



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

Wednesday, April 16, 2025

COMMITTEE MEETING NOTICE

AD 06

LLOYD, Kimberly, Agent
LOUNGE 340, LLC
3060 N 9TH ST
Milwaukee, WI 53206

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, April 29, 2025 at 02:50 PM

The access code is <https://meet.goto.com/329456501>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Renewal Application with Change of Agent and Removing/Adding Stockholder as agent for "Lounge 340, LLC" for "Lush Lounge" at 340 W Reservoir 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. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

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

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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

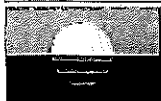
200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Roman, Carmen

From: License
Sent: Monday, February 17, 2025 12:30 PM
To: Roman, Carmen
Subject: FW: License Hearing for "Lush Lounge" at 340 W Reservoir Av.

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



[Take Our Survey!](#)

REDACTED
BY *cl*

From: Melendez, Yadira <Yadira.Melendez@milwaukee.gov>
Sent: Monday, February 17, 2025 8:38 AM
To: License <LICENSE@milwaukee.gov>
Subject: FW: License Hearing for "Lush Lounge" at 340 W Reservoir Av.

Please add.

From:
Sent: Saturday, February 15, 2025 5:00 AM
To: Melendez, Yadira <Yadira.Melendez@milwaukee.gov>
Subject: Re: License Hearing for "Lush Lounge" at 340 W Reservoir Av.

Subject: Urgent Concerns Regarding Pending Bar License Transfer

Hello,

Due to the delayed response, I was unaware of the meeting referenced below. I am providing additional information that raises serious concerns about illegal activity and the pending transfer of this bar license.

The license is currently pending transfer to Kimberly Lloyd, who has demonstrated irresponsible behavior that poses a risk to public safety. Notably, she has a history of drinking and driving, including a recent OWI charge where she was pulled over while under the influence with her minor child in the vehicle. Allowing her to obtain a bar license could further jeopardize the safety of the community.

Please consider these concerns carefully. I appreciate your attention to this matter.

On Tuesday, January 21, 2025 at 01:35:36 PM CST, Melendez, Yadira <yadira.melendez@milwaukee.gov> wrote:

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, January 28, 2025 at 11:25 AM

The access code is <https://meet.goto.com/958389445>. Please see the enclosed best practices document for further instructions.

Regarding: Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Transfer Application with Change of Agent, Removing/Adding Stockholder and Transfer of Stock for "Lounge 340, LLC" for "Lush Lounge" at 340 W Reservoir Av.

Respectfully,

Yadira Melendez

Staff Assistant

City Clerk's Office

City of Milwaukee

414-286-2775

REDACTED
BY 

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.

Roman, Carmen

From: License
Sent: Monday, January 27, 2025 12:45 PM
To: Roman, Carmen
Subject: FW: Hearing for Lush Lounge - Transfer of Ownership (January 28)
Attachments: 241213 v3 Final on Notice of Public Interest.docx

Importance: High

Please add objection---will be in stack of apps for Committee tomorrow

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



Take Our Survey!

REDACTED
BY *CR*

From:
Sent: Friday, January 24, 2025 6:42 PM
To: License <LICENSE@milwaukee.gov>; Melendez, Yadira <Yadira.Melendez@milwaukee.gov>
Cc:

Subject: Hearing for Lush Lounge - Transfer of Ownership (January 28)

Hello,

We received a Notice of Public Hearing letter in the mail this week for the hearing scheduled next Tuesday, January 28th for the transfer of ownership of Lush Lounge (340 W Reservoir), and unfortunately are not able to make it, however would like to submit our concerns.

We have lived at Lush Lounge (previously Lounge 340) since it opened, and have witnessed firsthand the issues that arose in the neighborhood. We would like to express our concerns with the new proposed transfer of ownership, and fully support the testimony and communications previously sent by our neighbors (like the letter attached).

Thank you,

Dear License Committee,

I am writing this letter to express my full opposition to this transfer of ownership of Lounge 340, LLC (DBA Lush Lounge) and making it known that I am against this bar in general. Consider this a pre-emptive opposition to their license renewal come May 2025.

There are a lot of new people on this committee, allow me to educate the neighborhood's history with the bar. The bar has an extensive history with being disruptive toward the neighborhood over the last 2.5 years. You should have access to previous years' hearings where video and photo evidence has been provided.

There have been good improvements since 2022... but that bar was set pretty low given its old ways of business allowing large crowds outside, carryout liquor, and essentially taking over the neighborhood most weekends.

Only until the Lush Lounge (then named Lounge 340) nearly had its license pulled did they implement the attached memorandum that was written up by the owner's lawyer were they allowed to continue operation. Renewal of their liquor license on both 2023 and 2024 was completely dependent on signing this memorandum. It was completely conditional as a matter of fact. Without it, the bar would not have been granted a license. It has also been the only thing we as the neighbors have been able to use that holds the bar accountable.

Bar ownership has claimed for the longest time it is a neighborhood bar. This is total malarkey.

- Neither current owner lives in the neighborhood or remotely close to this bar as far as I can tell.
- Less than 5% of patrons, live within a 2000-foot radius of this bar... every time its open, summer or winter, the neighborhood becomes a parking lot especially during large events.
- No one who has consistently frequented the bar in the last 5 years lives within earshot. By earshot, within 200 feet of the Vel R. Phillips and Reservoir Ave intersection the bar is located at.

Now lets get to the reason we are here...

Since 2022, the neighborhood has been at odds with the bar, the former owner (present? Majority owner?), would take our concerns and would make efforts to fix these issues as well as invite for monthly meetings. This was all done by putting up little argument too. As mentioned, there have been good improvements in many areas from where we started in 2022 and you can find in the memorandum. It hasn't been perfect by no means, but it's a good effort. It should be noted that 2024's lack of video/photo evidence versus years' past does not reflect a substantial behavior improvement from prior

years... we started to give up filming/documenting given the neighbors' concerns are seemingly not taken seriously by the city.

However, when we had a meeting last August, the new owner (and now proposed sole owner) said a lot of things that myself and two other neighbors who attended take deep issue with. Akuwa Dantzler (Alderwoman Coggs' assistant) was also present at this meeting. I emailed the Alderwoman's office the next day on notes from the meeting stating the meeting was positive... however, I was more so speaking on assurances from the current owner. Anyway, here are some quotes that the proposed new owner of the bar stated when the neighbors talked about noise:

- "This [the neighborhood] isn't a library."
- "If no one is fighting and just having a good time, I don't care how much noise they make."
- "We adjusted our schedule [day parties in summer] based off your agreement and we are losing profit because of you."
 - My response to this is you profit off high foot traffic and thus push the cost on to neighbors not being able to have windows open at night during the summer due to loiter noise, loud subwoofers, cars
 - You do not have this issue with noise when the bar is closed, we get firetrucks, ambulances all the time, on occasion we get a Kia Boy led high speed chase which makes for good entertainment.
- "Bars on Water Street don't have these rules, why should we?"
 - These bars don't have residential homes right next to them
 - Given how your inability to be profitable in this neighborhood and the constant opposition you face every year with neighbors who have made it known that this bar does not add anything positive to this neighborhood, I am shocked they still choose to be here.
 - Check the memorandum, you are being asked to follow basic city laws, ordinances, and frankly common courtesy.
- "People pass through here all the time from other bars."
 - I can assure you, when the bar isn't open, no one is walking through this neighborhood from the bars
 - Bar owners have also stated traffic (both car and foot) from the Milwaukee Bucks adds to noise. We are one mile north of the Fiserv, even during playoffs, no one from the Bucks is parking up here at least beyond 1 car or two. Why is it when the bar is closed, and there is a Bucks game... our neighborhood is quiet?

In addition to the stated above, some unknown supporter of the bar from the meeting asked the neighbors:

- "Why would you move next to a bar?"

- By the end of the meeting there were nearly 10 people in support of the bar at this meeting. It was no longer just the bar owners and neighbors
- As a resident who maintains a quiet lifestyle and on occasion picks up trash around the neighborhood trying to make it look nice, I really don't appreciate being asked why do I live here.
- Even when the bar was attacked multiple times this summer (gunshot, bricks, soupcan), we were the ones that called the bar owners and talked to the cops about what we witnessed... why do I want to live here? I don't know, but I do, and the fact someone from the bar disregards my wanting for quiet evening on the weekends really rubs me the wrong way.

So far in the first few weeks of the year, the bar has only operated Fridays and Saturdays. Fridays have been very lowkey and quiet, Saturdays we have seen large parties where atleast 30-40 cars are lined up and down the block. There is also the frequent issue of loud subwoofers and people yelling outside in particular at bar close. The cold has always kept noise down, I fear this issue will get much worse once it warms up.

It is also a good time to bring up, Lounge 340, LLC, the company that owns Lush Lounge also has had back to back years of tax warrants filed against them from the WI DOR with one still open for 2024... how are they allowed to operate? A disruptive bar that has had opposition at every license hearing since 2022 that doesn't pay their taxes in full on time... is this really standard of business the council wants to uphold for Milwaukee?

Therefore with all this said, in order to not completely oppose this transfer for ownership:

The new bar owner must sign the memorandum in totality, no changes or omitting conditions.

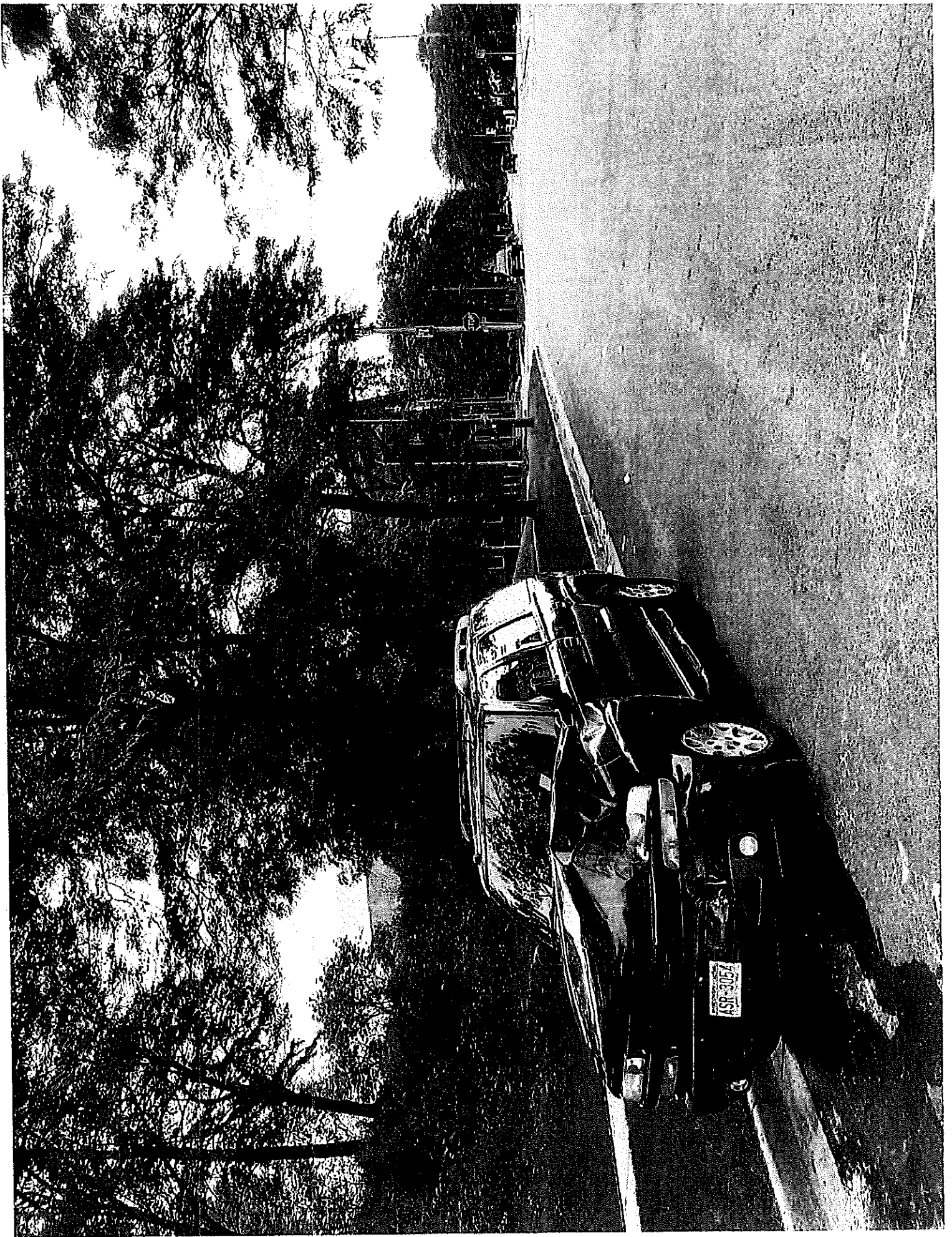
- Memorandum is included in this flash drive
- Failure to sign will not allow Lush Lounge to renew their liquor license for 2025-2026

Some additional closing thoughts:

- I have full confidence the neighbors will be back here in May when Lush Lounge's license is up for renewal. We will be saying these same things about disruptive behavior brought upon the neighborhood
- I am done working with the bar. The bar has improved, but we're still at a point where large gatherings disrupt the neighborhood. If they get loud, cops will be called and complaints will be made. End of story.
- Many neighbors share these sentiments, but many fail to show up given the short notice and time these hearings happen during the weekdays
- If the bar owner wants to run an easily profitable, high-energy business space (as stated above) that can accommodate +60 patrons multiple nights a week, and allow people to loiter outside

there's plenty of real estate available on bar friendly streets. I will not support it happening in the neighborhood.

Thank you



December 13, 2024

Office of the City Clerk-License Division
City Hall
Room 105
200 E Wells St
Milwaukee, WI 53202

REDACTED
BY 

Subject: Notice of Public Interest: Kimberly Lloyd, Agt Lounge 340 LLC Dated December 5, 2024

Dear Sir or Ms.:

Resident:

Address:

Contact:

I am a resident of the address above. I have concerns with the transfer of ownership noted in the Notice of Public Interest dated December 5, 2024 for the reasons noted below.

The attached agreement for remedial management actions (Agreement) was reached with Ms. Patrice Dickerson during the most recent license renewal process with the City of Milwaukee for Lounge 340 LLC (The Establishment). This Agreement outlines remedial business practices to correct extensive problems by The Establishment in violation of numerous city ordinances including noise, loitering, illegal parking, among others, that had a very negative impact on the quality of life for all the residents in our unit and in the surrounding residential neighborhood. The residents of the property above provided the City of Milwaukee with extensive video proof of egregious violations of the City of Milwaukee ordinances by The Establishment to support our concerns. We will gladly share these videos with you if desired.

Since the recent renewal of the license for The Establishment, the existing owner, Patrice Dickerson, made significant efforts to respect all City ordinances and enforce the Agreement. Also, Ms. Dickerson scheduled regular meetings between the residents of our building and the ownership and management of The Establishment to ensure the remedial actions to violations of City ordinances by The Establishment and outlined in the Agreement were being implemented for mutual benefit. This process has worked very well.

In a recent meeting with the proposed new owner, Kimberly Lloyd, or staff member, made comments that raise concerns regarding possible future violations of City ordinances by The Establishment and concerns with the continued support by The Establishment for the terms of the remedial actions outlined in the Agreement:

- "This [the neighborhood] isn't a library."
- "If no one is fighting and having a good time, I don't care how much noise they make."
- "We adjusted our schedule [day parties in summer] based off your agreement and we are losing profit because of you."
- "Why would you move next to a bar?"
- "Bars on Water Street don't have these rules, why should we?"

Based on these comments, I respectfully request the City ensure that the new ownership and management of The Establishment confirm they will respect all applicable City ordinances with the mutual good faith continued implementation of the remedial business practices to ordinance violations incorporated into the Agreement. This provide residents assurance for the health, safety, and welfare of the public and the neighborhood. Absent that assurance by the new proposed ownership, I have concerns with the transfer of ownership of The Establishment specified in the Notice of Public Interest.

Sincerely,

2024 DEC 20 PM 3:09
CITY OF MILWAUKEE
LICENSE DIVISION

LOUNGE 340
340 W. RESERVOIR AVENUE
MILWAUKEE, WISCONSIN 532

March 27, 2023

City of Milwaukee Common Council
Aldерwoman Milele A. Coggs
License Committee – Chair
200 E. Wells Street
Milwaukee, WI 53202

Re: Business Operating Memorandum – Community Engagement

Chairwoman Coggs –

This document is in response to the concerns expressed by neighborhood residents on March 6th, 2023, during the neighborhood meeting, and March 7th, 2023 common council license hearing. Lounge 340 in conjunction with community members offers this memorandum for the record.

In summary the community members expressed concerns in the following areas –

- a. Bar and Lounge Litter - including but not limited to bottles, cups, paper, cardboard, cans, glass, glass shards, et al left by patrons in the immediate and adjacent areas of Lounge 340 including up to one block's distance down Vel R Phillips Av and W Reservoir Avenue. Residents acknowledge litter also comes from the Boys & Girls Club patrons. The goal is for Lounge 340 to limit litter associated with its' patrons.
- b. Noise, (Bar Operations) – Constant & excessive levels of noise from Lounge 340 operations and noise from patrons entering and exiting Lounge 340 in violation of city ordinances, as well as loitering near entrance and in adjacent neighborhood (street and sidewalks) during and after bar hours.
- c. Illegal Parking - patrons parking in violation of city ordinances, and state law, that impedes safe traffic flow and the interfering with neighbors' ability to access sidewalks and crosswalks.
- d. Contracted Events – neighbors are very concerned about the activities from contracted events held at Lounge 340 that have resulted in large unruly, disruptive crowds standing outside of the establishment on numerous occasions. The attendees of the events exceed the permitted number of patrons, resulting in loitering, fighting, littering, and illegal carry out/in liquor outside of Lounge 340 in the surrounding neighborhood.

LOUNGE 340
340 W. RESERVOIR AVENUE
MILWAUKEE, WISCONSIN 532

- e. Vehicle Noise – disturbing levels of noise from subwoofer, engine from patrons' vehicles while arriving, departing and loitering outside of the lounge.
- f. Smoking – patrons smoking outside of the establishment for extended periods of time leading to loud conversation noise, additional litter.
- g. Open alcohol containers – Lounge 340 management and security not stopping patrons from leaving inside of Lounge 340 with open containers of alcohol. Patrons also bringing outside, personal alcohol and discarding containers on to streets, sidewalk areas.
- h. Remedies – The indifference of owner and only very recent willingness to stop or attempt to remedy the summarized concerns as well as proactively work with neighborhood to improve relations.

This summary may not address each of the concerns expressed by community members, the summary identifies the main concerns understood by Lounge 340 LLC.

Purpose. This community partnership memorandum offered by Lounge 340 to its neighbors in and around 340 W. Reservoir Avenue is to establish a mutually beneficial and reciprocal relationship to ensure neighborhood tranquility.

Commitment. The owner and operator of Lounge 340, LLC; Ms. Patrice Dickerson agrees as a condition of their liquor license to enforce all city ordinances regarding the operation of Lounge 340. Specifically, the owner and operator of Lounge 340, LLC; Ms. Patrice Dickerson pledges to implement the changes expressed in this memorandum effective immediately. Ms. Dickerson pledges to meet and discuss with community members to ensure neighborhood tranquility and proper implementation of these changes and compliance with all city ordinances relevant to Lounge 340 operations. Ms. Dickerson will meet with community members at Lounge 340 or a mutually agreed upon site depending on need, every quarter at a minimum and on an "as needed" basis by residents. The dates and times for the community meetings will be posted on the lounge's website or social media. The website address must be shared with all neighborhood residents as soon as possible. Further, Ms. Dickerson will provide her direct email and telephone number to community members. She agrees that any resident, patron, or city official with a complaint about Lounge 340 may contact her at any time of day or night. She will promise to immediately act. She will conduct virtual meetings with concerned residents whenever requested by residents outside of the normal, regularly occurring meeting schedule.

LOUNGE 340
340 W. RESERVOIR AVENUE
MILWAUKEE, WISCONSIN 532

Operational Changes.

1. Business hours – Lounge 340 will not operate on Monday, Tuesday.
2. Contracted Events – All contracted events will adhere to each policy and procedure of Lounge 340 listed in this memorandum. All rental agreements are under personal review by Ms. Patrice Dickerson and will be modified to ensure strict compliance to Lounge 340's Class B Tavern License and all city ordinances. Patrons and all others drawn to the event will be required to follow the provisions of the contract provisions. Management and security personnel will be present at each contracted event. Lounge 340 will require additional security between 2-3 roaming security personnel during contracted events greater than 50 patrons. Lounge 340 staff will be required to be onsite throughout entire duration and for at least one hour after the event has concluded to ensure compliance of litter policy as well as the departure of all patrons.
3. Loitering Policy - Lounge 340 will not permit patrons to loiter outside of the establishment or in adjacent neighborhood areas to the lounge. Patrons will be warned only once not to loiter outside of the establishment. After a second violation, the patron will not be permitted re-entry and informed to depart from the establishment in a calm and respectful manner. To ensure compliance, Lounge 340 will post signs related to its' loitering policy and instruct our security personnel to strictly adhere to this policy. No alcohol is permitted outside the lounge in violation of city ordinances. Failure to comply will result in immediate expulsion from the bar for the remainder of the day/night/event. No exceptions.
4. Flyers - No flyers will be posted in or around the community without prior approval of management. The purpose of this policy is to ensure compliance with our standards and policies. All promotions will be in accordance with Lounge 340's licenses to ensure compliance with its' occupancy limits.
5. Litter – Lounge 340 will place additional trash receptacles in the front of the establishment and will be emptied and maintained throughout the night and stowed away indoors after the bar closes. In addition, prior to closing management will ensure trash in at a minimum of a one block radius from Lounge 340 in all four directions up to the entire distance of where patrons had parked that during event. Further, Lounge 340 will encourage the adjacent entities and businesses (Church, Boys & Girls Club, etc.) to collect similar litter for community cohesion.

LOUNGE 340
340 W. RESERVOIR AVENUE
MILWAUKEE, WISCONSIN 532

6. **Parking** – Lounge 340 will employ additional security personnel that will “roam” outside of the establishment to ensure patrons are parking legally in and around the establishment. Further, our “roaming” security is responsible for patrons not loitering and distributing patrons with loud music.
7. **Community Meetings** – Every quarter at a minimum and on an as needed basis to discuss issues with violations to this agreement and to city ordinances, Ms. Dickerson pledges to meet with neighborhood members at Lounge 340 or a mutually agreed upon location to ensure dialogue and compliance with all portions of this memorandum. The date and time of these meetings will be posted on Lounge 340 social media platforms and announced at the conclusion of each previous meeting. The meetings shall last 60- 90 minutes in length to ensure each community members has an opportunity to express their concerns or recommendations.
8. **Smoking and Drinking** – Patrons are not permitted to smoke or consume alcohol outside of the establishment or in any adjacent areas of the lounge including but not limited to sidewalks, streets, cars, or properties of neighbors. Patrons will be instructed by security personnel to smoke and drink only inside of the establishment.
9. **Noise** – Lounge 340 is committed to fully eliminating noise and to comply with all city ordinances regarding noise as well as reducing the noise coming from its patrons entering and exiting the establishment. Lounge 340 pledges to require patrons, visitors, and staff without exception to adhere to noise elimination in the neighborhood. It is the responsibility of management and security to enforce excessive noise rules. The use of additional security personnel and management’s intention to reduce noise shall remediate the complaint.

REDACTED
BY AC

December 17, 2024

Office of the City Clerk-License Division
City Hall
Room 105
200 E Wells St
Milwaukee, WI 53202

Subject: Notice of Public Interest: Kimberly Lloyd, Agent Lounge 340 LLC Dated
December 5, 2024

Resident:

Address:

Contact: Cell Phone:
Email:

Dear Sir or Ms:

I am a resident of the address above and am writing in support of the
concerns raised by fellow resident, (see attached letter). I
too have concerns with the transfer of ownership noted in the Notice of Public
Interest dated December 5, 2024 for the reasons noted in the attached memo.

We wish the new owner success but ask that they they will respect all
applicable City ordinances; continue business in good faith recognizing the
measures previously agreed to with the City and our neighborhood. This will
provide residents assurance for the health, safety, and welfare of the public and
the neighborhood. Absent that assurance by the new proposed ownership, I too
have concerns with the transfer of ownership of The Establishment specified in
the Notice of Public Interest.

Kind regards.

2024 DEC 20 PM 3: 09
CITY OF MILWAUKEE
LICENSE DIVISION

REDACTED

BY

AC

December 13, 2024

Office of the City Clerk-License Division
City Hall
Room 105
200 E Wells St
Milwaukee, WI 53202

Subject: Notice of Public Interest: Kimberly Lloyd, Agt Lounge 340 LLC Dated December 5, 2024

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Email:

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Since the recent renewal of the license for The Establishment, the existing owner, Patrice Dickerson, made significant efforts to respect all City ordinances and enforce the Agreement. Also, Ms. Dickerson scheduled regular meetings between the residents of our building and the ownership and management of The Establishment to ensure the remedial actions to violations of City ordinances by The Establishment and outlined in the Agreement were being implemented for mutual benefit. This process has worked very well.

In a recent meeting with the proposed new owner, Kimberly Lloyd, or staff member, made comments that raise concerns regarding possible future violations of City ordinances by The Establishment and concerns with the continued support by The Establishment for the terms of the remedial actions outlined in the Agreement:

- "This [the neighborhood] isn't a library."
- "If no one is fighting and having a good time, I don't care how much noise they make."
- "We adjusted our schedule [day parties in summer] based off your agreement and we are losing profit because of you."
- "Why would you move next to a bar?"
- "Bars on Water Street don't have these rules, why should we?"

Based on these comments, I respectfully request the City ensure that the new ownership and management of The Establishment confirm in writing they will respect all applicable City ordinances with the mutual good faith continued implementation of the remedial business practices to ordinance violations incorporated into the Agreement. This will provide residents assurance for the health, safety, and welfare of the public and the neighborhood. Absent that assurance by the new proposed ownership, I have concerns with the transfer of ownership of The Establishment specified in the Notice of Public Interest.

Sincerely,

Collins, Rolanda

From: License
Sent: Monday, December 23, 2024 8:27 AM
To: Collins, Rolanda
Subject: FW: Lush Lounge - Transfer of Ownership
Attachments: 241213 v3 Final on Notice of Public Interest.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license

REDACTED
BY *RC*



Take Our Survey!

From:
Sent: Saturday, December 21, 2024 9:59 AM
To: License <LICENSE@milwaukee.gov>
Subject: Lush Lounge - Transfer of Ownership

Hello,

I would like to endorse the attached letter from my neighbor regarding Lush Lounge (Lounge 340). I have lived across the street from this establishment since 2020 and have seen the issues that stem from it. I am seriously concerned with the transfer of ownership since we have not had good communication with Kim since she began the partnership with Patrice.

Thanks.

December 13, 2024

REDACTED
BY RC

Office of the City Clerk-License Division
City Hall
Room 105
200 E Wells St
Milwaukee, WI 53202

Subject: Notice of Public Interest:

J, Agt Lounge 340 LLC Dated December 5, 2024

Dear Sir or Ms.:

Resident:

Address:

Contact:

I am a resident of the address above. I have concerns with the transfer of ownership noted in the Notice of Public Interest dated December 5, 2024 for the reasons noted below.

The attached agreement for remedial management actions (Agreement) was reached with Ms. Patrice Dickerson during the most recent license renewal process with the City of Milwaukee for Lounge 340 LLC (The Establishment). This Agreement outlines remedial business practices to correct extensive problems by The Establishment in violation of numerous city ordinances including noise, loitering, illegal parking, among others, that had a very negative impact on the quality of life for all the residents in our unit and in the surrounding residential neighborhood. The residents of the property above provided the City of Milwaukee with extensive video proof of egregious violations of the City of Milwaukee ordinances by The Establishment to support our concerns. We will gladly share these videos with you if desired.

Since the recent renewal of the license for The Establishment, the existing owner, made significant efforts to respect all City ordinances and enforce the Agreement. Also, a scheduled regular meetings between the residents of our building and the ownership and management of The Establishment to ensure the remedial actions to violations of City ordinances by The Establishment and outlined in the Agreement were being implemented for mutual benefit. This process has worked very well.

In a recent meeting with the proposed new owner, or staff member, made comments that raise concerns regarding possible future violations of City ordinances by The Establishment and concerns with the continued support by The Establishment for the terms of the remedial actions outlined in the Agreement:

- "This [the neighborhood] isn't a library."
- "If no one is fighting and having a good time, I don't care how much noise they make."
- "We adjusted our schedule [day parties in summer] based off your agreement and we are losing profit because of you."
- "Why would you move next to a bar?"
- "Bars on Water Street don't have these rules, why should we?"

Based on these comments, I respectfully request the City ensure that the new ownership and management of The Establishment confirm in writing they will respect all applicable City ordinances with the mutual good faith continued implementation of the remedial business practices to ordinance violations incorporated into the Agreement. This will provide residents assurance for the health, safety, and welfare of the public and the neighborhood. Absent that assurance by the new proposed ownership, I have concerns with the transfer of ownership of The Establishment specified in the Notice of Public Interest.

Sincerely,

Collins, Rolanda

From: License
Sent: Monday, December 16, 2024 11:56 AM
To: Collins, Rolanda
Subject: FW: Public Notice of Interest - Lounge 340, LLC
Attachments: 241213 v3 Final on Notice of Public Interest..docx

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license

REDACTED
BY *RL*



Take Our Survey!

From: [REDACTED]
Sent: Sunday, December 15, 2024 7:06 AM
To: License <LICENSE@milwaukee.gov>
Subject: Public Notice of Interest - Lounge 340, LLC

To Whom It May Concern,

As a resident of the neighborhood, I would also like to echo and endorse the concerns in the attached letter from regarding the posted management change of Lounge 340, LLC (dba Lush Lounge).

Thank you,

December 13, 2024

Office of the City Clerk-License Division
City Hall
Room 105
200 E Wells St
Milwaukee, WI 53202

REDACTED
BY RC

Subject: Notice of Public Interest: Kimberly Lloyd, Agt Lounge 340 LLC Dated December 5, 2024

Dear Sir or Ms.:

Resident:

Address:

Contact:

I am a resident of the address above. I have concerns with the transfer of ownership noted in the Notice of Public Interest dated December 5, 2024 for the reasons noted below.

The attached agreement for remedial management actions (Agreement) was reached with Ms. Patrice Dickerson during the most recent license renewal process with the City of Milwaukee for Lounge 340 LLC (The Establishment). This Agreement outlines remedial business practices to correct extensive problems by The Establishment in violation of numerous city ordinances including noise, loitering, illegal parking, among others, that had a very negative impact on the quality of life for all the residents in our unit and in the surrounding residential neighborhood. The residents of the property above provided the City of Milwaukee with extensive video proof of egregious violations of the City of Milwaukee ordinances by The Establishment to support our concerns. We will gladly share these videos with you if desired.

Since the recent renewal of the license for The Establishment, the existing owner, Patrice Dickerson, made significant efforts to respect all City ordinances and enforce the Agreement. Also, Ms. Dickerson scheduled regular meetings between the residents of our building and the ownership and management of The Establishment to ensure the remedial actions to violations of City ordinances by The Establishment and outlined in the Agreement were being implemented for mutual benefit. This process has worked very well.

In a recent meeting with the proposed new owner, _____, or staff member, made comments that raise concerns regarding possible future violations of City ordinances by The Establishment and concerns with the continued support by The Establishment for the terms of the remedial actions outlined in the Agreement:

- "This [the neighborhood] isn't a library."
- "If no one is fighting and having a good time, I don't care how much noise they make."
- "We adjusted our schedule [day parties in summer] based off your agreement and we are losing profit because of you."
- "Why would you move next to a bar?"
- "Bars on Water Street don't have these rules, why should we?"

Based on these comments, I respectfully request the City ensure that the new ownership and management of The Establishment confirm in writing they will respect all applicable City ordinances with the mutual good faith continued implementation of the remedial business practices to ordinance violations incorporated into the Agreement. This will provide residents assurance for the health, safety, and welfare of the public and the neighborhood. Absent that assurance by the new proposed ownership, I have concerns with the transfer of ownership of The Establishment specified in the Notice of Public Interest.

Sincerely,

Collins, Rolanda

From: License
Sent: Wednesday, July 31, 2024 10:20 AM
To: Collins, Rolanda
Subject: FW: Lounge 340, LLC DBA Lush Lounge
Attachments: Video.mov

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



Take Our Survey!

REDACTED
BY *PC*

From:
Sent: Wednesday, July 31, 2024 10:13 AM
To: License <LICENSE@milwaukee.gov>
Subject: Lounge 340, LLC DBA Lush Lounge

To Whom It May Concern,

The referenced entity is in violation of the license approved in May 2024. The entity held an event featuring nude dancers, as shown in the attached video. The application submitted this year does not specify that the entity would engage in adult entertainment, strippers, or exotic dancers, which means the entity is in direct violation of its license with the City of Milwaukee.

This bar is being co-owned by an individual not listed on the application, , who is visible in the referenced video. Additionally, there are allegations of money laundering occurring at this establishment. husband, is a known drug dealer; and it is believed that the couple is laundering drug money through the business. They are misrepresenting the establishment's customer base to conceal their illegal activities, as evidenced by the lack of actual clientele in the video.

This violation poses a significant liability to the community, especially given the history associated with the same licensee. Previously, under a different name, the establishment was the site of a fatal incident linked to one of the former owners. This incident was a result of domestic violence and a failure to adhere to licensing rules. The recurrence of such violations raises serious concerns about the safety and compliance of the entity.

Sincerely,

Jackson, Annette

From: License
Sent: Monday, July 22, 2024 9:54 AM
To: Jackson, Annette
Subject: FW: Lounge 340/Lush Lounge
Attachments: 61462127-59E3-4C90-B1E1-34806DDAA331.heic

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



Take Our Survey!

From: Melendez, Yadira <Yadira.Melendez@milwaukee.gov>
Sent: Monday, July 22, 2024 9:53 AM
To: License <LICENSE@milwaukee.gov>
Subject: FW: Lounge 340/Lush Lounge

REDACTED
BY KC

Please add.

Thank you,

Yadira Melendez
Staff Assistant
City Clerk's Office
City of Milwaukee
414-286-2775

From:
Sent: Sunday, July 21, 2024 9:01 AM
To: Coggs, Mitale <mcoggs@milwaukee.gov>; Jackson, Benjamin (CC) <Benjamin.Jackson3@milwaukee.gov>; Melendez, Yadira <Yadira.Melendez@milwaukee.gov>
Subject: Lounge 340/Lush Lounge

Good morning Alderwoman Coggs and Alderman Brostoff,

I hope you are having a pleasant weekend so far.

I am writing to you in concern of Lush Lounge (340 W Reservoir) and the incidents that have taken place since their license was renewed as of May 23, 2024. Since the license has been renewed, a series of events have occurred.

March 2, 2024: grand re-opening. Noise, loitering, illegal parking, etc. Discussed during the last licensing hearing - including as a time frame reference.

March 17, 2024: St Patrick's day party - noise, loitering, illegal parking, etc. Discussed during licensing hearing - time frame reference.

March 26, 2024: licensing hearing - time frame reference.

April 2, 2024: Gun Shot through the window of the bar (8 pm on a tuesday - police report was filed)

April 3, 2024: community meeting with Patrice to discuss concerns as well as discussions to maintain the memorandum. Met security and obtained his contact information.

April 14, 2024: 414 Day party - illegal parking, loitering, people drinking outside. Texted her security

April 16, 2024: Soup cans thrown at the bar's windows (police were involved)

April 20, 2024: loitering outside. Messaged security to bring them inside.

May 18, 2024: loitering outside. Messaged security to bring them inside.

June 8, 2024: twerking in the middle of the street by the church, screaming, public intoxication - messaged both Patrice and Security.

June 16, 2024: Patrons loitering on streets, blasting music.

July 2, 2024: open on a tuesday against license/memorandum

July 6, 2024: loitering outside the bar, excessive noise - security and Patrice was notified.

July 20, 2024: drunk driving (vehicle hit a tree - PO Price left a note after looking at vehicle - picture attached and it should be picked up on her cameras of the patron leaving the bar and hitting the tree), loitering outside, lack of security for an event, littering, excessing noise with patrons revving their vehicles and blasting music. I have pictures of the litter if needed. Texted Patrice and her security.

This is what I had documented on my end. I can provide message chains if needed/wanted. I have not been consistently home to say if there were other incidents than the ones listed above. I have maintained consistent communication and it does not seem that she is upholding the memorandum and protecting the security of the neighborhood.

Please let me know if I can provide anything to you.

Thank you,

REDACTED
BY PC

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 03/07/25

LICENSE TYPE: Class B Tavern

NEW: ☒

RENEWAL: ☐

No. 377628

Application Date:

License Location: 340 W Reservoir

Business Name: Lounge 340

Licensee/Applicant: Lloyd, Kimberly
(Last Name, First Name, MI)

Date of Birth: 07/02/79

Home Address: 3060 N 9th St

City: Milwaukee

State: WI **Zip Code:** 53206

Home Phone:

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

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

1. On 02/21/25 at 9:21p.m., Milwaukee Police were dispatched to a Welfare Check at 340 W. Reservoir. Investigation revealed patrons were fighting inside the establishment, however, security broke the fight up. The business does have video surveillance, however, the employee on scene stated only the agent can access it. The business was cooperative.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502210163

OtherEvent #: 25-LP-0358

Incident

340 W RESERVOIR AV MILWAUKEE, WI 53212

Incident Date/Time:: 02/21/2025 21:21:00
CAD Number:: P2502211418
District:: 5
Beat:: 540
Reporting Area:: 3820

Business Agent (1)

Lloyd, Kimberly

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 07/02/1979
Address:: 3060 N 9TH ST
State:: WISCONSIN

Licensed Premise Data (1)

LUSH LOUNGE

Address:: 340 W RESERVOIR AV
City:: MILWAUKEE
State:: WI
Zip Code:: 53212
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not Yes
explain in narrative):
Licensee or Manager was on No
premises at time of
violation/incident::

Narrative (1)

LICENSED PREMISE REPORT

Mendoza, Luis G 029450

02/24/2025

This report is written by Police Officer Luis MENDOZA, assigned to District Five-Late Power shift.

On Friday, February 21,2025, I was assigned to squad 5468 (tavern squad), along with my partner Police

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: C2502210163

OtherEvent #: 25-LP-0358

Officer Kyle Labensky.

At approximately 21:21, we were dispatched to 340 W Reservoir Ave (Lush Lounge) Milwaukee WI, for a Welfare Check.

The caller, who was not identified stated someone at the location had "fell out".

Upon *our arrival*, I observed I observed a group of approximately 3-4 females leaving the establishment. I asked them if everything was ok and they stated they were fine and to ask the people inside. I observed all subjects to be walking on their own will and appeared to be coherent and not in need of medical attention.

Upon entering the establishment, we made contact with an armed security guard at the front door. The security guard was not identified but was cooperative. The security guard stated there was an altercation between some females and that he was able to handle the situation on his own.

We observed one of the females involved in the altercation sitting near the entrance. The female stated she was ok and did not need medical attention.

I spoke to another employee at the location who identified herself as Gladys L WILLIAMS (f/b, 3-9-75). WILLIAMS stated the females were fighting, however, the security guard was able to break it up. The business was **cooperative** with the investigation.

WILLIAMS stated the business has functioning cameras but that only the owner, who was not on scene has access to them.

While on scene, I observed the licenses posted and they were up to date. During my investigation for the

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502210163

OtherEvent #: 25-LP-0358

welfare check I **did not observe** any violations in the licensed premise.

Officer (2)

Reporting Officer:	Mendoza, Luis G (029450)	02/24/2025 16:11:00
Section: (Work Location):	54	
Approving Officer:	Knapinski II, James N (017097)	02/24/2025 20:01:24
Section: (Work Location):	41	

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 12/05/24**LICENSE TYPE:** Class B Tavern**NEW:** ☐**RENEWAL:** ☒**No. 374224****Application Date:****License Location:** 340 W. Reservoir Avenue**Business Name:** Lounge 340**Licensee/Applicant:** Dickerson, Patrice
(Last Name, First Name, MI)**Date of Birth:** 03/27/1979**Home Address:** 5954 N. 117th Street**City:** Milwaukee**State:** WI **Zip Code:** 53225**Home Phone:** 414-534-4086

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

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

1. On 03/23/09 Kamesha C. LEWIS (50% Shareholder) was cited in the City of Wauwatosa for Retail Theft.

Charge: Retail Theft
Finding: Guilty
Sentence: fine
Date: 05/18/09
Case: 24709C

- =====
2. On 11/30/2018, at 8:54pm, officers conducted a license premise check at 340 W Reservoir Ave. The business Lounge 340, was closed at the time of the check.
 3. On 02/28/2019, 10:18pm, officers investigated a noise complaint at 340 W Reservoir Ave, Lounge 340. The caller did not want to be a complainant, but wanted officers to speak with the business. The caller was concerned because the location wasn't supposed to open until March 1, 2019. Officers arrived at the business and spoke to the agent and manager. The agent informed officers they were conducting a soft opening. The agent stated she didn't want to be known as a bar that causes problems and wanted to work with police. She further stated this was her first bar and wanted to know if they made any mistakes so they could correct the

problems. The officers provided them with their contact information in case they had further questions. No violations were observed.

4. On 04/27/2019 at 11:46pm officers were dispatched to 340 Lounge, 340 W. Reservoir Av, for a Noise Nuisance. The caller stated he could hear music coming from the bar across the street while he was inside his residence. The caller stated his windows were shaking and he would be a complainant for a citation. The officers spoke with Kamesha LEWIS at the bar. She stated she had an ongoing problem with the caller. The officers advised a citation would be issued. On 05/02/2019 the officers went to the bar to issue the citation. They parked down the street and could hear music coming from bar and observed numerous parking violations. They spoke with security about having the autos moved, and security agreed to have the issues resolved. The officers spoke with the applicant about the music and advised her the caller would continue to call if the problem was not resolved.

Charge: Noise Nuisance
Finding: Guilty
Sentence: Fined \$240.00
Date: 01/10/2020
Case: 19055351

5. On 05/14/2019 at 9:46pm officers were dispatched to 340 Lounge, 340 W. Reservoir Av, for a Noise Nuisance. The caller stated between 7-9pm the music coming from 340 W. Reservoir Av was so loud it was shaking his windows. The officers spoke with the agent and advised her she could have DNS measure noise levels for the tavern. The applicant was issued a citation for Noise Nuisance.

Charge: Noise Nuisance
Finding: Guilty
Sentence: Fined \$240.00
Date: 02/03/2020
Case: 19049782

6. On 10/26/2019 at 11:34pm officers were dispatched to 340 Lounge, 340 W. Reservoir Av, for a Noise Nuisance. The officer spoke with the caller who stated the music was going on throughout the night and he could hear the bass inside his home. The officers parked down the block and could hear music coming from the bar. The music was turned down when they were observed by the bar. They spoke with the applicant who they observed outside the bar. She stated she was having a birthday party and she turned it down when she realized it was too loud. The applicant was issued a citation for Noise Nuisance.

Charge: Noise Nuisance
Finding: Guilty
Sentence: Fined \$240.00
Date: 01/31/2020
Case: 19055114

7. On 12/11/2019 officers conducted a licensed premise check at 340 Lounge, 340 W. Reservoir Av. The officer spoke with the applicant about her plans for New Year's Eve. She stated she would be open until about 4:00am, having family and friends over. They also spoke with security who stated he owns a security company and he would have two guards at the bar on New Year's Eve.

=====

Items #4, 5 and 6 updated with disposition on 12/15/2020

8. On 03/17/2020 at 10:19pm officers conducted a license premise check at Lounge 340, 340 W. Reservoir Av. The officers found the bar closed in compliance with the order issued by the Governor.
9. On 11/25/2020 at 10:46pm officers conducted a license premise check at Lounge 340, 340 W. Reservoir Av. The business was closed.
10. On 11/26/2020 at 10:00pm officers conducted a license premise check at Lounge 340, 340 W. Reservoir Av. The officer spoke with the applicant about her plans for New Year's Eve. She stated they would be open from 8pm to 1am but no later. The officers observed no violations.

- =====
11. On 01/30/2021 officers were dispatched to a Noise Nuisance at 340 Lounge, 340 W. Reservoir Av. the officers spoke with the caller who stated she could hear loud bass coming from 340 Lounge. She stated this has happened before and she would like a citation issued. The officers could hear loud bass coming from the bar from more than 50 feet away. The officers entered the bar and noticed a DJ in the corner. He stated he started at 9:00pm and was playing inside the tavern. The officers spoke with the applicant, who was on scene. The applicant stated she would turn down the music and requested a warning. The officer advised a citation would be issued for Noise Nuisance.

Charge: Noise Nuisance
Finding: Guilty
Sentence: \$120.00
Date: 09/16/21
Case: 21019772

- =====
12. On 04/05/23 at 10:12p.m., Milwaukee Police conducted a License Premise Check at 340 W. Reservoir Ave. The business was closed and no violations were found.

13. On 04/27/23 at 8:48p.m, Milwaukee Police conducted a License Premise Check at 340 W. Reservoir Ave., due to a suspension of their license. The business was closed and no violations were found.

- =====
14. On 04/02/24 at 8:49p.m., Milwaukee Police were dispatched to a Shots Fired at 340 W. Reservoir. Officers were advised a suspect was banging on the window to the business then retrieved a firearm and fired one shot at the business. The agent was provided with an evidence.com link to upload video surveillance.
- =====

Item #14 added as Previous Premise



Wednesday, April 16, 2025



Notice of Public Hearing

Blank Notice

LLOYD, Kimberly, Agent
Lush Lounge at 340 W Reservoir Av
Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Renewal Application
with Change of Agent and Removing/Adding Stockholder

Tuesday, April 29, 2025 at 2:50 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 on 4/29/2025 at 2:50 PM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1827 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3609
CURRENT OCCUPANT	1833 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3609
CURRENT OCCUPANT	1835 N DR MARTIN LUTHER KING DR	MILWAUKEE, WI 53212-3673
CURRENT OCCUPANT	1837 N DR MARTIN LUTHER KING DR	MILWAUKEE, WI 53212-3673
CURRENT OCCUPANT	1839 N DR MARTIN LUTHER KING DR# C	MILWAUKEE, WI 53212-3673
CURRENT OCCUPANT	1839 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3609
CURRENT OCCUPANT	1839B N DR MARTIN LUTHER KING DR	MILWAUKEE, WI 53212-3673
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 101	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 102	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 201	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 202	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 301	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 302	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 401	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 402	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 501	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 502	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1847A N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3609
CURRENT OCCUPANT	1847B N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3609
CURRENT OCCUPANT	1849 N DR MARTIN LUTHER KING DR# 101	MILWAUKEE, WI 53212-3639
CURRENT OCCUPANT	1849 N DR MARTIN LUTHER KING DR# 200	MILWAUKEE, WI 53212-3639
CURRENT OCCUPANT	1915 N DR MARTIN LUTHER KING DR	MILWAUKEE, WI 53212-3675
CURRENT OCCUPANT	327 W BROWN ST	MILWAUKEE, WI 53212-3624
CURRENT OCCUPANT	338 W RESERVOIR AVE	MILWAUKEE, WI 53212-3631

Blank Notice

Total Records: 24

Radius 250 feet and Center of the Circle: 340 W Reservoir Av

2025-2026 Plan of Operation for 340 W RESERVOIR AV

1. Litter & Security Plans

How are the grounds kept clean? ☒ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Other:
How often will grounds be cleaned? ☒ Daily ☐ Weekly ☐ Other:
Who cleans the grounds? ☒ 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:

Are there designated outdoor smoking areas? ☒ No ☐ Yes If Yes, Describe:

Number of garbage cans: Inside 4 Locations: BEHIND BAR
Outside 2 Locations: FRONT AND BACK DOORS

Is a crowd control barrier used? ☒ No ☐ Yes If Yes, Describe:

Number of restrooms: 2 Name of solid waste contractor: GFL

Are there parking spaces on the premises? ☒ No ☐ Yes If Yes, list number of spaces: _____ and describe security plans:

Are there designated loading areas? ☒ No ☐ Yes If Yes, describe security plans:

Do you have licensed security personnel on the premise? ☐ No ☒ Yes If Yes, how many? _____

AND What are their responsibilities? _____
What security equipment do they use? _____
List their licenses number(s): _____

Are there security cameras? ☐ No ☒ Yes If Yes, list all locations: INSIDE AND OUTSIDE

Are searches and/or identification checks conducted upon entry? ☐ No ☒ Yes If Yes, describe: Security Check Id's

2. Percentage of Sales (must total 100%)

Alcohol 75 % Food Sales 25 % Entertainment _____ % Other _____ %

3. Businesses On The Premises (choose all that apply):

☐ Restaurant ☐ Cafe/Coffee Shop ☒ Cocktail Lounge ☐ Convenience Store ☐ Night Club ☐ Liquor Store ☒ Tavern ☐ Sports Facility
☐ Hotel ☐ Banquet Hall ☐ Supermarket ☐ Private/Fraternal/Veterans' Club ☐ Other:

4. 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.

5. Floor Plan and Capacity

Are you requesting any changes to your capacity or floor plan? ☒ No ☐ Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.

Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.

6. Sidewalk Dining: Fee:

Are there any changes to the sidewalk dining site plan? ☒ No ☐ Yes If Yes, submit an updated site plan with this application.

7. Food License: FREST 20542 Fee: \$250.00

Your current food license includes the following food operations:
DHS - PREPACK, Tavern Restaurant.
Are there any changes to your food operations as listed above? ☒ No ☐ Yes, if Yes, explain _____

8. Weights and Measures: Fee:

Number/Type of Devices:
Are there any changes to the number or types of devices? ☒ No ☐ Yes
If yes, contact our office for further instructions.

1. CURRENT APPROVED ENTERTAINMENT for Lush Lounge 340 W RESERVOIR AV

The following types of entertainment have been approved for your current Public Entertainment Premises license:

Poetry Readings, Jukebox, Karaoke, 4 Amusement Machines, 1 Pool Table

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

- | | | | |
|---|--|--|---|
| <input 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"/> Jukebox | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Patron Contests | <input type="checkbox"/> Patrons Dancing |
| <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Karaoke | <input type="checkbox"/> Bowling Alley | <input type="checkbox"/> Pool Tables |
| <input type="checkbox"/> Motion Pictures (movies by admission)
How many screens? _____ | <input type="checkbox"/> Amusement Machines
How many? _____ | <input type="checkbox"/> Concerts
Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |

☐ Other: _____

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? ☒ No ☐ Yes If Yes, Describe:

At any time will sound amplification be used? ☒ No ☐ Yes If Yes, Describe:

5. SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

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

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.



Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign