



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

Wednesday, June 14, 2023

COMMITTEE MEETING NOTICE

AD 07

HILL, JR, Gerald W, Agent
Luxury Creations LLC
3068 N 24TH PI
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.

Friday, June 23, 2023 at 09:20 AM

The access code is <https://meet.goto.com/377576205>. If you wish to call in: [+1 \(872\) 240-3212](tel:+18722403212) and use Access Code: [377-576-205](tel:377576205).
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting 1 Pool Table as agent for "Luxury Creations LLC" for "Luxury Lounge" at 4862 W FOND DU LAC 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 85-2.7-4, 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
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

REDACTED RECORD

To whom it may concern:

I would like to state the fact of bar/hookah lounge being placed under a hundred feet next to a church and daycare () is outlandish, also a slap in the face to some of us that has , and on the road of change. I am not opposed to people having fun, but that will be the wrong kind of fun and will be sending the wrong message. Here are some concerns that would be created if this establishment were established here.

- Reckless behavior such as (fights, gun shots, profanity, and nudity)
- Will be promoting alcohol and drug use.
- Excessive noise pollution

These are some of the few concerns and this is not even the tip of the iceberg of the negative outcome this behavior will birth.

Sincerely,

REDACTED RECORD

April 25, 2023

Office of the City Clerk-License Division
City Hall
Rm. 105
200 East Wells St.
Milwaukee, WI 53202

RE: Luxury Lounge
4862 West Fond Du Lac Ave.
Milwaukee, WI 53216

City Clerk Division:

I am

literally is 8 steps away from the establishment listed above, Luxury Lounge.

I can be reach at the listed above.

I'm writing this letter to object to a Class B Tavern and Public Entertainment Establishment moving 8 steps from the door of Latter Rain Divine.

I received a Public Notice on April 20, 2023 regarding that a license application was filed for this establishment, without letting the businesses or community know Luxury Lounge had/is moving this close to a church and 2 daycare centers.

My objection is, it is infusible to be on the same block, steps (8) away from a church, and 2 daycare centers. My concern is for the church and the daycare centers and for Luxury Lounge.

A class B Tavern states that intoxicating liquors and fermented malt beverages along with hookah smoking should not be appropriate next door to a church and 2 daycare centers. My concern is for the patrons of the church, the daycare centers as well as for Luxury Lounge. I am worried that someone from the tavern may become over intoxicated, have a encounter with someone from the church, Luxury Lounge or anyone walking on the outside, of the establishment and may encounter a situation. I'm worried about concealed and carry...everyone do not have a license to carry a gun and I'm afraid of such an encounter for everyone.

There are too many variables for a tavern to be this close to a church and to daycare centers. I'm worry about all of our safety, patrons of the Luxury Lounge may/can mistake Latter Rain for the tavern, and anything can happen. I do not want any hurt, harm, or danger to come to anyone.

I believe Luxury Lounge can have serious impact in the community concerning health, safety and welfare of the public and the neighborhood.

CITY OF MILWAUKEE
LICENSE DIVISION
2023 APR 27 P 1:56

, which

REDACTED RECORD

CITY OF MILWAUKEE
LICENSE DIVISION

2023 MAY -2 P 2:10

Office of
The City Clerk
License Division
City Hall Room 105
200 East Wells Street
Milwaukee, Wisconsin 53202
April 29, 2023

Re: Disapprove opening of
Luxury Lounge at
4862 West Fond-du-Lac Ave.
Milwaukee, Wisconsin 53216

I am _____ at

Milwaukee, Wisconsin 53216

I am writing this letter to
disapprove the business above
opening up a Luxury Lounge
next door to the Church and
two Day Cares only a few
feet away. This calls for
concern and safety for the
Church, members, Day Cares
children and others in the neighborhood.

REDACTED RECORD

I understand they will be
serving Intoxicating Liquors,
Fermented Malt Beverages and
Hookah smokeings. It can be
dangers if someone gets
intoxicated and takes it near or
out near the Church, Day
Cares or in the Neighborhood
someone could get hurt, we
don't want that to happen
to innocene people.

REDACTED RECORD

To whom it may concern

My name is

up under the leadership of

Multi Culture Minister. I

has some big concerns about a bar/Lounge next to the church were there will be hookah, Alcohol, music etc. I

is concern about the church safety next to the bar/Lounge and also the safety of the daycare with children, and also the other bussness in this area. I

is not in an agreement with a bar/Lounge next to the church I'm concern about the people safety.

2013 MAY 12 P 2:10

REDACTED RECORD

To whom it may concern:

I am writing on behalf of _____ as a concerned _____ . A bar/hookah lounge should not be next door to church nor daycare, it's a safety issue; you will have intoxicated adults that are impaired to making wrong decisions by putting others in harm way. We all know having a bar/hookah lounge brings violence, littering and loitering. As we all know the drivers today use Fond Du Lac Ave as express way which that furthers mean how imperative it is for you all to reconsider theses licenses.

- Physical pollution (people dumping bottles, kitchen garbage etc.)
- Noise pollution with derogatory music that children will hear as well.
- Safety law breakers, fights, firearms discharge
- Vandalism issues
- Traffic coming through the alley where the daycare kids play outside in the back.
- Causing insurance premiums to rise because of theft or break ins.

I have pointed out key major concerns why Luxury Lounge should not be placed next door to our church nor the daycare. Please consider our thoughts and most importantly everyone safety for licenses with Luxury Lounge.

Sincerely,

CITY OF MILWAUKEE
LICENSE DIVISION

Roman, Carmen

From: License
Sent: Monday, April 24, 2023 3:18 PM
To: Roman, Carmen
Cc: Cooney, Jim; Martin, Faviola
Subject: FW: Class B tavern and public entertainment license for Luxury Lounge

Please add objection

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



From:
Sent: Monday, April 24, 2023 2:39 PM
To: License <LICENSE@milwaukee.gov>
Subject: Class B tavern and public entertainment license for Luxury Lounge

You don't often get email from

[Learn why this is important](#)

Hi my name is [redacted] I am writing this letter to object for the licensing of Luxury Lounge(4862 w fondulac ave) to be put in my neighborhood. The last thing this neighborhood needs is a bar or lounge in it. We already have enough problems with Mr. J's lounge just a block away. The way reckless driving and shootings have took over this area, all I see with another night life spot is problems. People breaking in cars, hitting parked cars, robberies, loud music and too much noise pollution. Bars and lounges should be in areas away from home owners. I truly object this idea and hope there is a better location for the luxury lounge away from home owners. I hope these objections are truly took into consideration. I know other neighbors are against this and I hope our voice is heard. Thank you!

Cox, Andrew

REDACTED RECORD

From: License
Sent: Tuesday, April 18, 2023 10:53 AM
To: Cox, Andrew
Cc: Cooney, Jim; Martin, Fáviola
Subject: FW: Objection

Please add objection

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



From: ..
Sent: Monday, April 17, 2023 5:40 PM
To: License <LICENSE@milwaukee.gov>
Subject: Objection

 You don't often get email from .. [Learn why this is important](#)
Office of the City Clerk-License Division,

I object to the issuing of the Class B Tavern and Public Entertainment Premises License to Gerald W. Hill Jr., Agt. Luxury Creations LLC
4862 W Fond Du Lac Ave.

Objector:

I already have issues with the loud music and traffic parked behind the location. Thus far, in my 8 years living here our neighborhood has been quiet, although we experience occasional gunfire, and late night traffic, obscene behaviors particularly on weekends coming from Fond Du Lac Ave mostly.

I am concerned for our safety, our children's safety being that we are located directly behind this establishment. Someone was killed a few years back at Mr. J's just down the street. When that tavern was opened the traffic, gunfire and noise was very concerning.

This area is already a high traffic area. High crime area and drug dealing going on. I'm afraid that the opening of this lounge will add greatly to the problems we face in this neighborhood already.

Thank you,

Date: 05/03/2023
Officer: Alicia Walker &
Dominique Thompson

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

Name of Premise: Luxury Creation
Address: 4862 W. Fond Du Lac Av.
Phone: 414-519-8300

Owner: Stepin Up LLC
Owner address: 3068 N 24th Pl.
City State Zip: Milwaukee, WI 53206
Owner Phone: 414-519-8300
Owner email:

Licensee/Agent: Gerald W. Hill Jr.
Home Address: 3068 N. 24th Pl.
City State Zip: Milwaukee, WI 53206
Phone: 414-519-8300
Email: gstacks12393@gmail.com

Preferred contact: Gerald Hill

Location currently open: ☐ YES ☒ NO

Projected open date: As soon as the Class B license get approved

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

Hours of Operation: Sun: 2:00PM - 2:00AM
Mon: 2:00PM - 2:00AM
Tue: 2:00PM - 2:00AM
Wed: 2:00PM - 2:00AM
Thu: 2:00PM - 2:30AM
Fri: 2:00PM - 2:30AM
Sat: 2:00PM - 2:30AM

☐24 hours ☐Y ☒N

Premise Type: ☒ Tavern/Bar
☐ Restaurant
☐ Other:

Licenses currently held:

Alcohol: ☒ Yes ☐ No Class: B #: BTAVN 350389
Tobacco: ☐ Yes ☐ No #:
Food: ☐ Yes ☐ No #:
Extended Hours: ☐ Yes ☐ No #:
Secondhand Dealer: ☐ Yes ☐ No Type: #:
Other: ☒ Yes ☐ No Type: Public Entertainment Premises #: PEP 350390
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: Daycare & Community Advocate
3. Can you see from the outside of the location into the interior ☐ Yes ☒ No
4. Can you see the employees inside of the location from the outside ☒ Yes ☐ No
5. Are exterior windows free of signage ☐ Yes ☒ No
6. Is there a parking lot ☒ Yes ☐ No
7. Is the parking lot clean? ☒ Yes ☐ No
8. Off-Street parking ☒ 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: 3
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. Recorded ☒ Yes ☐ No
20. How long is footage stored for later viewing: At least 2 weeks
21. Are there exterior cameras ☒ Yes ☐ No How many: 3
22. Are there interior cameras ☒ Yes ☐ No How many: 5

23. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No
24. Cameras located in parking lot ☒ Yes ☐ No How many 1

Interior Survey:

25. What is the planned capacity 80
26. What is the minimum number of employees That will be on premise 1 for now
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. Is there a lockable area that separates employees from customers? ☐ Yes ☒ No
31. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
32. 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

33. How many security personnel are going to be employed: 4
34. How ill they be deployed: Interior 3 Exterior 2
35. What days will they be deployed ☒ Mon ☒ Tue ☒ Wed ☒ Thu ☒ Fri ☒ Sat ☒ Sun
36. Will the security be managed by business ☐ or contracted ☐
37. Will they be armed ☒ Yes ☐ No
38. What type of security measures to be used:
☒ Wanding/metal detector
☐ ID Scanner
☒ Dress Code Thinking about it
☒ Cover Charge \$10 - \$20
☒ Age restriction Maybe 25 & up
☐ Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Gerald stated that he and security will be working and later on, he will hire employees. Gerald stated that he will served alcohol and hookah and play music. Gerald has a downstairs with a camera in every room except the bathroom. One room downstairs has area to smoke hookah and another room is going to have a pool table. Gerald stated that he wants to give back to the community and he will keep Fond Du Lac street clean and host free BBQ for the community.

We received this email today from our community partners, Safe & Sound. Neighbor that reside in the area send this email and I was forward the email today.

From: Theresa Scott <theresascott5@gmail.com>
Sent: Tuesday, May 2, 2023 2:53:11 PM
To: Tenia Keller <tenia@safesound.org>
Subject: [EXTERNAL]New Bar wanting to come to the neighborhood

Hey Tenia,
Can you and your team please look into this?
Can see find out if they've already applied for a liquor license?
I'll be in touch.

Thank you!!

Two adjacent storefronts would house house "luxury" businesses under a plan from Gerald Hill Jr.

Hill plans to open Luxury Lounge, a cocktail bar and non-tobacco hookah lounge, at 4860 W. Fond du Lac Ave. A salon, Luxury Salon, is also in the works next door.

A Chicago native, Hill moved to Milwaukee with his dad when he was a little boy, he said. An entrepreneur at heart, Hill has tried his hand at various business ventures throughout the past several years.

"I would sit back and brainstorm," he said. "I just wanted a business that I feel like is going to make money every day."

Last month, Hill took the first step towards turning his daydreams into reality when he purchased the W. Fond du Lac Avenue building. The 960-square-foot structure is located just south of W. Capitol Drive — on the border between the Roosevelt Grove and Grasslyn Manor neighborhoods.

Hill said he briefly entertained the idea of opening a car shop or a clothing store, but eventually settled on the lounge concept.

"I was pretty much just trying to find a business that's guaranteed to make some money," he said. "And it's going to be legit, because I want to build something, and get something going for my kids, and to open up doors for the next generations."

Hill is in the process of redesigning in the intimate space, with plans to open in June or July. Most of the work is done he said, save for the final — and perhaps most important — element, the bar itself.

Hill said he envisions the upcoming business as having “a nice vibe, with more of a laid-back type of crowd,” as well as being a “spot where ladies can come and feel comfortable.”

He has also applied for an entertainment license, with plans to play R&B and old-school music for patrons’ enjoyment.

As for its name, Hill said he wanted to choose a title that would reflect the character of the bar. “I feel like your name has to be catchy,” he said. “So, you know, people will be like ‘let’s go to Luxury Lounge.’ That sounds like a nice time.”

Several businesses have attempted to open inside the building within the past months. In November 2022, Davina Jones requested an occupancy permit for a property management office, according to city records. Bria Jones in February filed an occupancy permit with plans to open a hair salon. Neither business came to fruition.

The building was previously owned by Elite Property Investments LLC, which lists Carl J. McAfee Sr. as its registered agent.

Prior to the opening of Luxury Lounge, the Milwaukee Common Council must approve a liquor license for the business.

The proposed hours for Luxury Lounge are Sunday through Thursday from 2 p.m. until 2 a.m. and Friday through Saturday from 2 p.m. until 2:30 a.m.

Site of future Luxury Lounge, 4860 W. Fond Du Lac Ave. Photo taken April 19, 2023 by Sophie Bolich.

Site of future Luxury Lounge, 4860 W. Fond Du Lac Ave. Photo taken April 19, 2023 by Sophie Bolich.

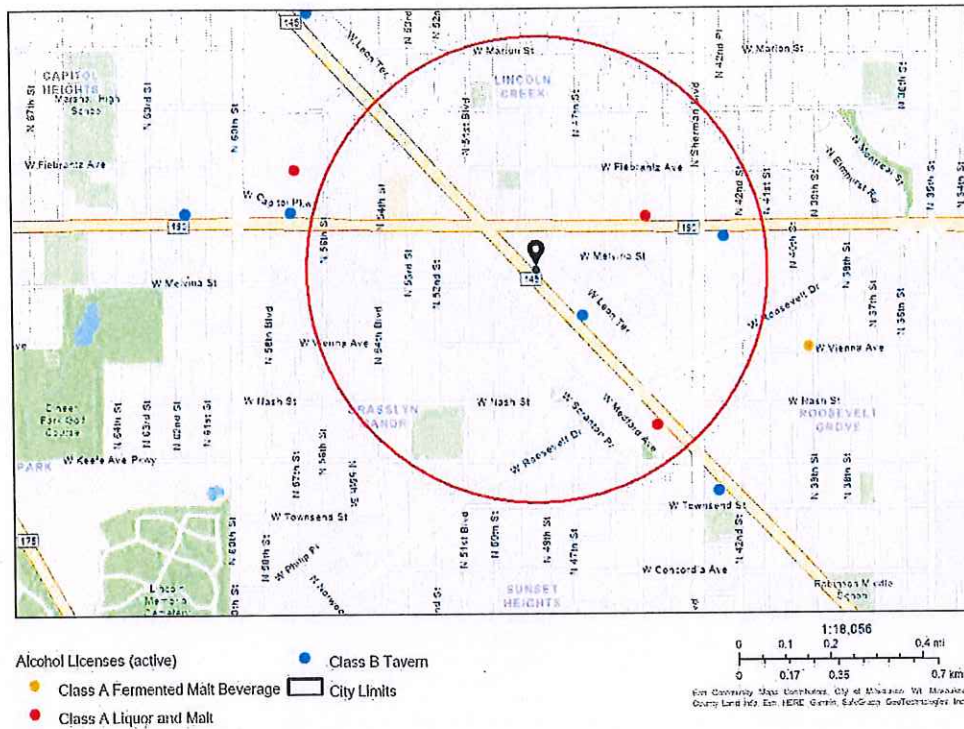


City of Milwaukee 4862 W Fond du Lac Av

Area of Interest (AOI) Information

Area : 21,862,585.85 ft²

Apr 18 2023 16:27:58 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	4		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Sandhar Liquor INC	North End Beverage	Manjit K Sandhar, Agt	4409 W Fond Du Lac AV	Class A Malt & Class A Liquor License		10/31/2023, 7:00 PM	1
2	DN Group LLC	Best Buy Liquor	Navneet K Randhawa, Agt	4426 W Capitol DR	Class A Malt & Class A Liquor License		10/23/2023, 7:00 PM	1
3	A TASTE OF SOUL MKE LLC	A TASTE OF SOUL MKE	Timothy R Stotts, Agt	4706 W FOND DU LAC AV	Class B Tavern License		1/2/2024, 6:00 PM	1
4	Whiskey Still, LLC	BNB Cap Tap	Bill G Farrow, Agt	4221 W Capitol DR	Class B Tavern License	79	2/5/2024, 6:00 PM	1

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



Wednesday, June 14, 2023



Notice of Public Hearing

Blank Notice

HILL, JR, Gerald W, Agent
Luxury Lounge at 4862 W FOND DU LAC Av
Class B Tavern and Public Entertainment Premises License Applications Requesting 1 Pool Table

Friday, June 23, 2023 at 9:20 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 6/23/2023 at 9:20 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 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	4707 W MELVINA ST	MILWAUKEE, WI 53216-2340
CURRENT OCCUPANT	4720 W MELVINA ST	MILWAUKEE, WI 53216-2341
CURRENT OCCUPANT	4720A W MELVINA ST	MILWAUKEE, WI 53216-2341
CURRENT OCCUPANT	4731 W LEON TER	MILWAUKEE, WI 53216-2332
CURRENT OCCUPANT	4735 W LEON TER	MILWAUKEE, WI 53216-2332
CURRENT OCCUPANT	4741 W LEON TER	MILWAUKEE, WI 53216-2332
CURRENT OCCUPANT	4745 W LEON TER	MILWAUKEE, WI 53216-2332
CURRENT OCCUPANT	4751 W LEON TER	MILWAUKEE, WI 53216-2332
CURRENT OCCUPANT	4751A W LEON TER	MILWAUKEE, WI 53216-2332
CURRENT OCCUPANT	4757 W LEON TER	MILWAUKEE, WI 53216-2332
CURRENT OCCUPANT	4757A W LEON TER	MILWAUKEE, WI 53216-2332
CURRENT OCCUPANT	4760 W LEON TER	MILWAUKEE, WI 53216-2356
CURRENT OCCUPANT	4761 W LEON TER	MILWAUKEE, WI 53216-2332
CURRENT OCCUPANT	4765 W LEON TER	MILWAUKEE, WI 53216-2332
CURRENT OCCUPANT	4765A W LEON TER	MILWAUKEE, WI 53216-2332
CURRENT OCCUPANT	4773 W LEON TER	MILWAUKEE, WI 53216-2332
CURRENT OCCUPANT	4819 W CAPITOL DR	MILWAUKEE, WI 53216-2318
CURRENT OCCUPANT	4821 W CAPITOL DR	MILWAUKEE, WI 53216-2318
CURRENT OCCUPANT	4823 W CAPITOL DR	MILWAUKEE, WI 53216-2318
CURRENT OCCUPANT	4825 W CAPITOL DR	MILWAUKEE, WI 53216-2318
CURRENT OCCUPANT	4829 W FOND DU LAC AVE	MILWAUKEE, WI 53216-2322
CURRENT OCCUPANT	4829A W FOND DU LAC AVE	MILWAUKEE, WI 53216-2322
CURRENT OCCUPANT	4833 W FOND DU LAC AVE	MILWAUKEE, WI 53216-2322
CURRENT OCCUPANT	4835 W CAPITOL DR	MILWAUKEE, WI 53216-2318
CURRENT OCCUPANT	4835 W CAPITOL DR# A	MILWAUKEE, WI 53216-2318
CURRENT OCCUPANT	4835 W FOND DU LAC AVE	MILWAUKEE, WI 53216-2322
CURRENT OCCUPANT	4839 W FOND DU LAC AVE	MILWAUKEE, WI 53216-2322
CURRENT OCCUPANT	4841 W FOND DU LAC AVE	MILWAUKEE, WI 53216-2322
CURRENT OCCUPANT	4845 W FOND DU LAC AVE	MILWAUKEE, WI 53216-2322
CURRENT OCCUPANT	4847 W FOND DU LAC AVE	MILWAUKEE, WI 53216-2322
CURRENT OCCUPANT	4849 W FOND DU LAC AVE	MILWAUKEE, WI 53216-2322
CURRENT OCCUPANT	4855 W FOND DU LAC AVE	MILWAUKEE, WI 53216-2322
CURRENT OCCUPANT	4859 W FOND DU LAC AVE	MILWAUKEE, WI 53216-2322
CURRENT OCCUPANT	4909 W MELVINA ST	MILWAUKEE, WI 53216-2344
CURRENT OCCUPANT	4909A W MELVINA ST	MILWAUKEE, WI 53216-2344

Blank Notice

Total Records: 35

Radius 250.0 feet and Center of the Circle: 4862 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:

~~Non~~ Hookah and Alcohol Tavern

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

2. Business Operations

- a. Proposed Opening Date: 05-01-2023
- 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: Salon @ 4800

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: Bluetooth sound system

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 4 Locations: 2 upstairs, 1 downstairs, 1 bathroom
Outside: 3 Locations: behind building
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☒ Other: city of milwaukee

5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? 25 and describe the parking security plan: will have someone directing cars parking also have cameras
- 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? 2 and answer the following:
What are their responsibilities? watch doors check everyone coming in
Is security equipment used? ☐ No ☒ Yes If yes, describe hand and armed
List their licensing, certification, or training credentials concealed carry
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 8 and list locations: lounge area, outback, front area, storage area, vip area, pool table area
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe pat down

6. Percentage of Sales (must total 100%)

Alcohol <u>100</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____

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

Type 1

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

Type 2

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

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

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

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

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

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
☒ 1st Floor ☐ 2nd Floor ☒ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop
☐ Other: Describe: _____
- b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: _____
- c. Nearest Major Cross Street: ford des lac
- 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: Gerald Hill Jr Phone Number: _____
 Building Owner Address: 3068 N 24th Pl

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	2:00 pm	2:00 am	40+	21+	21 or older
Monday	2:00 pm	2:00 am	40+	21+	21 or older
Tuesday	2:00 pm	2:00 am	40+	21+	21 or older
Wednesday	2:00 pm	2:00 am	40+	21+	21 or older
Thursday	2:00 pm	2:00 am	40+	21+	21 and up
Friday	2:00 pm	2:30 am	40+	21+	21 and up
Saturday	2:00 pm	2:30 am	40+	21+	21 and up

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

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

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

11. Signature(s)

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

 Signature of additional partner or 20% or more shareholder

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



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: Luxury Creations LLC

Premise Address: 4862 W Ford Ave

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

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

"Service Bar Only" Designation

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

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

Business Information

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

If yes, list their name and address: _____

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

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

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

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

If yes, explain: _____

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

☒ No ☐ Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

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

b) Who owns the fixtures (for example, coolers, etc.)? Gerald Hill Jr

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

d) Total amount paid for business \$ 0

e) Total amount paid for goodwill of the business \$ 0

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

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

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

a) Date lease begins _____ Ends _____

b) Monthly rental \$ _____

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)? _____

Lease Information (Continued)

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

Gerald Hill / Donald Hill
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 e-mail address: license@milwaukee.gov

PREMISES ADDRESS: 4862 W Ford Ave, Milwaukee, WI 53216			
TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)			
<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Amusement Machines How many? _____
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input checked="" type="checkbox"/> Pool Tables How many? 1	<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 type="checkbox"/> Poetry Readings	<input type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			
<i>Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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.</i>			
PROMOTERS/SOUND AMPLIFICATION			
Will promoters ever be used for any of the entertainment? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: list it over the internet			
At any time will sound amplification be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: plan on getting speaker system			
LEGAL CAPACITY OF PREMISES			
(Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.			
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.			
 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: _____ Filed: _____ App: _____

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

1st floor



melmore st

West Fond du Lac

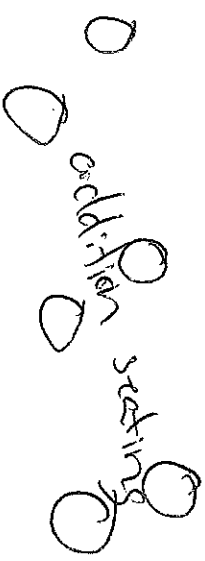
Speaker



14 ft

Front entrance

sitting area



28 ft

5 ft 4 in

Bar display area

8 ft

Traffic can walk

stairs

Emergency exit

Parking area

90 ft L x 65 ft W

5,850 square feet

Gould Hill St Agent for luxury creations LLC

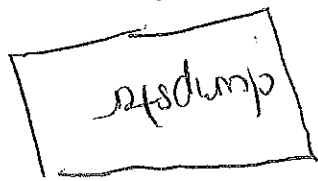
Luxury lounge

48602 W Fond du Lac Ave

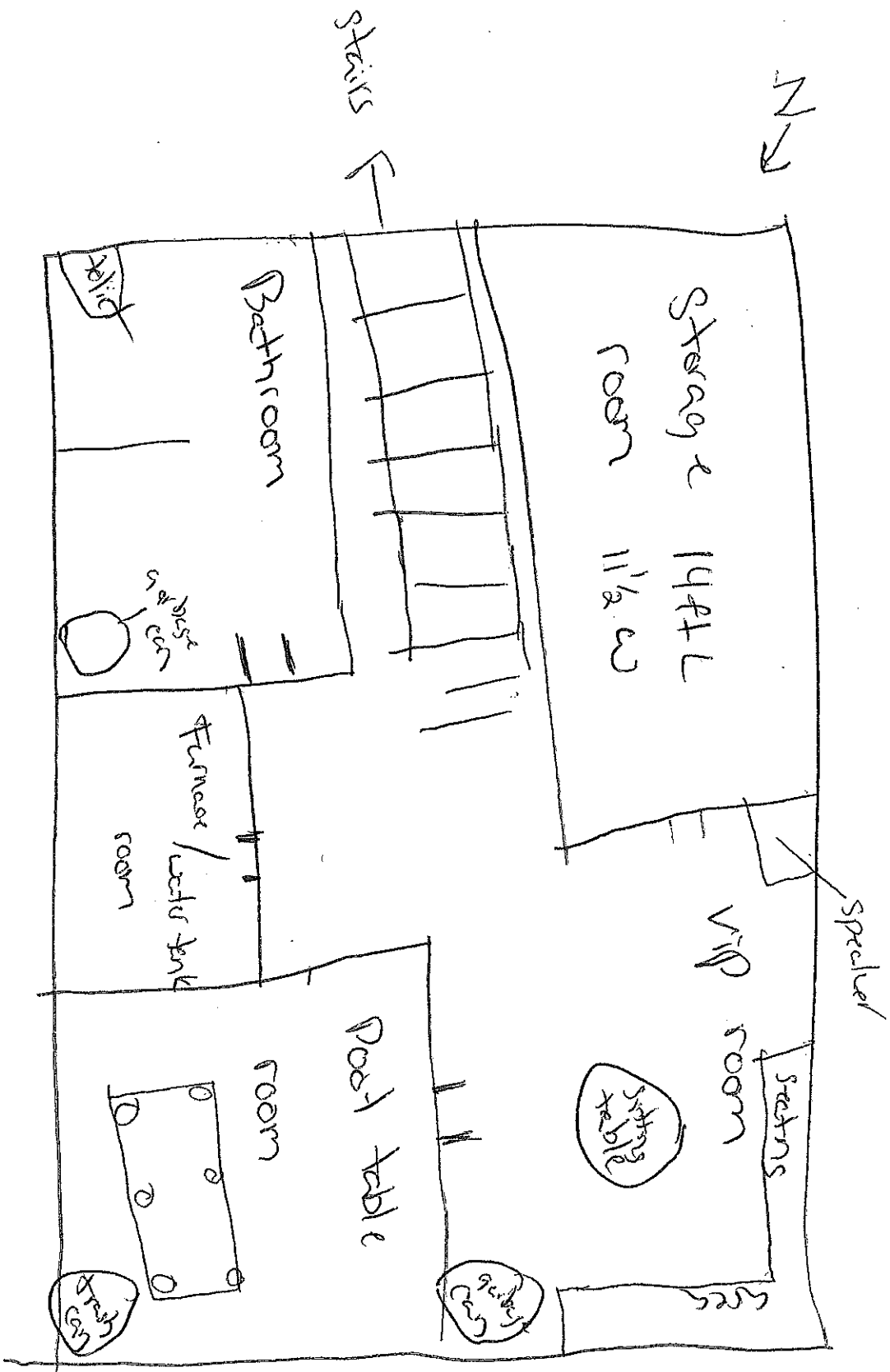
Date: 04-04-23

Total square ft =

466



lower level (basement)



Goald Hill Sr Agent of Luxury Creations LLC
 Luxury Lounge
 4862 W Ford Ave
 Date: 04-04-23

28 x 28

784 square feet