



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, February 22, 2022

COMMITTEE MEETING NOTICE

AD 06

MORSE, Clarence P., Agent  
Humboldt Gardens Gourmet LLC  
428 E Bruce St  
Milwaukee, WI 53204

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

**Tuesday, March 08, 2022 at 09:55 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey and Patrons Dancing as agent for "Humboldt Gardens Gourmet LLC" for "Humboldt Gardens Gourmet" at 2249 N HUMBOLDT BL.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/472904013>. If you wish to call in, please call +1 (646) 749-3122 and use Access Code: 472-904-013

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

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

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

# REDACTED RECORD

MAY 15, 2021

ATTN, CITY CLERK - LICENSE DIVISION,

I AM NOT IN FAVOR OF A CLASS B TAVERN AND PUBLIC ENTERTAINMENT LICENSE AT 2249 N. HUMBOLDT AVE. - HUMBOLDT GARDENS GOURMET.

IF THE LICENSE WAS FOR A CLASS B AND RESTAURANT <sup>license</sup> I WOULD THINK THAT WOULD BETTER FOR THE NEIGHBORHOOD.

I HAVE LIVED ON WEIL ST SINCE FIRST AS A RENTER THEN AND NOW HOMEOWNER SINCE IT HAS BEEN A VERY SAFE AND NICE NEIGHBORHOOD.

I'M AFRAID THIS WILL ALL CHANGE... IF THIS KIND OF BUSINESS IS ALLOWED TO GET THIS LICENSE. LAST MONTH THERE WAS AN APPLICATION FOR THE SAME TYPE OF LICENSE FOR THE TAVERN ON HUMBOLDT AVE. WHICH WAS CALLED (THE CIRCLE) AND WAS CLOSED ABOUT 2 YRS AGO. NOW THERE IS A NEW LICENSE IN THE WORKS FOR THAT PLACE. THESE TWO TAVERNS WILL BE ABOUT A HALF A BLOCK APART ON THE SAME SIDE OF STREET.

I'M SURE THESE 2 LICENSED TAVERNS WILL DRAW A YOUNG CROWD AND THEN WE WILL NO LONGER HAVE A PEACEFUL NEIGHBORHOOD. IT WASN'T PEACEFUL WHEN (THE CIRCLE) WAS IN BUSINESS. IT WAS LOUD MUSIC, SHOOTINGS, TRASH ON THE STREETS AND PARKING ON WEIL ST. ON THE WEEKENDS WAS VERY NOISY

OVER

# REDACTED RECORD

I WAS UNDER THE IMPRESSION THAT  
2249 N. HUMBOLDT WAS ZONE HISTORIC PROPERTY.  
I DON'T UNDERSTAND WHERE THE GOURMET  
PART OF THE NAME COMES IN WITH THIS  
TYPE OF LICENSE, THAT WILL SERVE ALCOHOL  
AND MUSIC. IS THAT GOURMET??

I CAN REMEMBER GOING TO HUMBOLDT GARDENS  
WHEN IT WAS A TAVERN AND HALL FOR  
WEDDINGS, SHOWERS ETC, WITH MY PARENTS.  
MY SISTER HAD HER WEDDING & SHOWER AND  
RECEPTION THERE. THAT WAS IN THE  
THEN THERE WAS 3 TAVERNS ON THAT BLOCK BUT  
ALL WERE FAMILY FRIENDLY. TIMES HAVE  
CHANGED AND NOT FOR THE GOOD.

I'M SURE IF IT BECAME A NICE BAR AND  
RESTAURANT IT WOULD BE A BETTER FIT FOR  
THE NEIGHBORHOOD AND WOULD BE WELCOMED.  
WITH A BUSINESS THAT SERVES ALCOHOL + FOOD I'M  
SURE IT WOULD BE SAFER, LESS POLICE CALLS,  
I DOUBT SHOOTINGS WOULD HAPPEN IF IT HAD A  
RESTAURANT, AND A PLUS TO THE NEIGHBORHOOD.

THANK YOU  
A CONCERNED NEIGHBOR.

# REDACTED RECORD

Roman, Carmen

From: Monday, September 20, 2021 10:40 AM  
Sent: License  
To: License Application for 2249 Humboldt Boulevard  
Subject:  
Categories: CR working on

You don't often get email from

In response to the NOTICE OF PUBLIC INTEREST I received regarding the new Class B Tavern and Public Entertainment Premises license application filed for 2249 North Humboldt Avenue (should be Humboldt Boulevard by the way) I would like to submit my strong objections. As a property owner and taxpayer and someone who lives ... from this building I have enough common sense to realize the proposal, as I understand it, would have a direct impact on me and my neighbor's immediate living environment. Allow me to tell you why.

First off, as I see it, when it comes to quality of life issues in this neighborhood I don't see any positive outcome resulting from large numbers of people all hours of the day and night frequenting food trucks, a bar and live entertainment venue at the location we are talking about. Not for anyone actually living nearby. We already have enough panhandling, crime and reckless driving on this stretch of North Avenue to put up with. The problems with all that goes on at the filling station at this intersection including the noise, indecent public behavior, and cars racing up our alley is plenty for us to deal with on a daily basis. From my perspective everything here where we live is busy, crowded and unsafe enough as it already is without alcohol consumption and live acts and partying almost next door. The last thing we need is a tavern making our living conditions here any worse. Even if the establishment is well run there's no way to control what spreads out into the streets. I've lived at this address long enough to remember what happened the last time a cabaret license was granted to an operator at this location in the early 90s and that was total mayhem and finally murder of a young man just 30 feet away from my alley gate before the license was revoked.

Secondly the North Avenue and Humboldt Boulevard intersection is one of the busiest and most dangerous intersections in Riverwest, as everybody knows. I highly suspect increased pedestrian and car traffic and the distractions group activities can generate will make it the intersection even more hazardous. The building has no easement setting it off from the street. There is only a narrow sidewalk for people to walk on and that is right next to a very active right turn only lane just a few feet away from the front entrance. The safety factor should be considered.

Thirdly, and I should think for everyone in this surrounding immediate neighborhood most importantly, whether you like the idea of the venues being proposed or not, is the problem of parking. Where is everyone going to park? I'll tell you where. The closest two streets to the building - Weil Street and Humboldt Boulevard to start off with. Or maybe the Pick and Save lot or the parking lots of other businesses nearby? Wonder how those businesses would feel about that. Parking is difficult enough, especially in the winter for us residents, without making on street parking even harder to deal with. This issue of no on site parking is, I should think, enough reason, in itself, to deny the application if you are considerate of how we who live nearby will be effected.

Please consider these three main objections and decide not to issue the license being requested. I grant the building is an eye sore and it would be good to see something done with it but I submit to you a residential solution would be a more considerate solution for the citizens living on the streets near this proposed development.

Thank you for your attention.

Roman, Carmen

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From: Monday, September 20, 2021 3:47 PM  
Sent: License  
To: License for 2249 N Humboldt avenue  
Subject:  
Categories: CR working on

[You don't often get email from \_\_\_\_\_] . Learn why this is important at

Dear city clerk,  
We are current renters at \_\_\_\_\_ We are objecting to licensing the above address because we feel there is not adequate parking available for such an establishment. North and Humboldt is a very busy and dangerous intersection, i.e. bus stop, 24/7 gas station and convenience store and a pick-n-save. In addition to pedestrian and scooter traffic causing real safety issues. Where would the safe parking be for this establishment??  
Sincerely,

Sent from my iPad

**REDACTED RECORD**

# REDACTED RECORD

Martin, Faviola

**From:** Wednesday, September 29, 2021 11:30 AM  
**Sent:** License  
**To:** Kovac, Nik  
**Cc:** Class B Tavern & Public Entertainment License Application: 2249 N Humboldt Ave  
**Subject:**  
**Categories:** FM working on

Hello,

I'm writing you today to express **conditional support** of the newly proposed Humboldt Gardens Gourmet at 2249 N. Humboldt. I would love to see that eyesore of a building put to good use and the current plan seems to do that, but there are some flags worth considering:

1. **North Avenue is a nightmare** and the corner of North and Humboldt is extremely dangerous. Cars go through red lights, pass on the right in bikes lanes, and travel at high rates of speed at all hours. **The city has to figure out a way to tame traffic on this section of North Avenue.** I have been reaching out about this for a long while now to no avail.

2. **Parking may be an issue.** There is no parking planned for this development so it will likely overflow onto side streets like Weil Street where I live. I don't object to having more cars on our street. In fact, it may deter some of the constant drug dealing which happens on our block at all hours of the day. Still, if you have folks parking on our street and walking across North Avenue, I worry about pedestrians getting hit.

3. **Hours of operation:** If the plan is to have this operate like Zocalo Food Park and close at 10PM, that's great. If the plan is to have this establishment open until 1am or 2am, I have serious concerns about the noise and potential for disorderly and/or violent conduct. **We have enough problems on our block and in this area with everything I've mentioned above.**

I am eager to see this plan move forward. Having a business fill that vacant building will be a big step to improving the look and feel of the neighborhood and will create jobs for local residents. But, it must be done intelligently and the city needs to finally step up and **DO SOMETHING** about North Avenue traffic and the **nonstop drug dealing** that happens on the block of Weil Street between North and Meinecke.

Respectfully,

# REDACTED RECORD

Roman, Carmen

From: Saturday, September 25, 2021 5:04 PM  
Sent: License  
To: Notice of license application for 2249 N Humboldt Ave (Boulevard)  
Subject:  
Categories: CR working on

[You don't often get email from

Learn why this is important at

To whom it may concern at the Office of City Clerk - License Division:

I'd like to reiterate and support the observations and concerns expressed by [redacted] in his email to your office. I, too, am a homeowner who received the notice of public interest regarding the new class B tavern and public entertainment premises license application filed for 2249 N. Humboldt (Avenue) Boulevard.

I support and have lived here on Weil Street long enough to verify the historical information and observations expressed by [redacted] in his first paragraph.

Secondly, everyone can observe the speed, density, flow, and noise of traffic east and west from the lakefront to the freeway on North Avenue, and north and south from Capitol to downtown Milwaukee on Humboldt Boulevard.

Lastly, parking is an ongoing, major dilemma and continues to get worse, especially in winter and/or with the many events happening near Lake Michigan or west of Kilbourn Reservoir Park.

Please consider these three objections and the neighborhood residents' quality of life in making your decision about the license requested, and the possibilities for all the neighborhoods north, south, east, and west of the Humboldt and North intersection.

Thank you for your consideration,

Date: 11-10-2021  
Officer: C. HARRIS

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

Name of Premise: Humboldt Gardens Gourmet  
Address: 2249 N. Humboldt Bl. Milwaukee, WI 53212  
Phone: 414-213-7223

Owner: Clarence P. MORSE  
Owner address: 428 E. Bruce Street  
City State Zip: Milwaukee, WI 53204  
Owner Phone: 414-213-7223  
Owner email: darkhorsedevmke@gmail.com

Licensor/Agent: Agent: Clarence Morse  
Home Address:  
City State Zip:  
Phone:  
Email:

Preferred contact: Morse.

Location currently open:  YES  NO

Projected open date: Spring 2023

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

Hours of Operation: Sun: 7:00am-6:00pm  
Mon: 7:00am-8:00pm  
Tue: 7:00am-8:00pm  
Wed: 7:00am-8:00pm  
Thu: 7:00am-8:00pm  
Fri: 7:00am-10:00pm  
Sat: 7:00am-10:00pm

24 hours  Y  N

Premise Type:

- Tavern/Bar  
 Restaurant  
 Other: Will have outside area for food trucks to park

Licenses currently held: None/ Licenses applied for



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

**Exterior Survey:**

1. Is the area around the location clean?  Yes  No
2. What surrounds the location? (Check all the apply)
  - a.  Park
  - b.  School
  - c.  Youth Center
  - d.  Church
  - e.  Tavern(s) If so, how many 1
  - f.  Residential
  - g.  Other businesses
  - h.  Other:
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. Is there a parking lot  Yes  No
7. Is the parking lot clean?  Yes  No
8. Off-Street parking  Yes  No
9. Is the parking lot well lit?  Yes  No
10. Valet Parking  Yes  No
  - a. Will this lot have a guard?  Yes  No
  - b. Will this lot have cameras?  Yes  No
11. Are there areas where a person could conceal themselves  Yes  No
12. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
13. Exterior Payphone?  Yes  No
14. Are there No Loitering Signs posted?  Yes  No
15. Are there exterior security cameras  Yes  No How Many:
16. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

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

24. Cameras located in parking lot  Yes  No How many

**Interior Survey:**

25. What is the planned capacity: 99
26. What is the minimum number of employees That will be on premise
27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No
- a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No
28. Is the interior of the location neat and clean?  Yes  No
29. Does an interior camera face the entrance/exit?  Yes  No
30. Is there a lockable area that separates employees from customers?  Yes  No
31. Are emergency and non-emergency numbers posted near the phone?  Yes  No
32. Does the owner know how to contact their police district directly?  Yes  No
- a. Did you provide a district contact guide to the owner?  Yes  No

**Security**

33. How many security personnel are going to be employed: 5
34. How ill they be deployed: Interior: 2 Exterior: 3
35. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun
36. Will the security be managed by business  or contracted
37. Will they be armed  Yes  No
38. What type of security measures to be used:
- Wanding/metal detector
  - ID Scanner
  - Dress Code
  - Cover Charge
  - Age restriction
  - Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Unable to conduct a walk-through. The building was placarded by DNS for safety. Morse stated he has not obtained the keys form the city to enter the building.

Building will receive a complete remodel. Unable to complete the interior survey, exterior survey or camera survey.

Morse provided a drafted drawing of the interior floor plan and exterior plan for visual purposes.

Recommended final walk through upon completion.



# 2249 N Humboldt BLVD

## Area of Interest (AOI) Information

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

Sep 9 2021 16:01:02 Central Daylight Time

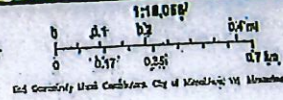


**Alcohol Licenses**

- 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
- City Limits



9/9/21, 4:01 PM

Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	40		

Alcohol Licenses

9/9/21, 4:01 PM

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	BELAIR CANTINA, INC	BELAIR CANTINA	KRISTYN A Eitel, Agt	1935 N WATER ST	Class B Tavern License	160	9/19/2021, 7:00 PM	1
2	WAN FU, INC	EMPEROR OF CHINA	JIN-SHOEI HORNG, Agt	1010 E BRADY ST	Class B Tavern License	25	9/25/2021, 7:00 PM	1
3	Pueblo Foods & Liquor, Inc	Pueblo Foods & Liquor	GURINDER S NAGRA, Agt	2029-31 N HOLTON ST	Class A Malt & Class A Liquor License		9/20/2021, 7:00 PM	1
4	Glorioso's Enterprises, LTD	Glorioso's Appetito	MICHAEL A GLORIOSO, Agt	1020 E BRADY ST	Class B Tavern License		11/28/2021, 6:00 PM	1
5	ILLUMINATI, LLC	BREMEN CAFE	DAVID A KOPP, Agt	901 E CLARKE ST	Class B Tavern License	80	12/9/2021, 6:00 PM	1
6	Tabaria LLC	Sunny Days Foods	MOHAMMAD I EL-HASSAN, Agt	2500 N DOUSMAN ST	Class A Fermented Malt Beverage Retailer's License		11/22/2021, 6:00 PM	1
7	Lazy Tiger Group LLC	Easy Tyger Restaurant	NONGLUK BURANABUN YUT, Agt	1230 E Brady ST	Class B Tavern License		1/28/2022, 6:00 PM	1
8	THE GIG	THE GIG	BARRY LEWIS, SP	1132 E WRIGHT ST	Class B Tavern License	100	2/4/2022, 6:00 PM	1
9	Red Lion Restaurant Group LLC	Red Lion Pub on Tannery Row	CHRISTOPHE R J TINKER, Agt	1850 N WATER ST	Class B Tavern License	274	1/26/2022, 6:00 PM	1
10	Gee Willickers LLC	Gee Willickers	Susan A Strage, Agt	2578 N DOUSMAN ST	Class B Tavern License	25	2/3/2022, 6:00 PM	1
11	KRAYEM, INC	QUICK STOP FOODS	MOHAMMAD I EL-HASSAN, Agt	416 E NORTH AV	Class A Fermented Malt Beverage Retailer's License		1/19/2022, 6:00 PM	1
12	Fink's of Milwaukee, Inc	Fink's	KRISTYN A Eitel, Agt	1875 N Humboldt AV	Class B Tavern License	80	2/20/2022, 6:00 PM	1
13	Club 99	Club 99	GEORGE L ORTIZ, SP	2579 N Pierce ST	Class B Tavern License	54	3/1/2022, 6:00 PM	1
14	PITCH'S LOUNGE & RESTAURANT	PITCH'S LOUNGE & RESTAURANT	PETER F PICCIURRO, SP	1801 N HUMBOLDT AV	Class B Tavern License	130	2/27/2022, 6:00 PM	1
15	JAMOHEAD, INC	JAMO'S	JAMISON H GOLL, Agt	1800 N ARLINGTON PL	Class B Tavern License	25	3/24/2022, 7:00 PM	1
16	MJE, INC	HI HAT LOUNGE & GARAGE	LESLIE S MONTEMURRO, Agt	1701-03 N ARLINGTON PL	Class B Tavern License	159	9/27/2021, 7:00 PM	1
17	Veggas Pub	Veggas Pub	Craig A Pape, SP	2479 N PRATNEY ST	Class B Tavern License		4/7/2022, 7:00 PM	1
18	Riverwest Pizza LLC	Riverwest Pizza	Todd A Fugh, Agt	932 E WRIGHT ST	Class B Tavern License	49	3/21/2022, 7:00 PM	1

9/9/21, 4:01 PM

19	BUSSEN MARSHALL LLC	Pete's Pub	PETER R MARSHALL, Agt	1234 E BRADY ST	Class B Tavern License		4/20/2022, 7:00 PM	1
20	Star Grocery, LLC	Star Grocery	Mohamad M Dahir, Agt	2500 N Booth ST	Class A Retailer's Intoxicating Liquor License		4/21/2022, 7:00 PM	1
21	Star Grocery, LLC	Star Grocery	Mohamad M Dahir, Agt	2500 N Booth ST	Class A Fermented Malt Beverage Retailer's License		4/21/2022, 7:00 PM	1
22	Four Gems LLC	Holton Liquor & Food	MOHAMMAD F NAZER, Agt	2301 N Holton ST	Class A Malt & Class A Liquor License		5/16/2022, 7:00 PM	1
23	SATORI RESTAURANT LLC	THAI-NAMITE RESTAURANT	SARINLADA PANYASOPA, Agt	932 E BRADY ST	Class B Tavern License		6/14/2022, 7:00 PM	1
24	Stubby's Gastrogrub LLC	Stubby's Gastrogrub & Beer Bar	BRADLEY H TODD, Agt	2060 N HUMBOLDT AV	Class B Tavern License	410	5/23/2022, 7:00 PM	1
25	Dairyland Retail Group LLC	7-Eleven #35852B	Elizabeth J Evans, Agt	1609 E NORTH AV	Class A Retailer's Intoxicating Liquor License		6/14/2022, 7:00 PM	1
26	Dairyland Retail Group LLC	7-Eleven #35852B	Elizabeth J Evans, Agt	1609 E NORTH AV	Class A Fermented Malt Beverage Retailer's License		6/14/2022, 7:00 PM	1
27	THE HIDEOUT CORP OF MILWAUKEE	SCAFFIDI'S HIDEOUT	RICK SCAFFIDI, Agt	1837 N HUMBOLDT AV	Class B Tavern License	80	6/29/2022, 7:00 PM	1
28	DEM ANO, INC	REGANO'S ROMAN COIN	MARY T REGANO, Agt	1004 E BRADY ST	Class B Tavern License	80	6/29/2022, 7:00 PM	1
29	OCTOPUS, LTD	WOLSKI'S TAVERN	DENNIS BONDAR, Agt	1836 N PULASKI ST	Class B Tavern License	80	6/29/2022, 7:00 PM	1
30	CHAMPION'S PUB, LLC	CHAMPION'S PUB	ROBERT R GREENYA, Agt	2417 N BARTLETT AV	Class B Tavern License	148	6/28/2022, 7:00 PM	1
31	Falcon Bowl	Falcon Bowl	R Lynn Okopinski, SP	801 E Clarke ST	Class B Tavern License	220	6/29/2022, 7:00 PM	1
32	THE SQUIRREL CAGE	THE SQUIRREL CAGE	PATRICIA L ULIK, SP	2402 N DOUSMAN ST	Class B Tavern License	25	6/29/2022, 7:00 PM	1
33	Smith Sisters, LLC	Brewed Cafe	SHEILA M PUF AHL-BETTIN, Agt	1208 E Brady ST	Class B Fermented Malt Beverage Retailer's License		6/13/2022, 7:00 PM	1
34	Smith Sisters, LLC	Brewed Cafe	SHEILA M PUF AHL-BETTIN, Agt	1208 E Brady ST	Class C Wine Retailer's License		6/13/2022, 7:00 PM	1
35	1754 NFRANKLINBAR LLC	The Standard Tavern	STEPHEN G GILBERTSON, Agt	1754 N FRANKLIN PL	Class B Tavern License	78	8/1/2022, 7:00 PM	1

9/9/21, 4:01 PM

36	Beau Chalet, LLC	Beerline Cafe	Michael G Allen, Agt	2076 N COMMERCE ST	Class B Fermented Malt Beverage Retailer's License		9/2/2022, 7:00 PM	1
37	Beau Chalet, LLC	Beerline Cafe	Michael G Allen, Agt	2076 N COMMERCE ST	Class C Wine Retailer's License		9/2/2022, 7:00 PM	1
38	Pueblo Foods & Liquor, Inc	Pueblo Foods & Liquor	GURINDER S NAGRA, Agt	2029-31 N HOLTON ST	Class A Malt & Class A Liquor License		9/20/2022, 7:00 PM	1
39	BELAIR CANTINA, INC	BELAIR CANTINA	KRISTYN A Eitel, Agt	1935 N WATER ST	Class B Tavern License	160	9/19/2022, 7:00 PM	1
40	MJE, INC	HI HAT LOUNGE & GARAGE	LESLIE S MONTEMURR O, Agt	1701-03 N ARLINGTON PL	Class B Tavern License	159	9/27/2022, 7:00 PM	1

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



Tuesday, February 22, 2022



# Notice of Public Hearing

Blank Notice

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MORSE, Clarence P  
Humboldt Gardens Gourmet at 2249 N HUMBOLDT BL.  
Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental  
Musicians, Disc Jockey and Patrons Dancing

**Tuesday, March 08, 2022 at 09:55 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 3/08/2022 at 09:55 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

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



OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1001 E NORTH AVE	MILWAUKEE, WI 53212-3449
CURRENT OCCUPANT	1002 E NORTH AVE	MILWAUKEE, WI 53212-3450
CURRENT OCCUPANT	1003 E NORTH AVE	MILWAUKEE, WI 53212-3449
CURRENT OCCUPANT	1004 E GARFIELD AVE	MILWAUKEE, WI 53212-3444
CURRENT OCCUPANT	1005 E NORTH AVE	MILWAUKEE, WI 53212-3449
CURRENT OCCUPANT	1007 E NORTH AVE	MILWAUKEE, WI 53212-3449
CURRENT OCCUPANT	1008 E NORTH AVE	MILWAUKEE, WI 53212-3450
CURRENT OCCUPANT	1009 E NORTH AVE	MILWAUKEE, WI 53212-3449
CURRENT OCCUPANT	1012 E GARFIELD AVE	MILWAUKEE, WI 53212-3444
CURRENT OCCUPANT	1016 E GARFIELD AVE	MILWAUKEE, WI 53212-3444
CURRENT OCCUPANT	2204 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2214 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2216 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2218 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2221 N HUMBOLDT AVE	MILWAUKEE, WI 53212-3507
CURRENT OCCUPANT	2222 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2226 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2227 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2230 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2230A N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2234 N WEIL ST	MILWAUKEE, WI 53212-3452
CURRENT OCCUPANT	2235 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2239 N HUMBOLDT AVE	MILWAUKEE, WI 53212-3507
CURRENT OCCUPANT	2239 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2243 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2247 N WEIL ST	MILWAUKEE, WI 53212-3451
CURRENT OCCUPANT	2249 N HUMBOLDT AVE	MILWAUKEE, WI 53212-3507
CURRENT OCCUPANT	2306 N WEIL ST	MILWAUKEE, WI 53212-3454
CURRENT OCCUPANT	2306A N WEIL ST	MILWAUKEE, WI 53212-3454
CURRENT OCCUPANT	2308 N WEIL ST	MILWAUKEE, WI 53212-3454
CURRENT OCCUPANT	2308A N WEIL ST	MILWAUKEE, WI 53212-3454
CURRENT OCCUPANT	2311 N WEIL ST	MILWAUKEE, WI 53212-3453
CURRENT OCCUPANT	2312 N WEIL ST	MILWAUKEE, WI 53212-3454
CURRENT OCCUPANT	2313 N WEIL ST	MILWAUKEE, WI 53212-3453
CURRENT OCCUPANT	2314 N WEIL ST	MILWAUKEE, WI 53212-3454
CURRENT OCCUPANT	2316 N HUMBOLDT BLVD	MILWAUKEE, WI 53212-3510
CURRENT OCCUPANT	2316 N WEIL ST	MILWAUKEE, WI 53212-3454
CURRENT OCCUPANT	2316A N WEIL ST	MILWAUKEE, WI 53212-3454
CURRENT OCCUPANT	2318 N WEIL ST	MILWAUKEE, WI 53212-3454
CURRENT OCCUPANT	2320 N HUMBOLDT BLVD	MILWAUKEE, WI 53212-3510
CURRENT OCCUPANT	2321 N HUMBOLDT BLVD	MILWAUKEE, WI 53212-3509
CURRENT OCCUPANT	2322 N WEIL ST	MILWAUKEE, WI 53212-3454
CURRENT OCCUPANT	2325 N HUMBOLDT BLVD	MILWAUKEE, WI 53212-3509
CURRENT OCCUPANT	2325A N HUMBOLDT BLVD	MILWAUKEE, WI 53212-3509

Blank Notice

Total Records: 44

Radius: 250.0 feet and Center of Circle: 2249 N Humboldt Av



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

## 1. Type of Business

Applying for:  Extended Hours (12AM to 5AM) - If a food establishment, check all that apply:  Delivery  Drive Thru  Dining Room  
 Self Service Laundry  Massage Establishment  Filling Station  
 Other (supplemental application for specific license also required)

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

Do you have any experience operating this type of business?  No  Yes If yes, explain: built Upstart Kitchen, Urban Beets, On Bayou

## 2. Business Operations

- a. Proposed Opening Date: 2022
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: 2022
- 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: Vendors prepare food/store @ central kitchen, onsite retail sales via mobile food trucks/stations
- 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: offices 2nd and 3rd floor

## 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: trained employees
- e. Will a sound amplification system be used?  No  Yes If yes, describe: ambiance

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 5 Locations: main, kitchen, basement, bathrooms  
Outside: 5 Locations: main courtyard
- c. Is a crowd control barrier used?  No  Yes If yes, describe: perimeter fence
- d. How many restrooms are on the premises? 4
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: tbd

### 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? \_\_\_\_\_ and describe the parking security plan: \_\_\_\_\_
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: Employee patrolled
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 16 and list locations: indoor / outdoor  
full coverage of customer and employee areas
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol	<u>20</u> %	Food	<u>70</u> %	Secondhand Merchandise	<u>0</u> %	Precious Metals & Gems	<u>0</u> %
Entertainment	<u>10</u> %	Cigarettes	<u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.)	<u>0</u> %	Other	<u>0</u> %
Pawnbroker Activity	<u>0</u> %	Salvaged Materials (such as scrap metal)	<u>0</u> %			Describe:	_____

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

#### Type 1

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

#### Type 2

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

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

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

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

Capacity 99 (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: courtyard with food trucks
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Corner of Humboldt Ave and North Ave
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 3  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: Clarence Morse Phone Number: 414.213.7223  
 Building Owner Address: 428 E Bruce Street, Milwaukee, WI 53204

## 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	7am	6pm	300	16-99	minors with parents
Monday	7am	8pm	200	16-99	minors with parents
Tuesday	7am	8pm	200	16-99	minors with parents
Wednesday	7am	8pm	200	16-99	minors with parents
Thursday	7am	8pm	200	16-99	minors with parents
Friday	7am	10pm	300	16-99	minors with parents
Saturday	7am	10pm	300	16-99	minors with parents

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

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

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

## 11. Signature(s)

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

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

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



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

**Legal Entity Name:** humboldt gardens LLC

Premise Address: 2249 N Humboldt Ave, Milwaukee, WI 53212

### Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital?  No  Yes

### "Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"?  No  Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

### Business Information

a) Are you taking out this application for anyone that may not be eligible for a license?  No  Yes

If yes, list their name and address: \_\_\_\_\_

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business?  No  Yes

If no, list the name and address of the person(s) who will: \_\_\_\_\_

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business?  No  Yes

If yes, explain: \_\_\_\_\_

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

No  Yes If yes, list name and address: \_\_\_\_\_

### Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building?  Own  Lease

b) Who owns the fixtures (for example, coolers, etc.)? humboldt gardens llc

c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ 10000

d) Total amount paid for business \$ 0

e) Total amount paid for goodwill of the business \$ 0

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes?  No  Yes

### Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins \_\_\_\_\_ Ends \_\_\_\_\_

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

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

d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes

e) For what length of time have you been guaranteed occupancy (number of years)? \_\_\_\_\_

## Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease?  No  Yes If yes, explain \_\_\_\_\_
- g) Does the present owner or 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):

\_\_\_\_\_

south side of building was torn down. see new floorplan

## Signature

Clarence Morse

Digitally signed by Clarence Morse  
Date: 2021.05.01 13:54:18 -0500

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

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

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

- Detailed floor plan
- If a restaurant, copy of the menu



# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 2249 N Humboldt Blvd, Milwaukee WI 53212

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

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

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

### PROMOTERS/SOUND AMPLIFICATION

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

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

### LEGAL CAPACITY OF PREMISES

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

### ACKNOWLEDGEMENT/SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval by 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 reasonable to 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, uniformeded in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

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

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

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

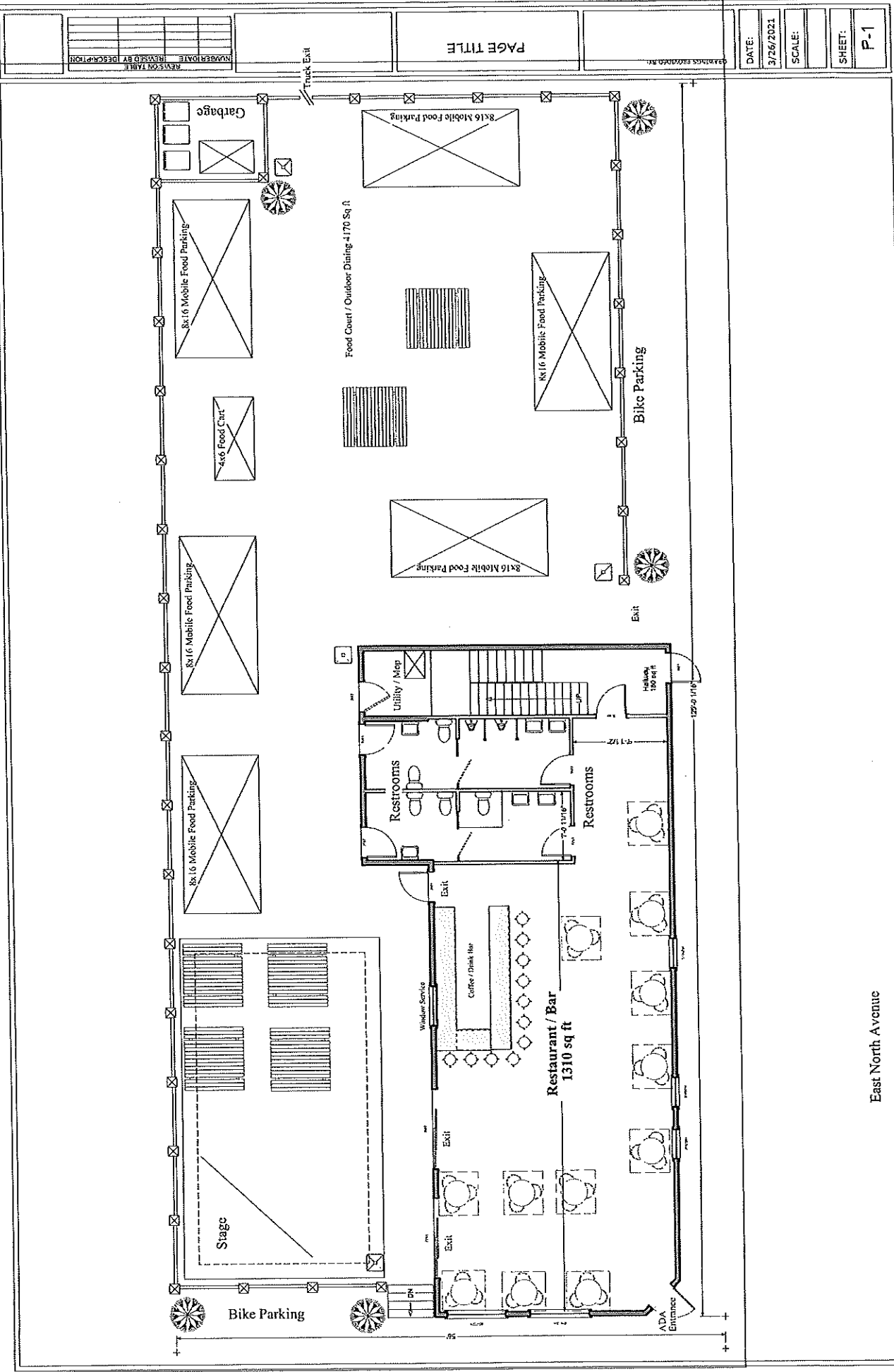


Alt

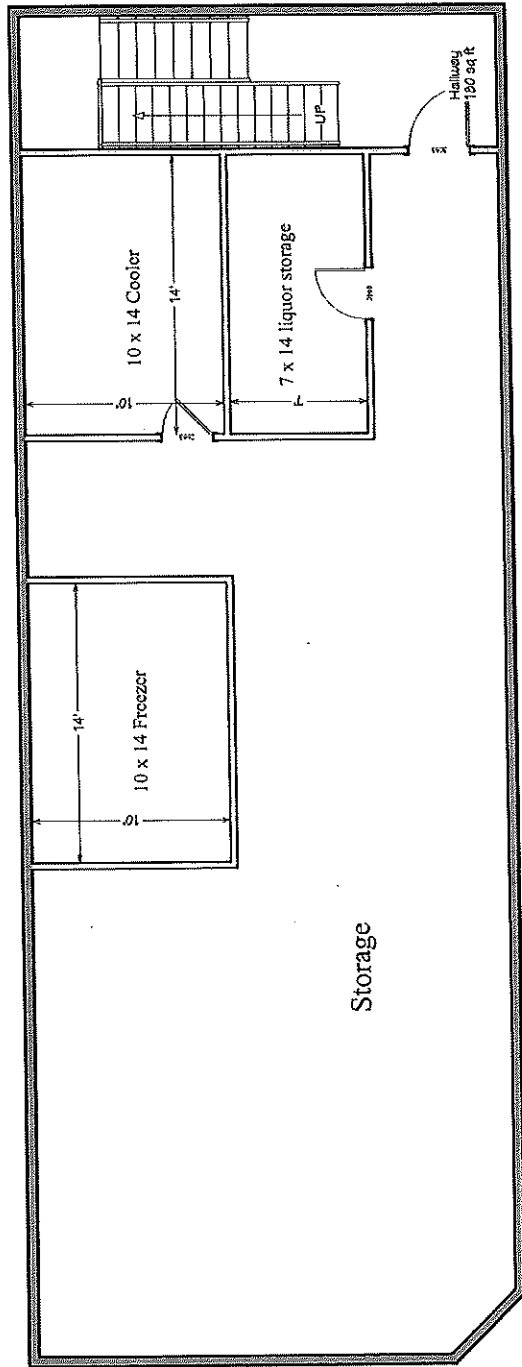
REVISION	DATE	DESCRIPTION

PAGE TITLE

DATE:	3/26/2021
SCALE:	
SHEET:	P-1



East North Avenue

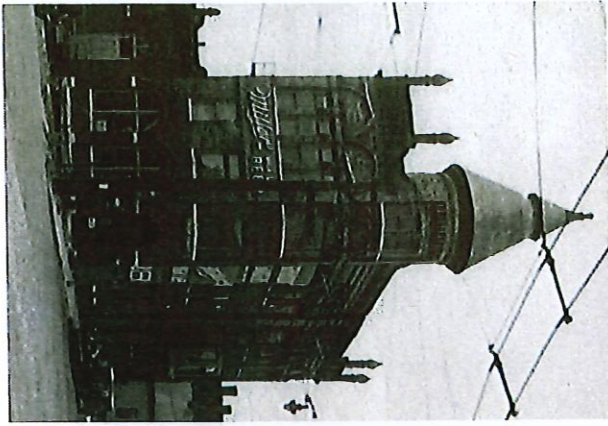


Humboldt Blvd

Clarence Morse / Humboldt Gardens  
 LLC  
 2249 N Humboldt Blvd  
 6/1/2021 total sq ft 1600 Basement

East North Avenue

125'-0 1/16"



# HUMBOLDT GARDENS

A revival plan for 2249 N Humboldt Ave.

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- History of Building **pg. 2**
- Business Vision **pg. 3**
- Community Benefit **pg. 4-5**
- About the Team **pg. 6**
- Appendix
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  - Figure 2 **pg. 8**
  - Figure 3 **pg. 9**
  - Figure 4 **pg. 10**
  - Figure 5 **pg. 11**

### **DARK HORSE DEVELOPMENT/ BREW CITY CONTRACTORS**

428 E Bruce St, Milwaukee WI, 53204  
414.213.7223

darkhorsesdevnke@gmail.com

Confidential + Proprietary



## History of Building

The Schlitz Tavern at Humboldt and North is significant as one of the major corner taverns erected by the Schlitz Brewing Company in the late 19th century. Built in 1890 in the Romanesque style by Charles Kirshoff, he is credited with designing many historic tied houses and mansions throughout Milwaukee. Due to the current deteriorated condition there is structural water damage to the timber. Also, the southern single-story portion of the building was demolished in 2019 due to safety concerns.

We intend to repair the structural defects and exterior facade with new material that duplicates the old as closely as possible. Unpainted brick, terra cotta, or stone will not be painted or covered, and we will repoint defective mortar by duplicating the original in color, style, texture and strength.

The balance of the site will be paved/landscaped with period correct metal fencing and brick pilasters. As a historic building we plan to retain the roof shape by adding the missing Torchelles and Conical Roof cap as typical of the Romanesque style. This will not alter the building height, roofline or pitch. For Phase 2, our team will bring in an elevator install to allow for ADA compliance and efficient use of each floor. We are hopeful for the support of the Historic Preservation Commission in moving forward with this project to preserve this building for the benefit of our community.

### RENDERINGS:



FIGURE 1

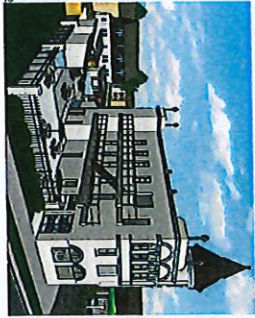


FIGURE 2



FIGURE 3



FIGURE 4

ORANGE INVAZOR

2

## Business Vision

At ground level, we propose the Humboldt Gardens Gourmet - Milwaukee's 2<sup>nd</sup> outdoor food park and event space. The project will have 6 spaces for food trucks, 2 food carts, an outdoor seating and entertainment area. Indoors we will provide adult beverages, coffee and tea, and blended juices for the community. Indoor seating will also be provided to allow for use in inclement weather. This will allow for businesses to still resume and for the community to be serviced at all times.

Phase 2 of this project will bring forth a full commercial kitchen that will be used for culinary art classes, food tastings and support for our outdoor vendors. Culinary art classes will be essential to providing healthy food preparation for those in this community and for aspiring food entrepreneurs.

### FLOOR PLAN:

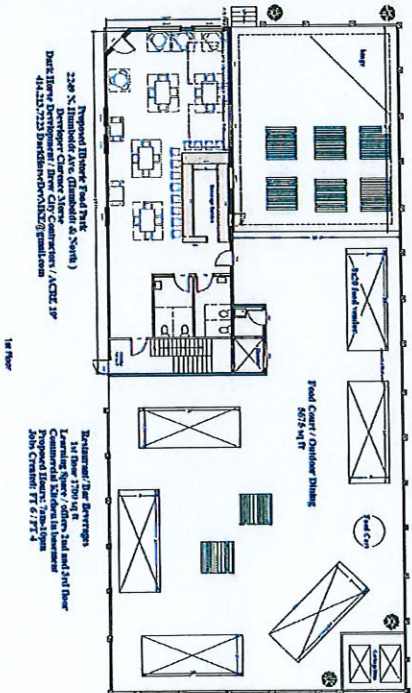


FIGURE 5

The 2<sup>nd</sup> floor will be used for event space rental, educational presentations, artist pop-up galleries, and healthy/wellness classes such as yoga and dance. Additionally, the 3<sup>rd</sup> floor will be owner occupied offices by Dark Horse Development led by ACRE grad, Clarence Morse. DHD continues to be focused on affordable housing and community-based redevelopment of city owned properties in the city of Milwaukee to create economic growth and business opportunities.

ORANGE INVAZOR

3

## Community Benefit

We believe in creating spaces that complement the community, strengthen the diversity of the neighborhood and create entrepreneurial opportunity. A 2012 study by Civic Economics, a company that analyzes the impact of buying local, has found that local businesses are known to have a "multiplier effect" on their communities—the idea that every dollar spent at a local, independently owned business can stay in the community and help generate a far greater economic value. But it's not just about the economy; Research shows that vibrant local business communities lead to more charitable giving in a community and more walkable neighborhoods with unique character.<sup>1</sup>

All 3 floors of this project are dedicated to fulfilling this purpose. It is highly likely that 2020 will bring us a recession, and the opportunities this development will create will allow displaced community members to start their own businesses. The core food park will employ 6 FT - 8 PT positions and, additionally, each food vendor will have their own employees.

- The Team
  - Developer: Dark Horse Development
  - Architect: Todd Ovard, Port-Land Designs
  - Construction Management: Anthony Kazee, KG Development
  - General Contractor: Brew City Contractors
  - Community Liaison: Cordelia Jones
  - Capital Advisor: Willie Smith, NWSDCD
  - Food Service Consultant: Maryann Kmet, The Ladle Lady
  - Design Consultant(s): Oby Nwabuzor, Envision Growth & Yasmine Ogul, Yasmine Ogul Design
- Features of our proposal:
  - Strong tenant connections committed to opening a restaurant
  - Experience in building Hair/Nail salons/spas — adding services and jobs to the community
  - Leveraging public/private funding to revive historic building

<sup>1</sup> Spots, Kelly, "The Crucial Role Small Businesses Play in Their Communities," Business Trends and Insights, November 3, 2015, <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/valuable-players-crucial-role-small-businesses-play-communities/>.

- Experts in structural restoration, mold remediation, and complete building rehabilitation
- Incorporating energy efficient and sustainable practices
- Installation of a green roof to manage water runoff
- Aware and mindful of historic preservation guidelines and how this building is restored for us

## About the Team

In the midst of the previous financial meltdown, Brew City Contractors was started in the fall of 2008. For the next few years we cut our teeth in the insurance restoration business – rebuilding water damaged, flooded, fire ravaged properties with great care. Quality of work and attention to detail was and still remains the focus on all of our projects.

As private work became abundant, we branched out in the residential and commercial remodeling industry. Without any additional advertising, we have been active year-round since 2009 based entirely off of referrals.

6 years ago, we built our first renowned Nail Salon near Bayshore. From then on, we were Milwaukee's premiere constructor of nail salons. Now we have expanded into the restaurant industry with the announcement of Sushi Yuki in Bay View. While that was in the planning stages, we expanded Urban Beets Café to include a full commercial kitchen and bar and due to that expansion, in 2017 it won the Shepherd's Express Best Vegan Restaurant.

In 2019, we built Milwaukee's 1<sup>st</sup> Incubator Kitchen in the Sherman Park community. UpStart Kitchen is a food-centered business incubator that gives budding entrepreneurs access to a professional-grade kitchen and ecosystem of community support. In partnership with local organizations such as WMBIC, MKE Public Library, Marquette Law & Entrepreneurship Clinic, SCORE, SBDC, and UEDA, access to key resources are provided, such as financial classes, business planning, licensing and mentoring.

To further meet the needs of the community, rates are based on home address zip code of primary business owners. Target \*zip-codes, such as 53202, 53203, 53204, 53205, 53206, 53208, 53209, 53210, 53211, 53212, 53214, 53215, 53216, 53218, 53220, 53221, 53223, 53224, 53225, 53233, 53239, 53110, 53172, are offered the lowest rates. \*Zip codes where >80% of the population live in low-income census tracts. With 1,350 sq. ft. of total kitchen space, we look forward to seeing many entrepreneurs launch their food businesses.

There are two other AGRE alum involved with this project: Anthony Kazee of IG Development will lead construction management for the revival of this building. The firm continues to work with local consultants and community agencies to make sure each development represents the needs, values, and complexities of each community in which developments are proposed. Cordelia Jones will serve as the Community Liaison for this project, in which she also serves on the Board of Directors of Harambee Neighborhood Improvement District #7 and the 30th Street Industrial Corridor Corp – Business Improvement District #37.

Willie Smith is the Executive Director of Northwest Side Community Development Corporation and as the Capital Advisor for this project. He is a certified Economic Development Finance Professional (EDFP) and his experience with banking and economic development initiatives will assist in the revitalization of this historic building.

Additionally, Oby Nwabuzor of Envision Growth and Yasmine Ogul of Yasmine Ogul Design have served as design consultants for this project.

OBIAGELU NWABUZZOR

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## Appendix



FIGURE 1

OBIAGELU NWABUZZOR

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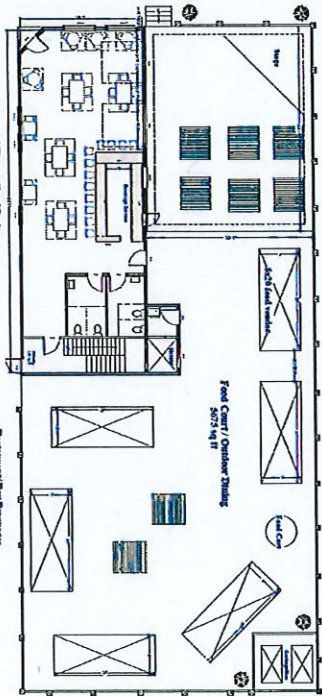
FIGURE 2



FIGURE 3



FIGURE 4



Proposed Historic Food Bar,  
 2248 N. Humboldt Ave. (Humboldt & South )  
 Developer: Connor Clark &  
 Construction / ACEC LP  
 404.223.7223 Developer@ACECfund.com

Restaurant Bar Renovation  
 1st Floor 1900 sq ft  
 2nd and 3rd floor  
 Commercial kitchen renovation  
 Proposed license: 2500 sq ft  
 2024 Current: 27,000 sq ft

FIGURES



I want to thank the licensing committee and residents of Milwaukee for considering this proposal.

I'm Clarence Morse, principal of Dark Horse Development and Brew City Contractors. I grew up here, graduated from UW Milwaukee and most recently, ACRE program, class of 2019.

Its difficult to distill the essence of this project from just the application, so I wanted to take this opportunity to add clarity and answer any questions.

Our primary purpose of Humboldt Gardens Gourmet:

1. Repair/Restore the historic Humboldt Gardens building to its turn of the century glory

2. Add an outdoor food court / coffee / bakery w/ the availability of adult beverages

3. Create a atmosphere where residents can work, meet, dine and enjoy all the arts. This includes displays of local art work, solo musical acts during limited hours, and exploration in the culinary arts.

4. Provide a venue for budding food entrepreneurs to lease space to launch their business. This will interace with the Riverwest Food Accelerator Program @ the new Riverwest Workforce Housing development on 1136 E North Ave. The 2<sup>nd</sup> floor offices will be used for food entrepreneurs and instruction space where tenants will learn how to integrate technology in their culinary businesses. Instruction will be provided by Nadiyah Johnson, founder of Milky Way Tech Center

Things we are not:

1. A Tavern primarily for drinking. Unfortunately there is no distinction on the application between full time bar and restaurant that provides a full bar availability.

2. Music Venue. We only want to feature solo performers for 1-3 hrs on a Sat evening and Sunday midday brunch. Examples would be Evan Christian or Joel Wray.... not a Metallica concert

3. Dance Club: Tables will remain in place, there is no dance floor

4. Hookah lounge: This is a family friendly, non smoking environment  
5. Liquor store: There is no carryout sales of alcohol allowed

There have been valid concerns brought to my attention and will be working with the neighborhood to address. My phone is always on... I can be reached 24/7 @ 414.213.7223

The 3 main concerns are Crime, Traffic and Parking.

1. Crime: Although we cannot control everyone's behavior we can contribute to the overall security of the area with a positive presence in the community. Having a restored building, businesses open 7 days a week and security cameras can only help improve the neighborhood safety.

2. Traffic: Humboldt and North is a major intersection. I agree. Enforcement of traffic laws is not our domain. We believe our customers will be safe and competent – whether they drive a car, take an Uber, ride a bike or hop the bus. Even walking...we believe in the power of self reliance. Skydiving is prohibited though!

3. Parking: I agree parking is a challenge, as is all of riverwest / eastside or any major urban area. As mentioned above with traffic, we believe there is a shift in transportation choices, with vehicles being replaced with other options such as rideshare, public transportation, bicycles. Also, there many apartment complexes (500 + units) within walking distance, with more in the works.

In order to reduce the impact we have inquired about leasing some parking space from Pick n Save and Riverwest Workforce Housing.

I want to be a good steward to the neighborhood. We will continuously respond to any challenges and address their concerns the best we can.

I hope this has clarified the Humboldt Gardens Gourmet project.

Let me close with this... When I was a young child my grandmother and I would walk by this building... I always admired it. I'm fortunate enough today to have this opportunity to restore it and provide a wonderful dining experience and facility where food entrepreneurs can start their business.

I hope we can all support this new venture.

I can try to address individual questions if anyone has any.

Thank you!