



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

Wednesday, January 10, 2024

**COMMITTEE MEETING NOTICE**

AD 04

POYTINGER, Marla R, Agent  
NFMKE INC.  
N28W27542 Peninsula DR  
Pewaukee, WI 53072

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.

**Tuesday, January 23, 2024 at 09:00 AM**

The access code is <https://meet.goto.com/859644933>. If you wish to call in: **+1 (224) 501-3412** and use Access Code: **859-644-933**  
Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern, Public Entertainment Premises and Food Dealer License Applications Requesting Instrumental Musicians, Disc Jockey, Band, Magic Shows, Karaoke, 3 Amusement Machines, Poetry Readings, Patron Contests, 8 Bowling Lanes, Comedy Acts, Patrons Dancing and 1 Pool Table as agent for "NFMKE INC." for "THE NEW FASHIONED" at 1122 N VEL R PHILLIPS 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 during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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](mailto:License@milwaukee.gov)

Date: 12/27/2023  
Officer: PLUMLEY

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

Name of Premise: The New Fashioned  
Address: 1122 N Vel R Phillips  
Phone: (414) 939-8592

Owner: Marla Poytinger  
Owner address: N28W27542 Peninsula Dr  
City State Zip: Pewaukee WI 53072  
Owner Phone: (414) 336-1392  
Owner email: [Marla@barsandrec.com](mailto:Marla@barsandrec.com)

Licensee/Agent: Marla Poytinger  
Home Address: N28W27542 Peninsula Dr  
City State Zip: Pewaukee WI 53072  
Phone: (414) 336-1392  
Email: [Marla@barsandrec.com](mailto:Marla@barsandrec.com)

Preferred contact: Phone

Location currently open: ☐ YES ☒ NO

Projected open date: 3/1/2024

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

Hours of Operation: Sun: 12P-9P ☐ 24 hours ☐ Y ☒ N  
Mon: Closed  
Tue: 4P-12A  
Wed: 4P-12A  
Thu: 4P-12A  
Fri: 4P-12A  
Sat: 12P-12A

Premise Type: ☒ Tavern/Bar  
☐ Restaurant  
☐ Other:

Licenses currently held:  
Alcohol: ☒ Yes ☐ No Class: BTAVN #: 211108  
Tobacco: ☐ Yes ☒ No #:

Food: ☒ Yes ☐ No #: 19855  
Extended Hours: ☐ Yes ☒ No #:  
Secondhand Dealer: ☐ Yes ☒ No Type: #:  
Other: ☒ Yes ☐ No Type: PEP #: 8865  
Other: ☒ Yes ☐ No Type: SD #: 1836

**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: Fiserv Forum
3. Can you see from the outside of the location into the interior ☒ Yes ☐ No
4. Can you see the employees inside of the location from the outside ☒ Yes ☐ No
5. Are exterior windows free of signage ☒ Yes ☐ No
6. Is there a parking lot ☐ Yes ☒ No
7. Is the parking lot clean? ☐ Yes ☐ No
8. Off-Street parking ☐ Yes ☒ No
9. Is the parking lot well lit? ☐ Yes ☐ No
10. Valet Parking ☐ Yes ☒ No
  - a. Will this lot have a guard? ☐ Yes ☐ No
  - b. Will this lot have cameras? ☐ Yes ☐ No
11. Are there areas where a person could conceal themselves ☐ Yes ☒ No
12. Is there exterior lighting? ☒ Yes ☐ No. Does it appears to be adequate ☒ Yes ☐ No
13. Exterior Payphone? ☐ Yes ☒ No
14. Are there No Loitering Signs posted? ☐ Yes ☒ No
15. Are there exterior security cameras ☐ Yes ☒ No How Many:
16. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

**Camera Survey:**

17. Does this location have security cameras? ☐ Yes ☒ No
18. Are they in working order? ☐ Yes ☐ No
19. What format are the cameras?
  - a. Color ☐ Yes ☐ No
  - b. Digital ☐ Yes ☐ No
  - c. Recorded ☐ Yes ☐ No
20. How long is footage stored for later viewing: 30 Days
21. Are there exterior cameras ☐ Yes ☐ No How many:
22. Are there interior cameras ☐ Yes ☐ No How many:
23. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☐ No
24. Cameras located in parking lot ☐ Yes ☐ No How many

**Interior Survey:**

25. What is the planned capacity N/A

26. What is the minimum number of employees That will be on premise 5
27. Is the storeowner willing to be a standing complainant regarding loitering? ☒ Yes ☐ No
- a. If yes have them fill out the standing complaint form and give them two of the commercial signs ☐ Yes ☒ No
28. Is the interior of the location neat and clean? ☒ Yes ☐ No
29. Does an interior camera face the entrance/exit? ☐ Yes ☒ No
30. Is there a lockable area that separates employees from customers? ☒ Yes ☐ No
31. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
32. Does the owner know how to contact their police district directly? ☒ Yes ☐ No
- a. Did you provide a district contact guide to the owner? ☒ Yes ☐ No

### Security

33. How many security personnel are going to be employed: For Special Events
34. How ill they be deployed: Interior X Exterior
35. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun
36. Will the security be managed by business ☐ or contracted ☐
37. Will they be armed ☐ Yes ☐ No
38. What type of security measures to be used:
- ☐ Wandering/metal detector
  - ☐ ID Scanner
  - ☐ Dress Code
  - ☐ Cover Charge
  - ☐ Age restriction
  - ☐ Other

### ADDITIONAL COMMENTS/RECOMMENDATIONS:

This location will be closed on Mondays unless large event or Bucks game is going on at the Fiserv. Agent will be adding multiple new surveillance cameras to the interior of the establishment which will be accessible by managers. Agent also considering Community Connect program with Police Department. Agent will hire security for special events going on at their establishments and possibly during Bucks games. Agent considering adding ID scanner to establishment that links up with other large businesses in the area, to help combat any underage drinking or other criminal behavior of possible patrons. This location shares access to the plaza within the Deer District which is frequently patrolled by Fiserv Forum security.



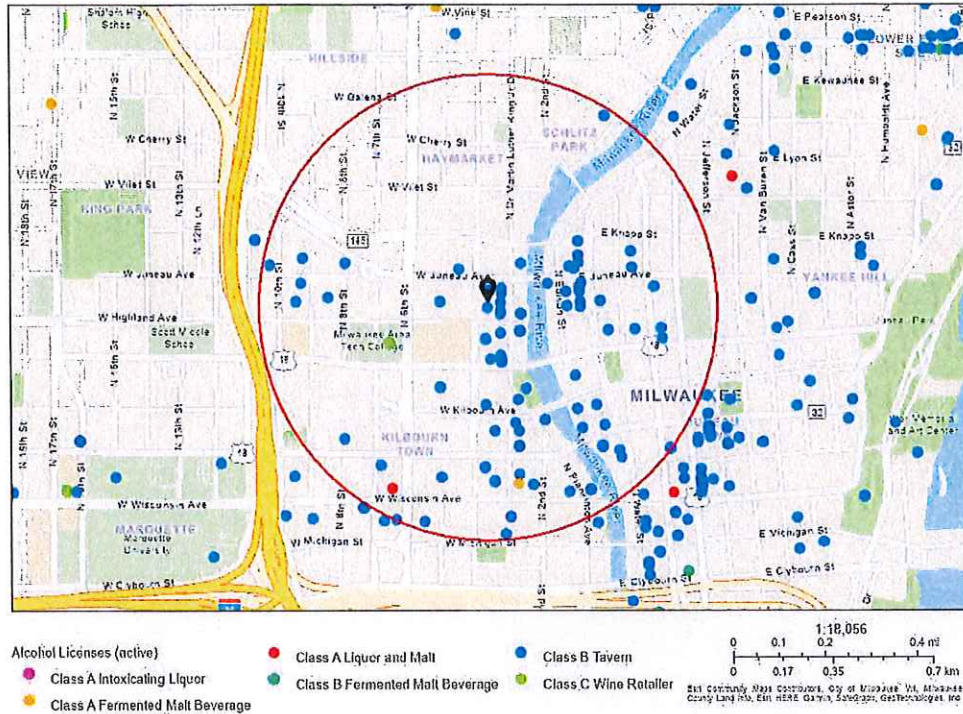


# Concentration Map for 1122 N Vel R Phillips Av

## Area of Interest (AOI) Information

Area : 21,862,585.81 ft<sup>2</sup>

Jan 3 2024 14:20:46 Central Standard Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	102		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	CHINA GOURMET, INC	CHINA GOURMET RESTAURANT	ROBERT C TSAO, Agt	117 E WELLS ST	Class B Tavern License	165	1/17/2024, 6:00 PM	1
2	Oak Barrel Public House LLC	Oak Barrel	ROBERT L WILTGEN, Agt	1033 N Martin L King Jr DR	Class B Tavern License		1/29/2024, 6:00 PM	1
3	MAC PARTNERS, LLC	Milwaukee Athletic Club - Roof Top	Thomas James McGinty, Agt	758 N BROADWAY	Class B Tavern License		2/5/2024, 6:00 PM	1
4	MAC PARTNERS, LLC	Milwaukee Athletic Club - 3rd Floor	Thomas James McGinty, Agt	758 N BROADWAY	Class B Tavern License		2/5/2024, 6:00 PM	1
5	AJ Bombers MKE, LLC	AJ Bombers	David J Marcus, Agt	1245 N WATER ST	Class B Tavern License	160	2/6/2024, 6:00 PM	1
6	Uncle Bucks Red Star on 3rd, Inc	Uncle Bucks on 3rd	MICHAEL J VITUCCI, Agt	1125 N Dr Martin L King Jr DR	Class B Tavern License		2/6/2024, 6:00 PM	1
7	Pourman's LLC	Pourman's	BENJAMIN A HEBL, Agt	1127 N Water ST	Class B Tavern License	80	2/7/2024, 6:00 PM	1
8	Double Dragon MKE LLC	White Tail	NATHAN T TUSLER, Agt	1110 N MARTIN L KING JR DR	Class B Tavern License	80	2/8/2024, 6:00 PM	1
9	Lucille's Dueling Piano Bar, LLC	Third Street Tavern	Jack Roman, Agt	1110 N MARTIN L KING JR DR	Class B Tavern License	320	2/17/2024, 6:00 PM	1
10	Mojo MKE LLC	Mojo MKE	Todd M Wargula, Agt	134 E JUNEAU AV	Class B Tavern License	239	2/21/2024, 6:00 PM	1
11	MILWAUKEE WATERFRONT DELI, INC	MILWAUKEE WATERFRONT DELI	JEREMIAH D PANDL, Agt	761 N WATER ST	Class B Tavern License		2/26/2024, 6:00 PM	1
12	Levy @ Milwaukee Symphony	Levy @ Milwaukee Symphony	Joshua J Langenohl, Agt	212 W WISCONSIN AV	Class B Tavern License		2/26/2024, 6:00 PM	1
13	190 Octane Retail LLC	Fat Tuesday	JOHN P HAUPER, Agt	333 W JUNEAU AV C space 4	Class B Tavern License	25	3/1/2024, 6:00 PM	1
14	Who's Milwaukee LLC	Who's on Third, Milwaukee's Pub	ROBERT L WILTGEN, Agt	1003&1007 N Martin L King Jr DR	Class B Tavern License		3/2/2024, 6:00 PM	1
15	International Exports LLC	The Safe House	Mark A Peterson, Agt	779 N Front ST	Class B Tavern License	248	3/8/2024, 6:00 PM	1
16	Xankia LLC	Xankia	Vang Thao, Agt	222 W WELLS ST	Class B Tavern License		3/12/2024, 7:00 PM	1
17	MCR Milwaukee Tenant LLC	Courtyard by Marriott Milwaukee Downtown	Kerri Huelsbeck, Agt	300 W Michigan ST	Class B Tavern License		3/19/2024, 7:00 PM	1
18	PILOT PROJECT BREWING MILWAUKEE, LLC	PILOT PROJECT BREWING	Joseph A Wais, Agt	1128 N 9th ST	Class B Tavern License		3/19/2024, 7:00 PM	1



19	Discourse Coffee, LLC	Discourse Coffee	Ryan S Castelaz, Agt	1020 N BROADWAY	Class B Tavern License	110	3/20/2024, 7:00 PM	1
20	PABST THEATER CONCESSIONS, LLC	TURNER HALL BALLROOM	RICHARD J RYAN, Agt	1040 N VEL R PHILLIPS AV	Class B Tavern License	987	3/24/2024, 7:00 PM	1
21	SAZAMA'S FINE CATERING, INC	SAZAMA'S FINE CATERING	Stephanie L Sazama-Schneck, Agt	929 N WATER ST	Class B Tavern License		4/4/2024, 7:00 PM	1
22	Wisconsinbly Holdings, LLC	Drink Wisconsinbly Pub	Richard K Lorbach, Agt	320 W Highland AV	Class B Tavern License	160	4/17/2024, 7:00 PM	1
23	Turning Tables INC	Turning Tables Tavern & Eatery	Emerald Mills, Agt	1034 N VEL R PHILLIPS AV	Class B Tavern License		4/23/2024, 7:00 PM	1
24	Milwaukee DD Lodging Investors, LLC	The Trade Milwaukee	Richard Lundt, Agt	420 W Juneau AV	Class B Tavern License		5/2/2024, 7:00 PM	1
25	LOWCOUNTRY MILWAUKEE INC	Lowcountry	Tyler E Mei, Agt	1114 N WATER ST	Class B Tavern License		5/7/2024, 7:00 PM	1
26	Commerce Building Restaurant LLC	Doc's Commerce Smokehouse	Brian Atkinson, Agt	754 N VEL R PHILLIPS AV	Class B Tavern License		5/7/2024, 7:00 PM	1
27	PRIMETIME EVENTS LLC	The Tap Yard-Schlitz Park/The Tap Yard-Milwaukee	Nicholas E Marking, Agt	1555 N RIVERCENTE R DR	Class B Fermented Malt Beverage Retailer's License		5/11/2024, 7:00 PM	1
28	V & V PARTNERS, LLC	BENIHANA	SABAH M LIDDAWYEH, Agt	850 N PLANKINTON AV	Class B Tavern License	180	5/17/2024, 7:00 PM	1
29	Milwaukee School of Engineering	Milwaukee School of Engineering	Beth M Luedtke-Williams, Agt	1000 N BROADWAY	Class B Tavern License	480	5/18/2024, 7:00 PM	1
30	Milwaukee School of Engineering	Milwaukee School of Engineering	Beth M Luedtke-Williams, Agt	1025 N BROADWAY	Class B Tavern License		5/18/2024, 7:00 PM	1
31	PTM VENTURES LLC	State Street Pizza Pub	JACOB E DEHNE, Agt	322 W STATE ST	Class B Tavern License		5/18/2024, 7:00 PM	1
32	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Beth M Luedtke-Williams, Agt	1120 N BROADWAY	Class B Tavern License	208	5/18/2024, 7:00 PM	1
33	1209 WATER ST, INC	BROTHERS BAR & GRILL	MARC R FORTNEY, Agt	1209-13 N WATER ST	Class B Tavern License	750	5/18/2024, 7:00 PM	1
34	NOBLE CATERING MKE, LLC	NOBLE CATERING	Kaelyn M Cervero, Agt	800 W WELLS ST	Class B Tavern License		5/20/2024, 7:00 PM	1
35	Cheese Mart, Inc	Wisconsin Cheese Mart	KENNETH J MC NULTY, Agt	215 W Highland AV	Class B Tavern License	133	5/22/2024, 7:00 PM	1
36	WESTOWN ASSOCIATION OF MILW, INC	WESTOWN ASSOCIATION	STACIE J CALLIES, Agt	950 N Dr Martin L King Jr DR	Class B Tavern License		5/22/2024, 7:00 PM	1



37	Carson's Ribs of Milwaukee, LLC	Carson's	RICHARD J BARRETT, Agt	301 W Juneau AV	Class B Tavern License	150	5/23/2024, 7:00 PM	1
38	PPH Properties I LLC	Silk Exotic Gentlemen's Club	SCOTT A KRAHN, Agt	730 N Martin L King Jr DR	Class B Tavern License	297	5/25/2024, 7:00 PM	1
39	Truth Lounge, LLC	Truth Lounge	Tino K Bates, Agt	1111 N Martin L King DR	Class B Tavern License	90	5/25/2024, 7:00 PM	1
40	Grandview Management Inc	Zilli Hospitality Group	ROBERT J ZILLI, Agt	910 N Martin L King Jr DR	Class B Tavern License		5/25/2024, 7:00 PM	1
41	NOBLE BEVERAGE MANAGEMEN T, LLC	HYATT REGENCY MILWAUKEE	Joshua S Schoggins, Agt	333 W KILBOURN AV	Class B Tavern License	930	5/30/2024, 7:00 PM	1
42	RIVER HOUSE RESTAURAN T, INC	VagaBond	ROBERT C SCHMIDT, JR, Agt	1122 N EDISON ST	Class B Tavern License	150	6/1/2024, 7:00 PM	1
43	GRAND CONVENIENT , LLC	GRAND CONVENIENT STORE	AHMED K YAFAI, Agt	724 N Martin L King Jr DR	Class A Fermented Malt Beverage Retailer's License		6/13/2024, 7:00 PM	1
44	HB Milwaukee Inc	Old German Beer Hall	HANS WEISSGERBER, III, Agt	1009 N MARTIN L KING JR DR	Class B Tavern License	120	6/13/2024, 7:00 PM	1
45	COCKTAILS BY COUNTY, INC.	COCKTAILS BY COUNTY	DONALD G CHILDERS, Agt	250 E JUNEAU AV	Class B Tavern License	330	6/17/2024, 7:00 PM	1
46	CAPITAL GRILLE HOLDINGS, INC	THE CAPITAL GRILLE OF MILW #8027	Lindsey R FitzMaurice, Agt	310 W WISCONSIN AV 100	Class B Tavern License	200	6/18/2024, 7:00 PM	1
47	MILWAUKEE SCHOOL OF ENGINEERIN G	MILWAUKEE SCHOOL OF ENGINEERIN G	Beth M Luedtke-Williams, Agt	1245 N BROADWAY	Class B Tavern License	2,759	6/19/2024, 7:00 PM	1
48	LEVY PREMIUM FOOD SERVICE, LP	LEVY RESTAURAN TS at WISCONSIN CENTER DISTRICT	Nikki L Dewey, Agt	400 W WISCONSIN AV	Class B Tavern License		6/22/2024, 7:00 PM	1
49	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	333 W JUNEAU AV	Class B Tavern License		6/28/2024, 7:00 PM	1
50	MAJOR GOOLSBY'S, INC	MAJOR GOOLSBY'S	PATRICK J MURPHY, Agt	340 W KILBOURN AV	Class B Tavern License	400	7/5/2024, 7:00 PM	1
51	BRICK 3 PIZZA, LLC	BRICK 3 PIZZA	RICHARD J BARRETT, Agt	1107 N Martin L King Jr DR	Class B Tavern License	57	7/5/2024, 7:00 PM	1
52	PABST THEATER CONCESSIONS, LLC	THE PABST THEATER	Richard J Ryan, Agt	144 E WELLS ST	Class B Tavern License		7/5/2024, 7:00 PM	1
53	Fenix Milwaukee LLC	Rodizio Grill	Renan Utrera De Paula, Agt	777 N WATER ST	Class B Tavern License		7/5/2024, 7:00 PM	1

54	MARCUS HOTELS HOSPITALITY, LLC	HILTON MILWAUKEE CITY CENTER	Mark A Peterson, Agt	509 W WISCONSIN AV	Class B Tavern License	175	7/5/2024, 7:00 PM	1
55	MARCUS HOTELS HOSPITALITY, LLC	Saint Kate-The Arts Hotel	Mark A Peterson, Agt	139 E KILBOURN AV	Class B Tavern License		7/5/2024, 7:00 PM	1
56	Levy at Bucks Arena	Levy at Bucks Arena	Jamie L Waters, Agt	1111 N Vel R Phillips AV	Class B Tavern License		7/17/2024, 7:00 PM	1
57	PTG Live Events LLC	Pabst Theater Group	RICHARD J RYAN, Agt	500 W Kilbourn AV	Class B Tavern License		7/24/2024, 7:00 PM	1
58	Wild Rogues LLC	Elwood's Liquor & Tap	Nathan S Showers, Agt	1111 N Water ST	Class B Tavern License		7/25/2024, 7:00 PM	1
59	Art's Performing Center, LLC	Silk on Water	SCOTT A KRAHN, Agt	144 E Juneau AV	Class B Tavern License	80	7/25/2024, 7:00 PM	1
60	ARBED, LLC	MO'S IRISH PUB	JAMES A VASSALLO, Agt	142-44 W Wisconsin AV	Class B Tavern License	480	7/26/2024, 7:00 PM	1
61	WALGREEN CO	WALGREENS #1200	Nicole R Davis, Agt	275 W WISCONSIN AV 1108	Class A Malt & Class A Liquor License		7/29/2024, 7:00 PM	1
62	746JAMESLO VELLBAR LLC	Stella's	STEPHEN G GILBERTSON, Agt	746 N James Lovell ST	Class B Tavern License		7/29/2024, 7:00 PM	1
63	PRIMETIME EVENTS LLC	The Tap Yard-Schlitz Park/The Tap Yard-Milwaukee	Nicholas E Marking, Agt	1555 N RIVERCENTE R DR	Class B Tavern License		7/29/2024, 7:00 PM	1
64	PTG Live Events LLC	The Riverside	Richard J Ryan, Agt	116 W Wisconsin AV	Class B Tavern License	2,480	7/29/2024, 7:00 PM	1
65	NOBLE RIVERCENTE R MKE, LLC	Vault	Kaelyn M Cervero, Agt	111 E KILBOURN AV 210 Ste	Class B Tavern License	432	7/30/2024, 7:00 PM	1
66	TACO MIKES HOLDINGS LLC	Taco Mikes LLC	Cornelius McClendon, Agt	1001 N MARTIN L KING JR DR	Class B Tavern License		8/11/2024, 7:00 PM	1
67	LOCAL PUB LLC	LP MKE	Rebecca Beres, Agt	1137 N MARTIN L KING JR DR	Class B Tavern License		8/13/2024, 7:00 PM	1
68	MAC PARTNERS, LLC	Milwaukee Athletic Club - 4th Floor	Thomas James McGinty, Agt	758 N BROADWAY	Class B Tavern License		8/15/2024, 7:00 PM	1
69	LC MKE LLC	The Lucky Clover Pub	JACOB E DEHNE, Agt	1048 N MARTIN L KING JR DR	Class B Tavern License		8/16/2024, 7:00 PM	1
70	Edith LLC	Edith	Rhondi M Love, Agt	228 W WELLS ST	Class B Tavern License		8/22/2024, 7:00 PM	1
71	Milwaukee Area Technical College	MATC Cuisine Restaurant	Michael J Sitte, Agt	1015 N 6th ST	Class C Wine Retailer's License		8/30/2024, 7:00 PM	1
72	AVENUE LIQUOR, INC	AVENUE LIQUOR	Mohammad S Siddique, Agt	616 W WISCONSIN AV	Class A Malt & Class A Liquor License		8/30/2024, 7:00 PM	1

73	Milwaukee Area Technical College	MATC Cuisine Restaurant	Michael J Sitte, Agt	1015 N 6th ST	Class B Fermented Malt Beverage Retailer's License		8/30/2024, 7:00 PM	1
74	MKE Hotel, LLC	Hyatt Place - Milwaukee Downtown	Melvin Lee O'Briant, Agt	800 W Juneau AV	Class B Tavern License		8/30/2024, 7:00 PM	1
75	Sirk Steak LLC	Mo's A Place for Steaks	JAMES A VASSALLO, Agt	720 N Plankinton AV	Class B Tavern License		9/2/2024, 7:00 PM	1
76	MILWAUKEE REPERTORY THEATER, INC	MILWAUKEE REPERTORY THEATER	Melissa N Vartanian-Mikaelian, Agt	108 E WELLS ST	Class B Tavern License		9/7/2024, 7:00 PM	1
77	Water Street Brewery Inc	Water Street Brewery	MATTHEW R SCHMIDT, Agt	1101 N WATER ST	Class B Tavern License	300	9/13/2024, 7:00 PM	1
78	MILWAUKEE BRAT HOUSE, LLC	MILWAUKEE BRAT HOUSE	SCOTT A SCHAEFER, Agt	1013 N Martin L King Jr DR	Class B Tavern License	191	9/14/2024, 7:00 PM	1
79	THE HARP IRISH PUB, INC	THE HARP	ROBERT C SCHMIDT, JR, Agt	113 E JUNEAU AV	Class B Tavern License	325	9/14/2024, 7:00 PM	1
80	Sunstone Studios Inc	Sunstone Studios	Amber J Regan, Agt	127 E Wells ST	Class B Tavern License		9/17/2024, 7:00 PM	1
81	BRG 1000 Water Street, LLC	Rumpus Room - A Bartolotta Gastropub	CHRISTIAN M DAMIANO, Agt	1030 N Water ST	Class B Tavern License	254	9/21/2024, 7:00 PM	1
82	Best Place at Pabst LTD	Best Place at the Pabst	JAMES C HAERTEL, Agt	915 W Juneau AV	Class B Tavern License	868	9/22/2024, 7:00 PM	1
83	THE WESTOWN ASSOCIATION OF MILWAUKEE, INC.	Westown Association	STACIE J CALLIES, Agt	310 W WISCONSIN AV	Class B Tavern License		9/25/2024, 7:00 PM	1
84	Levy Restaurants at Wisconsin Center District	Levy Restaurants at Wisconsin Center District	Nikki L Dewey, Agt	420 W Kilbourn AV	Class B Tavern License		9/26/2024, 7:00 PM	1
85	LUKE'S OF MILWAUKEE, LTD	RED ROCK SALOON MILWAUKEE	JEFFREY A KOVACOVICH, JR, Agt	1225 N WATER ST	Class B Tavern License	390	10/8/2024, 7:00 PM	1
86	BAR NONE MILWAUKEE, LLC	BAR NONE	AMY M BLADOW, Agt	1139 N WATER ST	Class B Tavern License	60	10/11/2024, 7:00 PM	1
87	Coaches Restaurant & Bar LLC	Coaches	CHARLES E FOWLKES, Agt	1125 N 9TH ST	Class B Tavern License	250	10/11/2024, 7:00 PM	1
88	BREW CITY BAR B Q, INC	TRINITY THREE IRISH PUBS	ROBERT C SCHMIDT, JR, Agt	125 E JUNEAU AV	Class B Tavern License	833	10/16/2024, 7:00 PM	1
89	Brewery House LLC	On Tap	Dennis L Clark, Agt	1203 N 10TH ST	Class B Tavern License	360	10/29/2024, 7:00 PM	1

90	JSWD Commerce LLC	SpringHill Suites by Marriott Milwaukee Downtown	Benjamin A Risseuw, Agt	744 N VEL R PHILLIPS AV	Class B Tavern License	95	10/29/2024, 7:00 PM	1
91	3rd Street Market LLC	3rd St Market Hall	Jaime A Jacobs-Schroeder, Agt	275 W Wisconsin AV 100	Class B Tavern License		11/9/2024, 6:00 PM	1
92	MKE Events LLC	Red White and Blue	JACOB E DEHNE, Agt	1044 N MARTIN L KING JR DR	Class B Tavern License	824	11/11/2024, 6:00 PM	1
93	Amped MKE, Inc	Amped	Marla R Poytinger, Agt	910 W Juneau AV	Class B Tavern License		11/12/2024, 6:00 PM	1
94	Midas Milwaukee, LLC	Aloft Milwaukee Downtown	JON G BJERNING, Agt	1230 N MARTIN L KING JR DR	Class B Tavern License		11/19/2024, 6:00 PM	1
95	CALDERONE CLUB	CALDERONE CLUB	GIORGIO G FAZZARI, SP	842 N MARTIN L KING JR DR	Class B Tavern License	100	11/21/2024, 6:00 PM	1
96	Tourist Convenience LLC	Racks Full of Snacks	AHMED K YAFAI, Agt	240 W Wells ST	Class A Malt & Class A Liquor License		11/28/2024, 6:00 PM	1
97	BOOBY JDK, LLC	McGillycuddy's Bar & Grill	ANDREW C DEUSTER, Agt	1133-37 N Water ST	Class B Tavern License	300	11/28/2024, 6:00 PM	1
98	HOJOP, INC	AVENUE BAR & GRILL	Keith F Pups, Agt	611 W WISCONSIN AV	Class B Tavern License		12/11/2024, 6:00 PM	1
99	Mader's German Restaurant, Inc	Mader's German Restaurant	DANIEL J HAZARD, Agt	1037 N Dr Martin L King Jr DR	Class B Tavern License	370	12/12/2024, 6:00 PM	1
100	DEER CAMP, LLC	Deer Camp	Paul C Hackbarth, Agt	1023-1027 N Dr Martin L King Jr DR	Class B Tavern License		12/21/2024, 6:00 PM	1
101	THE KING AND I RESTAURANT, INC	THE KING AND I RESTAURANT	DEREK E PHOUNGPHO L, Agt	830 N Dr Martin L King Jr DR	Class B Tavern License	240	12/25/2024, 6:00 PM	1
102	CHINA GOURMET, INC	CHINA GOURMET RESTAURANT	ROBERT C TSAO, Agt	117 E WELLS ST	Class B Tavern License	165	1/17/2025, 6:00 PM	1

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





Wednesday, January 10, 2024



# Notice of Public Hearing

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POYTINGER, Marla R, Agent

THE NEW FASHIONED at 1122 N VEL R PHILLIPS Av

Class B Tavern, Public Entertainment Premises and Food Dealer License Applications Requesting Instrumental Musicians, Disc Jockey, Bands, Magic Shows, Karaoke, 3 Amusement Machines, Poetry Readings, Patron Contests, 8 Bowling Lanes, Comedy Acts, Patrons Dancing and 1 Pool Table

**Tuesday, January 23, 2024 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 1/23/2024 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.**

[illegible]

[illegible]

[illegible]



[illegible]

CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2712	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2713	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2714	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2715	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2716	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2717	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2718	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2719	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2801	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2802	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2803	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2804	MILWAUKEE, WI 53203-1141
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2805	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2806	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2807	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2808	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2901	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2902	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 2903	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 3001	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 3002	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 3003	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 3004	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 3005	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 801	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 802	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 803	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 804	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 805	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 901	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 902	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 903	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 904	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 905	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 906	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 907	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 908	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 909	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 910	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N MARTIN L KING JR DR# 911	MILWAUKEE, WI 53203-1123

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Total Records: 227

Radius 250.0 feet and Center of the Circle: 1122 N Vel R Phillips Av



## BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 www.milwaukee.gov/license e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

### 1. Type of Business

Applying for: ☒ Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: ☒ Delivery ☐ Drive Thru ☒ Dining Room  
☐ Self Service Laundry ☐ Massage Establishment ☐ Filling Station  
☐ Other (supplemental application for specific license also required)

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

RESTAURANT AND TAVERN WITH BOWLING LANES

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: 12 years in MKE operating similar taverns

### 2. Business Operations

- a. Proposed Opening Date: MARCH 13, 2024
- b. Is this premise under construction? ☒ No ☐ Yes If yes, list estimated completion date: \_\_\_\_\_
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☒ No ☐ Yes If yes, list type of license: \_\_\_\_\_
- e. Is the current licensee operating? ☒ No ☐ Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee? ☐ No ☒ Yes  
If yes, list address(es): AXE MKE INC, NORTHSOUTH CLUB INC, NINE BELOW INC, AMPED MKE INC
- h. Are other businesses operating in the same building? ☐ No ☒ Yes If yes, describe: OTHER RETAIL TENANTS

### 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: SECURITY PROVIDED BY FISERV FORUM
- e. Will a sound amplification system be used? ☐ No ☒ Yes If yes, describe: INTERIOR OF VENUE ONLY

### 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 30 Locations: RESTROOMS, BARS, SERVER STATIONS, KITCHEN  
Outside: 6 Locations: DECK AND PATIOS
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 8 WOMEN, 7 MEN, 3 UNISEX / FAMILY
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☒ Other: EAGLE

## 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? \_\_\_\_\_ 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? 32 and list locations: ALL ENTRANCES, REGISTERS, CUSTOMER FACING AREAS, AND OUTSIDE
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe ID CHECK FOR ALCOHOL

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

Alcohol <u>27</u> %	Food <u>35</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>32</u> %	Cigarettes <u>0</u> %		
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>6</u> % Describe: <u>MERCHANDISE</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: Food Dealer and Public Entertainment Premises

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

Capacity 990 (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: DEER DISTRICT

- c. Nearest Major Cross Street: N Vel R. Phillips Ave & W Highland Ave

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

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

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

- g. Building Owner Name: MKE BLK4L2 LLC Phone Number: 920-254-2426

Building Owner Address: 1543 North 2nd St, 6th Floor, Milwaukee, WI 53212

## 10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

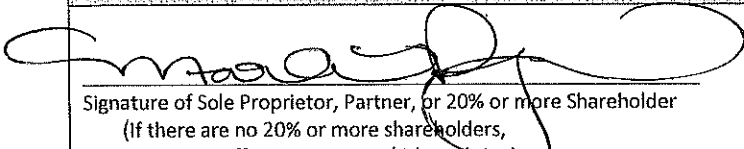
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (Include a.m. or p.m.)	Close Time (Include a.m. or p.m.)			
Sunday	6:00AM	2:00AM	450	ALL AGES	NONE
Monday	6:00AM	2:00AM	350	ALL AGES	NONE
Tuesday	6:00AM	2:00AM	350	ALL AGES	NONE
Wednesday	6:00AM	2:00AM	350	ALL AGES	NONE
Thursday	6:00AM	2:00AM	450	ALL AGES	NONE
Friday	6:00AM	2:30AM	1000	ALL AGES	NONE
Saturday	6:00AM	2:30AM	1500	ALL AGES	NONE

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

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

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

## 11. Signature(s)

  
Signature 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: NFMKE INC

Premise Address: 1122 N VEL R PHILLIPS AVE

## 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: \_\_\_\_\_

STEVE DAVIS, 100 E MAIN ST, UNIT 122, WAUKESHA, WI 53186

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: \_\_\_\_\_

## 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.)? TENANT

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

d) Total amount paid for business \$ 0

e) Total amount paid for goodwill of the business \$ 0

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? ☒ No ☐ Yes

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

a) Date lease begins 1/1/2024 Ends 12/31/2030

b) Monthly rental \$ SEE LEASE

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)? 6 YEARS

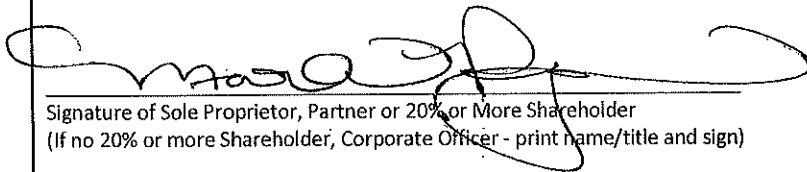
### Lease Information (Continued)

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

### Change of Agent Applicants Only

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

### Signature



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

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

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

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

**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: **NFMKE INC**Premises Address: **1122 N VEL R PHILLIPS AVE, MILWAUKEE WI 53203****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.

☐ 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? ☐ No ☒ Yes

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

If yes, list the types of food items: Meat, fish, poultry, dairy products, custard, dressings, sauces



**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
- 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 7
- ☐ 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:

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

<b>PREMISES ADDRESS:</b> 1122 N VEL R. PHILLIPS AVE, MILWAUKEE			
<b>TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)</b>		WI 53203	
<input checked="" 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>3</u>
<input checked="" type="checkbox"/> Bands	<input checked="" type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input checked="" type="checkbox"/> Bowling Alley How many? <u>8</u>	<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input checked="" type="checkbox"/> Pool Tables How many? <u>1</u>	<input checked="" type="checkbox"/> Magic Shows	<input checked="" type="checkbox"/> Patron Contests	<input type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input checked="" type="checkbox"/> Poetry Readings	<input checked="" type="checkbox"/> Patrons Dancing	<input checked="" type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			
<i>Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 12:00am Friday &amp; Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.</i>			
<b>PROMOTERS/SOUND AMPLIFICATION</b>			
Will promoters ever be used for any of the entertainment? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
At any time will sound amplification be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <b>ANNOUNCEMENTS + BACKGROUND MUSIC</b>			
<b>LEGAL CAPACITY OF PREMISES</b>			
<u>990</u> (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.			
<b>ACKNOWLEDGEMENT/SIGNATURE</b>			
<p>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.</p> <p>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.</p>			
 Signature of Sole Proprietor, Partner or 20% or More Shareholder (If no 20% or more Shareholder, Corporate Officer - print name/title and sign)			

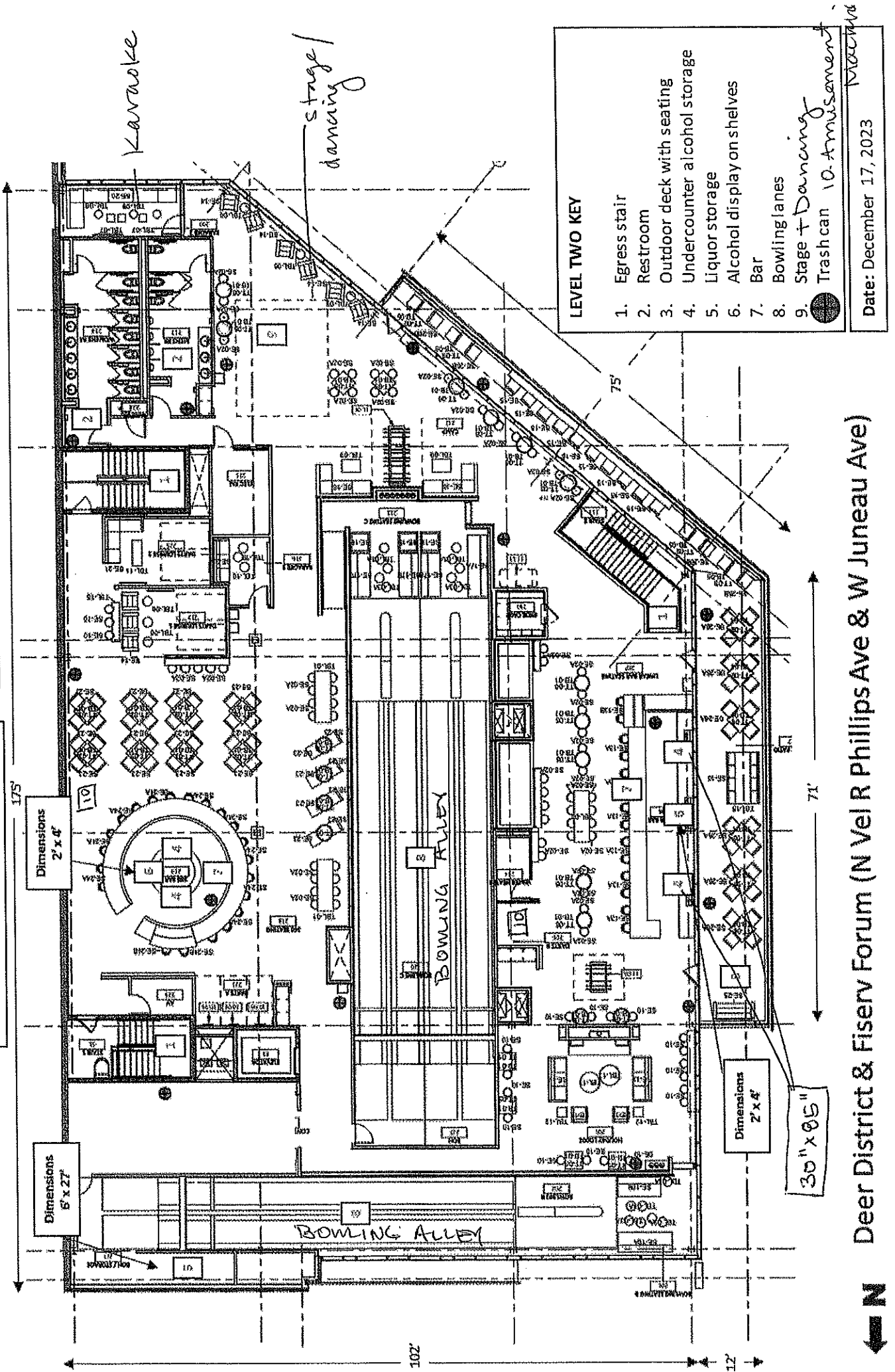
**Office Use Only:**

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

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

Entity Name: NFMKE Inc.  
 DBA: The New Fashioned  
 Agent: Maria Poytinger  
 Address: 1122 N. Vel R. Phillips Ave

Square Footage 1<sup>st</sup> Floor: 9,100  
 Square Footage 2<sup>nd</sup> Floor: 15,400  
 Total Square Footage: 24,500



Deer District & Fiserv Forum (N Vel R Phillips Ave & W Juneau Ave)



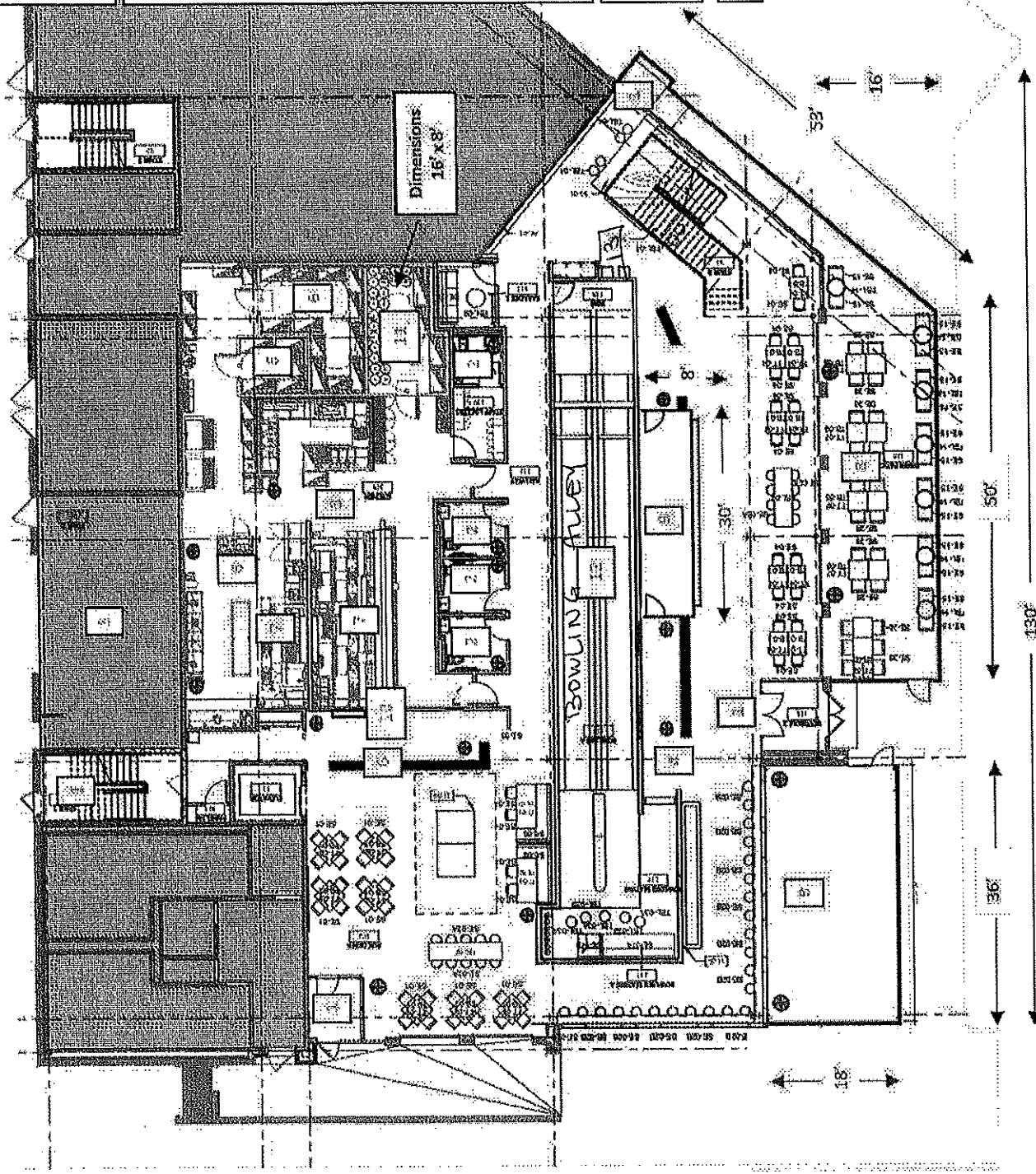
Entity Name: NFMKE Inc.  
 DBA: The New Fashioned  
 Agent: Marla Poytinger  
 Address: 1122 N. Vel R. Phillips Ave

LEVEL ONE KEY

1. Entrance/Exit
2. Restroom
3. Kitchen
4. Check-in
5. Garbage/Loading Dock
6. Food Display/Storage
7. Food Prep
8. Patio
9. Bar (alcohol display) with seating area
10. Beer cooler with tap
11. Keg cooler
12. Bowling lanes
13. Amusement machine

Square Footage 1<sup>st</sup> Floor: 9,100  
 Square Footage 2<sup>nd</sup> Floor: 15,400  
 Total Square Footage: 24,500

Date: December 17, 2023



Deer District & Fiserv Forum (N Vel R Phillips Ave & W Juneau Ave)



## The New Fashioned

Proposed Menu as of 1/2/2024:

- Cheeseburger
- Bratwurst
- Pulled Pork Sandwich
- French Fries
- Cheese curds
- Custard