



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, April 28, 2021

COMMITTEE MEETING NOTICE

AD 04


LEVIN, Robert M, Agent
Toro MKE, LLC
2527 N Lake Dr

Milwaukee, WI 53211

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

Tuesday, May 11, 2021 at 09:20 AM

Regarding: Your Class B Tavern and Food Dealer License Applications as agent for "Toro MKE, LLC" for "2A Wine Merchants" at 577 E Erie St.

This meeting will be held via GoToMeeting. Please see the  closed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/820945093>. If you wish to call in, please call +1 (646) 749-3122 and use Access Code: 820-945-093.

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

Notice for applicants with warrants or unpaid fines:

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

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

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

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

JIM OWCZARSKI, CITY CLERK

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov.



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COMMITTEE MEETING NOTICE

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LEVIN, Robert M, Agent
Toro MKE, LLC
577 E Erie St

Milwaukee, WI 53202

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JIM OWCZARSKI, CITY CLERK

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov.



Wednesday, April 28, 2021

Licenses Committee Notice of Hearing

Frontage LLC
643 E Erie St
Milwaukee, WI 53202

The Licenses Committee will consider the following license application:

Class B Tavern and Food Dealer License Applications
LEVIN, Robert M, Agent
2A Wine Merchants at 577 E Erie St

Date: 5/11/2021

Time: 09:20 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, May 11, 2021. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony

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



Date: 4/15/21
Officer: Monreal

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

Name of Premise: 2A Wine Merchants
Address: 577 E. Erie St.
Phone: 847-830-9595

Owner: Levin, Robert M
Owner address: 2527 N. Lake Dr. #4
City State Zip: Milwaukee, WI 53211
Owner Phone: 847-830-9595
Owner email: rmclevin12@gmail.com

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

Preferred contact: Same

Location currently open: YES NO

Projected open date: 06/14/21

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

Hours of Operation: Sun: 12P-7P 24 hours Y N
Mon:
Tue: 12p-7p
Wed: 12p-7p
Thu: 12p-8p
Fri: 12p-8p
Sat: 12p-8p

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

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

Exterior Survey:

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

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. Recorded Yes No
20. How long is footage stored for later viewing: 30 days
21. Are there exterior cameras Yes No How many: 1
22. Are there interior cameras Yes No How many: 4
23. Do all employees know how to retrieve recorded digital images/footage? Yes No

24. Cameras located in parking lot Yes No How many

Interior Survey:

25. What is the planned capacity 25
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. Is there a lockable area that separates employees from customers? Yes No
31. Are emergency and non-emergency numbers posted near the phone? Yes No
32. Does the owner know how to contact their police district directly? Yes No
a. Did you provide a district contact guide to the owner? Yes No

Security

33. How many security personnel are going to be employed: 0
34. How ill they be deployed; Interior Exterior
35. What days will they be deployed MonTueWedThuFriSatSun
36. Will the security be managed by business or contracted
37. Will they be armed Yes No
38. What type of security measures to be used:
Wanding/metal detector
ID Scanner
Dress Code
Cover Charge
Age restriction
Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Currently under construction.

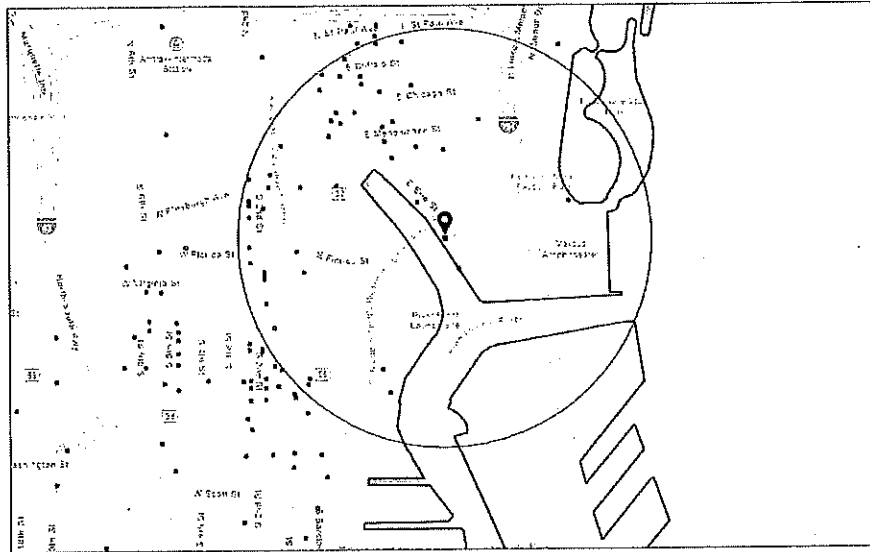


Concentration Map 577 E Erie St

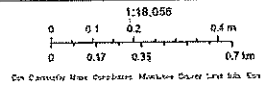
Area of Interest (AOI) Information

Area : 21,862,585.72 ft²

Apr 20 2021 14:00:06 Central Daylight Time



- Alcohol Licenses
- Class A Liquor and Malt
 - Class B Fermented Malt Beverage
 - Class B Tavern
 - Class C Wine Retailer
 - City Limits



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	62		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Saz's Festival LLC	Summerfest - Corkscrew	Stephanie L Sazama-Schneck, Agt	200 N HARBOR DR Area G	Class B Tavern License		6/18/2021, 7:00 PM	1
2	Saz's Festival LLC	Summerfest - Corkscrew	Stephanie L Sazama-Schneck, Agt	200 N HARBOR DR Area F	Class B Tavern License		6/18/2021, 7:00 PM	1
3	Owl Club LLC	Boone & Crockett	JOHN C REVORD, Agt	818 S Water ST	Class B Tavern License	292	6/15/2021, 8:46 AM	1
4	KARAMELAS INVESTMENTS INC	GYRO PALACE	NICK A KARAMELAS, Agt	602 S 2ND ST	Class B Fermented Malt Beverage Retailer's License	75	5/7/2022, 7:00 PM	1
5	goRI Food Entertainment Inc	Char'd	Jongsoo Kim, Agt	222 E Erie ST 100	Class B Tavern License		5/9/2022, 7:00 PM	1
6	Hungry Sailor, Inc	Milwaukee Sail Loft	JEFFREY G REINBOLD, Agt	649 E Erie ST	Class B Tavern License	300	4/11/2022, 7:00 PM	1
7	Indulgence Chocolatiers LLC	Indulgence Chocolatiers	Julie A Waterman, Agt	211 S 2nd ST	Class B Tavern License		9/22/2021, 7:00 PM	1
8	Woori Corp	Kanpai	Jongsoo Kim, Agt	408 E Chicago ST	Class B Tavern License	99	9/3/2021, 7:00 PM	1
9	BRG ICC LLC	Bartolotta Catering & Events at the Italian Community Center	JOHN M WISE, Agt	631 E Chicago ST	Class B Tavern License	598	9/21/2021, 7:00 PM	1
10	KRUZ, LLC	KRUZ	SERGE PELLICELLI, Agt	354 E NATIONAL AV	Class B Tavern License	160	9/4/2021, 7:00 PM	1
11	KARAMELAS INVESTMENTS INC	GYRO PALACE	NICK A KARAMELAS, Agt	602 S 2ND ST	Class B Fermented Malt Beverage Retailer's License	75	5/7/2021, 7:00 PM	1
12	Memento LLC	Bavette	Karen E Bell, Agt	330 E Menomonee ST	Class B Tavern License		5/19/2021, 7:00 PM	1
13	Sweet Diner LLC	Sweet Diner	George S Prassas, Agt	239 E Chicago ST 103	Class B Tavern License		10/14/2021, 7:00 PM	1
14	Shakersmilwaukee Inc	Shakers Cigar Bar and World Cafe	ROBERT G WEISS, Agt	422 S 2nd ST	Class B Tavern License	144	10/12/2021, 7:00 PM	1
15	Rosko Thomas Enterprises, LLC	Press Au Marche	Aaron Rosko, Agt	207 E Buffalo ST 104	Class B Tavern License		10/9/2021, 7:00 PM	1
16	Movida LLC	Movida	Aaron R Gersonde, Agt	524 S 2ND ST	Class B Tavern License	49	9/20/2021, 7:00 PM	1
17	THE WICKED HOP, LLC	THE WICKED HOP	MILES E O'NEIL, Agt	343-45 N BROADWAY	Class B Tavern License	160	2/28/2022, 6:00 PM	1

18	ALLIE BOY'S BAGELRY & LUNCHEONETTE, LLC	Allie Boy's Bagelry & Luncheonette	Staci Lopez, Agt	135 E National AV	Class B Tavern License		5/4/2021, 7:00 PM	1
19	MILWAUKEE CANDLE COMPANY, LLC	Glassnote Candle Bar	Kevin J Goudzwaard, Agt	524 S 2ND ST 2	Class B Tavern License		9/28/2021, 7:00 PM	1
20	Caminobar LLC	Camino	CASEY A RATA CZAK, Agt	434 S 2nd ST	Class B Tavern License	48	10/12/2021, 7:00 PM	1
21	Camp Bar Inc	Camp Bar	Paul C Hackbarth, Agt	525 E Menomonee ST	Class B Tavern License		3/27/2022, 7:00 PM	1
22	S&S Hospitality Concepts, LLC	Black Sheep	MICHAEL R SORGE, Agt	216 S 2nd ST	Class B Tavern License	160	1/19/2022, 6:00 PM	1
23	Gordo's Water Street, LLC	Toast	Gordon Goggin, Agt	231 S 2nd ST	Class B Tavern License	99	2/28/2022, 6:00 PM	1
24	CIELITO LINDO, LLC	CIELITO LINDO	LORENZO R LOPEZ, Agt	733-39 S 2ND ST	Class B Tavern License	198	3/3/2022, 6:00 PM	1
25	MC ZAR'S, LLC	O'Lydia's Bar & Grill	Linda M Sackett, Agt	338 S 1ST ST	Class B Tavern License	150	6/4/2021, 7:00 PM	1
26	Kimpton Hotel & Restaurant Group LLC	Journeyman Hotel	Patrick J Gaskin, Agt	310 E Chicago ST	Class B Tavern License		6/15/2021, 7:00 PM	1
27	SCREAMING TUNA RESTAURANT, LLC	SCREAMING TUNA	Jeff T Bronstad, Agt	106 W SEEBOTH ST 102	Class B Tavern License	174	6/13/2021, 7:00 PM	1
28	Shake Shack Wisconsin LLC	Shake Shack	ARI B DOMNITZ, Agt	220 E Buffalo ST 110	Class B Fermented Malt Beverage Retailer's License		11/26/2021, 6:00 PM	1
29	LA MERENDA, INC	LA MERENDA	AUGUSTO P SANDRONI, JR, Agt	125 E NATIONAL AV	Class B Tavern License	146	11/12/2021, 6:00 PM	1
30	Shake Shack Wisconsin LLC	Shake Shack	ARI B DOMNITZ, Agt	220 E Buffalo ST 110	Class C Wine Retailer's License		11/26/2021, 6:00 PM	1
31	MWF, LLC	SUMMERFEST	MICHAEL H WHITE, Agt	100 N HARBOR DR	Class B Tavern License		4/11/2022, 7:00 PM	1
32	SBB of Milwaukee Inc.	Stack'D Burger Bar	TREVOR M DANIELSEN, Agt	170 S 1st ST	Class B Tavern License		3/30/2022, 7:00 PM	1
33	THE SALOON, LTD	JUST ART'S SALOON	ARTHUR R GUENTHER, Agt	181 S 2ND ST	Class B Tavern License	70	6/29/2021, 7:00 PM	1
34	CIRCLE K LLC	CIRCLE K PANTRY	ZIAD W KAID, Agt	130 N WATER ST	Class A Malt & Class A Liquor License		12/9/2021, 6:00 PM	1
35	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class B Fermented Malt Beverage Retailer's License		12/16/2021, 6:00 PM	1
36	TwoBirds LLC	Filament	Tyler T Curran, Agt	131 W SEEBOTH ST	Class B Tavern License		12/15/2021, 6:00 PM	1

37	CARNAL LLC	CLUB CHARLIES	CRAIG M BLOOMFIELD, Agt	320 E MENOMONEE ST	Class B Tavern License	128	12/14/2021, 6:00 PM	1
38	VINO THIRD WARD, LLC	VINO THIRD WARD	Julie L Peck, Agt	102C N WATER ST	Class B Tavern License	41	11/22/2021, 6:00 PM	1
39	The Xenia Group, LLC	Tied House	Ralph A Weber, Agt	124 N Water ST	Class B Tavern License		12/17/2021, 6:00 PM	1
40	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class C Wine Retailer's License		12/16/2021, 6:00 PM	1
41	NACAR LLC	Riverfront Pizzeria Bar & Grill	ARTURO NAPOLES CARRERA, Agt	509 E ERIE ST	Class B Tavern License	300	12/15/2021, 6:00 PM	1
42	JING'S CORPORATION	JING'S	JING WANG, Agt	207 E BUFFALO ST 168	Class B Fermented Malt Beverage Retailer's License	45	7/29/2021, 7:00 PM	1
43	Morel Restaurant LLC	Morel Restaurant	Jonathan S Manyo, Agt	430 S 2nd ST	Class B Tavern License		7/16/2021, 7:00 PM	1
44	HTWA - Catalano Square	HTWA - Catalano Square	MICHAEL GARDNER, Agt	138 N Broadway	Class B Tavern License		7/28/2021, 7:00 PM	1
45	Dan Dan LLC	Dan Dan	Daniel P Jacobs, Agt	360 E ERIE ST	Class B Tavern License	165	7/18/2021, 7:00 PM	1
46	JING'S CORPORATION	JING'S	JING WANG, Agt	207 E BUFFALO ST 168	Class C Wine Retailer's License	45	7/29/2021, 7:00 PM	1
47	The North/South Club, Inc	North South Club	Marla R Poytinger, Agt	175 S Water ST	Class B Tavern License	299	5/30/2021, 7:00 PM	1
48	Bowls LLC	Bowls	Andrew C Larson, Agt	207 W Freshwater WA	Class B Fermented Malt Beverage Retailer's License		12/3/2021, 6:00 PM	1
49	COMPROV, INC	COMEDY SPORTZ	JOSHUA M LEFEVRE, Agt	420 S 1ST ST	Class B Tavern License	320	1/15/2022, 6:00 PM	1
50	Bowls LLC	Bowls	Andrew C Larson, Agt	207 W Freshwater WA	Class C Wine Retailer's License		12/3/2021, 6:00 PM	1
51	Black Tuna LLC	Lucky Ginger	Soukvilay Sayavongsa, Agt	221 N Water ST	Class B Tavern License		8/15/2021, 7:00 PM	1
52	Grand Royale LLC	Fauntleroy	Daniel P Jacobs, Agt	316 N MILWAUKEE ST	Class B Tavern License		7/15/2021, 7:00 PM	1
53	Merriment Social LLC	Merriment Social	Andrew H Miller, Agt	240 E Pittsburgh AV	Class B Tavern License		7/30/2021, 7:00 PM	1
54	Bhatia Corp	Fine Vineyard	VARINDER P BHATIA, Agt	601-B S 1st ST	Class A Malt & Class A Liquor License		2/8/2022, 6:00 PM	1
55	Joy DB LLC	DryBar	Joy N Vertz, Agt	241 N BROADWAY	Class B Tavern License	60	1/30/2022, 6:00 PM	1

56	ANACORP LLC	Cavas	Ana C Docta, Agt	401 E ERIE ST	Class B Tavern License		1/22/2022, 6:00 PM	1
57	Smoke Shack Mke, LLC	Smoke Shack	David J Marcus, Agt	332 N Milwaukee ST	Class B Tavern License	91	2/6/2022, 6:00 PM	1
58	Onesto MKE, LLC	Onesto	David J Marcus, Agt	221-223 N Broadway	Class B Tavern License	288	2/6/2022, 6:00 PM	1
59	Blue Bat Kitchen MKE, LLC	Blue Bat Kitchen	David J Marcus, Agt	249 N WATER ST	Class B Tavern License	240	2/6/2022, 6:00 PM	1
60	Camp Bar Inc	Campsite 131	Paul C Hackbarth, Agt	131 N Jackson ST	Class B Tavern License		2/9/2022, 6:00 PM	1
61	Indulge Wine Rooms LLC	Indulge Wine Room	MARC R BIANCHINI, Agt	158 N Broadway	Class B Tavern License	156	1/16/2022, 6:00 PM	1
62	STRAIGHT AHEAD, INC	CAROLINE'S	CAROL R RUBITSKY, Agt	401 S 2ND ST	Class B Tavern License	136	2/6/2022, 6:00 PM	1

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



Wednesday, April 28, 2021



Notice of Public Hearing

blank
notice

LEVIN, Robert M, Agent
2A Wine Merchants at 577 E Erie St
Class B Tavern and Food Dealer License Applications

Tuesday, May 11, 2021 at 9:20 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 5/11/2021 at 9:20 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

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

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	601 E ERIE ST 503	MILWAUKEE, WI 53202
CURRENT OCCUPANT	601 E ERIE ST 603	MILWAUKEE, WI 53202
CURRENT OCCUPANT	601 E ERIE ST 416	MILWAUKEE, WI 53202
CURRENT OCCUPANT	601 E ERIE ST 312	MILWAUKEE, WI 53202
CURRENT OCCUPANT	601 E ERIE ST 610	MILWAUKEE, WI 53202
CURRENT OCCUPANT	541 E ERIE ST 407	MILWAUKEE, WI 53202
CURRENT OCCUPANT	541 E ERIE ST 405	MILWAUKEE, WI 53202
CURRENT OCCUPANT	601 E ERIE ST 612	MILWAUKEE, WI 53202
CURRENT OCCUPANT	541 E ERIE ST 404	MILWAUKEE, WI 53202
CURRENT OCCUPANT	541 E ERIE ST 417	MILWAUKEE, WI 53202
CURRENT OCCUPANT	541 E ERIE ST 206	MILWAUKEE, WI 53202
CURRENT OCCUPANT	441 E ERIE ST 104	MILWAUKEE, WI 53202
CURRENT OCCUPANT	441 E ERIE ST 206	MILWAUKEE, WI 53202
CURRENT OCCUPANT	441 E ERIE ST 207	MILWAUKEE, WI 53202
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Total Records: 292

Radius: 250.0 feet and Center of Circle: 577 E Erie St



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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) RETAIL SHOP

Provide a detailed description of the type of business you plan on operating:
RETAIL WINE SHOP W/ A SMALL INVENTORY OF BEER & SPIRITS.
Do you have any experience operating this type of business? No Yes If yes, explain: I HAVE BEEN IN SENIOR MANAGEMENT POSITIONS IN FOOD & BEVERAGE FOR OVER 20 YEARS.

2. Business Operations

a. Proposed Opening Date: JUNE 14 2021
b. Is this premise under construction? No Yes If yes, list estimated completion date: _____
c. Is this a franchise? No Yes
d. Is this premises currently licensed? No Yes If yes, list type of license: _____
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: FOOD
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: 2 Locations: BEHIND BAR
Outside: 1 Locations: DURING SUMMER ON PATIO
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, how many? _____ and describe the parking security plan: _____
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
BUT WILL APPLY FOR ONE
- 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 ARLO
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 4 and list locations: _____
2 IN FRONT ROOM 2 IN BACK ROOM
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>95</u> %	Food <u>45</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other _____ % Describe: _____
Pawnbroker Activity <u>0</u> %	Salvaged Materials (such as scrap metal) <u>0</u> %		

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

Type 1

- Full Service Restaurant Cafe/Coffee Shop Deli or Fast Food Restaurant Private/Fraternal/Veterans Club
- Night Club Tavern Cocktail Lounge Teen Club
- Banquet Hall Sports Facility Bowling Alley
- Hotel/Motel: Number of Floors: _____ 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: TASTIL BAR, MERCHENDISING COOLERS, WINE LIBRARY
- b. Describe Location: Major Thoroughfare Secondary Street Other: _____
- c. Nearest Major Cross Street: SUMMERFEST PLACE
- d. Describe Building: Free Standing Building Strip Mall Other: STREET LEVEL IV CONDO BUILDING
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories 4 Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: PETER RENNER Phone Number: _____
 Business Owner Address: 643 EAST ERIE ST MILWAUKEE WI 53202

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	12 P.M.	7 P.M.	100	25+	NONE
Monday	X	X	X	X	X
Tuesday	12 P.M.	7 P.M.	90	25+	NONE
Wednesday	12 P.M.	7 P.M.	50	25+	NONE
Thursday	12 P.M.	8 P.M.	60	25+	NONE
Friday	12 P.M.	8 P.M.	120	25+	NONE
Saturday	12 P.M.	8 P.M.	120	25+	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

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>TORO MIKE, LLC</u>	
Premise Address: <u>577 E ERIE ST MILWAUKEE WI 53202-6201</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 checked="" type="checkbox"/> No <input type="checkbox"/> Yes Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.	
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>TORO MIKE, LLC</u>	
c) Are you purchasing the stock and/or fixtures? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, amount paid \$ <u>225,000 WILL BE INVESTED FOR BUILD OUT</u>	
d) Total amount paid for business \$ <u>400,000</u>	
e) Total amount paid for goodwill of the business \$ <u>0</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.

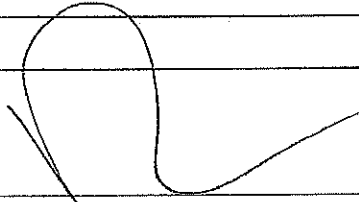
Lease Information (New & Transfer Applicants who are leasing the premises only)

- a) Date lease begins _____ Ends _____
- b) Monthly rental \$ 1648.33
- 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 YEAR W/ OPTION
- 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): _____

Signature



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

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

New and transfer of premises applicants must submit the following:

- 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 2/28/19

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: TORO MKE, LLC

Premises Address: 577 E. ERIE ST MILWAUKEE WI 53202-6201

SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):
MEALS include, but are 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.

Retail Items (snacks and beverages):
RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store? Yes No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

- Bed & Breakfast
- Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

*PRE PACKAGED, RTE FOODS: SAUSAGE, CHEESE OLIVES, CRACKERS, NO FOOD HANDLING

Will any wholesale business be done? No Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

Restaurant items (meals) will be sold - Complete this application and also contact DATCP.

NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

SECTION 2 FOOD PROCESSING

Will any food processing be done? No Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold? No Yes

(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: CHEESE, PATE, CHARCUTERIE

SECTION 4 DETAILS OF OPERATION

Will you have seating on site for dining? No Yes

Will you be doing any catering? No Yes

Will you be doing any delivery? No Yes

Will you have outdoor activities? No Yes - Check all that apply: Bar Cooking/Grilling Dining

Will you have a drive thru window? No Yes - Are hours different from inside? No Yes
 If Yes, provide drive thru hours: _____

Will scales or barcode scanners be used? No Yes - You must also apply for a Weights & Measures License.

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?
 At a single site At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars)
 If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?
 No If No, SKIP to Section 8
 Yes If Yes, check all that apply: New construction of a building Renovation or remodeling
 Construction changes to existing building Equipment changes only

Provide a brief description of the changes: THE BUILDING CURRENTLY IS A WHITE BOX (SEE REVERSE)

Start date: MARCH 2021

Name, Address & Phone Number of Architect: _____

Name, Address & Phone Number of Contractor: _____

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?
 No If No, SKIP to Section 8
 Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?
 Immediately At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

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

[Signature] 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.

[Signature] I understand the district alderperson will review and either support or object to my application. If he/she objects, 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.

[Signature] I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

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

Signature of Sole Proprietor, Partner, or 20% Shareholder: _____

Signature of Additional Partner: _____

