



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, May 23, 2023

COMMITTEE MEETING NOTICE

AD 12

GORDON, Andrew OTTO, Agent  
MITCHELL STREET ARTS COLLABORATIVE INCORPORATED  
710 W HISTORIC MITCHELL St #311  
Milwaukee, WI 53204

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, June 06, 2023 at 11:30 AM**

The access code is <https://meet.goto.com/436631477>. If you wish to call in: +1 (872) 240-3212 and use Access Code: 436-631-477.  
Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Bands, Poetry Readings, 15 Concerts and 5 Theater Performances p/Year, Comedy Acts and Dancing by Performers as agent for "MITCHELL STREET COLLABORATIVE INCORPORATED" for "MITCHELL STREET ARTS COLLABORATIVE" at 710 W HISTORIC MITCHELL St.

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

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

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

Jim Cooney  
License Division Manager

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

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

Date:5/10/23  
Officer: PO Matthew Diener

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

Name of Premise: Mitchell St Arts Collaborative  
Address: 710 W Historic Mitchell St  
Phone: 847-997-7792

Owner: Andrew Otto GORDON  
Owner address: 710 W Historic Mitchell St #310  
City State Zip: Milwaukee, WI 53204  
Owner Phone: 847-997-7792  
Owner email: rew@mitchellstreet.org

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

Preferred contact: phone

Location currently open:  YES  NO

Projected open date: August 2023

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

Hours of Operation: Sun: 7a-9p 24 hours Y N  
Mon: x  
Tue: x  
Wed: 7a-9p  
Thu: 7a-9p  
Fri: 7a-11p  
Sat: 7a-11p

Premise Type: Tavern/Bar  
Restaurant  
Other: Art gallery/live performance center

Licenses currently held:

- Alcohol:  Yes  No Class: #:  
Tobacco:  Yes  No #:  
Food:  Yes  No #:  
Other:  Yes  No Type: #:  
Other:  Yes  No Type: #:

**Exterior Survey:**

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

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No
  - d. Recorded  Yes  No
20. How long is footage stored for later viewing: unsure
21. Are there exterior cameras  Yes  No How many: 2 to be installed
22. Are there interior cameras  Yes  No How many: 3 to be installed

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

**Interior Survey:**

25. What is the planned/posted capacity 203  
 26. What is the minimum number of employees that will be on premise 1  
 27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No  
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No  
 28. Is the interior of the location neat and clean?  Yes  No  
 29. Does an interior camera face the entrance/exit?  Yes  No  
 30. Are emergency and non-emergency numbers posted near the phone?  Yes  No  
 31. Does the owner know how to contact their police district directly?  Yes  No  
 a. Did you provide a district contact guide to the owner?  Yes  No

**Security**

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

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Applicant stated that the location (the old Mitchell Street Menswear building) will be used as a art gallery that will serve beer/wine during events. The applicant also plans to have a small stage to be utilized for live performances by local musicians/artists. The applicant stated that he wont use promoters for events, and was advised of the pros/cons with promoters. The applicant was also advised of the risks of renting out the premise to 3<sup>rd</sup> parties for use regarding liability. The applicant also stated they will be installing security cameras in the next several weeks.

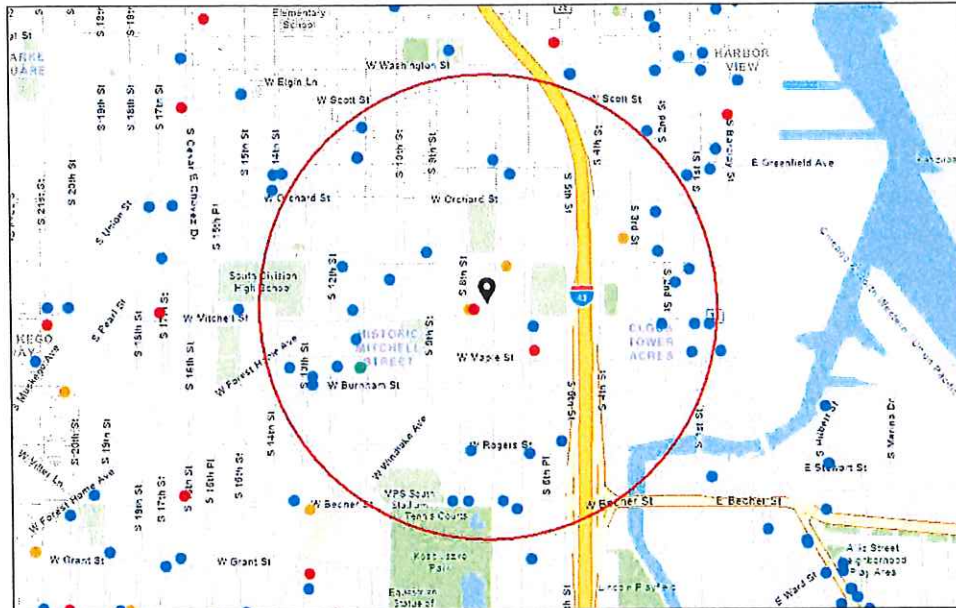


# Concentration Map for 710 W Historic Mitchell St

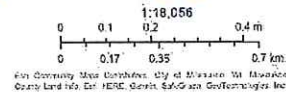
## Area of Interest (AOI) Information

Area : 21,862,585.81 ft<sup>2</sup>

Apr 26 2023 8:21:34 Central Daylight Time



- Alcohol Licenses (active)
- Class A Fermented Malt Beverage
- Class B Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Tavern



### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	36		

### Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Sky Pub and Grill LLC	Sky Bar	Ruben Albanil Coyolt, Agt	1339 S 7TH ST	Class B Tavern License	75	5/27/2023, 7:00 PM	1
2	Campesino, LLC	Carniceria El Campesino	RUPINDER S ARORA, Agt	635 W GREENFIELD AV	Class B Tavern License	49	6/15/2023, 7:00 PM	1
3	Restaurante El Local LLC	Restaurante El Local	JESUS SOTO CRUZ, Agt	1801 S 11th ST	Class B Fermented Malt Beverage Retailer's License		7/5/2023, 7:00 PM	1
4	Club 6 LLC	Club 6	BLAS CERDA, Agt	2101 S 6th ST	Class B Tavern License	80	6/30/2023, 7:00 PM	1
5	La Mexicana	La Mexicana	Arturo Cuevas-Silvestre, SP	101 E MITCHELL ST	Class B Tavern License	82	7/14/2023, 7:00 PM	1
6	Zocalo Tavern LLC	Zocalo Tavern LLC	Jesus O Gonzalez, Agt	620-636 S 6TH ST	Class B Tavern License		7/9/2023, 7:00 PM	1
7	Colombia Tropical	Colombia Tropical	RODRIGO DIEZ, Agt	1629 S 10TH ST	Class B Tavern License	90	7/9/2023, 7:00 PM	1
8	Salas' Bar LLC	Sala's Bar and Beer Garden	Agustin Salas Macias, Agt	2078 S 8th ST	Class B Tavern License		6/29/2023, 7:00 PM	1
9	Tacos Gemelos Restaurant LLC	Los Gemelos Tacos	Juan G Antunez Gomez, Agt	1116 W HISTORIC MITCHELL ST	Class B Tavern License	49	7/22/2023, 7:00 PM	1
10	Johanna's Cakes & Desserts LLC	Johanna's Cakes & Desserts	Johanna Ortiz, Agt	1239 S 11th ST	Class B Tavern License		7/29/2023, 7:00 PM	1
11	GUANAJUAT O'S BAR	GUANAJUAT O'S BAR	FRANCISCO GONZALEZ, SR, SP	1979 S 5TH ST	Class B Tavern License	110	8/30/2023, 7:00 PM	1
12	A&H Foods LLC	El Paso Foods	Amir Nagati F Mavrakis, Agt	1559 S 3rd ST	Class A Fermented Malt Beverage Retailer's License		9/20/2023, 7:00 PM	1
13	QUALITY DISCOUNT, LLC	QUALITY DISCOUNT	OMAR A ALI, Agt	738 W HISTORIC MITCHELL ST	Class A Fermented Malt Beverage Retailer's License		9/20/2023, 7:00 PM	1
14	MULTIVERSE, INC	WOODY'S	Alan F Kettering, Agt	1579 S 2ND ST	Class B Tavern License	99	10/12/2023, 7:00 PM	1
15	1110 Corp	Greenfield Pantry	Michael J Widmann, Agt	1110 W Greenfield AV	Class A Malt & Class A Liquor License		9/24/2023, 7:00 PM	1
16	KOZ'S MINI BOWL, INC	KOZ'S MINI BOWL	JUSTIN J KOSAKOSKI, Agt	2078 S 7TH ST	Class B Tavern License	80	9/19/2023, 7:00 PM	1
17	El Pelon Bar	El Pelon Bar	Joel Velasco Garcia, SP	1832 S 13TH ST	Class B Tavern License	25	10/20/2023, 7:00 PM	1

18	Acosta Restaurant LLC	El Tlaxcalteca Restaurant	Evaristo Acosta Pena, Agt	1300 W Burnham ST	Class B Tavern License		9/25/2023, 7:00 PM	1
19	SAN JOSE, LLC	CLUB GUADALAJAR A	GUILLERMO RODRIGUEZ, Agt	1135 W LAPHAM BL	Class B Tavern License	240	11/23/2023, 6:00 PM	1
20	PEOPLES INN	PEOPLES INN	MARIA M RODRIGUEZ, SP	1139 W MAPLE ST	Class B Tavern License	45	11/22/2023, 6:00 PM	1
21	The Clem-Pank Group LLC	On My Way Home	DEBI DAMRON, Agt	2079 S 8th ST	Class B Tavern License	71	11/17/2023, 6:00 PM	1
22	Creative Increase LLC	Vieux	Amelia B Loera Solis, Agt	1619 S 1st ST	Class B Tavern License		11/21/2023, 6:00 PM	1
23	MITCHELL BEVERAGE, LLC	SAM'S LIQUOR	RUPINDER KAUR, Agt	732 W HISTORIC MITCHELL ST	Class A Malt & Class A Liquor License		11/29/2023, 6:00 PM	1
24	MJ DePalma, LLC	The Dark Horse Tavern	MONICA J DE PALMA, Agt	1517 S 2ND ST	Class B Tavern License	80	11/27/2023, 6:00 PM	1
25	TRANSFER, INC	TRANSFER PIZZERIA CAFE	JOHN M ROSSETTO, Agt	101 W MITCHELL ST	Class B Tavern License	99	1/13/2024, 6:00 PM	1
26	Greater Milwaukee Association of the Deaf Inc	Greater Milwaukee Association of the Deaf	John A Szupica, Agt	1725 S 11th ST	Class B Tavern License	129	1/16/2024, 6:00 PM	1
27	Taqueria El Toro LLC	Taqueria El Toro LLC	Toribio Perez Martinez, Agt	551 W Historic Mitchell ST	Class B Tavern License	94	12/11/2023, 6:00 PM	1
28	RED MAPLE MKE LLC	RED MAPLE MKE	Robin L Koutecky, Agt	100 W MAPLE ST	Class B Tavern License	49	1/15/2024, 6:00 PM	1
29	Love's Lounge, LLC	Love's Lounge	MONTE A LOVE, Agt	201 W Mitchell ST	Class B Tavern License		1/23/2024, 6:00 PM	1
30	ZAD'S, INC	ZAD'S	TERRY M ZADRA, Agt	436-38 S 2ND ST	Class B Tavern License	160	2/12/2024, 6:00 PM	1
31	Carnitas Machetes	Carnitas Machetes	Alberto Morales, SP	2000 S 8th ST	Class B Tavern License		2/5/2024, 6:00 PM	1
32	LA LUNA LIQUOR, INC	LA LUNA LIQUOR	HANIN K ABDELRAHIM, Agt	552 W MAPLE ST	Class A Malt & Class A Liquor License		3/19/2024, 7:00 PM	1
33	La Borincana Restaurant Inc	La Borincana Restaurant	Santa I Fret, Agt	1820 S 13th ST	Class B Tavern License	49	4/19/2024, 6:00 PM	1
34	La Fortaleza Grocery LLC	La Fortaleza Grocery	Franklin R Viera, Agt	1610 S 7TH ST	Class A Fermented Malt Beverage Retailer's License		2/26/2024, 6:00 PM	1
35	BUCKAROO LTD	Bryant's Cocktail Lounge	JOHN M DYE, Agt	1579 S 9th ST	Class B Tavern License	99	4/7/2024, 7:00 PM	1
36	1110, CORP	Taste of Chicago	Michael J Widmann, Agt	1108 W GREENFIELD AV	Class B Tavern License	25	4/8/2024, 7:00 PM	1





Tuesday, May 23, 2023



# Notice of Public Hearing

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GORDON, Andrew OTTO, Agent  
MITCHELL STREET ARTS COLLABORATIVE at 710 W HISTORIC MITCHELL St  
Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental  
Musicians, Bands, Poetry Readings, 15 Concerts and 5 Theater Performances p/Year, Comedy  
Acts and Dancing by Performers

**Tuesday, June 06, 2023 at 11:30 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 6/6/2023 at 11:30 AM 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 phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto: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.

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1616 S 7TH ST	MILWAUKEE, WI 53204-3412
CURRENT OCCUPANT	1618 S 7TH ST	MILWAUKEE, WI 53204-3412
CURRENT OCCUPANT	1618 S 8TH ST	MILWAUKEE, WI 53204-3422
CURRENT OCCUPANT	1618A S 7TH ST	MILWAUKEE, WI 53204-3412
CURRENT OCCUPANT	1619 S 7TH ST	MILWAUKEE, WI 53204-3413
CURRENT OCCUPANT	1621 S 7TH ST	MILWAUKEE, WI 53204-3413
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CURRENT OCCUPANT	1656 S 8TH ST# 3	MILWAUKEE, WI 53204-3422
CURRENT OCCUPANT	1656 S 8TH ST# 4	MILWAUKEE, WI 53204-3422
CURRENT OCCUPANT	1656 S 8TH ST# 5	MILWAUKEE, WI 53204-3422
CURRENT OCCUPANT	1656 S 8TH ST# 6	MILWAUKEE, WI 53204-3422
CURRENT OCCUPANT	1656 S 8TH ST# 7	MILWAUKEE, WI 53204-3422
CURRENT OCCUPANT	1656 S 8TH ST# 8	MILWAUKEE, WI 53204-3422
CURRENT OCCUPANT	1656 S 8TH ST# 9	MILWAUKEE, WI 53204-3422
CURRENT OCCUPANT	1657 S 6TH ST	MILWAUKEE, WI 53204-3408
CURRENT OCCUPANT	1657A S 6TH ST	MILWAUKEE, WI 53204-3408
CURRENT OCCUPANT	1659 S 6TH ST	MILWAUKEE, WI 53204-3408
CURRENT OCCUPANT	1661 S 6TH ST	MILWAUKEE, WI 53204-3408
CURRENT OCCUPANT	1661A S 6TH ST	MILWAUKEE, WI 53204-3408
CURRENT OCCUPANT	1663 S 6TH ST	MILWAUKEE, WI 53204-3408





CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 401	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 402	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 403	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 404	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 501	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 502	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 503	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 601	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 602	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 603	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 701	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 702	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 703	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 801	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 802	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	710 W HISTORIC MITCHELL ST# 803	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	720A W HISTORIC MITCHELL ST	MILWAUKEE, WI 53204-3528
CURRENT OCCUPANT	720A W HISTORIC MITCHELL ST	MILWAUKEE, WI 53204-3528

Blank Notice

Total Records: 205

Radius 250.0 feet and Center of the Circle: 710 W Historic Mitchell St



# APPLICATION AMENDMENT

ccl-amend 9/10/18

Office of the City Clerk License Division  
200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

Date: May 16, 2023

To the License Division of the City of Milwaukee:

I, Andrew "Rew" Gordon, wish to amend my answer(s) on the application for a  
(full legal name)  
Class B Tavern License & Public Entertainment Premises license at 710 W Historic Mitchell Street, Milwaukee WI 53204:  
(type of license) (premises address, if applicable)

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

1. Answer to Question(s) # \_\_\_\_\_ should be: \_\_\_\_\_
2. Agent should be (full legal name): \_\_\_\_\_ Also complete 3, 4, 5 & 6
3. Date of birth should be: \_\_\_\_\_
4. Home address should be (include city/state/zip): \_\_\_\_\_
5. Phone number should be (include area code): \_\_\_\_\_
6. Driver's License Number/State ID Number should be: \_\_\_\_\_
7. Corporation/LLC name should be (full legal name): \_\_\_\_\_
8. Business name should be: \_\_\_\_\_
9. Premises address should be (include city/state/zip): \_\_\_\_\_
10. Business phone number should be (include area code): \_\_\_\_\_
11. Mailing address should be (include city/state/zip): \_\_\_\_\_
12. Email address should be: \_\_\_\_\_
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): \_\_\_\_\_
14. Class B Tavern: Age Distinction should be: \_\_\_\_\_
15. Other: \_\_\_\_\_  
Our previous hours of operation listed were Wed/Thurs 7am - 9pm ; Fri/Sat 7am - 11pm; Sunday 7am - 9pm. We want to adjust our hours to the following: 7am - 1am every day  
(Check with the License Division before submitting "Other" amendments using this form.)

Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application #: BS1131 Date: 5/17/23 Initials: RC To LC: \_\_\_\_\_  
LC Email: MPD NS HD Initials: \_\_\_\_\_



# 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: **ARTS NONPROFIT AND PERFORMANCE SPACE**

Do you have any experience operating this type of business?  No  Yes If yes, explain: PREVIOUS EXPERIENCES INCLUDE WORKING AT THE MUSEUM OF CONTEMPORARY ART CHICAGO

## 2. Business Operations

- a. Proposed Opening Date: 9/1/2023
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: 7/1/2023
- 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  
WE ARE APPLYING FOR THE PUBLIC ENTERTAINMENT LICENSE, FOOD DEALERS LICE, AND ALCOHOL BEVERAGE LICENSE  
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: THE BUILDING HAS A DENTIST SHOP AND APARTMENTS UPSTAIRS \_\_\_\_\_

## 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: A SMALL SPEAKER WILL HELP PROJECT SOUND DURING EVENTS \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 7 Locations: 3 IN MAIN ASSEMBLY AREA / 1 IN EACH BATHROOM  
Outside: 1 Locations: building parking lot dumpster
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 4
- 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: \_\_\_\_\_
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 3 and list locations: \_\_\_\_\_  
1 FACING THE STREET, 1 FACING THE FRONT DOOR, 1 IN MAIN GALLERY
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>15</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>22</u> %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>63</u> % Describe: <u>foundation grants</u>
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		

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

### Type 1

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

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

Capacity 203 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop  
 Other: Describe: \_\_\_\_\_
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: 7th st and W Historic Mitchell st
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories \_\_\_\_\_  Other: first floor and basement
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: arnel inc Phone Number: (847) 328-3354  
 Building Owner Address: 2530 Crawford Ave. Suite 108, Evanston IL, 60201

## 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	7am	9pm	50	5 - 100	none
Monday					
Tuesday					
Wednesday	7am	9pm	50	5 - 100	none
Thursday	7am	9pm	60	5 - 100	none
Friday	7am	11pm	80	5 - 100	none
Saturday	7am	11pm	100	5 - 100	none

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 Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
 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)

  
 Andrew "Rew" Gordon / Executive Director  
 Signature of Sole Proprietor, Partner, or 20% or more Shareholder  
 (If there are no 20% or more shareholders,  
 Corporate Officer-print name/title and sign)

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

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



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: **MITCHELL STREET ARTS COLLABORATIVE INCORPORATED**

Premise Address: **710 W HISTORIC MITCHELL ST, MILWAUKEE WI 53204**

### 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: we are a nonprofit that has received grants from greater milwaukee foundation, bader philanthropies, and others

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.)? the lessee (the applicant)

c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ 12,000

d) Total amount paid for business \$ NA

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

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 tenants proportionate share

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

a) Date lease begins 10/1/2022 Ends 4/20/2027

b) Monthly rental \$ 3,500

c) Do you have an option to renew the lease?  No  Yes

d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes

e) For what length of time have you been guaranteed occupancy (number of years)? 10 years

**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 proportionate share of building utilities
- g) Does the present owner or occupant 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**



Andrew "Rew" Gordon / Executive Director

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

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

**New and transfer of premises applicants must submit the following:**

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



# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

**PREMISES ADDRESS: 710 W Historic Mitchell Street**

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

<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input checked="" type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Amusement Machines How many? _____
<input checked="" type="checkbox"/> Bands	<input checked="" type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input checked="" type="checkbox"/> Concerts Approx. # per year? <u>15</u>
<input type="checkbox"/> Bowling Alley How many? _____	<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input checked="" type="checkbox"/> Theatrical Performances Approx. # per year? <u>5</u>
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input checked="" type="checkbox"/> Poetry Readings	<input type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			

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

**PROMOTERS/SOUND AMPLIFICATION**

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

At any time will sound amplification be used?  No  Yes If Yes, Describe: We will have small speakers to project music when hosting bands


**LEGAL CAPACITY OF PREMISES**

203 (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: 175. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

**ACKNOWLEDGEMENT/SIGNATURE**

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

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

 Andrew "Rew" Gordon / Executive Director

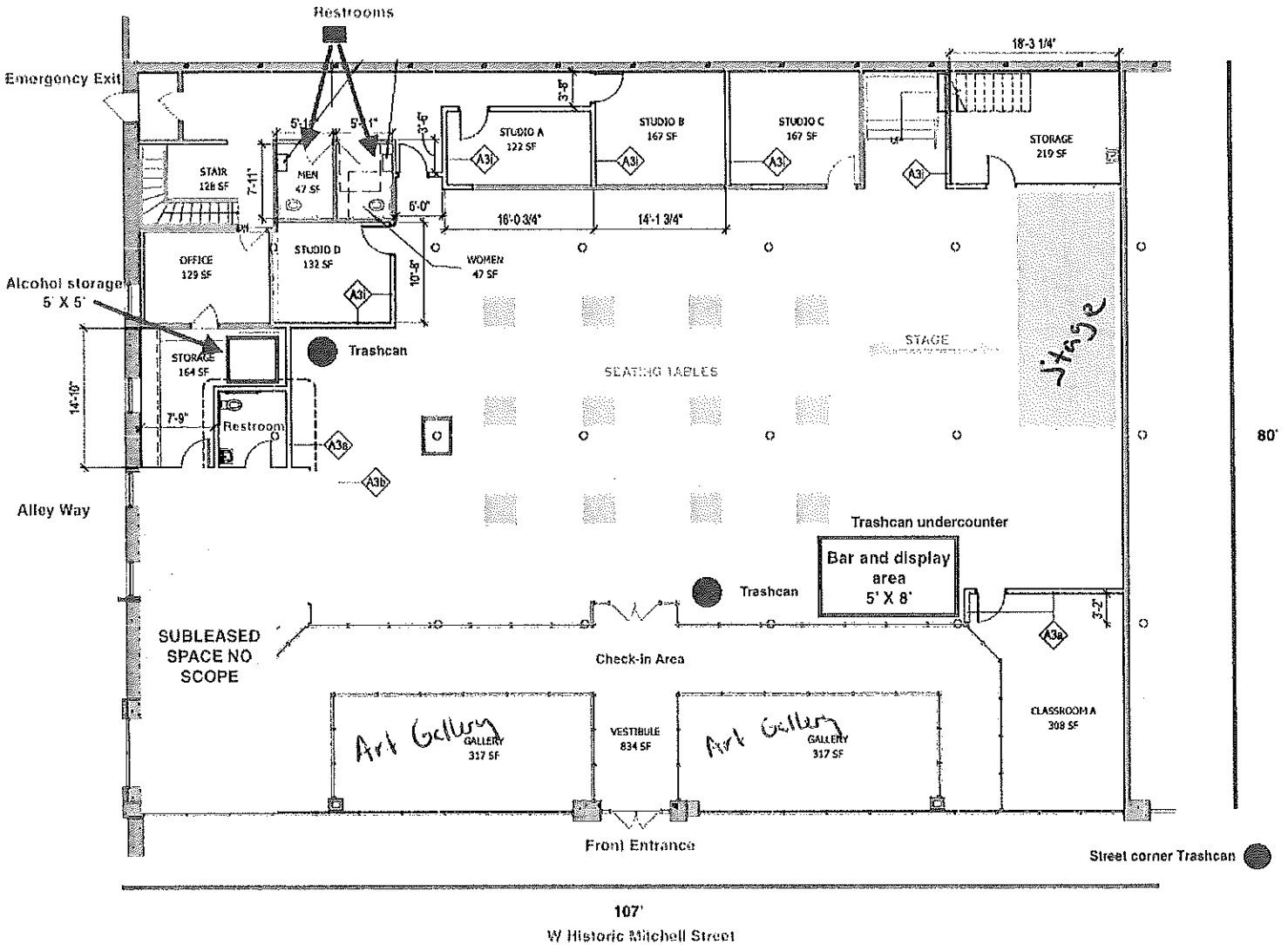
Signature of Sole Proprietor, Partner or 20% or More Shareholder  
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

**Office Use Only:**

Initials: KC Filed: 4/26/23 App: PTEP.351153

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

- Legal Entity name: Mitchell Street Arts Collaborative Incorporated
- Registered Agent: Andrew "Rew" Gordon
- Address: 710 W Historic Mitchell St, West Suite, Milwaukee WI 53204
- Total Square Footage: 10210 sqft
- Trash Cans in every bathroom
- Date: April 20, 2023



107'  
W Historic Mitchell Street

2.0

- Legal Entity name: Mitchell Street Arts Collaborative Incorporated
- Registered Agent: Andrew "Rew" Gordon
- Address: 710 W Historic Mitchell St, West Suite, Milwaukee WI 53204
- Total Square Footage: 8695
- Trash Cans in every bathroom
- Date: April 20, 2023



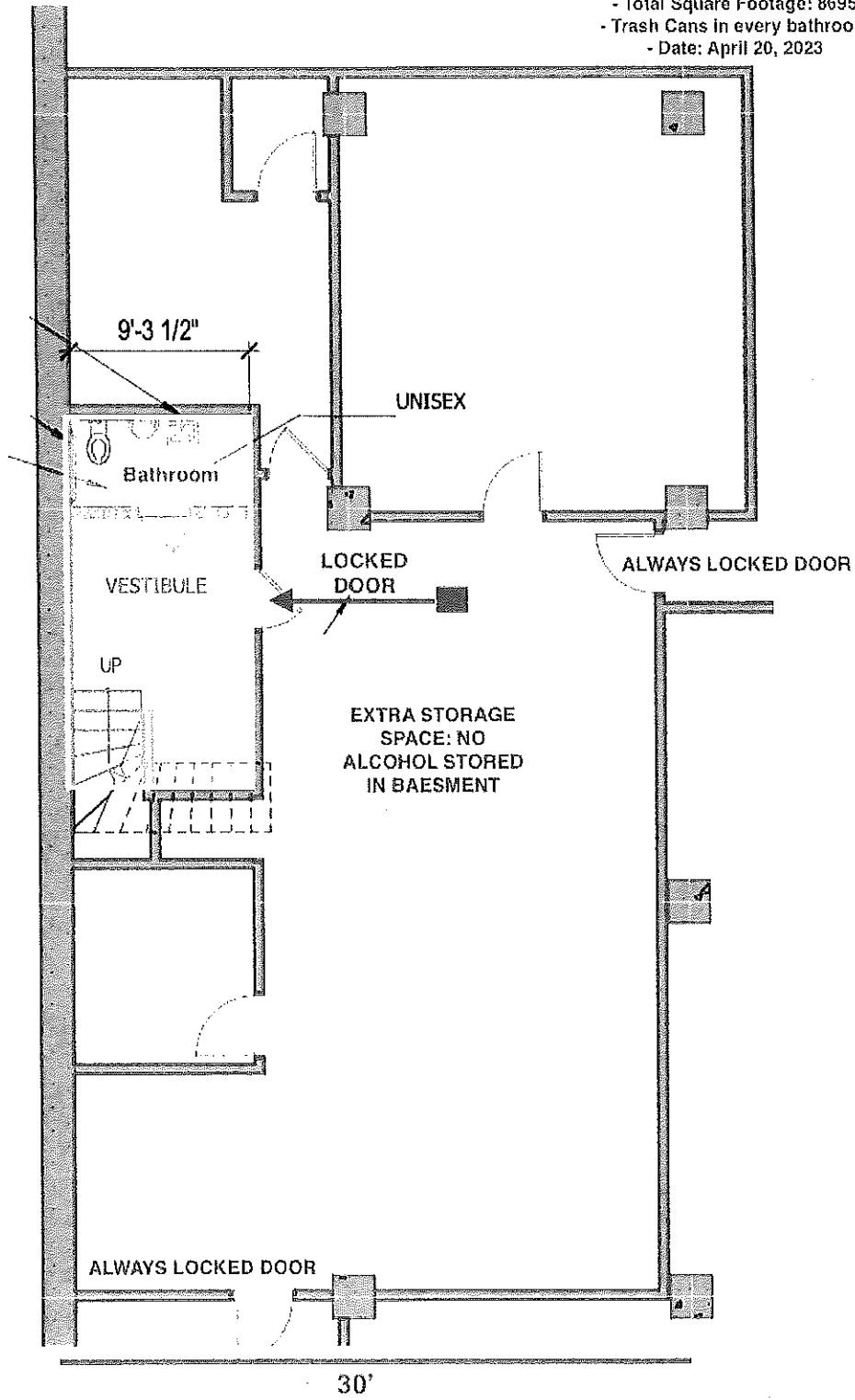
F

F

E

D

C



55'

9'-3 1/2"

EXTRA STORAGE SPACE: NO ALCOHOL STORED IN BASEMENT

30'

2

### FLOOR PLAN - BASEMENT PLAN

1/8" = 1'-0"

3.0