



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, April 14, 2022


COMMITTEE MEETING NOTICE

AD 06

ELLIS, Lacheryl R, Agent  
House of Soul Lounge LLC  
1720 N Commerce St #216  
Milwaukee, WI 53212

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

**Tuesday, April 26, 2022 at 02:05 PM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Applications Requesting Disc Jockey, Jukebox, Karaoke, Patrons Dancing and 1 Pool Table as agent for "House of Soul Lounge LLC" for "House of Soul Lounge" at 3501 N 6th St. 

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/279418573>. If you wish to call in, please call [+1 \(872\) 240-3212](tel:+18722403212) and use Access Code: [279-418-573](tel:+18722403212).

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, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov)



# WISCONSIN DEPARTMENT OF CORRECTIONS

Governor Tony Evers / Secretary Kevin A. Carr

## Milwaukee Women's Correctional Center

January 4, 2022

Office of the City Clerk  
License Division  
City Hall Room 105  
200 East Wells Street  
Milwaukee WI 53202

Re: Class B Tavern and Public Entertainment Premises  
LaCheryl R. Ellis, Agt House of Soul Lounge LLC  
House of Soul Lounge  
3501 N 6<sup>th</sup> Street

Greetings,

The Wisconsin Department of Corrections received a Notice of Public Interest regarding a new license application filed for House of Soul Lounge located at 3501 N 6<sup>th</sup> Street. The Milwaukee Women's Correctional Center (MWCC) is located directly across the street from the proposed establishment. As the Superintendent of MWCC, I would like to provide the following for your consideration.

MWCC houses female inmates in a minimum-security setting. MWCC is a 109 bed, 24/7 facility. Many of the persons in our care have a history of alcohol or drug dependency along with significant trauma. As a correctional center, we provide substance use and trauma treatment for those in our care as they prepare for release back into their community. Additionally, we offer work release and community service/volunteer opportunities which occur in the community.

The north side of MWCC faces Keefe Avenue and is directly across from the proposed establishment. The north side of MWCC includes the dining room which also serves as our visiting room, treatment group space, and religious services area. Additionally, this side of the building also houses our foyer and administrative offices. There are a number of large windows in which staff and persons in our care can see activity occurring on the street and in the buildings across the street. We regularly witness community members using drugs, publicly urinating/defecating including on MWCC property, and lying on the steps and sidewalk.

More significant and violent incidents have also negatively impacted the center and neighboring community. Below is a partial list of incidents we have documented which have occurred on or near MWCC property and the proposed establishment. These incidents have disrupted center operations, interfered with the treatment provided to those in our care and have placed MWCC staff and persons in our care in danger.

Partial list of incidents:

- December 31, 2021: Armed Robbery on 6<sup>th</sup> Street in front of MWCC outside of inmate rooms.
- December 22, 2021: Armed Robbery on 6<sup>th</sup> Street in front of MWCC driveway.
- July 21, 2021: Fourteen shell casings located on 6<sup>th</sup> street in front of the MWCC outside of inmate rooms.
- May 28, 2021: Car Accident on 7<sup>th</sup> and Atkinson which lead to shots fired at the scene, and in front of MWCC on 7<sup>th</sup> Street and Keefe Avenue. One subject was hiding on MWCC property. An empty firearm clip was located on MWCC property in the same area in which the subject was hiding.
- January 13, 2021: Maintenance staff recovered a bullet from the MWCC roof.
- November 15, 2020: Shots fired at the intersection of MLK Drive and Port Washington Road.
- August 13, 2020: Staff intervened when a female community member was being physically and sexually assaulted by a male subject in front of the center.
- June 24, 2020 8:15 pm: Gun shots heard and center operations were modified.
- April 7, 2020: Maintenance staff recovered a bullet from the MWCC roof.
- November 12, 2019: Armed Robbery at the Mobile gas station adjacent to the proposed establishment.
- August 25, 2019: Community member drug overdose on MWCC property. Staff administered CPR until emergency medical services arrived.
- September 1, 2018: Shooting on Port Washington Road and Keefe Avenue.
- August 30, 2018: Shooting outside of MWCC. Bullet lodged in an inmate cell window.
- December 21, 2017: Shooting at the Mobile gas station next to the proposed establishment.
- October 30, 2017: Shooting on Atkinson and Keefe Avenues. 36 shell casing were recovered.

Incidents having occurred when the proposed establishment was formerly operating as a bar:

- July 18, 2016: A community member was murdered in the street between the center and the proposed establishment, which resulted in bullets striking MWCC.
- August 2, 2014: A community member was shot immediately outside the proposed establishment.
- August 18, 2013: A female community member was forcibly dragged by other patrons from the prior business.
- July 20, 2013: Patrons from the prior business were dancing on MWCC grounds and publicly urinating on the building adjacent to the staff parking area.
- July 14, 2013: After closing time, patrons from the prior business blocked 6<sup>th</sup> street with their vehicles, blocking access to MWCC.
- July 13, 2013: Patrons from the prior business fighting on 6<sup>th</sup> Street and MWCC grounds.

As noted, this is a partial list of incidents and do not accurately reflect the incidents of gunfire that have been heard in the area. Gunfire results in the center closing the outside recreation area and persons in our care locking in their rooms for safety. Although many of the noted incidents are not directly related to the establishment at 3501 N 6<sup>th</sup> Street, they are examples of the struggles of the surrounding community and the potential clientele of the proposed establishment. It goes without saying that the additional traffic to the proposed establishment may bring additional incidents to an already taxed area.

Additionally, due to the lack of parking for 3501 N 6<sup>th</sup> Street, parking options are on 6<sup>th</sup> and 7<sup>th</sup> streets in front of MWCC. This additional traffic, both vehicle and foot traffic, is disruptive to those in our care. There will be additional noise, particularly at late hour, increased crime, and an increase in drug and alcohol paraphernalia left behind.

The incidents noted and others have resulted in an increase anxiety by DOC staff and persons in our care as it relates to their safety and well-being. Staff have adjusted how they patrol and monitor activities of the outside perimeter of the center. Most no longer walk outside after dark. They have adjusted their driving route to and from the center. Due to the criminal activity and violence occurring in the immediate vicinity of MWCC, DOC has increased security measures in an effort to create the safest possible environment.

Ultimately, our focus is to provide programing, treatment, work release opportunities, and care to those entrusted to us in an effort to prepare individuals to reenter their community. To do this, we must create a safe environment within MWCC and the surrounding neighborhood. Our efforts and the progress made are overshadowed when these types of incidents provide additional trauma and fear. Please consider the best interests of MWCC and the immediate community as you consider the license application.

I can be reached at 414-267-6102 or [Julie.UstruckWetzel@Wisconsin.gov](mailto:Julie.UstruckWetzel@Wisconsin.gov).

Sincerely,

*Julie Ustruck Wetzel*

Julie Ustruck Wetzel

Corrections Center Superintendent

Milwaukee Women's Correctional Center

cc: Sarah Cooper, Administrator, Division of Adult Institutions  
Jennifer McDermott, Warden, Wisconsin Women's Correctional System

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 06/24/20

**LICENSE TYPE:** Class B Tavern

**NEW:**

**RENEWAL:**

**No. 311188**

**Application Date:** 06/23/20

**License Location:** 3501 N 6<sup>th</sup> St

**Business Name:** Oldies But Goodies Lounge

**Licensee/Applicant:** BROOKS, Vickie M  
(Last Name, First Name, MI)

**Date of Birth:** 04/08/1967

**Home Address:** 2353 N. 53<sup>rd</sup> Street

**City:** Milwaukee

**State:** WI    **Zip Code:** 53210

**Home Phone:** 414-499-7288

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

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

1. On 08/30/2014 the applicant was cited in the City of Milwaukee at 916 W. Burleigh St for Sale of Cigarettes to Minor/Underage.

Charge: Sale of Cigarettes to Minor/Underage  
 Finding: Guilty  
 Sentence: Fined \$181.00  
 Date: 10/17/2014  
 Case: 14063949

2. On 12/12/2015 the applicant was cited in the City of Milwaukee at 916 N. 9<sup>th</sup> St for Sale of Cigarettes to Minor/Underage.

Charge: Sale of Cigarettes to Minor/Underage  
 Finding: Guilty  
 Sentence: Fined \$181.00  
 Date: 07/08/2016  
 Case: 16034079

3. On 10/21/2016 the applicant was cited in the City of Milwaukee at 916 W. Burleigh St for Sale of Alcohol to Underaged Person.

Charge: Sale of Alcohol to Underaged Person  
Finding: Dismissed  
Sentence:  
Date: 10/19/2017  
Case: 17003405

=====  
Item #3 updated with disposition on 03/08/2019

4. On 01/12/2019 at 2:01am officers conducted a licensed premise check at Oldies, but Goodies, 3501 N. 6<sup>th</sup> St. They observed subject urinating outside. The subject stated he was told he could not use the bathroom inside. The officers spoke with the bartender, Peterious WILLIAMS, who stated he did not want the subject back in the bar. no other violations were observed.

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5. On 05/04/19 at 8:29pm, Milwaukee Police, while on patrol, observed a large number of vehicles parked in the 600 block of W. Atkinson Avenue where "No Parking" signs are posted. The officers began writing parking citations to the vehicles when they observed patron leaving the establishment at 3501 N. 6<sup>th</sup> Street with Styrofoam containers of food to retrieve their vehicles which were parked illegally. The officers have, on several occasions, discussed the parking problem with the staff of the tavern and have been trying to work with the establishment to correct the parking problem. The officers did check and found that the tavern did not have a food license issued to them and was told by staff that they had a private party and the food was related to the party. It was later learned that the tavern was open to the public and the establishment was a mix of private party goers and the public.
6. On 05/16/19 at 8:38pm, Milwaukee Police conducted a license premise check at 3501 N. 6<sup>th</sup> Street because their license was expiring on this date. When they entered the tavern, officers observed patrons at the bar, drinking, and signs that stated, "We Sell Pizza - #7 Meat/ \$6 Cheese". The officers also found a freezer full of frozen pizza in the basement and the establishment had no food license. The tavern was ordered to close and the applicant was contacted. The applicant stated that she would remain closed until she is able to acquire a temporary license and she would look into applying for a food license.
7. On 12/12/19 at 10:07pm, Milwaukee Police conducted a license premise check at 3501 S. 6<sup>th</sup> Street. The only violation found was that the hard copy of the tavern license was not posted. Officers did inform the applicant of the violation and how to rectify it. An employee was given the officers contact information and telephone number for the upcoming New Years Eve.

=====  
**Previous Premise**

Date: 2-4-22  
Officer: C. Harris

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

Name of Premise: House of Soul Lounge  
Address: 3501 N. 6<sup>th</sup> Street Milwaukee, WI 53206  
Phone: 414-766-3852

Owner: Lacheryl R. ELLIS  
Owner address: 1920 N. Commerce Street #216.  
City State Zip: Milwaukee, WI 53212  
Owner Phone: 414-766-3852  
Owner email:lacherylellis.one@gmail.com

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

Preferred contact: same as owner

Location currently open:  YES  NO

Projected open date: March 2022

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

Hours of Operation: Sun: 900am-230am 24 hours Y N  
Mon: closed  
Tue: 900am-230am  
Wed: 900am-230am  
Thu: 900am-230am  
Fri: 900am-230am  
Sat: 900am-230am

Premise Type: Tavern/Bar  
Restaurant  
Other:

Licenses currently held: None

Alcohol:  Yes  No Class: # Applied for  
 Tobacco:  Yes  No #:  
 Food:  Yes  No #:  
 Extended Hours:  Yes  No #:  
 Secondhand Dealer:  Yes  No Type: #:  
 Other:  Yes  No Type: Public Ent. # Applied for  
 Other:  Yes  No Type: #:

**Exterior Survey:**

1. Is the area around the location clean?  Yes  No
2. What surrounds the location? (Check all the apply)
  - a.  Park
  - b.  School
  - c.  Youth Center
  - d.  Church
  - e.  Tavern(s) If so, how many
  - f.  Residential
  - g.  Other businesses
  - h.  Other:
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. 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: 4
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: 30 days
21. Are there exterior cameras  Yes  No How many: 4
22. Are there interior cameras  Yes  No How many: 4
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: 80  
26. What is the minimum number of employees That will be on premise 6  
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: 3-4  
34. How ill they be deployed: Interior: 2 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 30 and up  
Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Ellis stated the crowd overflow will be managed by security personnel with a counter.

Ellis informed me she is still upgrading the lighting and camera system. There was trash around the outside of the building. I addressed the concerns with keeping the trash cleaned up near the building and around the trash dumpster.

I also addressed street parking issues related to past businesses.

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:**

**LICENSE TYPE:** Class B Tavern

**No. 331876**

**NEW:**

**Application Date:** 12/13/21

**RENEWAL:**

**License Location:** 3501 N. 6<sup>th</sup> Street

**Business Name:** House of Soul

**Licensee/Applicant:** ELLIS, Lacheryl  
(Last Name, First Name, MI)

**Date of Birth:** 10/15/1967

**Home Address:** 1720 N. Commerce Street #216

**City:** Milwaukee

**State:** WI **Zip Code:** 53212

**Home Phone:** 414-766-3852

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

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

- 1. The applicant has the following past due fines owed to Milwaukee Municipal Court:**

**21025101    Fail/Stop at Stop Sign**

**warrant**

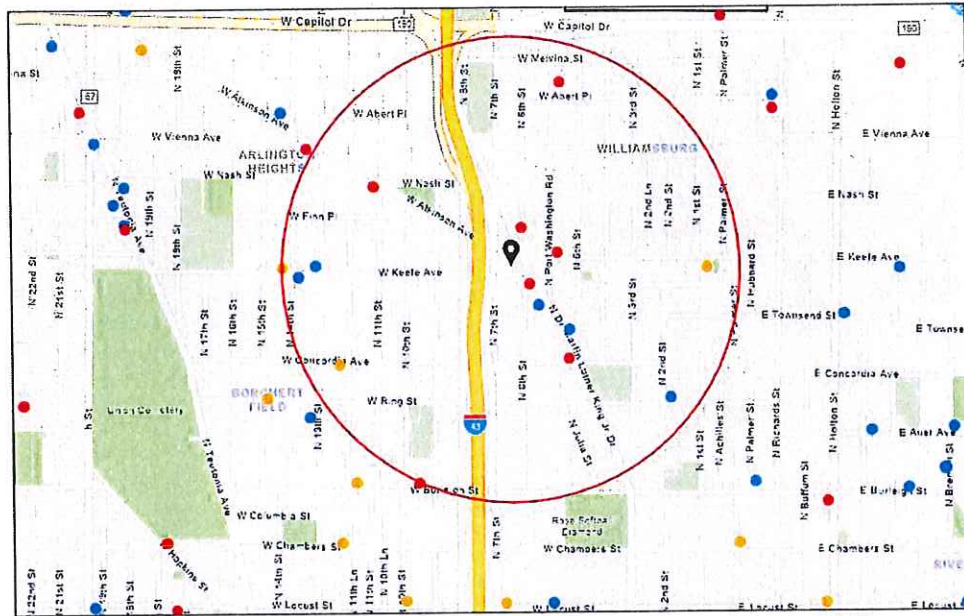


# City Concentration Map - 3501 N 6th ST

## Area of Interest (AOI) Information

Area : 21,862,585.76 ft<sup>2</sup>

Dec 13 2021 13:14:05 Central Standard Time



- Alcohol Licenses
- Class A Fermented Malt Beverage
  - Class B Tavern
  - Class A Liquor and Malt
  - City Limits

1:18,056  
 0 0.1 0.2 0.4 mi  
 0 0.17 0.35 0.7 km  
 Data Courtesy: Mass Communications, City of Milwaukee, WI, Mapbox

## Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	14		

## Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	ATKINSON BEER & LIQUOR MART, INC	ATKINSON BEER & LIQUOR MART, INC	DARRELL C NICHOLSON, Agt	1101 W ATKINSON AV	Class A Malt & Class A Liquor License		2/8/2022, 6:00 PM	1
2	King Hall, LLC	King Hall	DAREN JACKSON, Agt	3413 N Martin L King Jr DR	Class B Tavern License	200	2/7/2022, 6:00 PM	1
3	GREEN RING II	GREEN RING II	ISAAC T RAGSDALE, SP	3305 N MARTIN L KING JR DR	Class A Malt & Class A Liquor License		3/2/2022, 6:00 PM	1
4	NORTH PORT FOOD & LIQUOR INC	North Port Food & Liquor	Sandeep Kaur, Agt	3876 N PORT WASHINGTON AV	Class A Malt & Class A Liquor License		3/20/2022, 7:00 PM	1
5	B & S FOOD MARKET, INC	B & S FOOD MARKET	MILOUD A ELWERFALLI, Agt	3299 N 12TH ST	Class A Fermented Malt Beverage Retailer's License		4/5/2022, 7:00 PM	1
6	Sims Grocery Inc	Davis and Son Food & Liquor	HARBANS KAUR, Agt	3562 N Martin L King Jr DR	Class A Malt & Class A Liquor License		3/21/2022, 7:00 PM	1
7	GLASS SLIPPER	GLASS SLIPPER	JIMMY D JORDAN, SP	3250 N 2ND ST	Class B Tavern License	80	3/21/2022, 7:00 PM	1
8	Sam's Place Jazz LLC	Sam's Place Jazz Cafe	Sam E Belton, Agt	3338 N Martin L King Jr DR	Class B Tavern License	88	4/3/2022, 7:00 PM	1
9	Bungalow Restaurant, LLC	Henry and Bobbie's Bungalow	Demetrius T Jones, Agt	3466 N 14th ST	Class B Tavern License		7/5/2022, 7:00 PM	1
10	AULAKH CORP	Happy Food Mart	Jagroop Singh, Agt	103 E KEEFE AV	Class A Fermented Malt Beverage Retailer's License		7/17/2022, 7:00 PM	1
11	The 4th Quarter Sports Bar and Grill LLC	The 4th Quarter	Devida M Glover, Agt	1300 W KEEFE AV	Class B Tavern License		9/20/2022, 7:00 PM	1
12	Bhullar Corp	Corner Liquor	Rajbir S Bhullar, Agt	3500 N PORT WASHINGTON AV	Class A Malt & Class A Liquor License		10/11/2022, 7:00 PM	1
13	MALLET'S FOODS	MALLET'S FOODS	JOE F MALLET, SP	3501 N 14TH ST	Class A Fermented Malt Beverage Retailer's License		10/16/2022, 7:00 PM	1
14	Action Food & Liquor LLC	Action Food & Liquor	Mohammad Owais, Agt	3455 N Martin L King Jr DR	Class A Malt & Class A Liquor License		10/15/2022, 7:00 PM	1

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



Thursday, April 14, 2022



# Notice of Public Hearing

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ELLIS, Lacheryl R  
House of Soul Lounge at 3501 N 6th St.  
Class B Tavern and Public Entertainment Premises License Applications Requesting Disc Jockey,  
Jukebox, Karaoke, Patrons Dancing and 1 Pool Table

**Tuesday, April 26, 2022 at 02:05 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 virtually on 04/26/2022 at 02:05 PM. 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, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must 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	3410 N 7TH ST	MILWAUKEE, WI 53212-1451
CURRENT OCCUPANT	3411 N 6TH ST	MILWAUKEE, WI 53212-1448
CURRENT OCCUPANT	3411A N 6TH ST	MILWAUKEE, WI 53212-1448
CURRENT OCCUPANT	3413 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-1457
CURRENT OCCUPANT	3417 N 6TH ST	MILWAUKEE, WI 53212-1448
CURRENT OCCUPANT	3418 N PORT WASHINGTON AVE, 1	MILWAUKEE, WI 53212-1477
CURRENT OCCUPANT	3418 N PORT WASHINGTON AVE, 2	MILWAUKEE, WI 53212-1477
CURRENT OCCUPANT	3418 N PORT WASHINGTON AVE, 3	MILWAUKEE, WI 53212-1477
CURRENT OCCUPANT	3418 N PORT WASHINGTON AVE, 4	MILWAUKEE, WI 53212-1477
CURRENT OCCUPANT	3419 N 6TH ST	MILWAUKEE, WI 53212-1448
CURRENT OCCUPANT	3420 N PORT WASHINGTON AVE	MILWAUKEE, WI 53212-1468
CURRENT OCCUPANT	3422 N 7TH ST	MILWAUKEE, WI 53212-1451
CURRENT OCCUPANT	3422A N 7TH ST	MILWAUKEE, WI 53212-1451
CURRENT OCCUPANT	3424 N 6TH ST	MILWAUKEE, WI 53212-1449
CURRENT OCCUPANT	3424 N 7TH ST	MILWAUKEE, WI 53212-1451
CURRENT OCCUPANT	3442 N PORT WASHINGTON AVE	MILWAUKEE, WI 53212-1468
CURRENT OCCUPANT	3444 N PORT WASHINGTON AVE	MILWAUKEE, WI 53212-1468
CURRENT OCCUPANT	3450 N PORT WASHINGTON AVE	MILWAUKEE, WI 53212-1468
CURRENT OCCUPANT	3503 N 6TH ST	MILWAUKEE, WI 53212-1403
CURRENT OCCUPANT	3512 N PORT WASHINGTON AVE	MILWAUKEE, WI 53212-1424
CURRENT OCCUPANT	3516 N PORT WASHINGTON AVE	MILWAUKEE, WI 53212-1424
CURRENT OCCUPANT	3534 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-1460
CURRENT OCCUPANT	3546 N 7TH ST	MILWAUKEE, WI 53212-1483
CURRENT OCCUPANT	3550 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-1460
CURRENT OCCUPANT	3550A N MARTIN L KING JR DR	MILWAUKEE, WI 53212-1460
CURRENT OCCUPANT	3552 N 7TH ST	MILWAUKEE, WI 53212-1483
CURRENT OCCUPANT	3553 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-1459
CURRENT OCCUPANT	3553A N MARTIN L KING JR DR	MILWAUKEE, WI 53212-1459
CURRENT OCCUPANT	3558 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-1460
CURRENT OCCUPANT	3558A N MARTIN L KING JR DR	MILWAUKEE, WI 53212-1460
CURRENT OCCUPANT	3567A N MARTIN L KING JR DR	MILWAUKEE, WI 53212-1459
CURRENT OCCUPANT	3603 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-4135
CURRENT OCCUPANT	3604 N 7TH ST	MILWAUKEE, WI 53212-4126
CURRENT OCCUPANT	3605 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-4135
CURRENT OCCUPANT	519 W KEEFE AVE	MILWAUKEE, WI 53212-1463
CURRENT OCCUPANT	521 W KEEFE AVE	MILWAUKEE, WI 53212-1463

Blank Notice

Total Records 36

Radius 500.0 feet and Center of Circle: 3501 N 6th St





# 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](mailto: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:  
Bar / Lounge

Do you have any experience operating this type of business?  No  Yes If yes, explain: I was a waitress at the bar

## 2. Business Operations

a. Proposed Opening Date: 2/11/2022  
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: September 2021  
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: \_\_\_\_\_

## 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: DJ equipment

## 4. Smoking & Sanitation

a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: The side of the building  
b. Number of Garbage Cans: Inside: 2 Locations: side door / back door  
Outside: 1 Locations: back parking area  
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: \_\_\_\_\_





## 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: Duplex Building

c. Nearest Major Cross Street: MLK Street

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: J.E.D. Investments Phone Number: (414) 645-3254

Building Owner Address: 3506 W National Ave

## 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	9 AM	2 AM	40	35yrs	NO ONE UNDER 25yrs
Monday	9 AM	2 AM	40	"	
Tuesday	9 AM	2 AM	40	"	
Wednesday	9 AM	2 AM	40	"	
Thursday	9 AM	2 AM	40	"	
Friday	9 AM to	2:30 AM	65-70	"	
Saturday	9 AM	2:30 AM	65-70	"	

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](http://www.milwaukee.gov/license)

Legal Entity Name: <u>House of Soul Lounge LLC</u>
Premise Address: <u>3501 N 64th Street MILW WIS 53212</u>
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
<b>"Service Bar Only" Designation</b>
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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.
<b>Business Information</b>
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If no, list the name and address of the person(s) who will: <u>Anthony White</u> <u>2913 N 49th St MILW, WIS 53210</u> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____
<b>Property Information (New &amp; Transfer Applicants Only)</b>
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)? <u>J.E.D. investment corp</u>
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____
d) Total amount paid for business \$ <u>2000.00</u>
e) Total amount paid for goodwill of the business \$ _____
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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
<b>Lease Information (New &amp; Transfer Applicants who are leasing the premises only)</b>
a) Date lease begins <u>12/01/2021</u> Ends <u>12/01/2022</u>
b) Monthly rental \$ <u>1000.00</u>
c) Do you have an option to renew the lease? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
d) Does your lease allow for assignment to another party without the consent of the owner? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
e) For what length of time have you been guaranteed occupancy (number of years)? <u>80</u>

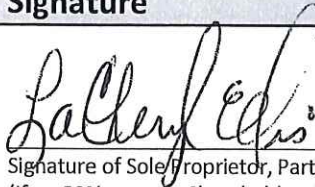
**Lease Information (Continued)**

- 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 WE-EnergyIPS Bill
- 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**



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

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

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

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





## PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

<b>PREMISES ADDRESS:</b> <span style="background-color: green; color: black;">3501 N 6th Street</span>			
<b>TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)</b>			
<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 checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input checked="" type="checkbox"/> Pool Tables How many? <u>ONE</u>	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input checked="" type="checkbox"/> Patrons Dancing	<input checked="" type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			
<i>Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 12:00am Friday &amp; 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>			
<b>PROMOTERS/SOUND AMPLIFICATION</b>			
Will promoters ever be used for any of the entertainment? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
At any time will sound amplification be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe:			
<b>LEGAL CAPACITY OF PREMISES</b>			
_____ (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.			
<b>ACKNOWLEDGEMENT/SIGNATURE</b>			
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:**

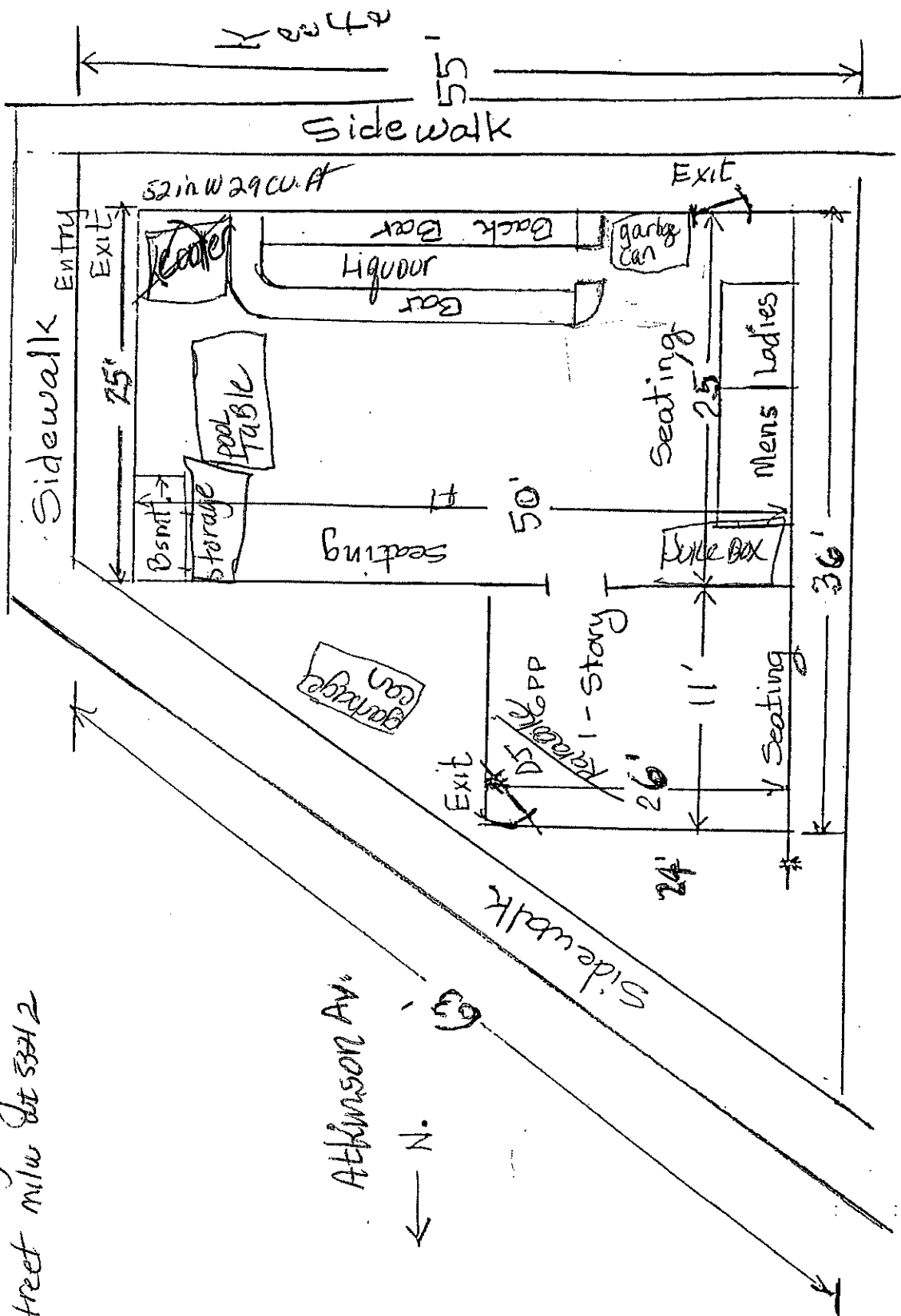
Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

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

House of Soul LLC Agent: LaCheryl Ellis  
 Trade House of Soul Lounge  
 3501 N 6th Street Milwaukee WI 53212

Page 1.

Atkinson Av.  
 ← N.



	Sq. Ft.	Sq. Ft.
Pool Room	206	
Tavern		1,250
<b>Total</b>		<b>1,536</b>

11 11 11

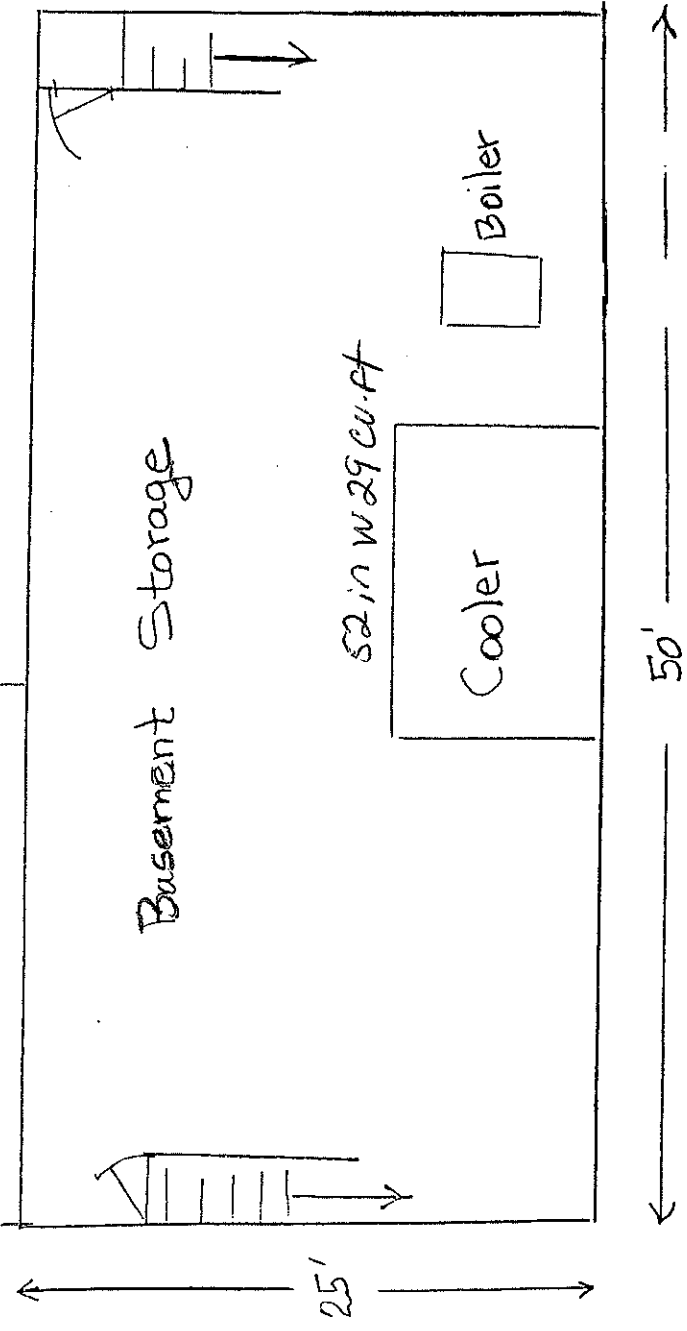
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12/1/12  
HOUSE OF SOUL LOUNGE LLC Agent: Lachery/Ellis  
Trade: HOUSE OF SOUL LOUNGE  
3501 N 6th Street MILWAUKEE 53212

T  
N.  
24' X 26'  
Unusable Crawl  
Space



59, Ft. 1,250