



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

Tuesday, May 27, 2025

**COMMITTEE MEETING NOTICE**

AD 14

LORCH, Christine M, Agent  
BRUECKE, INC.  
3216 S HOWELL Av  
Milwaukee, WI 53207

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, June 10, 2025 at 10:25 AM**

The access code is <https://meet.goto.com/614813941>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting Instrumental Musicians as agent for "BRUECKE, INC." for "SWAN SONG" 3216 S HOWELL 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)





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Tuesday, May 27, 2025

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AD 14

LORCH, Christine M, Agent  
BRUECKE, INC.  
1120 E CHAMBERS ST  
Milwaukee, WI 53212

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**Jim Cooney**  
License Division Manager

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Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

Date: 04/23/2025  
Officer: PO Fabian Garcia

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

Name of Premise: Swan Song  
Address: 3216 S Howell Avenue  
Phone: 414-731-1769

Owner:  
Owner address:  
City State Zip:  
Owner Phone:  
Owner email:

Licensee/Agent: Christine Lorch  
Home Address: 1120 E. Chambers Street  
City State Zip: Milwaukee, WI 53212  
Phone: 414-731-1769  
Email: jdpatzwald@gmail.com

Preferred contact: either text or email

Location currently open: ☐ YES ☒ NO

Projected open date: end of June

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

Hours of Operation: Sun: Closed ☐ 24 hours ☐ Y ☐ N  
Mon: Closed  
Tue: Closed  
Wed: 4pm-9pm  
Thu: 4pm-9pm  
Fri: 4pm-10pm  
Sat: 4pm-10pm

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

Licenses currently held: None at this location  
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 N/A
8. Off-Street parking ☒ Yes ☐ No
9. Is the parking lot well lit? ☐ Yes ☐ No N/A
10. Valet Parking ☐ Yes ☒ No
  - a. Will this lot have a guard? ☐ Yes ☐ No N/A
  - b. Will this lot have cameras? ☐ Yes ☐ No N/A
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: **3-not active**
16. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

**Camera Survey:** will be discussing the placement and number of cameras to be installed.

17. Does this location have security cameras? ☒ Yes ☐ No **Not activated at this time.**
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 1-Not Active

### Interior Survey:

25. What is the planned capacity? 48  
26. What is the minimum number of employees That will be on premise 4  
27. Is the storeowner willing to be a standing complainant regarding loitering? ☐ Yes ☐ No

**Discussion was had regarding.**

- 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 **Under renovation**  
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** No Planned security at this time.

33. How many security personnel are going to be employed:  
34. How will they be deployed: Interior 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:  
☐ Wanding/metal detector  
☐ ID Scanner  
☐ Dress Code  
☐ Cover Charge  
☐ Age restriction  
☐ Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This report was written by Police Officer Fabian Garcia assigned to District 6-Days, Community Partnership Unit.

On Wednesday, April 23, 2025, at 11:30 am, I met with Jerry D. Patzwald, the husband of licensee/agent Christine Lorch. The location is currently not opened and is currently being remodeled. Mr. Patzwald, stated that they would like to open by the end of June if possible. States that the location will be operated as a restaurant.

The location currently has surveillance cameras that were installed by the prior owner of the business but are currently not activated. The location currently has 3 non-active exterior cameras, which Mr. Patzwald plans to update or switch surveillance cameras but is still in discussion. A discussion was had with Mr. Patzwald regarding placement of surveillance cameras to include the interior cameras that face the entry and exit doors as well as cash register.

The location currently does not have "No Loitering" signs posted, a discussion was had regarding and the placement of signs. Mr. Patzwald was also provided with a standing complainant form, which he will discuss with Mrs. Lorch. Mr. Patzwald was also provided with a District 6 community contact guide.

The location does have a residential unit located in the upper of the business, which do have their separate entry and exit doors.

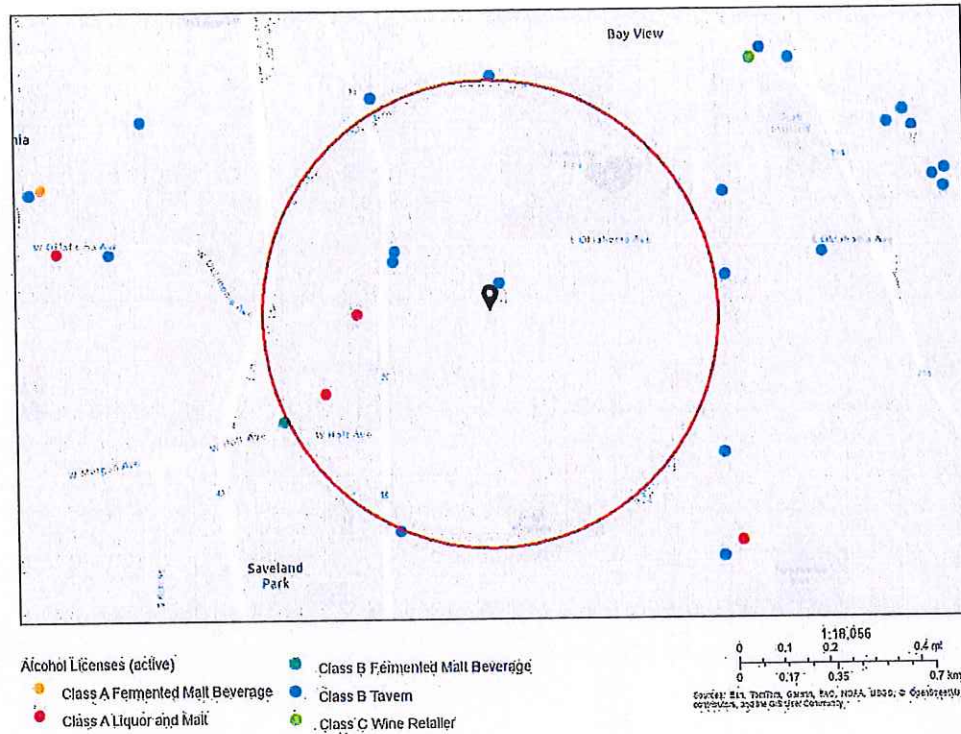


# Concentration Map for 3216 S Howell Av

## Area of Interest (AOI) Information

Area : 21,862,585.85 ft<sup>2</sup>

Apr 16 2025 15:48:23 Central Daylight Time





## Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	5		

## Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Chase Entertainment LLC	Sam's Tap	Sam J Leaf, Agt	3118 S CHASE AV	Class B Tavern License	37	9/1/2025, 7:00 PM	1
2	Restaurante La Salsa, LLC	Restaurante La Salsa	Cristian Jimenez, Agt	117-119 E Oklahoma AV	Class B Tavern License	99	10/9/2025, 7:00 PM	1
3	SAL B, LLC	Piggly Wiggly Supermarket # 71	Jennifer J Martin, Agt	123 W Oklahoma AV	Class A Malt & Class A Liquor License		9/30/2025, 7:00 PM	1
4	MEGA MARTS LLC	PICK 'N SAVE #6878	Traci E Galicia, Agt	250 W HOLT AV	Class A Malt & Class A Liquor License		10/22/2025, 7:00 PM	1
5	THE BUBBLER, LLC	THE BUBBLER	THERESA L BASHAW, Agt	3158 S Howell AV	Class B Tavern License	120	12/9/2025, 6:00 PM	1

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





Tuesday, May 27, 2025



# Notice of Public Hearing

Blank Notice

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LORCH, Christine M, Agent  
SWAN SONG at 3216 S HOWELL Av

Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting  
Instrumental Musicians

**Tuesday, June 10, 2025 at 10:25 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 6/10/2025 at 10:25 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 internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	3162 S HOWELL AVE	MILWAUKEE, WI 53207-2625
CURRENT OCCUPANT	3164 S HOWELL AVE	MILWAUKEE, WI 53207-2625
CURRENT OCCUPANT	3167 S HOWELL AVE	MILWAUKEE, WI 53207-2624
CURRENT OCCUPANT	3169 S GRIFFIN AVE	MILWAUKEE, WI 53207-2735
CURRENT OCCUPANT	3172 S GRIFFIN AVE	MILWAUKEE, WI 53207-2736
CURRENT OCCUPANT	3173 S GRIFFIN AVE	MILWAUKEE, WI 53207-2735
CURRENT OCCUPANT	3175 S GRIFFIN AVE	MILWAUKEE, WI 53207-2735
CURRENT OCCUPANT	3175 S HOWELL AVE	MILWAUKEE, WI 53207-2624
CURRENT OCCUPANT	3177A S HOWELL AVE	MILWAUKEE, WI 53207-2624
CURRENT OCCUPANT	3177B S HOWELL AVE	MILWAUKEE, WI 53207-2624
CURRENT OCCUPANT	3177C S HOWELL AVE	MILWAUKEE, WI 53207-2624
CURRENT OCCUPANT	3202 S GRIFFIN AVE	MILWAUKEE, WI 53207-2738
CURRENT OCCUPANT	3203 S HOWELL AVE# 2	MILWAUKEE, WI 53207-2775
CURRENT OCCUPANT	3203 S HOWELL AVE# 3	MILWAUKEE, WI 53207-2775
CURRENT OCCUPANT	3203 S HOWELL AVE# 4	MILWAUKEE, WI 53207-2775
CURRENT OCCUPANT	3206 S GRIFFIN AVE	MILWAUKEE, WI 53207-2738
CURRENT OCCUPANT	3211 S HOWELL AVE# 1	MILWAUKEE, WI 53207-2741
CURRENT OCCUPANT	3211 S HOWELL AVE# 2	MILWAUKEE, WI 53207-2741
CURRENT OCCUPANT	3211 S HOWELL AVE# 3	MILWAUKEE, WI 53207-2741
CURRENT OCCUPANT	3211 S HOWELL AVE# 4	MILWAUKEE, WI 53207-2741
CURRENT OCCUPANT	3212 S GRIFFIN AVE	MILWAUKEE, WI 53207-2738
CURRENT OCCUPANT	3216 S GRIFFIN AVE	MILWAUKEE, WI 53207-2738
CURRENT OCCUPANT	3216A S HOWELL AVE	MILWAUKEE, WI 53207-2742
CURRENT OCCUPANT	3217 S GRIFFIN AVE	MILWAUKEE, WI 53207-2737
CURRENT OCCUPANT	3217 S HOWELL AVE	MILWAUKEE, WI 53207-2741
CURRENT OCCUPANT	3222 S GRIFFIN AVE	MILWAUKEE, WI 53207-2738
CURRENT OCCUPANT	3223 S GRIFFIN AVE	MILWAUKEE, WI 53207-2737
CURRENT OCCUPANT	3224 S HOWELL AVE	MILWAUKEE, WI 53207-2742
CURRENT OCCUPANT	3224A S HOWELL AVE	MILWAUKEE, WI 53207-2742
CURRENT OCCUPANT	3225 S HOWELL AVE	MILWAUKEE, WI 53207-2741
CURRENT OCCUPANT	3228 S GRIFFIN AVE	MILWAUKEE, WI 53207-2738
CURRENT OCCUPANT	3228 S HOWELL AVE	MILWAUKEE, WI 53207-2742
CURRENT OCCUPANT	3228A S HOWELL AVE	MILWAUKEE, WI 53207-2742
CURRENT OCCUPANT	3229 S GRIFFIN AVE	MILWAUKEE, WI 53207-2737
CURRENT OCCUPANT	3232 S HOWELL AVE	MILWAUKEE, WI 53207-2742
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CURRENT OCCUPANT	3238 S GRIFFIN AVE	MILWAUKEE, WI 53207-2738
CURRENT OCCUPANT	3240 S HOWELL AVE	MILWAUKEE, WI 53207-2742
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CURRENT OCCUPANT	3241 S GRIFFIN AVE	MILWAUKEE, WI 53207-2737
CURRENT OCCUPANT	3244 S GRIFFIN AVE	MILWAUKEE, WI 53207-2738



CURRENT OCCUPANT	3246 S HOWELL AVE	MILWAUKEE, WI 53207-2742
CURRENT OCCUPANT	3246A S HOWELL AVE	MILWAUKEE, WI 53207-2742
CURRENT OCCUPANT	3247 S GRIFFIN AVE	MILWAUKEE, WI 53207-2737
CURRENT OCCUPANT	3249 S GRIFFIN AVE	MILWAUKEE, WI 53207-2737
CURRENT OCCUPANT	3255 S GRIFFIN AVE	MILWAUKEE, WI 53207-2737
CURRENT OCCUPANT	3257 S GRIFFIN AVE	MILWAUKEE, WI 53207-2737
CURRENT OCCUPANT	3262 S WHITNALL AVE	MILWAUKEE, WI 53207-2749
CURRENT OCCUPANT	3275 S HOWELL AVE	MILWAUKEE, WI 53207-2763
CURRENT OCCUPANT	328 E BURDICK AVE	MILWAUKEE, WI 53207-2732
CURRENT OCCUPANT	329 E EUCLID AVE	MILWAUKEE, WI 53207-2615
CURRENT OCCUPANT	332 E BURDICK AVE	MILWAUKEE, WI 53207-2732
CURRENT OCCUPANT	332A E BURDICK AVE	MILWAUKEE, WI 53207-2732
CURRENT OCCUPANT	333 E EUCLID AVE	MILWAUKEE, WI 53207-2615
CURRENT OCCUPANT	335 E EUCLID AVE	MILWAUKEE, WI 53207-2615
CURRENT OCCUPANT	337 E EUCLID AVE	MILWAUKEE, WI 53207-2615
CURRENT OCCUPANT	338 E EUCLID AVE	MILWAUKEE, WI 53207-2650
CURRENT OCCUPANT	405 E EUCLID AVE	MILWAUKEE, WI 53207-2733
CURRENT OCCUPANT	409 E EUCLID AVE	MILWAUKEE, WI 53207-2733
CURRENT OCCUPANT	411 E EUCLID AVE	MILWAUKEE, WI 53207-2733
CURRENT OCCUPANT	411A E EUCLID AVE	MILWAUKEE, WI 53207-2733
CURRENT OCCUPANT	417 E EUCLID AVE	MILWAUKEE, WI 53207-2733
CURRENT OCCUPANT	421 E EUCLID AVE	MILWAUKEE, WI 53207-2733

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Total Records: 68

Radius 250 feet and Center of the Circle: 3216 S Howell 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

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: Cafe Bruecke 2004-2010

### 2. Business Operations

- a. Proposed Opening Date: June 11, 2025
- 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: September 1, 2024
- f. Do you have future plans for other businesses, licenses or permits at this location? ☐ No ☒ Yes  
If yes, explain: Restaurant
- 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: Outdoor patio
- b. Number of Garbage Cans: Inside: 4 Locations: patio, kitchen, bar & restrooms  
Outside: 2 Locations: patio & restaurant dumpster at rear of building
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? two
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☒ Other: TBD

## 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 licensed security on premise? ☒ No ☐ Yes If yes, how many? \_\_\_\_\_ and answer the following:  
What are their responsibilities? \_\_\_\_\_  
Describe equipment used \_\_\_\_\_  
List their License Number (s) \_\_\_\_\_
- 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>45</u> %	Food <u>55</u> % Cigarettes, Electronic Vape Devices, _____ % Tobacco Products _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %			
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____

## 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, Electronic Vape Products ☐ 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 48 (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: Oklahoma

- 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: Mixed

- g. Building Owner Name: Lorchwald LLC Phone Number: 414-731-0065

Building Owner Address: 1120 E Chambers St, Milwaukee 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	na				
Monday	na				
Tuesday	na				
Wednesday	4pm	9pm	30	18-90	none
Thursday	4pm	9pm	45	18-90	none
Friday	4pm	10pm	60	18-90	none
Saturday	4pm	10pm	50	18-90	none

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

Alcohol Establishments Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
 Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday  
 Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

## 11. Signature(s)

Christine Lorch-President, LLC  
 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)

George Lorchwald  
 Signature of additional partner or 20% or more shareholder





# 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](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: Bruecke, Inc.

Premise Address: 3216 S Howell 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: \_\_\_\_\_

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.)? Bruecke, Inc

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 \_\_\_\_\_ Ends \_\_\_\_\_

b) Monthly rental \$ \_\_\_\_\_

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


### 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 N/A

### 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: **Bruecke, Inc.**

Premises Address: **3216 S Howell Ave**

**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 7,500 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: milk, cheese, meat & poultry



**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 &amp; Phone Number of Architect: \_\_\_\_\_

Name, Address &amp; 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

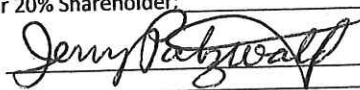
**SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE**

You must initial each item confirming your understanding:

- CL I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
- CL 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.
- CL 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.
- CL 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.
- CL 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 e-mail address:

**PREMISES ADDRESS:** 3216 S. Howell Ave.

## TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

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

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

## PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? ☒ No ☐ Yes If Yes, Describe:

At any time will sound amplification be used? ☒ No ☐ Yes If Yes, Describe:


## LEGAL CAPACITY OF PREMISES

48 (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.

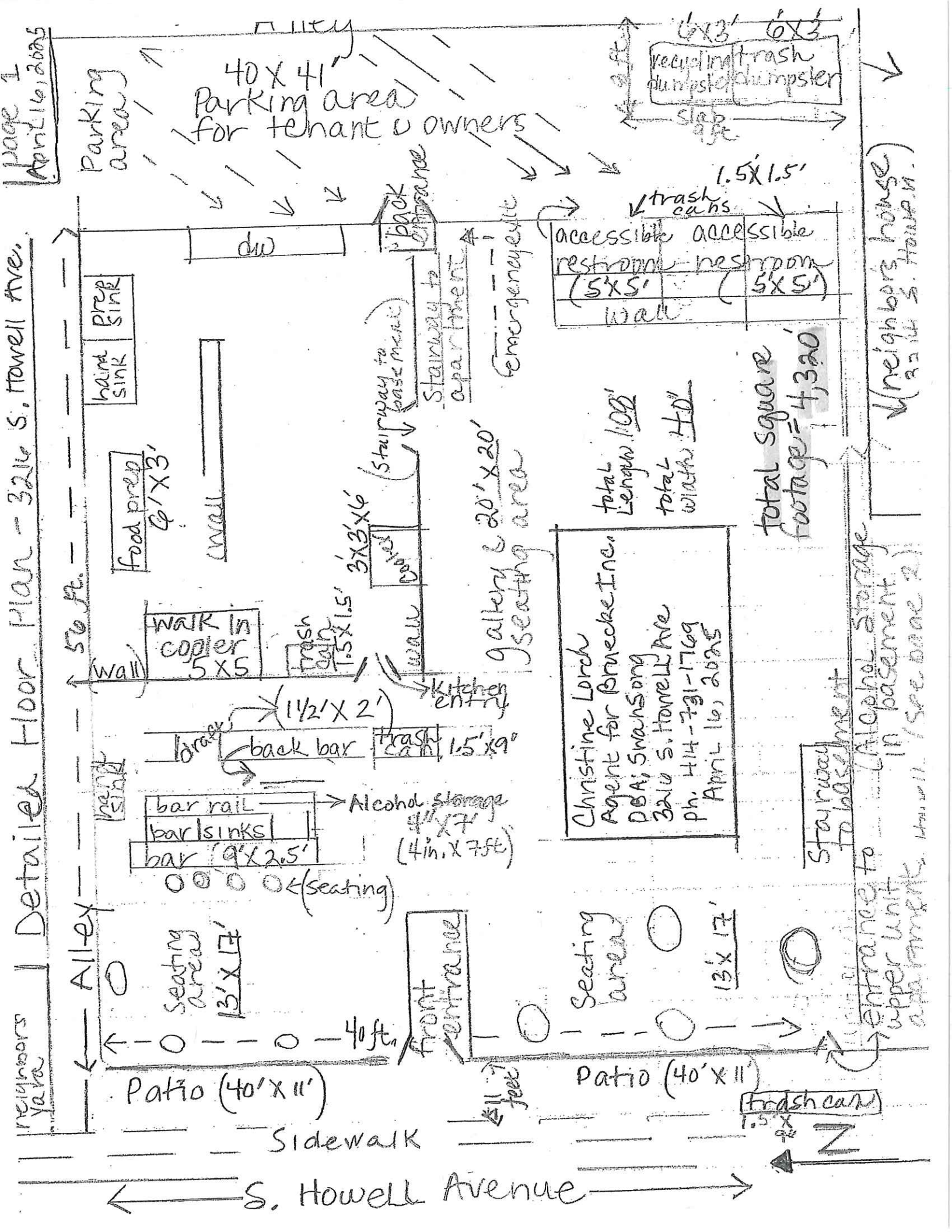
I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

Christine Lorch-President,   
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: RC Filed: 4-16-25 App: 379507  
Only PEP? ☐ No ☐ Yes If Yes, ☐ Queue to MPD and ☐ Email Mgrs/Team Lead (must be heard w/in 60 days)

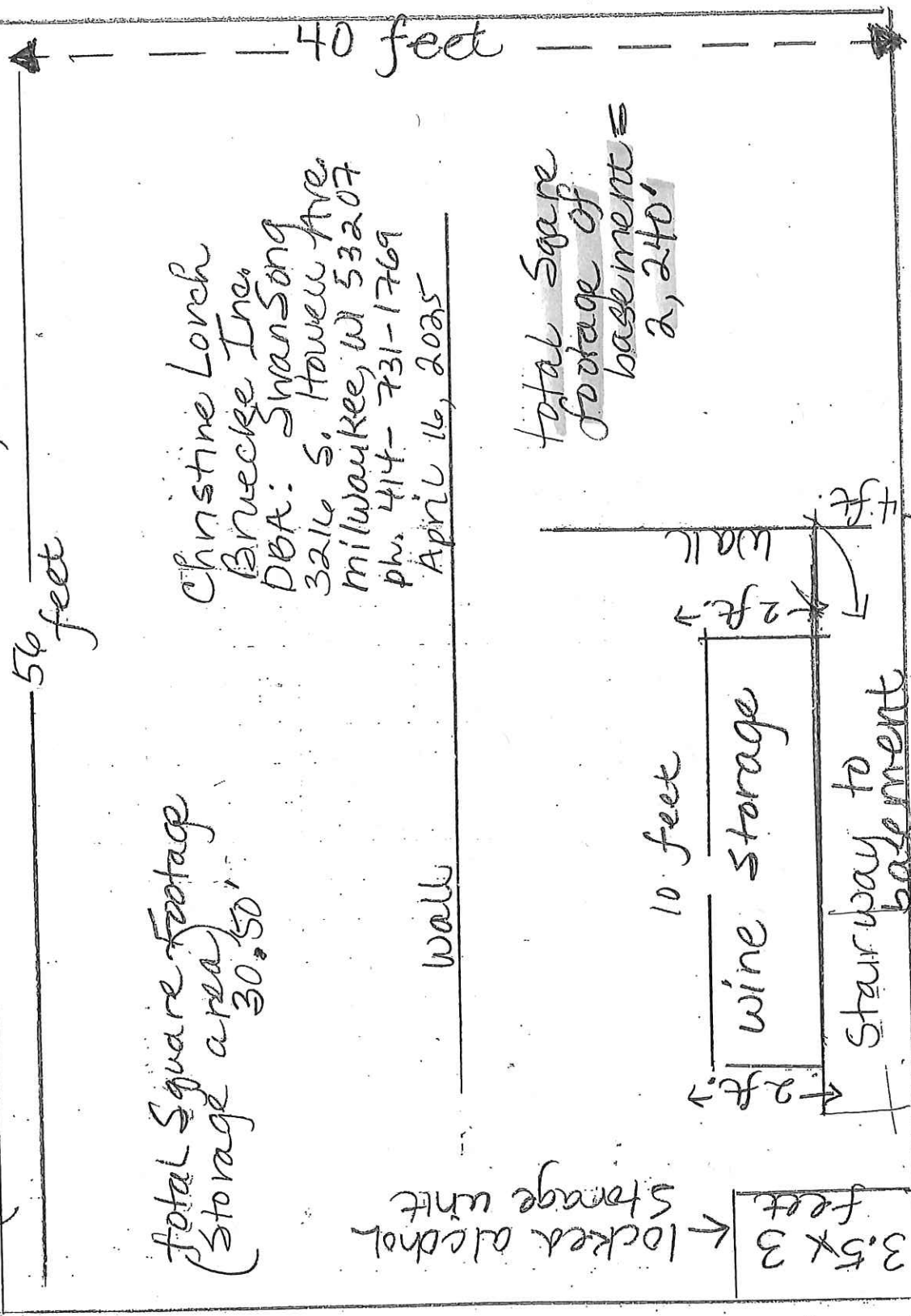






3210 S. Howell Ave.

(basement storage of alcohol)



## Proposed Restaurant Menu for 3216 South Howell

### Menu

#### Snacks and sharable plates

Snack mix  
(sesame stix, cashews, pretzels)

Milwaukee Pretzel Company pretzel  
(served with a side of mustard)

#### Hummus and Veggies

Feta spread  
Serve with crackers and bread

Cheese and charcuterie plate  
(Wisconsin cheese and salami)

#### Soup du jour

Toasted Cheese sandwich  
(served with vegetable garnish)

#### Chips & salsa

#### Cucumber salad

#### Mixed green salad

A selection of locally baked goodies