



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Monday, July 03, 2023

COMMITTEE MEETING NOTICE

AD 04

WASHINGTON, Shamia, Agent
Reign LLC
3169 N 21st St
Milwaukee, WI 53206

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, July 18, 2023 at 09:45 AM

The access code is <https://meet.goto.com/646911493>. If you wish to call in: **+1 (646) 749-3122** and use Access Code: **646-911-493**. Please see the enclosed best practices document for further instructions.



Regarding: Your Class B Tavern and Public Entertainment Premises License Renewal Applications as agent for "Reign LLC" for "Reign" at 231 E BUFFALO 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. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

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

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

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

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

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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

JIM OWCZARSKI, CITY CLERK

BY: _____
Jim Cooney
License Division Manager

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

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Cox, Andrew

From: Cooney, Jim
Sent: Monday, October 31, 2022 12:56 PM
To: Cox, Andrew
Cc: Martin, Faviola
Subject: FW: Objection - Reign @ 231 N Buffalo St

REDACTED RECORD

Please add.

Jim Cooney
License Division Manager
City Clerk-License Division
200 E Wells St #105
414-286-2365
www.milwaukee.gov/license



From: Bauman, Robert <rjbauma@milwaukee.gov>
Sent: Monday, October 24, 2022 9:03 AM
To: ()
Cc: DeLessio-Parson, Ax <Axdp@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: Re: Objection - Reign @ 231 N Buffalo St

That is very disheartening since the licensee assured us no such activity would occur. We will enter complaints.

Sent from my iPhone

On Oct 24, 2022, at 7:51 AM,

Good morning,
You could hear the base from the venue and the people and cars were outrageous until about 3am Sat night / Sunday morning.

It happened again last night - I could hear the base until at least midnight, and people leaving were extremely loud. It woke me up out of sleep. On a Sunday night.

Can I enter two complaints?

Having Site 1a ptsd....

Thanks,

On Sunday, October 23, 2022 at 08:57:15 PM CDT, Bauman, Robert <rjbauma@milwaukee.gov> wrote:

Are you referring to the "event" venue. I assume they are operating since I attended an event (Downtown Neighborhood Association) there about six weeks ago. Was MPD called? Was the noise coming from the venue? If so we will enter a complaint.

Sent from my iPhone

On Oct 23, 2022, at 9:17 AM, _____ wrote:

Hi there,
I am wondering if Reign opened last night? It was ungodly loud on Broadway / Buffalo until 3am and later.

If someone can confirm whether or not this new club opened, that would be great.

Thanks,

Sent from my iPhone

On Sep 8, 2022, at 3:05 PM,
wrote:

Will there be noise / safety / after-hours / parking monitoring? Any other info to share?

Thanks,
Carly

On Thursday, September 8, 2022 at 02:39:20 PM CDT, Bauman, Robert <rjbauma@milwaukee.gov> wrote:

The license was recommended for approval.

From

Sent: Thursday, September 8, 2022 2:14 PM

To: Bauman, Robert <rjbauma@milwaukee.gov>

Cc: Santa Anna, April <April.SantaAna2@milwaukee.gov>;
Cooney, Jim <Jim.Cooney@milwaukee.gov>

Subject: Re: Objection - Reign @ 231 N Buffalo St

Hi Bob,

I was unable to make the license hearing yesterday due to work. Do we have an update on this?

REDACTED RECORD

Thanks,

On Tuesday, June 14, 2022 at 07:56:47 AM CDT, Bauman, Robert <rjbauma@milwaukee.gov> wrote:

Actually this is news to me. The application has not yet come to my office. The application is not yet scheduled for a hearing.

There will be a hearing before the license committee if the application moves forward. Residents will be able to testify.

Presumably the landlord is amenable to this business.

Sent from Mail for Windows

From: _____
Sent: Tuesday, June 14, 2022 7:50 AM
To: Bauman, Robert
Subject: Fw: Objection - Reign @ 231 N Buffalo St

Hi Bob,

How can we possibly allow another nightclub to move in?! Is there anything that can be done to prevent this?

----- Forwarded Message -----

From:

To: license@milwaukee.gov <license@milwaukee.gov>

REDACTED RECORD

Cc: Robert Bauman <rjbauma@milwaukee.gov>

Sent: Tuesday, June 14, 2022, 07:48:08 AM CDT

Subject: Objection - Reign @ 231 N Buffalo St

Hi there,

I am a condo owner in the Historic Third Ward at . I am writing to object to the Class B Tavern and Public Entertainment Premise of Reign at 231 N Buffalo. From the letter I received from the City of Milwaukee, which mentions DJ's and a dancing, this sounds very similar to a club. The person filing, Shamia B. Washington, also owns another club in Milwaukee, so safe to assume this is a club.

We just finally were able to rid the neighborhood of the unsafe conditions that Site 1A caused, most recently the shooting outside of my window on Buffalo/Broadway. I am not sure why we would consider allowing another similar establishment. Reign will be another safety issue in our neighborhood, including fights outside and around the bar, violence, unsafe driving throughout the neighborhood (*which is a huge safety issue and innitiative for Milwaukee right now*). It will cause noise pollution, and probably also litter and trash the neighborhood.

I want to make it clear my first and foremost issue with Reign is the safety issue. After the murder right up the street from me, Site 1A was finally shut down. Why would we immediately allow another similar establishment?

Thank you for your consideration,

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements. See City of Milwaukee full e-mail disclaimer at www.milwaukee.gov/email_disclaimer

REDACTED RECORD



Monday, July 03, 2023



Notice of Public Hearing

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WASHINGTON, Shamia, Agent
Reign at 231 E BUFFALO St
Class B Tavern and Public Entertainment Premises License Renewal Applications

Tuesday, July 18, 2023 at 9:45 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 7/18/2023 at 9:45 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or 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.

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.

CURRENT OCCUPANT	234 N BROADWAY# 610	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY# 611	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY# 612	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY# 613	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY# 614	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY# 615	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY# 616	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY# 617	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	234 N BROADWAY# 618	MILWAUKEE, WI 53202-5806
CURRENT OCCUPANT	236 N WATER ST# 2	MILWAUKEE, WI 53202-5708
CURRENT OCCUPANT	236 N WATER ST# 3	MILWAUKEE, WI 53202-5708
CURRENT OCCUPANT	236 N WATER ST# 4	MILWAUKEE, WI 53202-5708
CURRENT OCCUPANT	254 E CHICAGO ST# 200	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	254 E CHICAGO ST# 201	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	254 E CHICAGO ST# 202	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	254 E CHICAGO ST# 300	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	254 E CHICAGO ST# 301	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	254 E CHICAGO ST# 400	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	254 E CHICAGO ST# 401	MILWAUKEE, WI 53202-5744
CURRENT OCCUPANT	312 E BUFFALO ST# 41	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST# 42	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST# 43	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST# 44	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST# 45	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST# 46	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST# 51	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST# 52	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST# 53	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST# 54	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST# 56	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	312 E BUFFALO ST# 57	MILWAUKEE, WI 53202-5808
CURRENT OCCUPANT	317 N BROADWAY# 1	MILWAUKEE, WI 53202-5829
CURRENT OCCUPANT	317 N BROADWAY# 2	MILWAUKEE, WI 53202-5829
CURRENT OCCUPANT	317 N BROADWAY# 3	MILWAUKEE, WI 53202-5829
CURRENT OCCUPANT	321 N BROADWAY# 1	MILWAUKEE, WI 53202-5879
CURRENT OCCUPANT	321 N BROADWAY# 2	MILWAUKEE, WI 53202-5879
CURRENT OCCUPANT	325 N BROADWAY# 201	MILWAUKEE, WI 53202-5940
CURRENT OCCUPANT	325 N BROADWAY# 202	MILWAUKEE, WI 53202-5940
CURRENT OCCUPANT	325 N BROADWAY# 203	MILWAUKEE, WI 53202-5940
CURRENT OCCUPANT	325 N BROADWAY# 204	MILWAUKEE, WI 53202-5940
CURRENT OCCUPANT	325 N BROADWAY# 205	MILWAUKEE, WI 53202-5940
CURRENT OCCUPANT	325 N BROADWAY# 206	MILWAUKEE, WI 53202-5940
CURRENT OCCUPANT	325 N BROADWAY# 301	MILWAUKEE, WI 53202-5941
CURRENT OCCUPANT	325 N BROADWAY# 302	MILWAUKEE, WI 53202-5941
CURRENT OCCUPANT	325 N BROADWAY# 303	MILWAUKEE, WI 53202-5941
CURRENT OCCUPANT	325 N BROADWAY# 304	MILWAUKEE, WI 53202-5941
CURRENT OCCUPANT	325 N BROADWAY# 305	MILWAUKEE, WI 53202-5941

CURRENT OCCUPANT	325 N BROADWAY# 306	MILWAUKEE, WI 53202-5941
CURRENT OCCUPANT	325 N BROADWAY# 402	MILWAUKEE, WI 53202-5941
CURRENT OCCUPANT	325 N BROADWAY# E	MILWAUKEE, WI 53202-5942
CURRENT OCCUPANT	325 N BROADWAY# W	MILWAUKEE, WI 53202-5942

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Total Records: 191

Radius 250.0 feet and Center of the Circle: 231 E Buffalo St

2022-2023 Plan of Operation for 231 E BUFFALO ST

1. Litter & Security Plans

How are the grounds kept clean? Sweep Pressure Wash Pick Up Litter Other:

How often will grounds be cleaned? Daily Weekly Other:

Who cleans the grounds? Licensee Building Owner Employees Hired Maintenance Other:

How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police Signs Posted Other:

Are there designated outdoor smoking areas? No Yes If Yes, Describe:

Number of garbage cans: Inside 6 Locations: 2 RESTROOM 2 Behind Bar 2 On grass ground Area
 Outside 2 Locations: Back door

Is a crowd control barrier used? No Yes If Yes, Describe:

Number of restrooms: 3 Name of solid waste contractor:

Are there parking spaces on the premises? No Yes If Yes, list number of spaces: _____ and describe security plans:

Are there designated loading areas? No Yes If Yes, describe security plans:

Do you have security personnel on the premise? No Yes If Yes, how many? 2

AND What are their responsibilities? Crowd control.
 What security equipment do they use? wand.
 List their licensing, certification or training credentials: _____

Are there security cameras? No Yes If Yes, list all locations: 2 Behind Bar 1 Front level 2 Top level

Are searches and/or identification checks conducted upon entry? No Yes If Yes, describe:

2. Percentage of Sales (must total 100%)

Alcohol 100 % Food Sales _____ % Entertainment _____ % Other _____ %

3. Businesses On The Premises (choose all that apply):

- Restaurant Cafe/Coffee Shop Cocktail Lounge Convenience Store Night Club Liquor Store Tavern Sports Facility
 Hotel Banquet Hall Supermarket Private/Fraternal/Veterans' Club Other:

4. Hours of Operation and Age Restriction

Are there any changes to the current hours of operation or age restriction? No Yes If Yes, Describe:

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 your capacity or floor plan*? No Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.

Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.

6. Sidewalk Dining: Fee:

Are there any changes to the sidewalk dining site plan? No Yes If Yes, submit an updated site plan with this application.

7. Food License: Fee:

Your current food license includes the following food operations:
 Are there any changes to your food operations as listed above? No Yes, if Yes, explain _____

8. Weights and Measures: Fee:

Number/Type of Devices:
 Are there any changes to the number or types of devices? No Yes If yes, contact our office for further instructions.

1. CURRENT APPROVED ENTERTAINMENT for Reign 231 E BUFFALO ST

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

Comedy Acts, Disc Jockey, Patrons Dancing, Bands

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

- | | | | |
|---|--|--|---|
| <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/
Strippers/Erotic Dance | <input type="checkbox"/> Karaoke | <input type="checkbox"/> Bowling Alley
How many? _____ | <input type="checkbox"/> Pool Tables
How many? _____ |
| <input type="checkbox"/> Motion Pictures (movies by admission)
How many screens? _____ | <input type="checkbox"/> Amusement Machines
How many? _____ | <input type="checkbox"/> Concerts
Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances
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: *Disc Jockey system*

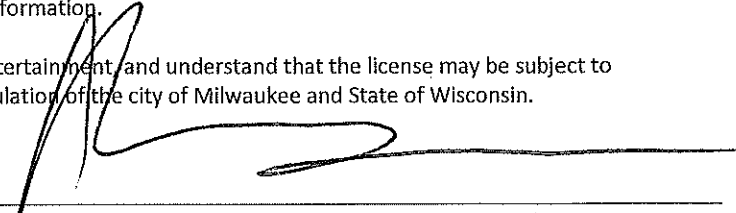
5. SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

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


Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign