



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Wednesday, October 05, 2022

COMMITTEE MEETING NOTICE

AD 08

HOEPPNER, Melissa M, Agent  
Missy Sweets Lounge LLC  
7641 N 60TH St #204  
Milwaukee, WI 53223

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below. The hearing will be held at:

**Tuesday, October 18, 2022 at 09:00 AM**

The access code is <https://meet.goto.com/763126797>. If you wish to call in, please call +1 (646) 749-3122 and use Access Code: 763-126-797. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern, Public Entertainment Premises and Food Dealer License Applications Requesting Jukebox, 5 Amusement Machines and 1 Pool table as agent for "Missy Sweets Lounge LLC" for "Missy Sweets Lounge" at 3412 W NATIONAL Av.

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

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

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

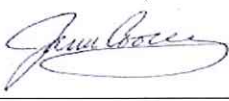
You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may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

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

Limited parking for persons attending meetings 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: 

Jim Cooney  
License Division Manager

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

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

**MILWAUKEE POLICE DEPARTMENT  
LICENSE INVESTIGATION UNIT**

**CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS  
SYNOPSIS**

**DATE: 09/06/2021**  
**LICENSE TYPE: BTAVN**  
**NEW:**  
**RENEWAL: X**

**No. 328969**  
**Application Date: 09/04/2021**  
**Expiration Date:**

**License Location: 3412 W National Ave**  
**Business Name: Gene's Unicorn Pub II**

**Aldermanic District:08**

**Licensee/Applicant: Parker, Shane G**  
(Last Name, First Name, MI)  
**Date of Birth: 10/05/70**

**Male: X**

**Female:**

**Home Address: 9710 W Coldspring Road**  
**City: Greenfield**  
**Home Phone: (414) 640-8944**

**State: Wi**      **Zip Code: 53228**

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 08-17-97, applicant was charged with Disorderly Conduct by Greenfield Police Department.

Charge: Disorderly Conduct  
Finding: Convicted  
Sentence: Fined  
Date: 09-17-97  
Case: D97-7926

2. On 07-25-94, applicant was convicted of OWI in Milwaukee County. His license was suspended for 6 months. No further information.
3. On 05-04-01, applicant was convicted of OWI in Milwaukee County. His license was revoked for 14 months. No further information.
4. On 09-26-01, applicant was convicted of OWI in Milwaukee County. His license was revoked for 2 years, he received a fine and given 6 months in HOC.

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5. On 12/21/03, applicant was charged with 5 counts of Unemploy-Comp-Fraud to Obtain Benefits in Milwaukee County.

Charge: Unemploy-Comp-Fraud to Obtain Benefits  
Finding: Guilty due to Guilty Plea on one count, 4 charges dismissed but read-in  
Sentence: Fined  
Date: 01/10/08  
Case: 07CM006576

6. On 11/27/07, applicant received a citation for Sale of Alcohol To Underaged Person at 3412 W National Avenue.

Charge: Sale of Alcohol To Underage Person  
Finding: Guilty  
Sentence: Fined \$160.00  
Date: 03/25/08  
Case: 08019404

- =====
7. On 12/02/08 at 8:47 pm, Milwaukee police were dispatched to 3412 W National for a Battery complaint. Officers spoke with the victim who stated he was sitting at the bar when a known actor came in stating the victim owed him some money. The actor pushed the victim and a fight started. The victim was convey to a near by hospital where he was treated for a fractured ankle. A report was filed.
8. On 06/22/09 at 5:27 pm, Milwaukee police were working the Wisconsin Wins Tobacco Initiative and had an underage female enter 3412 W National in attempts to purchase cigarettes. The underage was able to receive dollar coins from the bartender who then purchased a pack of cigarettes from the vending machine. The bartender never asked for any identification. The licensee, Shane Parker was cited for Sale of Cigarettes to Minor/Underage at 3412 W National Avenue.

Charge: Sale of Cigarettes To Minor/Underage  
Finding: Guilty  
Sentence: Fined \$160.00  
Date: 08/12/09  
Case: 09099049

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9. On 04/10/10 at 8:40 pm, applicant was arrested by Greendale Police Department for OWI.

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10. On 03/01/11 at 11:23 pm, Milwaukee police were dispatched to 3412 W National Avenue for a Trouble With Subject complaint. Officers spoke with the bartender Delora Woods who stated that a customer inside the bar kept making unwanted passes at her and she asked the patron to leave, but he refused and started to disturb other customers. The subject was still on scene at police arrival and he was advised that he was no longer welcomed in the bar.

11. On 07/05/11 at 11:30 pm, Milwaukee police were dispatched to 3412 W National for a Battery complaint. Investigation revealed a patron who had left the tavern was beaten by four unknown males and needed stitches to close his wounds. While officers were conducting follow up regarding the battery, they observed 3 patrons leave the bar who began fighting fight one another outside the bar causing a disturbance and crowd to gather. These three patrons were highly intoxicated and refusing to listen to police commands. Additional police squads were called and the subjects were citing for Disorderly Conduct and Resisting/Obstructing an Officer.

12. On 08/04/10, applicant was convicted of OWI in Milwaukee County. His license was revoked for 30 months.

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13. On 01/11/13 at 5:57 pm, Milwaukee police were dispatched to 3412 W National Avenue to check for a crime scene regarding a Battery/Cutting complaint. Police spoke to Terri Rainbird who was bartending. Rainbird stated that two males were verbally arguing inside the bar when they both exited and started to physically fight with their fists. Investigation found that one of the subjects fighting stabbed the other outside of the Unicorn tavern.

14. On 10/05/13 at 10:48 pm, Milwaukee police observed a fight outside of Gene's Unicorn Pub at 3412 W National Avenue. Investigation found two patrons started to verbally argue inside the bar when they were ordered to leave by the bartender Juana Williams. Both subjects left, but continued to physically fight outside until police arrived. A third subject approached police during the investigation and told police that he was armed with a gun and had a valid CCW permit. He also admitted to consuming alcohol while inside the bar. This subject was arrested and a charge of ESBUDW is pending against him. Williams told police that she was unaware that anyone was armed while inside the bar.

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15. On 02/16/2014 Milwaukee police conducted a licensed premise check at 3412 West National Avenue (Gene's Unicorn). No violations were observed.

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16. On 10/05/2014 Milwaukee police responded to a loud music complaint at 3412 West National Avenue (Gene's Unicorn Pub II). Officers could hear music from outside of the business and noticed that the front door of the tavern was propped open. The bartender, Juana Williams, stated the business was very crowded and he did not notice that the front door was open. He closed the door, had the music turned down and told officers the business was about to close for the night anyway. The person who reported the problem did not wish to be a complainant for a citation.

17. On 10/23/2014 Milwaukee police responded to a fight complaint at 3412 West National Avenue (Gene's Unicorn Pub II). The victim told officers he had been involved in a verbal confrontation with two other patrons while inside the bar. This later escalated into a physical confrontation outside of the business. The victim told officers that the other parties involved left prior to police arrival and he did not want police services. The bartender, Juana Williams, was cooperative and no violations were observed.

18. On 12/05/2014 Milwaukee police conducted a licensed premise check at 3412 West National Avenue (Unicorn Pub II). No violations were observed.
19. On 01/17/2015 Milwaukee police responded to a trouble with a subject complaint at 3412 West National Avenue. The bartender, Annette Wilber, told officers there had been an argument inside the bar between three subjects, but they all left prior to officer's arrival.
20. On 01/31/2015 Milwaukee police conducted a licensed premise check at 3412 West National Avenue (Gene's Unicorn Pub 2). No violations were observed.
21. On 04/16/2015 Milwaukee police responded to a shooting at 3412 West National Avenue (Gene's Unicorn Pub). Investigation revealed a patron of the business attempted to leave the business with a drink. The bartender informed the patron that she couldn't leave with the drink. The husband of the bartender attempted to stop the patron at the door from leaving with the drink. The patron produced a handgun and fired two shots while inside the business, striking the bartender's husband in the arm. Milwaukee police incident report #151060009 filed.

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22. On 05/25/2016 Milwaukee police were dispatched to a fight at 3412 West National Avenue (Gene's Unicorn II). Investigation revealed the victim was punched multiple times while inside the business, causing a broken nose and bruised eye. During this investigation, officers conducted a licensed premise check which revealed no violations. Milwaukee police incident report #161470118 filed.

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23. On 09/05/2017 at 9:27pm officers went to The Green Unicorn Pub, 3412 W. National Av, to conduct follow up regarding a shooting. The officers watched surveillance video from 09/05/2017 at 1:27am. The video depicted a fight inside between a male and female patron. The bartender, Kristine WILMER, and another male subject attempted to stop the fight. While attempting to stop the fight, the male subject helping the bartender pulled out a gun from his waist band. The male suspect charged toward the subject with the gun and the subject fired one time at the suspect. Both subjects then left the bar. WILMER is observed later in the video picking something, possibly the casing from the bullet, off the floor and taking it outside. WILMER denies picking up a casing and told the officers she did not think the shooting happened inside the bar. The applicant was contacted by phone and stated he believed the shooting occurred outside his establishment. The tavern made no calls to the police regarding this incident.

24. On 09/20/2017 a meeting was held regarding the shooting on 09/05/2017 at Gene's Unicorn, 3412 W. National Ave. At the meeting was the applicant, Alderman DONOVAN, and Captain RAMIREZ. The applicant stated he trains his employees to call the Police if there is an incident at the tavern. He stated he has fired the employee involved and is attempting to identify the patrons involved so he can ban them from the tavern. He is considering better lighting in the rear of the tavern and increase security during busy hours. He will be posting a sign to prohibit firearms. Alderman DONOVAN recommended the applicant close at 12:00am on weekdays and 1:00am on weekends and place a camera and lighting at the rear of the business.

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25. On 03/26/18 at 12:29am, Milwaukee Police were dispatched to 3412 W. National Avenue (Gene's Unicorn Pub) for a subject with gun complaint. The caller/employee called police and stated a patron pointed a firearm at her. The patron was located and arrested. An Incident report was filed (180850002)

26. On 08/01/18 an email was sent to the Second District from an alderman wanting an investigation into a fight which happened on 07/28/18 in front of 3412 W. National Avenue (Gene's Unicorn tavern). In the email, there was a link which captured a fight in front of the location and mentioned employees of the tavern. Investigation revealed that there were no calls for service at the establishment on 07/28/18 and there was no victim, who filed a police report. An employee and security were interviewed but neither one stated they saw a fight.

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27. On 09/19/2019 at 11:18pm officers were dispatched to a shooting at 4122 W. Orchard St. The investigation revealed there was no shooting but there was a fight at Gene's Unicorn Bar, 3412 W. National Av. The victim stated he lost consciousness during the fight. He became uncooperative with officer and they were not able to identify the actor. The officers went to the bar and spoke with the bartender. She stated she was aware of a fight outside but stated she did not call the police because she wanted to talk with the manager first, because she knew the officers would want access to the video system. She went outside and told the subjects to stop fighting and observed one of the subjects bleeding from the face. The subject refused medical treatment and told her not to call the police. When he refused treatment she advised him he would need to leave. The video of the incident was provided to the officers and the bartender was cooperative. The bartender was advised to call the police next time.

28. On 03/01/2020 at 1:42am officers were dispatched to Gene's Unicorn Pub, 3412 W. National Av for a fight. When the officers arrived they observed a female attempting to bite a security guard. The officers interviewed the bartender, who stated the female came into the bar and had three drinks. She then became aggressive and was causing a disturbance. Security then escorted her outside. The subject refused medical attention and was conveyed home.

29. On 08/21/2020 officers were dispatched to a Shooting at Gene's Unicorn Pub, 3412 W. National Av. The officers interviewed the bartender, who stated she heard two pops outside. She thought they were fireworks at first. She went outside and broke up an argument between patrons of the bar. The officers were able to view video of the incident which showed a male and female patron arguing outside. A subject came into the bar stating they got shot in the butt. Officers reviewed the video which showed the male approach the female's car, then walk back to his own auto. The male then got out of his car and walked into the bar limping. The subject then left the bar and got picked up by another vehicle.

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30. On 08/23/2020 at 11:57pm officers were dispatched to a Subject with gun at 3412 W. National Av. The caller stated there were three subjects outside fighting and one subject had a gun. The caller attempted to cancel the call because the subjects had left. The officers did not locate the subjects.

31. On 01/24/2021 at 7:56pm officers were dispatched to a Reckless use of Weapon at Gene's Unicorn Tavern, 3412 W. National Av. The officers interviewed the bartender who stated two customers got into an argument and one pulled a gun on the other. The subject with gun fled the scene. The bartender was cooperative with the officers.

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32. On 11/28/21 at 6:03pm, Milwaukee Police were dispatched to 3412 W. National Avenue for a fight compliant. Investigation revealed that two subjects engaged in a physical fight inside the tavern over a sporting event. The aggressor was arrested.

**Item #32 was added to Previous Premise**

Date:7-22-22  
Officer: PO Matthew Diener

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

Name of Premise: Missy Sweets  
Address: 3412 W National Av  
Phone: 414-647-9993

Owner: Melissa M HOEPPNER  
Owner address: 7641 N 60<sup>th</sup> St  
City State Zip: Milwaukee, WI 53223  
Owner Phone: 414-739-6615  
Owner email: mmhoeppner73@gmail.com

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

Preferred contact: cell

Location currently open:  YES  NO

Projected open date:

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

Hours of Operation: Sun: 6a-2a 24 hours Y N  
Mon: 6a-2a  
Tue: 6a-2a  
Wed: 6a-2a  
Thu: 6a-2a  
Fri: 6a-2:30a  
Sat: 6a-2:30a

Premise Type: Tavern/Bar  
Restaurant  
Other:



Licenses currently held:

- Alcohol:  Yes  No Class: #:  
Tobacco:  Yes  No #:  
Food:  Yes  No #:  
Other:  Yes  No Type: BMGR #: 198115  
Other:  Yes  No Type: #:

**Exterior Survey:**

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

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No
  - d. Recorded  Yes  No
20. How long is footage stored for later viewing: 10 days
21. Are there exterior cameras  Yes  No How many: 4
22. Are there interior cameras  Yes  No How many: 6

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

**Interior Survey:**

25. What is the planned/posted capacity 25  
 26. What is the minimum number of employees that will be on premise 1  
 27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No  
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No  
 28. Is the interior of the location neat and clean?  Yes  No  
 29. Does an interior camera face the entrance/exit?  Yes  No  
 30. Are emergency and non-emergency numbers posted near the phone?  Yes  No  
 31. Does the owner know how to contact their police district directly?  Yes  No  
 a. Did you provide a district contact guide to the owner?  Yes  No

**Security**

32. How many security personnel are going to be employed: 1  
 33. How will they be deployed: Interior Exterior  
 34. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun  
 35. Will the security be managed by business  or contracted   
 36. Will they be armed  Yes  No  
 37. What type of security measures will be used:  
 Wanding/metal detector  
 ID Scanner  
 Dress Code  
 Cover Charge  
 Age restriction  
 Other  
 38. When at capacity, how will the overflow crowd be managed? Subjects will line up along building east/west  
 39. Will a guard monitor the overflow crowd at all times?  Yes  No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

The applicant is currently the bar manager at the premise, and has been for several years. She has a valid BMGR permit with the city and familiar with the neighborhood and the patrons. She plans on updating the lighting outside, and advised on how to/when to notify police when and if incidents occur. She also plans on contracting security but is unsure if they will be armed or not.

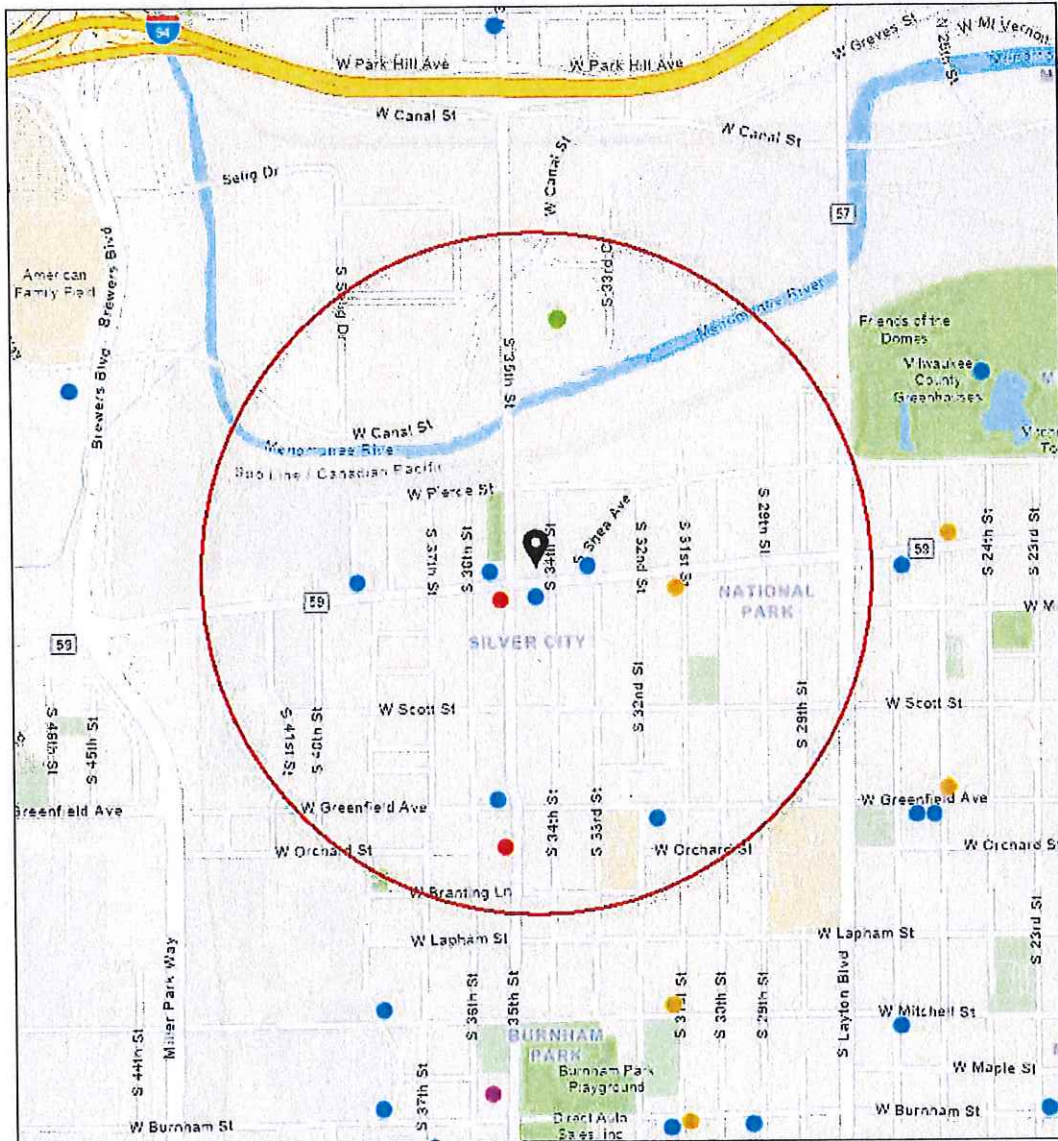


# Missy Sweets Lounge LLC

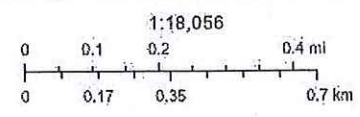
## Area of Interest (AOI) Information

Area : 21,862,585.55 ft<sup>2</sup>

Jul 14 2022 10:29:27 Central Daylight Time



- Alcohol Licenses (active)
- 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



Esri Community Maps Contributors, City of Milwaukee, WI Milwaukee County Land Info, Esri, HERE, Garmin, Swisstopo, GeoTechnology, Inc. MITI/NASA USGS, EPA, NPS, US Census Bureau, USDA

## Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	11		

## Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name
1	Hangoverz	Hangoverz	TINA M MINTO, SP	3121 W GREENFIELD AV	Class B Tavern License
2	Palermo Villa, Inc	Pizzeria 3301	Laurie Ann Fallucca, Agt	3301 W Canal ST	Class B Fermented Malt Beverage Retailer's License
3	Palermo Villa, Inc	Pizzeria 3301	Laurie Ann Fallucca, Agt	3301 W Canal ST	Class C Wine Retailer's License
4	National Grocery, LLC	National Grocery	Manpreet Singh, Agt	3501 W National AV	Class A Malt & Class A Liquor License
5	Celebrity's Hall	Celebrity's Hall	Raul Varela-Rodriguez, SP	1329 S 35th ST	Class B Tavern License
6	Milwaukee Nights Pub, LLC	Milwaukee Nights Pub	Samona McCann, Agt	3830 W NATIONAL AV	Class B Tavern License
7	LEVA ENTERPRISES SOUTH LLC	Orenda	Leticia C Munoz Hernandez, Agt	3514 W NATIONAL AV	Class B Tavern License
8	MAMIE'S	MAMIE'S	DEBRA L MICKEY, SP	3300 W NATIONAL AV	Class B Tavern License
9	ALDI, INC	ALDI #87	Abreanna M Harder, Agt	1441 S 35TH ST	Class A Malt & Class A Liquor License
10	National Beer & Food Mart, LLC	National Food	JASMINDER SINGH, Agt	3101 W National AV	Class A Fermented Malt Beverage Retailer's License
11	THAI BARBECUE, LLC	THAI BAR-B-QUE	XAY CHAI, Agt	3417 W NATIONAL AV	Class B Tavern License

#	Total Capacity	Expiration Date	Count
1	25	1/22/2022, 6:00 PM	1
2		2/7/2022, 6:00 PM	1
3		2/7/2022, 6:00 PM	1
4		4/7/2022, 7:00 PM	1
5	91	4/4/2022, 7:00 PM	1
6	80	3/21/2022, 7:00 PM	1
7		4/23/2022, 7:00 PM	1
8	68	6/29/2022, 7:00 PM	1
9		7/5/2022, 7:00 PM	1
10		9/23/2022, 7:00 PM	1
11		11/5/2022, 7:00 PM	1

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





Wednesday, October 05, 2022



# Notice of Public Hearing

Blank Notice

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HOEPPNER, Melissa M, Agent  
Missy Sweets Lounge at 3412 W NATIONAL Av  
Class B Tavern, Public Entertainment Premises and Food Dealer License Applications Requesting  
Jukebox, 5 Amusement Machines and 1 Pool Table

**Tuesday, October 18, 2022 at 9:00 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 10/18/2022 at 9:00 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must 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	3327A W NATIONAL AVE	MILWAUKEE, WI 53215-1113
CURRENT OCCUPANT	3329 W NATIONAL AVE	MILWAUKEE, WI 53215-1113
CURRENT OCCUPANT	3331 W NATIONAL AVE	MILWAUKEE, WI 53215-1113
CURRENT OCCUPANT	3331 W NATIONAL AVE# A	MILWAUKEE, WI 53215-1113
CURRENT OCCUPANT	3333 W NATIONAL AVE# A	MILWAUKEE, WI 53215-1113
CURRENT OCCUPANT	3334 W NATIONAL AVE	MILWAUKEE, WI 53215-1129
CURRENT OCCUPANT	3336 W NATIONAL AVE	MILWAUKEE, WI 53215-1129
CURRENT OCCUPANT	3403 W NATIONAL AVE# 1	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3403 W NATIONAL AVE# 2	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3403 W NATIONAL AVE# 3	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3403 W NATIONAL AVE# 4	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3411A W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3411B W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3415 W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3415A W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3417A W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3424 W NATIONAL AVE	MILWAUKEE, WI 53215-1116
CURRENT OCCUPANT	3427A W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3427B W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3428A W NATIONAL AVE	MILWAUKEE, WI 53215-1116
CURRENT OCCUPANT	3430A W NATIONAL AVE	MILWAUKEE, WI 53215-1116
CURRENT OCCUPANT	3430B W NATIONAL AVE	MILWAUKEE, WI 53215-1116
CURRENT OCCUPANT	3430C W NATIONAL AVE	MILWAUKEE, WI 53215-1116
CURRENT OCCUPANT	3503 W PIERCE ST	MILWAUKEE, WI 53215-1028
CURRENT OCCUPANT	3505 W PIERCE ST	MILWAUKEE, WI 53215-1028
CURRENT OCCUPANT	3507 W PIERCE ST	MILWAUKEE, WI 53215-1028
CURRENT OCCUPANT	3509 W PIERCE ST	MILWAUKEE, WI 53215-1028
CURRENT OCCUPANT	703 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	705 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	707 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	709 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	723 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	725 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	727 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	729 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	733 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	735 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	737 S 34TH ST	MILWAUKEE, WI 53215-1107
CURRENT OCCUPANT	737 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	739 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	740 S 34TH ST	MILWAUKEE, WI 53215-1108
CURRENT OCCUPANT	740A S 34TH ST	MILWAUKEE, WI 53215-1108
CURRENT OCCUPANT	743 S 34TH ST	MILWAUKEE, WI 53215-1107
CURRENT OCCUPANT	743 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	745 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	746 S 34TH ST	MILWAUKEE, WI 53215-1108

CURRENT OCCUPANT	747 S 34TH ST	MILWAUKEE, WI 53215-1107
CURRENT OCCUPANT	747 S 34TH ST# A	MILWAUKEE, WI 53215-1107
CURRENT OCCUPANT	747 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	749 S 34TH ST	MILWAUKEE, WI 53215-1107
CURRENT OCCUPANT	749 S 34TH ST# A	MILWAUKEE, WI 53215-1107
CURRENT OCCUPANT	749 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	801 S 34TH ST	MILWAUKEE, WI 53215-1109
CURRENT OCCUPANT	806 S 34TH ST	MILWAUKEE, WI 53215-1110
CURRENT OCCUPANT	811 S 34TH ST	MILWAUKEE, WI 53215-1109
CURRENT OCCUPANT	811A S 34TH ST	MILWAUKEE, WI 53215-1109
CURRENT OCCUPANT	813 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	814 S 34TH ST	MILWAUKEE, WI 53215-1110
CURRENT OCCUPANT	815 S 34TH ST	MILWAUKEE, WI 53215-1109
CURRENT OCCUPANT	815 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	815A S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	815B S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	816 S 34TH ST	MILWAUKEE, WI 53215-1110
CURRENT OCCUPANT	821 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	821A S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	827 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	829 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	831 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	835 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	918 S 35TH ST	MILWAUKEE, WI 53215-1406

Blank Notice

Total Records: 70

Radius 250.0 feet and Center of the Circle: 3412 W National Av





# 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:

Class B Tavern/Lounge

Do you have any experience operating this type of business?  No  Yes If yes, explain: Manager of current bar for 2+ years

## 2. Business Operations

- a. Proposed Opening Date: 11/01/2022
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: \_\_\_\_\_
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: Class B Tavern
- 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: hosting pop-up shop events for small businesses
- 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: Front & back yard have cigarette receptacles
- b. Number of Garbage Cans: Inside: 8 Locations: 4 behind bar, 2 bathrooms, 2 common area  
Outside: 2 Locations: By front/back door
- 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? \_\_\_\_\_ and describe the parking security plan: \_\_\_\_\_
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? 2 and answer the following:  
 What are their responsibilities? to ensure customer safety / overall well-being of establishment  
 Is security equipment used?  No  Yes If yes, describe wand detectors, Id scanner, computer  
 List their licensing, certification, or training credentials Security license, training from owner
- d. Will there be security cameras?  No  Yes If yes, how many? 10 and list locations: Backyard (Rear), side of property, front exterior, common area
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe search of purses/bags, body pat of patrons

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

Alcohol <u>90</u> %	Food <u>10</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other _____ % Describe: _____
Pawnbroker Activity <u>0</u> %	Salvaged Materials (such as scrap metal) <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: \_\_\_\_\_ 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 25 (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> Street

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: Mitchell Noreity Phone Number: (414) 645-3254

Business Owner Address: 3500 W. National Ave.

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	10:00 am	9:00 pm	20-25	25+	None
Monday	10:00 am	2:00 am	20-25	25+	None
Tuesday	10:00 am	2:00 am	20-25	25+	None
Wednesday	10:00 am	2:00 am	20-25	25+	None
Thursday	10:00 am	2:00 am	20-25	25+	None
Friday	10:00 am	2:00 am	20-25	25+	None
Saturday	10:00 am	2:00 am	20-25	25+	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 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.



# 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: Missy Sweets Lounge LLC

Premise Address: 3412 W. National Avenue

### 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.)? Mitchell Novak

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

d) Total amount paid for business \$ 4,000

e) Total amount paid for goodwill of the business \$ None N/A

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 11/01/2022 Ends 10/31/2024
- b) Monthly rental \$ 900
- 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)? 2 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 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



# FOOD DEALER LICENSE PLAN OF OPERATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: Missy Sweets Lounge LLC

Premises Address: 3412 W. National Avenue

## SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):  
MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.  
Frozen pizzas

Retail Items (snacks and beverages):  
RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store?  Yes  No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

- Bed & Breakfast
- Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done?  No  Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

Restaurant items (meals) will be sold - Complete this application and also contact DATCP.

NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

## SECTION 2 FOOD PROCESSING

Will any food processing be done?  No  Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

## SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold?  Yes

(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: Pizza (Frozen) will be stored properly

**SECTION 4 DETAILS OF OPERATION**

Will you have seating on site for dining?  No  Yes

Will you be doing any catering?  No  Yes

Will you be doing any delivery?  No  Yes

Will you have outdoor activities?  No  Yes - Check all that apply:  Bar  Cooking/Grilling  Dining **(Patio)**

Will you have a drive thru window?  No  Yes - Are hours different from inside?  No  Yes  
If Yes, provide drive thru hours: \_\_\_\_\_

Will scales or barcode scanners be used?  No  Yes - You must also apply for a Weights & Measures License.

**SECTION 5 ADDITIONAL SITES**

Where will food be prepared and/or sold?  
 At a single site  At multiple sites: How many? \_\_\_\_\_ (for example, a hotel with several dining rooms or bars)  
 If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

**SECTION 6 CONSTRUCTION OR CHANGES**

Are you planning any construction, remodeling or equipment changes?  
 No If No, SKIP to Section 8  
 Yes If Yes, check all that apply:  New construction of a building  Renovation or remodeling  
 Construction changes to existing building  Equipment changes only

Provide a brief description of the changes: \_\_\_\_\_

Start date: \_\_\_\_\_

Name, Address & Phone Number of Architect: \_\_\_\_\_

Name, Address & Phone Number of Contractor: \_\_\_\_\_

**SECTION 7 ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?  
 No If No, SKIP to Section 8  
 Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?  
 Immediately  At the same time as the alcohol license

**SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE**

You must initial each item confirming your understanding:

BM I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

BM I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

BM I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

BM I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

BM I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: [Signature]

Signature of Additional Partner: \_\_\_\_\_





# 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: 3412 W. National Avenue

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

<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input checked="" type="checkbox"/> Amusement Machines How many? <u>5</u>
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input checked="" type="checkbox"/> Pool Tables How many? <u>1</u>	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Patrons Dancing	<input 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: \_\_\_\_\_

At any time will sound amplification be used?  No  Yes If Yes, Describe: \_\_\_\_\_

**LEGAL CAPACITY OF PREMISES**

25 (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: \_\_\_\_\_. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

**ACKNOWLEDGEMENT/SIGNATURE**

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

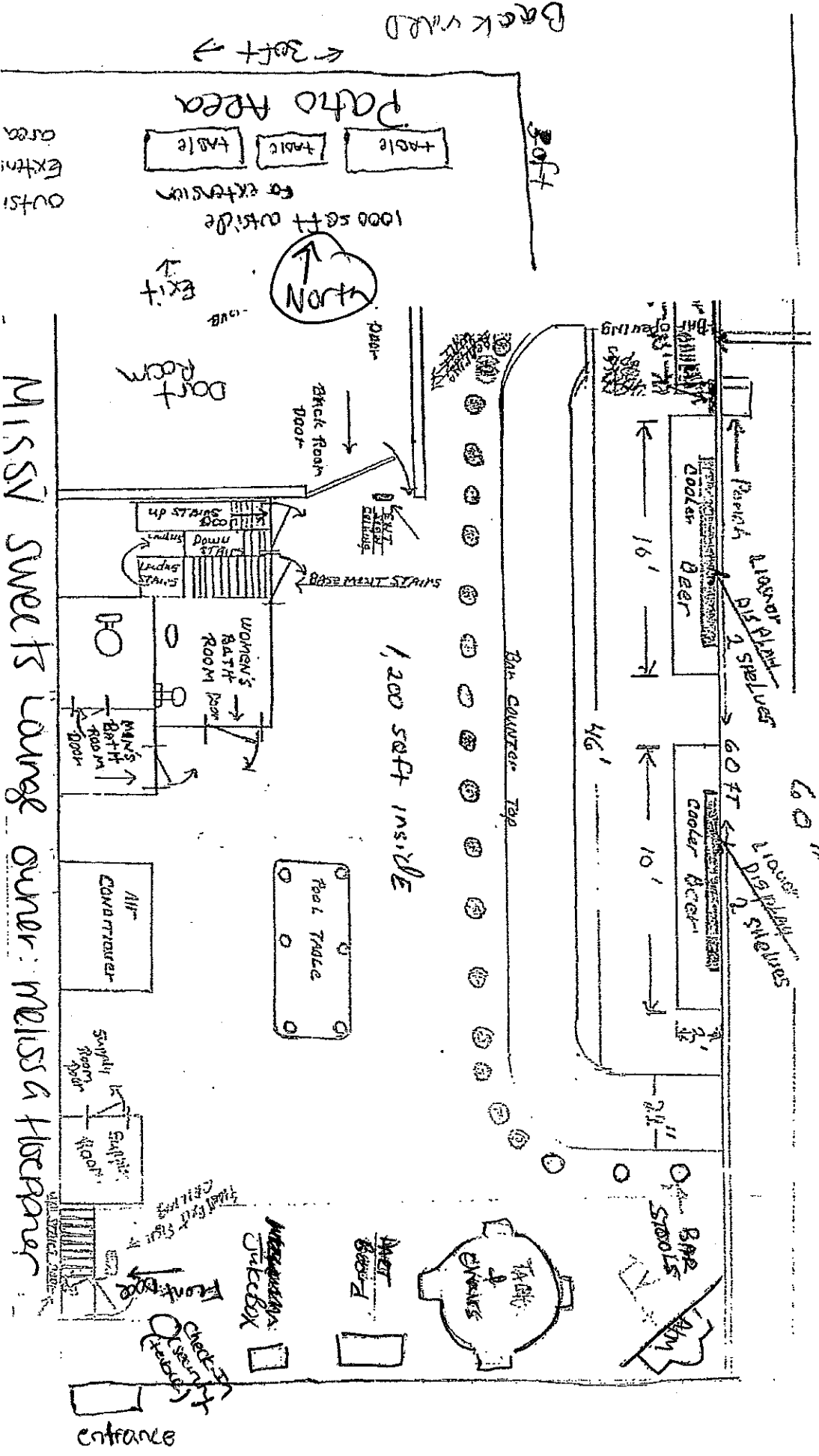
I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

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

MISSY SWEETS  
 Lounge Etc  
 National Wildlife  
 owner: Melissa J. Herpner  
 22/1/2  
 Fence Gate

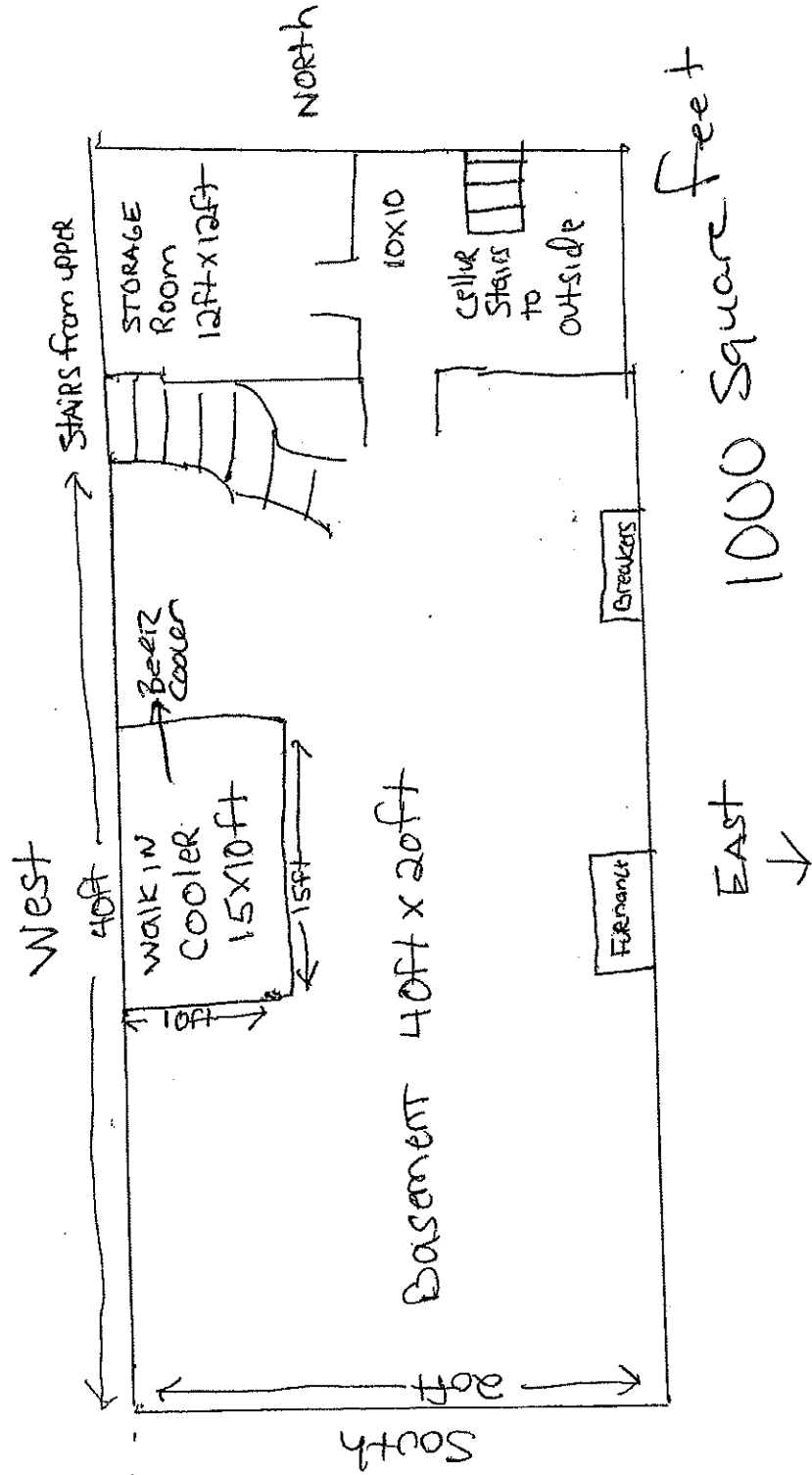
INSIDE BAR

2 car parking Area - 180 sq. ft.



Front of Build  
 ← National Ave →

Basement Floor Plan for 3412 W National Ave



1000 Square Feet

Missy Sweets Lounge LLC  
Melissa Hopfinger

7/13/2022

7/13/2022

# Cocktail MENU

## LONG COCKTAILS

Berry Motion Punch ..... \$10  
(Rum, Lemonade, cranberry juice)

Missy's Hen-Full Sunset ..... \$12  
(Hennessy concoction with pineapple, orange juice, lemonade, sprite, and splash of grenadine)

Missy's Fine-Apple Express ..... \$12  
(Apple ciroc, green Apple pucker, lemonade, and squirt)



Missy's Bomb-Pops  
\$5.00

## Special OFFER

Rail shots  
\$3.00



### Hookahs \$30

## SHORT COCKTAILS

Just Peachy..... \$6  
Electric Lemonade ..... \$6  
Missy's Coffee-Dream..... \$8



Pizza  
Small: \$6  
Large: \$8