



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Monday, February 04, 2019

COMMITTEE MEETING NOTICE

AD 10

DAY, Ryan J, Agent  
The Gymnasium, LLC  
1705 N 68<sup>th</sup> St  
Wauwatosa, WI 53213

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, February 12, 2019 at 10:45 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Jukebox, Karaoke, Bands, Magic Shows, Battle of the Bands, Poetry Readings, Patron Contests, Comedy Acts, Dancing by Performers, Patrons Dancing, 5-10 Concerts, and 3-5 Theatrical Performances as agent for "The Gymnasium, LLC" for "Dandy" at 5020 W VLIET St.

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

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

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

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

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

JIM OWCZARSKI, CITY CLERK

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

Jessica Celella  
License Division Manager

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

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



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

Monday, February 04, 2019

**COMMITTEE MEETING NOTICE**

AD 10

DAY, Ryan J, Agent  
The Gymnasium, LLC  
5020 W VLIET St  
Milwaukee, WI 53208

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, February 12, 2019 at 10:45 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Jukebox, Karaoke, Bands, Magic Shows, Battle of the Bands, Poetry Readings, Patron Contests, Comedy Acts, Dancing by Performers, Patrons Dancing, 5-10 Concerts, and 3-5 Theatrical Performances as agent for "The Gymnasium, LLC" for "Dandy" at 5020 W VLIET St.

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

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

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

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

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

JIM OWCZARSKI, CITY CLERK

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

Jessica Celella  
License Division Manager

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

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

# REDACTED RECORD

**Martin, Faviola**

---

**From:** Cooney, Jim  
**Sent:** Thursday, January 24, 2019 10:48 AM  
**To:** Martin, Faviola  
**Subject:** FW: Class B Tavern License 5020 W Vliet

Jim Cooney  
License Specialist III  
City of Milwaukee License Division  
200 E Wells St #105  
Milwaukee, WI 53202  
414-286-2238



---

**From:** License  
**Sent:** Wednesday, January 23, 2019 1:36 PM  
**To:** Cooney, Jim  
**Subject:** FW: Class B Tavern License 5020 W Vliet

Keren Becker  
License Specialist III  
City Clerk – License Division  
O: (414) 286-2238  
F: (414) 286-3057  
[License@Milwaukee.gov](mailto:License@Milwaukee.gov)  
[www.Milwaukee.gov/license](http://www.Milwaukee.gov/license)



**From:**  
**Sent:** Wednesday, January 23, 2019 12:03 PM  
**To:** License  
**Subject:** Class B Tavern License 5020 W Vliet

**Re: 5020 W VLIET ST a APPLICATION Class B Tavern** for Dandy, The Gymnasium, LLC.

The new owners have done put much work into a superior renovation of this space. They also have a good business plan and utilizing the back space for events is a boon to their business. The issuance of the Class B Tavern License in this business district is helping to

spread the growth and improvement of the district east. I buildings quite close to there  
along on both and &  
I loved the old business but it was an eyesore and in need of change.

**REDACTED RECORD**

Date: 1/21/19  
Officer: P.O. Finkley

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

Name of Premise: Gymnasium LLC  
Address: 5020 W. Villet St  
Phone: 262 442-6090

Owner:  
Owner address:  
City State Zip:  
Owner Phone:  
Owner email:

Licensee/Agent: Ryan Day  
Home Address: 1705 N 68th  
City State Zip: W  
Phone: 262 442-6090  
Email: shop at like dandy.com

Preferred contact:

Location currently open:  YES  NO

Projected open date:

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

Hours of Operation: Sun: 8AM - 12AM 24 hours  Y  N  
Mon: 8AM - 12AM  
Tue: 8AM - 12AM  
Wed: 8AM - 12AM  
Thu: 8AM - 12AM  
Fri: 8AM - 12AM  
Sat: 8AM - 12AM

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

Licenses currently held:

Alcohol:  Yes  No Class: #:  
 Tobacco:  Yes  No #:  
 Food:  Yes  No #:  
 Occupancy:  Yes  No #: MOCC-18-01490  
 Other:  Yes  No Type: #:  
 Other:  Yes  No Type: #: 456 1030088449-03

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 bus stop?  Yes  No
7. Is there a bus shelter?  Yes  No  N/A
8. Street parking  Yes  No
9. Is there a parking lot  Yes  No
10. Is the parking lot clean?  Yes  No  N/A
11. Is the parking lot well lit?  Yes  No  N/A
12. Valet Parking  Yes  No
  - a. Will this lot have a guard?  Yes  No  N/A
  - b. Will this lot have cameras?  Yes  No  N/A
13. Are there areas where a person could conceal themselves  Yes  No
14. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
15. Exterior Payphone?  Yes  No
16. Are there No Loitering Signs posted?  Yes  No
17. Are there exterior security cameras  Yes  No How Many:
18. Are the address numbers prominently displayed and easy to see  Yes  No

Exterior Comments: *owner will be marking the address more visible*

Camera Survey:

19. Does this location have security cameras?  Yes  No
20. Are they in working order?  Yes  No
21. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No

- d. Recorded  Yes  No
22. How long is footage stored for later viewing:
23. Are there exterior cameras  Yes  No How many:
24. Are there interior cameras  Yes  No How many:
25. Do all employees know how to retrieve recorded digital images/footage?  Yes  No
26. Cameras located in parking lot  Yes  No  N/A How many

Camera Survey Comments:

**Interior Survey:**

27. What is the planned/posted capacity 50
28. What is the minimum number of employees that will be on premise 2-4
29. 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
30. Is the interior of the location neat and clean?  Yes  No
31. Does an interior camera face the entrance/exit?  Yes  No
32. Are emergency and non-emergency numbers posted near the phone?  Yes  No
33. 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

Interior Comments:

**Security**

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

Security Comments:

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Cameras will be something the owner will look into for safety reasons

Address will be placarded on the front to make it more visible

NO loitering sign will be posted



# Alcohol Concentration for 5020 W Villet St

City of Milwaukee, Wisconsin

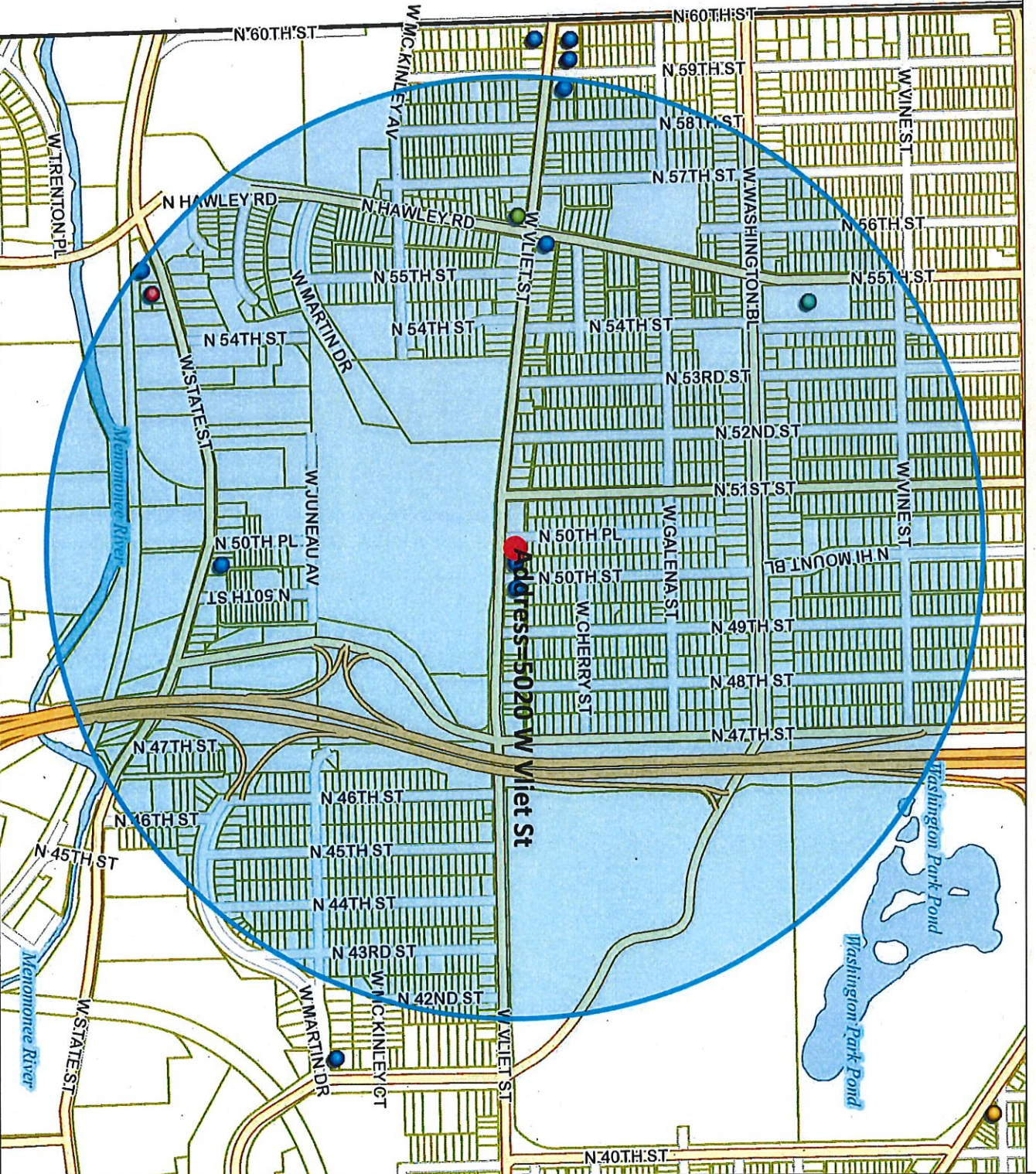


### - Legend -

- Street names 10,000
- City limits
- Freeways 15,000
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets 10,000
- Streets 10,000
- Waterways
- Milwaukee Parcels
- Alcohol licenses
  - Class A intoxicating liquor
  - Class A fermented malt beverage
  - Class A liquor and malt
  - Class B fermented malt beverage
  - Class B tavern
  - Class C wine retailer

### - Notes -

Alcohol Establishments within a .5 Mile Radius Centered on 5020 W Villet St as of 1/1/19









Monday, February 04, 2019

## Licenses Committee Notice of Hearing

THE GYMNASIUM LLC  
1705 N 68th St  
Wauwatosa, WI 53213

Date: 2/12/2019  
Time: 10:45 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications  
Requesting Instrumental Musicians, Disc Jockey, Jukebox, Karaoke, Bands, Magic  
Shows, Battle of the Bands, Poetry Readings, Patron Contests, Comedy Acts,  
Dancing by Performers, Patrons Dancing, 5-10 Concerts, and 3-5 Theatrical  
Performances  
DAY, Ryan J, Agent  
Dandy at 5020 W VLIET St

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.

If you have any questions, please call (414) 286-2238.





Monday, February 04, 2019



# Notice of Public Hearing

---

DAY, Ryan J, Agent  
Dandy at 5020 W VLIET St

Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Jukebox, Karaoke, Bands, Magic Shows, Battle of the Bands, Poetry Readings, Patron Contests, Comedy Acts, Dancing by Performers, Patrons Dancing, 5-10 Concerts, and 3-5 Theatrical Performances

**Tuesday, February 12, 2019 at 10:45 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 2/12/2019 at 10:45 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

---

## 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 | 1444 N 51ST ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1436 N 51ST ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1438 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1432 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1439 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 4920 W VLIET ST 3 | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1426 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1447 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1441 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1437 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1407 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1418 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 4926 W VLIET ST 1 | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 5050 W VLIET ST   | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1419 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1421 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1427 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1449 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1433 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1434 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1423 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1424 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1445 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1419 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1430 N 51ST ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1451 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1421 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 4926 W VLIET ST 3 | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 4926 W VLIET ST 2 | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1429 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1435 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 4926 W VLIET ST 4 | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1424 N 51ST ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1425 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1431 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1448 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1440 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1430 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1422 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1442 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1441 N 50TH ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 4920 W VLIET ST 1 | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 4920 W VLIET ST 2 | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1418 N 51ST ST    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 1416 N 50TH PL    | MILWAUKEE, WI 53208 |
| CURRENT OCCUPANT | 5006 W VLIET ST   | MILWAUKEE, WI 53208 |



Total Records: 46

Radius: 250.0 feet and Center of Circle: 5020 W Vliet St



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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:

*Event space w/ tavern license*

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

## 2. Business Operations

- a. Proposed Opening Date: *ASAP*
- 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: \_\_\_\_\_

## 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: *PA System*

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: *6* Locations: *Beside bar, bathrooms, event space corners*  
Outside: *2* Locations: *In dumpster cove*
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? *3*
- 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? 4 and describe the parking security plan: Regular checks
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: Onsite checks and locks
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? \_\_\_\_\_ and list locations: \_\_\_\_\_
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

|   |   |   |                                  |
|---|---|---|----------------------------------|
| Alcohol <u>10</u> %<br><i>concessions if needed</i> | Food <u>0</u> %                                     | Secondhand Merchandise _____ %  | Precious Metals & Gems _____ %   |
| Entertainment <u>90</u> %                           | Cigarettes <u>0</u> %                               | _____ %   | _____ %                          |
| Pawnbroker Activity _____ %                         | Salvaged Materials _____ %<br>(such as scrap metal) | Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ % | 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: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_  
 Rooming House: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_

### Type 2

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

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

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

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

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

## 9. Premises Description

a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop

Other: Describe: Excluding Southwest retail space

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_

c. Nearest Major Cross Street: Vliet St. + 50th Pl.

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: Ryan + Jessica Day Phone Number: 262 442 6090

Business Owner Address: 1705 N. 68th St. Wauwatosa, WI 53213

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes - Whenever space is booked, no serving past midnight

| 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          | 6am                              | 12am                              | 25-299  | 0-120                            | None   |
| Monday          | 6am                              | 12am                              | 25-299  | 0-120                            | None   |
| Tuesday         | 6am                              | 12am                              | 25-299  | 0-120                            | None   |
| Wednesday       | 6am                              | 12am                              | 25-299  | 0-120                            | None   |
| Thursday        | 6am                              | 12am                              | 25-299  | 0-120                            | None   |
| Friday          | 6am                              | 12am                              | 25-299  | 0-120                            | None   |
| Saturday        | 6am                              | 12am                              | 25-299  | 0-120                            | None   |

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

Alcohol Establishments 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]  
 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>The</u> <u>Gymnasium, LLC</u>  |  |
| Premise Address: 5020 W. Vliet St., Milwaukee, WI 53208  |  |
| <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 type="checkbox"/> No <input checked="" type="checkbox"/> Yes<br>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<br>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 type="checkbox"/> No <input checked="" type="checkbox"/> Yes<br>If no, list the name and address of the person(s) who will: _____<br><br>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<br>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?<br><input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____   |  |
| <b>Proof of Ownership, Lease, or Offer to Purchase (New &amp; Transfer Applicants Only)</b>  |  |
| Submit proof of ownership, lease, or offer to purchase the building with this application.<br>A lease or offer to purchase must:<br>a) Be in the same legal entity name as that apply for the license<br>b) Reflect the same address as the premises address on this application<br>c) Reflect current dates and<br>d) Be signed by the lessor/seller and lessee/buyer   |  |
| <b>Property Information (New &amp; Transfer Applicants Only)</b>   |  |
| a) Do you own or lease the building? <input checked="" type="checkbox"/> Own <input type="checkbox"/> Lease  |  |
| b) Who owns the fixtures (for example, coolers, etc.)? <u>The</u> <u>Gymnasium, LLC</u>  |  |
| c) Are you purchasing the stock and/or fixtures? <input type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ <u>N/A</u>  |  |
| d) Total amount paid for business \$ _____   |  |
| e) Total amount paid for goodwill of the business \$ _____<br><br>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 type="checkbox"/> No <input type="checkbox"/> Yes <u>N/A</u>  |  |

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

N/A

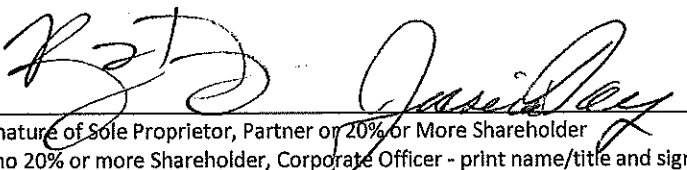
**Lease Information (New & Transfer Applicants who are leasing the premises only)**

- 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)? \_\_\_\_\_
- 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**



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 premise applicants must submit the following:**

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu



# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

**PREMISES ADDRESS:** 5020 W. Vliet St., Milwaukee, WI 53208

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

- |   |   |   |   |
|---|---|---|---|
| <input checked="" type="checkbox"/> Instrumental Musicians                          | <input checked="" type="checkbox"/> Battle of the Bands | <input checked="" type="checkbox"/> Dancing by Performers               | <input type="checkbox"/> Amusement Machines<br>How many? _____                                |
| <input checked="" type="checkbox"/> Bands   | <input checked="" type="checkbox"/> Comedy Acts         | <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance | <input checked="" type="checkbox"/> Concerts<br>Approx. # per year? <u>5-10</u>               |
| <input type="checkbox"/> Bowling Alley<br>How many? _____                           | <input checked="" type="checkbox"/> Disc Jockey         | <input type="checkbox"/> Wrestling                                      | <input checked="" type="checkbox"/> Theatrical Performances<br>Approx. # per year? <u>3-5</u> |
| <input type="checkbox"/> Pool Tables<br>How many? _____                             | <input checked="" type="checkbox"/> Magic Shows         | <input checked="" type="checkbox"/> Patron Contests                     | <input checked="" type="checkbox"/> Jukebox   |
| <input type="checkbox"/> Motion Pictures (movies by<br>admission) - How many? _____ | <input checked="" type="checkbox"/> Poetry Readings     | <input checked="" type="checkbox"/> Patrons Dancing                     | <input checked="" type="checkbox"/> Karaoke   |
| <input type="checkbox"/> Other: _____   |   |   |   |

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

**PROMOTERS/SOUND AMPLIFICATION**

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

At any time will sound amplification be used?  No  Yes If Yes, Describe: PA 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]  
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)

Emergency DOOR

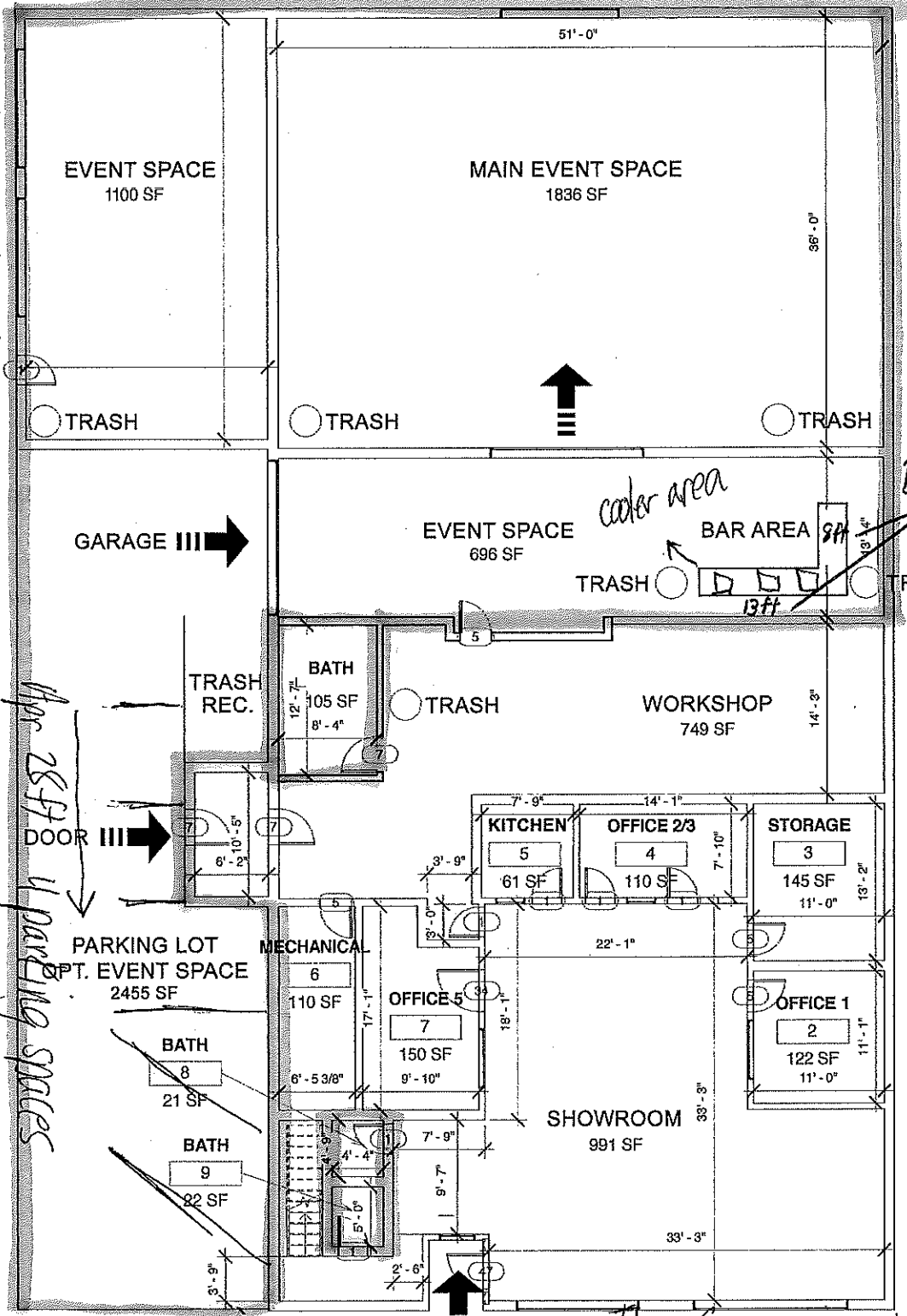


GARAGE III

GARAGE III

DOOR III

Entrance  
EXIT



Alcohol Display, storage, coolers

cooler area

Apr 28 ft  
4 parking spaces

SOFTBALL

VLIET ST.

agent: Ryan Day

The Gymnasium, LLC  
DANDY

5020 W. VLIET ST.

1/4/19

INT. 6854 SQ. FT

TOTAL 9309 SQ. FT.

2.1

1/7/19





CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Friday, February 01, 2019

COMMITTEE MEETING NOTICE

AD 10

MEYER-BROWN, Janelle, Agent  
SH Firehouse, LLC  
7314 W Wisconsin Av  
Wauwatosa, WI 53213

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, February 12, 2019 at 10:45 AM**

**Regarding:** Your Class B Tavern-Service Bar Only and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Bands, Karaoke, Patrons Dancing, 1 Motion Picture Screen, and 1 Concert as agent for "SH Firehouse, LLC" for "Story Hill Firehouse" at 407 N Hawley Rd.

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

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

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

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

JIM OWCZARSKI, CITY CLERK

BY: \_\_\_\_\_  
Jessica Celella

License Division Manager

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

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

**Moon Siefert, Linda**

---

**From:** Cooney, Jim  
**Sent:** Thursday, December 27, 2018 9:18 AM  
**To:** Moon Siefert, Linda  
**Subject:** FW: City Clerk License Object/Support - City Clerk License Object/Support Web

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

**Categories:** Red Category

**REDACTED RECORD**

Please add.

Jim Cooney  
License Specialist III  
City of Milwaukee License Division  
200 E Wells St #105  
Milwaukee, WI 53202  
414-286-2238

-----Original Message-----

**From:** License  
**Sent:** Wednesday, December 26, 2018 8:02 AM  
**To:** Cooney, Jim  
**Subject:** FW: City Clerk License Object/Support - City Clerk License Object/Support Web

Keren Becker  
License Specialist III  
City Clerk – License Division  
O: (414) 286-2238  
F: (414) 286-3057  
[License@Milwaukee.gov](mailto:License@Milwaukee.gov)  
[www.Milwaukee.gov/license](http://www.Milwaukee.gov/license)

-----Original Message-----

**From:** [UCC@milwaukee.gov](mailto:UCC@milwaukee.gov) [mailto:[UCC@milwaukee.gov](mailto:UCC@milwaukee.gov)]  
**Sent:** Friday, December 21, 2018 8:48 PM  
**To:** License  
**Subject:** City Clerk License Object/Support - City Clerk License Object/Support Web

A new request for service has been submitted.

**REDACTED RECORD**

Case #:

Title: City Clerk License Object/Support Web

Case Details:

-----

Case ID:

Classification: Property Concerns>>Licensing>>City Clerk License Object/Support Web

Title: City Clerk License Object/Support Web

Associated With: 407 N HAWLEY RD

SLA: 1/20/19

Allocation: City Clerk License Object/Support

Status: Opened

Priority: 0

Severity: 0

Created: 12/21/18 [selfservice]

Further Description: Object to License | there is already a lot of bars in area. there is loud conversations going at all hours of the late night. we get woke up quite often and find more that enough bottles and garbage in our yard.

Please follow the URL to logon to check the case details.

[http://itmdapps.milwaukee.gov/XY\\_ESR/ViewCasesInQueue.jsp](http://itmdapps.milwaukee.gov/XY_ESR/ViewCasesInQueue.jsp)

Use your network user id and password when asked.

For the printable version go to the following link

[http://itmdapps.milwaukee.gov/XY\\_ESR/PopUpForms.jsp?form=caseDetailsQueue&caseId=101002568324](http://itmdapps.milwaukee.gov/XY_ESR/PopUpForms.jsp?form=caseDetailsQueue&caseId=101002568324)

Case :  
Client Info:  
Name:  
Address:  
Phone Number:  
Email:  
Confidential?: Y

# REDACTED RECORD

Issue: City Clerk License Object/Support Web  
Status: closed  
Address: 407 N HAWLEY RD

Date Submitted: 12/21/2018  
Date Completed: 12/26/2018  
Due Date: 01/20/2019

Reason for request:

Object to License| there is already a lot of bars in area. there is loud conversations going at all hours of the late night. we get woke up quite often and find more that enough bottles and garbage in our yard.

Case notes:

1. entered address: 407 N HAWLEY RD

Staff comments:

Agent Created Case

Case Closed. Closed date : 2018-12-26 08:08:42.0 Case Closed completed

[Click here to view map and/or images](#)

Date: 1/27/2019  
Officer: P.O. Jones

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

Name of Premise: Story Hill Road fire house  
Address:  
Phone: 262 617 8826

Owner: Janelle Meyer - BROWN  
Owner address:  
City State Zip: Milwaukee WI 53213  
Owner Phone:  
Owner email: info a) Story Hill fire house .com

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

Preferred contact:

Location currently open:  YES  NO

Projected open date: 06/01/19

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

Hours of Operation: Sun: 6AM - 10 PM 24 hours  Y  N  
Mon: 6AM - 10 PM  
Tue: 6AM - 10 PM  
Wed: 6AM - 10 PM  
Thu: 6AM - 10 PM  
Fri: 6AM - 10 PM  
Sat: 6AM - 10 PM

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

Licenses currently held:

- Alcohol:  Yes  No Class: #:
- Tobacco:  Yes  No #:
- Food:  Yes  No #:
- Occupancy:  Yes  No #:
- Other:  Yes  No Type: #:
- Other:  Yes  No Type: #: **62 000 4995 Loading Zone**

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 **SIX PLUS**
  - f.  Residential
  - g.  Other businesses
  - h.  Other: **Graveyard**
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 bus stop?  Yes  No
7. Is there a bus shelter?  Yes  No  N/A
8. Street parking  Yes  No
9. Is there a parking lot  Yes  No
10. Is the parking lot clean?  Yes  No  N/A
11. Is the parking lot well lit?  Yes  No  N/A
12. Valet Parking  Yes  No
  - a. Will this lot have a guard?  Yes  No  N/A
  - b. Will this lot have cameras?  Yes  No  N/A
13. Are there areas where a person could conceal themselves  Yes  No
14. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
15. Exterior Payphone?  Yes  No
16. Are there No Loitering Signs posted?  Yes  No
17. Are there exterior security cameras  Yes  No How Many: **5**
18. Are the address numbers prominently displayed and easy to see  Yes  No

Exterior Comments:

Camera Survey:

19. Does this location have security cameras?  Yes  No
20. Are they in working order?  Yes  No
21. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No

d. Recorded  Yes  No

22. How long is footage stored for later viewing: *1 month 48 hrs*

23. Are there exterior cameras  Yes  No How many:

24. Are there interior cameras  Yes  No How many:

25. Do all employees know how to retrieve recorded digital images/footage?  Yes  No

26. Cameras located in parking lot  Yes  No  N/A How many *5*

Camera Survey Comments:

**Interior Survey:**

27. What is the planned/posted capacity *150*

28. What is the minimum number of employees that will be on premise *4 - 6*

29. 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

30. Is the interior of the location neat and clean?  Yes  No

31. Does an interior camera face the entrance/exit?  Yes  No

32. Are emergency and non-emergency numbers posted near the phone?  Yes  No

33. 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

Interior Comments:

**Security**

34. How many security personnel are going to be employed:  N/A

35. How will they be deployed: Interior Exterior  N/A

36. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun  ALL

37. Will the security be managed by business  or contracted

38. Will they be armed  Yes  No  N/A

39. What type of security measures will be used:  N/A

Wanding/metal detector

ID Scanner

Dress Code

Cover Charge

Age restriction

Other

40. When at capacity, how will the overflow crowd be managed? *Owner request overage to leave*

41. Will a guard monitor the overflow crowd at all times?  Yes  No

Security Comments:

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

*Only handicap parking*



# Alcohol Concentration for 407 N Hawley Rd

City of Milwaukee, Wisconsin



## - Legend -

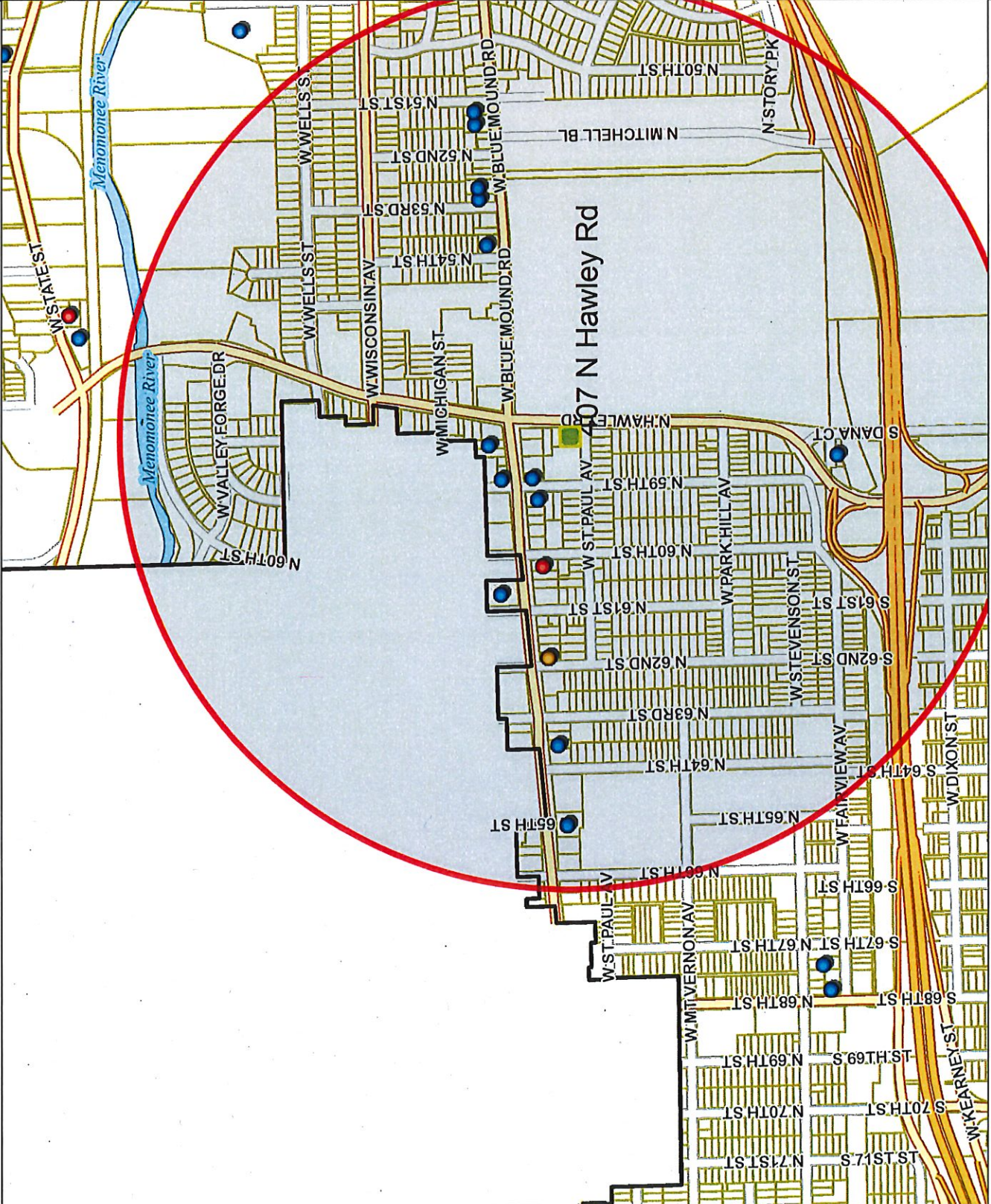
- Street names 10,000
- City limits
- Freeways 15,000
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets 10,000
- Streets 10,000
- Waterways
- Milwaukee Parcels
- Alcohol licenses
- Class A intoxicating liquor
- Class A fermented malt beverage
- Class A liquor and malt
- Class B fermented malt beverage
- Class B tavern
- Class C wine retailer

## - Notes -

Alcohol Establishments within a .5 Mile Radius Centered on 407 N Hawley Rd as of 12/20/2018



Department of Administration - ITMD



Map Scale: 1: 10,000

Licensed Alcohol Beverage Establishments within a .5 Miles Radius Centered on 407 N Hawley Road as of 12/20/2018

License Summary

Class A Fermented Malt Beverage Retailer's License  
 Class A Malt & Class A Liquor License  
 Class A Retailer's Intoxicating Liquor License  
 Class B Tavern License  
 Grand Total

Total  
 1  
 1  
 1  
 13  
 16

| Legal entity                | Trade name                        | Licenses                   | Licenses type name                                 | Total capacity | Room capacity                         | Address              | Expiration date |
|-----------------------------|-----------------------------------|----------------------------|--|----------------|---------------------------------------|----------------------|-----------------|
| SHARMA INC                  | ONE STOP PANTRY                   | KULWINDER KUMAR, Agt       | Class A Fermented Malt Beverage Retailer's License |                |                                       | 6131 W BLUE MOUND RD | 2/3/19          |
| SANDHAR ENTERPRISES, INC    | BLUEMOUND LIQUOR                  | HARJIT SANDHAR, Agt        | Class A Malt & Class A Liquor License              |                |                                       | 6001 W BLUE MOUND RD | 9/20/19         |
| SHARMA INC                  | ONE STOP PANTRY                   | KULWINDER KUMAR, Agt       | Class A Retailer's Intoxicating Liquor License     |                |                                       | 6131 W BLUE MOUND RD | 2/3/19          |
| ENCORE, INC                 | MONREAL'S ENCORE                  | NICOLAS S MONREAL, Agt     | Class B Tavern License                             | 80             |                                       | 101 S DANA CT        | 6/29/19         |
| Story Hill BKC LLC          | Story Hill Bottle - Kitchen - Cup | DANIEL S SIDNER, Agt       | Class B Tavern License                             |                |                                       | 5100 W Blue Mound RD | 7/29/19         |
| Valdemar 5108 LLC           | Fat Vaidy's                       | Rosa Iseia Real Perez, Agt | Class B Tavern License                             |                |                                       | 5108 W Blue Mound RD | 6/1/19          |
| S & V, INC                  | KELLY'S BLEACHERS                 | ANTHONY L LUCHINI, Agt     | Class B Tavern License                             | 150            |                                       | 5218 W BLUE MOUND RD | 9/30/19         |
| J B Tavern, LLC             | J&B's Blue Ribbon Bar & Grill     | JONATHAN E BLIESNER, Agt   | Class B Tavern License                             | 150            |                                       | 5230 W BLUE MOUND RD | 2/26/19         |
| DugOut 54 Inc               | DugOut 54                         | KARLUS A VECTIS, Agt       | Class B Tavern License                             | 689            | 600 - first floor, 89 - lower level   | 5328 W Blue Mound RD | 5/25/19         |
| Tavo's LLC                  | Tavo's Signature Cuisine          | Susy A Orue, Agt           | Class B Tavern License                             | 25             |                                       | 5814 W BLUE MOUND RD | 5/1/19          |
| 3 S OF MILWAUKEE, INC       | STEVE'S ON BLUEMOUND              | SAMUEL T SALAJA, Agt       | Class B Tavern License                             | 216            |                                       | 5841 W BLUE MOUND RD | 6/29/19         |
| BARBIERE'S ITALIAN INN, LTD | BARBIERE'S ITALIAN INN            | Steven J Thalman, Agt      | Class B Tavern License                             | 90             |                                       | 5844 W BLUE MOUND RD | 6/29/19         |
| MC ZARS II, LLC             | MC GINNS                          | JEFFREY P DOBBE, Agt       | Class B Tavern License                             | 189            |                                       | 5901 W BLUE MOUND RD | 3/18/19         |
| Milwaukee Steakhouse LLC    | Milwaukee Steakhouse              | KEVIN M NUGENT, Agt        | Class B Tavern License                             | 99             |                                       | 6024 W Blue Mound RD | 5/23/19         |
| TOETZ ENTERPRISES, LLC      | ROUNDING THIRD                    | TIMOTHY R TOETZ, Agt       | Class B Tavern License                             | 393            | 240 first floor, 143 lower level hall | 6317 W BLUE MOUND RD | 4/7/19          |
| MARIO, INC                  | BALISTRERI'S BLUEMOUND INN        | MARIO J BALISTRERI, Agt    | Class B Tavern License                             | 140            |                                       | 6501 W BLUE MOUND RD | 12/17/19        |



Friday, February 01, 2019

## Licenses Committee Notice of Hearing

Andrew Paremski  
Catherine Paremski  
7139 S North Cape Rd  
Franklin, WI 53132

Date: 2/12/2019  
Time: 10:45 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern-Service Bar Only and Public Entertainment Premises License  
Applications Requesting Instrumental Musicians, Disc Jockey, Bands, Karaoke,  
Patrons Dancing, 1 Motion Picture Screen, and 1 Concert  
MEYER-BROWN, Janelle, Agent  
Story Hill Firehouse at 407 N Hawley Rd

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.

If you have any questions, please call (414) 286-2238.







Friday, February 01, 2019



# Notice of Public Hearing

---

MEYER-BROWN, Janelle, Agent  
Story Hill Firehouse at 407 N Hawley Rd  
Class B Tavern-Service Bar Only and Public Entertainment Premises License Applications  
Requesting Instrumental Musicians, Disc Jockey, Bands, Karaoke, Patrons Dancing, 1 Motion  
Picture Screen, and 1 Concert

**Tuesday, February 12, 2019 at 10:45 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 2/12/2019 at 10:45 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

---

## 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 | 419A N HAWLEY RD       | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 5837 W SAINT PAUL AVE  | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 5831 W SAINT PAUL AVE  | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 337 N HAWLEY RD        | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 329 N HAWLEY RD        | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 5805 W SAINT PAUL AVE  | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 427A N HAWLEY RD       | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 5841 W BLUE MOUND RD A | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 427 N HAWLEY RD        | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 5821 W SAINT PAUL AVE  | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 5811 W SAINT PAUL AVE  | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 336 N 59TH ST          | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 335 N HAWLEY RD        | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 419 N HAWLEY RD        | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 330 N 59TH ST          | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 5839 W SAINT PAUL AVE  | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 5819 W SAINT PAUL AVE  | MILWAUKEE, WI 53213 |
| CURRENT OCCUPANT | 5825 W SAINT PAUL AVE  | MILWAUKEE, WI 53213 |

Total Records: 18

Radius: 250.0 feet and Center of Circle: 407 N Hawley Rd



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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:

*Event planning existing / Event Venue for intimate events, Weddings, Showers, Dinners.*

Do you have any experience operating this type of business?  No  Yes If yes, explain: *opened and operated Discover World Pier Wise' Bachelors*

## 2. Business Operations

- a. Proposed Opening Date: *June 1, 2019 (end of May)*
- 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: *Movement, LLC (event planning)*

## 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: *But if DJ/Band hired will not go louder than 80 decibel.*

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: *North West Back corner Behind Wall built.*
- b. Number of Garbage Cans: Inside: *5* Locations: *By Bars, Kitchen, Office, Restrooms.*  
Outside: *3 large* Locations: *North Side of Building behind Fencing.*
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? *2*
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 6 and describe the parking security plan: Walking Property + upon arrival + exit of events they will assist / Flag vehicle control.
- b. Is there a loading zone?  No  Yes - If yes, describe the loading area security plan: applied for loading zone @ St. Paul Avenue. 5804 W. St. Paul Ave.
- c. Will you have security personnel on premise?  No  Yes If yes, how many? 1 and answer the following:  
 What are their responsibilities? Vehicle Control, Keep property safe, Noise control  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials Retired Milwaukee Police officer, <sup>searcher @</sup> UWM.
- d. Will there be security cameras?  No  Yes If yes, how many? 4 and list locations: outside NW corner outside East entry. inside Northeast Bay Room, above BARS (Portable BARS)
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

|                                |  |  |                                   |
|--------------------------------|--|--|-----------------------------------|
| Alcohol <u>50</u> %            | Food <u>0</u> %  | Secondhand Merchandise <u>0</u> %  | Precious Metals & Gems <u>0</u> % |
| Entertainment <u>50</u> %      | Cigarettes <u>0</u> %                                  |  |                                   |
| Pawnbroker Activity <u>0</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: \_\_\_\_\_     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 150 ppl. (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: grass lawn space fenced in south of building.

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_

c. Nearest Major Cross Street: Hawley Rd - Bluemound Rd.

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

e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories \_\_\_\_\_  Other: guests only using 1<sup>st</sup> Floor.

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

g. Building Owner Name: Andrew Pacemski - Enterprise Art. Glass Co. Phone Number: 414-259-0100

Business Owner Address: 407 N. Hawley Rd Milwaukee WI 53213

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

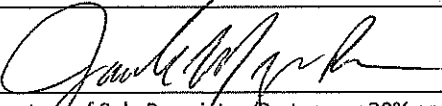
| Day of the Week | Proposed Hours of Operation:     |                                   | Estimated Number of Customers expected each day | Potential Age Range of Customers | Class B Tavern Applicant Only: Age Restriction (If none, write 'None') |
|-----------------|----------------------------------|-----------------------------------|---|----------------------------------|--|
|                 | Open Time (include a.m. or p.m.) | Close Time (include a.m. or p.m.) |   |                                  |  |
| Sunday          | <u>Closed unless event</u>       | <u>8am-10pm</u>                   | <u>40-80</u>                                    | <u>13yrs-95yrs.</u>              | <u>N/A</u>   |
| Monday          | <u>10am-4pm OFFICE</u>           | <u>10pm if need EVENT</u>         | <u>10</u>                                       | <u>20yrs-65yrs</u>               | <u>N/A</u>   |
| Tuesday         | <u>10am-4pm OFFICE</u>           | <u>10pm if need</u>               | <u>10</u>                                       | <u>20-65</u>                     | <u>N/A</u>   |
| Wednesday       | <u>10am-4pm OFFICE</u>           | <u>10pm if need</u>               | <u>10</u>                                       | <u>20-65</u>                     | <u>N/A</u>   |
| Thursday        | <u>10am-4pm OFFICE</u>           | <u>10pm if need</u>               | <u>10</u>                                       | <u>20-65</u>                     | <u>N/A</u>   |
| Friday          | <u>8am</u>                       | <u>12am if need EVENT</u>         | <u>30-150</u>                                   | <u>13yrs-95</u>                  | <u>N/A</u>   |
| Saturday        | <u>8am</u>                       | <u>12am if need EVENT</u>         | <u>30-150</u>                                   | <u>13-95</u>                     | <u>N/A</u>   |

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

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

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

## 11. Signature(s)

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

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

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



# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 407 N. Hawley Rd. Milwaukee, WI 53213

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

- |   |  |  |   |
|---|--|--|---|
| <input checked="" type="checkbox"/> Instrumental Musicians  | <input checked="" type="checkbox"/> Bands                        | <input type="checkbox"/> Battle of the Bands                                 | <input type="checkbox"/> Comedy Acts  |
| <input checked="" type="checkbox"/> Disc Jockey   | <input type="checkbox"/> Magic Shows                             | <input type="checkbox"/> Poetry Readings                                     | <input type="checkbox"/> Dancing by Performers                                |
| <input type="checkbox"/> Jukebox  | <input type="checkbox"/> Wrestling                               | <input type="checkbox"/> Patron Contests                                     | <input checked="" type="checkbox"/> Patrons Dancing                           |
| <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance                           | <input checked="" type="checkbox"/> Karaoke                      | <input type="checkbox"/> Bowling Alley                                       | <input type="checkbox"/> Pool Tables  |
| <input checked="" type="checkbox"/> Motion Pictures on Projection<br>Screens – How many? <u>1</u> | <input type="checkbox"/> Amusement Machines –<br>How many? _____ | <input checked="" type="checkbox"/> Concerts<br>Approx. # per year? <u>1</u> | <input type="checkbox"/> Theatrical Performances<br>Approx. # per year? _____ |

Other: Motion Picture or Concert / Karaoke only if Neighbors would want an event for them. -Community

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

### PROMOTERS/SOUND AMPLIFICATION

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

At any time will sound amplification be used?  No  Yes If Yes, Describe:  
Nothing above/beyond natural equp/ DJ equipment following decibal limit/ Band same.

### LEGAL CAPACITY OF PREMISES

150 (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.

### NOTARIZED SIGNATURES

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.

SUBSCRIBED AND SWORN TO BEFORE ME

This 6 day of December, 2018

[Signature]  
(Clerk/Notary Public)

**ROBERT JEWETT**  
NOTARY PUBLIC  
STATE OF WISCONSIN

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

My Commission Expires 02/02/2019  
Notary Seal must be affixed

Additional partner or 20% or more shareholder

Office Use Only:  
Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_



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: S.H. Firehouse, Inc.
Premise Address: 407 N. Hawley Rd Milwaukee, WI 53213

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

is the building within 300 feet of any church, school, daycare center or hospital? [X] No [ ] Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? [ ] No [X] 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? [X] 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 [X] 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? [X] 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 [X] Yes If yes, list name and address: Waukesha State Bank 11040 E. Main Street Waukesha WI 53186

Proof of Ownership, Lease, or Offer to Purchase (New & Transfer Applicants Only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- a) Be in the same legal entity name as that apply for the license
b) Reflect the same address as the premises address on this application
c) Reflect current dates and
d) Be signed by the lessor/seller and lessee/buyer

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? [X] Own [ ] Lease

b) Who owns the fixtures (for example, coolers, etc.)? Wenumment, Inc.

c) Are you purchasing the stock and/or fixtures? [X] No [ ] Yes If yes, amount paid \$ \_\_\_\_\_

d) Total amount paid for business \$ 450,000.00

e) Total amount paid for goodwill of the business \$ 0 Buying only building not 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? [X] No [ ] Yes



**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: DH Firehouse, LLC

Premise Address: 407 N. Hawley Road.

**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 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: the bank I am working with on loan.

**Proof of Ownership, Lease, or Offer to Purchase (New & Transfer Applicants Only)**

Submit proof of ownership, lease, or offer to purchase the building with this application.  
A lease or offer to purchase must:

- Be in the same legal entity name as that apply for the license
- Reflect the same address as the premises address on this application
- Reflect current dates and
- Be signed by the lessor/seller and lessee/buyer

**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.)? Janelle Meyer Brown

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

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

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

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

- a) Date lease begins 12-19-18 Ends OWN
- b) Monthly rental \$ 4500.00
- 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)? 20+
- 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): \_\_\_\_\_

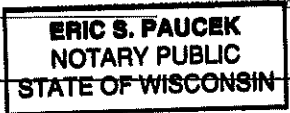
**Notarized Signatures of Applicants**

SUBSCRIBED AND SWORN TO BEFORE ME  
 This 27th day of September, 20 18

Eric S. Paucek  
 (Clerk/Notary Public)

[Signature]  
 Sole Proprietor, Partner, 20% or more Shareholder, or Agent - only if there are no 20% or more shareholders

My Commission Expires October 29th, 2019  
 \*Notary Seal must be affixed.



Additional partner or 20% or more shareholder

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 premise applicants must submit the following:**

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu

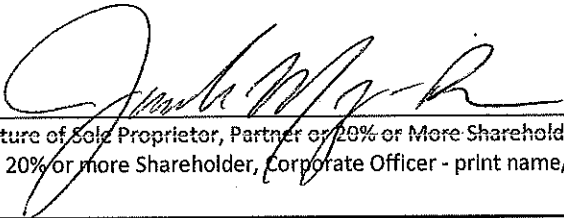
**Lease Information (New & Transfer Applicants who are leasing the premises only)**

- a) Date lease begins Dec 17, 2018 Ends OWN. Buying.
- b) Monthly rental \$ 4500.00 mo.
- 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)? 20 years +
- 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**

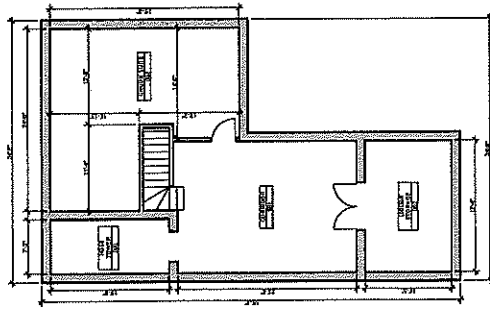


Signature of Sole Proprietor, Partner or 20% or More Shareholder  
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

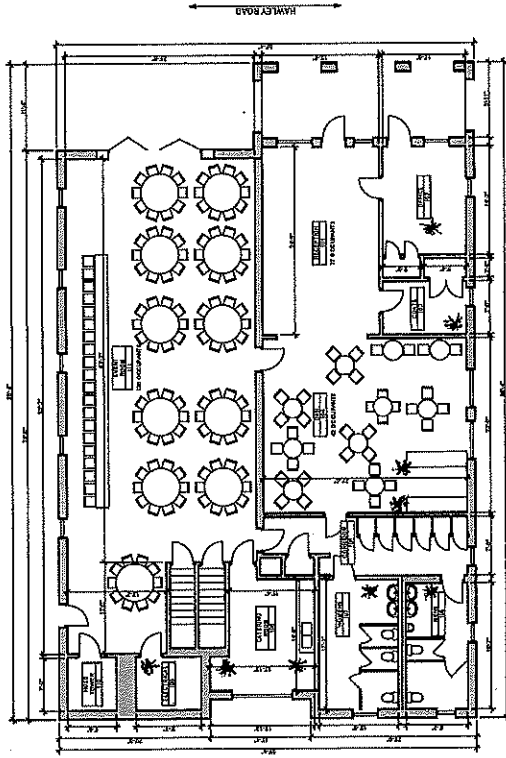
Note: All information contained in this application is subject to approval by the Common Council.  
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.  
Contact the License Division for information on how to request changes.

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

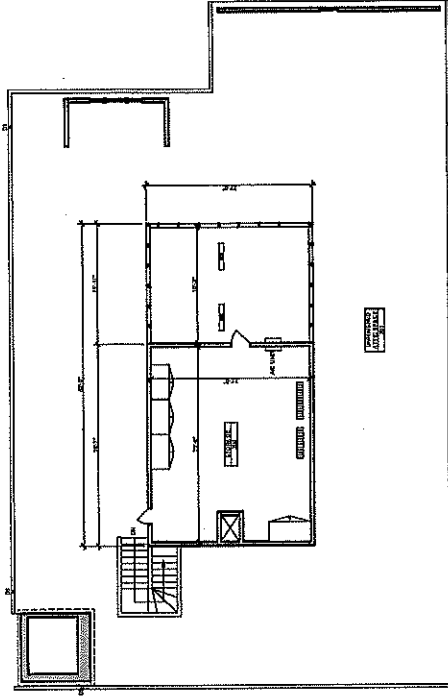
- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu



1  
A101  
NEW LOWER LEVEL FLOOR PLAN  
SCALE: 1/16" = 1'-0"  
NORTH



2  
A101  
NEW FIRST FLOOR PLAN  
SCALE: 1/16" = 1'-0"  
NORTH



3  
A101  
NEW SECOND FLOOR PLAN  
SCALE: 1/16" = 1'-0"  
NORTH

*Agent* OWNER: JANELLE MEYER - BROWN

|                         |          |
|-------------------------|----------|
| BUILDING SQUARE FOOTAGE | 1,237 SF |
| LOWER LEVEL:            | 3,851 SF |
| FIRST FLOOR:            | 531 SF   |
| SECOND FLOOR:           | 531 SF   |
| TOTAL SQUARE FOOTAGE:   | 5,679 SF |

*\*garbage cans labeled*

*SH Firehouse, LLC.*



6528 West North Avenue  
Milwaukee, Wisconsin 53213  
(414) 291-0772 phone  
www.galbraithcarmahan.com

# STORY HILL FIREHOUSE

407 HAWLEY ROAD MILWAUKEE, WI 53113

## NEW FLOOR PLANS

DATE: 12.13.18  
PROJECT#: 1834

# A101

2018 GALBRAITH CARMAHAN ARCHITECTS LLC