKEE, WI 53207-1671
CURRENT OCCUPANT	620 E HOMER ST, 2	MILWAUKEE, WI 53207-1658
CURRENT OCCUPANT	620 E HOMER ST, 20	MILWAUKEE, WI 53207-1671
CURRENT OCCUPANT	620 E HOMER ST, 21	MILWAUKEE, WI 53207-1671
CURRENT OCCUPANT	620 E HOMER ST, 3	MILWAUKEE, WI 53207-1658
CURRENT OCCUPANT	620 E HOMER ST, 4	MILWAUKEE, WI 53207-1658
CURRENT OCCUPANT	620 E HOMER ST, 5	MILWAUKEE, WI 53207-1658
CURRENT OCCUPANT	620 E HOMER ST, 6	MILWAUKEE, WI 53207-1669
CURRENT OCCUPANT	620 E HOMER ST, 7	MILWAUKEE, WI 53207-1669
CURRENT OCCUPANT	620 E HOMER ST, 8	MILWAUKEE, WI 53207-1669
CURRENT OCCUPANT	620 E HOMER ST, 9	MILWAUKEE, WI 53207-1669
CURRENT OCCUPANT	630 E OTJEN ST	MILWAUKEE, WI 53207-1614
CURRENT OCCUPANT	632 E OTJEN ST	MILWAUKEE, WI 53207-1614
CURRENT OCCUPANT	636 E OTJEN ST	MILWAUKEE, WI 53207-1614
CURRENT OCCUPANT	636A E OTJEN ST	MILWAUKEE, WI 53207-1614
CURRENT OCCUPANT	637 E CONWAY ST	MILWAUKEE, WI 53207-1726
CURRENT OCCUPANT	643 E CONWAY ST	MILWAUKEE, WI 53207-1726

Blank Notice

Total Records: 172

Radius 250.0 feet and Center of Circle: 2483 S KK Av



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

1. Type of Business

Applying for: Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: Delivery Drive Thru Dining Room
 Self Service Laundry Massage Establishment Filling Station
 Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating: Sales of Liquor & Tobacco from 8 am to 9 pm

Do you have any experience operating this type of business? No Yes If yes, explain: worked for 2 seperate Liquor stores in Racine

2. Business Operations

- a. Proposed Opening Date: July 1, 2022
- b. Is this premise under construction? No Yes If yes, list estimated completion date: _____
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: _____
- e. Is the current licensee operating? No Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? No Yes If yes, describe: Theater, Accountant Hair Stylist

3. Litter & Noise

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

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 1 Locations: Cashier
Outside: 1 Locations: Front Doorway
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? _____ and describe the parking security plan: street parking only
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: In front of the theater
- c. Will you have security personnel on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Is security equipment used? No Yes If yes, describe Camera's
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 6 to 8 and list locations: through out the store
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>80</u> %	Food _____%	Secondhand Merchandise _____%	Precious Metals & Gems _____%
Entertainment _____%	Cigarettes <u>20</u> %		
Pawnbroker Activity _____%	Salvaged Materials _____% (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____%	Other _____% Describe: _____

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

Type 1

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

Type 2

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

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

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

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

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

9. Premises Description

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

1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop

Other: Describe: _____

b. Describe Location: Major Thoroughfare Secondary Street Other: Kinnickinnic Ave

c. Nearest Major Cross Street: Homer St.

d. Describe Building: Free Standing Building Strip Mall Other: _____

e. Describe Premises Structure: Single Story Multi-Story - # of Stories 3 Other: _____

f. Describe Surrounding Area: Commercial Residential Industrial Other: _____

g. Building Owner Name: Lee Barczak Phone Number: 414-423-4020

Building Owner Address: 5130 W. Loomis Rd. Greendale, WI. 53129

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

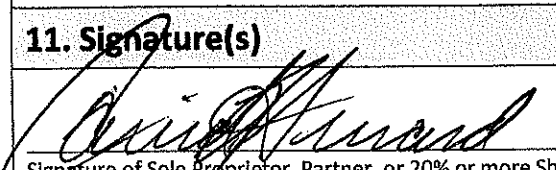
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (if none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	9 am	5 pm	50	21 - 80	
Monday	8 am	9 pm	50	21 - 80	
Tuesday	8 am	9 pm	50	21 - 80	
Wednesday	8 am	9 pm	50	21 - 80	
Thursday	8 am	9 pm	50	21 - 80	
Friday	8 am	9 pm	50	21 - 80	
Saturday	8 am	9 pm	50	21 - 80	

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday
Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

11. Signature(s)


Signature of Sole Proprietor, Partner, or 20% or more Shareholder
(if there are no 20% or more shareholders, Corporate Officer—print name/title and sign)

Signature of additional partner or 20% or more shareholder

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



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: Serenity420, LLC.

Premise Address: 2483 S. Kinnickinnic Ave. Milwaukee, WI. 53207

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

Is the building within 300 feet of any church, school, daycare center or hospital? No Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? No Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? No Yes

If yes, list their name and address: _____

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? No Yes

If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business? No Yes

If yes, explain: _____

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

No Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? Own Lease

b) Who owns the fixtures (for example, coolers, etc.)? Landlord

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

d) Total amount paid for business \$0.00

e) Total amount paid for goodwill of the business \$0.00

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

f) Have you made arrangements with the seller for payment of personal property taxes? No Yes

Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins July 1, 2022 Ends June 30, 2027

b) Monthly rental \$4,583.00

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)? 5 with 5 yr option

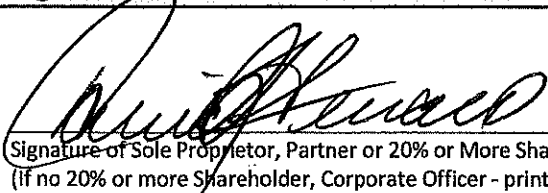
Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupancy object to the granting of your license? No Yes
If yes, explain _____

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? No Yes
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):

Signature



Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

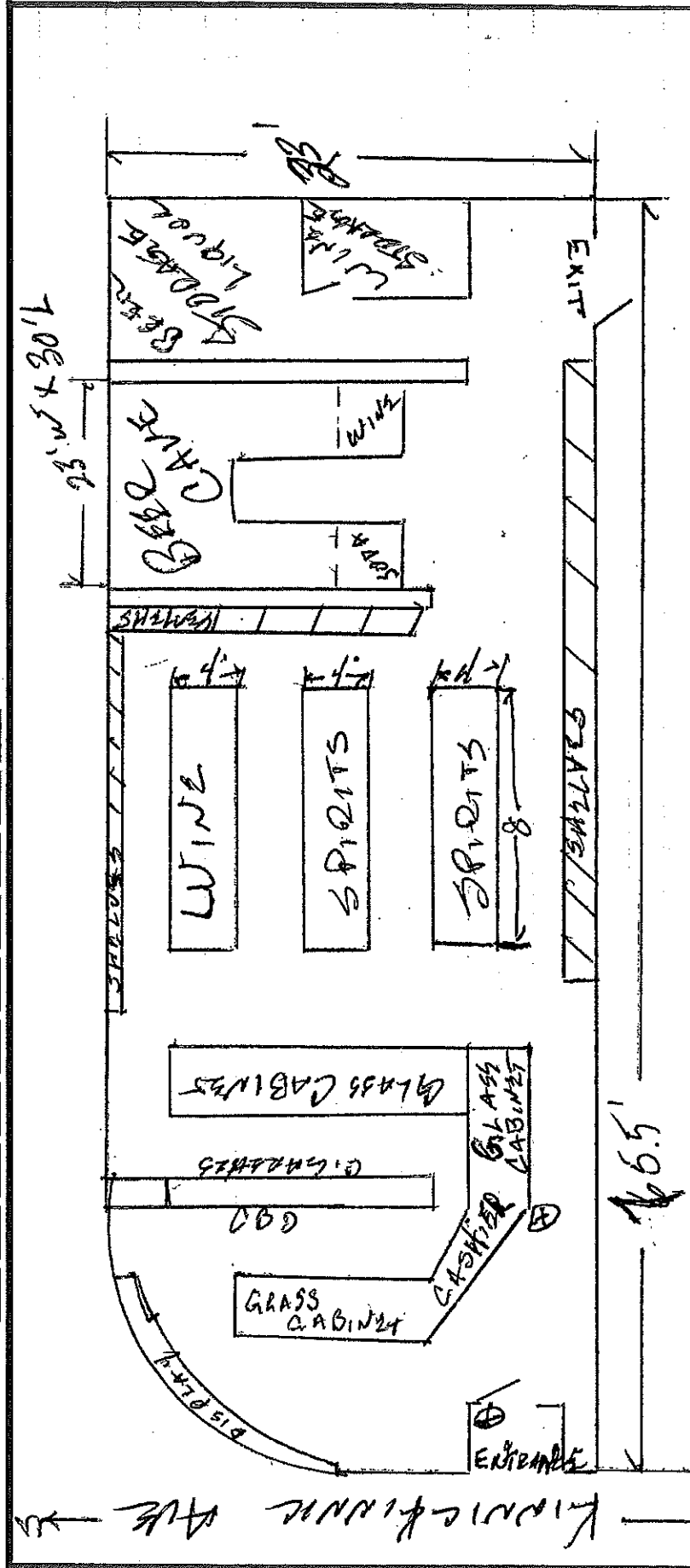
Note: All information contained in this application is subject to approval by the Common Council.
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.
Contact the License Division for information on how to request changes.

New and transfer of premises applicants must submit the following:

- Detailed floor plan
 If a restaurant, copy of the menu

EMPIRE TODAY CUSTOMER NAME 2483 Kinnickinnic Ave ACTIVITY # MILWAUKEE Pattern Repeat (W) _____
 800-588-2300 SALES REP 5/18/2002 ID# _____ TOTAL PROJ _____
 empiretoday.com Contract # _____

- REAS:
 ATH = Bath Room
 R = Bed Room
 SMT = Basement
 LST = Closet
 DR = Dining Room
 FR = Family Room
 IT = Kitchen
 LAUN = Laundry Room
 LR = Living Room
 ST = Stairs



SERENITY 420, LLC - SERENITY 420
 DAVID FERARO
 (862) 903-9905

⊕ TRASH CANS

⊕ BATH

1976
 SF