



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, February 22, 2024

COMMITTEE MEETING NOTICE

AD 07

BLUE, Eric A, Agent
BLUE MAGIC HOSPITALITY GROUP LLC
3536 W FOND DU LAC Av #116
Milwaukee, WI 53216

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, March 05, 2024 at 03:25 PM

The access code is https://meet.goto.com/453468061. If you wish to call in: +1 (571) 317-3122 and use Access Code: 453-468-061 Please see the enclosed best practices document for further instructions.

Regarding: Your Food Dealer License Application as agent for "BLUE MAGIC HOSPITALITY GROUP LLC" for "Fully Loaded" at 3536 W FOND DU LAC Av #116.

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 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

[Handwritten signature of Jim Cooney]

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



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

Thursday, February 22, 2024

**COMMITTEE MEETING NOTICE**

AD 07

BLUE, Eric A, Agent  
BLUE MAGIC HOSPITALITY GROUP LLC  
3061 N 54<sup>TH</sup> ST  
Milwaukee, WI 53218

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, March 05, 2024 at 03:25 PM**

The access code is <https://meet.goto.com/453468061>. If you wish to call in: [+1 \(571\) 317-3122](tel:+15713173122) and use Access Code: [453-468-061](tel:453468061)  
Please see the enclosed best practices document for further instructions.

**Regarding:** Your Food Dealer License Application as agent for "BLUE MAGIC HOSPITALITY GROUP LLC" for "Fully Loaded" at 3536 W FOND DU LAC Av #116.

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 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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

**Cox, Andrew**

---

**From:** Cooney, Jim  
**Sent:** Monday, October 31, 2022 12:05 PM  
**To:** Cox, Andrew  
**Cc:** Martin, Faviola  
**Subject:** FW:  
**Attachments:** IMG\_0212.JPG

Please add

**From:**  
**Sent:** Friday, September 23, 2022 3:50 PM  
**To:** Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Subject:** FW:

**REDACTED**  
**BY**  


Jim

I would like to file a complaint of the this vendor stealing water /  
step of action.

Let me know what the next

Thank you

---

**From:**  
**Sent:** Friday, September 23, 2022 3:47 PM  
**To:**  
**Subject:**

Get [Outlook for iOS](#)



## Crite, Yvette

---

**From:** Cooney, Jim  
**Sent:** Wednesday, April 26, 2023 12:54 PM  
**To:** Crite, Yvette  
**Cc:** Martin, Faviola; Milano, Marissa  
**Subject:** FW: Fully Loaded

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Please add

---

**From:** Hegarty, Carly <CHEGAR@milwaukee.gov>  
**Sent:** Monday, April 24, 2023 10:38 AM  
**To:** Velasquez, Guadalupe <gvelas@milwaukee.gov>; Scheuring, Joseph A <jasche@milwaukee.gov>; Thiel, Robert <rthiel@milwaukee.gov>; Campbell, James <jcampb@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Cc:** CEHSupervisor <CEHSupervisor@milwaukee.gov>; Weber, Tyler <tyweber@milwaukee.gov>  
**Subject:** FW: Fully Loaded

Hey All,

I wanted to forward an email of a situation involving Eric Blue of Fully Loaded and what appears to be Pepper Pot food truck businesses below. It sounds like Eric Blue of Fully Loaded was leasing the truck from Pepper Pot and they were trying to repossess it from him. We were there to issue a closure for Fully Loaded for not having a license. We are hoping to flag these individuals from pursuing licenses going forward because honestly they have been problematic to say the least and from basic glance of the below escalation not someone who should be serving the general public.

I spoke with our Coordinator and she did leave her contact info with the officer. Let us know if you have any questions or if there is follow up action we should consider.

Thank you,  
Carly

Carly Hegarty, REHS, IFSL Graduate, MPS Pursuant  
Director of Consumer Environmental Health  
Pronouns: She • Her • Hers  
City of Milwaukee Health Department  
Zeidler Municipal Building | 841 N. Broadway, 3<sup>rd</sup> Floor | Milwaukee, WI 53202  
Cell: (414) 708-4678 | Fax: (414) 286-5990  
[chegar@milwaukee.gov](mailto:chegar@milwaukee.gov)  
[www.milwaukee.gov/health](http://www.milwaukee.gov/health) | [Facebook](#) | [Twitter](#)



**CITY OF MILWAUKEE**  
**HEALTH DEPARTMENT**

**NOTICE:** This e-mail and any attachments may contain confidential information. Use and further disclosure of the information by the recipient must be consistent with applicable laws, regulations, and agreements. If you received this e-mail in error, please notify the sender; delete the e-mail; and do not use, disclose, or store the information it contains. This communication and any attachment(s) may include information that is protected from disclosure under the Freedom of Information Act, 5 U.S.C. § 552, or excepted from disclosure under the Wisconsin Public Records Law, Wis. Stat. §§ 19.31-19.39.

**From:** Vlosich, Kristine <KVLOSI@milwaukee.gov>  
**Sent:** Thursday, April 20, 2023 3:57 PM  
**To:** Langosch, Courtney <clango@milwaukee.gov>; CEHAdmin <cehadmin@milwaukee.gov>; CEHSupervisor <CEHSupervisor@milwaukee.gov>  
**Subject:** RE: Fully Loaded

Eric was closed and placarded. Though he might not have a mobile unit anymore...Courtney knows the story but for the rest of you, it was an interesting afternoon to say the least. When I arrived, there was a pickup truck behind Eric's truck with 3 guys sitting in the truck bed. I ended up parking in the Advanced Auto Parts lot and by the time I walked up to the truck, one of the men was at the window. There was some kind of not nice verbal exchange going on between them, but as I got to the window, the other guy walked back to the truck. So I told Eric what I was there for and he started to shut his window and said "I'm not operating now." I asked him to leave it open because I had to place the close placard on the window. I did that and took the photo. Then, all of the men came back up and while one was talking to me about the truck, the others were getting into a heated argument, they followed Eric into the truck and it got real loud and then all of the guys burst out the door with one stating that Eric cut his brother with a knife. Eric came out of the truck with a large knife and the one guy did have 2 fingers cut and bleeding. Eric called 911. The other men then told me I was a witness and wanted me to stay for the police. The other men were from PepperPot Catering and told me the truck was theirs and they wanted it back. They said they were leasing it to Eric, but he was not paying. Something about how Eric also forged some documents when he retrieved the truck out of the impound lot and so on.. The police came and eventually said they were looking into who owns the truck and I left.

Kristine Vlosich, RS  
Environmental Health Coordinator  
City of Milwaukee Health Department  
ZMB | 841 N. Broadway, 3<sup>rd</sup> Floor | Milwaukee, WI 53202  
Cell: (414) 708-2738 | Fax: (414) 286-5479  
[www.milwaukee.gov/health](http://www.milwaukee.gov/health) | [Facebook](#) | [Twitter](#)



**CITY OF MILWAUKEE  
HEALTH DEPARTMENT**

NOTICE: This e-mail and any attachments may contain confidential information. Use and further disclosure of the information by the recipient must be consistent with applicable laws, regulations, and agreements. If you received this e-mail in error, please notify the sender; delete the e-mail; and do not use, disclose, or store the information it contains. This communication and any attachment(s) may include information that is protected from disclosure under the Freedom of Information Act, 5 U.S.C. § 552, or excepted from disclosure under the Wisconsin Public Records Law, Wis. Stat. §§ 19.31-19.39

**From:** Langosch, Courtney <clango@milwaukee.gov>  
**Sent:** Thursday, April 20, 2023 2:28 PM  
**To:** CEHAdmin <cehadmin@milwaukee.gov>; CEHSupervisor <CEHSupervisor@milwaukee.gov>  
**Cc:** Vlosich, Kristine <KVLOSI@milwaukee.gov>  
**Subject:** Fully Loaded  
**Importance:** High

Hi Norma, I know you were going to send him over to MPD – he is currently out operating at Appleton Avenue. Do we still have a real time MPD referral person who might be willing to stop out there now to issue the citation? Kris is there now putting a closed placard up.

**Courtney Langosch**  
*Pronouns – she, her, hers*  
Environmental Health Coordinator  
City of Milwaukee Health Department | Consumer Environmental Health  
Zeidler Municipal Building | 841 N. Broadway, 3<sup>rd</sup> floor | Milwaukee, WI 53202

Mobile: (414) 639.7017 | [clangor@milwaukee.gov](mailto:clangor@milwaukee.gov)  
[milwaukee.gov/health](http://milwaukee.gov/health) | [Facebook](#) | [Twitter](#) | [Instagram](#)



## CITY OF MILWAUKEE HEALTH DEPARTMENT

NOTICE: This e-mail and any attachments may contain confidential information. Use and further disclosure of the information by the recipient must be consistent with applicable laws, regulations, and agreements. If you received this e-mail in error, please notify the sender; delete the e-mail; and do not use, disclose, or store the information it contains. This communication and any attachment(s) may include information that is protected from disclosure under the Freedom of Information Act, 5 U.S.C. § 552, or excepted from disclosure under the Wisconsin Public Records Law, Wis. Stat. §§ 19.31-19.39.

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 01/11/24

**LICENSE TYPE:** FOOD RESTAURANT

**NEW:**

**RENEWAL:**

**No. 360375**

**Application Date:**

**License Location:** 3536 W Fond du Lac

**Business Name:** Fully Loaded

**Licensee/Applicant:** Blue, Eric A.  
(Last Name, First Name, MI)

**Date of Birth:** 10/25/88

**Home Address:** 3061 N. 54<sup>th</sup> St

**City:** Milwaukee

**State:** WI **Zip Code:** 53210

**Home Phone:**

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

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

1. On 07/13/14 the applicant was charged in Milwaukee County for Disorderly Conduct.

Charge: Disorderly Conduct  
Finding: Guilty  
Sentence: Fine  
Date: 04/25/16  
Case: 2014CM002698

2. On 06/28/17 the applicant was charged in Milwaukee County for Battery – Domestic Abuse Assessments (Misdemeanor) Disorderly Conduct – Domestic Abuse Assessments

Charge1: Battery – Domestic Abuse Assessments  
Charge2: Disorderly Conduct – Domestic Abuse Assessments  
Finding1: Guilty  
Finding2: Dismissed but Read In  
Sentence: 6 Months House of Correction, 12 Months' Probation  
Date: 11/13/17  
Case: 2017CM002026



3. On 02/17/18 the applicant was cited in the City of Milwaukee at 2200 W Well St. for Resist/Obstructing Police Officer.

Charge: Resist/obstructing Police Officer  
Finding: Guilty  
Sentence: Fine \$196.00  
Date: 04/02/18  
Case: 18017036

4. On 03/05/18 the applicant was charged in Milwaukee County for Battery (Misdemeanor) Domestic Abuse Assessments – Intent Contact Victim, Witness or Co Actor after Court Order (Misdemeanor)

Charge1: Battery  
Charge2: Domestic Abuse Assessments – Intent Contact Victim, Witness or Co Actor after Court Order  
Finding1: Dismissed but Read In  
Finding2: Guilty  
Date: 05/31/19  
Sentence: 9 Months House of Corrections, 18 Months' Probation  
Case: 2018CM000997

5. On 08/28/18 the applicant was charged in Milwaukee County for 2 Counts of Intimidate Witness – Domestic Abuse Assessments (Misdemeanor)

Charge: Intimidate Witness – Domestic Abuse Assessments  
Finding: Guilty on both counts  
Date: 05/31/19  
Sentence: 9 Months House of Correction, 18 Months' Probation  
Case: 2018CM003148

6. On 03/02/2022 at 11:30pm officers conducted a license premise check on the food truck parked in the tow away zone at 2131 N. Oakland Av. The truck had "Fully Loaded" on the side and the operator was identified as the applicant. The applicant refused to move his truck, stating he would just take the ticket. The applicant was argumentative and stated the officers were racist. At 12:30am the officers observed the food truck in the same location and again made contact with the applicant. This time the officer asked for his food license and he stated he did not have one. The officers advised the applicant he could not operate without a food license and advised him to not take any new orders. At 12:45am the applicant moved the truck out of the tow away zone.
7. On 03/17/2022 at 12:29pm officers conducted a license premise check on the food truck parked partially in the bus loading zone at 1213 N. Water St. As the officer was approaching she observed the operator dumping out a container of dirty water or possibly grease in the curb. The truck had "Fully Loaded" on the side and the operator was identified as the applicant. The applicant was argumentative with the officers and stated he dumped out dirty water. The officer asked the subject for his food license and he provided an email granting him occupancy. When the officer advised him that an occupancy permit is not a food license the applicant slammed the window closed. The officer verified with LIU that the subject did not have a valid food peddler license.

8. On 06/25/22 at E. Knapp St., in the City of Milwaukee, cited the applicant for Peddling of Food by Minor.

Charge: Peddling of Food by Minor  
Finding: Guilty  
Sentence: Fine  
Date: 12/19/22  
Case: 22040218

9. On 06/26/22 at S. Knapp St., in the City of Milwaukee, the applicant for Food Peddler Regulations.

Charge: Food Peddler Regulations  
Finding: Guilty  
Sentence: Fine  
Date: 12/19/22  
Case: 22040219

10. On 11/16/22, the applicant was cited at 3811 S. 38<sup>th</sup> St., for Trespassing Upon Building Premises.

Charge: Trespassing Upon Building Premises  
Finding: Guilty  
Sentence: Fine  
Date: 05/11/23  
Case: 233012046

11. On 11/19/22 the applicant was cited in the City of Milwaukee at N. Water St., for Compliant with Police Department.

Charge: Compliance with Police Department  
Finding: Guilty  
Sentence: Fine  
Date: 05/31/23  
Case: 22055727



Thursday, February 22, 2024



# Notice of Public Hearing

Blank Notice

---

BLUE, Eric A, Agent  
Fully Loaded at 3536 W FOND DU LAC Av #116  
Food Dealer License Application

**Tuesday, March 05, 2024 at 3:25 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 3/5/2024 at 3:25 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 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.

---

## 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	3103 N 36TH ST	MILWAUKEE, WI 53216-3713
CURRENT OCCUPANT	3110 N 35TH ST# 1	MILWAUKEE, WI 53216-3746
CURRENT OCCUPANT	3110 N 35TH ST# 2	MILWAUKEE, WI 53216-3746
CURRENT OCCUPANT	3110 N 35TH ST# 3	MILWAUKEE, WI 53216-3746
CURRENT OCCUPANT	3110 N 35TH ST# 4	MILWAUKEE, WI 53216-3746
CURRENT OCCUPANT	3110 N 35TH ST# 5	MILWAUKEE, WI 53216-3746
CURRENT OCCUPANT	3120 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3120 N 37TH ST	MILWAUKEE, WI 53216-3722
CURRENT OCCUPANT	3120A N 37TH ST	MILWAUKEE, WI 53216-3722
CURRENT OCCUPANT	3122 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3124 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3126 N 37TH ST	MILWAUKEE, WI 53216-3722
CURRENT OCCUPANT	3126A N 37TH ST	MILWAUKEE, WI 53216-3722
CURRENT OCCUPANT	3128 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3130 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3130 N 37TH ST	MILWAUKEE, WI 53216-3722
CURRENT OCCUPANT	3132 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3134 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3136 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3138 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3139 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3139A N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3140 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3144 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3147 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3147A N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3150 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3150A N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3151 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3151A N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3154 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3156 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3157 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3158 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3160 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3161 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3161A N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3164 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3169 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3169A N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3170 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3171 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3172 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3173 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3200 N 35TH ST	MILWAUKEE, WI 53216-3708
CURRENT OCCUPANT	3201 N 35TH ST	MILWAUKEE, WI 53216-3707

CURRENT OCCUPANT	3201 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3203 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3207 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3209 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3210 N 35TH ST	MILWAUKEE, WI 53216-3708
CURRENT OCCUPANT	3211 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3213 N 35TH ST	MILWAUKEE, WI 53216-3707
CURRENT OCCUPANT	3217 N 35TH ST	MILWAUKEE, WI 53216-3707
CURRENT OCCUPANT	3217A N 35TH ST	MILWAUKEE, WI 53216-3707
CURRENT OCCUPANT	3222 N 36TH ST	MILWAUKEE, WI 53216-3716
CURRENT OCCUPANT	3222A N 36TH ST	MILWAUKEE, WI 53216-3716
CURRENT OCCUPANT	3223 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3223A N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3225 N 35TH ST	MILWAUKEE, WI 53216-3707
CURRENT OCCUPANT	3226 N 36TH ST	MILWAUKEE, WI 53216-3716
CURRENT OCCUPANT	3227 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3227A N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3426 W AUER AVE	MILWAUKEE, WI 53216-3730
CURRENT OCCUPANT	3506 W AUER AVE	MILWAUKEE, WI 53216-3732
CURRENT OCCUPANT	3530 W FOND DU LAC AVE# 1	MILWAUKEE, WI 53216-3737
CURRENT OCCUPANT	3530 W FOND DU LAC AVE# 2	MILWAUKEE, WI 53216-3737
CURRENT OCCUPANT	3614 W BURLEIGH ST	MILWAUKEE, WI 53210-1931

Blank Notice

Total Records: 68

Radius 250 feet and Center of the Circle: 3536 W Fond du Lac Av



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

## 1. Type of Business

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

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

*Fast/casual restaurant.*

Do you have any experience operating this type of business?  No  Yes If yes, explain:

## 2. Business Operations

- a. Proposed Opening Date: 1/30/2024
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: \_\_\_\_\_
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: \_\_\_\_\_
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building?  No  Yes If yes, describe: Sherman Phoenix Marketplace

## 3. Litter & Noise

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

## 4. Smoking & Sanitation

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

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? \_\_\_\_\_ and describe the parking security plan: Handled by Sherman Phoenix
- 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? Handled by Sherman Phoenix  
 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? \_\_\_\_\_ and list locations: Throughout premises, operated by Sp.
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe Handled by Sp

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

Alcohol _____%	Food <u>95</u> %	Secondhand Merchandise _____%	Precious Metals & Gems _____%
Entertainment _____%	Cigarettes _____%		
Pawnbroker Activity _____%	Salvaged Materials _____% (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____%	Other <u>5</u> % Describe: <u>merchandise</u>

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

### Type 1

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

### Type 2

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

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

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

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

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

## 9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop  
 Other: Describe: \_\_\_\_\_
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: \_\_\_\_\_
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories \_\_\_\_\_  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: Sherman Phoenix Foundation Phone Number: 414-312-3643  
 Building Owner Address: 35 36 W. Fond du Lac

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

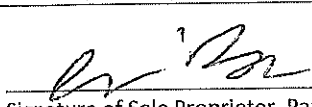
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	11 AM	10 PM	50	5-55	None
Monday	11 AM	10 PM	50	5-55	↓
Tuesday	11 AM	10 PM	50	5-55	
Wednesday	11 AM	10 PM	50	5-55	
Thursday	11 AM	10 PM	50	5-55	
Friday	11 AM	11:59 PM	50	5-55	
Saturday	11 AM	11:59 PM	50	5-55	

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)

  
 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.





# FOOD DEALER LICENSE PLAN OF OPERATION

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

Legal Entity Name: Blue Magic Hospitality Group LLC

Premises Address: 3536 W. Fond du Lac ave. Milwaukee WI 53216

## SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):  
 MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

Retail Items (snacks and beverages):  
 RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store?  Yes  No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

- Bed & Breakfast
- Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done?  No  Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

Restaurant items (meals) will be sold – Complete this application and also contact DATCP.

NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

## SECTION 2 FOOD PROCESSING

Will any food processing be done?  No  Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

## SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

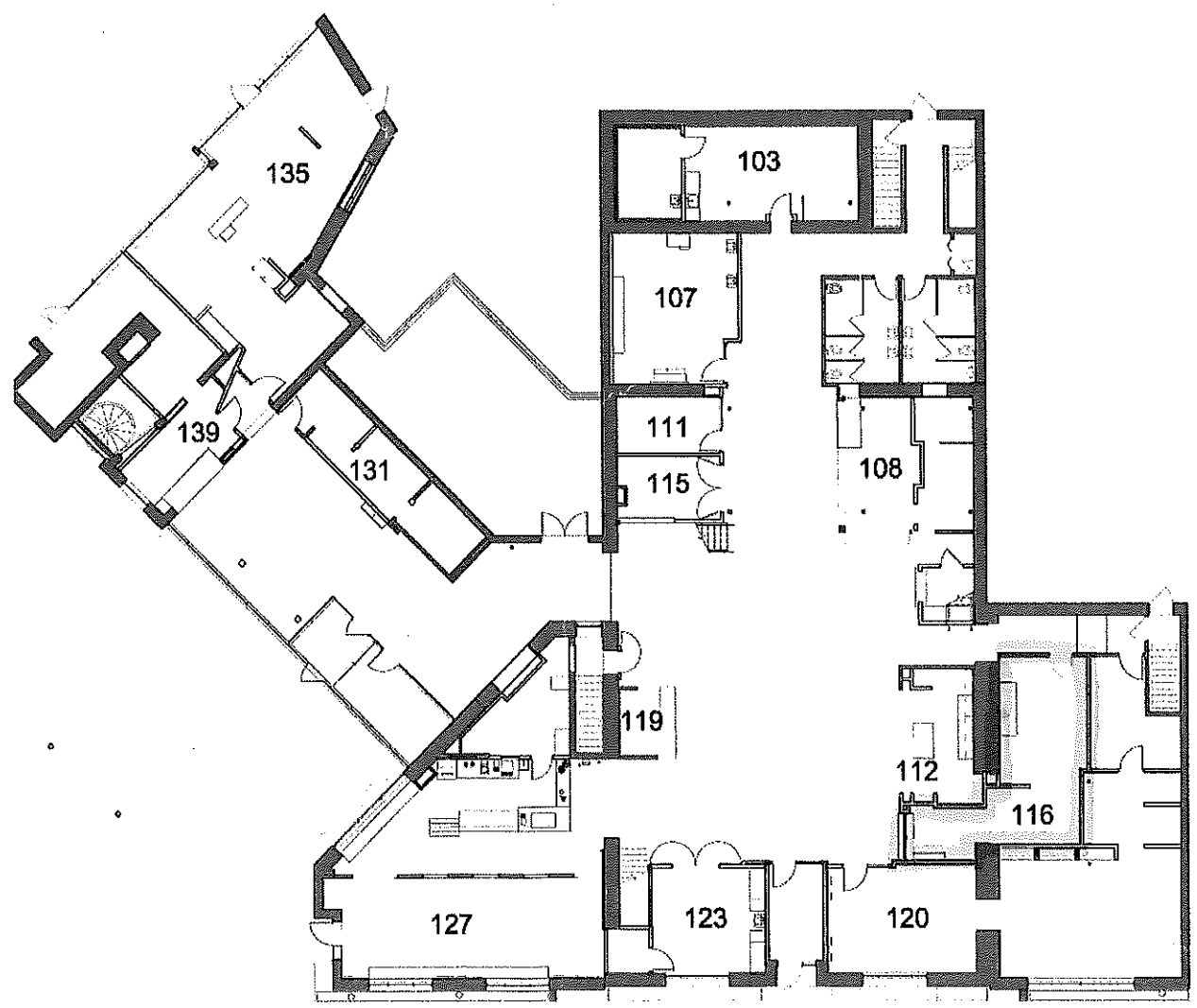
Will any food that requires temperature control be sold?  No  Yes  
 (includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: Shrimp, cheese, meat, vegetables,



Blue Magic  
Hospitality Group Ltd  
Fully loaded  
Eric Blue  
Fully Loaded

**EXHIBIT A**  
**FLOOR PLAN OF TENANT PREMISES**



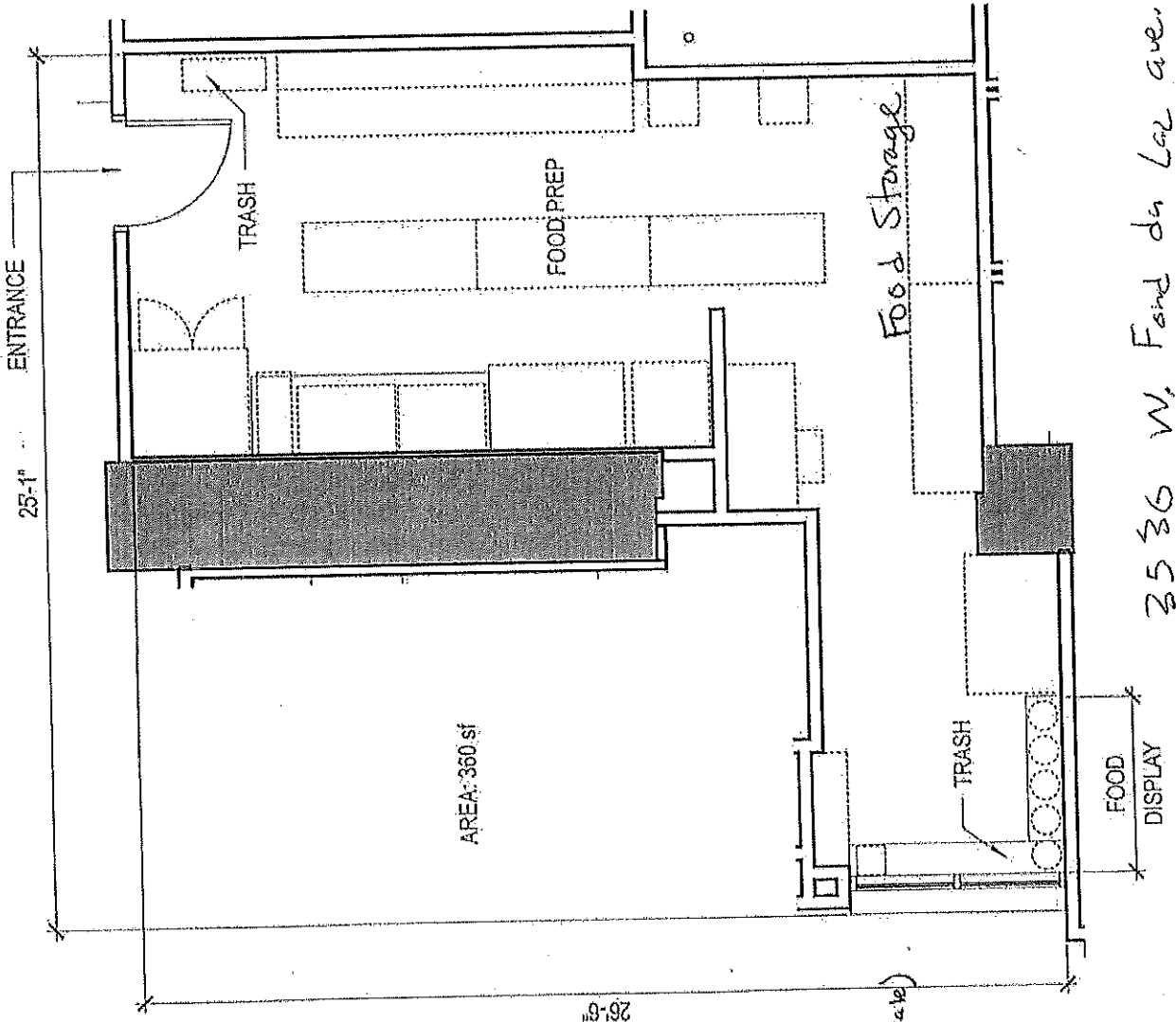
3536 W Fond du Lac Ave.

Blue magpie hospitality group  
Fully Loaded  
3536 W FOND DU LAC AVENUE, Suite #116  
MILWAUKEE WI 53216

Owner: Eric Blue

Trade Name: Fully Loaded

NORTH

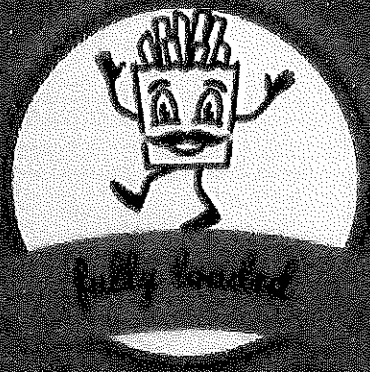


201' gull  
PARKING  
71 spaces  
(\* Not to Scale)

N 36th St

3536 W. Fond du Lac Ave  
1st Floor

SHERMAN PHOENIX  
FLOOR PLAN



# Build your own fries

**#1. Choose your size**  
 Med. \$20.00 (2 meats)  
 Large \$30.00 (3 meats)

**#2. Choose protein**  
 Smoked brisket  
 Smoked pulled pork  
 Chicken  
 Shrimp  
 Steak  
 Beyond Meat Ground

**#3. Choose Sauce**  
 Cilantro lime  
 Sriracha Aioli  
 Jalapeno ranch  
 BBQ Sauce  
 Sour cream  
 Buffalo sauce  
 Ranch

## #1. SMOKED BBQ BRISKET FRIES

Applewood smoked brisket w/ queso, sriracha aioli & sour cream..... **Med. \$20.00 Large \$25.00**

## #2. SMOKED PORK SHOULDER FRIES

Applewood smoked pork shoulder w/ queso, sriracha aioli & sour cream..... **Med. \$9.99 Large \$14.99**

## #3. STEAK & CHEDDAR FRIES

Grilled steak with house made queso, sriracha aioli & sour cream..... **Med. \$14.99 Large \$19.99**

## #4. GARLIC PARMESAN SHRIMP & CHICKEN FRIES

Grilled garlic parmesan shrimp & chicken with queso, sriracha aioli & sour cream..... **Med. 14.99 Large \$19.99**

## #5. STEAK, SHRIMP & CHICKEN FRIES

Grilled garlic parmesan shrimp, steak + chicken with queso, sriracha aioli & sour cream..... **Med. \$25.00 Large \$30.00**

## #6. BUFFALO RANCH CHICKEN FRIES

Grilled buffalo chicken, queso, house made ranch & sriracha aioli..... **Med. 14.99 Large \$19.99**

## #7. CHILI CHEESE FRIES

House made chili w/ Ground beef, queso, sour cream, sriracha aioli & jalapeno peppers..... **Med. \$9.99 Large \$14.99**

## #8. BBQ RANCH CHICKEN FRIES

Grilled chicken w/ queso, BBQ sauce & house made ranch..... **Med. \$14.99 Large \$19.99**

★

Plain fries: \$4.00  
 Cheese fries: \$5.00  
 Extra meat: \$5.00

[Instagram.com/fullyloaded\\_mke](https://www.instagram.com/fullyloaded_mke)