



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, April 12, 2023

COMMITTEE MEETING NOTICE

AD 04

CERVERO, Kaelyn M, Agent
NOBLE CATERING MKE, LLC
14380 W Grange Av
New Berlin, WI 53151

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, April 25, 2023 at 10:45 AM

The access code is https://meet.goto.com/623644525. If you wish to call in: +1 (408) 650-3123 and use Access Code: 623-644-525. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Bands, Magic, Poetry Readings, Comedy Acts, Dancing by Performers and Patrons Dancing as agent for "NOBLE CATERING MKE, LLC" for "NOBLE CATERING" at 800 W WELLS St.

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

Notice for applicants with warrants or unpaid fines:

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing. You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

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

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

JIM OWCZARSKI, CITY CLERK

[Handwritten signature of Jim Cooney]

BY: \_\_\_\_\_
Jim Cooney
License Division Manager

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

Date: 3/27/23  
Officer: PLUMLEY

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

Name of Premise: Noble Catering  
Address: 800 W Wells St  
Phone:

Owner: Kaelyn Cervero  
Owner address: 14380 W Grange Av  
City State Zip: New Berlin WI 53151  
Owner Phone: 414-698-4127  
Owner email: [kc@fstreetgroup.com](mailto:kc@fstreetgroup.com)

Licensee/Agent: Kaelyn Cervero  
Home Address: 14380 W Grange Av  
City State Zip: Milwaukee WI 53151  
Phone: 414-698-4127  
Email: [kc@fstreetgroup.com](mailto:kc@fstreetgroup.com)

Preferred contact: Phone

Location currently open:  YES  NO

Projected open date: 5/1/2023

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

Hours of Operation: Sun: 7A-1A 24 hours Y N  
Mon: 7A-1A  
Tue: 7A-1A  
Wed: 7A-1A  
Thu: 7A-1A  
Fri: 7A-1A  
Sat: 7A-1A

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

Licenses currently held:

Alcohol:  Yes  No Class: BTAVN #: 348257  
 Tobacco:  Yes  No #:  
 Food:  Yes  No #: 349356  
 Extended Hours:  Yes  No #:  
 Secondhand Dealer:  Yes  No Type: #:  
 Other:  Yes  No Type: #:  
 Other:  Yes  No Type: PEP #: 349370

**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: Museum
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:
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 Unknown

**Interior Survey:**

- 25. What is the planned capacity 2000
- 26. What is the minimum number of employees That will be on premise 3
- 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
  - a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
- 28. Is the interior of the location neat and clean? Yes No
- 29. Does an interior camera face the entrance/exit? Yes No
- 30. Is there a lockable area that separates employees from customers? Yes No
- 31. Are emergency and non-emergency numbers posted near the phone? Yes No
- 32. Does the owner know how to contact their police district directly? Yes No
  - a. Did you provide a district contact guide to the owner? Yes No

**Security**

- 33. How many security personnel are going to be employed: 3
- 34. How will they be deployed: Interior Exterior
- 35. What days will they be deployed MonTueWedThuFriSatSun
- 36. Will the security be managed by business or contracted
- 37. Will they be armed Yes No
- 38. What type of security measures to be used:
  - Wanding/metal detector
  - ID Scanner
  - Dress Code
  - Cover Charge
  - Age restriction
  - Other Building Security

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This location will be a "pop up" type of bar for special events with reservations inside of the Milwaukee Public Museum. Did have discussion with Agent about securing liquor storage and ID checking for underage patrons. Milwaukee Public Museum owns this building and surveillance cameras attached to it. The agent was aware that there were working surveillance cameras in the building, but did not know how many. Milwaukee Public Museum also has 24/7 security that patrols the interior and exterior of the building.

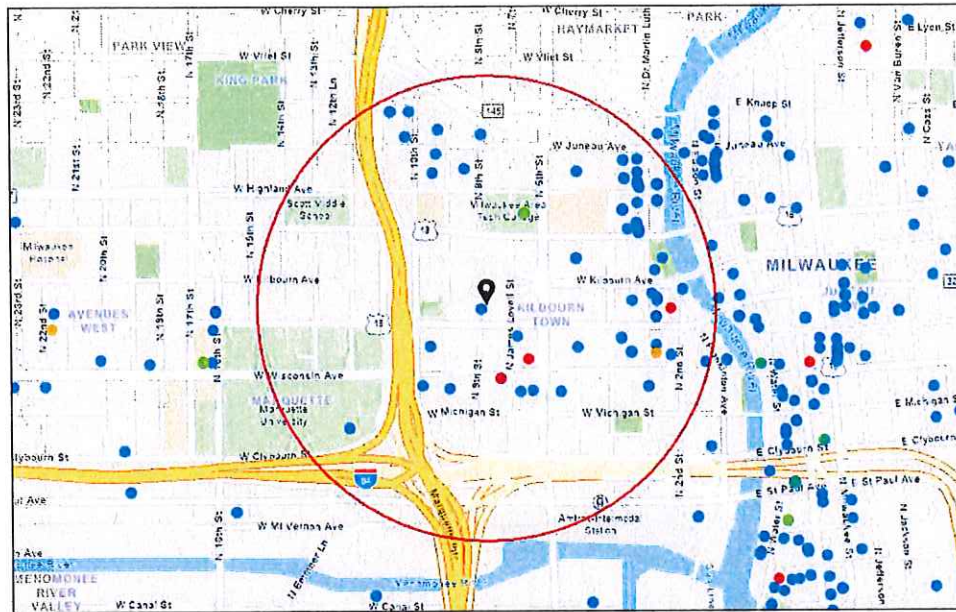


# Concentration Map for 800 W Wells St

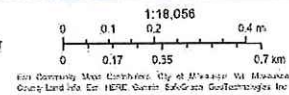
## Area of Interest (AOI) Information

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

Mar 21 2023 14:31:56 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



### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	76		

### Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	PABST THEATER CONCESSIONS, LLC	TURNER HALL BALLROOM	RICHARD J RYAN, Agt	1040 N VEL R PHILLIPS AV	Class B Tavern License	987	3/24/2023, 7:00 PM	1
2	Commerce Building Restaurant LLC	Doc's Commerce Smokehouse	Brian Atkinson, Agt	754 N VEL R PHILLIPS AV	Class B Tavern License		3/26/2023, 7:00 PM	1
3	Milwaukee Area Technical College	MATC Cuisine Restaurant	RICHARD A BUSALACCHI, Agt	1015 N 6th ST	Class B Fermented Malt Beverage Retailer's License		4/11/2023, 7:00 PM	1
4	Milwaukee Area Technical College	MATC Cuisine Restaurant	RICHARD A BUSALACCHI, Agt	1015 N 6th ST	Class C Wine Retailer's License		4/11/2023, 7:00 PM	1
5	Ridley IPCO LLC	No Studios (rooftop)	Elizabeth L Ridley, Agt	1037 W MC KINLEY AV	Class B Tavern License	49	4/11/2023, 7:00 PM	1
6	HOWL MILWAUKEE, LLC	Howl At The Moon	Michael A Wabiszewski, Agt	1103 N MARTIN L KING JR DR	Class B Tavern License		4/17/2023, 7:00 PM	1
7	Wisconsinbly Holdings, LLC	Drink Wisconsinbly Pub	Christine R Conrad, Agt	320 W Highland AV	Class B Tavern License		4/17/2023, 7:00 PM	1
8	Turning Tables INC	Turning Tables Tavern & Eatery	Emerald Mills, Agt	1034 N VEL R PHILLIPS AV	Class B Tavern License		4/23/2023, 7:00 PM	1
9	V & V PARTNERS, LLC	BENIHANA	SABAH M LIDDAWYEH, Agt	850 N PLANKINTON AV	Class B Tavern License	180	5/17/2023, 7:00 PM	1
10	PTM VENTURES LLC	State Street Pizza Pub	JACOB E DEHNE, Agt	322 W STATE ST	Class B Tavern License		5/18/2023, 7:00 PM	1
11	WESTOWN ASSOCIATION OF MILW, INC	WESTOWN ASSOCIATION	STACIE J CALLIES, Agt	950 N Dr Martin L King Jr DR	Class B Tavern License		5/22/2023, 7:00 PM	1
12	Cheese Mart, Inc	Wisconsin Cheese Mart	KENNETH J MC NULTY, Agt	215 W Highland AV	Class B Tavern License	133	5/22/2023, 7:00 PM	1
13	Carson's Ribs of Milwaukee, LLC	Carson's	RICHARD J BARRETT, Agt	301 W Juneau AV	Class B Tavern License	150	5/23/2023, 7:00 PM	1
14	PPH Properties I LLC	Silk Exotic Gentlemen's Club	SCOTT A KRAHN, Agt	730 N Dr Martin L King Jr DR	Class B Tavern License	297	5/25/2023, 7:00 PM	1
15	Grandview Management Inc	Zilli Hospitality Group	ROBERT J ZILLI, Agt	910 N Martin L King Jr DR	Class B Tavern License		5/25/2023, 7:00 PM	1
16	Truth Lounge, LLC	Truth Lounge	Tino K Bates, Agt	1111 N Martin L King DR	Class B Tavern License	90	5/25/2023, 7:00 PM	1
17	NOBLE BEVERAGE MANAGEMENT, LLC	HYATT REGENCY MILWAUKEE	Joshua S Schoggins, Agt	333 W KILBOURN AV	Class B Tavern License	930	5/30/2023, 7:00 PM	1

18	GRANDVIEW MANAGEMENT, INC	ZILLI HOSPITALITY GROUP	ROBERT J ZILLI, Agt	800 W WELLS ST	Class B Tavern License		6/8/2023, 7:00 PM	1
19	HB Milwaukee Inc	Old German Beer Hall	HANS WEISSGERBER, III, Agt	1009 N MARTIN L KING JR DR	Class B Tavern License	120	6/13/2023, 7:00 PM	1
20	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		6/13/2023, 7:00 PM	1
21	CAPITAL GRILLE HOLDINGS, INC	THE CAPITAL GRILLE OF MILW #8027	Lindsey R. FitzMaurice, Agt	310 W WISCONSIN AV 100	Class B Tavern License	200	6/18/2023, 7:00 PM	1
22	LEVY PREMIUM FOOD SERVICE, LP	LEVY RESTAURANTS at WISCONSIN CENTER DISTRICT	Nikki L Dewey, Agt	400 W WISCONSIN AV	Class B Tavern License		6/22/2023, 7:00 PM	1
23	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	333 W JUNEAU AV	Class B Tavern License		6/28/2023, 7:00 PM	1
24	MARCUS HOTELS HOSPITALITY, LLC	HILTON MILWAUKEE CITY CENTER	David J Metz, Agt	509 W WISCONSIN AV	Class B Tavern License	175	7/5/2023, 7:00 PM	1
25	BRICK 3 PIZZA, LLC	BRICK 3 PIZZA	RICHARD J BARRETT, Agt	1107 N Martin L King Jr DR	Class B Tavern License	57	7/5/2023, 7:00 PM	1
26	Wisconsin City and Country Club LLC	Wisconsin Club	James G Rebolz, Agt	900 W Wisconsin AV	Class B Tavern License	600	7/8/2023, 7:00 PM	1
27	Levy at Bucks Arena	Levy at Bucks Arena	Jamie L Waters, Agt	1111 N Vel R Phillips AV	Class B Tavern License		7/17/2023, 7:00 PM	1
28	PTG Live Events LLC	Pabst Theater Group	RICHARD J RYAN, Agt	500 W Kilbourn AV	Class B Tavern License		7/24/2023, 7:00 PM	1
29	ARBED, LLC	MO'S IRISH PUB	JAMES A VASSALLO, Agt	142-44 W Wisconsin AV	Class B Tavern License	480	7/26/2023, 7:00 PM	1
30	WALGREEN CO	WALGREENS #1200	Nicole R Davis, Agt	275 W WISCONSIN AV 1108	Class A Malt & Class A Liquor License		7/27/2023, 7:00 PM	1
31	746JAMESLO VELLBAR LLC	Stella's	STEPHEN G GILBERTSON, Agt	746 N James Lovell ST	Class B Tavern License		7/29/2023, 7:00 PM	1
32	TACO MIKES LLC	Taco Mikes LLC	Michael P Holz, Agt	1001 N MARTIN L KING JR DR	Class B Tavern License		8/11/2023, 7:00 PM	1
33	LC MKE LLC	The Lucky Clover Pub	JACOB E DEHNE, Agt	1048 N MARTIN L KING JR DR	Class B Tavern License		8/16/2023, 7:00 PM	1
34	Edith LLC	Edith	Rhondi M Love, Agt	228 W WELLS ST	Class B Tavern License		8/22/2023, 7:00 PM	1
35	Bull & A Boy LLC	Bottle House 42	Kaelyn M Cervero, Agt	1130 N 9TH ST	Class B Tavern License	450	8/30/2023, 7:00 PM	1



36	AVENUE LIQUOR, INC	AVENUE LIQUOR	Mohammad S Siddique, Agt	616 W WISCONSIN AV	Class A Malt & Class A Liquor License		8/30/2023, 7:00 PM	1
37	The Loft Mini Mart LLC	The Loft Mini Mart	Larry J Courtney, Agt	823 N 2ND ST 007	Class A Malt & Class A Liquor License		8/30/2023, 7:00 PM	1
38	Cairo Co LLC	BB'S	Omar Amin, Agt	633 W Wisconsin AV 105	Class B Tavern License		8/30/2023, 7:00 PM	1
39	JSWD Commerce LLC	SpringHill Suites by Marriott Milwaukee Downtown	Benjamin A Risseeuw, Agt	744 N VEL R PHILLIPS AV	Class B Tavern License	95	8/30/2023, 7:00 PM	1
40	833 WEST WISCONSIN AVENUE , LLC	St. James 1868	Kathryn E Crowle, Agt	833 W Wisconsin AV	Class B Tavern License	606	8/30/2023, 7:00 PM	1
41	MKE Hotel, LLC	Hyatt Place - Milwaukee Downtown	Melvin Lee O'Briant, Agt	800 W Juneau AV	Class B Tavern License		8/30/2023, 7:00 PM	1
42	High Note Inc	The High Note Karaoke Lounge	Evan R DuQuaine, Agt	645 N James Lovell ST	Class B Tavern License	49	9/5/2023, 7:00 PM	1
43	MILWAUKEE BRAT HOUSE, LLC	MILWAUKEE BRAT HOUSE	SCOTT A SCHAEFER, Agt	1013 N Martin L King Jr DR	Class B Tavern License	191	9/14/2023, 7:00 PM	1
44	INTERCHANGE THEATER COOPERATIVE	Interchange Theater Co-Operative	TIMOTHY P FARLEY, Agt	628 N 10th ST	Class B Tavern License	99	9/20/2023, 7:00 PM	1
45	Best Place at Pabst LTD	Best Place at the Pabst	JAMES C HAERTEL, Agt	915 W Juneau AV	Class B Tavern License	868	9/22/2023, 7:00 PM	1
46	MARQUETTE UNIVERSITY	Marquette University/Eckstein/Haggerty Art Museum	Richard A Arcuri, Agt	530 N 13TH ST	Class B Tavern License		9/23/2023, 7:00 PM	1
47	THE WESTOWN ASSOCIATION OF MILWAUKEE, INC.	Westown Association	STACIE J CALLIES, Agt	310 W WISCONSIN AV	Class B Tavern License		9/25/2023, 7:00 PM	1
48	Levy Restaurants at Wisconsin Center District	Levy Restaurants at Wisconsin Center District	Nikki L Dewey, Agt	420 W Kilbourn AV	Class B Tavern License		9/26/2023, 7:00 PM	1
49	Coaches Restaurant & Bar LLC	Coaches	CHARLES E FOWLKES, Agt	1125 N 9TH ST	Class B Tavern License	250	10/11/2023, 7:00 PM	1
50	Brewery House LLC	On Tap	Dennis L Clark, Agt	1203 N 10TH ST	Class B Tavern License	360	10/12/2023, 7:00 PM	1
51	BOILER HOUSE CAFE LLC	Boiler House Cafe	Iran D Amandah, Agt	1259 N 10th ST	Class B Tavern License		10/30/2023, 7:00 PM	1
52	Ridley IPCO LLC	No Studios (1st floor)	Elizabeth L Ridley, Agt	1037 W MC KINLEY AV	Class B Tavern License	48	10/31/2023, 7:00 PM	1

53	MKE Events LLC	Red White and Blue	JACOB E DEHNE, Agt	1044 N MARTIN L KING JR DR	Class B Tavern License	824	11/5/2023, 6:00 PM	1
54	3rd Street Market LLC	3rd St Market Hall	Jaime A Jacobs-Schroeder, Agt	275 W Wisconsin AV 100	Class B Tavern License		11/9/2023, 6:00 PM	1
55	Amped MKE, Inc	Amped	Marla R Poytinger, Agt	910 W Juneau AV	Class B Tavern License		11/12/2023, 6:00 PM	1
56	New Punch Bowl Milwaukee LLC	Punch Bowl Social	Andrea Cornog Kenealey, Agt	1122 N VEL R PHILLIPS AV	Class B Tavern License	305	11/20/2023, 6:00 PM	1
57	CALDERONE CLUB	CALDERONE CLUB	GIORGIO G FAZZARI, SP	842 N Martin L King Jr DR	Class B Tavern License	100	11/21/2023, 6:00 PM	1
58	Tourist Convenience LLC	Racks Full of Snacks	AHMED K YAFAI, Agt	240 W Wells ST	Class A Malt & Class A Liquor License		11/28/2023, 6:00 PM	1
59	S'LUSH LLC	S'Lush Daiquiri Lounge & Event Space	Tiana M Razaa, Agt	1110 N MARTIN L KING JR DR Suite #100	Class B Tavern License		12/6/2023, 6:00 PM	1
60	HOJOP, INC	AVENUE BAR & GRILL	Keith F Pups, Agt	611 W WISCONSIN AV	Class B Tavern License		12/11/2023, 6:00 PM	1
61	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	12/12/2023, 6:00 PM	1
62	TRIPLE CROWN, INC	BUCK BRADLEY'S EATERY & SALOON	WALTER PAGET, Agt	1019 N Dr Martin L King Jr DR	Class B Tavern License	599	12/16/2023, 6:00 PM	1
63	DEER CAMP, LLC	Deer Camp	Paul C Hackbarth, Agt	1023-1027 N Dr Martin L King Jr DR	Class B Tavern License		12/21/2023, 6:00 PM	1
64	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	12/25/2023, 6:00 PM	1
65	Fazzari & Company, LLC	San Giorgio Pizzeria Napoletana	GIORGIO G FAZZARI, Agt	838 N Martin L King Jr DR	Class B Tavern License	99	1/1/2024, 6:00 PM	1
66	Lazo Brothers LLC	Lazo's Taco Shack	Alfonso Lazo, Agt	641 N JAMES LOVELL ST	Class B Tavern License		1/17/2024, 6:00 PM	1
67	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
68	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
69	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
70	In & Out Pantry LLC	In & Out Pantry LLC	Abdalmajid Qetairi, Agt	701 W Wisconsin AV	Class A Malt & Class A Liquor License		2/12/2024, 6:00 PM	1

71	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
72	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
73	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
74	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
75	Xankia LLC	Xankia	Vang Thao, Agt	222 W WELLS ST	Class B Tavern License		3/12/2024, 7:00 PM	1
76	PABST THEATER CONCESSIO NS, 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

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



Wednesday, April 12, 2023



# Notice of Public Hearing

Blank Notice

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CERVERO, Kaelyn M, Agent  
NOBLE CATERING at 800 W WELLS St  
Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Bands, Magic, Poetry Readings, Comedy Acts, Dancing by Performers and Patrons Dancing

**Tuesday, April 25, 2023 at 10:45 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 4/25/2023 at 10:45 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.**







Blank Notice

Total Records: 140

Radius 250.0 feet and Center of Circle: 800 W Wells St





# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

## 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:  
*Mobile Bars, based on events within MEM* Class B Tavern License for Museum customers

Do you have any experience operating this type of business?  No  Yes If yes, explain: Operate other food service establishments

## 2. Business Operations

- a. Proposed Opening Date: 04/01/2023
- 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: \_\_\_\_\_
- 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: Food Service

## 3. Litter & Noise

- a. How are grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other: \_\_\_\_\_
- b. How often will grounds be cleaned?  Daily  Weekly  As Needed  Monthly  Other: \_\_\_\_\_
- c. Grounds cleaned by:  Licensee  Building Owner  Employees  Hired Maintenance  Other: \_\_\_\_\_
- d. How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  
 Signs Posted  Other: \_\_\_\_\_
- e. Will a sound amplification system be used?  No  Yes If yes, describe: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 6 Locations: \_\_\_\_\_ Service area, \_\_\_\_\_  
Outside: 1 Locations: Loading dock
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 11 (public - maintained by MPN)
- 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: Security Cameras, Landlord Managed
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? \_\_\_\_\_ and list locations: \_\_\_\_\_
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>100</u> %	Food <u>0</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 <u>0</u> % Describe: _____
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)		

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

### Type 1

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

### Type 2

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

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

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

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

Capacity 415 (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: Ground, 1, 2, 3<sup>rd</sup> floors - public spaces
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Wells St
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 4  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: Municipal
- g. Building Owner Name: Milwaukee Public Museum Phone Number: 414-278-2728  
 Building Owner Address: 800 W Wells St, Milwaukee, WI 53233

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

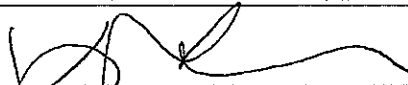
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	7A	1A	250	4-99	None
Monday	7A	1A	250	4-99	None
Tuesday	7A	1A	250	4-99	None
Wednesday	7A	1A	250	4-99	None
Thursday	7A	1A	250	4-99	None
Friday	7A	1A	250	4-99	None
Saturday	7A	1A	250	4-99	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: Noble Catering MKE LLC

Premise Address: 800 W Wells St, Milwaukee, WI 53233

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

### 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.)? Milwaukee Public Museum

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 04/01/2023 Ends \_\_\_\_\_

b) Monthly rental \$0

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

### 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 8% of net sales
- 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



# 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:** 800 W. Wells Ave, Milwaukee, WI 53202

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

<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input checked="" type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Amusement Machines How many? _____
<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 type="checkbox"/> Bowling Alley How many? _____	<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input checked="" type="checkbox"/> Magic Shows	<input 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 type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			

*Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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: MPM Sound / AV technicians

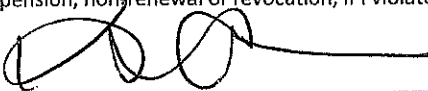
**LEGAL CAPACITY OF PREMISES**

4000 (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~~ 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)

**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)

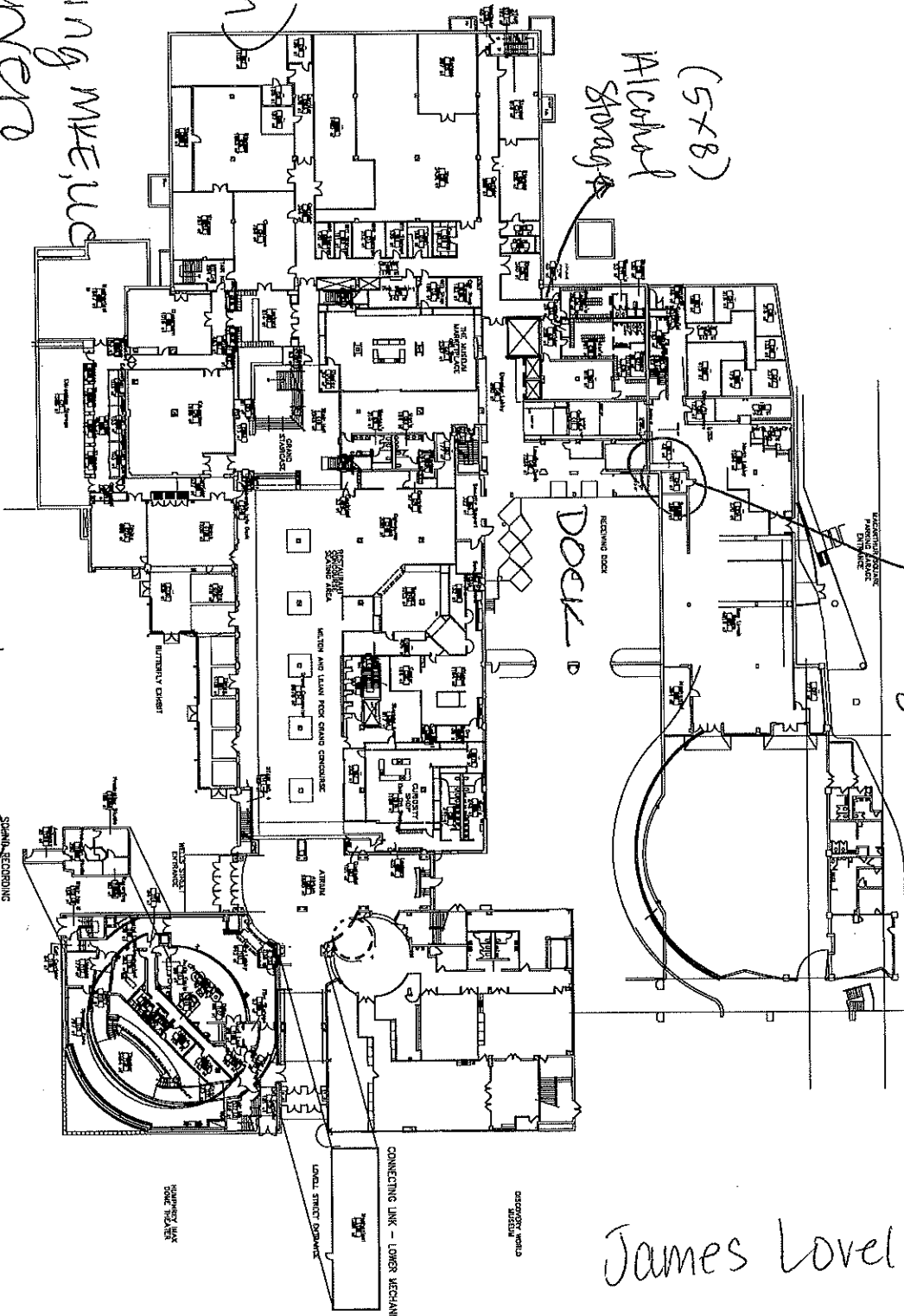
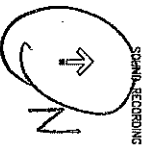
140 sq ft  
 (Storage only)  
 3/21/23  
 Noble Catering M/E, UC  
 Koelwyn Center  
 DBA: Noble Catering  
 880 W. Wells, Wau, WI 53262

(5x8)  
 Alcohol Storage

Alcohol Storage (10x10)

DOCK

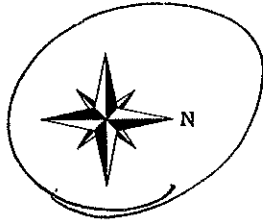
Wells



James Lovell

MILWAUKEE COUNTY PUBLIC MUSEUM  
 Ground Floor

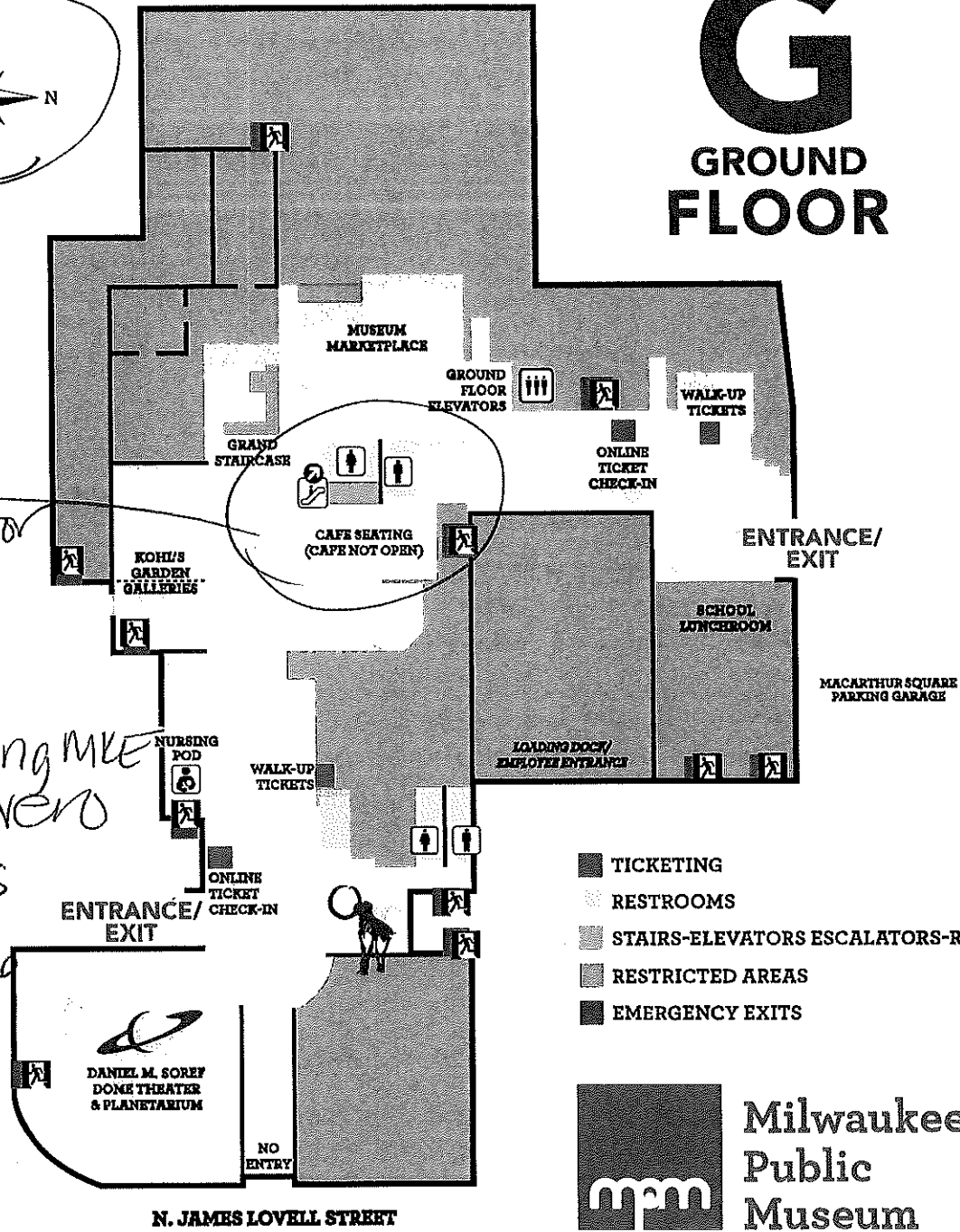
DATE: 02/21/23	SCALE: 1/8" = 1'-0"	PROJECT: MILWAUKEE COUNTY PUBLIC MUSEUM	CLIENT: MILWAUKEE COUNTY DEPARTMENT OF PARKS AND PUBLIC INFRASTRUCTURE
BY: JAMES LOVELL	DATE: 02/21/23	PROJECT: MILWAUKEE COUNTY PUBLIC MUSEUM	CLIENT: MILWAUKEE COUNTY DEPARTMENT OF PARKS AND PUBLIC INFRASTRUCTURE
NO. 02 OF 07	DATE: 02/21/23	PROJECT: MILWAUKEE COUNTY PUBLIC MUSEUM	CLIENT: MILWAUKEE COUNTY DEPARTMENT OF PARKS AND PUBLIC INFRASTRUCTURE



# G GROUND FLOOR

Different  
operator

3/21/23  
Voble Catering MKE  
Kaelyn Cervero  
300 W. Wells  
DBA: Noble Catering  
140 sq ft  
(Storage) only



- TICKETING
- RESTROOMS
- STAIRS-ELEVATORS ESCALATORS-RAMPS
- RESTRICTED AREAS
- EMERGENCY EXITS



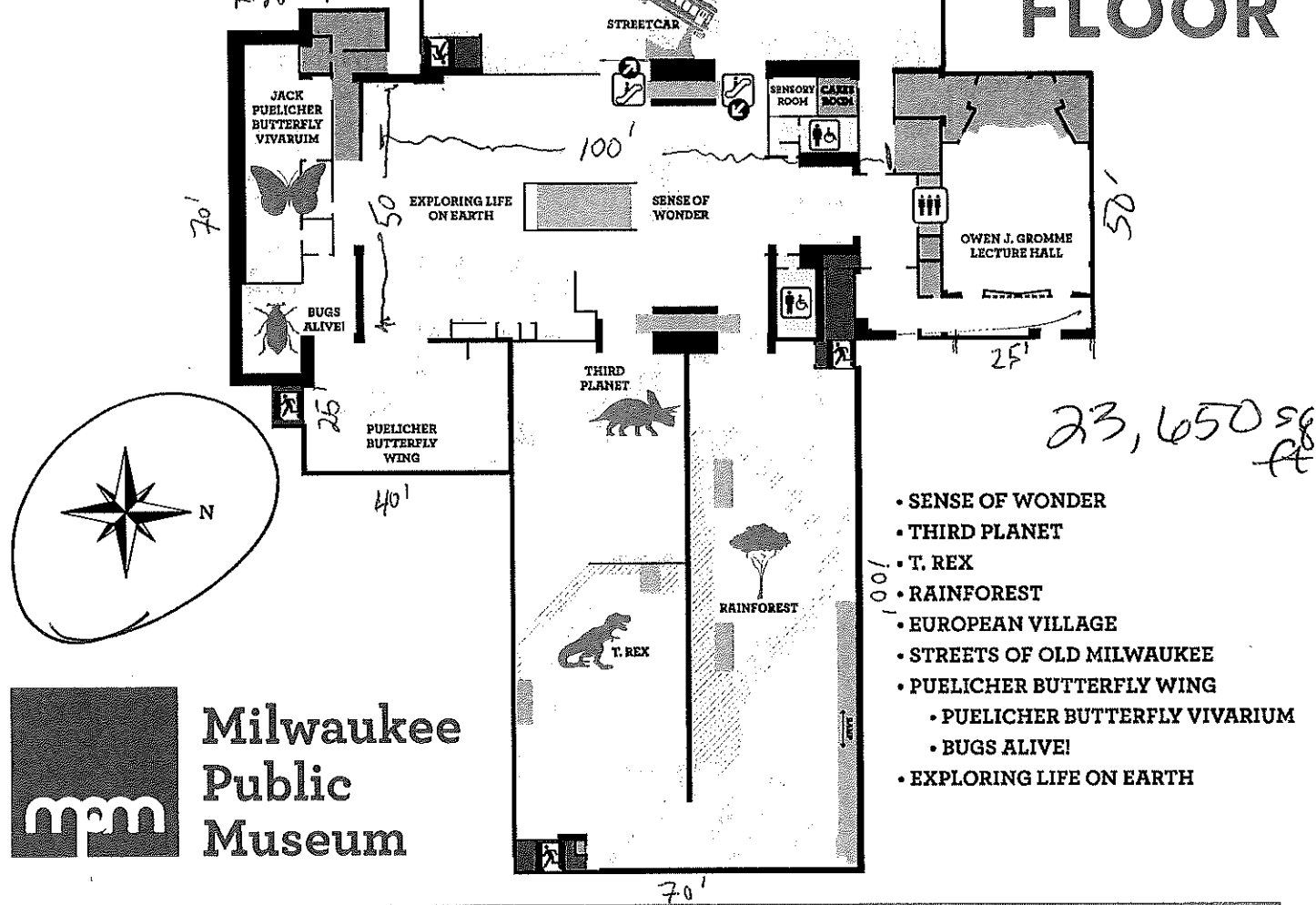
- 1 FLOOR**
- SENSE OF WONDER
  - THIRD PLANET
  - T. REX
  - RAINFOREST
  - EUROPEAN VILLAGE
  - STREETS OF OLD MILWAUKEE
  - PUELICHER BUTTERFLY WING
  - PUELICHER BUTTERFLY VIVARIUM
  - BUGS ALIVE!
  - EXPLORING LIFE ON EARTH

- 2 FLOOR**
- BISON HUNT
  - TRIBUTE TO SURVIVAL POWWOW
  - NORTHWEST COAST
  - ROCKY MOUNTAINS
  - HOPI ADOBE
  - SOUTHWEST
  - BROADLEAF FOREST
  - WISCONSIN WOODLANDS
  - STEIGLEDER SPECIAL EXHIBITS GALLERY
  - UIHLEIN HALL

- 3 FLOOR**
- GUATEMALAN MARKET
  - CROSSROADS OF CIVILIZATION
  - ARCTIC
  - JAPAN
  - CHINA
  - INDIAN MARKET
  - LIVING OCEANS
  - OCEANIA
  - MIDDLE AMERICA
  - RHINO DIORAMA
  - MAASAILION HUNT
  - BAMBOO FOREST



- RESTROOMS
- STAIRS-ELEVATORS  
ESCALATORS-RAMPS
- MEZZANINES-BALCONIES
- RESTRICTED AREAS
- EMERGENCY EXITS



## G FLOOR

- MAIN ENTRANCE
- ADMISSIONS
- HEBIOR MAMMOTH
- DANIEL M. SOREF  
DOME THEATER &  
PLANETARIUM
- MUSEUM MARKETPLACE
- MACARTHUR SQUARE  
PARKING

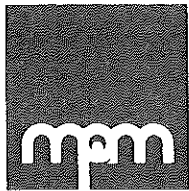
## 2 FLOOR

- BISON HUNT
- TRIBUTE TO SURVIVAL  
POWOW
- NORTHWEST COAST
- ROCKY MOUNTAINS
- HOPI ADOBE
- SOUTHWEST
- BROADLEAF FOREST
- WISCONSIN WOODLANDS
- STEIGLEDER SPECIAL  
EXHIBITS GALLERY
- UIHLEIN HALL

## 3 FLOOR

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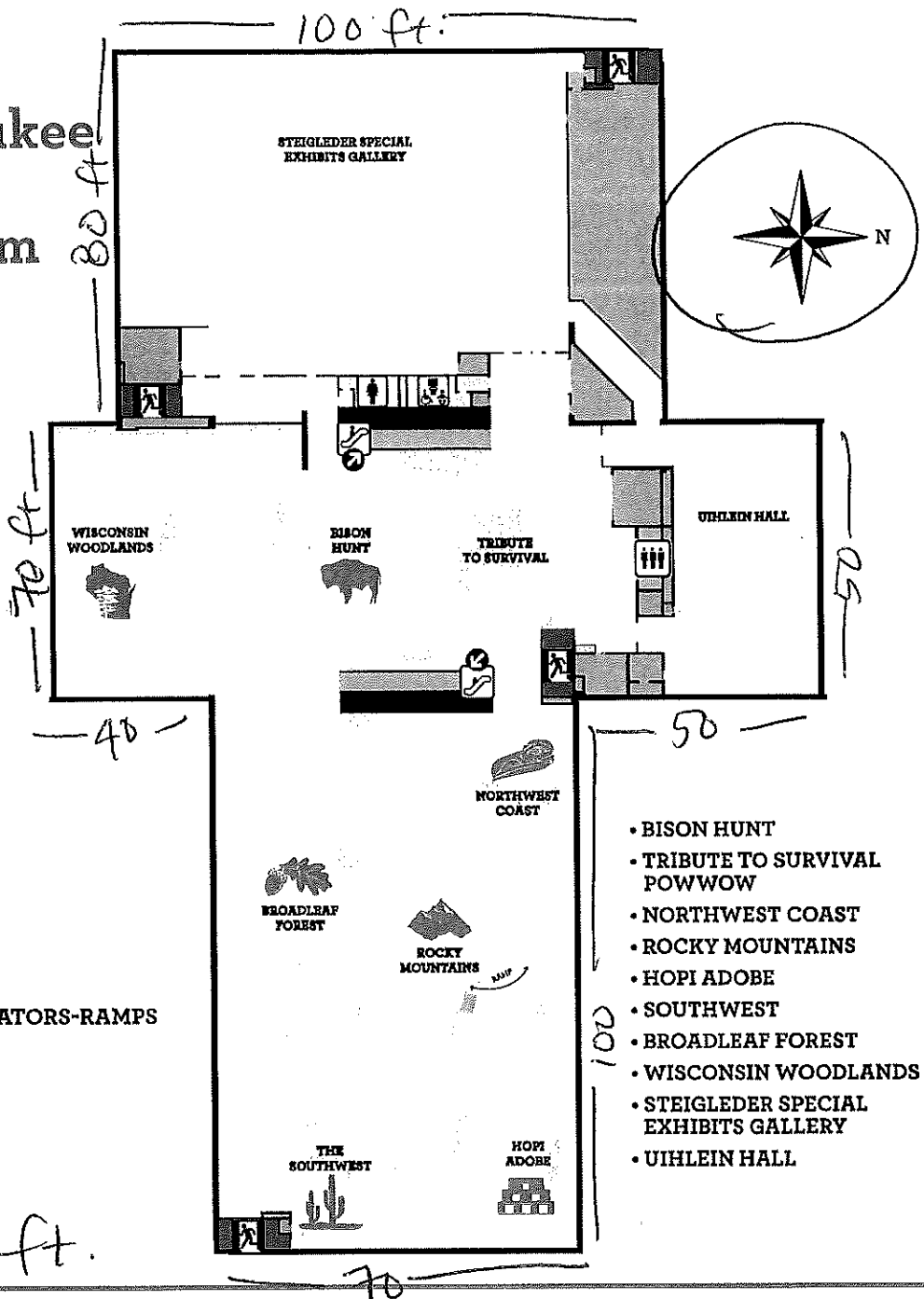
3/21/25  
Noble Catering MKE, LLC  
Kaelyn Cervero  
800 W. Wells  
DBA: Noble Catering



Milwaukee  
Public  
Museum

2

FLOOR



- RESTROOMS
- STAIRS-ELEVATORS-ESCALATORS-RAMPS
- MEZZANINES-BALCONIES
- RESTRICTED AREAS
- EMERGENCY EXITS

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- HOPI ADOBE
- SOUTHWEST
- BROADLEAF FOREST
- WISCONSIN WOODLANDS
- STEIGLEDER SPECIAL EXHIBITS GALLERY
- UIHLEIN HALL

23,650 sq ft.

**G**  
FLOOR

- MAIN ENTRANCE
- ADMISSIONS
- HEBIOR MAMMOTH
- DANIEL M. SOREF  
DOME THEATER &  
PLANETARIUM
- MUSEUM MARKETPLACE
- MACARTHUR SQUARE  
PARKING



**1**  
FLOOR

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**3**  
FLOOR

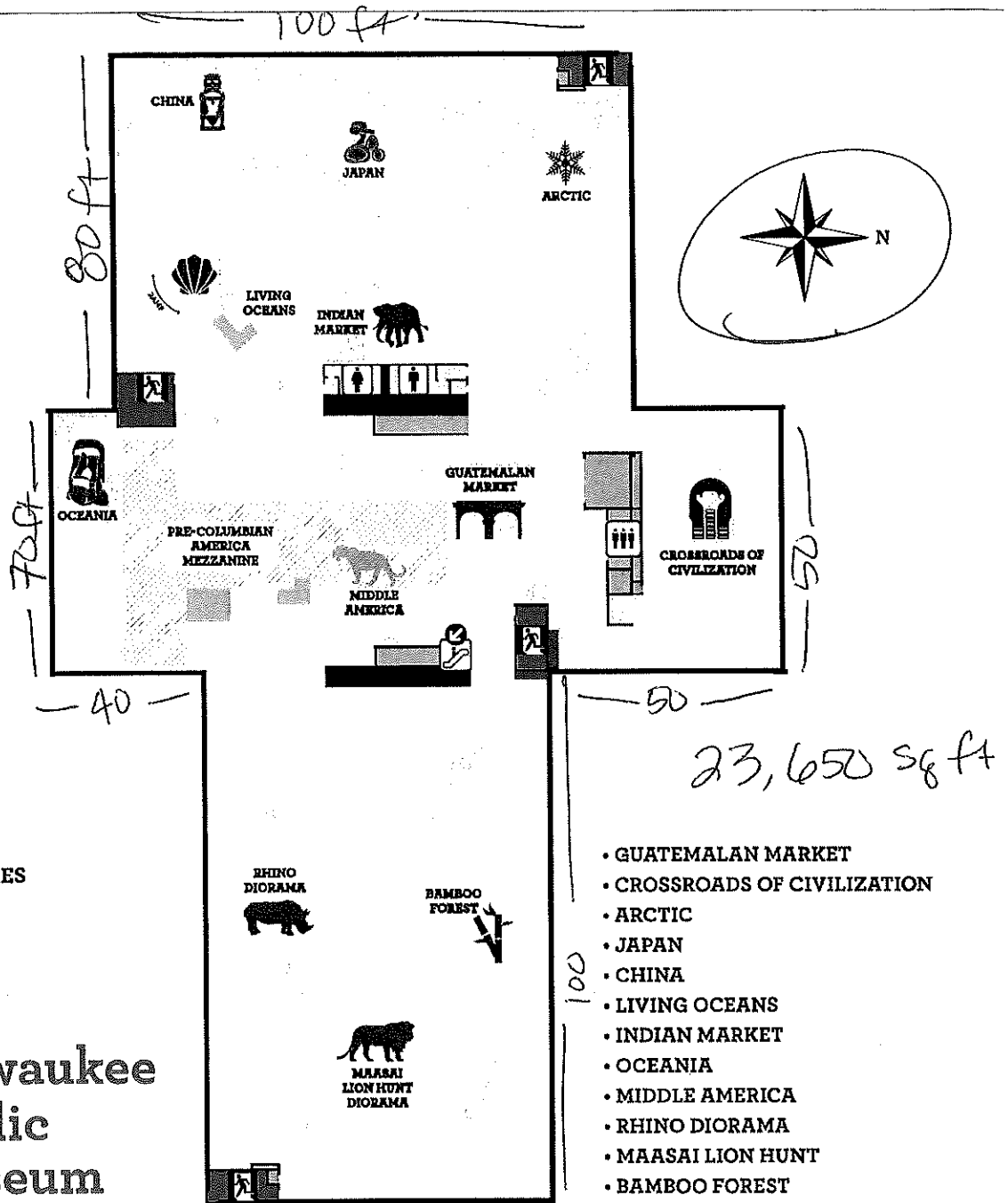
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- BAMBOO FOREST



3/21/23  
Noble Catering MKE, LLC  
Kaelyn Cervero  
800 W. Wells

DBA: Noble Catering

# 3 FLOOR



- RESTROOMS
- STAIRS-ELEVATORS ESCALATORS-RAMPS
- ▨ MEZZANINES-BALCONIES
- RESTRICTED AREAS
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- G FLOOR**
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  - DANIEL M. SOREF DOME THEATER & PLANETARIUM
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  - BROADLEAF FOREST
  - WISCONSIN WOODLANDS
  - STEIGLEDER SPECIAL EXHIBITS GALLERY
  - UHLIN HALL

3/2/23  
 Noble Catering MKE, LLC  
 Kaelyn Cerveno  
 850 W. Wells

DBA: Noble Catering