



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

Thursday, May 07, 2020

**COMMITTEE MEETING NOTICE**

AD 15

Rickey L Potts

3819 W Center St

Milwaukee, WI 53210

---

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

**Friday, May 15, 2020 at 04:00 PM**

**Regarding:** Your Class A Malt & Class A Liquor License Application for "Potts Liquor" at 3817 W Center St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/629741157>. If you wish to call in, please call +1 (872) 240-3412 and use Access Code: 629-741-157.

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

---

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

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

Jessica Celella

License Division Manager

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

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 01/17/2020  
**LICENSE TYPE:** ALQML  
**NEW:**   
**RENEWAL:**

**No. 305281**  
**Application Date:** 01/15/2020

**License Location:** 3817 W Center St  
**Business Name:** Potts Liquor

**Licensee/Applicant:** POTTS, Rickey L  
(Last Name, First Name, MI)

**Date of Birth:** 09/19/1962

**Home Address:** 3814 W Center St  
**City:** Milwaukee  
**Home Phone:**

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

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

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

1. On 11/30/2015 the applicant was cited in the City of Milwaukee at 4519 W. Center St for Building Code Violations.

**Charge:** Building Code Violations  
**Finding:** Guilty  
**Sentence:** Fined \$885.00  
**Date:** 11/22/2016  
**Case:** 16044672

Date: 02/07/2020  
Officer: Whittenberger

City of Milwaukee Police Department  
90-5-1.5 Crime Prevention Survey  
Convenience Store/Liquor Store Inspection

Name of Premise: Potts Liquor  
Address: 3817 W Center St, Milwaukee, WI 53210  
Phone: 414-763-4968

Owner: Rickey L. Potts  
Owner address: 3819 W Center St  
City State Zip: Milwaukee, WI 53210  
Owner Phone: 414-252-1853  
Owner email: rpzclpr45@yahoo.com

Manager: Rickey L. Potts  
Home Address: 3819 W Center St  
City State Zip: Milwaukee, WI 53210  
Phone: 414-252-1853  
Email: rpzclpr45@yahoo.com

Preferred contact: Rickey Potts

Location currently open:  YES  NO

Projected open date: August 2020

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

Hours of Operation: Sun: 8A-9P 24 hours Y N  
Mon: 8A-9P  
Tue: 8A-9P  
Wed: 8A-9P  
Thu: 8A-9P  
Fri: 8A-9P  
Sat: 8A-9P

Premise Type: Liquor Store  
Convenience Store  
Other:

Licenses currently held:

- Alcohol:  Yes  No Class: A #:
- Tobacco:  Yes  No #:
- Food:  Yes  No #:
- Extended Hours:  Yes  No #:
- Secondhand Dealer:  Yes  No Type: #:
- Other:  Yes  No Type: #:
- Other:  Yes  No Type: #:

Who is your alcohol distributor? N/A

**Exterior Survey:**

1. Is the area around the location clean?  Yes  No
2. What surrounds the location? (Check all the apply)
  - a.  Park
  - b.  School
  - c.  Youth Center
  - d.  Church
  - e.  Tavern(s) If so, how many
  - f.  Residential
  - g.  Other businesses
  - h.  Other:
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. Is there a parking lot  Yes  No
7. Is the parking lot clean?  N/A
8. Is the parking lot well lit?  N/A
9. Are there areas where a person could conceal themselves  Yes  No
10. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
11. Exterior Payphone?  Yes  No
12. Are there No Loitering Signs posted?  Yes  No
13. Are there exterior security cameras  Yes  No How Many: 6
14. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

15. Does this location have security cameras?  Yes  No
16. Are they in working order?  Yes  No
17. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No
  - d. Recorded  Yes  No
18. How long is footage stored for later viewing: unknown
19. Are there exterior cameras  Yes  No How many: 6
20. Are there interior cameras  Yes  No How many: 2

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

**Interior Survey:**

22. 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  N/A

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

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

25. Is there a lockable area that separates employees from customers?  N/A

26. Does the store sell single chore boy?  Yes  No

27. Does the store sell blunt wraps?  Yes  No

28. Does the store sell scales?  Yes  No

29. Does the store sell items that may be used as crack pipes?  Yes  No

a. Describe item N/A

30. Does the store have an over abundance of sandwich baggies:  Yes  No

31. Does the owner understand that these items are often used for drug use?  Yes  No

32. Do the products in the store appear to be new and rotated often?  N/A

33. Are emergency and non-emergency numbers posted near the phone?  N/A

34. 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

**Complete this section if alcohol establishment is a convenience store:**

(\*\* Read full ordinance for all details "68-55 Convenience Food Stores")

All convenience food stores not exempted under sub. 3 shall:

1. Is the cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk?  N/A
2. Are the glass entrance and exit doors clear of any signs or advertisements with the exception of a sign which states that the cash register contains \$50 or less and that the safe is no accessible to employees?  N/A
3. Does the store maintain one of the following on the licensed premise:
  - a. A safe that was in use at the convenience food store on August 17, 1994?  N/A
  - b. A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department?  N/A
4. Is lighting provided for the store's parking area during all hours of darkness when employees or customers are on the premises at a minimum average of 2-foot candles per square foot, unless the store is not open for business after sunset and before sunrise?  N/A
5. Are at least two high-resolution surveillance security cameras installed?  Yes  No
6. Are the security cameras in working order?  Yes  No
7. Does one camera show an overall view of the counter and register area?  Yes  No
8. Does one camera show a clear, identifiable, full frame image of the face of each person entering and leaving the store?  Yes  No
9. Are the camera views obstructed by fixtures or displays?  Yes  No
10. Is the recorded footage stored for at least 30 days?  Yes  No
11. Do all store employees know how to record footage from the camera system to media capable of being transferred to police custody?  Yes  No
12. Are customer entrances/exits made of glass or other transparent material?  Yes  No


- a. Exception: A store that does not have such doors on August 17, 1994 shall not be required to install such doors until the holder of the store's food dealer license changes.
- 13. Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment?  Yes  No
  - a. Contact Community Outreach and Education at 935-7836 for schedule.

**Sub 3. Exemptions.** The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions:

- a-1. The store is located in an enclosed shopping structure, enclosed commercial building or hospital. A convenience food store is not in an enclosed structure or building if a customer can enter it directly from the outside.  
Does store conform to a-1  Yes  No
- a-2. The store physically separates employees from customers with a solid partition that bars a person from entering the employee area from the customer area, has a secure lock on the employee side of any door between the employee area and the customer, and conducts all transaction through a service window or similar arrangement.  
Does store conform to a-2  N/A
  - a. At the commissioner's discretion, a convenience store may be exempted from any or all of the regulations specified in sub 2.  
Does this location hold an exemption from the commissioner regarding any of the requirements of Sub 2?  Yes  No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

The location is currently opened as a nail salon. There is no sign of a liquor store as of yet. The owner did have designs. All questions were covered with the owner for the owner to be aware of. Some questions unable to be answered at this time due to the location not being a liquor store are this time. Owner stated he plans on adding more cameras and lighting as well. Owner advised to keep the video from 14 days to preferably 30 days.

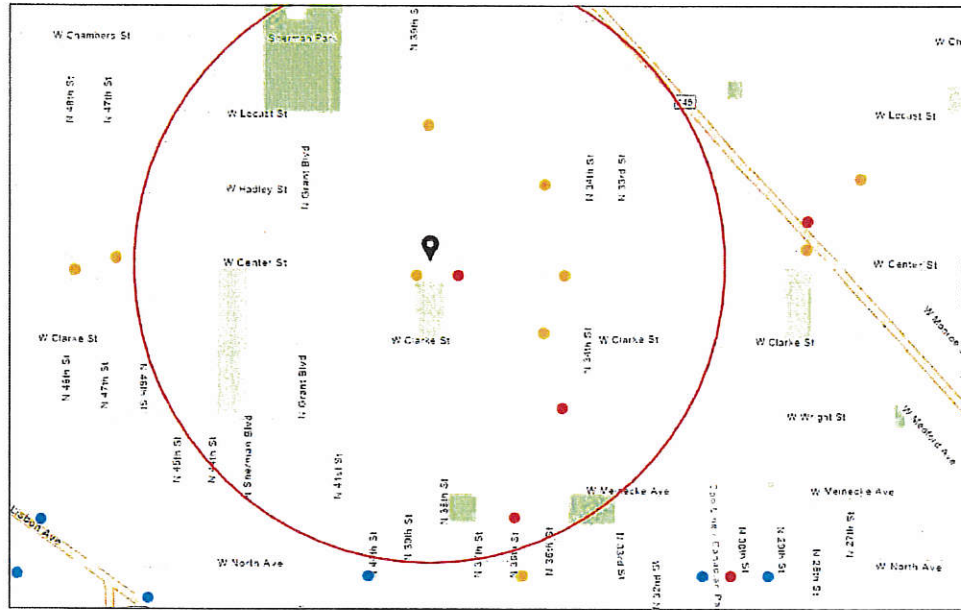


# City Concentration Map

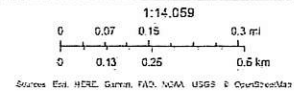
## Area of Interest (AOI) Information

Area : 21,862,586.02 ft<sup>2</sup>

Jan 16 2020 8:32:21 Central Standard Time



- Alcohol Licenses
- Class A Fermented Malt Beverage
  - Class A Liqueur and Malt
  - Class B Tavern
  - City Boundary



## Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	8		

## Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	FAMILY FOOD MARKET	FAMILY FOOD MARKET	NASER A ASAD, SP	2803 N 35TH ST	Class A Fermented Malt Beverage Retailer's License		4/23/2020, 7:00 PM	1
2	BUYRITE FOOD & LIQUOR	BUYRITE FOOD & LIQUOR	GEORGE C KUSAK, SP	2500 N 35TH ST	Class A Malt & Class A Liquor License		5/9/2020, 7:00 PM	1
3	NAT LIQUOR & FOOD MART, INC	S & A LIQUOR	MAMTA SINGH, Agt	3725 W CENTER ST	Class A Malt & Class A Liquor License		5/3/2020, 7:00 PM	1
4	MEGA MARTS, LLC	PICK 'N SAVE #879	JASON R DIXON, Agt	2355 N 35TH ST	Class A Malt & Class A Liquor License		1/17/2020, 6:00 PM	1
5	Walters Grocery, LLC	Walters Grocery	ASTON B WALTERS, Agt	3821 W LOCUST ST	Class A Fermented Malt Beverage Retailer's License		6/9/2020, 7:00 PM	1
6	Y & A Food Inc	Alliance Super Food Market	Salah Qandeel, Agt	2672 N 35th ST	Class A Fermented Malt Beverage Retailer's License		2/20/2020, 6:00 PM	1
7	SKYWAY FOOD MART	SKYWAY FOOD MART	AVTAR S KANG, SP	2601 N 35TH ST	Class A Fermented Malt Beverage Retailer's License		3/22/2020, 7:00 PM	1
8	QUICK FOOD MARKET	QUICK FOOD MARKET	BALJEET KAUR, Raghinder Singh	3833 W CENTER ST	Class A Fermented Malt Beverage Retailer's License		12/26/2020, 6:00 PM	1

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





Thursday, May 07, 2020

# Licenses Committee Notice of Hearing

Jennifer Potts  
3819 W Center St  
Milwaukee, WI 53210

The Licenses Committee will consider the following license application:

Class A Malt & Class A Liquor License Application  
Rickey L Potts  
Potts Liquor at 3817 W Center St

Date: 5/15/2020

Time: 04:00 PM

Location: The hearing before the Licenses Committee will take place virtually on Friday, May 15, 2020. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony.

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



Thursday, May 07, 2020

## Licenses Committee Notice of Hearing

Jennifer Potts  
3817 W Center St  
Milwaukee, WI 53210

The Licenses Committee will consider the following license application:

Class A Malt & Class A Liquor License Application  
Rickey L Potts  
Potts Liquor at 3817 W Center St

Date: 5/15/2020

Time: 04:00 PM

Location: The hearing before the Licenses Committee will take place virtually on Friday, May 15, 2020. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony.

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



Thursday, May 07, 2020



# Notice of Public Hearing

blank  
notice

---

POTTS, Rickey L  
Potts Liquor at 3817 W Center St  
Class A Malt & Class A Liquor License Application

**Friday, May 15, 2020 at 4:00 PM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 5/15/2020 at 4:00 PM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

---

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

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.  
**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	2725 N 38TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2724 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2706 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2713 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2714 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3829A W CENTER ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2714A N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2642 N 38TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2657 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2655 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3827 W CENTER ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3823 W CENTER ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3801 W CENTER ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2703 N 38TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2712 N 38TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2719 N 38TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2703 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2704 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2702 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2708 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2650 N 38TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2641A N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2651A N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2651 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3733 W CENTER ST A	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3812 W CENTER ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2679 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2701 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2645 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3817 W CENTER ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2642A N 38TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2646 N 38TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2647 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2661 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2669 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2702 N 38TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2677 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2709 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2641 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2667 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2709 N 38TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2715 N 38TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2718 N 39TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2652 N 38TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2663 N 39TH ST	MILWAUKEE, WI 53210

Total Records: 45

Radius: 250.0 feet and Center of Circle: 3817 W Center 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:  
Liquor store

Do you have any experience operating this type of business?  No  Yes If yes, explain: RPr Conv. Store Cjdpk

## 2. Business Operations

a. Proposed Opening Date: August 2020  
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: Nail Salon  
e. Is the current licensee operating?  No  Yes If no, list date closed: N/A  
f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: Barbershop - Tip flood  
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: \_\_\_\_\_

## 4. Smoking & Sanitation

a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_  
b. Number of Garbage Cans: Inside: 2 Locations: front of the store & Behind counter  
Outside: 2 Locations: front & back  
c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_  
d. How many restrooms are on the premises? 1 (one)  
e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: future contract

## 5. Security

- a. Are there onsite parking spaces? No  Yes  If yes, how many? 2 and describe the parking security plan: owner lighting
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: will apply for load zone
- 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? 7 and list locations: front (2) - side (2) back (1) - inside (2)
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>75</u> %	Food <u>10</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>15</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Other <u>0</u> % Describe: _____
Pawnbroker Activity <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %		

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

### Type 1

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

### Type 2

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

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

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

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

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

## 9. Premises Description

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

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

Other: Describe: \_\_\_\_\_

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

c. Nearest Major Cross Street: 35<sup>th</sup>

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: Jennifer Potts Phone Number: 414-306-3586

Business Owner Address: 3819 W Center Street, Milwaukee WI 53210

## 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	8 AM	9 PM	100	25-75	
Monday	8 AM	9 PM	100	25-75	
Tuesday	8 AM	9 PM	100	25-75	
Wednesday	8 AM	9 PM	100	25-75	
Thursday	8 AM	9 PM	100	25-75	
Friday	8 AM	9 PM	100	25-75	
Saturday	8 AM	9 PM	100	25-75	

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

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

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





# ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: Potts Liquor

Premise Address: 3817 W. Center Street, Milw - WI 53210

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

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

### "Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"?  No  Yes  
Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

### Business Information

a) Are you taking out this application for anyone that may not be eligible for a license?  No  Yes  
If yes, list their name and address: \_\_\_\_\_

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business?  No  Yes  
If no, list the name and address of the person(s) who will: \_\_\_\_\_

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

c) Does anyone else have money invested or any other interest in this business?  No  Yes  
If yes, explain: \_\_\_\_\_

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?  
 No  Yes If yes, list name and address: \_\_\_\_\_

### 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?  Own  Lease

b) Who owns the fixtures (for example, coolers, etc.)? Will purchase I will own

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

d) Total amount paid for business \$ new business

e) Total amount paid for goodwill of the business \$ new 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?  No  Yes

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

- a) Date lease begins 3/2020 Ends 3/2023
- b) Monthly rental \$ 2,000.
- c) Do you have an option to renew the lease?  No  Yes
- d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 3
- 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)

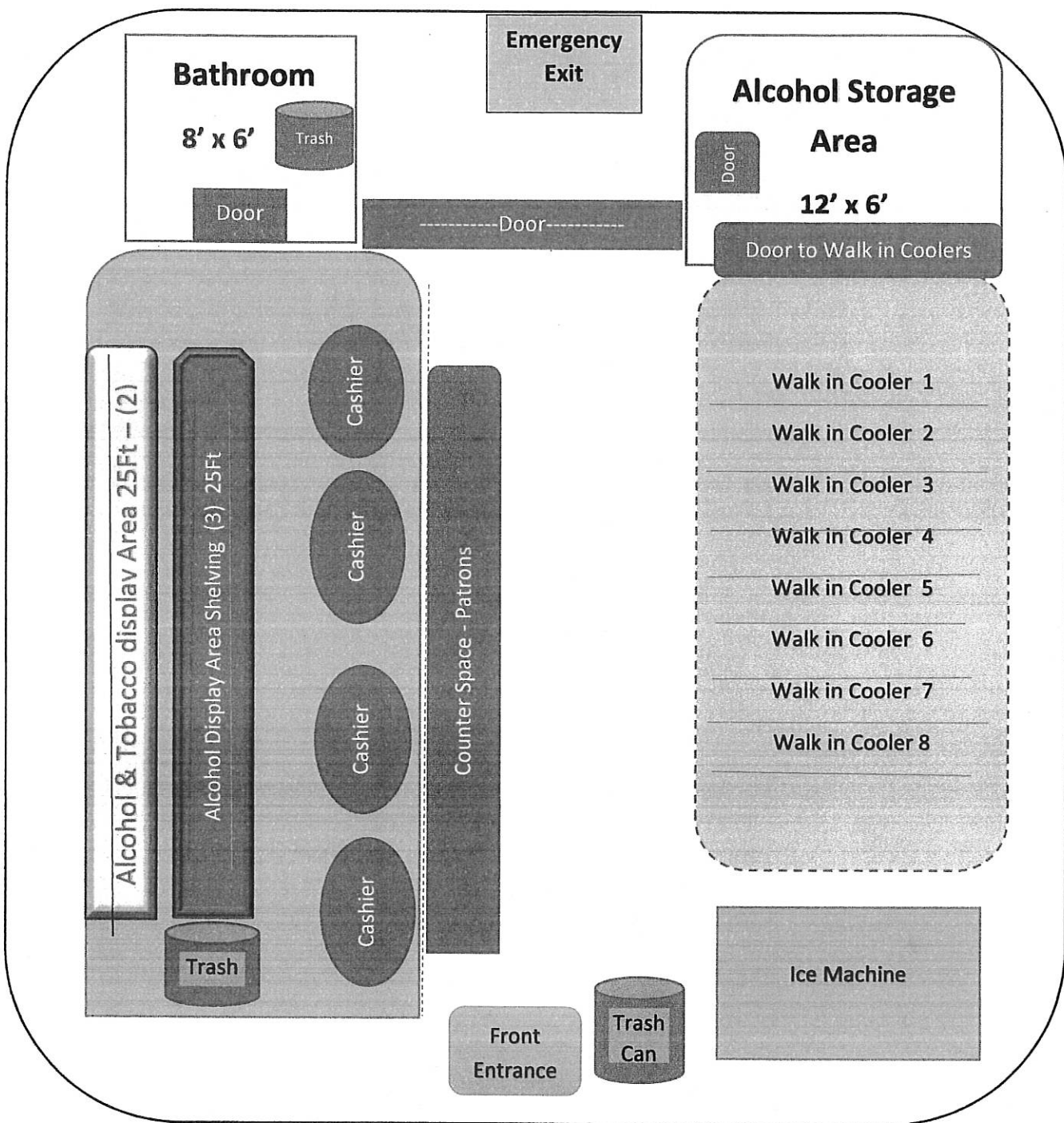
Note: All information contained in this application is subject to approval by the Common Council.  
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.  
Contact the License Division for information on how to request changes.

### New and transfer of premises 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

Dumpster

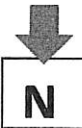
Parking Slab 24' L x 21' W



North 38th Street

North 39th Street

West Center Street

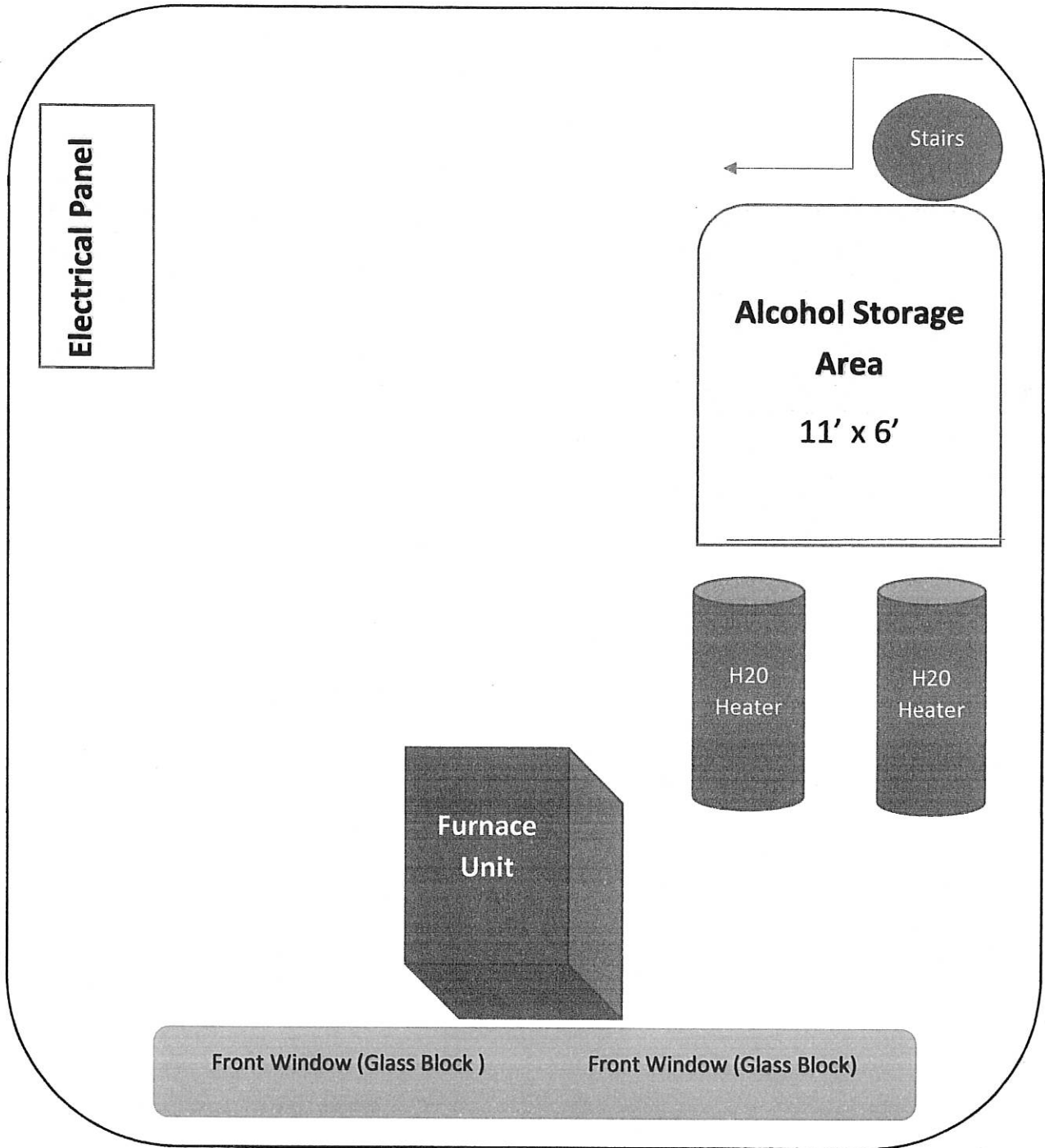


*Rickey Potts*  
 "Potts Liquor" Floorplan  
 3817 W. Center Street – First Floor  
 Milwaukee, WI 53210  
 Date: January 15, 2020



Total Square Footage = 1323  
 Length = 53'  
 Width = 22'

# 3817 W. Center Street - Basement



"Potts Liquor" Floorplan - **BASEMENT**  
3817 W. Center Street  
Milwaukee, WI 53210  
Date: January 2, 2020

Total Square Footage = 1232  
Length = 53'  
Width = 22'