



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Friday, October 08, 2021

COMMITTEE MEETING NOTICE

AD 07

SANDHAR, Manjit K, Agent  
Sandhar Liquor INC  
4409 W Fond Du Lac Av  
Milwaukee, WI 53216

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

**Tuesday, October 19, 2021 at 10:50 AM**

**Regarding:** Your Class A Malt & Class A Liquor and Weights & Measures License Applications as agent for "Sandhar Liquor INC" for "North End Beverage" at 4409 W Fond Du Lac

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/636199461>. If you wish to call in, please call +1 (872) 240-3212 and use Access Code: 636-199-461.

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 [stast5@milwaukee.gov](mailto:stast5@milwaukee.gov)



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COMMITTEE MEETING NOTICE

AD 07

SANDHAR, Manjit K, Agent  
Sandhar Liquor INC  
1220 W MANOR LA  
RIVER HILLS WI 53217

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**Tuesday, October 19, 2021 at 10:50 AM**

**Regarding:** Your Class A Malt & Class A Liquor and Weights & Measures License Applications as agent for "Sandhar Liquor INC" for "North End Beverage" at 4409 W Fond Du Lac Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/636199461>. If you wish to call in, please call +1 (872) 240-3212 and use Access Code: 636-199-461.

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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: 9/15/2021

Officer: Lawson Murrell

City of Milwaukee Police Department

90-5-1.5 Crime Prevention Survey

Convenience Store/Liquor Store Inspection

Name of Business: North End Beverage

Address: 4409 W. Fond Du Lac Ave

Phone: 414-873-7854

Owner: SANDHAR, Manjit K

Owner address: 1220 W Manor LN

City State Zip: River Hills, WI

Owner Phone: 414-531-7045

Owner email: Manjit.k.sandhar@gmail.com

Manager: Same as owner

Home Address: Click here to enter text.

City State Zip: Click here to enter text.

Phone: Click here to enter text.

Email: Click here to enter text.

Preferred contact: 414-531-7045 or 414-507-6938

Location currently open: YES NO

Projected open date: [Click here to enter text.](#)

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

Hours of Operation: Sun: 9AM-9PM 24 hours Y N

Mon: " "

Tue: " "

Wed: " "

Thu: " "

Fri: " "

Sat: " "

Premise Type: Liquor Store  
Convenience Store  
Other:

Licenses currently held:

Alcohol: Yes No Class: A #: [Click here to enter text.](#)

Tobacco: Yes No #: [Click here to enter text.](#)

Food: Yes No #: [Click here to enter text.](#)

Extended Hours: Yes No #: [Click here to enter text.](#)

Secondhand Dealer: Yes No Type:[Click here to enter text.](#) #: [Click here to enter text.](#)

Other: Yes No Type:[Click here to enter text.](#) #: [Click here to enter text.](#)

Other: Yes No Type: [Click here to enter text.](#) #: [Click here to enter text.](#)

Who is your alcohol distributor? Badger South, Johnson Bros, Capitol Houston, General Beverage, Breakthrough Liquor/Alcohol

**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 1 (not currently open)
  - f. Residential
  - g. Other businesses
  - h. Other: Click here to enter text.
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. Is the parking lot well lit? Yes No
9. Are there areas where a person could conceal themselves Yes No
10. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
11. Exterior Payphone? Yes No, inoperable
12. Are there No Loitering Signs posted? Yes No
13. Are the address numbers prominently displayed and easy to see Yes No

**Camera Survey:**

14. Does this location have security cameras? Yes No
15. Are they in working order? Yes No
16. What format are the cameras?
- a. Color Yes No
  - b. Digital Yes No
  - c. VCR Yes No
  - d. Recorded Yes No
17. How long is footage stored for later viewing: 2 WEEKS
18. Are there exterior cameras Yes No How many: [Click here to enter text.](#)
19. Are there interior cameras Yes No How many: [Click here to enter text.](#)
20. Do all employees know how to retrieve recorded digital images/footage? Yes No

**Interior Survey:**

21. 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
22. Is the interior of the location neat and clean? Yes No
23. Does an interior camera face the entrance/exit? Yes No
24. Is there a lockable area that separates employees from customers? Yes No
25. Does the store sell single chore boy? Yes No
26. Does the store sell blunt wraps? Yes No
27. Does the store sell scales? Yes No
28. Does the store sell items that may be used as crack pipes? Yes No
- a. Describe item : Click here to enter text.
29. Does the store have an overabundance of sandwich baggies: Yes No
30. Does the owner understand that these items are often used for drug use? Yes No
31. Do the products in the store appear to be new and rotated often? Yes No
32. Are emergency and non-emergency numbers posted near the phone? Yes No
33. 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

**Complete this section if alcohol establishment is a convenience store:**

(\*\* Read full ordinance for all details "68-55 Convenience Food Stores")

All convenience food stores not exempted under sub. 3 shall:

1. Is the cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk? Yes No \*\*
2. Are the glass entrance and exit doors clear of any signs or advertisements with the exception of a sign which states that the cash register contains \$50 or less and that the safe is no accessible to employees? Yes No
3. Does the store maintain one of the following on the licensed premise:
  - a. A safe that was in use at the convenience food store on August 17, 1994?  
Yes No
  - b. A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department? Yes No
4. Is lighting provided for the store's parking area during all hours of darkness when employees or customers are on the premises at a minimum average of 2-foot candles per square foot, unless the store is not open for business after sunset and before sunrise? Yes No N/A
5. Are at least two high-resolution surveillance security cameras installed?  
Yes No
6. Are the security cameras in working order? Yes No
7. Does one camera show an overall view of the counter and register area?  
Yes No
8. Does one camera show a clear, identifiable, full frame image of the face of each person entering and leaving the store? Yes No



9. Are the camera views obstructed by fixtures or displays? Yes No

10. Is the recorded footage stored for at least 30 days? Yes No

11. Do all store employees know how to record footage from the camera system to media capable of being transferred to police custody? Yes No

12. Are customer entrances/exits made of glass or other transparent material?

Yes No

a. Exception: A store that does not have such doors on August 17, 1994 shall not be required to install such doors until the holder of the store's food dealer license changes.

13. Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment? Yes No

a. Contact Community Outreach and Education at 935-7836 for schedule.

**Sub 3. Exemptions.** The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions:

a-1. The store is located in an enclosed shopping structure, enclosed commercial building or hospital. A convenience food store is not in an enclosed structure or building if a customer can enter it directly from the outside.

Does store conform to a-1 Yes No

a-2 The store physically separates employees from customers with a solid partition that bars a person from entering the employee area from the customer area, has a secure lock on the employee side of any door between the employee area and the customer, and conducts all transaction through a service window or similar arrangement.

Does store conform to a-2 Yes No

a. At the commissioner's discretion, a convenience store may be exempted from any or all of the regulations specified in sub 2.

Does this location hold an exemption from the commissioner regarding any of the requirements of Sub 2? Yes No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 09/31/21  
**LICENSE TYPE:** AMALT ALIQ  
**NEW:**   
**RENEWAL:**

**No. 328710**  
**Application Date:** 08/30/21

**License Location:** 4409 W. Fond Du Lac Avenue  
**Business Name:** North End Beverage

**Licensee/Applicant:** SANDHAR, Manjit K  
(Last Name, First Name, MI)  
**Date of Birth:** 09/04/1967

**Home Address:** 1220 W. Manor Lane  
**City:** River Hills  
**Home Phone:** 414-531-7045  
**State:** WI **Zip Code:** 53217

This report is written by Police Officer Corstan D. COURT, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 10/28/17, Arshdeep S SANDHAR (50% shareholder) was cited in the City of Milwaukee at 4137 W. Fond Du Lac Avenue for Sale of Cigarettes to Minor/Underage.

**Charge:** Sale of Cigarettes to Minor/Underage  
**Finding:** Guilty  
**Sentence:** \$330.00 fine  
**Date:** 10/23/18  
**Case:** 18057062

2. On 07/21/18, Arshdeep S SANDHAR (50% shareholder) was cited in the City of Milwaukee at 2175 N. 35<sup>th</sup> Street for Sale of Cigarettes to Minor/Underage.

**Charge:** Sale of Cigarettes to Minor/Underage  
**Finding:** Guilty  
**Sentence:** \$691.00 fine  
**Date:** 03/11/19  
**Case:** 19008726

3. On 08/04/18, Navjoot S SANDHAR (50% shareholder) was cited in the City of Milwaukee at 818 W. Atkinson Avenue for Sale of Cigarettes to Minor/Underage.

Charge: Sale of Cigarette to Minor/Underage  
Finding: Guilty  
Sentence: \$691.00 fine  
Date: 02/12/19  
Case: 19001551

4. On 11/11/19, Navjoot S SANDHAR (50% shareholder) was cited in Milwaukee County for Possession of Marijuana.

Charge: Littering  
Finding: Guilty  
Sentence: fine  
Date: 11/11/19  
Case: 2019FO001673

5. On 03/19/19, Arshdeep S SANDHAR (50% shareholder) was cited for Operating While Intoxicated. On 10/31/19 he was convicted and his driver's license was suspended for 6 months.
6. On 12/05/19, Arshdeep S. SANDHAR (50% shareholder) was cited in Milwaukee County for Possession of Marijuana.

Charge: Littering  
Finding: Guilty  
Sentence: fine  
Date: 01/09/20  
Case: 2019FO001787

7. On 02/15/21 Arshdeep S. SANDHAR (50% shareholder) was cited in the City of Milwaukee for Disorderly Conduct.

Charge: Disorderly Conduct  
Finding: Court date on 03/21/22  
Sentence:  
Date:  
Case: 21019919

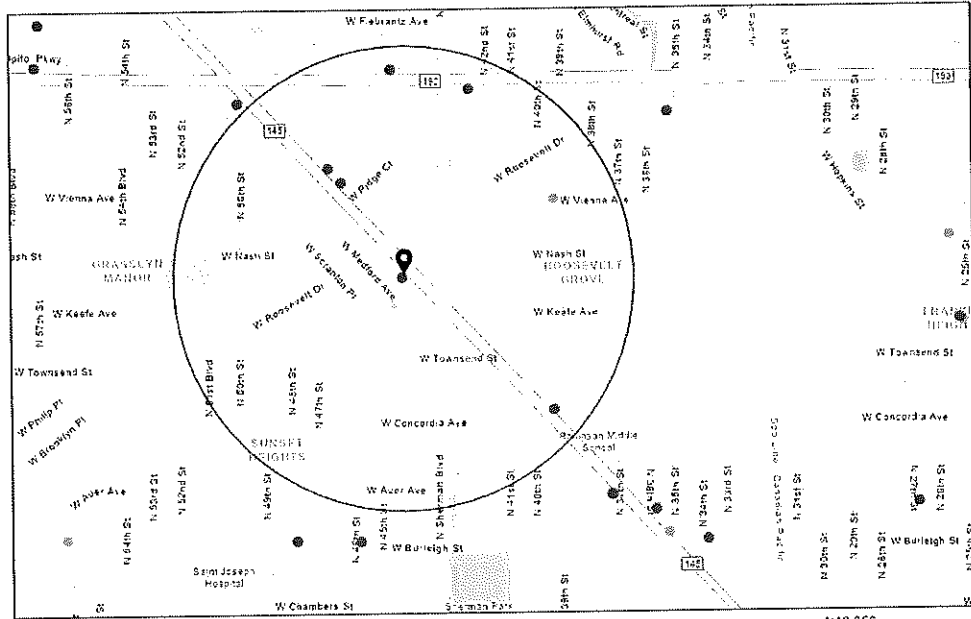


# Concentration Map - 4409 W Fond Du Lac AV

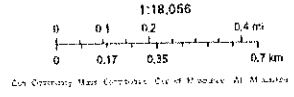
## Area of Interest (AOI) Information

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

Oct 11 2021 13:26:27 Central Daylight Time



- Alcohol Licenses
- Class A Fermented Malt Beverage
  - Class A Liquor and Malt
  - ⊗ Class B Tavern
  - City Limits



## 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	DN Group LLC	Best Buy Liquor	Navneet K Randhawa, Agt	4426 W Capitol DR	Class A Malt & Class A Liquor License		10/23/2021, 7:00 PM	1
2	NADAR AKAL CORP	Vienna Mini Mart	Mandeep K Bhullar, Agt	3801 N 39TH ST	Class A Fermented Malt Beverage Retailer's License		11/7/2021, 6:00 PM	1
3	Whiskey Still, LLC	BNB Cap Tap	Bill G Farrow, Agt	4221 W Capitol DR	Class B Tavern License	79	1/19/2022, 6:00 PM	1
4	PARMSAT, INC	NORTHEND BEVERAGE II	SATNAM S KHERA, Agt	4409 W FOND DU LAC AV	Class A Malt & Class A Liquor License		3/3/2022, 6:00 PM	1
5	JLJones LLC	Mr J's Lounge	Jeffrey L. Jones, Agt	4610 W FOND DU LAC AV F	Class B Tavern License	99	2/28/2022, 6:00 PM	1
6	IN AETERNUM, INC	GENE BAR & GRILL	EUGENE F SMITH, Agt	3910 W FOND DU LAC AV	Class B Tavern License	120	7/5/2022, 7:00 PM	1
7	A TASTE OF SOUL MKE LLC	A TASTE OF SOUL MKE	Timothy R Stotts, Agt	4706 W FOND DU LAC AV	Class B Tavern License		1/2/2022, 6:00 PM	1

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



Friday, October 08, 2021

## Licenses Committee Notice of Hearing

NORTHEND BEVERAGE II  
4409 W FOND DU LAC AV  
MILWAUKEE, WI 53216

The Licenses Committee will consider the following license application:

Class A Malt & Class A Liquor and Weights & Measures License Applications  
SANDHAR, Manjit K, Agent  
North End Beverage at 4409 W Fond Du Lac Av

Date: 10/19/2021  
Time: 10:50 AM  
Location: The hearing before the Licenses Committee will take place virtually on Tuesday, October 19, 2021. 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.

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.





Friday, October 8, 2021



# Notice of Public Hearing

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Notice

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SANDHAR, Manjit K  
North End Beverage at 4409 W Fond du Lac Av  
Class A Malt & Class A Liquor and Weights & Measures License Applications

**Tuesday, October 19, 2021 at 10:50 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 10/19/2021 at 10:50 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.



OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	3521 N 45TH ST	MILWAUKEE, WI 53216-3454
CURRENT OCCUPANT	3523 N 45TH ST	MILWAUKEE, WI 53216-3454
CURRENT OCCUPANT	3527 N 45TH ST	MILWAUKEE, WI 53216-3454
CURRENT OCCUPANT	3527A N 45TH ST	MILWAUKEE, WI 53216-3454
CURRENT OCCUPANT	4326 W FOND DU LAC AVE, 201	MILWAUKEE, WI 53216-3459
CURRENT OCCUPANT	4326 W FOND DU LAC AVE, 202	MILWAUKEE, WI 53216-3459
CURRENT OCCUPANT	4326 W FOND DU LAC AVE, 203	MILWAUKEE, WI 53216-3459
CURRENT OCCUPANT	4326 W FOND DU LAC AVE, 204	MILWAUKEE, WI 53216-3459
CURRENT OCCUPANT	4326 W FOND DU LAC AVE, 205	MILWAUKEE, WI 53216-3459
CURRENT OCCUPANT	4326 W FOND DU LAC AVE, 206	MILWAUKEE, WI 53216-3459
CURRENT OCCUPANT	4326 W FOND DU LAC AVE, 207	MILWAUKEE, WI 53216-3459
CURRENT OCCUPANT	4326 W FOND DU LAC AVE, 208	MILWAUKEE, WI 53216-3459
CURRENT OCCUPANT	4347 W FOND DU LAC AVE, A	MILWAUKEE, WI 53216-3442
CURRENT OCCUPANT	4406 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4410 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4410A W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4416 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4420 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4422 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4426 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4426A W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4432 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4432A W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4438 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4438A W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4448 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4454 W MEDFORD AVE	MILWAUKEE, WI 53216-3447
CURRENT OCCUPANT	4502 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4505 W MEDFORD AVE	MILWAUKEE, WI 53216-3448
CURRENT OCCUPANT	4506 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4508 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4511 W MEDFORD AVE	MILWAUKEE, WI 53216-3448
CURRENT OCCUPANT	4514 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4515 W MEDFORD AVE	MILWAUKEE, WI 53216-3448
CURRENT OCCUPANT	4518 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4520 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4524 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4530 W MEDFORD AVE	MILWAUKEE, WI 53216-3449
CURRENT OCCUPANT	4530A W MEDFORD AVE	MILWAUKEE, WI 53216-3449

Total Records: 29

Radius: 250.0 feet and Center of Circle: 4409 W Fond du Lac Av



Friday, October 08, 2021

## Licenses Committee Notice of Hearing

NORTHEND BEVERAGE II  
4409 W FOND DU LAC Av  
MILWAUKEE, WI 53216

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Date: 10/19/2021  
Time: 10:50 AM  
Location: The hearing before the Licenses Committee will take place virtually on Tuesday, October 19, 2021. 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.

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.





# 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:

LIQUOR STORE

Do you have any experience operating this type of business?  No  Yes If yes, explain: Have managed gas station & corner stores for 20 years

retail exper

## 2. Business Operations

- a. Proposed Opening Date: 12/1/2021
- 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: LIQUOR, CIG, SELLER PERMIT
- 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: \_\_\_\_\_

ads TTY

## 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: 3 Locations: 1 by cashier, 2 out on retail floor  
Outside: 2 Locations: 1 by door, 1, 5 parking spots down from door
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 1
- 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? 10 and describe the parking security plan: Manager will ensure no loitering
- b. Is there a loading zone?  No  Yes If yes, describe the loading area side of the building security plan: 16 camera system, someone waits to receive order to secure
- c. Will you have security personnel on premise?  No  Yes If yes, how many? 1 and answer the following:  
 What are their responsibilities? Securing the parking lot & customer's store  
 Is security equipment used?  No  Yes If yes, describe 16 cameras INSIDE AND OUTSIDE  
 List their licensing, certification, or training credentials N/A 16 cameras
- d. Will there be security cameras?  No  Yes If yes, how many? 16 and list locations: all throughout inside & outside building
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe Need to be 21 to enter

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

Alcohol <u>90</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes <u>10</u> %	_____ %	_____ %
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: \_\_\_\_\_     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 \_\_\_\_\_ (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: SHERMAN BLVD

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

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

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

g. Building Owner Name: NAS INVESTMENT LLC Phone Number: 414-507-6938

Building Owner Address: 1220 W MANOR LN RIVER HILLS, WI

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

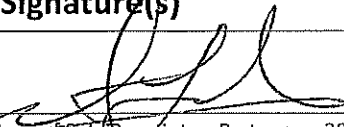
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	8 AM	9 PM	600	21+	N/A
Monday	8 AM	9 PM	700	21+	
Tuesday	8 AM	9 PM	700	21+	
Wednesday	8 AM	9 PM	750	21+	
Thursday	8 AM	9 PM	1000	21+	
Friday	8 AM	9 PM	1100	21+	
Saturday	8 AM	9 PM	1100	21+	

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.

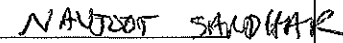
Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

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)

ARSHINDER SANDHAR

  
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)

<b>Legal Entity Name:</b> SANDHAR LIQUOR INC
<b>Premise Address:</b> 4409 W Fondulac Ave, MILWAUKEE, WI, 53216
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
<b>"Service Bar Only" Designation</b>
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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.
<b>Business Information</b>
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____
<b>Property Information (New &amp; Transfer Applicants Only)</b>
a) Do you own or lease the building? <input checked="" type="checkbox"/> Own <input type="checkbox"/> Lease SANDHAR LIQUOR INC
b) Who owns the fixtures (for example, coolers, etc.)? _____
c) Are you purchasing the stock and/or fixtures? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes if yes, amount paid \$ 20,000
d) Total amount paid for business \$ 450,000.00
e) Total amount paid for goodwill of the business \$ 50,000.00
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? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
<b>Lease Information (New &amp; Transfer Applicants who are leasing the premises only)</b>
a) Date lease begins 12/1/18
b) Monthly rental _____
c) Do you have an option to renew the lease? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
d) Does your lease allow for assignment to another party without the consent of the owner? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
e) For what length of time have you been guaranteed occupancy (number of years)? 1

**Use 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?
- 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



# WEIGHTS & MEASURES PLAN OF OPERATION

ccl-wmplan 1/9/18

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) [license@milwaukee.gov](mailto:license@milwaukee.gov)

Legal Entity Name: SANDHAR LIQUOR INC DBA NORTH END BEVERAGES

Premise Address: 4409 W Fondulac Ave

## Type of Business


Provide a brief description of the establishment/business:  
Liquor Store

*Other licenses may be required depending on the type of business you are operating.*

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

## Signature

 PRESIDENT  
ARSHDEEP SANDHAR

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

*This form must be submitted with the Business License Application, Weights & Measures License Supplemental Application, and appropriate fee. Forms can be obtained online at [www.milwaukee.gov/licenses](http://www.milwaukee.gov/licenses).*



SANDHAR LIQUOR INC DBA NURIT ENV BEVERAGE

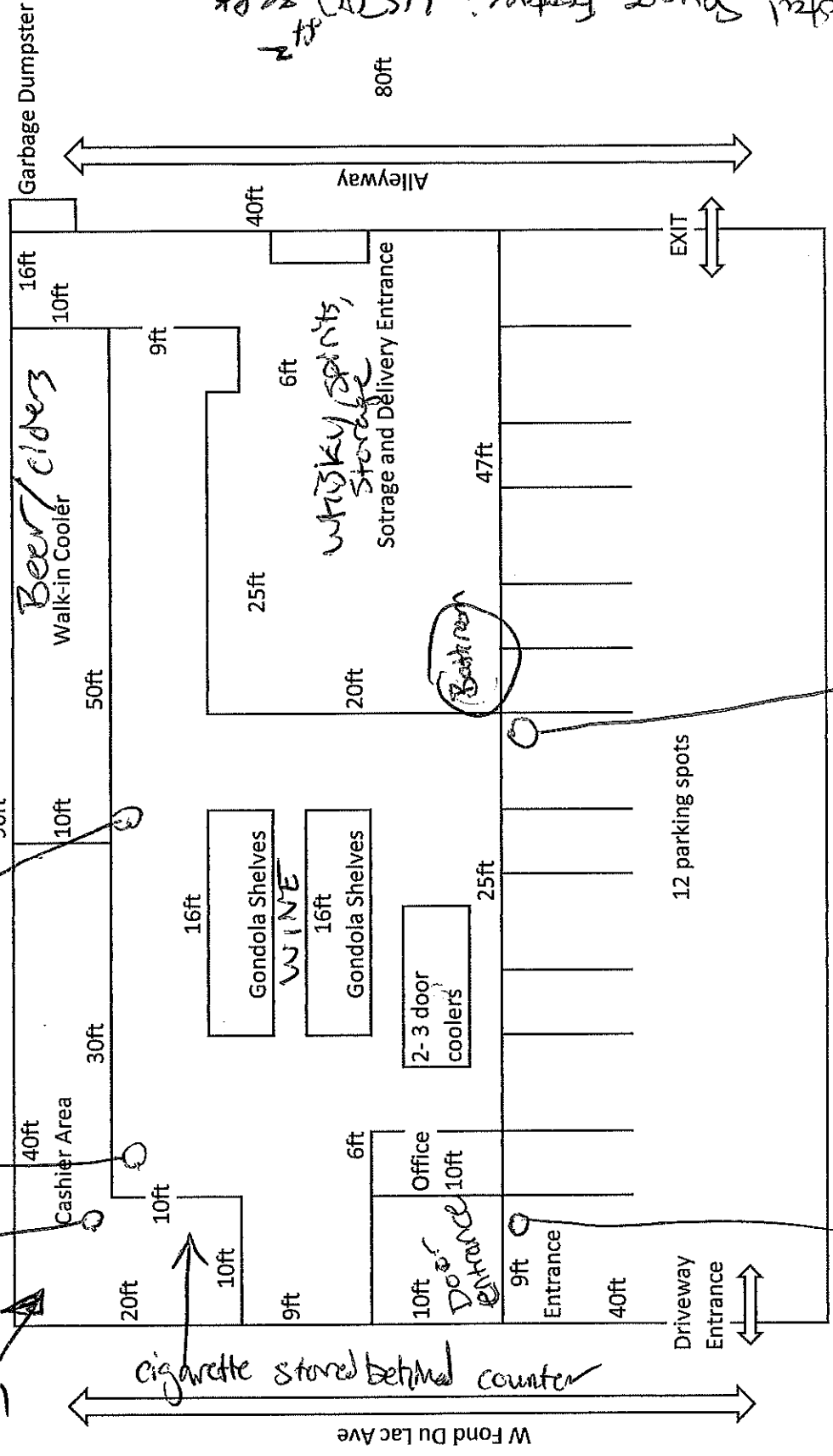
~~PROPERTY~~

4409 W Fond Du Lac Ave, Milwaukee, WI 53206

Agent: MAJIT SANDHAR

8/27/21

Property Layout and Dimensions



Total Square Footage: 4500 sqft

garbage

garbage

Hand alcohol

cigarette stored behind counter

garbage

garbage