



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

Wednesday, June 09, 2021

**COMMITTEE MEETING NOTICE**

AD 15

AKBAR, Arifah J, Agent  
Platinum Hall and Lounge LLC  
5136 N 54th St

Milwaukee, WI 53218

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

**Tuesday, June 22, 2021 at 11:40 AM**

**Regarding:** Your Class B Tavern License Application as agent for "Platinum Hall and Lounge LLC" for "Platinum Hall and Lounge LLC" at 5040 W North Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/743465261>. If you wish to call in, please call +1 (571) 317-3112 and use Access Code: 743-465-261.

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

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

Jim Cooney

License Division Manager

**If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).**

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)

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 03/16/2021

**LICENSE TYPE:** Class B Tavern

**No. 321841**

**NEW:**

**Application Date:** 03/11/2021

**RENEWAL:**

**License Location:** 5040 W North Av

**Business Name:** Platinum Hall and Lounge

**Licensee/Applicant:** AKBAR, Arifah J  
(Last Name, First Name, MI)

**Date of Birth:** 09/05/1979

**Home Address:** 5136 N 54<sup>th</sup> St

**City:** Milwaukee

**State:** WI **Zip Code:** 53218

**Home Phone:**

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

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

1. On 04/02/2009 the applicant was convicted of Forgery (Felony).
2. On 05/20/2009 the applicant was convicted of 2 counts of Misappropriate ID (Felony).
3. On 09/08/2018 the applicant was cited in the City of Milwaukee for Disorderly Conduct and Resisting or Obstructing an Officer.

**Charge 1:** Disorderly Conduct  
**2:** Resisting or Obstructing an Officer  
**Finding:** Guilty both charges  
**Sentence 1:** Fined \$195.00 **WARRANT ISSUED**  
**2:** Fined \$196.00 **WARRANT ISSUED**  
**Date:** 10/22/2018  
**Case 1:** 18071532  
**2:** 18071533

Date: 04/02/2021  
Officer: PO HUDSON

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

Name of Premise: Platinum Hall and Lounge  
Address: 5040 W North Av  
Phone: (414) 708-2518

Owner: Arifah Akbar  
Owner address: 5136 N 54<sup>th</sup> St  
City State Zip: Milwaukee WI 53218  
Owner Phone: (414) 708-2518  
Owner email: akbararifah@yahoo.com

Licensee/Agent: Arifah Akbar  
Home Address: 5136 N 54<sup>th</sup> St  
City State Zip: Milwaukee WI 53218  
Phone: (414) 708-2518  
Email: akbararifah@yahoo.com

Preferred contact: Arifah Akbar

Location currently open:  YES  NO

Projected open date: May 1<sup>st</sup>, 2021

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

Hours of Operation: Sun: 3pm-11pm 24 hours Y N  
Mon: 3pm-2am  
Tue: 3pm-2am  
Wed: 3pm-2am  
Thu: 3pm-2am  
Fri: 3pm-2am  
Sat: 3pm-2am

Premise Type: Tavern/Bar  
Restaurant  
Other:

Licenses currently held:

- Alcohol:  Yes  No Class: #:
- Tobacco:  Yes  No #:
- Food:  Yes  No #:
- Extended Hours:  Yes  No #:
- Secondhand Dealer:  Yes  No Type: #:
- 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 1
  - f.  Residential
  - g.  Other businesses
  - h.  Other:
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. Is there a parking lot  Yes  No
7. Is the parking lot clean?  Yes  No
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:
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:
21. Are there exterior cameras  Yes  No How many:
22. Are there interior cameras  Yes  No How many:
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 capacity 60  
26. What is the minimum number of employees That will be on premise 4  
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: 2  
34. How will they be deployed: Interior 1 Exterior 1  
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  
 Cover Charge  
 Age restriction  
 Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

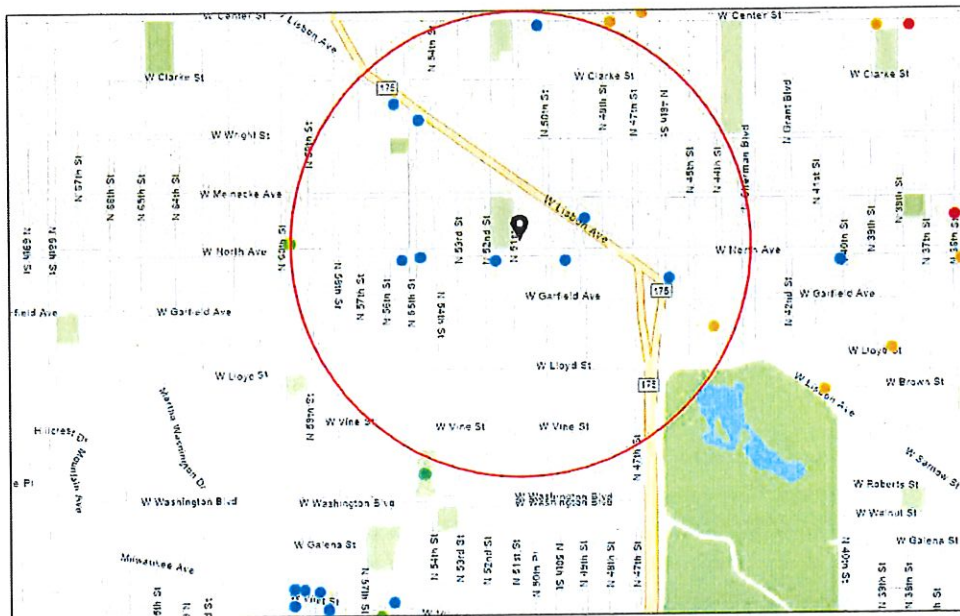
The business is in the process of getting security cameras for the interior and exterior of the building.

 **City of Milwaukee** Concentration Map

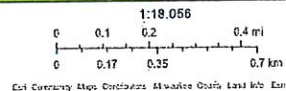
**5040 W North Av**

Area : 21,862,585.51 ft<sup>2</sup>

Mar 11 2021 20:44:43 Central Standard Time



- Alcohol Licenses
- Class A Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Fermented Malt Beverage
- Class B Tavern
- Class C Wine Retailer



## Summary

| Name             | Count | Area(ft <sup>2</sup> ) | Length(mi) |
|------------------|-------|------------------------|------------|
| Alcohol Licenses | 10    |                        |            |

## Alcohol Licenses

| #  | Legal Entity                | Trade Name              | Licensee                    | Address             | License Type Name                                  | Total Capacity | Expiration Date     | Count |
|----|-----------------------------|-------------------------|-----------------------------|---------------------|--|----------------|---------------------|-------|
| 1  | Paloma LLC                  | Paloma Taco & Tequila   | PATTIE L FORD, Agt          | 5419 W NORTH AV     | Class B Tavern License                             |                | 6/27/2021, 7:00 PM  | 1     |
| 2  | RALPH'S COFFEE              | RALPH'S COFFEE          | RALPH E NEELY, SP           | 4538 W LISBON AV    | Class B Tavern License                             | 36             | 12/18/2021, 6:00 PM | 1     |
| 3  | CHINA TOWN, INC             | CHINA TOWN RESTAURANT   | LENNY CHU, Agt              | 5125 W NORTH AV     | Class B Tavern License                             | 25             | 12/9/2021, 6:00 PM  | 1     |
| 4  | K & O INVESTMENT S, LLC     | Jay's Uptown Cafe       | ODEAN H TAYLOR, Agt         | 5007-09 W CENTER ST | Class B Tavern License                             | 99             | 12/29/2021, 6:00 PM | 1     |
| 5  | Lisbon Food & Beer, Inc     | Lisbon Food & Beer      | Ashwani Sharma, Agt         | 4401 W Lisbon AV    | Class A Fermented Malt Beverage Retailer's License |                | 9/22/2021, 7:00 PM  | 1     |
| 6  | Bittercube LLC              | Bittercube Apothecary   | Ira E Koplowitz, Agt        | 4828 W Lisbon AV    | Class B Tavern License                             | 49             | 10/22/2021, 7:00 PM | 1     |
| 7  | MC BOB'S PUB & GRILL, INC   | MC BOB'S PUB & GRILL    | CHRISTINE R MC ROBERTS, Agt | 4919 W NORTH AV     | Class B Tavern License                             | 172            | 6/14/2021, 7:00 PM  | 1     |
| 8  | McBobs Pub & Grill Inc      | Tusk                    | CHRISTINE R MCROBERTS, Agt  | 5513 W North AV     | Class B Tavern License                             |                | 11/13/2021, 6:00 PM | 1     |
| 9  | Battlebox Cafe & Lounge LLC | Battlebox Cafe & Lounge | Bryant L Adams, Agt         | 5419 W Lisbon AV    | Class B Tavern License                             |                | 11/4/2021, 7:00 PM  | 1     |
| 10 | Wally's Pub                 | Wally's Pub             | Dennis J Jahnke, SP         | 5525 W Lisbon AV    | Class B Tavern License                             | 75             | 6/29/2021, 7:00 PM  | 1     |

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



Wednesday, June 09, 2021

## Licenses Committee Notice of Hearing

AASAP MGMT 5038 LLC  
PO BOX 12325  
Milwaukee, WI 53212

The Licenses Committee will consider the following license application:

Class B Tavern License Application  
AKBAR, Arifah J, Agent  
Platinum Hall and Lounge LLC at 5040 W North Av

Date: 6/22/2021

Time: 11:40 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, June 22, 2021. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.







Wednesday, June 09, 2021

## Licenses Committee Notice of Hearing

Bruce Mitchell  
5038 W North Ave  
Milwaukee, WI 53208

The Licenses Committee will consider the following license application:

Class B Tavern License Application  
AKBAR, Arifah J, Agent  
Platinum Hall and Lounge LLC at 5040 W North Av

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Wednesday, June 09, 2021



# Notice of Public Hearing

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notice

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AKBAR, Arifah J, Agent  
Platinum Hall and Lounge LLC at 5040 W North Av  
Class B Tavern License Application

**Tuesday, June 22, 2021 at 11:40 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 virtually on 6/22/2021 at 11:40 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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 testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

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

| OCCUPANT         | MAIL ADDRESS         | CITY STATE ZIP           |
|------------------|----------------------|--------------------------|
| CURRENT OCCUPANT | 2232 N 51ST ST       | MILWAUKEE, WI 53208-1107 |
| CURRENT OCCUPANT | 2235 N 51ST ST       | MILWAUKEE, WI 53208-1108 |
| CURRENT OCCUPANT | 2236 N 51ST ST       | MILWAUKEE, WI 53208-1107 |
| CURRENT OCCUPANT | 2237 N HI MOUNT BLVD | MILWAUKEE, WI 53208-1114 |
| CURRENT OCCUPANT | 2239 N 51ST ST       | MILWAUKEE, WI 53208-1108 |
| CURRENT OCCUPANT | 2243 N HI MOUNT BLVD | MILWAUKEE, WI 53208-1114 |
| CURRENT OCCUPANT | 2245 N HI MOUNT BLVD | MILWAUKEE, WI 53208-1114 |
| CURRENT OCCUPANT | 2247 N HI MOUNT BLVD | MILWAUKEE, WI 53208-1114 |
| CURRENT OCCUPANT | 2320 N 51ST ST, 1    | MILWAUKEE, WI 53210-2817 |
| CURRENT OCCUPANT | 2320 N 51ST ST, 2    | MILWAUKEE, WI 53210-2817 |
| CURRENT OCCUPANT | 2320 N 51ST ST, 3    | MILWAUKEE, WI 53210-2817 |
| CURRENT OCCUPANT | 2320 N 51ST ST, 4    | MILWAUKEE, WI 53210-2817 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 101  | MILWAUKEE, WI 53210-2812 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 102  | MILWAUKEE, WI 53210-2812 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 103  | MILWAUKEE, WI 53210-2812 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 104  | MILWAUKEE, WI 53210-2812 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 105  | MILWAUKEE, WI 53210-2812 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 106  | MILWAUKEE, WI 53210-2855 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 107  | MILWAUKEE, WI 53210-2854 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 108  | MILWAUKEE, WI 53210-2854 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 109  | MILWAUKEE, WI 53210-2854 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 110  | MILWAUKEE, WI 53210-2854 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 111  | MILWAUKEE, WI 53210-2854 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 112  | MILWAUKEE, WI 53210-2856 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 201  | MILWAUKEE, WI 53210-2855 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 202  | MILWAUKEE, WI 53210-2855 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 203  | MILWAUKEE, WI 53210-2855 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 204  | MILWAUKEE, WI 53210-2855 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 205  | MILWAUKEE, WI 53210-2857 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 206  | MILWAUKEE, WI 53210-2857 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 207  | MILWAUKEE, WI 53210-2856 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 208  | MILWAUKEE, WI 53210-2856 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 209  | MILWAUKEE, WI 53210-2856 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 210  | MILWAUKEE, WI 53210-2856 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 211  | MILWAUKEE, WI 53210-2858 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 212  | MILWAUKEE, WI 53210-2858 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 301  | MILWAUKEE, WI 53210-2857 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 302  | MILWAUKEE, WI 53210-2857 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 303  | MILWAUKEE, WI 53210-2857 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 304  | MILWAUKEE, WI 53210-2800 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 305  | MILWAUKEE, WI 53210-2800 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 306  | MILWAUKEE, WI 53210-2800 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 307  | MILWAUKEE, WI 53210-2858 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 308  | MILWAUKEE, WI 53210-2858 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 309  | MILWAUKEE, WI 53210-2858 |
| CURRENT OCCUPANT | 2325 N 50TH ST, 310  | MILWAUKEE, WI 53210-2867 |



|                  |                       |                          |
|------------------|-----------------------|--------------------------|
| CURRENT OCCUPANT | 2343 N 50TH ST, 14    | MILWAUKEE, WI 53210-2863 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 15    | MILWAUKEE, WI 53210-2813 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 16    | MILWAUKEE, WI 53210-2863 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 17    | MILWAUKEE, WI 53210-2813 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 18    | MILWAUKEE, WI 53210-2863 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 19    | MILWAUKEE, WI 53210-2813 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 2     | MILWAUKEE, WI 53210-2863 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 20    | MILWAUKEE, WI 53210-2863 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 21    | MILWAUKEE, WI 53210-2813 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 22    | MILWAUKEE, WI 53210-2863 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 23    | MILWAUKEE, WI 53210-2813 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 24    | MILWAUKEE, WI 53210-2863 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 3     | MILWAUKEE, WI 53210-2813 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 4     | MILWAUKEE, WI 53210-2863 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 5     | MILWAUKEE, WI 53210-2813 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 6     | MILWAUKEE, WI 53210-2863 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 7     | MILWAUKEE, WI 53210-2813 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 8     | MILWAUKEE, WI 53210-2863 |
| CURRENT OCCUPANT | 2343 N 50TH ST, 9     | MILWAUKEE, WI 53210-2813 |
| CURRENT OCCUPANT | 2350 N 51ST ST, 1     | MILWAUKEE, WI 53210-2816 |
| CURRENT OCCUPANT | 2350 N 51ST ST, 2     | MILWAUKEE, WI 53210-2816 |
| CURRENT OCCUPANT | 2350 N 51ST ST, 3     | MILWAUKEE, WI 53210-2816 |
| CURRENT OCCUPANT | 2350 N 51ST ST, 4     | MILWAUKEE, WI 53210-2816 |
| CURRENT OCCUPANT | 2352 N 51ST ST, 1     | MILWAUKEE, WI 53210-2822 |
| CURRENT OCCUPANT | 2352 N 51ST ST, 2     | MILWAUKEE, WI 53210-2822 |
| CURRENT OCCUPANT | 2352 N 51ST ST, 3     | MILWAUKEE, WI 53210-2822 |
| CURRENT OCCUPANT | 2352 N 51ST ST, 4     | MILWAUKEE, WI 53210-2822 |
| CURRENT OCCUPANT | 2354 N 51ST ST, 1     | MILWAUKEE, WI 53210-2824 |
| CURRENT OCCUPANT | 2354 N 51ST ST, 2     | MILWAUKEE, WI 53210-2824 |
| CURRENT OCCUPANT | 2354 N 51ST ST, 3     | MILWAUKEE, WI 53210-2824 |
| CURRENT OCCUPANT | 2354 N 51ST ST, 4     | MILWAUKEE, WI 53210-2824 |
| CURRENT OCCUPANT | 5009 W NORTH AVE, 1   | MILWAUKEE, WI 53208-1142 |
| CURRENT OCCUPANT | 5009 W NORTH AVE, 2   | MILWAUKEE, WI 53208-1142 |
| CURRENT OCCUPANT | 5009 W NORTH AVE, 3   | MILWAUKEE, WI 53208-1142 |
| CURRENT OCCUPANT | 5009 W NORTH AVE, 4   | MILWAUKEE, WI 53208-1142 |
| CURRENT OCCUPANT | 5027 W NORTH AVE, 101 | MILWAUKEE, WI 53208-1121 |
| CURRENT OCCUPANT | 5033 W NORTH AVE      | MILWAUKEE, WI 53208-1121 |
| CURRENT OCCUPANT | 5035 W NORTH AVE      | MILWAUKEE, WI 53208-1121 |
| CURRENT OCCUPANT | 5117 W NORTH AVE      | MILWAUKEE, WI 53208-1122 |
| CURRENT OCCUPANT | 5119A W NORTH AVE     | MILWAUKEE, WI 53208-1122 |
| CURRENT OCCUPANT | 5121 W NORTH AVE      | MILWAUKEE, WI 53208-1122 |
| CURRENT OCCUPANT | 5121A W NORTH AVE     | MILWAUKEE, WI 53208-1122 |
| blank            | notice                |                          |

Total Records: 135

Radius: 250.0 feet and Center of Circle: 5040 W North Ave



# 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) Business license, alcohol

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

Tavern / Lounge

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

## 2. Business Operations

- a. Proposed Opening Date: April 2021
- 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: Have business firm and Registration and seller permit
- 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: Alcohol and beverage license
- 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: Rental agency - property manager

## 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 Speaker

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 5 Locations: Bathroom, Kitchen, Hallway, behind bar, side b  
Outside: 3 Locations: Side of building back of 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: \_\_\_\_\_

### 5. Security

a. Are there onsite parking spaces?  No  Yes If yes, how many? \_\_\_\_\_ and describe the parking security plan: Street parking

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? Monitor facility, and safety of customers

Is security equipment used?  No  Yes If yes, describe Metal detector wands. Arm

List their licensing, certification, or training credentials tactical Response, Private investigation

d. Will there be security cameras?  No  Yes If yes, how many? 6 and list locations: 2 in front of building

1 on side backdoor. inside common area.

e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

|                                |  |  |                                  |
|--------------------------------|--|--|----------------------------------|
| Alcohol <u>100</u> %           | Food _____ %   | Secondhand Merchandise _____ %   | Precious Metals & Gems _____ %   |
| Entertainment _____ %          | Cigarettes _____ %                                     |  |                                  |
| Pawnbroker Activity <u>6</u> % | Salvaged Materials <u>0</u> %<br>(such as scrap metal) | Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> % | Other _____ %<br>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: 3     Rooming House: Number of Floors: \_\_\_\_\_  
 Number of Rooms: N/A    Number of Rooms: \_\_\_\_\_

Applying for  
for

#### 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 50 (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: Street parking

c. Nearest Major Cross Street: North Ave 51st

d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_

e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 2  Other: \_\_\_\_\_

f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_

g. Building Owner Name: Bruce Mitchell Phone Number: 414-364-7775

Building Owner Address: 5038 w North Ave OR 414-364-4365

## 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          | 1:00 pm                          | 2:00 am                           | 50  |                                  | 35 & up  |
| Monday          | closed                           | closed                            |   |                                  |  |
| Tuesday         | 1:00 pm                          | 2 am                              | 50  |                                  | 35 & up  |
| Wednesday       | 1:00 pm                          | 2 am                              | 50  |                                  | 35 & up  |
| Thursday        | 1:00 pm                          | 2 am                              | 50  |                                  | 35 & up  |
| Friday          | 1:00 pm                          | 2 am                              | 50  |                                  | 35 & up  |
| Saturday        | 1:00 pm                          | 2 am                              | 50  |                                  | 35 & 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 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)

A. Akbar  
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)

William Smith  
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: Platinum Hall and Lounge LLC

Premise Address: 5040 W. North Ave Milwaukee WI 53208

### 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: Willie Smith member

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.)? Me Anifah Akbar Willie Smith

c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ 2500.00 looking

d) Total amount paid for business \$ 2250.00

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 January Ends January 2023

b) Monthly rental \$ 2250.00

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

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

e) For what length of time have you been guaranteed occupancy (number of years)? 3 yrs.

**Lease Information (Continued)**

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

**Change of Agent Applicants Only**

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

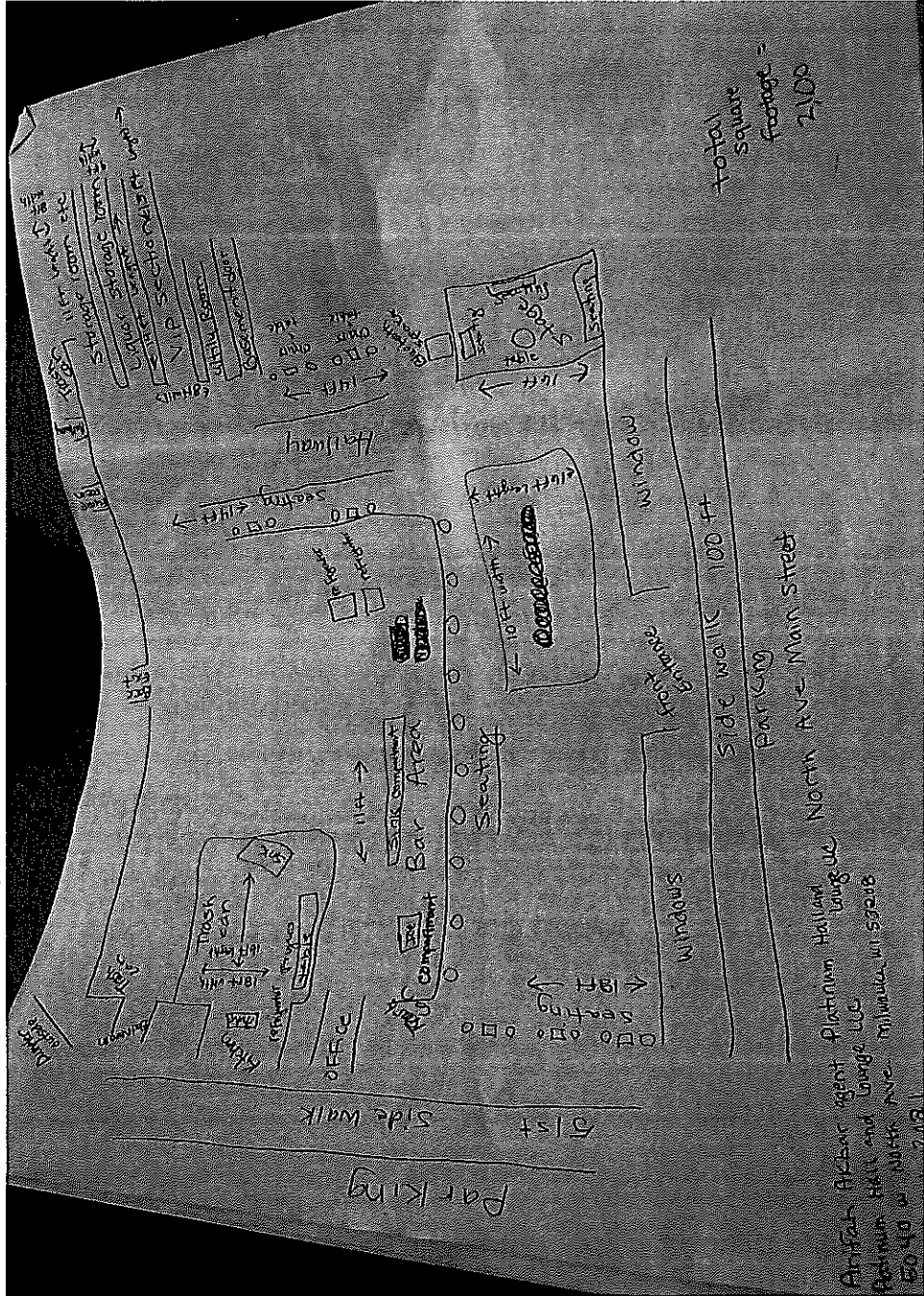
**Signature**

A. Akbar  
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



Total Square Footage = 2,100

Address: Platinum Hall and Lounge LLC  
 2040 W. North Ave. Milwaukee, WI 53208