



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

Wednesday, August 24, 2022

**COMMITTEE MEETING NOTICE**

AD 01

HARRINGTON, Deneta R, Agent  
ELITE SOCIAL LOUNGE LLC  
1401 W Center St  
Milwaukee, WI 53206

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

**Wednesday, September 07, 2022 at 09:00 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Applications Requesting Disc Jockey, Jukebox, Bands, Karaoke, 1 Amusement Machine, Poetry Readings, **Concert** Acts and Patrons Dancing as agent for "ELITE SOCIAL LOUNGE LLC" for "ELITE SOCIAL LOUNGE" at 3622 W VILLARD Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/964972349>. If you wish to call in, please call [+1 \(224\) 501-3412](tel:+12245013412) and use Access Code: 964-972-349.

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

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

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

Jim Cooney  
License Division Manager

**If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov)**

Date: 08/05/22  
Officer: Geniesse

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

Name of Premise: Elite Social Lounge  
Address: 3622 W Villard Ave  
Phone: N/A

Owner: Deneta R Harrington B/F 07/29/77 H 652-1767-7769-01 exp 7/23  
Owner address: 3331 E Normandy Dr  
City State Zip: Oak Creek, WI 53154  
Owner Phone: 414-336-6237  
Owner email: deneta\_harrington@att.net

Licensee/Agent: Deneta R Harrington  
Home Address: 3331 W Normandy Dr  
City State Zip: Oak Creek, WI 53154  
Phone: 414-336-6237  
Email: deneta\_harrington@att.net

Preferred contact: Deneta or Fabian S Carter B/M 08/05/84 262-444-3372

Location currently open:  YES  NO

Projected open date: 10/31/22

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

Hours of Operation: Sun: 11a-2a 24 hours Y N  
Mon: 11a-2a  
Tue: 11a-2a  
Wed: 11a-2a  
Thu: 11a-2a  
Fri: 11a-2:30a  
Sat: 11a-2:30a

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

Licenses currently held:

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

**Exterior Survey:**

1. Is the area around the location clean?  Yes  No
2. What surrounds the location? (Check all the apply)
  - a.  Park
  - b.  School
  - c.  Youth Center
  - d.  Church
  - e.  Tavern(s) If so, how many
  - f.  Residential
  - g.  Other businesses
  - h.  Other:
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. 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

**Interior Survey:**

- 25. What is the planned capacity 55
- 26. What is the minimum number of employees That will be on premise 6
- 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: 2
- 34. How ill they be deployed: Interior 1 Exterior 1
- 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 Special events
  - Age restriction 25 and older
  - Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

They are in the process of getting cameras. They will notify the district when they are installed for a final walk through. They will post not loitering signs on the exterior of the building. Ms. Harrington agreed to share a calendar of events to D4 and to keep an open line of communication as well.

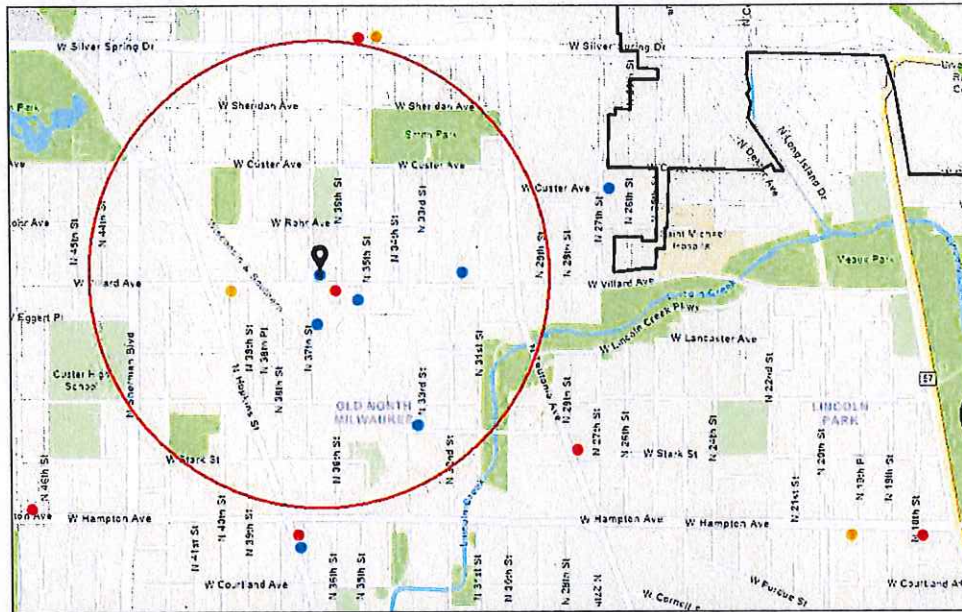


# Concentration Map 3622 W Villard Ave

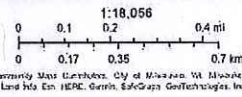
## Area of Interest (AOI) Information

Area : 21,862,585.76 ft<sup>2</sup>

Jul 22 2022 12:02:38 Central Daylight Time



- Alcohol Licenses (active)
- Class A Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Tavern
- ▭ City Limits





3622 W Villard Ave

## Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	7		

## Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	PEARL LIQUOR, INC	SUNSHINE LIQUOR & DELI	JAGJIT S CHEEMA, Agt	3541 W VILLARD AV	Class A Malt & Class A Liquor License		12/19/2021, 6:00 PM	1
2	BOC Group LLC	Oasis Jazz Bar & Grill	Liza M Blackburn, Agt	3120 W Villard AV	Class B Tavern License	675	2/7/2022, 6:00 PM	1
3	C-NOTE'S SPORTS LOUNGE	C-NOTE'S SPORTS LOUNGE	CEDRIC R HORTON, SP	5138 N 37TH ST	Class B Tavern License	49	2/7/2022, 6:00 PM	1
4	STAR 27 CORPORATION	ONE STOP PANTRY	Zohra Ali, Agt	3927 W VILLARD AV	Class A Fermented Malt Beverage Retailer's License		4/9/2022, 7:00 PM	1
5	STNJ Enterprises LLC	Adam's Bar & Grill	Sia Xiong, Agt	3300 W Cameron AV	Class B Tavern License	80	5/3/2022, 7:00 PM	1
6	Tomato Patch	Tomato Patch	Judith A Styne, SP	5173 N 35th ST	Class B Tavern License	80	7/13/2022, 7:00 PM	1
7	TRIPLETT INVESTMENT S, LLC	TopCat's	PAMELA L Triplett-Hicks, Agt	3622 W VILLARD AV	Class B Tavern License	83	8/30/2022, 7:00 PM	1

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



Wednesday, August 24, 2022



# Notice of Public Hearing

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HARRINGTON, Deneta R  
ELITE SOCIAL LOUNGE at 3622 W VILLARD Av.  
Class B Tavern and Public Entertainment Premises License Applications Requesting Disc Jockey,  
Jukebox, Bands, Karaoke, 1 Amusement Machine, Poetry Readings, Comedy Acts and Patrons  
Dancing

**Wednesday, September 07, 2022 at 09:00 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 virtually on 09/07/2022 at 09:00 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, 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 testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**





CURRENT OCCUPANT	3628 W VILLARD AVE	MILWAUKEE, WI 53209-4714
CURRENT OCCUPANT	5204 N 36TH ST	MILWAUKEE, WI 53209-4706
CURRENT OCCUPANT	5218 N 36TH ST	MILWAUKEE, WI 53209-4706
CURRENT OCCUPANT	5224 N 36TH ST	MILWAUKEE, WI 53209-4706
CURRENT OCCUPANT	5224A N 36TH ST	MILWAUKEE, WI 53209-4706
CURRENT OCCUPANT	5225 N 37TH ST	MILWAUKEE, WI 53209-4727
CURRENT OCCUPANT	5228 N 37TH ST	MILWAUKEE, WI 53209-4728
CURRENT OCCUPANT	5228A N 37TH ST	MILWAUKEE, WI 53209-4728
CURRENT OCCUPANT	5229 N 36TH ST	MILWAUKEE, WI 53209-4705
CURRENT OCCUPANT	5229 N 36TH ST, A	MILWAUKEE, WI 53209-4705
CURRENT OCCUPANT	5229 N 37TH ST	MILWAUKEE, WI 53209-4727
CURRENT OCCUPANT	5231 N 36TH ST	MILWAUKEE, WI 53209-4705
CURRENT OCCUPANT	5232 N 36TH ST	MILWAUKEE, WI 53209-4706
CURRENT OCCUPANT	5233 N 37TH ST	MILWAUKEE, WI 53209-4727
CURRENT OCCUPANT	5234 N 37TH ST	MILWAUKEE, WI 53209-4728
CURRENT OCCUPANT	5239 N 36TH ST	MILWAUKEE, WI 53209-4705
CURRENT OCCUPANT	5239 N 37TH ST	MILWAUKEE, WI 53209-4727
CURRENT OCCUPANT	5239A N 37TH ST	MILWAUKEE, WI 53209-4727
CURRENT OCCUPANT	5244 N 37TH ST	MILWAUKEE, WI 53209-4728
CURRENT OCCUPANT	5245 N 37TH ST	MILWAUKEE, WI 53209-4727
CURRENT OCCUPANT	5245A N 37TH ST	MILWAUKEE, WI 53209-4727
CURRENT OCCUPANT	5247 N 36TH ST	MILWAUKEE, WI 53209-4705
CURRENT OCCUPANT	5247A N 36TH ST	MILWAUKEE, WI 53209-4705
CURRENT OCCUPANT	5250 N 37TH ST	MILWAUKEE, WI 53209-4728
CURRENT OCCUPANT	5250A N 37TH ST	MILWAUKEE, WI 53209-4728

Blank Notice

Total Records: 71

Radius 250.0 feet and Center of Circle: 3622 W Villard 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: *social lounge with Beer + Alcohol being served; Hookah*

Do you have any experience operating this type of business?  No  Yes If yes, explain: *family use to own one*

## 2. Business Operations

- a. Proposed Opening Date: \_\_\_\_\_
- 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*
- 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: *Hookah*
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building?  No  Yes If yes, describe: \_\_\_\_\_

## 3. Litter & Noise

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

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: *Patio*
- b. Number of Garbage Cans: Inside: *4* Locations: *Front Entrance, Bar Area; Both restrooms*  
Outside: *2* Locations: *Patio Area by, Back Fence*
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? *2*
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

### 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? Street Parking and describe the parking security plan: Security will be enforced and will do walk thru's throughout the night
- 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? 4-6 and answer the following:  
 What are their responsibilities? ID Carding, Body Checks, Patdowns, Parking checks etc.  
 Is security equipment used?  No  Yes If yes, describe Licensed to Carry, Pepper Spray  
 List their licensing, certification, or training credentials Hiring From Agencies; Must have
- d. Will there be security cameras?  No  Yes If yes, how many? 6-8 and list locations: 3 Front Entrance  
All corners of lounge area, Register, Patio + Back of Building
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe ID Scanners / security ck

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

Alcohol <u>65.18%</u>	Food <u>5</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	_____ %	_____ %
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>10</u> % Describe: <u>Retail etc.</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: Prepackaged Food, chips, pickles etc

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

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



## 9. Premises Description

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

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

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

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

c. Nearest Major Cross Street: W Sherman & Villard 3 E. Teutonia Ave & Villard

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: Entertainment

g. Building Owner Name: Pamela Triplett Phone Number: 414-795-5161

Building Owner Address: 3850 N. 57th Milwaukee, WI 53216

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

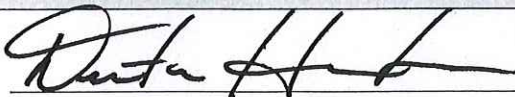
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	<u>6 AM</u>	<u>2:00 AM</u>	<u>50</u>	<u>25+up</u>	
Monday	<u>6 AM</u>	<u>2:00 AM</u>	<u>50</u>	<u>25+up</u>	
Tuesday	<u>6 AM</u>	<u>2:00 AM</u>	<u>50</u>	<u>25+up</u>	
Wednesday	<u>6 AM</u>	<u>2:00 AM</u>	<u>50</u>	<u>25+up</u>	
Thursday	<u>6 AM</u>	<u>2:00 AM</u>	<u>75</u>	<u>25+up</u>	
Friday	<u>6 AM</u>	<u>2:30 AM</u>	<u>100</u>	<u>25+up</u>	
Saturday	<u>6 AM</u>	<u>2:30 AM</u>	<u>100</u>	<u>25+up</u>	

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

Alcohol Establishments 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: Elite Social Lounge LLC  
Premise Address: 3622 W. Villard Ave, Milwaukee WI 53209

**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.)? Pamela Tripett

c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ 70K

d) Total amount paid for business \$ 70K

e) Total amount paid for goodwill of the business \$ 15K In process/closing on this property

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 \_\_\_\_\_ Ends 10-15-2022 Pending License

b) Monthly rental \$ 25K until done

c) Do you have an option to renew the lease?  No  Yes Purchasing Building

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)? \_\_\_\_\_



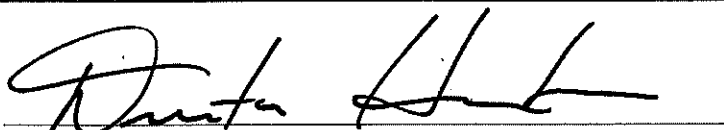
**Lease Information (Continued)**

- 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 occupancy object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

**Change of Agent Applicants Only**

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

**Signature**



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

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

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

- 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:** 3622 W. Vilhard Ave Milwaukee, WI 53209

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

<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Amusement Machines How many? <u>1</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 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 type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input checked="" type="checkbox"/> Poetry Readings	<input checked="" type="checkbox"/> Patrons Dancing	<input checked="" type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			

*Entertainment Outdoor Closing Hours: 10:00pm Sunday-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: Radio As Needed for special event night

At any time will sound amplification be used?  No  Yes If Yes, Describe: DJ Equipment

**LEGAL CAPACITY OF PREMISES**

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

**ACKNOWLEDGEMENT/SIGNATURE**

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

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

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

**Office Use Only:**  
Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_  
Only PEP?  No  Yes If Yes,  Queue to MPD and  Email Mgrs/Team Lead (must be heard w/in 60 days)

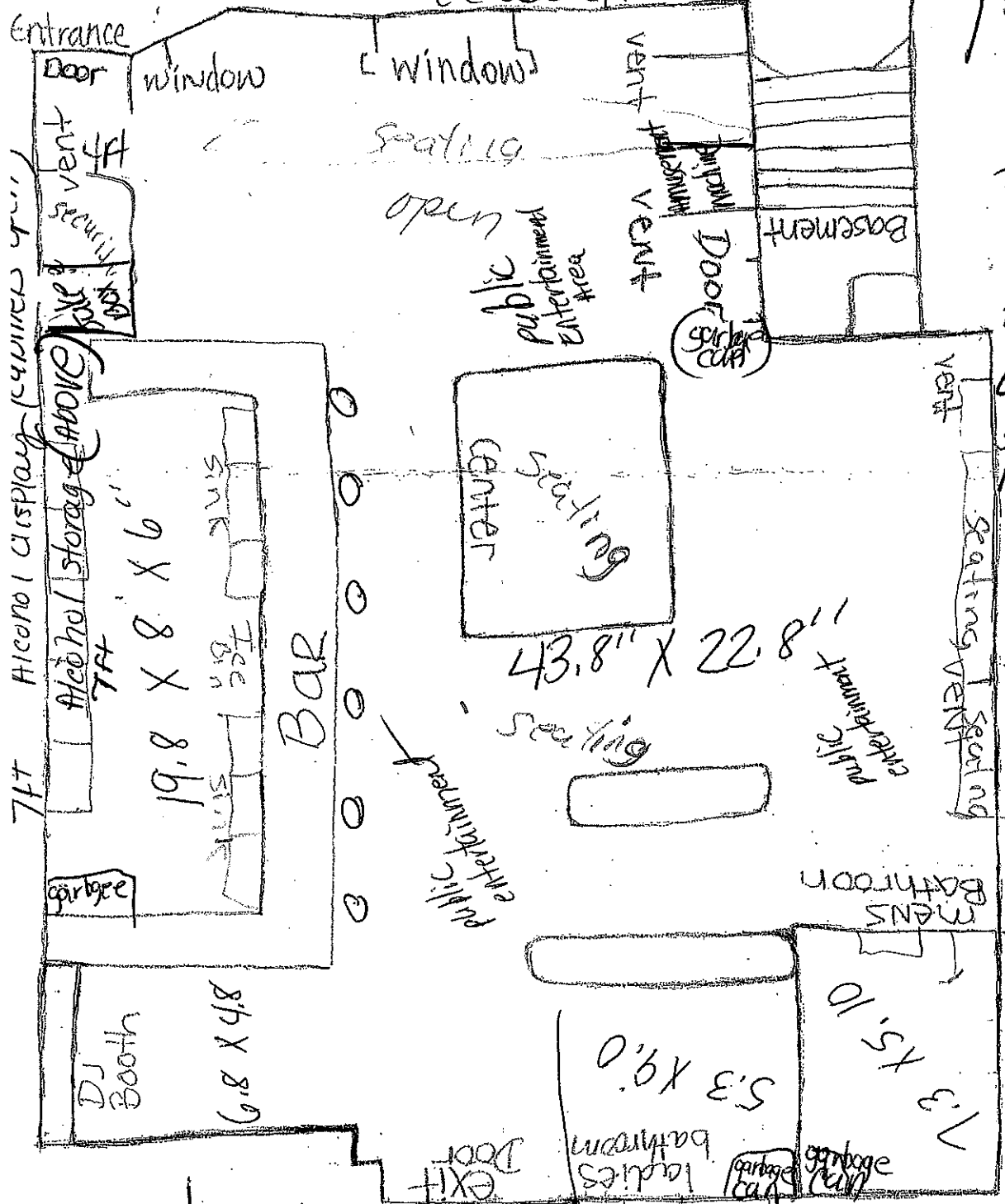
Villard Apartments

East Villard Ave West

Stop 1829 W 37th

sidewalk

1st FLOOR



total SQ = 998.64

Elite Social Lounge  
Elite Social Lounge I.  
3622 W. Villard Ave  
Milwaukee, WI 5320

7/20/2022  
Deneta Harrington  
Agent

garbage can  
door to outside

Patio Area

Dumpster

Elite Social Lounge LLC  
Elite Social Lounge  
3082 W. Villard Ave  
Milwaukee, WI. 53209

