



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

Tuesday, May 17, 2016

**COMMITTEE MEETING NOTICE**

AD 01

ALLAN H NELSON

5048 N 35TH St

MILWAUKEE, WI 53209

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, May 31, 2016 at 09:00 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Renewal Applications Lowering Capacity From 160 To 99 for "THE CHEETAH CLUB" at 5048 N 35TH St.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. See attached police report or correspondence.

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

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

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

**JIM OWZARSKI, CITY CLERK**

BY:

Jason Schunk  
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: [Llicense@milwaukee.gov](mailto:Llicense@milwaukee.gov)

**MILWAUKEE POLICE DEPARTMENT**  
**LICENSE INVESTIGATION UNIT**

**CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS**  
**SYNOPSIS**

**DATE: 04/04/2016**

**LICENSE TYPE: BTAVN**

**NEW:**

**RENEWAL: X**

**No. 227619**

**Application Date: 04/01/2016**

**Expiration Date:**

**License Location: 5048 N 35<sup>th</sup> Street**

**Aldermanic District:01**

**Business Name: The Cheetah Club**

**Licensee/Applicant: Nelson, Allan H**

(Last Name, First Name, MI)

**Date of Birth: 10/12/39**

**Male: X**

**Female:**

**Home Address: 5048 N 35<sup>th</sup> Street**

**City: Milwaukee**

**State: Wi**

**Zip Code: 53209**

**Home Phone: (414) 462-4136**

This report is written by Police Officer Gilbert Gwinn, assigned to the License Investigation Unit, Days.

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

1. On 06/08/2004 at 10:05 PM the applicant was cited for Underage Loitering in Class 'B' Tavern at 5048 N 35<sup>th</sup> St. No further information.

Charge : Underage Loitering in Class 'B'  
Finding : **Dismissed w/o prejudice**  
Date : 09/19/05  
Case : 04076589

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**Incident #1 was previously reported, disposition now added.**

2. On 09/27/06 at 1:18 am, Milwaukee Police were dispatched to 5048 N 35<sup>th</sup> Street for a Forgery complaint. Investigation revealed that three patrons had ordered some drinks and paid for same with a suspicious fifty-dollar bill. When police arrived, two out of the three patrons were still on scene and were questioned regarding the fifty-dollar bill. Further investigation revealed one of these patrons to be underage. One patron received a citation for Possession/Conception of Alcohol by Minor and the other received a citation for Contributing to the Delinquency. The suspicious bill was placed on inventory.

Continued on page 2

3. On 11/25/06 at 12:50 am, Milwaukee Police were dispatched to 5048 N 35<sup>th</sup> Street for a fight complaint. Investigation revealed that a male patron was arguing with two dancers in the back of the tavern when the male patron threw a glass at one of the dancers face, causing a laceration and chipping her front tooth. The injured dancer then grabbed a knife and chased the male out of the bar where he fled in his auto. She was treated at a nearby hospital for the cuts to her face. Officers check for the suspect at several locations, but were unable to locate the known suspect. A check of CCAP revealed no charges were ever issued.
4. On 01/02/07 at 11:50 pm, Milwaukee Police were dispatched to 5048 N 35<sup>th</sup> Street for a Battery complaint. Investigation revealed that a male patron got into a verbal argument with one of the dancers who was picking up tips that were left on the stage after a dance. This patron had pushed the dancer who fell backward and had struck the patron in the face with her shoes that she had in her hands, as she fell. The patron received a small cut to his face due to the fact he was wearing glasses when he was hit by the shoes and refused medical treatment. This patron was argumentative and uncooperative with the officers. Officers did speak with the licensee, Allan Nelson, regarding this incident and advised him that a tavern report was going to be filed.
5. On 02-18-07 at 10:05 pm, Milwaukee Police were dispatched to a suspicious person at 5048 N 35<sup>th</sup> Street. Officers spoke to the caller who stated she was a dancer at The Cheetah Club and was performing a lap dance for a customer when this customer propositioned her to perform a sex act in the club. She refused and this customer only paid her \$2.00 for the lap dance, which cost \$12.00. The subject then claimed to be a police officer and began causing a scene. Police were called and it was learned that the subject was NOT a police officer and only said he was to calm the situation down. The subject was cited for disorderly conduct.
6. On 02/28/07 at 10:22 pm, Milwaukee Police were dispatched to 5048 N 35<sup>th</sup> Street for a Fight complaint. Investigation revealed two patrons inside the bar began to fight and were being escorted out of the bar by security. One of these patrons began yelling obscenities and resisting security while being escorted out. The patron began yelling he was going to shoot the place up and kill security. Once outside, the suspect tried getting back into the tavern by kicking at the door. The suspect then fled in an auto. While police were on scene, the suspect returned and was walking towards the officers with his hands in his pockets yelling obscenities. Uniform officers identified themselves and ordered the suspect to show his hands. The suspect refused officers requests to show hands and was placed under arrest. The suspect began to resist arrest and fight with the officers. The suspect was charged with Resisting An Officer and Disorderly Conduct.
7. On 04/19/07 at 12:57 am, Milwaukee Police were flagged down by Alan Nelson, who is the owner of the Cheetah Club. Nelson stated there were two females who loitering in front of his tavern, refusing to leave. Officers located these females and an investigation was conducted with the officers issuing two citations for Loitering- Prostitution Related and Loitering/Prowling.
8. On 04/30/07 at 12:18 am, Milwaukee Police were dispatched to a fight at the Cheetah Club. Investigation revealed that two women were inside the Cheetah Club were involved in a physical altercation. One woman was no longer on scene with the other one refusing to speak to police. Officers decided to close the tavern for the evening due to police being called four times in the last 30 days for past incidents. The licensee, Alan Nelson, assisted officers in clearing out the bar.

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License was granted in 2007 without items 7 & 8 being considered as written on last years license renewal.

9. On 06/21/07 at 3:00 am, Milwaukee police were dispatched to 2938 N 58<sup>th</sup> for a Missing complaint regarding a 17 year old female. The investigation found that the girl was now home however she was a dancer for the Cheetah Club. Officers conducted follow up at the Cheetah Club, 5048 N 35<sup>th</sup> Street. Officers spoke to Alan Nelson who stated the girl was a dancer but that he had fired her. Police advised Nelson that the girl was only 17 years of age and Nelson stated he checked the girls identification to verify her age and that that should be enough. Officers filed a matter of regarding this investigation.
10. On 02/27/08 at 1:05 am, Milwaukee police were dispatched to 5048 N 35<sup>th</sup> for a Shots Fired complaint. Investigation found three autos that were parked on the city street were all damaged by gun fire. The owners of the three autos were all patrons at the Cheetah Club and were unaware that their autos were damaged. No patrons or employees observed the incident however the owner, Allan Nelson, stated he heard 5 to 6 shots fired outside and called police.

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11. On 04/13/08 at 12:40 am, Milwaukee police were dispatched to 5048 N 35<sup>th</sup> Street for a Fight complaint. Officers spoke to security officer Hector Rodriguez who stated at 12:00 am, he asked a male patron to leave the bar due to his arguing with dancers in the club. The patron then bumped Rodriguez with his shoulder with Rodriguez punching the patron in the face. Rodriguez stated he was able to get the patron to leave but that the subject made a comment that he was coming back to shoot the place up. Rodriguez further stated that the subject was intoxicated and usually comes to the bar two to three times a week.
12. On 04/25/08 at 2:42 am, Milwaukee police were dispatched to 5048 N 35<sup>th</sup> Street for a Threat complaint. Officers spoke to the licensee, Allan Nelson, who stated several months ago he told a patron that she was no longer welcomed in the bar and found her in his establishment tonight and called for police. Officers did speak with this patron who stated she was never told that by Nelson that she was not welcomed in the tavern. Officers issued a trespassing citation to the patron. No violations were found.
13. On 05/27/08 at 12:15 am, Milwaukee police were dispatched to 5048 N 35<sup>th</sup> Street for an Armed Robbery complaint. Investigation revealed a patron who had just left the tavern was approached by an unknown male subject who pointed a chrome handgun at the victim's face. The suspect then made the victim lay on the ground as the suspect removed the victim's money and merchandise. The suspect fled on foot. No injuries were reported.

14. On 09/20/08 at 1:47 am, Milwaukee police were dispatched to 5048 N 35<sup>th</sup> Street for a Fight complaint. Officers spoke to the bouncer Chirag Patel who stated he refused entry to three intoxicated males who wanted to enter the club. Patel stated one of the males threaten him but did leave the premises. Patel stated he and another bouncer, identified as Hector Rodriguez, followed the males outside and once outside, words were exchanged by the males and the two bouncers. A physically fight ensued with the suspects fleeing shortly after. Rodriguez stated he felt threatened by the males. Rodriguez suffered a laceration to the head, which required 7 stitches to close. Officers did view video regarding the incident, which showed the males trying to gain entry but being refused, as the subjects were leaving Rodriguez and Patel confronted the subjects outside. Officers spoke to the licensee Allan Nelson, who stated that is not the policy of the Cheetah Club and if the bouncers felt threatened, they were to lock the door. When officers asked Rodriguez why he didn't lock the door, Rodriguez stated, "no one was going to punk him over a \$5.00 an hour job." Nelson stated he would review the proper handling of intoxicated customers with Rodriguez and Patel.
  
15. On 12/09/08 at 9:43 pm, Milwaukee police were dispatched to 5048 N 35<sup>th</sup> Street for a Trouble With Subject complaint. Police spoke to the owner Allan Nelson who stated he observed that one of his employees', Cherron Miller, had been in the bathroom for a long time and he became concerned. Miller finally exited the bathroom and Nelson went into the bathroom and smelled marijuana. Nelson stated he confronted Miller and asked her to leave the tavern with Miller refusing to do so. Nelson then called for police. Police arrived and found Miller and received consent to search her. Officers found Miller to be in possession of a brown rolled cigar wrap that was suspected to be marijuana. Miller admitted to being in possession of the marijuana. She was arrested and issued a citation for Possession of Marijuana and later released.

As to Miller:

Charge: Possession of Marijuana  
Finding: Guilty  
Sentence: Fined \$300.00 due by 04/29/09  
Date: 01/29/09  
Case: 09006524

16. On 01/24/09 at 9:51 pm, Milwaukee police conducted a license premise check at 5048 N 35<sup>th</sup> Street. Officers spoke to the bartender Palmer Irvine as well as the owner Allen Nelson and advised Nelson that his licenses were obstructed and should be clearly displayed. No other violations were found.

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17. On 03/23/09 at 7:49 pm, Milwaukee police were dispatched to 5048 N 35<sup>th</sup> Street for a Fight complaint. Investigation revealed an employee was waiting for the owner to open the business when a male approached her and asked her for money. She told the subject to go away and proceeded to enter the building. The subject followed her and an argument took place. The subject then punched her in the face and fled. Police spoke to Allen Nelson who stated he unlocked the door and observed his employee and another male at the door. Nelson stated both were arguing and he told his employee to go get security, which she didn't. Nelson states he then observed the subject punched his employee in the face and he pushed them both outside the building and locked the door. This incident took place in the foyer of the building and not the tavern itself.

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18. On 08/10/10 at 1:45 am, Milwaukee police were dispatched to 5048 N 35<sup>th</sup> Street for a Shots Fired complaint. Officers spoke with the caller Allan and Beverly Nelson who stated around 1:40 am, they both heard two shots fired in front of the nightclub. A check of the area found two casings, one of which was located in front of the club and another that had struck the building to the north of the front door. No injuries reported. A report was filed.

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19. On 04/24/12 at 9:09 pm, Milwaukee police were dispatched to 2301 W North Avenue for a Shooting complaint. Police spoke to the victim who stated he had been robbed and shot on 04/21/12 at around 1:40 am, as he was about to walk into the Cheetah Tavern. The victim stated three unknown males approached him, ordered him the ground, and took his property from him. The victim stated he then tried to run but that the one of the suspects shot him and he felt pain to his right knee immediately after hearing the gun shot. The victim stated he didn't call police because he couldn't ID the suspects and thought nothing could be done. Police were dispatched on 04/21/12 for a robbery/possible shooting, but could not locate a victim. One caller was the bartender from the bar.

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20. On 11/16/2013 at 1:10am Milwaukee police were dispatched to a shooting at 5048 North 35<sup>th</sup> Street. The victim was shot in the head and later succumbed to his injuries. Milwaukee police incident report #133200015 filed. It was later determined there was no connection with the establishment and the shooting. The agent was cooperative with officers and provided video evidence that assisted officers in their investigation. Officers did not observe any violations at the establishment.

21. On 01/01/2014 Milwaukee police were dispatched to a shots fired complaint at 5048 North 35<sup>th</sup> Street. Investigation revealed one gunshot had been fired outside the business. This gunshot resulted in a bullet hole in the front door of the business. No injuries were reported. Milwaukee police incident report #140010028 filed.

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22. On 04/03/2015 Milwaukee police responded to an armed robbery complaint at 5048 North 35<sup>th</sup> Street (The Cheetah Club). The victim, a patron of Cheetah Club, told police he was robbed at gunpoint in the street in front of 5071 North 35<sup>th</sup> Street. Milwaukee police incident report number 150930011 filed.
23. A police officer reviewed reports of an aggravated battery that occurred at 5048 North 35<sup>th</sup> Street (Cheetah Club). An employee of the bar made threats toward the applicant and other staff and was told to leave. This employee returned and threw the applicant to the ground, causing an injury that required surgery. Milwaukee police incident report #152040011 filed.
24. On 08/29/2015 Milwaukee police responded to a shooting complaint at 5048 North 35<sup>th</sup> Street (Cheetah Club). Officers discovered 29 shell casings on 35<sup>th</sup> Street. Two victims received non-life threatening injuries. Milwaukee police incident report #152410017 filed.
25. On 09/17/2015 Milwaukee police, along with Agent Georgeann King of the Department of Revenue, conducted a tavern check at 5048 North 35<sup>th</sup> Street (Cheetah Club). During this check, 13 bottles of contaminated liquor were discovered and disposed of. Additionally, it was discovered that there was liquor storage and an office on the 2<sup>nd</sup> floor. This was not properly indicated on the license and the applicant was advised regarding.
26. On 12/31/2015 Milwaukee police conducted a licensed premise check at 5048 North 35<sup>th</sup> Street (Cheetah Club). During this check, the officer observed a dancer on stage with her panties pulled down around her knees, exposing her pubic mound. Additionally, the dancer's nipples were not covered. The dancer, Rochelle McCloskey, received two citations.

Charge	1:	Costume Material Requirements
	2:	Female Lower Costume Fabrication
Finding	1:	Guilty
	2:	Dismissed without prejudice
Sentence	1:	\$892.00 fine
Date	:	03/18/2016
Case	1:	16003494
	2:	16003495

MILWAUKEE POLICE DEPARTMENT
REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Jutiki C JACKSON

Business Name: The Cheetah Club

Address of Licensed Premises: 5048 N 35th St

District: 7

Business Phone: 414-462-4136

Type of License: Class B Tavern

Violation / Incident # 15-093-0011

Date of Incident: 04/03/15

Licensee or Manager on premises at time of violation / incident? Yes No

Licensee cooperative? Yes No (if no, explain in narrative section)

Licensee Notified by Officer:

Date:

Time:

Licensee or Agent's Name: Allan NELSON

Date of Birth: 10/12/39

Home Address: 5048 N 35th St #upper

Home Phone: 414-527-1166

Co-Licensee Name:

Date of Birth:

Home Address:

Home Phone:

Class S License Number:

Bartender Name: Irvine W PALMER JR

Date of Birth: 5/4/75

Home Address: 1226 N 21st St

Home Phone: 414-344-0445

Class D License Number: 0200993

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited:

Date of Birth:

Citation Number:

Violation & Ord. / Statue No.:

Court Date:

Name of Person Cited:

Date of Birth:

Citation Number:

Violation & Ord. / Statue No.:

Court Date:

Name of Person Cited:

Date of Birth:

Citation Number:

Violation & Ord. / Statue No.:

Court Date:

Name of Person Cited:

Date of Birth:

Citation Number:

Violation & Ord. / Statue No.:

Court Date:

Name of Person Cited:

Date of Birth:

Citation Number:

Violation & Ord. / Statue No.:

Court Date:

Investigating Officer: P.O. Jeffrey Emanuelson

District / Bureau: 7

Date: 04/03/2015

Handwritten signature of Jeffrey Emanuelson

Handwritten date 04/21/15

LICENSE INVESTIGATION UNIT

Received Date 4/3/15

Commanding Officer

DISPOSITION - FOR LICENSING ONLY

Referred

By [Handwritten Signature]

Tavern: The Cheetah Club

Date: 4/3/15

Type of Incident: Armed Robbery

Investigating Officer: P.O. Jeffrey Emanuelson 016613



Citation No.	Case Number	Disposition	Judge	Date

This report was written by P.O. Jeffrey EMANUELSON, assigned to District Seven, Late Shift. On 4/3/15 at approximately 12:50am, Squads were dispatched to The Cheetah Club at 5048 N 35<sup>th</sup> St for a complaint of an Armed Robbery, where the victim Aaron T O'CONNELL stated he was the victim of an Armed Robbery outside the Cheetah Club. O'CONNELL stated Three unknown black males, intentionally and without consent, pointed a handgun at him, took his vehicle, phone and wallet. This incident occurred in the street in front of 5071 N 35<sup>th</sup> St., PO STUPAR attempted to contact the Manager and owner Allan NELSON but was the Cheetah Club was closed and there was no answer at the listed phone number.(414-507-3322). This incident took place on the western side of the street in front of an industrial complex located at approximately 5071 N 35th St. where the victim's vehicle was parked. Victim was a patron of Cheetah Club.

**Phase 1**  
**Observations outside the location**

**VEHICLES:**

There was only a couple of vehicle on the street during this incident.

**CITIZENS:**

There was no citizen outside during this incident

**SECURITY AND DOOR COUNT:**

The Cheetah Club was in the process of closing.

**EXTERNAL SIGNAGE:**

External signage for the club includes a hours of operation sign and the sign with the club name.

**Phase 2**  
**Observations inside the location**

**OCCUPANCY:**

**ESTIMATION:**

An estimation of the tavern's occupancy was not conducted during this incident.

**COUNT:**

No count was conducted of the tavern's occupancy at this time.

**AGE RESTRICTIONS/UNDERAGE:**

No underage individuals were located in the tavern during this investigation.

**Tavern: The Cheetah Club**  
**Date: 4/3/15**  
**Type of Incident: Armed Robbery**  
**Investigating Officer: P.O. Jeffrey Emanuelson 016613**

**PUBLIC ENTERTAINMENT LICENSE:**

**PERMITTED:**

Disc Jockey, Dancing by Performer(s), Erotic Dancers/Strippers/Adult Entertainment, Jukebox, Occasional Floor Shows, 5 Amusement Machines, 2 Pool Tables

**OBSERVED:**

No violations of the PEP license were observed.

**INTERNAL SIGNAGE:**

The following signage is posted within the tavern:

- 1) No soliciting
- 2) Expired and Faded ID'S are not accepted
- 3) The admission fees are posted
- 4) A two drink minimum sign is posted
- 5) Occupancy permit is posted
- 6) License are posted

**SELF IMPOSED RESTRICTIONS:**

This tavern does not have any self-imposed restrictions.

**OTHER AREAS:**

No other areas used by patrons were observed.

**HEALTH AND DNS ISSUES:**

No health or DNS issues were observed

**Phase 3**

**Contact with personnel**

**STAFF:**

**MANAGER:**

Allan NELSON  
W/M, 10/12/39  
5048 N 35<sup>th</sup> St #upper  
Milwaukee, WI 53209  
414-527-1166

Allan NELSON was the manager on duty at the time of the incident. NELSON was not available when officers attempted to contact him

**BARTENDER(S):**

Irvine W PALMER JR  
B/M, 5/4/75  
1226 N 21<sup>st</sup> St  
Milwaukee WI 53205  
414-344-0445

Irvine W PALMER JR was the only bartender on duty at the time of the incident. PALMER JR has a valid Class D Bartender's License with an expiration of 12/31/13.

**Tavern: The Cheetah Club**

**Date: 4/3/15**

**Type of Incident: Armed Robbery**

**Investigating Officer: P.O. Jeffrey Emanuelson 016613**

**SECURITY:**

Michael B DLUZAK  
W/M, 9/8/63  
5880 S 92<sup>nd</sup> St  
Hales Corners, WI 53130  
414-425-6813

Denver J KERSHNER  
W/M, 8/2/58  
5048 N 35<sup>th</sup> St  
Milwaukee, WI 53209  
414-391-4922

Michael B DLUZAK and Denver J KERSHNER were the security guards on duty at the time of the incident. No statements or requests were made at this time.

**DJ/SCHEDULED ENTERTAINMENT:**

This establishment did not have a DJ on duty at the time of the incident. There were 8 dancers working at the time of the incident.

**OTHER STAFF:**

No other staff working at the time of the incident.

**Phase 4**

**On scene debriefing with personnel**

**ISSUES ADDRESSED TO CARETAKER:**

Outdated camera system (only black and white) and records on VHS tapes.  
No exterior cameras

**POSSIBLE RESOLUTIONS/MITIGATORS:**

Updated cameras with color and record digitally  
ID scanner for the door

**PLANS TO CORRECT:**

**ONGOING ISSUES:**

No ongoing issues for establishment

**NEW ISSUES:**

No new issues for establishment

**REQUEST MADE TO POLICE:**

Allan NELSON requested information regarding an ID scanner that he could use at his entrance.

**Tavern: The Cheetah Club**

**Date: 4/3/15**

**Type of Incident: Armed Robbery**

**Investigating Officer: P.O. Jeffrey Emanuelson 016613**

# MILWAUKEE POLICE DEPARTMENT

## REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Jutiki C JACKSON

Business Name: The Cheetah Club  
Address of Licensed Premises: 5048 N. 35<sup>th</sup> St.  
Business Phone: 414-527-1166

District: 7

Type of License: Class "B" Tavern

Violation /  Incident # 152040011

Date of Incident: 7/23/15

Licensee or Manager on premises at time of violation / incident?  Yes  No

Licensee cooperative?  Yes  No (if no, explain in narrative section)

Licensee Notified by Officer: PO Jessica LOWERY

Date: 7/23/15 Time: 12:30am

Licensee or Agent's Name: Allan H. NELSON  
Home Address: 5048 N. 35<sup>th</sup> St.

Date of Birth: 10/12/1939  
Home Phone: 527-1166

Co-Licensee Name:  
Home Address:  
Class S License Number:

Date of Birth:  
Home Phone:

Bartender Name:  
Home Address:  
Class D License Number:

Date of Birth:  
Home Phone:

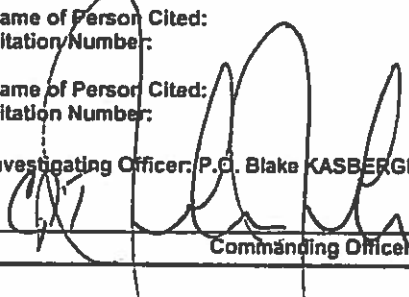
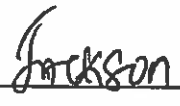
Licensed Person / Public Pass. Vehicle, etc.:  
Home Address:  
Class D License Number:

Date of Birth:  
Home Phone:

### VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited: Citation Number:	Violation & Ord. / Statue No.:	Date of Birth: Court Date:
Name of Person Cited: Citation Number:	Violation & Ord. / Statue No.:	Date of Birth: Court Date:
Name of Person Cited: Citation Number:	Violation & Ord. / Statue No.:	Date of Birth: 10/09/1944 Court Date:
Name of Person Cited: Citation Number:	Violation & Ord. / Statue No.:	Date of Birth: Court Date:
Name of Person Cited: Citation Number:	Violation & Ord. / Statue No.:	Date of Birth: Court Date:

Investigating Officer: P.O. Blake KASBERGER District / Bureau: 74 Date: 7/23/15

 Commanding Officer  Date: DEC 04 2015

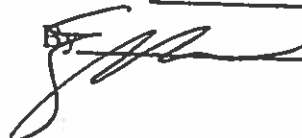
### DISPOSITION - FOR LICENSING ONLY

Citation No.	Case Number	Disposition	Judge	Date

LICENSE INVESTIGATION UNIT

Received 12-08-15

Referred



Tavern: Cheetah  
Date:  
Type of Incident:  
Investigating Officer:

This report was written by P.O. Brian LaROQUE, assigned to District Seven, Late Power Shift. I reviewed reports regarding an aggravated battery that occurred at 5048 N 35<sup>th</sup> St (Cheetah Club). Based on the incident reports officers responded regarding a trouble with subject complaint that occurred inside of the bar. During the investigation officers spoke with the owner Allan NELSON who stated that a dancer was making threats towards him and staff. NELSON told the dancer that she was not to come back and that she was not going to be paid for her time at the bar.

Officers ordered the subject to leave the bar and she did. Officers left the scene and were called back when NELSON called the police because the suspect had returned to the location and threw him onto the ground outside of the tavern. It was later determined that NELSON suffered a broken hip from the incident and would require surgery.

The incident started with a disagreement between NELSON and one of his employees that occurred inside of the tavern. Once officers ordered the employee to leave NELSON exited the bar and the employee had returned to the location and threw him to the ground on the sidewalk in front of his bar.

For additional information please refer to IR 15-204-0011

Tavern: Cheetah  
Date:  
Type of Incident:  
Investigating Officer:

# MILWAUKEE POLICE DEPARTMENT

## REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Jutiki C JACKSON

Business Name: The Cheetah Club  
Address of Licensed Premises: 5048 N. 35<sup>th</sup> St.  
Business Phone: 414-527-1166

District: 7

Type of License: Class "B" Tavern

Violation /  Incident # 15-241-0017

Date of Incident: 08/29/2015

Licensee or Manager on premises at time of violation / incident?  Yes  No

Licensee cooperative?  Yes  No (if no, explain in narrative section)

Licensee Notified by Officer: PO Kevin KAMPS

Date:  
08/29/15

Time: 02:21am

Licensee or Agent's Name: Allan H. NELSON  
Home Address: 5048 N. 35<sup>th</sup> St.

Date of Birth: 10/12/1939  
Home Phone: 527-1166

Co-Licensee Name:  
Home Address:  
Class S License Number:

Date of Birth:  
Home Phone:

Bartender Name: Irvine W Palmer  
Home Address: 1226 N 21<sup>st</sup> Street  
Class D License Number:

Date of Birth: 05/04/75  
Home Phone: 414-233-0308

Licensed Person / Public Pass. Vehicle, etc.:  
Home Address:  
Class D License Number:

Date of Birth:  
Home Phone:

### VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
Citation Number: \_\_\_\_\_ Violation & Ord. / Statute No.: \_\_\_\_\_ Court Date: \_\_\_\_\_

Name of Person Cited: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
Citation Number: \_\_\_\_\_ Violation & Ord. / Statute No.: \_\_\_\_\_ Court Date: \_\_\_\_\_

Name of Person Cited: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
Citation Number: \_\_\_\_\_ Violation & Ord. / Statute No.: \_\_\_\_\_ Court Date: \_\_\_\_\_

Name of Person Cited: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
Citation Number: \_\_\_\_\_ Violation & Ord. / Statute No.: \_\_\_\_\_ Court Date: \_\_\_\_\_

Name of Person Cited: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
Citation Number: \_\_\_\_\_ Violation & Ord. / Statute No.: \_\_\_\_\_ Court Date: \_\_\_\_\_

Investigating Officer: \_\_\_\_\_ District / Bureau: \_\_\_\_\_ Date: \_\_\_\_\_

  
Commanding Officer JACKSON

DEC 04 2015  
Date


### DISPOSITION - FOR LICENSING ONLY

Citation No.	Case Number	Disposition	Judge	Date

LICENSE INVESTIGATION UNIT

Received Next

Referred \_\_\_\_\_

By 

Tavern: Cheetah  
Date: 08/29/15  
Type of Incident: RES Shooting  
Investigating Officer: PO Kevin KAMPS

PA-33E Narrative:

This report was written by P.O. Kevin KAMPS, assigned to District 7, Early Shift.

On Saturday, August 29, 2015 at 2:33am I was dispatched to 5048 N 35<sup>th</sup> Street (Cheeta Club) to investigate a shooting. Upon arrival I located 29 shell casings, 3 different calibers 9mm, 40 caliber, and 45 caliber, in 3 different piles on 35<sup>th</sup> Street. There was no cars parked on the side of the street when I arrived. The front door security guard was Denver J KERSHNER (W/M 08/22/58). The bar tender was Irvine W PALMER (B/F 05/04/75). There were two victims involved in this incident; Ricky McCULLUM (B/M 11/08/85) and Mitchell GREEN (B/M 03/08/92) Both victims had non life threatening injuries.

**Phase 1**

**Observations outside the location**

**VEHICLES:**

There were no vehicles parked on the street when I arrived.

**CITIZENS:**

There were very few citizens outside at the time of the incident.

**SECURITY AND DOOR COUNT:**

Denver J KERSHNER were working the door the night of the incident.

**EXTERNAL SIGNAGE:**

External signage for the club includes a hours of operation sign and the sign with the club name.

**Phase 2**

**Observations inside the location**

**OCCUPANCY:**

**ESTIMATION:**

An estimation of the tavern's occupancy was not conducted during this incident.

**COUNT:**

No count was conducted of the tavern's occupancy at this time.

**AGE RESTRICTIONS/UNDERAGE:**

No underage individuals were located in the tavern during this investigation.

**PUBLIC ENTERTAINMENT LICENSE:**

**PERMITTED:**

Disc Jockey, Dancing by Performer(s), Erotic Dancers/Strippers/Adult Entertainment, Jukebox, Occasional Floor Shows, 5 Amusement Machines, 2 Pool Tables

**OBSERVED:**

Tavern: Cheetah

Date:08/29/15

Type of Incident:RES Shooting

Investigating Officer:PO Kevin KAMPS

No violations of the PEP license were observed.

**INTERNAL SIGNAGE:**

The following signage is posted within the tavern:

- 1) No soliciting
- 2) Expired and Faded ID'S are not accepted
- 3) The admission fees are posted
- 4) A two drink minimum sign is posted
- 5) Occupancy permit is posted
- 6) License are posted

**SELF IMPOSED RESTRICTIONS:**

This tavern does not have any self-imposed restrictions.

**OTHER AREAS:**

No other areas used by patrons were observed.

**HEALTH AND DNS ISSUES:**

No health or DNS issues were observed

**Phase 3**

**Contact with personnel**

**STAFF:**

**MANAGER:**

Allan NELSON  
W/M, 10/12/39  
5048 N 35<sup>th</sup> St #upper  
Milwaukee, WI 53209  
414-527-1166

Allan NELSON was the manager on duty at the time of the incident. NELSON made comments that he did not believe that the incident involved his establishment and he was cooperative. NELSON also made statements that he did not want this incident to affect the license for The Cheetah Club.

**BARTENDER(S):**

Irvine W PALMER JR  
B/M, 5/4/75  
1226 N 21<sup>st</sup> St  
Milwaukee WI 53205  
414-344-0445

Irvine W PALMER JR was the only bartender on duty at the time of the incident. PALMER JR has a valid Class D Bartender's License.

**SECURITY:**

Denver J KERSHNER  
W/M, 8/2/58

Tavern: Cheetah  
Date:08/29/15  
Type of Incident:RES Shooting  
Investigating Officer:PO Kevin KAMPS



5048 N 35<sup>th</sup> St  
Milwaukee, WI 53209  
414-391-4922

Denver J KERSHNER were the security guard on duty at the time of the incident. No statements or requests were made at this time.

**DJ/SCHEDULED ENTERTAINMENT:**

This establishment did not have a DJ on duty at the time of the incident. There were 8 dancers working at the time of the incident.

**OTHER STAFF:**

No other staff working at the time of the incident.

**Tavern: Cheetah**  
**Date:08/29/15**  
**Type of Incident:RES Shooting**  
**Investigating Officer:PO Kevin KAMPS**

MILWAUKEE POLICE DEPARTMENT
REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Jutiki C JACKSON

Business Name: The Cheetah Club
Address of Licensed Premises: 5048 N. 35th St.
Business Phone: 414-527-1166

District: 7

Type of License: Class "B" Tavern

Violation / Incident #

Date of Incident: 09/17/2015

Licensee or Manager on premises at time of violation / incident? Yes No

Licensee cooperative? Yes No (If no, explain in narrative section)

Licensee Notified by Officer: PO Tiffany KOCH

Date: 9/17/15 Time: 715pm

Licensee or Agent's Name: Allan H. NELSON
Home Address: 5048 N. 35th St.

Date of Birth: 10/12/1939
Home Phone: 527-1166

Co-Licensee Name:
Home Address:
Class S License Number:

Date of Birth:
Home Phone:

Bartender Name:
Home Address:
Class D License Number:

Date of Birth:
Home Phone:

Licensed Person / Public Pass. Vehicle, etc.:
Home Address:
Class D License Number:

Date of Birth:
Home Phone:

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited: Citation Number: Violation & Ord. / Statue No.: Date of Birth: Court Date:
Name of Person Cited: Citation Number: Violation & Ord. / Statue No.: Date of Birth: Court Date:
Name of Person Cited: Citation Number: Violation & Ord. / Statue No.: Date of Birth: 10/09/1944 Court Date:
Name of Person Cited: Citation Number: Violation & Ord. / Statue No.: Date of Birth: Court Date:
Name of Person Cited: Citation Number: Violation & Ord. / Statue No.: Date of Birth: Court Date:

Investigating Officer: District / Bureau: Date: SEP 18 2015
Commanding Officer: Jackson

DISPOSITION - FOR LICENSING ONLY

Table with 5 columns: Citation No., Case Number, Disposition, Judge, Date. Includes LICENSE INVESTIGATION UNIT stamp.

Received: 42415
Referred:
By: [Signature]

Tavern: Cheetah
Date:
Type of Incident:
Investigating Officer:

PA-33E Narrative:

This report is written by PO Tiffany KOCH assigned to District Seven, Late Power Shift.

On Thursday, September 17, 2015 at 7:25p.m. while assigned to sq. 7464 (PO Michael VALUCH and myself) conducted a tavern check of the Cheetah Club at 5048 N. 35<sup>th</sup> St. We were accompanied by Agent Georgeann KING of the Department of Revenue.

The owner, Allan H. NELSON (w/m, 10/12/39) was present and was cooperative with us.

During this check, Agent KING and I located 13 bottles of contaminated (insects) liquor that were disposed of prior to our leaving. Agent KING also discovered that the Coors Light handle was connected to a PBR barrel. This was also changed before we left.

Agent KING also discovered that the liquor storage and office was located on the 2<sup>nd</sup> floor of the building. This was not properly indicated on the license and the owner (Allan H. NELSON) was advised regarding.

No other discrepancies were discovered at this time.

Tavern: Cheetah  
Date:  
Type of Incident:  
Investigating Officer:

MILWAUKEE POLICE DEPARTMENT
REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Jutiki C JACKSON

Business Name: The Cheetah Club
Address of Licensed Premises: 5048 N. 35th St.
Business Phone: 414-527-1166

District: 7

Type of License: "B" Tavern

[X] Violation / [ ] Incident #

Date of Incident: 12/31/2015

Licensee or Manager on premises at time of violation / incident? [X] Yes [ ] No

Licensee cooperative? [X] Yes [ ] No (if no, explain in narrative section)

Licensee Notified by Officer: PO Michael VALUCH

Date: 12/31/15

Time: 10:13pm

Licensee or Agent's Name: Allan H. NELSON
Home Address: 5048 N. 35TH St. Upper

Date of Birth: 10/12/1939
Home Phone: 527-1166

Co-Licensee Name:
Home Address:
Class S License Number:

Date of Birth:
Home Phone:

Bartender Name:
Home Address:
Class D License Number:

Date of Birth:
Home Phone:

Licensed Person / Public Pass. Vehicle, etc.:
Home Address:
Class D License Number:

Date of Birth:
Home Phone:

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited: Rochelle MCCLOSKEY
Citation Number: 48984211025 Violation & Ord. / Statue No.: 108-22-1-a

Date of Birth: 12/11/82
Court Date: 02/15/16

Name of Person Cited: Rochelle MCCLOSKEY
Citation Number: 48984211028 Violation & Ord. / Statue No.: 108-22-1-c

Date of Birth: 12/11/82
Court Date: 02/15/16

Name of Person Cited:
Citation Number: Violation & Ord. / Statue No.:

Date of Birth:
Court Date:

Name of Person Cited:
Citation Number: Violation & Ord. / Statue No.:

Date of Birth:
Court Date:

Name of Person Cited:
Citation Number: Violation & Ord. / Statue No.:

Date of Birth:
Court Date:

Investigating Officer: [Signature]
Commanding Officer

District / Bureau:

Date:

01/08/16
Date

DISPOSITION - FOR LICENSING ONLY

Table with 5 columns: Citation No., Case Number, Disposition, Judge, Date. Includes a 'RECEIVED' stamp and a signature.

Tavern:
Date:
Type of Incident:
Investigating Officer:

By [Signature]

This report was written by P.O. Michael VALUCH, assigned to District Seven, Late Power Shift. On 12-31-2015, I was assigned to Squad 7469 along with PO Mathew TERPSTRA. I conducted a license check at 5048 N 35<sup>th</sup> St (Cheetah Club). The check was on 12-31-2015 at 10:13pm. When I walked into the establishment I observed a dancer on the stage later identified as Rochelle L. MCCLOSKEY (F/B 12-11-1982). She was dancing on the stage with her panties pulled down and around her knees. I could see her vagina and she also did not have anything covering her nipples. Once she saw me she jumped up and pulled her panties up and covered her nipples. During the investigation I checked the exit door that were marked, both of the doors were locked.

There were two patrons inside of the establishment and one security guard.

### **Phase 1**

#### **Observations outside the location**

##### **VEHICLES:**

Vehicles were legally parked on the street outside of the establishment.

##### **CITIZENS:**

Nobody was standing outside of the establishment.

##### **SECURITY AND DOOR COUNT:**

There was one security guard but when I entered he was at the stage getting entertained by the dancer.

### **Phase 2**

#### **Observations inside the location**

##### **OCCUPANCY:**

###### **ESTIMATION:**

There were two patrons inside of the establishment.

###### **COUNT:**

There were two patrons inside of the establishment.

##### **AGE RESTRICTIONS/UNDERAGE:**

There was no underage people inside of the establishment.

##### **PUBLIC ENTERTAINMENT LICENSE:**

###### **PERMITTED:**

**Tavern:**

**Date:**

**Type of Incident:**

**Investigating Officer:**

**OBSERVED:**

**INTERNAL SIGNAGE:**

The License and capacity was displayed inside of the establishment.

**SELF IMPOSED RESTRICTIONS:**

**OTHER AREAS:**

N/A

**HEALTH AND DNS ISSUES:**

N/A

**Phase 3**

**Contact with personnel**

**STAFF:**

**MANAGER:**

The owner Allen H. NELSON (M/W 10-12-1939) lives above the establishment and came down to talk to us.

**BARTENDER(S):**

The bartender was Irvike W. PALMER (M/B 05-04-1975) who was on scene and cooperative.

**SECURITY:**

There was a security guard on scene but I did not get his name. He was cooperative.

**DJ/SCHEDULED ENTERTAINMENT:**

There was two dancers one was on stage and one was at the bar. I did not get the name for the one at the bar. The name of the one that was on stage was Rochelle L. MCCLOSKEY (F/B 12-11-1982). She was cooperative with police.

**Phase 4**

**On scene debriefing with personnel**

**ISSUES ADDRESSED TO CARETAKER:**

The dancer had her panties pulled down and around her knees. I could see her vagina and she also did not have anything covering her nipples. Both of the exit doors were locked.

**POSSIBLE RESOLUTIONS/MITIGATORS:**

**PLANS TO CORRECT:**

**ONGOING ISSUES:**

**NEW ISSUES:**

**Tavern:**

**Date:**

**Type of Incident:**

**Investigating Officer:**

**REQUEST MADE TO POLICE:**

None

**Tavern:**  
**Date:**  
**Type of Incident:**  
**Investigating Officer:**



Tuesday, May 17, 2016



# Notice of Public Hearing

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NELSON, Allan H  
THE CHEETAH CLUB at 5048 N 35TH St  
Class B Tavern and Public Entertainment Premises License Renewal Applications Lowering  
Capacity From 160 To 99

**Tuesday, May 31, 2016 at 9:00 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 5/31/2016 at 9:00 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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 AND ZIP CODE
CURRENT OCCUPANT	5024 N 33RD ST	MILWAUKEE, WI 53209-5433
CURRENT OCCUPANT	4972 N 36TH ST	MILWAUKEE, WI 53209-5305
CURRENT OCCUPANT	5048A N 35TH ST	MILWAUKEE, WI 53209-5302
CURRENT OCCUPANT	5049 N 33RD ST	MILWAUKEE, WI 53209-5455
CURRENT OCCUPANT	4976 N 36TH ST	MILWAUKEE, WI 53209-5305
CURRENT OCCUPANT	5044 N 33RD ST	MILWAUKEE, WI 53209-5433
CURRENT OCCUPANT	4972A N 36TH ST	MILWAUKEE, WI 53209-5305
CURRENT OCCUPANT	4976A N 36TH ST	MILWAUKEE, WI 53209-5305

**Total Records: 9**  
**Radius: 500.0 feet and Center of Circle: 5048 N 35th ST**

# 2016-2017 Plan of Operation for 5048 N 35TH ST

1. Litter & Security Plans			
How are the grounds kept clean? <input type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:			
Who cleans the grounds? <input type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input checked="" type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input checked="" type="checkbox"/> Other: <b>BARTENDER - SEE ATTACHED SHEET</b>			
Are there designated outdoor smoking areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of garbage cans: Inside <u>5</u> Locations: <u>5</u> Outside <u>1</u> Locations: <u>BY FRONT DOOR</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>2</u> <b>SEE ATTACHED SHEET</b>			
Name of solid waste contractor: <b>WASTE MANAGEMENT</b>			
Are there parking spaces on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list number of spaces: <u>0</u> and describe security plans: <b>SEE ATTACHED SHEETS</b>			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:			
Do you have security personnel on the premise? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, how many? _____ AND What are their responsibilities? _____ What security equipment do they use? _____ List their licensing, certification or training credentials: _____			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <b>SEE ATTACHED SHEET</b>			
Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe: <b>SEE ATTACHED SHEET</b>			
2. Percentage of Sales (must total 100%) <span style="float: right;">→ SHEET</span>			
Alcohol <u>72</u> %	Food Sales <b>SEE ATTACHED</b>	Entertainment <u>20</u> %	Other <u>5</u> % <b>SODA, JUICE WATER</b>
3. Businesses On The Premises (choose all that apply):			
<input type="checkbox"/> Restaurant	<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Convenience Store <input type="checkbox"/> Other:
<input checked="" type="checkbox"/> Night Club	<input checked="" type="checkbox"/> Tavern	<input type="checkbox"/> Banquet Hall	<input type="checkbox"/> Sports Facility
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Hotel	<input type="checkbox"/> Supermarket	<input type="checkbox"/> Private/Fraternal/Veterans' Club
4. Hours of Operation and Age Restriction			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe: <b>X NO</b>			
Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.			
5. Floor Plan and Capacity			
Are you requesting any changes to the floor plan or capacity? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <b>CHANGE CAPACITY TO <u>AN</u>: 99 PERSONS</b>			
If requesting changes to the floor plan, submit a new floor plan with this application. Changes in floor plan include changing the location of tables, games, etc. within your current licensed premises. If your changes include adding any additional areas or square footage to your premises, or any renovations to the building will be done, a Permanent Extension of Premises application must be filed.			
6. Sidewalk Dining (if renewing a current license)			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			

201 -1 PLAN OF OPERATION  
FOR 5048 N. 35 TH ST

3 SECURITY (CONTINUED)

SECURITY CAMERA

SUN, MON, TUE, WED, AND THUR THERE IS ONE BARTENDER AT THE ENTRANCEWAY, ON FRI AND SAT THERE IS ONE OR TWO BARTENDERS AT THE ENTRANCEWAY.

THE BARTENDERS CHECK AND VIDEO TAPE THE I.D.'S OF EVERYBODY UNDER THE AGE OF 50.

THE BARTENDERS ALSO CHECK FOR WEAPONS BY USING A METAL DETECTOR OR PATTING PEOPLE DOWN.

A SECURITY CAMERA IS AT THE FRONT ENTRANCE, THERE ALSO IS A CAMERA TO RECORD VIDEO TAPE I.D.'S AT THE FRONT ENTRANCE

4 PERCENTAGE OF SALES  
FOOD

PER HEALTH DEPARTMENT:

PRE-PACKAGED FOOD LIKE

POTATO CHIPS, PRETZEL'S, FRITOS, ETC

DO NOT NEED A FOOD LICENSE, NO

PREPARED / HOT FOODS ARE SOLD HERE

1 TYPES OF ENTERTAINMENT

THE 2 POOL TABLES, 4 VIDEO GAMES, AND POKER BOARD ARE OWNED BY WISCONSIN P & P

201-1 PLAN OF OPERATION  
FOR 5048 N. 35 TH ST

1 LITTER AND NOISE

NOISE - BARTENDER OR DOOR MEN,  
NOISE HAS NOT BEEN A PROBLEM  
HERE. IF THERE IS A PROBLEM OR A  
PROBLEM CUSTOMER(S) WE WILL ASK THEM  
TO CALM DOWN OR LEAVE, POLICE WILL  
BE CALLED IF NO CO-OPERATION

2 SMOKING AND SANITATION

INSIDE GARBAGE CANS LOCATION:  
TWO GARBAGE CANS BEHIND THE BAR  
ONE GARBAGE CAN IN THE MEN'S TOILET ROOM  
ONE GARBAGE CAN IN THE WOMEN'S TOILET ROOM  
ONE GARBAGE CAN IN THE DANCERS DRESSING  
ROOM

RESTROOMS

MEN'S RESTROOM - ONE TOILET, TWO  
URINALS AND ONE SINK

LADIES RESTROOM - TWO TOILETS AND ONE  
SINK

3 SECURITY

PARKING

CUSTOMERS ARE NOT ALLOWED TO USE  
PARKING LOT

PARKING IS RESTRICTED TO EMPLOYEES  
ONLY, FOR ME, MY FAMILY AND MY  
BOATS.

A CHAIN IS PUT ACROSS THE  
ENTRANCE WHEN THE BAR IS OPEN.

# PUBLIC ENTERTAINMENT PREMISES RENEWAL SUPPLEMENTARY APPLICATION

## 1. CURRENT APPROVED ENTERTAINMENT

The following types of entertainment have been approved for your current Public Entertainment Premises license:

Disc Jockey, Dancing by Performer(s), Erotic Dancers/Strippers/Adult Entertainment, Jukebox, 5 Amusement Machines, 2 Pool Tables

## 2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to ADD:

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

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

## 3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

## 4. 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:

## 5. NOTARIZED SIGNATURES

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.

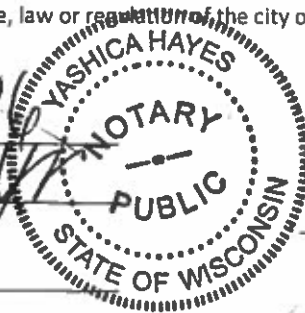
SUBSCRIBED AND SWORN TO BEFORE ME

This 1 day of April, 2018

(Clerk/Notary Public)

My Commission Expires

\*Notary seal must be affixed.



*Allen H. Nelson*

Agent/20% or More Shareholder/Partner

Additional 20% or More Shareholder/Partner



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, May 19, 2016

COMMITTEE MEETING NOTICE

AD 08

PLASENCIA, Ramiro, Agent  
Plascencia Auto Sales & Repairs LLC  
2875 S 33RD St

Milwaukee, WI 53215

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, May 31, 2016 at 09:00 AM**

**Regarding:** Your Secondhand Motor Vehicle Dealer's License Application as agent for "Plascencia Auto Sales & Repairs LLC" for "Plascencia Auto Sales & Repairs" at 2911-17 W Burnham St.

There is a possibility that your application may be denied for one or more of the following reasons: Neighborhood Objections to the granting of such a license due to the creation of undesirable neighborhood problems, such as: parking and traffic problems which cause the normal flow of traffic on roadways and alleys to be impeded, loitering, littering, noise, loud music, and conduct which will have an adverse impact on the public health, safety and welfare of the community. Additionally, the over concentration of secondhand motor vehicle dealers in the neighborhood such that the concentration will have an adverse impact on the public health, safety and welfare of the neighborhood. you do not meet the statutory and municipal requirements; the appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems, whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

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

Proof of warrants 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.

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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 OW CZARSKI, CITY CLERK

BY:

Jason Schunk  
License Division Manager

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



Thursday, May 19, 2016



# Notice of Public Hearing

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PLASENCIA, Ramiro, Agent  
Plascencia Auto Sales & Repairs at 2911-17 W Burnham St  
Secondhand Motor Vehicle Dealer's License Application

**Tuesday, May 31, 2016 at 9:00 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 5/31/2016 at 9:00 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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 AND ZIP CODE
CURRENT OCCUPANT	2821A W BURNHAM ST	MILWAUKEE, WI 53215-2211
CURRENT OCCUPANT	1927 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1916 S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1905 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	1923A S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	2900A W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	1937 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1900 S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1812A S 30TH ST	MILWAUKEE, WI 53215-2126
CURRENT OCCUPANT	1818 S 30TH ST	MILWAUKEE, WI 53215-2126
CURRENT OCCUPANT	1901 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	1930 S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	1936A S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	1929 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	2902 W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	1909 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	1945A S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1913 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	2820 W BURNHAM ST	MILWAUKEE, WI 53215-2212
CURRENT OCCUPANT	1928 S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	1924 S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	1945 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1936 S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	1920A S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	2821 W BURNHAM ST	MILWAUKEE, WI 53215-2211
CURRENT OCCUPANT	1917 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1934 S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1910 S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1901A S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	1925 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1931 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1815 S 29TH ST	MILWAUKEE, WI 53215-2207
CURRENT OCCUPANT	1910A S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	3000 W BURNHAM ST	MILWAUKEE, WI 53215-2128
CURRENT OCCUPANT	1905 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1916 S 30TH ST B	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	2926 W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	2908 W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	1932A S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1920 S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	2818 W BURNHAM ST	MILWAUKEE, WI 53215-2212
CURRENT OCCUPANT	1923B S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	2900 W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	1913 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1917 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	1813 S 29TH ST	MILWAUKEE, WI 53215-2207
CURRENT OCCUPANT	1917 S 29TH ST A	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1934A S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	3002 W BURNHAM ST	MILWAUKEE, WI 53215-2128
CURRENT OCCUPANT	2822 W BURNHAM ST	MILWAUKEE, WI 53215-2212
CURRENT OCCUPANT	1944 S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1916 S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	2920 W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	1921 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1932 S 30TH ST	MILWAUKEE, WI 53215-2130



CURRENT OCCUPANT	1905A S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	2827A W BURNHAM ST	MILWAUKEE, WI 53215-2211
CURRENT OCCUPANT	2827 W BURNHAM ST	MILWAUKEE, WI 53215-2211
CURRENT OCCUPANT	1923 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	1812 S 30TH ST	MILWAUKEE, WI 53215-2126
CURRENT OCCUPANT	2906 W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	1817 S 29TH ST	MILWAUKEE, WI 53215-2207
CURRENT OCCUPANT	1819 S 29TH ST	MILWAUKEE, WI 53215-2207
CURRENT OCCUPANT	1916 S 30TH ST A	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1818 S 29TH ST	MILWAUKEE, WI 53215-2208
CURRENT OCCUPANT	1924 S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1818A S 30TH ST	MILWAUKEE, WI 53215-2126

**Total Records: 68**

**Radius: 250.0 feet and Center of Circle: 2911 W Burnham ST**



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 11/16/15

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

## 1. Type of Business

- Applying for:  Extended Hours Establishment  Filling Station  
 Self Service Laundry  Rooming House  Hotel/Motel  Massage Establishment  
 Other (supplemental application for specific license also required)

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

Secondhand Motor Vehicle Dealer & Repair Shop

Do you have any experience operating this type of business?  No  Yes If yes, explain:

## 2. Business Operations

- a. Proposed Opening Date: 7/1/16
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: \_\_\_\_\_
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: \_\_\_\_\_
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building?  No  Yes If yes, describe: New Construction

## 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: N/A

## 4. Smoking & Sanitation

- f. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- g. Number of Garbage Cans: Inside: 4 Locations: Office/Bathroom/Shop(2)  
Outside: 3 Locations: Next to each door & one for the lot
- h. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- i. How many restrooms are on the premises? 1
- j. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

## 9. Premises Description

d. 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: \_\_\_\_\_

e. Describe Location:  Major Thoroughfare  Secondary Street  Other: 2

f. Nearest Major Cross Street: 29TH & BURHAM

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

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

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

j. Building Owner Name: Ramiro Pascencia Phone Number: 414 841 5614

Business Owner Address: 2875 S33TH, Milwaukee WI 53215

## 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	CLOSED				
Monday	9:00 A	8:00 P	15	18-65	N/A
Tuesday	9:00 A	8:00 P	15	"	
Wednesday	9:00 A	8:00 P	15	"	
Thursday	9:00 A	8:00 P	20	"	
Friday	9:00 A	8:00 P	25	"	
Saturday	9:00 A	2:00 P	25		

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 a.m. and 5 a.m.

Entertainment Indoor Closing Hours: If alcohol beverage establishment, same as alcohol license hours.  
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours: 10:00 pm Sunday - Thursday; 12:00 am Friday and Saturday, unless otherwise approved by Common Council in licensee's plan of operation.

## 11. Signature(s)

 Sole Proprietor, Partner, Agent, or 20% or more Shareholder

\_\_\_\_\_  
Signature of additional partner or 20% or more Shareholder

See Application Information for a list of all required application forms.



**SECONDHAND MOTOR VEHICLE DEALER LICENSE  
SUPPLEMENTAL PLAN OF OPERATION**

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)

Legal Entity Name: Plascencia Auto Sales & Repairs LLC

Premise Address: 2911-2917 W Burnham St., Milwaukee WI 53204

What type of license are you applying for? (check one)

Retail       Wholesale

In addition to secondhand vehicles, will you be dealing in secondhand vehicle parts?  Yes  No

**RETAIL DEALERS ONLY**

Total Number of Parking Spaces (including customer/employee parking) 12

Number of Parking Spaces that will be used for Display/Storage of Secondhand Motor Vehicles 10

**STORAGE, MAINTENANCE & REPAIR**

Do you understand that all vehicles associated with the business must be stored on the licensed premise?  Yes  No

List your plans to ensure this requirement is met: All employees will be trained. No outside vehicles allowed

Do you understand all maintenance/repair work to these vehicles must be confined to the licensed premise?  Yes  No

List your plans to ensure this requirement is met: Yes - We are designing a repair shop in the building

**DISCLOSURE**

Has any person on the application ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 92 denied, not renewed, suspended, or revoked?  No  Yes

If yes, provide the circumstances and jurisdiction in which the event occurred (including a record of any actions from the State Department of Transportation and Financial Institutions relating to suspensions, revocations, forfeitures and warnings imposed by these departments relating to the operation of any automotive sales business by the applicant):

**REQUIRED SIGNATURE(S)**

\_\_\_\_\_  
Sole Proprietor, Partner, 20% or more Shareholder,  
or the Agent - only if there are no 20% or more shareholders

\_\_\_\_\_  
Additional partner(s) or 20% or more shareholder(s)

**SUBMIT THIS FORM ALONG WITH THE  
BUSINESS LICENSE APPLICATION & BUSINESS LICENSE PLAN OF OPERATION**

**Office Use Only:**

Initials	Filed	App #	Paid	MPD
DNS	LC	CC	Issued	License #



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Friday, May 20, 2016

COMMITTEE MEETING NOTICE

AD 09

THOMAS J HOLMES, II  
8700 W BROWN DEER Rd  
Milwaukee, WI 53224

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, May 31, 2016 at 09:00 AM**

**Regarding:** Your Class A Malt & Class A Liquor and Food Dealer License Applications for "Thomas Liquor" at 8700 W BROWN DEER Rd.

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.

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JIM OWCZARSKI, CITY CLERK

BY:   
Jason Schunk  
License Division Manager

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



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Friday, May 20, 2016

COMMITTEE MEETING NOTICE

AD 09

THOMAS J HOLMES, II

1841 W Kneeland St

Milwaukee, WI 53205

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JIM OWCZARSKI, CITY CLERK

BY:

Jason Schunk  
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)





**Licenses currently held:**

- Alcohol:  Yes  No Class: A #: 0198727  
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. 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
12. Are there No Loitering Signs posted?  Yes  No
13. Are there exterior security cameras  Yes  No How Many:
14. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

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



**Interior Survey:**

22. 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
23. Is the interior of the location neat and clean?  Yes  No
24. Does an interior camera face the entrance/exit?  Yes  No
25. Is there a lockable area that separates employees from customers?  Yes  No
26. Does the store sell single chore boy?  Yes  No
27. Does the store sell blunt wraps?  Yes  No
28. Does the store sell scales?  Yes  No
29. Does the store sell items that may be used as crack pipes?  Yes  No  
a. Describe item
30. Does the store have an over abundance of sandwich baggies:  Yes  No
31. Does the owner understand that these items are often used for drug use?  Yes  No
32. Do the products in the store appear to be new and rotated often?  Yes  No
33. Are emergency and non-emergency numbers posted near the phone?  Yes  No
34. 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 "68-4.3 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

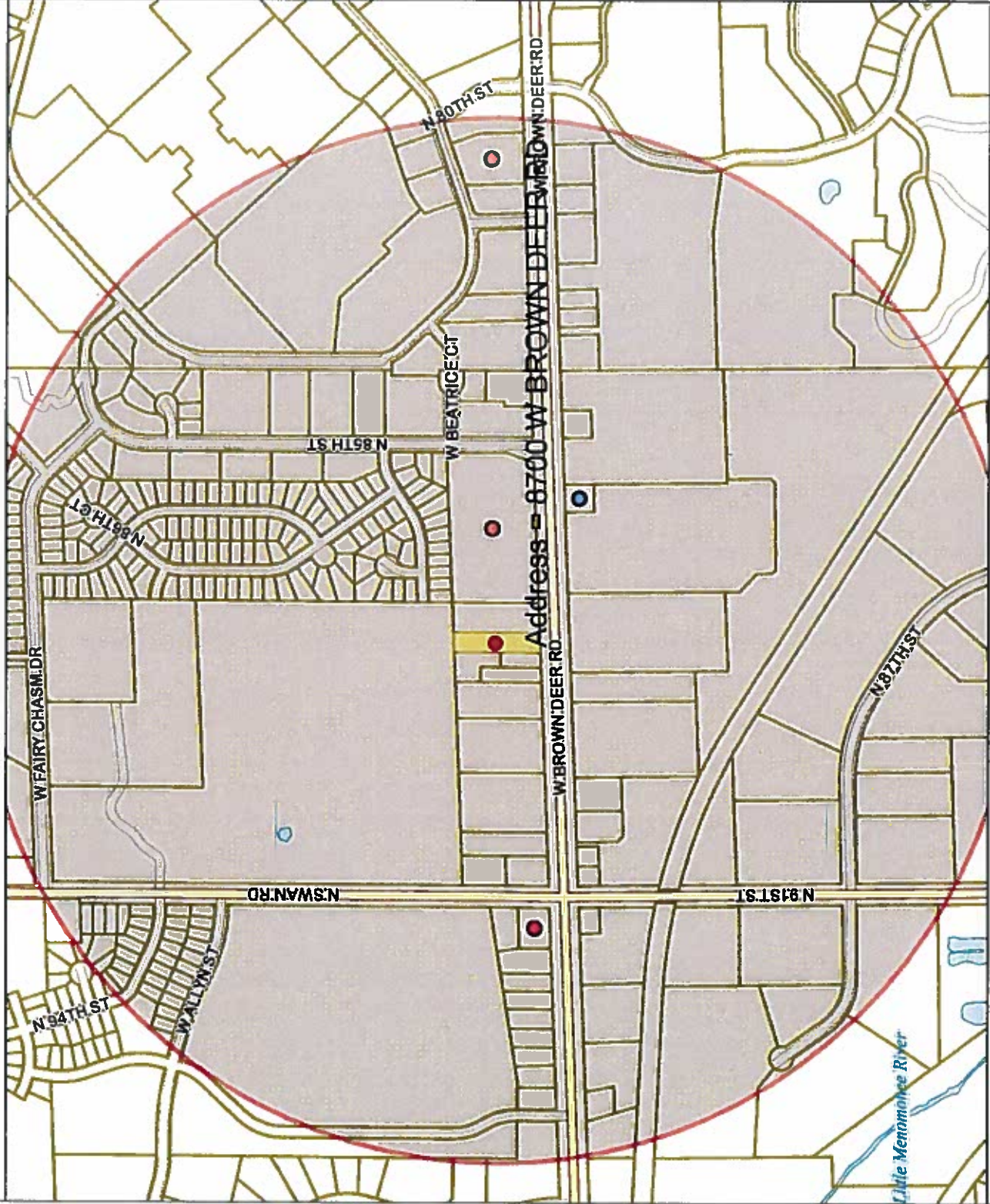
**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This business is under construction at this time. Thomas Holmes owns two other businesses at this time. First is 30 Street Liquor- 2001 N. 30<sup>th</sup> St. Second is Lux Lounge 2712 N. MLK Dr.

Thomas is planning on putting 5 interior cameras for the business. The footage will be held for 30 days, and the employees will know how to operate the system. He is going to put up "no Loitering" signs on the exterior of the building. Thomas will invite me back when the construction is completed

# Alcohol Concentration for 8700 W Brown Deer Rd

City of Milwaukee, Wisconsin



**- Legend -**

- City limits
- Parcels
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets
- Streets
- Waterways
- Alcohol licenses
  - Class A intoxicating liquor
  - Class A fermented malt beverage
  - Class A liquor and malt
  - Class B fermented malt beverage
  - Class B tavern
  - Class C wine retailer

**- Notes -**

Alcohol establishments within a .5 mile radius centered on 8700 W Brown Deer Rd on April 28, 2016



Department of Administration - ITMD



Map Scale: 1 : 8,633

© City of Milwaukee, Wisconsin  
Map Milwaukee: Property Information  
Disclaimer  
4/28/2016

License Alcohol Beverage Establishments within a .5 Mile Radius Centered on 8700 W Brown Deer Rd, April 28, 2016									
License Summary									
Class A Malt & Class A Liquor License									
Class B Tavern License									
Grand Total									
Total									
Legal entity	Trade name	Licensee	Address	License type name	Total Capacity	Room capacity	Expiration date		
ALDI, INC WISCONSIN	ALDI #16	Theresa L Reiger, Agt	8080 W BROWN DEER RD	Class A Malt & Class A Liquor License			3/15/2017		
Daxa LLC	Brown Deer Beverage	CHIRAG J PATEL, Agt	8564 W Brown Deer RD	Class A Malt & Class A Liquor License			9/21/2016		
FAMILY MART, LLC	LIQUOR DEPOT	VIPAN DUTTA, Agt	9108 W BROWN DEER RD	Class A Malt & Class A Liquor License			2/5/2017		
GMRI, INC	THE OLIVE GARDEN ITALIAN RES #1443	JASON J GREGGS, Agt	8531 W BROWN DEER RD	Class B Tavern License	300		6/3/2016		



Friday, May 20, 2016

## Licenses Committee Notice of Hearing

PGI Properties LLC  
575 W Becher St

Milwaukee, WI 53207

Date: 5/31/2016  
Time: 09:00 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class A Malt & Class A Liquor and Food Dealer License Applications  
THOMAS J HOLMES, II  
Thomas Liquor at 8700 W BROWN DEER Rd

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.

If you have any questions, please call (414) 286-2238.





Friday, May 20, 2016



# Notice of Public Hearing

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HOLMES, II, Thomas J  
Thomas Liquor at 8700 W BROWN DEER Rd  
Class A Malt & Class A Liquor and Food Dealer License Applications

**Tuesday, May 31, 2016 at 9:00 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 5/31/2016 at 9:00 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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 AND ZIP CODE
CURRENT OCCUPANT	8929 N 87TH CT	MILWAUKEE, WI 53224-2107
CURRENT OCCUPANT	8919 N 87TH CT	MILWAUKEE, WI 53224-2107
CURRENT OCCUPANT	8710 W GREENBROOK DR	MILWAUKEE, WI 53224-2129
CURRENT OCCUPANT	8701 W GREENBROOK DR	MILWAUKEE, WI 53224-2128
CURRENT OCCUPANT	8661 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8651 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8671 W GREENBROOK DR	MILWAUKEE, WI 53224-2126
CURRENT OCCUPANT	8656 W GREENBROOK DR	MILWAUKEE, WI 53224-2127
CURRENT OCCUPANT	8824 W BROWN DEER RD	MILWAUKEE, WI 53224-2119

**Total Records: 10**

**Radius: 400.0 feet and Center of Circle: 8700 W Brown Deer RD**





# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 9/15/15

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

## 1. Type of Business

- Applying for:  Extended Hours Establishment  Filling Station  Waste Tire Transporter  Waste Tire Generator  
 Self Service Laundry  Rooming House: Number of Units: \_\_\_\_\_  Hotel/Motel: Number of Units: \_\_\_\_\_  
 Massage Establishment  Other (supplemental application for specific license also required)

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

*Liquor Store Class A  
an upscale liquor store that provides quality service to the community*

Do you have any experience operating this type of business?  No  Yes If yes, explain: *I own Lux Lounge and "B" 30th Street Inc. "A"*

## 2. Business Operations

- a. Proposed Opening Date: *Feb 1, 2016*
- 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 A*
- 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): *Lux Lounge 2712 N DR MLK DR. 53212*
- 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  Hired Maintenance  
 Building Owner Responsibility  Garbage Cans Outside  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: *in windows*
- e. Will a sound amplification system be used?  No  Yes If yes, describe: \_\_\_\_\_

## 4. Smoking & Sanitation

- f. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- g. Number of Garbage Cans: Inside: *3* Locations: *Behind Counter and 2 on Floor*  
Outside: *1* Locations: *EAST OF DOOR ENTRANCE*
- h. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- i. Describe sanitation facilities (restrooms): *1 Bath Room* *una Toilet*  
Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: *Eagle*



## 5. Security

a. Are there onsite parking spaces?  No  Yes If yes, how many? 27

Describe parking security plan: \_\_\_\_\_

b. Is there a loading zone?  No  Yes If yes, describe loading area security plan Use front entrance/parking lot

c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_

What are their responsibilities? \_\_\_\_\_

Is security equipment used?  No  Yes If yes, describe Cameras inside and outside premises

List their licensing, certification, or training credentials \_\_\_\_\_

Will there be security cameras?  No  Yes If yes, where? inside and outside

Will searches/identification verification be conducted upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>90</u> %	Food <u>10</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ %
Pawnbroker Activity _____ %	Salvaged Materials (such as scrap metal) _____ %	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  
 Hotel/Motel – Number of Rooms: \_\_\_\_\_     Rooming House – Number of Rooms: \_\_\_\_\_

### Type 2

- Liquor Store     Corner Store     Supermarket     Convenience Store  
 Gas Station     Amusement/Phonograph Distributor     Auto Wrecker  
 Used Car Dealer     Used Auto Parts     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 #6 above)

Capacity About 50 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

d. 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: \_\_\_\_\_

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

f. Nearest Major Cross Street: 76<sup>th</sup> Brown Deer Rd

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

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

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

j. Building Owner Name: PGF Properties Phone Number: \_\_\_\_\_

Business Owner Address: 575 W Becker St Milwaukee WI 53207

## 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 Applicants: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	8:00 am	9:00 pm	100	21-up	
Monday	8:00	9:00 pm	100	21-up	
Tuesday	8:00	9:00 pm	100	21-up	
Wednesday	8:00	9:00 pm	100	21-up	
Thursday	8:00	9:00 pm	100	21-up	
Friday	8:00	9:00 pm	100	21-up	
Saturday	8:00	9:00 pm	100	21-up	

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 a.m. and 5 a.m.

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.  
If non-alcohol establishment 1:00 am Sunday to Thursday, 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday - Thursday, 12:00 am Friday and Saturday, unless otherwise approved by Common Council in licensee's plan of operation.

## 11. Signature(s)

[Signature]  
Sole Proprietor, Partner, Agent, or 20% or more Shareholder

\_\_\_\_\_  
Signature of additional partner or 20% or more Shareholder

See Application Information for a list of all required application forms.



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL PLAN OF OPERATION

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: <u>Thomas Holmes II</u>
Premise Address: <u>8700 W Brown Deer Rd Milwaukee WI 53224</u>
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>
Is there at least 300 feet between the building and any church, school, daycare center or hospital? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>"Service Bar Only" Designation</b>
If applying for Class B or C license, are you applying for "Service Bar Only"? <input type="checkbox"/> No <input type="checkbox"/> Yes Service Bar Only means customers cannot sit at the bar. Alcohol is served to 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 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>Proof of Ownership, Lease, or Offer to Purchase (new &amp; transfer applicants only)</b>
Submit proof of ownership, lease, or offer to purchase the building with this application. A lease or offer to purchase must: <ul style="list-style-type: none"> <li>a) Be in the same legal entity name as that apply for the license</li> <li>b) Reflect the same address as the premises address on this application</li> <li>c) Reflect current dates and</li> <li>d) Be signed by the lessor/seller and lessee/buyer</li> </ul>
<b>Property Information (new &amp; transfer applicants only)</b>
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)? <u>PGI Properties LLC</u>
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____
d) Total amount paid for business \$ <u>10,000.00</u>
e) Total amount paid for goodwill of the business \$ _____
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 checked="" type="checkbox"/> No <input type="checkbox"/> Yes

**See Application Information for a list of all required application forms.**

**Lease Information (new & transfer applicants who are leasing the premises only)**

- a) Date lease begins 2-1-16 Ends 2-1-19
- b) Monthly rental \$ 3,000
- 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)? 3
- 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): \_\_\_\_\_

**Notarized Signatures of Applicants**

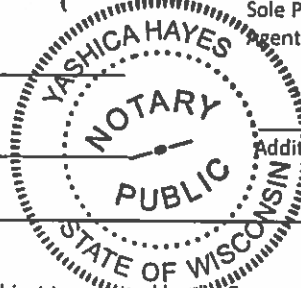
SUBSCRIBED AND SWORN TO BEFORE ME

This 21 day of April 2016

(Clerk/Notary Public)

My Commission Expires 9/2/18

\*Notary Seal must be affixed.



[Signature]  
Sole Proprietor, Partner, 20% or more Shareholder, or Agent - only if there are no 20% or more shareholders

[Signature]  
Additional partner or 20% or more shareholder

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 premise applicants must submit the following:**

- Proof of ownership, lease or offer to purchase the building
- 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:** Thomas J Holme II  
**Premises Address:** 8700 W Brown Deer Rd Milwaukee WI 53229

**1. Application Type**

Is this a new food business or are you taking over a food business which is currently operating?

- Taking over a currently operating, licensed food business
- New business (includes taking over a closed food business)

Will you be sharing kitchen space with another food establishment?

- Yes, I intend to rent space in my kitchen to other food businesses
- Yes, I am renting space from another food business which will also be using the kitchen\*
- No, I will be the only food business using the space

\*If renting space in a commercial kitchen with another operator, a completed and signed Shared Kitchen Agreement is required.  
 The form is available at [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Provide a brief description of the food establishment.

Only Prepackaged Food Products / Candy / Soda  
 Chips

Attach a copy of your menu or general listing of the types of food products that will be sold. Indicate what information you will be including:

- Menu
- List of the types of products (for example: packaged foods, deli case, meat department)

Pre Packaged Products

What is the anticipated opening date or date of change of ownership: 6/30/16

**2. Construction, Remodeling and Equipment**

Are any construction, remodeling or equipment changes planned?  Yes  No *If no, skip to section 3.*

Scope of the planned project?

- New construction or conversion of an existing structure to be used as a food establishment
- Renovation/remodeling of a food establishment, which may or may not include equipment changes
- Renovation/remodeling limited to the installation/change/replacement of food equipment

Provide a brief summary of the proposed construction, remodeling and/or equipment change:

[Empty box for summary]

Note: Building permits may be required. Contact the City of Milwaukee Development Center.

Date alterations/changes planned to begin [Empty box]

Name, address and phone number of architect  
 [Empty box]

Name, address and phone number of general contractor  
 [Empty box]

**4. Business Type (Continued)**

Type of sales (check all that apply, even if it reflects a small percentage of the proposed business)

- Made directly to the general public or end consumer (includes internet sales)
- Made to other food establishments (wholesaler, distributors, retail or restaurants) who will resell your product(s)

What percentage of your planned food sales will be meals versus grocery items?

16 % from meals (ready-to-eat food)  
100 % from grocery items (foods typically requiring preparation before serving, includes typical grocery items, beverages, bakery items and raw produce)

Will customers be able to purchase food through a drive through?  Yes  No

Will customers be able to purchase food from a self-service salad or food bar?  Yes  No

Will food be prepared on site and then transported for sale or consumption at another location?  Yes  No

If yes, check all the reasons why the food will be transported:

- Catering
- Delivery
- Base for Mobile Food Peddler
- Base for temporary or seasonal food stand

Other-Describe:

**5. ISSUANCE OF LICENSE**

Will any alcohol or intoxicating beverages be sold at the establishment?  Yes  No

If yes, what type of license do you have or will you be applying for?

- Class A fermented malt beverage license
- Class B fermented malt beverage licenses
- Class C wine license
- Class A liquor license
- Class B liquor license

If yes, if your food license is approved prior to the alcohol license, when would you like the food license issued?

- immediately so you can open your food business
- at the same time as the alcohol license

**6. AFFIRMATION OF UNDERSTANDING – PERMIT NEEDED TO OPERATE**

Read and initial each item confirming your understanding:

- DR  I understand that an inspection and sign off by the Health Department is required before my permit may be issued.
- DR  I understand that the Health Department will review my application and will update the application based on what is observed during my onsite inspection. My representative onsite at the time of inspection must have the authority to approve corrections to my application.
- TOP  I understand that an occupancy permit must be issued and an inspection may be required from the Department of Neighborhood Services before my permit may be issued.
- JSA  I understand that the Department of Neighborhood Services must sign off on my application with the License Division before my permit may be issued.
- TOP  I understand the local council member must approve or deny my request before my permit is eligible to be issued. If denied, I understand that I may appeal and be scheduled for a hearing before the License Committee of the Common Council.
- JSA  I understand that the License Division must have proof of payment for the associated permit fees before my permit may be issued.
- JSA  I understand that all of the above must be complete before my permit is eligible to be issued.
- DR  I understand that the license for which I am applying must be issued and posted in my business premises prior to opening for business.

I, Thomas Hattaras, will not operate my food business, until the permit has been issued and posted in the establishment.  
 Name of Applicant

Signature of Applicant: [Signature]

Date: 12/23/15

### 3. Premises Description

Will food be prepared/sold at a single site or at multiple sites? (multiple site example: a hotel with multiple dining rooms or bars):

Single  Multiple

- If multiple sites will be used, how many separate sites will be used?

List all sites and briefly describe the nature of the food activities at each site:

One site. no-cooked foods / just prepackage products

Are any outdoor operations planned?  Yes  No

- If yes, what activities will be conducted outdoors (check all that apply):

Bar  Cooking/Grilling  Dining - Patio  Dining - Sidewalk (DPW permit required)  Storage

Other, Specify

Is seating provided on site for dining?  Yes  No

- If yes, are there additional banquet facilities other than the main dining area?  Yes  No

Total square footage of the establishment (exclude space used for other purposes other than food)

Number of Full Time Employees

Number of Part Time Employees

### 4. Business Type

Select the one that best describes the proposed business:

Bed & Breakfast

Community Food Program - A meal site or food pantry where food is provided free of cost to persons in need, or to organizations serving persons in need.

Distiller or Brewer - Facility primarily engaged in the production of alcohol beverages.

Food Distributor - A business that transports food for sale to retail and wholesale establishments, and does not prepare any food items

- Is food stored on site?  Yes  No

Food Manufacturer - A commercial operation that produces, packages, labels, or stores food, but primarily does not provide food directly to a consumer. Food is sold to distributors, retailers or restaurants. There may be a small retail store onsite where only the manufacturers products are sold, but the majority of product is sold to other licensed food establishments.

- Is there a retail store onsite?  Yes  No

Food Store - An establishment in which the majority of food sales consist of beverages or multi-serving food products requiring further preparation prior to consumption. Examples of food stores include bakeries, grocery stores, convenience stores, coffee shops, liquor stores. Food stores include businesses whose primary business is other than food (book store, pharmacy, etc.), but offer convenience food items.

- If a food store, are you considered a convenience food store (see definition below)?  Yes  No

A convenience food store contains less than 5,000 sq. ft. of retail sales space AND has as its primary business the sale of basic food items and in addition sells household products. Basic food items may include, but are not limited to, milk and dairy products, bread products, prepared sandwiches, frozen entrees, refrigerated food and baby food. Household products may include, but are not limited to, cleaning products, paper products, baby products and pet food.

School Lunch Program - Lunch program operated by an outside contractor. (If directly operated by the school, this license is not needed.)

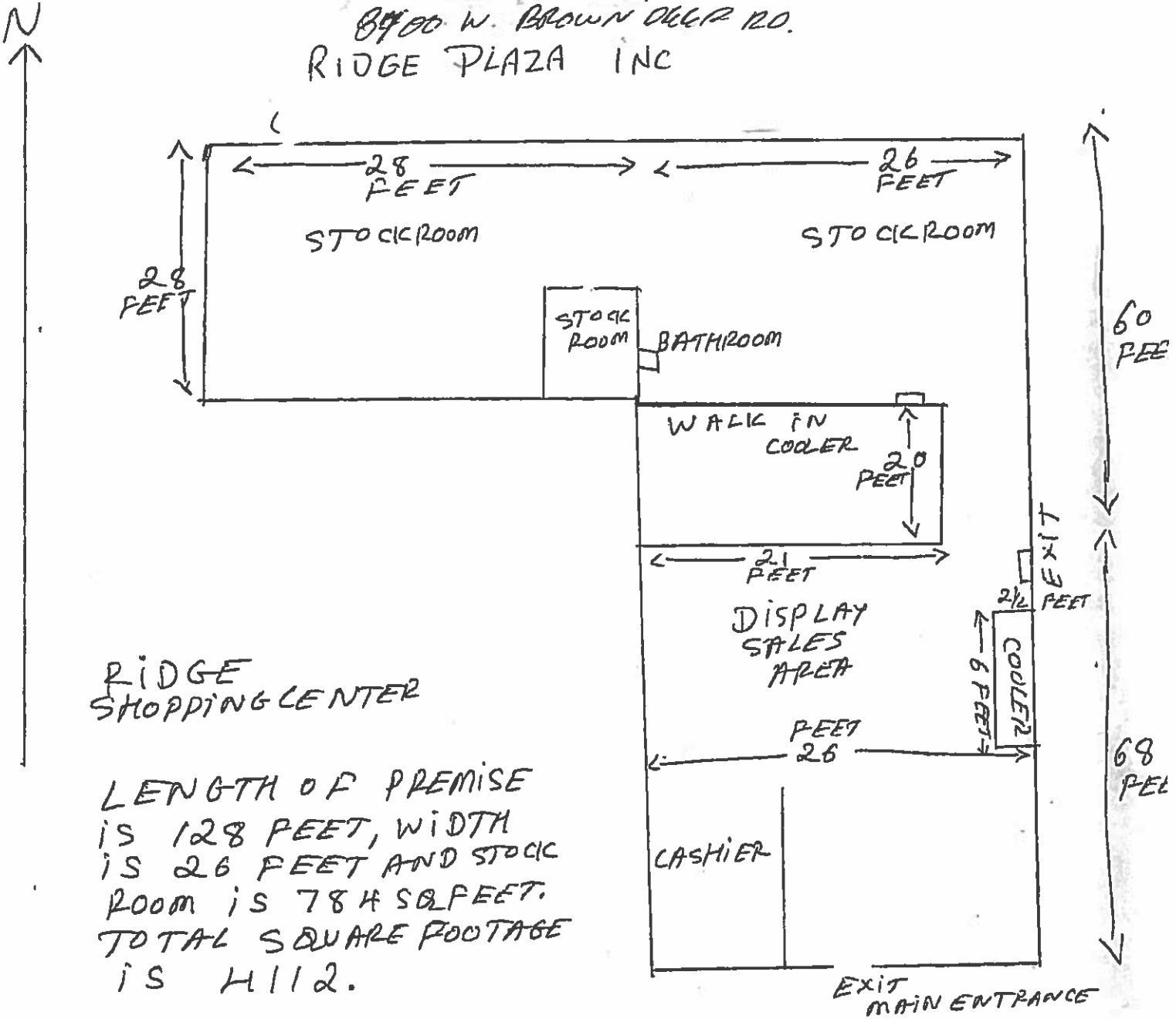
Restaurant - An establishment in which the majority food sales consist of meals or other items ready for immediate consumption.

Shared Kitchen, Commissary or Base - A commercial kitchen used for the production of food to be served or sold at another location; a base of operations for a food peddler, caterer or seasonal market vendor.

- Will meals make up greater than 50% of your sales?  Yes  No

THOMAS T HOLMES II  
 RIDGE PLAZA LIQUOR  
 8400 W. BROWN OCKER RD.  
 RIDGE PLAZA INC

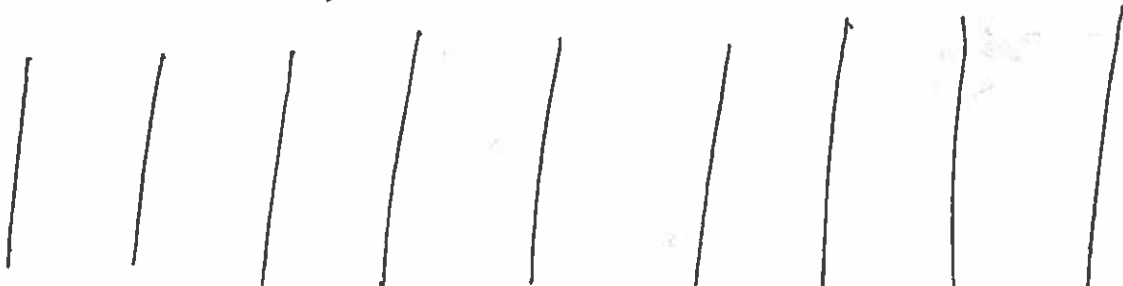
4/21/16



RIDGE SHOPPING CENTER

LENGTH OF PREMISE IS 128 FEET, WIDTH IS 26 FEET AND STOCK ROOM IS 784 SQ FEET. TOTAL SQUARE FOOTAGE IS 1112.

SHOPPING CENTER PARKING LOT



PARKING LOT IS 115 FEET LONG AND 90 FEET WIDE WITH 33 PARKINGS.





CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, May 17, 2016

COMMITTEE MEETING NOTICE

AD 09

OPPENHEIMER, Rory A, Agent  
Autosource Motors Inc  
1500 W Stillwater Ct

Mequon, WI 53092

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, May 31, 2016 at 09:00 AM

**Regarding:** Your Secondhand Motor Vehicle Dealer's License Application as agent for "Autosource Motors Inc" for "Autosource Motors" at 5744 W GOOD HOPE Rd.

There is a possibility that your application may be denied for one or more of the following reasons: Neighborhood Objections to the granting of such a license due to the creation of undesirable neighborhood problems, such as: parking and traffic problems which cause the normal flow of traffic on roadways and alleys to be impeded, loitering, littering, noise, loud music, and conduct which will have an adverse impact on the public health, safety and welfare of the community. Additionally, the over concentration of secondhand motor vehicle dealers in the neighborhood such that the concentration will have an adverse impact on the public health, safety and welfare of the neighborhood. you do not meet the statutory and municipal requirements; the appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems, whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

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

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

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

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

JIM OWCZARSKI, CITY CLERK

BY:

Jason Schunk  
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)

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 04/13/2016

**LICENSE TYPE:** USED CAR

**NEW:**

**RENEWAL:**

**No. 228291**

**Application Date:** 04/12/2016

**License Location:** 5744 W Good Hope Rd

**Business Name:** Autosource Motors Inc

**Licensee/Applicant:** OPPENHEIMER, Rory A  
(Last Name, First Name, MI)

**Date of Birth:** 12/30/1970

**Home Address:** 1500 W Stillwater Ct

**City:** Mequon

**State:** WI **Zip Code:** 53092

**Home Phone:**

This report is written by Police Officer David NOVAK, assigned to the License Investigation Unit, Days.

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

1. On 08/31/2011 the applicant was charged in Waukesha County with Boater Speed in Excess of Limit.

<b>Charge:</b>	Boater Speed in Excess of Limit
<b>Finding:</b>	Guilty
<b>Sentence:</b>	Forfeiture
<b>Date:</b>	09/14/2011
<b>Case:</b>	2011FO000843



Tuesday, May 17, 2016



# Notice of Public Hearing

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OPPENHEIMER, Rory A, Agent  
Autosource Motors at 5744 W GOOD HOPE Rd  
Secondhand Motor Vehicle Dealer's License Application

**Tuesday, May 31, 2016 at 9:00 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 5/31/2016 at 9:00 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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 AND ZIP CODE
CURRENT OCCUPANT	7100 N 60TH ST 125	MILWAUKEE, WI 53223-5107
CURRENT OCCUPANT	7100 N 60TH ST 217	MILWAUKEE, WI 53223-5108
CURRENT OCCUPANT	7100 N 60TH ST 327	MILWAUKEE, WI 53223-5109
CURRENT OCCUPANT	7100 N 60TH ST 227	MILWAUKEE, WI 53223-5108
CURRENT OCCUPANT	7100 N 60TH ST 323	MILWAUKEE, WI 53223-5109
CURRENT OCCUPANT	7100 N 60TH ST 121	MILWAUKEE, WI 53223-5107
CURRENT OCCUPANT	7100 N 60TH ST 128	MILWAUKEE, WI 53223-5107
CURRENT OCCUPANT	7100 N 60TH ST 222	MILWAUKEE, WI 53223-5108
CURRENT OCCUPANT	7100 N 60TH ST 203	MILWAUKEE, WI 53223-5107
CURRENT OCCUPANT	7100 N 60TH ST 126	MILWAUKEE, WI 53223-5107
CURRENT OCCUPANT	7100 N 60TH ST 303	MILWAUKEE, WI 53223-5108
CURRENT OCCUPANT	7100 N 60TH ST 219	MILWAUKEE, WI 53223-5108
CURRENT OCCUPANT	7100 N 60TH ST 107	MILWAUKEE, WI 53223-5106
CURRENT OCCUPANT	7100 N 60TH ST 320	MILWAUKEE, WI 53223-5109
CURRENT OCCUPANT	7100 N 60TH ST 322	MILWAUKEE, WI 53223-5109
CURRENT OCCUPANT	7100 N 60TH ST 314	MILWAUKEE, WI 53223-5109
CURRENT OCCUPANT	7100 N 60TH ST 316	MILWAUKEE, WI 53223-5109
CURRENT OCCUPANT	7100 N 60TH ST 304	MILWAUKEE, WI 53223-5108
CURRENT OCCUPANT	7100 N 60TH ST 328	MILWAUKEE, WI 53223-5109
CURRENT OCCUPANT	7100 N 60TH ST 122	MILWAUKEE, WI 53223-5107
CURRENT OCCUPANT	7100 N 60TH ST 201	MILWAUKEE, WI 53223-5107
CURRENT OCCUPANT	7100 N 60TH ST 310	MILWAUKEE, WI 53223-5109
CURRENT OCCUPANT	7100 N 60TH ST 114	MILWAUKEE, WI 53223-5106
CURRENT OCCUPANT	7100 N 60TH ST 302	MILWAUKEE, WI 53223-5108
CURRENT OCCUPANT	7100 N 60TH ST 326	MILWAUKEE, WI 53223-5109
CURRENT OCCUPANT	7100 N 60TH ST 206	MILWAUKEE, WI 53223-5107
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CURRENT OCCUPANT	7100 N 60TH ST 102	MILWAUKEE, WI 53223-5106
CURRENT OCCUPANT	7100 N 60TH ST 118	MILWAUKEE, WI 53223-5106
CURRENT OCCUPANT	7100 N 60TH ST 205	MILWAUKEE, WI 53223-5107
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CURRENT OCCUPANT 7100 N 60TH ST 109 MILWAUKEE, WI 53223-5106  
CURRENT OCCUPANT 7100 N 60TH ST 115 MILWAUKEE, WI 53223-5106

**Total Records: 92**

**Radius: 400.0 feet and Center of Circle: 5744 W Good Hope RD**



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/7/16

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

## 1. Type of Business

- Applying for:  Extended Hours Establishment  Filling Station  
 Self Service Laundry  Rooming House  Hotel/Motel  Massage Establishment  
 Other (supplemental application for specific license also required)

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

USED MOTOR VEHICLE DEALER

Do you have any experience operating this type of business?  No  Yes If yes, explain: ANOTHER LOCATION - 101 DE LAUNDRY AVE MILWAUKEE

## 2. Business Operations

- a. Proposed Opening Date: 05/01/2016  
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: AUTO DEALER (USED)  
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: AES ELECTRONICS -

## 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: GARAGE AREA -  
Outside: 1 Locations: REAR OF BUILDING DUMPSTER  
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, indicate how many? 30 and describe the parking security plan: Most cars parked inside - Customer / Display outside -
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe Camera System -  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, where? OUTSIDE / INSIDE -
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>0</u> %	Food <u>0</u> %	Secondhand Merchandise <u>100</u> % USED MOTOR VEHICLES	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: _____
Pawnbroker Activity <u>0</u> %	Salvaged Materials (such as scrap metal) <u>0</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: \_\_\_\_\_     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: 60th Street

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: AES Properties LLC Phone Number: 414-358-4088

Business Owner Address: P.O. Box 100 LOMITA, 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	CLOSED	CLOSED			
Monday	9 A.M.	6 P.M.			
Tuesday	9 A.M.	6 P.M.			
Wednesday	9 A.M.	6 P.M.			
Thursday	9 AM	6 PM			
Friday	9 AM	6 PM			
Saturday	9 AM	5 PM			

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 a.m. and 5 a.m.

Entertainment Indoor Closing Hours : If alcohol beverage establishment, same as alcohol license hours.  
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours : 10:00 pm Sunday – Thursday; 12:00 am Friday and Saturday,  
unless otherwise approved by Common Council in licensee's plan of operation.

## 11. Signature(s)

\_\_\_\_\_  
Sole Proprietor, Partner, Agent, or 20% or more Shareholder

\_\_\_\_\_  
Signature of additional partner or 20% or more Shareholder

See Application Information for a list of all required application forms.





## SECONDHAND MOTOR VEHICLE DEALER LICENSE SUPPLEMENTAL PLAN OF OPERATION

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)

Legal Entity Name: AUTOSOURCE MOTORS INC.  
 Premise Address: 5744 W. Good Hope Road Milwaukee WI 53223  
 What type of license are you applying for? (check one)  Retail  Wholesale  
 In addition to secondhand vehicles, will you be dealing in secondhand vehicle parts?  Yes  No

### RETAIL DEALERS ONLY

Total Number of Parking Spaces (including customer/employee parking) 27  
 Number of Parking Spaces that will be used for Display/Storage of Secondhand Motor Vehicles 20

### STORAGE, MAINTENANCE & REPAIR

- Do you understand that all vehicles associated with the business must be stored on the licensed premise?  Yes  No
- What are your plans to ensure this requirement is met (check all that apply)?  
 Employee Training  Supervisor Monitoring  Fenced Lot  Keys Kept in Locked Box  
 Other: \_\_\_\_\_
- Do you understand all maintenance/repair work to these vehicles must be confined to the licensed premise?  Yes  No
- What are your plans to ensure this requirement is met (check all that apply)?  
 Employee Training  Supervisor Monitoring  Designated Repair Area  
 Other: Repairs done off site - Retail Sales Only

### DISCLOSURE

Has any person on the application ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 92 denied, not renewed, suspended, or revoked?  No  Yes

If yes, provide the circumstances and jurisdiction in which the event occurred (including a record of any actions from the State Department of Transportation and Financial Institutions relating to suspensions, revocations, forfeitures and warnings imposed by these departments relating to the operation of any automotive sales business by the applicant):  
 \_\_\_\_\_  
 \_\_\_\_\_

### REQUIRED SIGNATURE(S)

\_\_\_\_\_  
 Sole Proprietor, Partner, 20% or more Shareholder,  
 or the Agent - only if there are no 20% or more shareholders

\_\_\_\_\_  
 Additional partner(s) or 20% or more shareholder(s)

**SUBMIT THIS FORM ALONG WITH THE  
BUSINESS LICENSE APPLICATION & BUSINESS LICENSE PLAN OF OPERATION**

#### Office Use Only:

Initials	Filed	App #	Paid	MPD
DNS	LC	CC	Issued	License #