



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK


Friday, March 23, 2018

COMMITTEE MEETING NOTICE

AD 10

STREFF, Eric C, Agent
Streff for Linc, LLC
6309 W Appleton Av
Milwaukee, WI 53210

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

Wednesday, April 04, 2018  1:15 PM

Regarding: Your Secondhand Motor Vehicle Dealer's License Renewal Application as agent for "Streff for Linc, LLC" for "Streff for Linc" at 6309 W Appleton Av.

There is a possibility that your application may be denied for one or more of the following reasons: Neighborhood Objections to 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 has an adverse impact on the public health, safety and welfare of the community. Failure of the applicant to meet the statutory and municipal license 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 activity, on behalf of the licensee, his or her employes, or patrons, other than those specified in s. 218.0116, Wis. Stats., as amended. The licensed premises is operated in such a manner that it constitutes a public or private nuisance or that the conduct on the licensed premises has had an adverse effect on the neighborhood, including but not limited to failure to maintain property in accordance with the board of zoning appeals and department of neighborhood services guidelines. 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.

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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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JIM OWCZARSKI, CITY CLERK

BY: _____

Jessica Celella

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

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 02/27/18

LICENSE TYPE: SECOND HAND MOTOR VEHICLE

No. 270445

NEW:

Application Date:

RENEWAL:

License Location: 6309 W. Appleton Ave.

Business Name: Streff for Linc.

Licensee/Applicant: STREFF, Eric C.
(Last Name, First Name, MI)

Date of Birth: 07/07/77

Home Address: 10201 W. Nash St.

City: Wauwatosa

State: WI **Zip Code:** 53222

Home Phone: (414)

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

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

1. On 07/22/08 the applicant was convicted in Milwaukee County of Operating While Intoxicated-2nd offense and the Wisconsin Department of Transportation revoked his driver's license for 1 year.

=====

2. On 07/07/17 at 4:05 am, Milwaukee police were dispatched to 6309 W Appleton Avenue for a Burglary complaint. Police spoke with Eric Streff who stated he received a call from ADT about an entry to his business. Streff stated he not observed anything missing, just damage to the front entry door and that the building had been ransacked. Streff further stated the security cameras were not viewable due to his playback system being down.

MILWAUKEE POLICE DEPARTMENT

REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Boris TURCINOVIC

Business Name: Streff Auto Group
Address of Licensed Premises: 6309 W Appleton Av
Business Phone: 414-871-2886

District: 7

Type of License: Motor Vehicle Dealer

Violation / Incident # 17-188-0030

Date of Incident: 07/07/2017

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 Savaughn BOSTON

Date: 07/07/2017

Time: 05:00 AM

Licensee or Agent's Name: Eric C. STREFF
Home Address: 10201 W Nash

Date of Birth: 07/07/1977
Home Phone: 262-794-6779

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:
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: PO Savaughn BOSTON

District / Bureau: D7

Date: 07/07/2017

L. H. H.
Commanding Officer

7/20/17
Date

BERKEN
DISPOSITION – FOR LICENSING ONLY

Citation No.	Case Number	Disposition	Judge	Date
			LICENSE INVESTIGATION UNIT	
			Received <i>7-24-17</i>	
			Referred	
			By <i>[Signature]</i>	

PA-33E Narrative

This report is written by Savaughn BOSTON assigned to District 7, Late Shift. On Friday July 7, 2017 at approximately 4:05 AM squad 7340 I PO BOSTON (operating a marked MPD squad) was dispatched to 6309 W Appleton Ave for a burglary to business complaint at the Streff Auto Group dealership. I spoke to Eric C. STREFF (W/M 07/07/77) who stated he received a call from ADT at approximately 4:07 AM about the entry to his business. STREFF stated while inside his business he did not observe any missing items just damage to front entry door facing north and the building being ransacked. STREFF stated the security cameras were not viewable due to the playback system being down. STREFF was cooperative when gathering information.

REDACTED RECORD

Moon Siefert, Linda

From: License
Sent: Wednesday, January 03, 2018 3:05 PM
To: Moon Siefert, Linda
Subject: FW: City of Milwaukee License Division

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Red Category

-----Original Message-----

From:
Sent: Wednesday, January 3, 2018 3:01 PM
To: License
Subject: City of Milwaukee License Division

Hello there. I spoke to a lady at licensing and she mentioned to complain about a dealership that has been illegally parking their vehicles for sale on a public road. I have continuously been calling and notifying the Milwaukee parking enforcement to no avail. One rep even told me it was legal for them to park vehicles for sale on public roads/streets. Then others say it is illegal but the field parking officers at hand would never do anything about it. Streff Auto Group @ 6309 W Appleton Ave is the dealership doing this. They are literally parking their vehicles for sale up along Moltke Ave. taking up a huge section of small street itself. I am also a dealership and have come across this dilemma before with a parking officer and was ticketed. This was however in my infancy of owning a dealership and not fully understanding this particular law. I am frustrated and disappointed that the law itself can not comprehend to remedy this situation. I sincerely hope that the license division can come to aid this dealership whether it's their misunderstanding or their ignorance of the law. Please make certain that this is investigated before Streff Auto Group renews their license come March 2018. You are also welcome to retrieve the complaints geared towards their illegally parked vehicles for sale with the Milwaukee parking enforcement.

Much appreciated,

Sent from my iPhone



Friday, March 23, 2018



Notice of Public Hearing

STREFF, Eric C, Agent
Streff for Linc at 6309 W Appleton Av
Secondhand Motor Vehicle Dealer's License Renewal Application

Wednesday, April 04, 2018 at 1:15 PM

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 4/4/2018 at 1:15 PM, 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.

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

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

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	6420A W MOLTKE AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6330 W APPLETON AVE 2	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3036 N 63RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6319 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6232 W CHAMBERS ST 3	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6421 W MOLTKE AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6424 W MOLTKE AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3058A N 63RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3042A N 63RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6305 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6326 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3026 N 63RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3052 N 63RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3031 N 62ND ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6301 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6402 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6314 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6230 W CHAMBERS ST 8	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3025 N 62ND ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3030 N 63RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6414A W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6420 W MOLTKE AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3037 N 62ND ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6333 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6325 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6313 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6309 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6230 W CHAMBERS ST 9	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3015 N 62ND ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6407A W MOLTKE AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3024 N 64TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3030A N 63RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6420 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6415 W MOLTKE AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6330 W APPLETON AVE 3	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3042 N 63RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6232 W CHAMBERS ST 5	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3007 N 62ND ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6427 W MOLTKE AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6410 W MOLTKE AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6408 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6417 W MOLTKE AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3039 N 62ND ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6320 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6232 W CHAMBERS ST 4	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6232 W CHAMBERS ST 1	MILWAUKEE, WI 53210

CURRENT OCCUPANT	6403 W MOLTKE AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3058 N 63RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3046 N 63RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6203 W APPLETON AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6404 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6232 W CHAMBERS ST 2	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6232 W CHAMBERS ST 6	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6230 W CHAMBERS ST 7	MILWAUKEE, WI 53210
CURRENT OCCUPANT	3019 N 62ND ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6407 W MOLTKE AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6414 W CHAMBERS ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	6411 W MOLTKE AVE	MILWAUKEE, WI 53210

Total Records: 58

Radius: 250.0 feet and Center of Circle: 6309 W Appleton Av



**SECONDHAND MOTOR VEHICLE DEALER LICENSE
RENEWAL APPLICATION**

Office of the City Clerk License Division
200 E. Wells Street, Room 105, Milwaukee, WI 53202

Legal Entity Name: **Streff for Linc, LLC**
Premises Address: **6309 W APPLETON AV**
Type of License: **Secondhand Motor Vehicle Dealer's License**

HOURS OF OPERATION

Are there any changes to the current hours of operation?

No Yes If Yes, describe: _____

STORAGE, MAINTENANCE & REPAIR

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

2. 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: _____

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

4. What are your plans to ensure this requirement is met (check all that apply)?

- Employee Training Supervisor Monitoring Designated Repair Area
 Other: _____

LITTER & NOISE

Are there any changes to your litter and noise plans since your last application?

No Yes If yes, describe: _____

DISCLOSURE

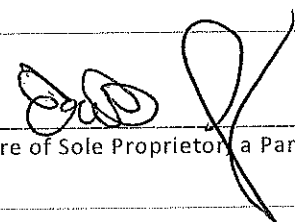
Has the applicant ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 93 denied, not renewed, suspended, or revoked? No Yes

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:

RETAIL DEALERS ONLY

Total Number of Parking Spaces (including customer/employee parking) 80
Number of Parking Spaces that will be used for Display/Storage of Secondhand Motor Vehicles 75

SIGNATURE


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



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Friday, March 23, 2018

COMMITTEE MEETING NOTICE

AD 10

THOMAS, Giovanni M, Agent
Toyz Auto Sales and Service LLC
5401 W LISBON Av

Milwaukee, WI 53210

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

Wednesday, April 04, 2018 at 01:15 PM

Regarding: Your Secondhand Motor Vehicle Dealer's License Application as agent for "Toyz Auto Sales and Service LLC" for "Toyz Auto Sales and Service" at 5401 W LISBON Av.

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.

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BY: _____

Jessica Celella
License Division Manager

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MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 02/23/2018

LICENSE TYPE: USED CAR

No. 270314

NEW:

Application Date: 02/22/2018

RENEWAL:

License Location: 5401 W Lisbon Av

Business Name: Toyz Auto Sales and Service LLC

Licensee/Applicant: THOMAS, Giovanni M
(Last Name, First Name, MI)

Date of Birth: 07/05/1978

Home Address: 6547 N 83rd St

City: Milwaukee

State: WI **Zip Code:** 53223

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 08/24/2013 the applicant was cited in the City of Milwaukee at 900 N. Water St for Excessive Noise Prohibited.

Charge: Excessive Noise Prohibited

Finding: Guilty

Sentence: Fined \$230.00

Date: 10/14/2013

Case: 13084547



Friday, March 23, 2018



Notice of Public Hearing

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Toyz Auto Sales and Service at 5401 W LISBON Av
Secondhand Motor Vehicle Dealer's License Application

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OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	2523 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2463 N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2460 N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2531A N 53RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2521 N 53RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2502 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2470 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2460A N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2458 N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2539 N 53RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	5427 W LISBON AVE 2	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2454 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2457 N 53RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	5427 W LISBON AVE 3	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2509 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2464 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2475 N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	5327 W WRIGHT ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2535 N 53RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2531 N 53RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2501 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	5427 W LISBON AVE 4	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2502A N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2513 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2474 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2479A N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2457 N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2457A N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2458A N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2525 N 53RD ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2517 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2460 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2479 N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2465 N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2470 N 54TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	5321 W LISBON AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	5427 W LISBON AVE 1	MILWAUKEE, WI 53210
CURRENT OCCUPANT	5427 W LISBON AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	5336 W LISBON AVE	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2478 N 55TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2466 N 54TH ST	MILWAUKEE, WI 53210

Total Records: 41

Radius: 250.0 feet and Center of Circle: 5401 W Lisbon Av



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 12/14/17

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 (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 Motor Vehicle Dealership and Repair

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

2. Business Operations

- a. Proposed Opening Date: 4/15/18
- 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: Motor Vehicle Repair
- 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: Motor Vehicle Repair

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: Ashtray located outside
- b. Number of Garbage Cans: Inside: 4 Locations: Throughout the building
Outside: 1 Locations: Dumpster located in front
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, indicate how many? 11 and describe the parking security plan: Strictly enforced for vehicles offered for sale
- 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 _____
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, where? Located throughout premises
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol _____%	Food _____%	Secondhand Merchandise <u>25</u> % <u>Vehicle Sales</u>	Precious Metals & Gems _____%
Entertainment _____%	Cigarettes _____%	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____%	Other <u>75</u> % Describe: <u>Service</u>
Pawnbroker Activity _____%	Salvaged Materials _____% (such as scrap metal)		

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):
 1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop
 Other: Describe: fence lot
- b. Describe Location: Major Thoroughfare Secondary Street Other: _____
- c. Nearest Major Cross Street: Lisbon Avenue
- 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: Eric Whitelaw Phone Number: 414-436-9787
 Business Owner Address: 5401 W Lisbon Avenue Milwaukee WI 53210

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	N/A		
Monday	9:00 AM	5:00 PM	10	18-80	
Tuesday	9:00 AM	5:00 PM	10	18-80	
Wednesday	9:00 AM	5:00 PM	10	18-80	
Thursday	9:00 AM	5:00 PM	10	18-80	
Friday	9:00 AM	5:00 PM	10	18-80	
Saturday	9:00 AM	5:00 PM	10	18-80	


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

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

Entertainment Outdoor Closing Hours: 10:00 pm Sunday-Thursday; 12:00 am 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.



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

Legal Entity Name: Toyz Auto Sales & Service LLC

Premise Address: (cannot be a home) 5401 W Lisbon Avenue Milwaukee WI 53210

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) 11

Number of Parking Spaces that will be used for Display/Storage of Secondhand Motor Vehicles 11

STORAGE, MAINTENANCE & REPAIR

1. 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: _____

2. 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: _____

3. Do you understand all keys to used motor vehicles offered for sale must be kept in a secure lockbox inside the dealership building at all times when the dealership is not open for business? Yes No

What are your plans to ensure this requirement is met (check all that apply)?


Employee Training Supervisor Monitoring Other: _____


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

 _____
Additional partner or 20% or more shareholder

SUBMIT THIS FORM WITH THE BUSINESS LICENSE APPLICATION & 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, March 23, 2018

COMMITTEE MEETING NOTICE

AD 12

REINHARDTSEN, Jessica A, Agent
Greige, LLC
234 N Broadway #301

Milwaukee, WI 53202

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

Wednesday, April 04, 2018 at 01:15 PM

Regarding: Your Class B Tavern, Food Dealer, and Sidewalk Dining License Application as agent for "Greige, LLC" for "Greige" at 408 W Florida St #104.

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

Notice for applicants with warrants or unpaid fines:

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

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

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

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

Limited parking for persons attending meetings 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:

Jessica Celella

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

Date:03/13/2018
Officer: Thomas Kline

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

Name of Premise: Greige
Address: 408 W Florida Street #104
Phone: (262) 391-0336

Owner: Reinhardtsen, Jessica A
Owner address: 234 N Broadway #301
City State Zip: Milwaukee, WI 53202
Owner Phone: (262) 391-0336
Owner email:

Licensee/Agent:
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: 06/01/2018

Location currently open: YES NO

Projected open date: 06/01/2018

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

Hours of Operation: Sun: CLOSED 24 hours Y N
Mon: 6am-12am
Tue: 6am-12am
Wed: 6am-12am
Thu: 6am-12am
Fri: 6am-12am
Sat: 6am-12am

Premise Type: Tavern/Bar
Restaurant
Other: Bakery

Licenses currently held:

- Alcohol: Yes No Class: #:
Tobacco: Yes No #:
Food: Yes No #:
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. Street parking Yes No
7. Is there a parking lot Yes No
8. Is the parking lot clean? 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: 8
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. VCR Yes No
 - d. Recorded Yes No
20. How long is footage stored for later viewing: 30 days
21. Are there exterior cameras Yes No How many: 8
22. Are there interior cameras Yes No How many: 1

23. Do all employees know how to retrieve recorded digital images/footage? Yes No
 24. Cameras located in parking lot Yes No How many1

Interior Survey:

25. What is the planned/posted capacity Pending inspection
 26. What is the minimum number of employees that will be on premise 1
 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. Are emergency and non-emergency numbers posted near the phone? Yes No
 31. 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

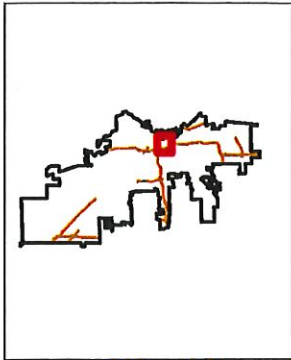
32. How many security personnel are going to be employed: 0
 33. How will they be deployed: Interior Exterior
 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 35. Will the security be managed by business or contracted
 36. Will they be armed Yes No
 37. What type of security measures will be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other
 38. When at capacity, how will the overflow crowd be managed? Line outside
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

- *Plan of operation is to be a bakery
- *Business will be located on first floor of apartment building
- *No concerns at this time.

Alcohol license concentration for 408 W Florida St #104.

City of Milwaukee, Wisconsin



- Legend -

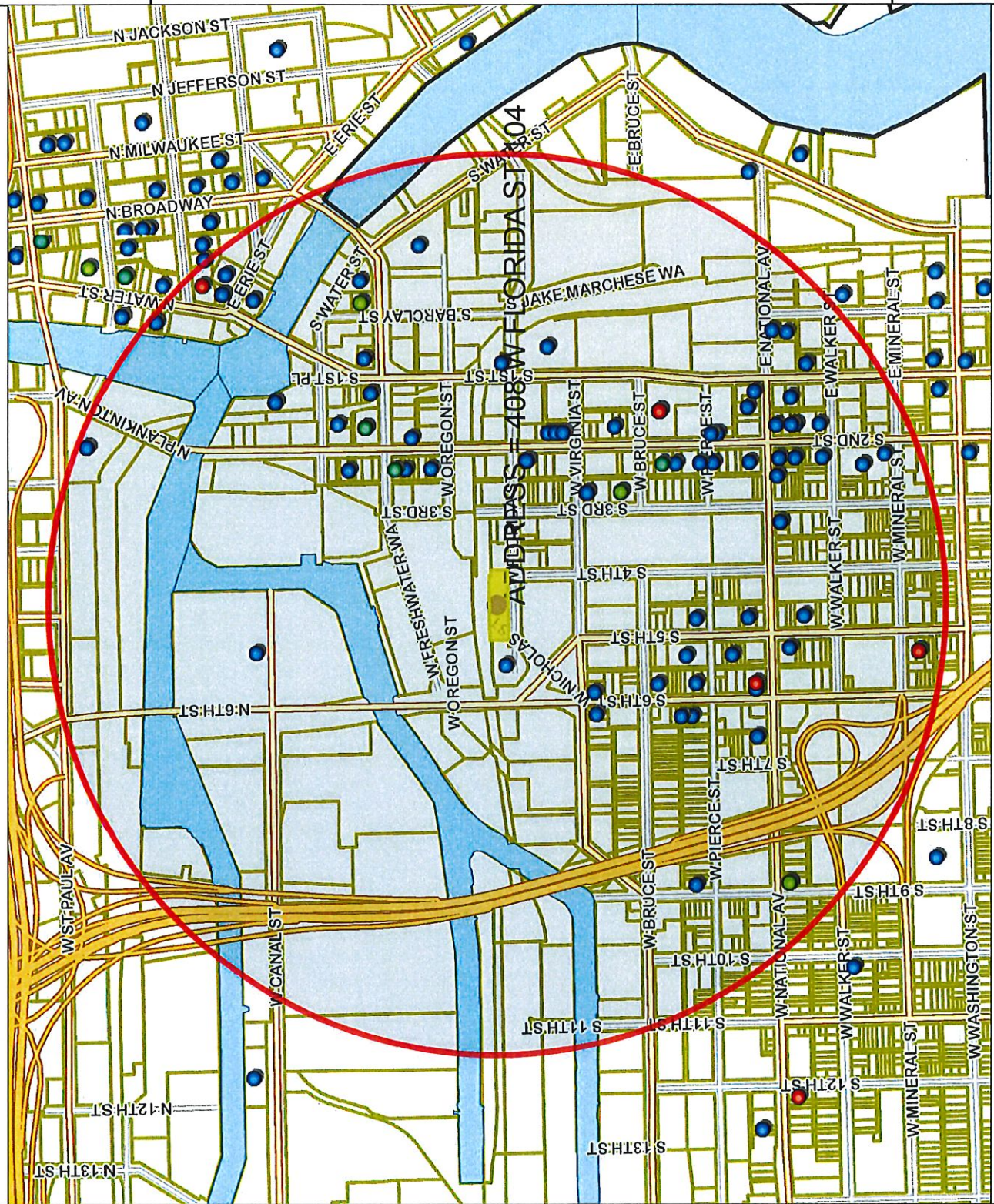
- Street names 10,000
- City limits
- Freeways 15,000
- Exit ramps
- Entry ramps
- Ramps
- Major streets 10,000
- Streets 10,000
- Waterways
- Parcels - MPROP_lite
- Parcels - MPROP_lite
- Parcels - MPROP_lite
- Street names 10,000
- Alcohol licenses
 - Class A intoxicating liquor
 - Class A fermented malt beverage
 - Class A liquor and malt
 - Class B fermented malt beverage
 - Class B tavern
 - Class C wine retailer

- Notes -

Licensed alcohol beverage establishments within a .5 mile radius centered on 408 W Florida St #104, February 6, 2018.



Department of Administration - IT/MD



Map Scale: 1: 10,000

© City of Milwaukee, Wisconsin
Map Milwaukee: Property Information
Disclaimer
2/6/2018



Friday, March 23, 2018

Licenses Committee Notice of Hearing

Florida Lofts LLC
408 W FLORIDA St

Milwaukee, WI 53204

Date: 4/4/2018
Time: 01:15 PM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Sidewalk Dining License Applications
REINHARDTSEN, Jessica A, Agent
Greige at 408 W Florida St #104

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, March 23, 2018

Licenses Committee Notice of Hearing

Florida Lofts LLC
122 W Washington Ave
Ste 350
Madison, WI 53703

Date: 4/4/2018
Time: 01:15 PM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Sidewalk Dining License Applications
REINHARDTSEN, Jessica A, Agent
Greige at 408 W Florida St #104

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, March 23, 2018



Notice of Public Hearing

REINHARDTSEN, Jessica A, Agent
Greige at 408 W Florida St #104
Class B Tavern, Food Dealer, and Sidewalk Dining License Applications

Wednesday, April 04, 2018 at 1:15 PM

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 4/4/2018 at 1:15 PM, 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.

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

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

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	412 S 4TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 708	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 709	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 712	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 714	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 718	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 318	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 405	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 407	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 412	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 418	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 511	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 513	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 604	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 614	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 617	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 702	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 711	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 717	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 301	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 308	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 314	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 408	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 502	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 507	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 611	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 616	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 707	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 710	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 720	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 309	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 315	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 404	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 501	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 605	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 606	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 609	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 610	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 612	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 619	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 701	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 703	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 305	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 307	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 403	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 416	MILWAUKEE, WI 53204

CURRENT OCCUPANT	408 W FLORIDA ST 510	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 520	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 603	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 607	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 618	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 705	MILWAUKEE, WI 53204
CURRENT OCCUPANT	408 W FLORIDA ST 706	MILWAUKEE, WI 53204

Total Records: 100

Radius: 250.0 feet and Center of Circle: 408 W Florida St



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 12/14/17

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 (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:

bakery/patisserie w/ desserts, pastries, coffee/tea, custom cakes, wine & batch

Do you have any experience operating this type of business? No Yes If yes, explain: *work history in bakery and bar/restaurant cocktails on tap*

2. Business Operations

- a. Proposed Opening Date: 5/28/18
- 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: yoga studio
- 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: turn yoga studio into bakery w/ dine in area & kitchen
- 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: fitness center, cider co., apartments

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: 2 in dining area & 1 in kitchen
Outside: 1 Locations: 1 on sidewalk during patio season
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, indicate how many? _____ and describe the parking security plan: _____
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have 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, where? _____
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>10</u> %	Food <u>90</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		

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

Type 1

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

Type 2

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

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

- Occupancy Permit Cigarette & Tobacco 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):

1st Floor 2nd 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: 6th St.

d. Describe Building: Free Standing Building Strip Mall Other: _____

e. Describe Premises Structure: Single Story Multi-Story - # of Stories 7 Other: _____

f. Describe Surrounding Area: Commercial Residential Industrial Other: has both housing & businesses

g. Building Owner Name: Fionela Lofts LLC c/o Phone Number: 414-727-2749

Business Owner Address: 122 W. Washington Ave. Suite 350 Madison WI 53703

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

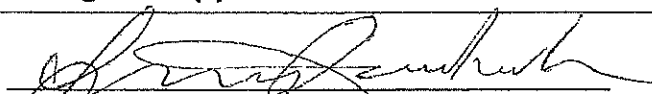
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	CLOSED	CLOSED	—	—	—
Monday	7 a.m.	9 p.m.	30-40	25-60	NONE
Tuesday	7 a.m.	9 p.m.	30-40	25-60	NONE
Wednesday	7 a.m.	9 p.m.	30-40	25-60	NONE
Thursday	7 a.m.	9 p.m.	50-75	25-60	NONE
Friday	7 a.m.	11 p.m.	100-150	25-60	NONE
Saturday	7 a.m.	11 p.m.	100-150	25-60	NONE

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

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

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

11. Signature(s)


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

 Signature of additional partner or 20% or more shareholder

S. A. of a rec. red ap



**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

Legal Entity Name: <u>Greige, LLC</u>	
Premise Address: <u>408 W. Florida St #104, Milwaukee, WI 53204</u>	
Proximity of Premises to Church, School, Daycare Center or Hospital	
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
"Service Bar Only" Designation	
If applying for Class B or C license, are you applying for "Service Bar Only"? <input type="checkbox"/> No <input checked="" 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.	
Business Information	
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list their name and address: _____	
b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If no, list the name and address of the person(s) who will: _____	
Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.	
c) Does anyone else have money invested or any other interest in this business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, explain: <u>WNBIZ - small business loan to start the business</u>	
d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, list name and address: <u>WNBIZ - small business loan payments</u>	
Proof of Ownership, Lease, or Offer to Purchase (New & Transfer Applicants Only)	
Submit proof of ownership, lease, or offer to purchase the building with this application. A lease or offer to purchase must: a) Be in the same legal entity name as that apply for the license b) Reflect the same address as the premises address on this application c) Reflect current dates and d) Be signed by the lessor/seller and lessee/buyer	
Property Information (New & Transfer Applicants Only)	
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>Greige</u>	
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> Yes If yes, amount paid \$ <u>35,000</u>	
d) Total amount paid for business \$ <u>NA</u>	
e) Total amount paid for goodwill of the business \$ <u>NA</u>	
Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.	
f) Have you made arrangements with the seller for payment of personal property taxes? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	

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

- a) Date lease begins April 1, 2018 Ends May 31, 2023
- b) Monthly rental \$ 2,245.42
- 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)? 5
- 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 CAM'S roughly \$726.46 / month
- 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): N/A

Notarized Signatures of Applicants

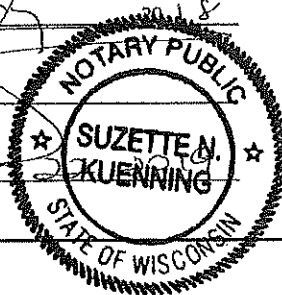
SUBSCRIBED AND SWORN TO BEFORE ME

This 31st day of September 2018

(Clerk/Notary Public)

My Commission Expires November 2

* Seal must be affixed.



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

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

ccl-foodplan 8/1/17

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Legal Entity Name: <u>Average, LLC</u>
Premises Address: <u>408 W. Florida St. #103, Milwaukee, WI 53204</u>
SECTION 1 TYPE OF BUSINESS
Type of application (check one): <input type="checkbox"/> taking over a currently operating business <input checked="" type="checkbox"/> starting a new business Anticipated opening date? <u>5/28/18</u>
Check the type that best describes your business (check only one): See Food Dealer License Information sheet for definitions. <input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Bed & Breakfast <input type="checkbox"/> Retail Establishment <input type="checkbox"/> Base for Food Peddler If retail, will it be a convenience store? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Base for Temporary/Seasonal Food Stand (Convenience Stores have less than 5,000 sq ft of retail space, primary business is the sale of basic food items, and in addition sells household products) In addition, will any wholesale business be done? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, what percentage of the business will be wholesale? <input checked="" type="checkbox"/> Less than 25% <input type="checkbox"/> 25% or More (Contact DATCP)* Will retail items be sold? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, indicate percentage of food sales <u>5</u> % Will restaurant items be sold? <input type="checkbox"/> No* <input checked="" type="checkbox"/> Yes If Yes, indicate percentage of food sales <u>75</u> % * If you checked "25% or More" of the business will be wholesale and answered "No" to restaurant items being sold, do not continue completing this application. A City of Milwaukee License is not required. Contact DATCP only.
SECTION 2 FOOD PROCESSING
Will any food processing be done? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <i>Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.</i> If Yes, check the types of food items: <input checked="" type="checkbox"/> SNACKS & BEVERAGES <i>includes, but is not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, popcorn, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese</i> <input type="checkbox"/> MEALS <i>includes, but is not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads</i>
SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL
Will any food that requires temperature control be sold? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes (Includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry) If yes, list the types of food items: <u>pastries & desserts containing dairy</u>

SECTION 4 SHARED KITCHEN	
Will you be sharing kitchen space with another operator?	
<input checked="" type="checkbox"/> No	If No, SKIP to Section 5
<input type="checkbox"/> Yes	If Yes, check one:
<input type="checkbox"/>	I will rent space from another operator ("Shared Kitchen Agreement" is required)
<input type="checkbox"/>	I will rent space to another operator (peddler/caterer)
SECTION 5 DETAILS OF OPERATION	
Answer the following questions:	
Will you have seating on site for dining?	<input type="checkbox"/> No <input type="checkbox"/> Yes
Will you be doing any catering?	<input type="checkbox"/> No <input type="checkbox"/> Yes
Will you be doing any delivery?	<input type="checkbox"/> No <input type="checkbox"/> Yes
Will you have outdoor activities?	<input type="checkbox"/> No <input type="checkbox"/> Yes
If Yes to outdoor activities, check all that apply:	<input type="checkbox"/> Bar <input type="checkbox"/> Cooking/Grilling <input type="checkbox"/> Dining
Will you have a drive thru window?	<input type="checkbox"/> No <input type="checkbox"/> Yes
If Yes to drive thru, are hours different from inside?	<input type="checkbox"/> No <input type="checkbox"/> Yes
If Yes, provide drive thru hours: _____	
Will any scales or barcode scanners be used?	<input type="checkbox"/> No <input type="checkbox"/> Yes
If Yes, a Weights & Measures application must be completed and a license obtained.	
SECTION 6 ADDITIONAL SITES	
Where will food be prepared and/or sold?	
<input checked="" type="checkbox"/> At a single site	
<input type="checkbox"/> At multiple sites (for example, a hotel with several dining rooms or bars)	How many? _____
If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.	
SECTION 7 CONSTRUCTION OR CHANGES	
Are you planning any construction, remodeling or equipment changes?	
<input type="checkbox"/> No	If No, SKIP to Section 8
<input checked="" type="checkbox"/> Yes	If Yes, check all that apply:
<input type="checkbox"/>	New construction of a building
<input checked="" type="checkbox"/>	Construction changes to an existing building
<input type="checkbox"/>	Renovation or remodeling
<input type="checkbox"/>	Equipment changes only (installation or replacement)
Provide a brief description of the changes:	<u>adding commercial kitchen & customer dining area</u>
Start date:	<u>4/1/18</u>
Name, Address & Phone Number of Architect:	<u>Eric Mathisen w/ MMA 414-277-8000</u> <u>700 W. Virginia St #1604, Milwaukee, WI 53204</u>
Name, Address & Phone Number of Contractor:	<u>Rodney Killian w/ Productive Builders</u> <u>1190 W. 1699 S Appleton Ave, Menomonee Falls</u> <u>WI 53051 262-251-2355</u>

SECTION 8 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?

No If No, SKIP to Section 9

Yes If YES, if your food license is approved prior to the alcohol beverage license, when do you want the food license issued? Immediately At the same time as the alcohol license

SECTION 9 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

JR I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

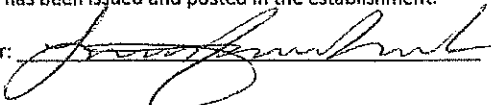
JR I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

JR I understand the district alderperson will review and either approve or deny my application. If denied, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

JR I understand proof of payment for all license fees must be on file in the License Division before the license may be issued.

JR I understand the license must be issued and posted in my establishment prior to opening for business.

JR I will not operate my food business until the license has been issued and posted in the establishment.

Signature of sole proprietor, partner, agent or 20% shareholder: 

Signature of additional partner(s): _____

Greige Menu

Breakfast/Morning Pastries

Pastries with change daily depending on flavors and seasonality of products but list is a general idea of what will be offered at all times.

- Muffins
- Scones
- Croissants
- Quick breads

Desserts

Desserts that are offered individually will rotate and change regularly with new flavors and based on seasonal changes.

- Tarts
- Entremets
- Tortes
- Cakes
- Assorted bars and cookies
- Macarons
- Meringue
- Panna Cottas and Cremeux

Orders

Customers will be able to place orders for cakes, cupcakes, dessert trays, tortes and other assorted items. We have a customized dessert concept, so we have common items for suggestion but are open to making whatever the customer needs for their special order. Listed are what we will most often offer and sell.

- Cake Flavors: Chocolate, Genoise (Vanilla), Marble, Red Velvet, Banana, Carrot, Earl Grey, Maple, Champagne, Almond, lemon, Coconut, Spice, Pumpkin (seasonal)

- Fillings:

Fruit Preserves: Raspberry, Orange Marmalade, Strawberry, Apricot

Mousse: Chocolate, White Chocolate, Lemon, Raspberry, Mocha,

Other: Whipped Ganache, Chocolate ganache (can flavored with Irish cream, Chambord or Grand Marnier), Buttercream (Can be flavored with chocolate, caramel, any fruit preserve, lemon, pistachio, almond, Irish cream, coffee, hazelnut, ect.), Pastry Cream

SQ FT. - 1757

Greige, LLC

408 W. Florida St. Suite #101
Milwaukee, WI 53204

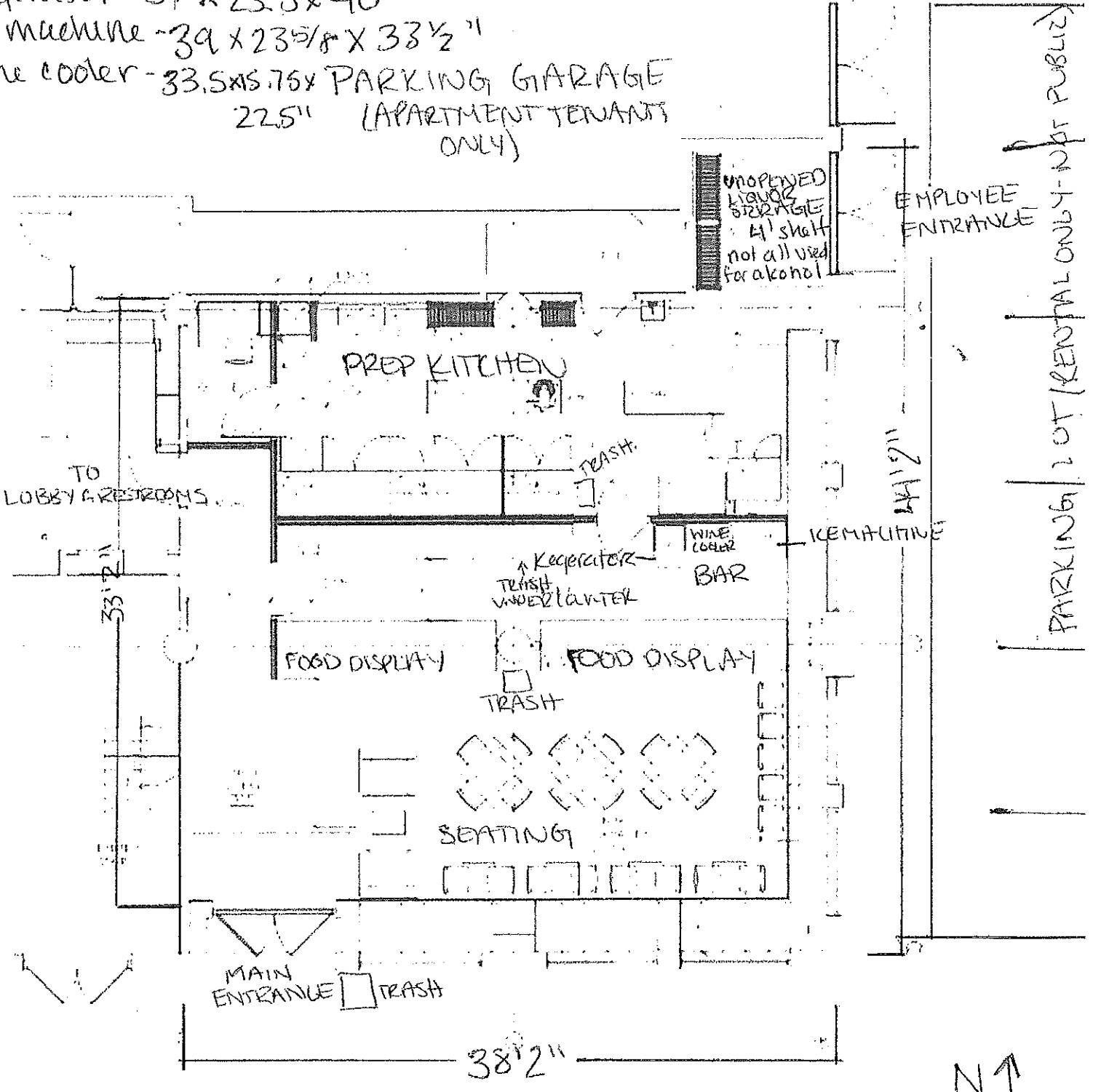
Alcohol Storage

Kegeerator - 31" x 23.5" x 40"

Ice machine - 39" x 23 5/8" x 33 1/2"

Wine cooler - 33.5" x 15.75" x 22.5" (APARTMENT TENANTS ONLY)

PARKING GARAGE
22.5" (APARTMENT TENANTS ONLY)

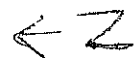
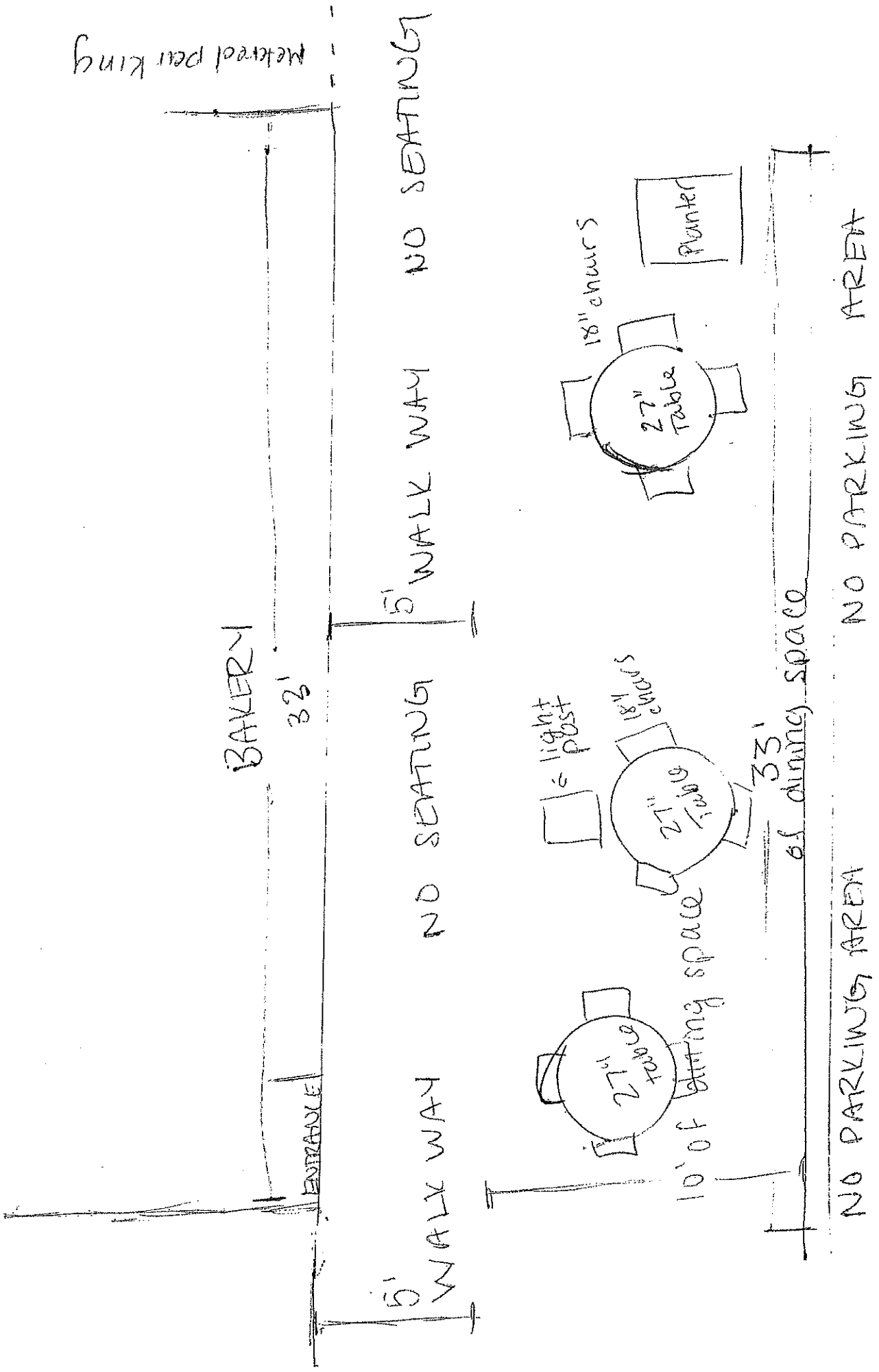


PATIO - USE FOR SUMMER OUTSIDE SEATING - PENDING PERMIT

FLORIDA ST

11/31/18

Metro parking



FLORIDA STREET

NO PARKING AREA NO PARKING AREA

square feet - 330 sq ft
of dining area



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

Monday, March 26, 2018

COMMITTEE MEETING NOTICE

AD 12

REVORD, John C, Agent
Owl Club LLC
818 S Water St
Milwaukee, WI 53204

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

Wednesday, April 04, 2018 at 01:15 PM

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Bands, Magic Shows, Karaoke, Poetry Readings, Comedy Acts, Patrons Dancing, 1 Motion Picture, and 25 Concerts as agent for "Owl Club LLC" for "Boone & Crockett" at 818 S Water 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 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines:

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

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

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

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

Limited parking for persons attending meetings 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: _____

Jessica Celella

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



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Monday, March 26, 2018

COMMITTEE MEETING NOTICE

AD 12

REVORD, John C, Agent
Owl Club LLC
319 E Lloyd St
Milwaukee, WI 53212

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Wednesday, April 04, 2018 at 01:15 PM

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Bands, Magic Shows, Karaoke, Poetry Readings, Comedy Acts, Patrons Dancing, 1 Motion Picture, and 25 Concerts as agent for "Owl Club LLC" for "Boone & Crockett" at 818 S Water St.

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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: _____

Jessica Celella

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

Date:3-7-18
Officer: PO Matthew Diener

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

Name of Premise: Boone and Crockett
Address: 818 S Water St
Phone: 414-418-1550

Owner: John C REVORD
Owner address: 319 E Lloyd St
City State Zip: Milwaukee, WI 53212
Owner Phone: 414-418-1550
Owner email: johnny.revord@gmail.com

Licensee/Agent: same
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: phone

Location currently open: YES NO

Projected open date: mid April 2018

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

Hours of Operation: Sun: 11a-2a 24 hours Y N
Mon: 11a-2a
Tue: 11a-2a
Wed: 11a-2a
Thu: 11a-2a
Fri: 11a-2:30a
Sat: 11a-2:30a

Premise Type: Tavern/Bar
Restaurant
Other: Banquet Hall

Licenses currently held:

Alcohol: Yes No Class: B #: 205780
Tobacco: Yes No #:
Food: Yes No #: 10667
Other: Yes No Type: PEP #: 4241
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. Street parking Yes No
7. Is there a parking lot Yes No
8. Is the parking lot clean? 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: Installing 8+
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. VCR Yes No
 - d. Recorded Yes No
20. How long is footage stored for later viewing: Will be 30 days
21. Are there exterior cameras Yes No How many: Installing 8+
22. Are there interior cameras Yes No How many: Installing 10+

23. Do all employees know how to retrieve recorded digital images/footage? Yes No
 24. Cameras located in parking lot Yes No How many Installing 8+ exterior , covering

Interior Survey:

25. What is the planned/posted capacity 160 tavern- 292 banquet hall
 26. What is the minimum number of employees that will be on premise 4
 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
 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. Are emergency and non-emergency numbers posted near the phone? Yes No
 31. 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

32. How many security personnel are going to be employed: Minimum 2, increase to mamnge larger events/ weekends
 33. How will they be deployed: Interior 1 (at least) Exterior1 (at least)
 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 35. Will the security be managed by business or contracted
 36. Will they be armed Yes No
 37. What type of security measures will be used:
 Wanding/metal detector
 ID Scanner For shows/concerts
 Dress Code
 Cover Charge For events/concerts
 Age restriction
 Other
 38. When at capacity, how will the overflow crowd be managed? Patrons will wait in line at rear entrance/gated area
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

The applicant will be installing a new CCTV/wireless security camera system, which will cover extensively cover both the interior and exterior (and parking lot). The applicant stated that he will employ security every day, and the number of security employed will increase to accomodate the size of the event. The applicant stated that the front of the building will be the tavern, and the rear of the premise will be utilized for banquets, weddings, concerts, larger events, etc.

MILWAUKEE POLICE DEPARTMENT
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 03/09/2017
LICENSE TYPE: BTAVN
NEW:
RENEWAL: X

No. 249780
Application Date: 03/08/2017
Expiration Date:

License Location: 818 S Water Street
Business Name: Hot Water

Aldermanic District: 12

Licensee/Applicant: Mueller, Paul P
(Last Name, First Name, MI)
Date of Birth: 01/20/48

Male: Female:

Home Address: 820 S Water Street
City: Milwaukee
Home Phone: (414) 383-7593

State: WI Zip Code: 53204

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 01/01/08, Milwaukee police were dispatched to 818 S Water Street for a Trouble With Subject complaint. Officers arrived and observed security guards detaining a subject on the ground. Officers spoke with the guards, identified as Mario Escareno and Michael Golembiewski, who stated the club was at capacity and could not let any more people in. The detained subject tried to force his way into the club and became combative striking a security guard to his face. Three security guards then detained the subject until police arrived. Officers spoke to victim who stated he was in the club and wanted to say good-bye to family members who were outside and who weren't able to come into the club because of capacity. When he tried to re enter the club, he was denied and that the bouncers then beat him up. The licensee was notified of this incident.

- =====
2. On 05/03/2008 at 6:30pm a Milwaukee Police Officer working in the office at District #2 received a walk-in Substantial Battery Complaint. Investigation revealed on Saturday 04/26/2008 at 11:00pm a fight took place inside Hot Water Night Club (818 S. Water St.) and a patron received 9 stitches in his forehead as a result. Incident #081240149 filed.
- =====

3. On 03/13/10 at 2:45 am, Milwaukee police were dispatched to 818 S Water for a Subject With Weapon complaint. As officers arrived, they observed security staff engaged in a fight with several male subjects. Both parties soon separated and security yelled to police to call for back-up because the subjects they just fought had weapons. Security pointed out the vehicle the subjects were in and then fled inside the bar. Police stopped the auto and then

had to locate the security officers in order to conduct the investigation. Investigation revealed that several males' subjects were loitering in the parking lot of Hot Water after it had closed. Security staff locked the exit gates to the parking lot and then went inside the tavern to finish their duties. The action upset the subjects who were outside the gate. When security returned to the parking lot to open the gates, a fight started between them and the subjects. The actors stated to police that they were hit by security with closed fists and expandable batons with the security guards stating it was a male subject who retrieved a baton from a nearby auto and began hitting them. Security further stated that the other subjects were mooning them and throwing concrete at them from the street as well as other miscellaneous objects. Police obtained several statements from all parties involved and the investigation did not reveal the definite owner of the baton, as no one was claiming it. Citations were issued to the licensee Paul Mueller for disorderly premises and contributing to delinquency.

Charge: Disorderly Premises
Contributing To Delinquency
Finding: Dismissed w/o prejudice
Could no locate citation
Date: 08/17/10
Case: 10041916

4. On 03/27/10 at 1:50 am, Milwaukee police were dispatched to a Cruelty To Animal complaint at 818 S Water Street. Investigation revealed a patron had his pet parrot on his shoulder while inside the bar when an unknown male approached the victim, grabbed the bird off the victim's shoulder, and bit the parrot's head off with his mouth. The owner of the parrot stated he did not know why the subject did this and was angry that police were there and was uncooperative with officers. Police spoke with Paul Mueller who stated he had no idea that there was a bird in his tavern. Police obtained several witnesses statements regarding this incident.

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5. On 03/05/11 at 12:49 am, Milwaukee police responded to 818 S Water for a Bar Fight Complaint. Officers had one subject in custody for breaking out a glass entrance door and observed security yelling for patrons to "go home" while large groups of people still remained inside talking and drinking. Police were then advised by security of a disturbance in the coat checkroom. There, officers observed five females yelling at the coat check employee because they were told that their jackets were missing. Officers then observed the females push the coat check table attempting to pin the employee against the wall. Police intervened and sent the females back into the bar area. More patrons were yelling for their coats and were becoming unruly with officers having to call for more back up. As this was occurring, multiple fights were breaking out in the bar. An officer sustained an injury while one patron began to physically resist and fight with the officer. That subject was arrested and charged with Battery on an Officer. Several arrests were made with charges of resisting arrest, disorderly conduct and criminal damage to property. Video did capture this entire incident in which police obtain a copy and placed on inventory.

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6. On 03/31/12 at 1:57 am, Milwaukee police were dispatched to a Fight at 818 S Water Street. Officers were flagged down by a security guard, Hazem Mabrouk, who directed officers to the rear entrance of the business. Mabrouk stated a large group of people were fighting and pointed out to officers the primary aggressor of the fight. Officers attempted to take that subject into custody when Mabrouk got into the subject's face and started cursing at him. Mabrouk had to be told several times by officers to back away. The subject was taken into custody and cited. Officers spoke with Paul Mueller who stated that everything was going fine until someone didn't want to leave and then everyone started fighting. Mueller was advised about Mabrouk's behavior and Mueller stated he would talk to his security staff regarding how they should handle future incidents like this when police are on scene.

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7. On 02/17/2013 at 2:03am Milwaukee police were flagged down by security at 818 South Water Street (Hot Water/Wherehouse) for a trouble with subject complaint. Security told officers that a patron had been removed from the business for throwing a bottle at another patron inside the business. As this patron was being escorted out, he threw a rock breaking one of the windows on the building. The business cooperated with officers during this investigation and no violations were observed.

8. On 03/08/2013 Milwaukee police conducted a licensed premise check at 818 West Water Street (Hot Water/Wherehouse). Officers discovered the business was holding an underage event. Officers found that an area of the business was open and serving alcohol during this event, in violation of municipal ordinance. The agent received a warning regarding this violation.

9. On 02/21/2014 at 1:32am 11 Milwaukee police squads were dispatched to a fight complaint at 818 South Water Street (Hot Water). Officers discovered 300-400 patrons at the location and were told by security that a large fight broke out at the main bar. Intoxicated and disorderly patrons were discovered both inside and outside the business. The applicant was cited for disorderly premises prohibited.

Charge:	Disorderly Premises Prohibited
Finding:	Guilty
Sentence:	\$150.00 fine
Date:	06/02/2014
Case:	14018995

=====

Item #9 previously reported, disposition added 03/13/2015.

10. On 02/27/2014 Milwaukee police officers met with the applicant regarding a fight that occurred inside Hot Water (818 South Water Street) on 02/21/2014. The applicant told officers he had leased the club to a promoter for use on that occasion and he was blindsided when hundreds of people began to arrive. The applicant expressed concern over this incident and stated he would no longer lease to that promoter.

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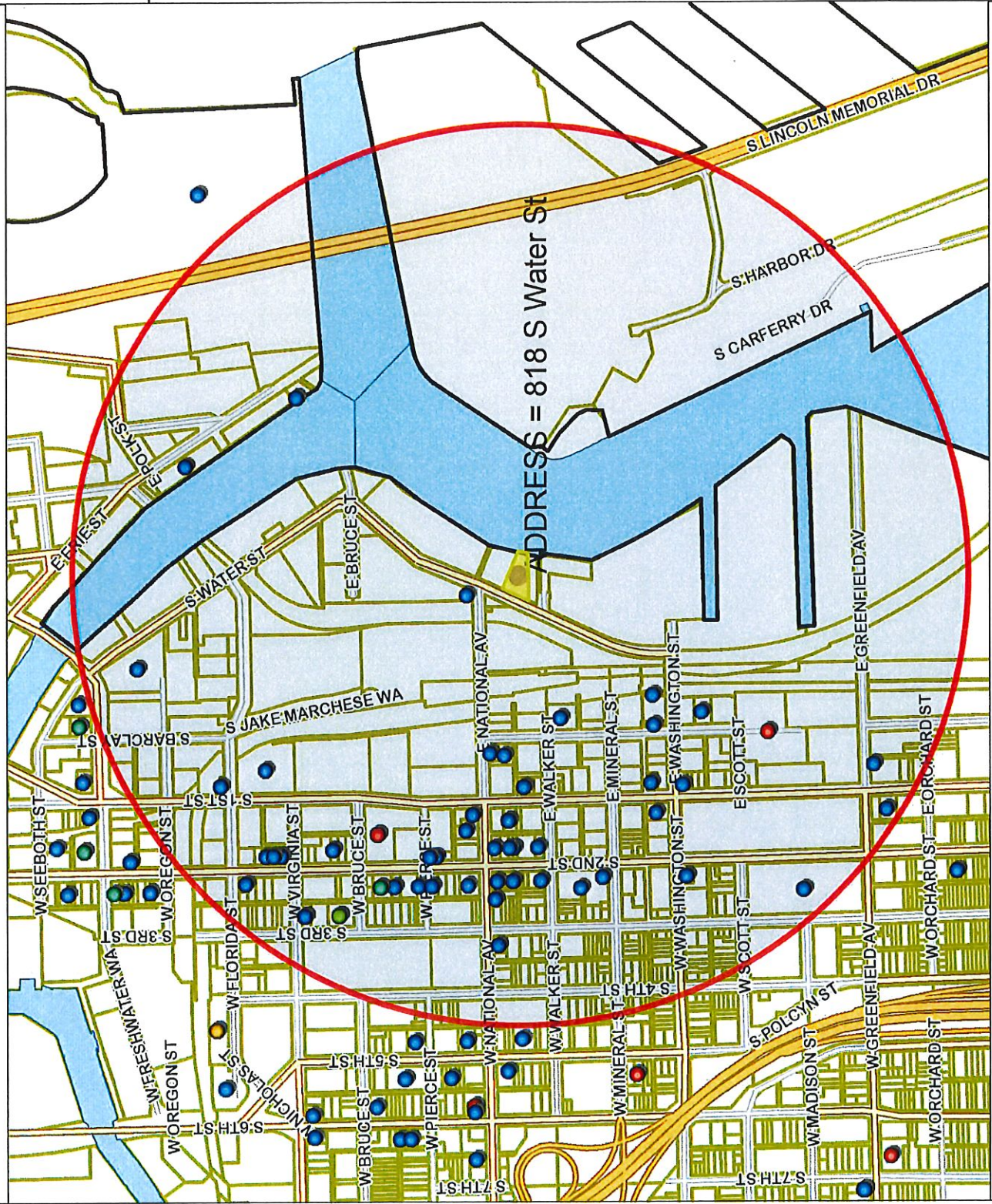
11. On 11/20/2015 Milwaukee police conducted a licensed premise check at 818 South Water Street (Hot Water/Wherehouse). No violations were observed. During this check, the officers were informed that a patron had fallen and injured her arm while on the dance floor. Officers requested medical attention for the injured patron.

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PREVIOUS PREMISE

Alcohol concentration for 818 S Water St.

City of Milwaukee, Wisconsin



- Legend -

- Street names 10,000
- City limits
- Freeways 15,000
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets 10,000
- Streets 10,000
- Waterways
- Parcels - MPROP_lite
- Parcels - MPROP_lite
- Parcels - MPROP_lite
- Street names 10,000
- 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 -

Licensed alcohol beverage establishments within a .5 mile radius centered on 818 S Water St, March 5, 2018.



Department of Administration - ITMD



Map Scale: 1: 10,000

© City of Milwaukee, Wisconsin
Map Milwaukee: Property Information
Disclaimer
3/5/2018

licensed alcohol beverage establishments within a .5 mile radius centered on 818 S Water St, March 5, 2018.

License summary	Trade name	Licensee	License type name	Total capacity	Room capacity	Address	Expiration date
Class A Malt & Class A Liquor License	German Fresh Market	Joseph Marano, Agt	Class A Malt & Class A Liquor License			135 E Scott ST	6/22/18
Class B Fermented Malt Beverage Retailer's License	Fine Vineyard	VANDER P BHATIA, Agt	Class A Malt & Class A Liquor License			1601-B S 1st ST	2/8/19
Class B Tavern License	Anonyme Coffee Roasting Co.	Matthew J McCluskey, Agt	Class B Fermented Malt Beverage Retailer's License			224 W Bruce ST	10/3/18
Class C Wine Retailer's License	GYRO PALACE	NICK A KARAMEPELAS, Agt	Class B Fermented Malt Beverage Retailer's License	75		502 S 2ND ST	5/7/18
	Central Standard Craft Distillery	William P McQuillan, Agt	Class B Fermented Malt Beverage Retailer's License			613 S 2ND ST 609	9/2/19
	CHEZ JACQUES	JACQUES J CHAUMET, Agt	Class B Tavern License	164		1022 S 1ST ST	10/10/18
	The Laughing Taco	Lucia L Munoz, Agt	Class B Tavern License			1053 S 1st ST	5/30/18
	Circa 1880	Thomas E Hauck, Agt	Class B Tavern License	99		1109 S 1st ST	4/9/18
	Braize Restaurant	David K Swanson, Agt	Class B Tavern License	202		1104 S 2nd ST	10/15/18
	Formation Enterprises LLC	Ralph J Bruno, Agt	Class B Tavern License			1129 S Barclay ST	12/13/18
	MISOSIN INVESTMENT GROUP, INC	EDWIN E CARVER, Agt	Class B Tavern License	160	80 inside, 80 patio	117 E GREENFIELD AV	7/23/18
	Munderjak Enterprises, LLC	STEFANI J JAKSIC, Agt	Class B Tavern License	270	92 - First floor, 178 - Beer Garden	120 W National AV	4/9/18
	Aramark Corporation	Heldi M Petrakis, Agt	Class B Tavern License	146		1201 S 2nd ST	7/24/18
	LA MERENDA	AUGUSTO P SANDRONI, JR, Agt	Class B Tavern License	88		125 E NATIONAL AV	11/17/18
	Drink Wisconsinly Pub	Laura Marie Van Heijningen, Agt	Class B Tavern License			135 E National AV	5/22/18
	Strong Flavor Productions, LLC	TYLER L MASON, Agt	Class B Tavern License	99		1407 S 1ST ST	7/28/18
	PEPPER 200, LLC	WILLIAM F FENGER, Agt	Class B Tavern License			200 E WASHINGTON ST	6/18/18
	laz's Catering, Inc.	Stephanie L Schneck, Agt	Class B Tavern License			201 W Walker ST	4/4/18
	IGN3 Inc	AUGUSTO P SANDRONI, JR, Agt	Class B Tavern License	25		227 W National AV	9/30/18
	GEORGE'S PUB, INC	GEORGE P VOMBERG, Agt	Class B Tavern License			224 E WASHINGTON ST	9/30/18
	Next Act Theatre	David A Cesarini, Agt	Class B Tavern License	49		265 S Water ST	9/18/18
	The Red Arrow Bar, LLC	LUIS D GARCIA, Agt	Class B Tavern License	150		309 W National AV	4/5/18
	OLYDIA'S, LLC	Linda M Sackett, Agt	Class B Tavern License	80	80 first floor	338 S 1ST ST	6/4/18
	KRUZ	SERGE PELLICELLI, Agt	Class B Tavern License	160	80 patio	394 E NATIONAL AV	9/4/18
	TRAIGHT AHEAD, INC	CAROL R RUBITSKY, Agt	Class B Tavern License	320		401 S 2ND ST	2/5/19
	COMEDY SPORTZ	JOSHUA M LEFEVRE, Agt	Class B Tavern License	144		420 S 1ST ST	1/15/19
	Shakers Cigar Bar and World Cafe	ROBERT G WEISS, Agt	Class B Tavern License	48	48 interior	422 S 2nd ST	10/12/18
	MORE! Restaurant	Jonathan S Mayo, Agt	Class B Tavern License	160		430 S 2nd ST	7/16/18
	Caminio	CASEY A RATACZAK, Agt	Class B Tavern License	49		434 S 2nd ST	10/12/18
	ZAD'S, INC	TERRY M ZADRA, Agt	Class B Tavern License	300		485-38 S 2ND ST	2/12/19
	The Chef's Table	David P Magnasco, Agt	Class B Tavern License	49		500 S 9th ST	9/22/18
	RIVERFRONT PIZZERIA BAR AND GRILL	BRENDA A REGENFELDER, Agt	Class B Tavern License	300		509 E ERIE ST	9/4/18
	Movida	Aaron R Garsonde, Agt	Class B Tavern License			524 S 2ND ST	8/11/18
	Fixture Pizza Pub	Joshua D Taylor, Agt	Class B Tavern License			623 S 2nd ST	9/4/18
	Var Gallery & Studios	Josh Hintz, Agt	Class B Tavern License			643 S 2nd ST	1/15/19
	Milwaukee Sail Loft	JEFFREY G REINBOLD, Agt	Class B Tavern License	300		649 E Erie ST	3/24/18
	Milwaukee Sail Loft	JEFFREY G REINBOLD, Agt	Class B Tavern License	80		649 E Erie ST	3/24/18
	SABBATIC	JAY K STAMMATES, Agt	Class B Tavern License	49		700 S 2ND ST	12/24/18
	The Tin Widow	SAMUEL L BERMAN, Agt	Class B Tavern License	50		703 S 2ND ST	4/15/18
	The Noble	DAVID G KRESSIN, Agt	Class B Tavern License	195		704 S 2nd ST	7/14/18
	CIELITO LINDO	RODRIGO R LOPEZ, Agt	Class B Tavern License	180		739-39 S 2ND ST	2/28/19
	THE TRIPLE BELT CORPORATION	ELIZABETH J KUJAWA, Agt	Class B Tavern License	160		799 S 1ST ST	10/21/18
	STENY'S, INC	JEROME L STENSTRUP, Agt	Class B Tavern License	480	480 for first floor and outdoor patio, 200 for 2nd floor, 92 for lower level. Total on premises would be 772.	800 S 2ND ST	11/17/18
	LEVEL (LVL)	Joseph A Angeili, Agt	Class B Tavern License	560		801 S 2nd ST	8/14/18
	Texas J's	JOHN A URBANI, Agt	Class B Tavern License	150	99 inside, 57 out with 1 portable restroom	813 S 1ST ST	3/18/19
	Snack Boys	JOHN C REVORD, Agt	Class B Tavern License			814 S 2nd ST	1/15/19
	WALKERS PINT	ELIZABETH A BOENNING, Agt	Class B Tavern License			818 S 2ND ST	6/27/18
Total							

HOT WATER NIGHT CLUB, LLC	HOT WATER/WHEREHOUSE	PAUL P. MUELLER, Agt	Class B Tavern License	292	818 S WATER ST	5/18/18
LUID, INC	FLUID	WILLIAM M WARDLOW, Agt	Class B Tavern License	106	819 S 2ND ST	5/11/18
the Flow DJ's Entertainment LLC	VIP Lounge	Miguel A. Martinez, Agt	Class B Tavern License	295	828 S 1st ST	9/22/18
az's Catering Inc	South Second: A Sax's Hospitality Group Property	Stephanie L. Schmeck, Agt	Class B Tavern License	240	888 S 2nd ST	4/11/18
RAZY WATER	CRAZY WATER	PEGGY J MAGISTER, SP	Class B Tavern License	62	889 S 2ND ST	5/11/18
woBirds, LLC	Fermweh	Tyler T. Curran, Agt	Class B Tavern License	355	906 S EARCLAY ST	12/12/18
Aeraki LLC	Menaki	Marshall F Meier, Agt	Class B Tavern License		999 S 2nd ST	12/9/18
Utch Corp	Anodyne Coffee Roasting Co.	Matthew J McClutchy, Agt	Class C Wine Retailer's License		224 W Bruce ST	10/9/18



Monday, March 26, 2018

Licenses Committee Notice of Hearing

ZEELANDERS LLC
818 S Water St

Milwaukee, WI 53204

Date: 4/4/2018
Time: 01:15 PM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications
Requesting Instrumental Musicians, Disc Jockey, Bands, Magic Shows, Karaoke,
Poetry Readings, Comedy Acts, Patrons Dancing, 1 Motion Picture, and 25
Concerts
REVORD, John C, Agent
Boone & Crockett at 818 S Water St

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.





Monday, March 26, 2018

Licenses Committee Notice of Hearing

Conflux Holdings LLC
818 S Water St

Milwaukee, WI 53204

Date: 4/4/2018
Time: 01:15 PM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications
Requesting Instrumental Musicians, Disc Jockey, Bands, Magic Shows, Karaoke,
Poetry Readings, Comedy Acts, Patrons Dancing, 1 Motion Picture, and 25
Concerts
REVORD, John C, Agent
Boone & Crockett at 818 S Water St

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.





Monday, March 26, 2018



Notice of Public Hearing

REVORD, John C, Agent

Boone & Crockett at 818 S Water St

Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Bands, Magic Shows, Karaoke, Poetry Readings, Comedy Acts, Patrons Dancing, 1 Motion Picture, and 25 Concerts

Wednesday, April 04, 2018 at 1:15 PM

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 4/4/2018 at 1:15 PM, 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.

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

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

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

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	354 E NATIONAL AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	822 S WATER ST	MILWAUKEE, WI 53204

Total Records: 2

Radius: 250.0 feet and Center of Circle: 818 S Water St



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 9/26/16

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 (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:

Cocktail bar + event space

Do you have any experience operating this type of business? No Yes If yes, explain: Since 2010 owned multiple bar/event space

2. Business Operations

- a. Proposed Opening Date: 12/5/17
- b. Is this premise under construction? No Yes If yes, list estimated completion date: _____
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: Class B
- 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: restaurant
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): 2151 S. Kinnickinnic Ave, Milwaukee, WI 53207
- h. Are other businesses operating in the same building? No Yes If yes, describe: restaurant, pedal tavern, catering kitchen

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: Employees
- 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: Patio
- b. Number of Garbage Cans: Inside: 25 Locations: Bar, event space, kitchen
Outside: 5 Locations: Patio, dock, parking lot
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 5
- 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? 100 and describe the parking security plan: Gated, closed during non-business hours
- 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? 2 * and answer the following: * **MORE FOR EVENT**
 What are their responsibilities? ID checks, general safety
 Is security equipment used? No Yes If yes, describe cameras
 List their licensing, certification, or training credentials in-house
- d. Will there be security cameras? No Yes If yes, where? Parking, inside, outside, dock, office
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe ID checks

6. Percentage of Sales (must total 100%)

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

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

Type 1

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

Type 2

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

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

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

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

Capacity 700 (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):
 1st Floor 2nd 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: National 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: Conflux Holdings LLC Phone Number: (414) 759-6606
 Business Owner Address: 818 S. Water St. 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	8 am	2 am	250	25-45	21 + older *
Monday	11 am	2 am	250	↓	↓
Tuesday	11 am	2 am	250		
Wednesday	11 am	2 am	250		
Thursday	11 am	2 am	250		
Friday	11 am	2:30 am	250		
Saturday	8 am	2:30 am	250		

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 Closing Hours:	Indoors: Alcohol beverage establishments: Same as alcohol license hours Non-alcohol establishments: 1:00 am Sunday thru Thursday, 1:30 am Friday & Saturday Outdoors: All establishments: 10:00 pm Sunday thru Thursday, 12:00 am Friday & Saturday (unless otherwise approved by the 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 complete list of all required application forms.

* wedding exempt
 (no age restriction)



**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 www.milwaukee.gov/license

Legal Entity Name: Owl Club LLC

Premise Address: 818 S. Water St. Milwaukee, WI 53204

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

Is there at least 300 feet between the building and any church, school, daycare center or hospital? Yes No

"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 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 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: _____

Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

- A lease or offer to purchase must:
- a) Be in the same legal entity name as that apply for the license
 - b) Reflect the same address as the premises address on this application
 - c) Reflect current dates and
 - d) Be signed by the lessor/seller and lessee/buyer

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.)? Owl Club LLC

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

d) Total amount paid for business \$ 0

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

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

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

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

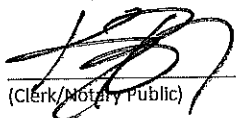
- a) Date lease begins 3/1/18 Ends 2/28/23 (4 five year ext.)
- b) Monthly rental \$ 5,500
- c) Do you have an option to renew the lease? No Yes
- d) Does your lease allow for assignment to another party without the consent of the owner? No Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? N/A
- 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 _____

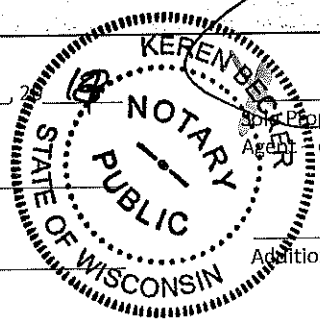
Change of Agent Applicants Only

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 5th day of March


(Clerk/Notary Public)



Proprietor, Partner, 20% or more Shareholder, or Agent only if there are no 20% or more shareholders

My Commission Expires 10/7/18
*Notary Seal must be affixed.

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 N/A



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 e-mail address: license@milwaukee.gov

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input checked="" type="checkbox"/> Instrumental Musicians	<input checked="" type="checkbox"/> Bands	<input type="checkbox"/> Battle of the Bands	<input checked="" type="checkbox"/> Comedy Acts
<input checked="" type="checkbox"/> Disc Jockey	<input checked="" type="checkbox"/> Magic Shows	<input checked="" type="checkbox"/> Poetry Readings	<input type="checkbox"/> Dancing by Performers
<input type="checkbox"/> Jukebox	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Patrons Dancing
<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input checked="" type="checkbox"/> Karaoke	<input type="checkbox"/> Bowling Alley	<input type="checkbox"/> Pool Tables
<input checked="" type="checkbox"/> Motion Pictures on Projection Screens – How many? <u>1</u>	<input type="checkbox"/> Amusement Machines – How many? _____	<input checked="" type="checkbox"/> Concerts Approx. # per year? <u>25</u>	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Other: _____			

Entertainment Indoor Hours: _____ Alcohol beverage establishment: same as alcohol license hours.
Non-alcohol establishment: 10:30am to 1:00am Sun to Thurs; 1:30am Fri-Sat

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless otherwise approved by Common Council.

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: portable PA for concerts

LEGAL CAPACITY OF PREMISES

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

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 5 day of March 2018

[Signature]
Sole Proprietor/Agent/20% or More Shareholder/Partner

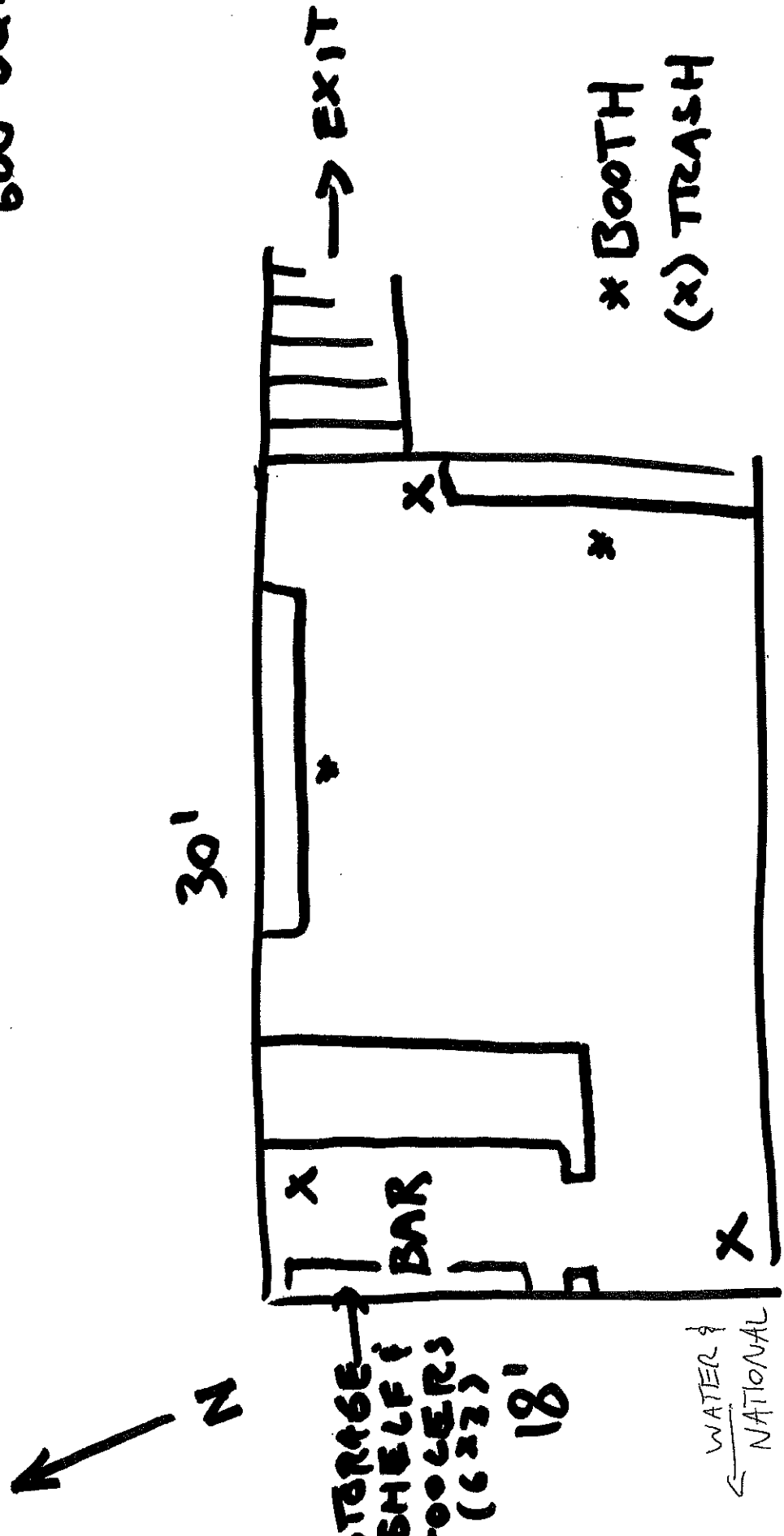
[Signature]
Additional 20% or More Shareholder/Partner

(Clerk/Notary Public)
My Commission Expires 10/17/18
*Notary Seal must be affixed.

Office Use Only: Initials: _____ Filed: _____ App: _____

Check if only PEP (must be heard w/in 60 days) Granted _____ License # _____

600 SQ. FT



ASSEMBLY HALL 2ND
FLOOR MEZZANINE

BOONE & CROCKETT
DOWL CLUB, LLC
JOHN DEVONDS (AGENT)
118 S WATER ST
WAKE, WI 53204

3.5.18



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

Friday, March 23, 2018


COMMITTEE MEETING NOTICE

AD 12

JOSE L TERRONES
2545 S 15th 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:

Wednesday, April 04, 2018 at 01:15 PM

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting Disc Jockey, Jukebox, Karaoke, Patron Contests, Patrons Dancing, Pool Table, 6 Amusement Machines, and 1 Motion Picture for "El Barril" at 1400 W ORCHARD 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 85-2.7-4, 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. Possible denial because: This proposed location is in an area that has previously been found by the Common Council to be over concentrated with alcohol outlets. Attached is the concentration of alcohol beverage outlets in the area map existing at the time of the determination of the over concentration based on an address of 2039 W Greenfield Ave. The Licenses Committee will consider concentration of alcohol beverage outlets as one question regarding the suitability of this location to be licensed as an alcohol beverage establishment. You may present evidence supporting your application. One issue that evidence should address is whether the licensure of this location is appropriate in light of the concentration of alcohol beverage outlets.

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: _____
Jessica Celella
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



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

Friday, March 23, 2018

COMMITTEE MEETING NOTICE

AD 12

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BY: _____

Jessica Celella

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

REDACTED RECORD

CITY OF MILWAUKEE
LICENSE DIVISION

2018 FEB 19 A 9:27

2-14-18

A quien Corresponda: - OFFICE THE CLERK
Estoy escribiendo estas palabras
Para oponerme a que se abra este negocio
(EL Barril 1400 W. Orchard St):

Creame que es insoportable tener que
aguantar las peleas de los estudiantes
de la Hi school south division, todo
el Verano, y Sumarle a los Borrachos
que salen en las noches a las 2:00 de
la mañana quemando llanta y firando
bala... Para apollar el desarro de
nuestros hijos necesitamos un vecin-
-dario tranquilo y Seguro.

Muchas gracias; Se que les escribo
en español pero ojala que se me
tome en cuenta.

REDACTED RECORD

2-14-18

To whom it may concern:

I am writing to oppose that this business opens -
(El Barril 1400 W Orchard St)

Believe me it is unbearable having to endure the fights from the students of South Division High School and add to that the drunks who go out at night at 2:00am burning tire and shooting bullets.

To support the development of our children we need a safe and quiet neighborhood.

Thank you.

F.M.

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 02/02/2018

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 269398

Application Date: 02/01/2018

License Location: 1400 W Orchard St

Business Name: El Barril

Licensee/Applicant: TERRONES, Jose L
(Last Name, First Name, MI)

Date of Birth: 09/12/1960

Home Address: 2545 S 15th St

City: Milwaukee

State: WI **Zip Code:** 53215

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 01/14/2014 the applicant was cited in the City of Milwaukee at 2492 S 13th St for Liquor License Required.

Charge: Liquor License Required

Finding: Guilty

Sentence: Fined \$3,224.00

Date: 11/05/2014

Case: 14010559

Date:2-19-18
Officer: PO Matthew Diener

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

Name of Premise: El Barril
Address: 1400 W Orchard St
Phone: 414-875-0574

Owner: Jose L TERRONES
Owner address: 2545 S 15th St
City State Zip: Milwaukee, WI 53215
Owner Phone: 414-875-0574
Owner email: none

Licensee/Agent: same
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: phone

Location currently open: YES NO

Projected open date: mid March 2018

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

Hours of Operation: Sun: 9a-2a 24 hours Y N
Mon: 2p-2a
Tue: 2p-2a
Wed: 2p-2a
Thu: 2p-2a
Fri: 3p-2:30a
Sat: 3p-2:30a

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

- Alcohol: Yes No Class: D #: 221079
Tobacco: Yes No #:
Food: Yes No #:
Other: Yes No Type: B Manager #: 197239
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. Street parking Yes No
7. Is there a parking lot Yes No
8. Is the parking lot clean? 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. VCR Yes No
 - d. 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/posted capacity Applicant is unsure
 26. What is the minimum number of employees that will be on premise 2
 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. Are emergency and non-emergency numbers posted near the phone? Yes No
 31. 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

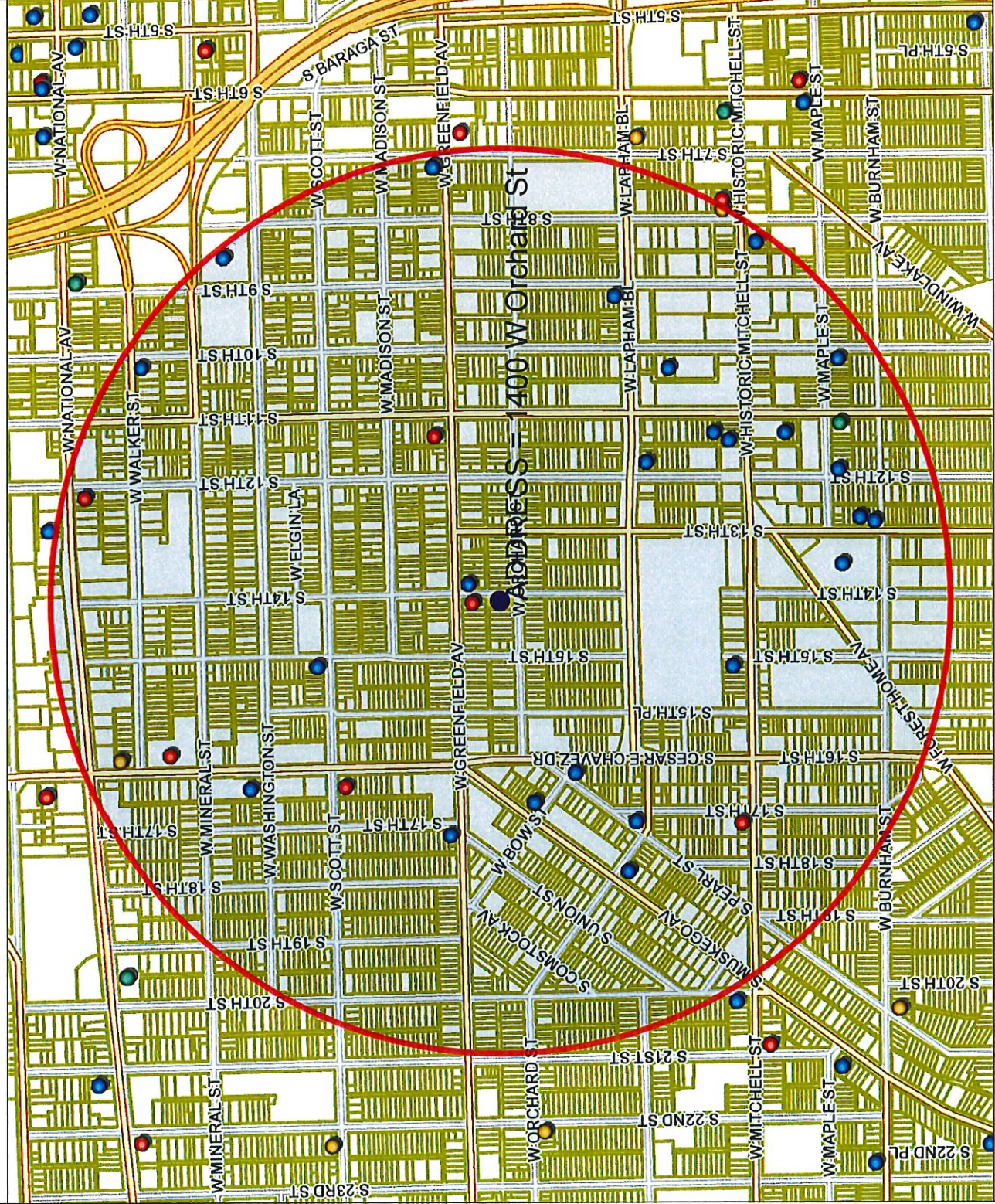
32. How many security personnel are going to be employed: 1
 33. How will they be deployed: Interior 1 Exterior 1
 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 35. Will the security be managed by business or contracted
 36. Will they be armed Yes No
 37. What type of security measures will be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other
 38. When at capacity, how will the overflow crowd be managed? Patrons will be asked to come back at a later time
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

During the CPTED the applicant was currently in the process of remodeling the premise. The applicant stated that when/if he is granted a license he is installing 5-6 security cameras on the premise. We advised the applicant that we can give suggestions for where to place his security cameras, when they arrive. The applicant also stated that he is contracting a local security company for the premise, and will have at least 1 guard working Fri-Sat, which will also be an armed security company.

Alcohol concentration for 1400 W Orchard St.

City of Milwaukee, Wisconsin



Department of Administration - ITMD



Map Scale: 1: 10,000

Disclaimer
2/1/2018

© City of Milwaukee, Wisconsin
Map Milwaukee: Property Information



Friday, March 23, 2018

Licenses Committee Notice of Hearing

Luis Gonzales
1995 S Muskego St
Milwaukee, WI 53204

Date: 4/4/2018
Time: 01:15 PM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications
Requesting Disc Jockey, Jukebox, Karaoke, Patron Contests, Patrons Dancing, 1
Pool Table, 6 Amusement Machines, and 1 Motion Picture
JOSE L TERRONES
El Barril at 1400 W ORCHARD St

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, March 23, 2018

Licenses Committee Notice of Hearing

La Hamaca Bar
2677 S 7TH St

Milwaukee, WI 53215

Date: 4/4/2018
Time: 01:15 PM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications
Requesting Disc Jockey, Jukebox, Karaoke, Patron Contests, Patrons Dancing, 1
Pool Table, 6 Amusement Machines, and 1 Motion Picture
JOSE L TERRONES
El Barril at 1400 W ORCHARD St

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, March 23, 2018



Notice of Public Hearing

TERRONES, Jose L

El Barril at 1400 W ORCHARD St

Class B Tavern and Public Entertainment Premises License Applications Requesting Disc Jockey, Jukebox, Karaoke, Patron Contests, Patrons Dancing, 1 Pool Table, 6 Amusement Machines, and 1 Motion Picture

Wednesday, April 04, 2018 at 1:15 PM

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 4/4/2018 at 1:15 PM, 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.

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

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

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	1431 W GREENFIELD AVE 1	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1431 W GREENFIELD AVE 6	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1412 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1400 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1336 W GREENFIELD AVE 13	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1416 S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1329A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1315 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1409 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1405 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1520 S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1328 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1424 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1421 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1425A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1412B W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1408A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1408B W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1405 W GREENFIELD AVE 1	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1401 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1328 W GREENFIELD AVE 1	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1328 W GREENFIELD AVE 4	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1331 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1321 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1317B W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1313 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1519 S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1523 S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1338 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1321 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1433 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1433A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1425B W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1425 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1421 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1415 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1401A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1336 W GREENFIELD AVE 8	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1336 W GREENFIELD AVE 11	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1426 S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1325 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1321A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1320A W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1321B W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1317 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1413 W ORCHARD ST	MILWAUKEE, WI 53204

CURRENT OCCUPANT	1522 S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1524A S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1518 S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1329A W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1327A W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1321A W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1518 S 15TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1432 S 15TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1425 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1431 W GREENFIELD AVE 3	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1427 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1414 W GREENFIELD AVE A	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1328 W GREENFIELD AVE 5	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1339 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1416A S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1331A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1318 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1312 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1404A W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1401 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1339 W ORCHARD ST A	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1504 S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1333 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1329 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1326 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1433 W ORCHARD ST A	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1424B W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1431 W GREENFIELD AVE 7	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1431 W GREENFIELD AVE 2	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1412A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1408 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1408C W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1405 W GREENFIELD AVE 4	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1336 W GREENFIELD AVE 12	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1336 W GREENFIELD AVE 10	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1329 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1408 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1339 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1516 S 15TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1425A W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1424A W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1431 W GREENFIELD AVE 4	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1417A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1413A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1317A W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1416A W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1412 W ORCHARD ST	MILWAUKEE, WI 53204

CURRENT OCCUPANT	1332 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1433 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1436 S 15TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1412 S 15TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1412 S 15TH ST A	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1431 W GREENFIELD AVE 5	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1421A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1417 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1413 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1405 W GREENFIELD AVE 3	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1328 W GREENFIELD AVE 2	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1422 S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1320 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1417 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1519A S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1331 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1327 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1323 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1428 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1420 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1423 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1414 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1409 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1405 W GREENFIELD AVE 2	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1336 W GREENFIELD AVE 7	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1328 W GREENFIELD AVE 3	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1328 W GREENFIELD AVE 6	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1336 W GREENFIELD AVE 9	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1317 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1416 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1525 S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1404 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1400A W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1524 S 14TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1332A W ORCHARD ST	MILWAUKEE, WI 53204

Total Records: 128

Radius: 250.0 feet and Center of Circle: 1400 W Orchard St



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 12/14/17

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 (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:
Tavern

Do you have any experience operating this type of business? No Yes If yes, explain: Owned AZTECA Bar ALSO helped my brother's bar

2. Business Operations

a. Proposed Opening Date: Feb. 27th, 2018
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: December 2017
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: _____

3. Litter & Noise

a. How are grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: _____
b. How often will grounds be cleaned? Daily Weekly As Needed Monthly Other: _____
c. Grounds cleaned by: Licensee Building Owner Employees Hired Maintenance Other: _____
d. How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: _____
e. Will a sound amplification system be used? No Yes If yes, describe: _____

4. Smoking & Sanitation

a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
b. Number of Garbage Cans: Inside: 3 Locations: 1 in the woman's Bathroom, 1 in the men's bathroom, 1 next to the coolers
Outside: 0 Locations: _____
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? _____ and describe the parking security plan: _____

b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____

Will you have security personnel on premise? No Yes If yes, how many? 1 AS NEEDED and answer the following:

What are their responsibilities? SPECIAL EVENTS: 10. Pat down Assist Crowd control.

Is security equipment used? No Yes If yes, describe Flash lights

List their licensing, certification, or training credentials None Tbd

d. Will there be security cameras? No Yes If yes, where? inside and outside the premises

e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>90</u> %	Food <u>0</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> % 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
- Night Club
- Banquet Hall
- Hotel/Motel: Number of Floors: _____
Number of Rooms: _____
- Cafe/Coffee Shop
- Tavern
- Sports Facility
- Deli or Fast Food Restaurant
- Cocktail Lounge
- Bowling Alley
- Rooming House: Number of Floors: _____
Number of Rooms: _____
- Private/Fraternal/Veterans Club
- Teen Club

Type 2

- Liquor Store
- Gas Station
- Used Car Dealer
- Corner Store
- Amusement/Phonograph Distributor
- Personal Service Establishment (such as tattoo business, hair salon, tailor, etc.)
- Supermarket
- Convenience Store
- Recycling, Salvage or Towing
- 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):
 1st Floor 2nd 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: Greenfield Ave
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: Luis Gonzales Phone Number: X 414 303 8176
 Business Owner Address: 1995 S Muskego St. MKE WI 53204

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

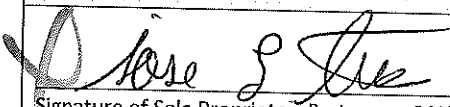
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	6: AM	2:00AM	30	21 ⁺ ↑	None
Monday	↓	↓	15	↓	None
Tuesday	↓	↓	15	↓	None
Wednesday	↓	↓	15	↓	None
Thursday	↓	↓	15	↓	None
Friday	↓	2:30AM	30	↓	None
Saturday	↓	2:30AM	30	↓	None

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

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

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

11. Signature(s)


 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

Legal Entity Name: <u>Jose L. Terrones</u>	
Premise Address: <u>1400 W Orchard St. 53204</u>	
Proximity of Premises to Church, School, Daycare Center or Hospital	
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
"Service Bar Only" Designation	
If applying for Class B or C license, are you applying for "Service Bar Only"? <input type="checkbox"/> No <input checked="" 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.	
Business Information	
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list their name and address: _____	
b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If no, list the name and address of the person(s) who will: _____	
Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.	
c) Does anyone else have money invested or any other interest in this business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, explain: _____	
d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____	
Proof of Ownership, Lease, or Offer to Purchase (New & Transfer Applicants Only)	
Submit proof of ownership, lease, or offer to purchase the building with this application. A lease or offer to purchase must:	
a) Be in the same legal entity name as that apply for the license	
b) Reflect the same address as the premises address on this application	
c) Reflect current dates and	
d) Be signed by the lessor/seller and lessee/buyer	
Property Information (New & Transfer Applicants Only)	
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>Luis Gonzalez</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>\$ 2,500.00</u>	
e) Total amount paid for goodwill of the business <u>\$ 1,000.00</u>	
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 3/01/18 Ends 3/31/19
- b) Monthly rental \$ 2,500.00
- 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)? a year
- 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): _____

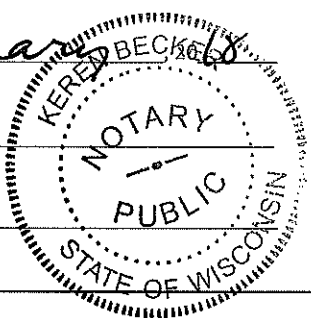
Notarized Signatures of Applicants

SUBSCRIBED AND SWORN TO BEFORE ME

This 15th day of February, 2018

[Signature]
(Clerk/Notary Public)

My Commission Expires 10/17/18
*Notary Seal must be affixed.



[Signature]

Sole Proprietor, Partner, 20% or more Shareholder, or Agent – only if there are no 20% or more shareholders

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



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 e-mail address: license@milwaukee.gov

PREMISES ADDRESS: 1400 W Orchard

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Bands	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Comedy Acts
<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Dancing by Performers
<input checked="" type="checkbox"/> Jukebox	<input type="checkbox"/> Wrestling	<input checked="" type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Patrons Dancing
<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input checked="" type="checkbox"/> Karaoke	<input type="checkbox"/> Bowling Alley	<input checked="" type="checkbox"/> Pool Tables
<input checked="" type="checkbox"/> Motion Pictures on Projection Screens – How many? <u>1</u>	<input checked="" type="checkbox"/> Amusement Machines – How many? <u>6</u>	<input type="checkbox"/> Concerts	<input type="checkbox"/> Theatrical Performances
<input type="checkbox"/> Other: _____	How many? _____	Approx. # per year? _____	Approx. # per year? _____

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

PROMOTERS/SOUND AMPLIFICATION

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

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

LEGAL CAPACITY OF PREMISES

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

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 18 day of February 2018

(Clerk/Notary Public)

My Commission Expires while

Notary Seal must be affixed

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

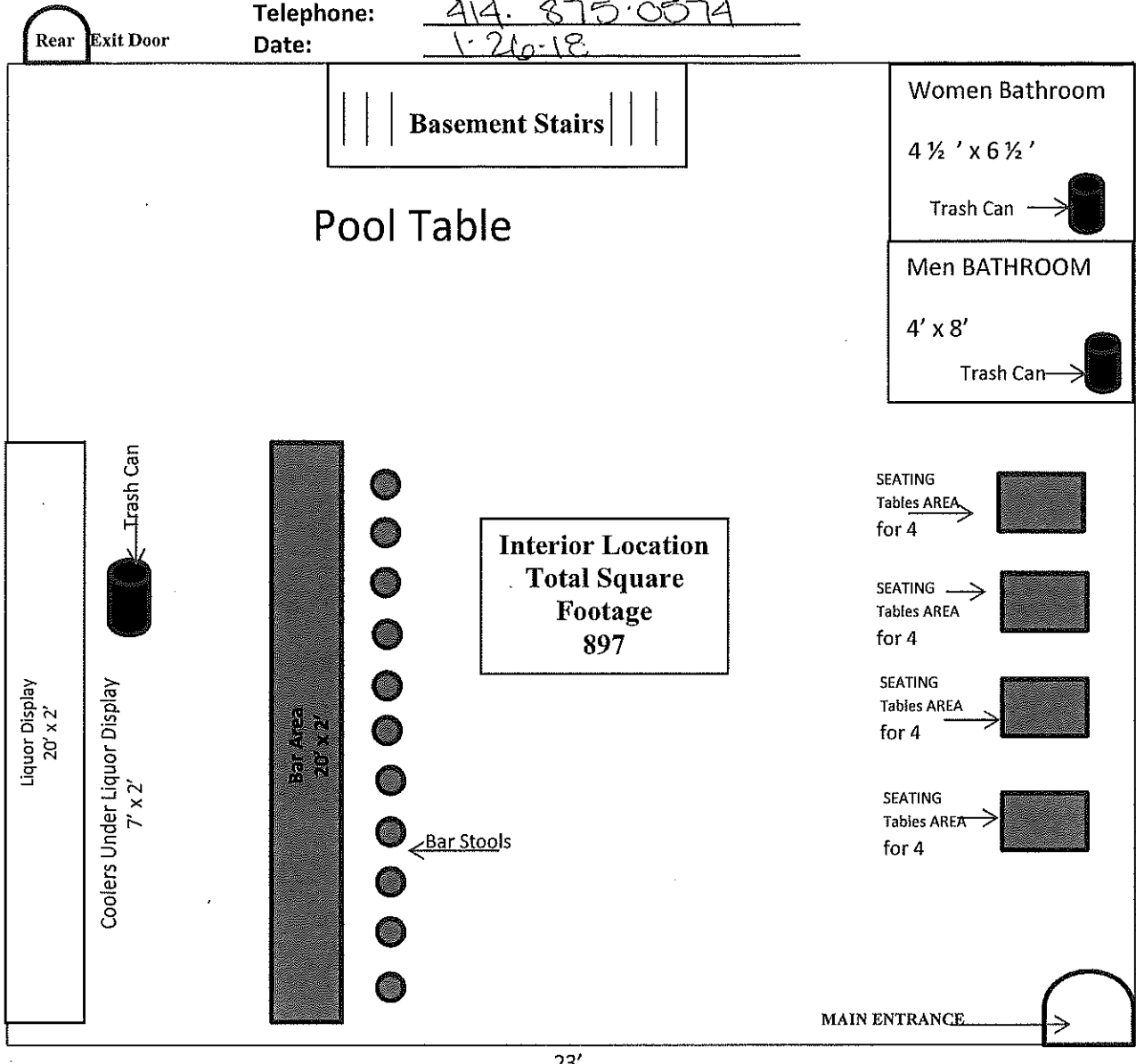
Additional partner or 20% or more shareholder

Office Use Only:

Initials: _____ Filed: _____ App: _____

Check if only PEP (must be heard w/in 60 days) Granted _____ License # _____

Legal Entity: Jose L. Terrones
 Trademark: El Barvil
 Address: 1400 West Orchard Street - Milwaukee WI 53204
 Agent: Jose L Terrones
 Telephone: 414. 875.0574
 Date: 1-26-18



West Orchard STREET

39'
SOUTH 14TH STREET

Legal Entity: Jose L. Terrones
Trademark: El Barvil
Address: 1400 West Orchard Street - Milwaukee WI 53204
Agent: Jose L. Terrones
Telephone: 414. 875. 0574
Date: 1-26-18



Rear Exit Door

Beer Store Area
8' x 8'

Basement Stairs

WALK-IN COOLER
6' x 8'

Basement
Total Square
Footage
897

23'

39'

SOUTH 14TH STREET

West Orchard STREET