



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Monday, July 03, 2023

COMMITTEE MEETING NOTICE

AD 12

WISE, Marcus L, Agent
POP MKE, LLC
124 W National Av
Milwaukee, WI 53204

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

Tuesday, July 18, 2023 at 09:15 AM

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

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer License Applications Requesting Instrumental Musicians, Disc Jockey, Patrons Dancing and 5 Amusement Machines as agent for "POP MKE, LLC" for "POP" at 124 W NATIONAL Av. 

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____



Jim Cooney
License Division Manager

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

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



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License Division Manager

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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:6/13/23
Officer: PO Matthew Diener

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

Name of Premise: Pop
Address: 124 W National Av
Phone: N/P

Owner: Marcus L WISE
Owner address: 408 W Florida St #613
City State Zip: Milwaukee, WI 53204
Owner Phone: 716-983-2112
Owner email: marcus@popwalkerspoint.com

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

Preferred contact: Same

Location currently open: YES NO

Projected open date: 08/01/23

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

Hours of Operation: Sun: 6a-2a 24 hours Y N
Mon: "
Tue: "
Wed: "
Thu: "
Fri: 6a-2:30a
Sat: 6a-2:30a

Premise Type: Tavern/Bar
Restaurant
Other:

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 4
 - 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: 4
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: At least 30 days
21. Are there exterior cameras Yes No How many: 4
22. Are there interior cameras Yes No How many: 6

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 Unknown
 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 (adjusted based on business volume)
 33. How will they be deployed: Interior 1 (doorman) 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? Security and management
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Applicant stated he is installing a newer camera system, and will be remodeling the interior of the premise. The applicant stated that he might have a doorman on certain days and will hire one if necessary.

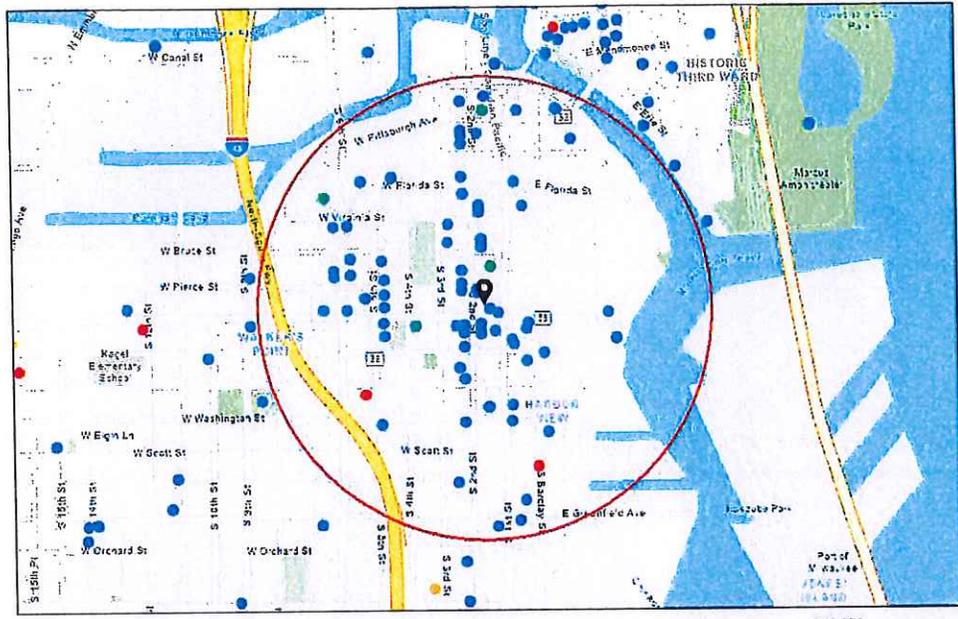


Concentration Map for 124 W National Av

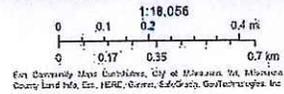
Area of Interest (AOI) Information

Area : 21,862,585.76 ft²

Jun 6 2023 11:11:19 Central Daylight Time



- Alcohol Licenses (active)
- Class A Fermented Malt Beverage
- Class A Liquor and Mall
- Class B Fermented Malt Beverage
- Class B Tavern
- Class C Wine Retailer



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	89		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	LaCage, LLC	LaCage Nite Club	DAVID G WOLZ, Agt	801 S 2ND ST	Class B Tavern License		6/8/2023, 7:00 PM	1
2	Owl Club LLC	Boone & Crockett / The Cooperage	JOHN C REVORD, Agt	818 S Water ST	Class B Tavern License	292	6/15/2023, 8:46 AM	1
3	Cermak Milwaukee #2, LLC	Cermak Fresh Market	Joseph Marano, Agt	135 E Scott ST	Class A Malt & Class A Liquor License		6/21/2023, 7:00 PM	1
4	LOLA'S, LLC	Walker's Pint	ELIZABETH A BOENNING, Agt	818 S 2ND ST	Class B Tavern License	150	6/27/2023, 7:00 PM	1
5	THE SALOON, LTD	JUST ART'S SALOON	ARTHUR R GUENTHER, Agt	181 S 2ND ST	Class B Tavern License	70	6/29/2023, 7:00 PM	1
6	CONEJITO'S PLACE, INC	CONEJITO'S PLACE	THOMAS A MILLER, Agt	539 W VIRGINIA ST	Class B Tavern License	144	6/29/2023, 7:00 PM	1
7	Camacho's Bar, LLC	Camacho's Bar	JESUS M CAMACHO, Agt	631 S 6TH ST	Class B Tavern License	49	7/4/2023, 7:00 PM	1
8	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License		7/8/2023, 7:00 PM	1
9	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License	512	7/8/2023, 7:00 PM	1
10	Zocalo Tavern LLC	Zocalo Tavern LLC	Jesus O Gonzalez, Agt	620-636 S 6TH ST	Class B Tavern License		7/9/2023, 7:00 PM	1
11	Promises Milwaukee LLC	Promises	James C Hughes, Agt	538 W NATIONAL AV	Class B Tavern License		7/10/2023, 7:00 PM	1
12	Greige, LLC	Greige	Jessica A Reinhardtsen, Agt	408 W Florida ST 104	Class B Tavern License		7/11/2023, 7:00 PM	1
13	Revival Four One Four LLC	Revival	Julio C Maldonado, Agt	814 S 2nd ST	Class B Tavern License	99	7/11/2023, 7:00 PM	1
14	Morel Restaurant LLC	Morel Restaurant	Jonathan S Manyo, Agt	430 S 2nd ST	Class B Tavern License		7/16/2023, 7:00 PM	1
15	Fiesta 1407 LLC	Fiesta Cafe/Fiesta Cafe Food Truck	Rosa Isela Real Perez, Agt	1407 S 1ST ST	Class B Tavern License	99	7/17/2023, 7:00 PM	1
16	Vendetta Coffee Bar LLC	Vendetta Coffee Bar	William J Haley, Agt	524 S 2ND ST	Class B Tavern License	49	7/20/2023, 7:00 PM	1
17	WISCONSIN INVESTMENT GROUP, INC	HARBOR ROOM	Robert K Murphy, Agt	117 E GREENFIELD AV	Class B Tavern License	160	7/23/2023, 7:00 PM	1
18	Aramark Corporation	Rockwell Automation/Cafe	Heidi M Petrakis, Agt	1201 S 2nd ST	Class B Tavern License		7/24/2023, 7:00 PM	1
19	Merriment Social LLC	Merriment Social	Andrew H Miller, Agt	240 E Pittsburgh AV	Class B Tavern License		8/4/2023, 7:00 PM	1

20	Noble Provisions, LLC	The Noble	DAVID G KRESSIN, Agt	704 S 2nd ST	Class B Tavern License	50	8/30/2023, 7:00 PM	1
21	El Taco Riendo LLC	The Laughing Taco	Lucia L Munoz, Agt	1031 S 1ST ST	Class B Tavern License		8/30/2023, 7:00 PM	1
22	ECN3 Inc	Engine Co No 3	AUGUSTO P SANDRONI, JR, Agt	217 W National AV	Class B Tavern License		9/2/2023, 7:00 PM	1
23	Great Lakes Distillery, LLC	Great Lakes Distillery	Guy A Rehorst, Agt	616 W Virginia ST	Class B Fermented Malt Beverage Retailer's License		9/3/2023, 7:00 PM	1
24	KRUZ, LLC	KRUZ	SERGE PELLICELLI, Agt	354 E NATIONAL AV	Class B Tavern License	160	9/4/2023, 7:00 PM	1
25	Next Act Theatre, Inc.	Next Act Theatre	Elizabeth F Amato, Agt	255 S Water ST	Class B Tavern License		9/18/2023, 7:00 PM	1
26	HEX VENTURES LLC	Hex Nightclub	Eric Whitelaw, Agt	715-17 S 5TH ST	Class B Tavern License	299	9/18/2023, 7:00 PM	1
27	Indulgence Chocolatiers LLC	Indulgence Chocolatiers	Julie A Waterman, Agt	211 S 2nd ST	Class B Tavern License		9/22/2023, 7:00 PM	1
28	MILWAUKEE CANDLE COMPANY, LLC	Glassnote Candle Bar	Kevin J Goudzwaard, Agt	524 S 2ND ST 2	Class B Tavern License		9/28/2023, 7:00 PM	1
29	Keen Hospitality Group LLC	Snifters	Julio C Maldonado, Agt	606 & 610 S 5th ST	Class B Tavern License	99	10/9/2023, 7:00 PM	1
30	HM-MKE LLC	Hamburger Mary's	Brandon A Wright, Agt	730-734 S 5th ST	Class B Tavern License		10/10/2023, 7:00 PM	1
31	Caminobar LLC	Camino	CASEY A RATA CZAK, Agt	434 S 2nd ST	Class B Tavern License	48	10/12/2023, 7:00 PM	1
32	Shakersmilwaukee Inc	Shakers Cigar Bar and World Cafe	ROBERT G WEISS, Agt	422 S 2nd ST	Class B Tavern License	144	10/12/2023, 7:00 PM	1
33	THE TRIPLE BELT CORPORATION	D.I.X.	ELIZABETH J KUJAWA, Agt	739 S 1ST ST	Class B Tavern License	180	10/21/2023, 7:00 PM	1
34	WANTABLE, INC.	Wantable Cafe	Sarah K Duthie, Agt	123 E WALKER ST	Class B Tavern License		10/24/2023, 7:00 PM	1
35	Don's Deli LLC	Don's Diner	Aaron R Gersonde, Agt	1100 S 1ST ST	Class B Tavern License		10/24/2023, 7:00 PM	1
36	MO'BAY CAFE LLC	Mobay Cafe	Nadine N Dixon, Agt	1022 S 1ST ST	Class B Tavern License	192	10/30/2023, 7:00 PM	1
37	LL Associates, LLC	La Casa de Alberto	Luis A Gonzalez, Agt	624 W NATIONAL AV	Class B Tavern License	49	11/3/2023, 7:00 PM	1
38	STENY'S, INC	STENY'S	JEROME L STENSTRUP, Agt	800 S 2ND ST	Class B Tavern License	160	11/11/2023, 6:00 PM	1

39	LA MERENDA, INC	LA MERENDA	AUGUSTO P SANDRONI, JR, Agt	125 E NATIONAL AV	Class B Tavern License	146	11/12/2023, 6:00 PM	1
40	Momo Mee INC	Momo Mee	Tony W Ho, Agt	110 E GREENFIELD AV	Class B Tavern License	150	11/18/2023, 6:00 PM	1
41	JD Commercial LLC	Fixture Pizza Pub	Joshua D Taylor, Agt	623 S 2nd ST	Class B Tavern License		11/20/2023, 6:00 PM	1
42	625S6THBAR LLC	Last Rites	James Rice, Agt	625 S 6TH ST	Class B Tavern License		11/21/2023, 6:00 PM	1
43	El Bodegon LLC	Movida at Hotel Madrid	Aaron R Gersonde, Agt	600 S 6TH ST	Class B Tavern License		11/28/2023, 6:00 PM	1
44	Clock Shadow Creamery LLC	Clock Shadow Creamery	Robert F Wills, Agt	138 W Bruce ST	Class B Tavern License		12/4/2023, 6:00 PM	1
45	Botanas LLC	Botanas	Jaime A Gonzalez, Agt	816 S 5th ST	Class B Tavern License	373	12/9/2023, 6:00 PM	1
46	Brew Fitness LLC	Brew Fitness	Ryan P Mleziva, Agt	408 W FLORIDA ST B100	Class B Fermented Malt Beverage Retailer's License		12/12/2023, 6:00 PM	1
47	TwoBirds LLC	Filament	Tyler T Curran, Agt	131 W SEEBOTH ST	Class B Tavern License		12/15/2023, 6:00 PM	1
48	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class C Wine Retailer's License		12/16/2023, 6:00 PM	1
49	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class B Fermented Malt Beverage Retailer's License		12/16/2023, 6:00 PM	1
50	Milwaukee Comedy, LLC	Laughing Tap	MATTHEW S KEMPLE, Agt	706B S 5th ST	Class B Tavern License		12/17/2023, 6:00 PM	1
51	Restaurant Jerez, LLC	Restaurant Jerez	Platon Pena Delgado, Agt	828 S 1st ST	Class B Tavern License		12/19/2023, 6:00 PM	1
52	COMPROV, INC	COMEDY SPORTZ	JOSHUA M LEFEVRE, Agt	420 S 1ST ST	Class B Tavern License	320	1/15/2024, 6:00 PM	1
53	RIDER HOTEL, LLC	The Iron Horse Hotel	TIMOTHY J DIXON, Agt	500 W FLORIDA ST	Class B Tavern License		1/16/2024, 6:00 PM	1
54	700 CLUB, LLC	SABBATIC	JAY K STAMATES, Agt	700 S 2ND ST	Class B Tavern License	80	1/17/2024, 6:00 PM	1
55	Dream Lab LLC	Dream Lab	Shawn A Kazubowski, Agt	327 W National	Class B Fermented Malt Beverage Retailer's License	15	1/17/2024, 6:00 PM	1
56	S&S Hospitality Concepts, LLC	Black Sheep	MICHAEL R SORGE, Agt	216 S 2nd ST	Class B Tavern License	160	1/19/2024, 6:00 PM	1

57	Cheesehead Events, LLC	The Factory on Barclay	MEI LYN NELSON, Agt	1120 S Barclay ST	Class B Tavern License	400	1/22/2024, 6:00 PM	1
58	Var Gallery & Studios LLC	Var Gallery & Studios	Josh Hintz, Agt	643 S 2nd ST	Class B Tavern License		2/5/2024, 6:00 PM	1
59	Clutch Corp	Anodyne Coffee Roasting Co.	Erica C Karls, Agt	224 W Bruce ST	Class B Tavern License		2/6/2024, 6:00 PM	1
60	STRAIGHT AHEAD, INC	CAROLINE'S	CAROL R RUBITSKY, Agt	401 S 2ND ST	Class B Tavern License	136	2/6/2024, 6:00 PM	1
61	FREIGHT38 LLC	FREIGHT 38	ADAM L SMITH, Agt	838 S 1ST ST	Class B Tavern License	80	2/7/2024, 6:00 PM	1
62	Bhatia Corp	Fine Vineyard	VARINDER P BHATIA, Agt	601-B S 1st ST	Class A Malt & Class A Liquor License		2/8/2024, 6:00 PM	1
63	Braise Restaurant, LLC	Braise Restaurant	David K Swanson, Agt	1101 S 2nd ST	Class B Tavern License	202	2/9/2024, 6:00 PM	1
64	LA Tropicana Foods LLC	LA Tropicana Foods	SALWA B TALEB, Agt	1011 S 5TH ST	Class A Malt & Class A Liquor License		2/9/2024, 6:00 PM	1
65	TwoBirds, LLC	Fernweh/Ivy House	Tyler T Curran, Agt	906 S BARCLAY ST	Class B Tavern License	355	2/12/2024, 6:00 PM	1
66	RADBAT LLC	Odd Duck	ROSS M BACHHUBER, Agt	939 S 2nd ST	Class B Tavern License		2/26/2024, 6:00 PM	1
67	Gordo's Water Street, LLC	Toast	Gordon Gogglin, Agt	231 S 2nd ST	Class B Tavern License	99	2/29/2024, 6:00 PM	1
68	CIELITO LINDO, LLC	CIELITO LINDO	LORENZO R LOPEZ, Agt	733-39 S 2ND ST	Class B Tavern License	198	3/3/2024, 6:00 PM	1
69	La Dama, LLC	La Dama	Emmanuel Corona Melendez, Agt	839 S 2ND ST	Class B Tavern License		3/8/2024, 6:00 PM	1
70	LE CABARET, INC	Texas J's	JOHN A URBAN, Agt	813 S 1ST ST	Class B Tavern License	360	3/18/2024, 7:00 PM	1
71	Fuel Cafe 5th Street, Inc.	Fuel Cafe 5th Street	KRISTYN A Eitel, Agt	630 S 5th ST	Class B Tavern License	49	3/21/2024, 7:00 PM	1
72	SBB of Milwaukee Inc.	Stack'D Burger Bar	TREVOR M DANIELSEN, Agt	170 S 1st ST	Class B Tavern License		3/30/2024, 7:00 PM	1
73	Saz's Catering, INC	The National Block -The George and Mad Cap Lounge	Stephanie L Sazama-Schneck, Agt	429 W NATIONAL AV	Class B Tavern License		4/4/2024, 7:00 PM	1
74	Saz's Catering, Inc.	Saz's Hospitality Group	Stephanie L Sazama-Schneck, Agt	201 W Walker ST	Class B Tavern License		4/4/2024, 7:00 PM	1
75	Wunderjak Enterprises, LLC	Fat Daddy's	STEFANI I JAKSIC, Agt	120 W National AV	Class B Tavern License	270	4/9/2024, 7:00 PM	1

76	THE V BAR, LLC	The Tin Widow	SAMUEL L BERMAN, Agt	703 S 2ND ST	Class B Tavern License	49	4/15/2024, 7:00 PM	1
77	WALL ST. STOCK BAR LLC	Wall Street Stock Bar	Charese A Gardner, Agt	219 S 2ND ST	Class B Tavern License		4/25/2024, 7:00 PM	1
78	ALLIE BOY'S BAGELRY & LUNCHEONE TTE, LLC	Allie Boy's Bagelry & Luncheonette	Staci Lopez, Agt	135 E National AV	Class B Tavern License		5/4/2024, 7:00 PM	1
79	KARAMEPALS INVESTMENTS INC	GYRO PALACE	NICK A KARAMEPALS, Agt	602 S 2ND ST	Class B Fermented Malt Beverage Retailer's License	75	5/7/2024, 7:00 PM	1
80	FLUID, INC	Fluid	WILLIAM M WARDLOW, Agt	819 S 2ND ST	Class B Tavern License	106	5/11/2024, 7:00 PM	1
81	RCW LLC	Lost Valley Cider Co	Stuart E Rudolph, Agt	408 W FLORIDA ST 102	Class B Tavern License	49	5/15/2024, 7:00 PM	1
82	1033A LLC	1033	Robert M Levin, Agt	1033 S 1ST ST	Class B Tavern License		5/17/2024, 7:00 PM	1
83	Indeed Brewing Company WI, LLC	Indeed Brewing Company	Patrick R Nickelson, Agt	530 S 2ND ST	Class B Tavern License		5/24/2024, 7:00 PM	1
84	The Chef's Table LLC	The Chef's Table	David P Magnasco, Agt	500 S 3rd ST	Class B Tavern License		5/25/2024, 7:00 PM	1
85	The North/South Club, Inc	North South Club	Marla R Poytinger, Agt	175 S Water ST	Class B Tavern License	299	5/30/2024, 7:00 PM	1
86	MC ZAR'S, LLC	O'Lydia's Bar & Grill	Linda M Sackett, Agt	338 S 1ST ST	Class B Tavern License	150	6/4/2024, 7:00 PM	1
87	Owl Club LLC	Boone & Crockett / The Cooperage	JOHN C REVORD, Agt	818 S Water ST	Class B Tavern License	685	6/15/2024, 8:46 AM	1
88	Cermak Milwaukee #2, LLC	Cermak Fresh Market	Joseph Marano, Agt	135 E Scott ST	Class A Malt & Class A Liquor License		6/21/2024, 7:00 PM	1
89	Thelma Carol Wine Merchants LLC	Thelma Carol Wine Merchants	Jerel W Hall, Agt	605 W Virginia ST	Class B Tavern License		6/26/2024, 7:00 PM	1

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



Monday, July 03, 2023



Notice of Public Hearing

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WISE, Marcus L, Agent
POP at 124 W NATIONAL Av

Class B Tavern, Public Entertainment Premises and Food Dealer License Applications Requesting Instrumental Musicians, Disc Jockey, Patrons Dancing and 5 Amusement Machines

Tuesday, July 18, 2023 at 9:15 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 7/18/2023 at 9:15 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	122A W NATIONAL AVE	MILWAUKEE, WI 53204-1807
CURRENT OCCUPANT	124A W NATIONAL AVE	MILWAUKEE, WI 53204-1807
CURRENT OCCUPANT	646 S 2ND ST# 1	MILWAUKEE, WI 53204-1615
CURRENT OCCUPANT	702 S 2ND ST	MILWAUKEE, WI 53204-1803
CURRENT OCCUPANT	703 S 2ND ST# A	MILWAUKEE, WI 53204-1867
CURRENT OCCUPANT	703 S 2ND ST# B	MILWAUKEE, WI 53204-1867
CURRENT OCCUPANT	703 S 2ND ST# C	MILWAUKEE, WI 53204-1867
CURRENT OCCUPANT	703 S 2ND ST# D	MILWAUKEE, WI 53204-1867
CURRENT OCCUPANT	703 S 2ND ST# E	MILWAUKEE, WI 53204-1875
CURRENT OCCUPANT	703 S 2ND ST# F	MILWAUKEE, WI 53204-1875
CURRENT OCCUPANT	703 S 2ND ST# G	MILWAUKEE, WI 53204-1875
CURRENT OCCUPANT	703 S 2ND ST# H	MILWAUKEE, WI 53204-1875
CURRENT OCCUPANT	710 S 3RD ST# 101	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 102	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 103	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 104	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 105	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 106	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 107	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 108	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 109	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 110	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 111	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 112	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 113	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 114	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 115	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 116	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 201	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 202	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 203	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 204	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 205	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 206	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 207	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 208	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 209	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 210	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 211	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 212	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 213	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 214	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 215	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 216	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 217	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 301	MILWAUKEE, WI 53204-1865

CURRENT OCCUPANT	710 S 3RD ST# 302	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 303	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 304	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 305	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 306	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 307	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 308	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 309	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 310	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 311	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 312	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 313	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 314	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 315	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 316	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST# 317	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	714 S 2ND ST# 1	MILWAUKEE, WI 53204-1882
CURRENT OCCUPANT	714 S 2ND ST# 2	MILWAUKEE, WI 53204-1882
CURRENT OCCUPANT	714 S 2ND ST# 3	MILWAUKEE, WI 53204-1882
CURRENT OCCUPANT	714 S 2ND ST# 4	MILWAUKEE, WI 53204-1882
CURRENT OCCUPANT	737 S 2ND ST	MILWAUKEE, WI 53204-1804
CURRENT OCCUPANT	739 S 2ND ST	MILWAUKEE, WI 53204-1804
CURRENT OCCUPANT	802 S 2ND ST	MILWAUKEE, WI 53204-1821
CURRENT OCCUPANT	803 S 2ND ST	MILWAUKEE, WI 53204-1822
CURRENT OCCUPANT	807 S 2ND ST	MILWAUKEE, WI 53204-1822
CURRENT OCCUPANT	811 S 1ST ST	MILWAUKEE, WI 53204-1816
CURRENT OCCUPANT	811 S 2ND ST	MILWAUKEE, WI 53204-1822
CURRENT OCCUPANT	812 S 2ND ST	MILWAUKEE, WI 53204-1821
CURRENT OCCUPANT	812 S 2ND ST# A	MILWAUKEE, WI 53204-1821

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Total Records: 75

Radius 250.0 feet and Center of the Circle: 124 W National Av



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

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:

BAR, FOOD, ENTERTAINMENT

Do you have any experience operating this type of business? No Yes If yes, explain: OWN BORN SOCIAL, OWNED SAGE LANDS, 464 BARMENT ETC.

2. Business Operations

- a. Proposed Opening Date: AUGUST 4, 2023
- b. Is this premise under construction? No Yes If yes, list estimated completion date: _____
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: _____
- e. Is the current licensee operating? No Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? No Yes If yes, describe: _____

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: 7 Locations: 2 BY HAMS, BEHIND BAR, KITCHEN, BACKSTAGE,
Outside: 1 Locations: ON THE SIDE OF THE BUILDING
- 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: ERABLE ALSO SAU

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 10 and describe the parking security plan: MONITORED BY STAFF, OWNERSHIP + VIDEO CAMERAS
- 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, how many? 12 and list locations: EXTERIOR, OFFICE, HALL, DR. WILKEN, GARMENT, RESTAURANT, BARMENT, PUB WAREHOUSE
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe BOSS NIGHT BY A DOOR PERSON OR WAREHOUSE

6. Percentage of Sales (must total 100%)

Alcohol <u>85</u> %	Food <u>15</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>X</u> %	Cigarettes <u>0</u> %		
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: _____

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

Type 1

- Full Service Restaurant Cafe/Coffee Shop Deli or Fast Food Restaurant Private/Fraternal/Veterans Club
- Night Club Tavern Cocktail Lounge Teen Club
- Banquet Hall Sports Facility Bowling Alley
- Hotel/Motel: Number of Floors: _____ 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 100 (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: W. NATIONAL AVENUE

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: MARION L. WISE Phone Number: 716.983.2112

Building Owner Address: 408 W. FLORIDA ST. #13 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	11 AM	12 AM	200	21+	21+
Monday	2 PM	12 AM	40	21+	21+
Tuesday	2 PM	12 AM	50	21+	21+
Wednesday	2 PM	12 AM	50	21+	21+
Thursday	2 PM	2 AM	60	21+	21+
Friday	2 PM	2:30 AM	150	21+	21+
Saturday	11 AM	2:30 AM	200	21+	21+

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: POP MKE LLC

Premise Address: 124 W. NATIONAL AVE MILWAUKEE WI 53204

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

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

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? No Yes
Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

- a) Are you taking out this application for anyone that may not be eligible for a license? No Yes
If yes, list their name and address: _____
- b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? No Yes
If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.
- c) Does anyone else have money invested or any other interest in this business? No Yes
If yes, explain: _____
- d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? No Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

- a) Do you own or lease the building? Own Lease
- b) Who owns the fixtures (for example, coolers, etc.)? I DO
- c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ NA
- d) Total amount paid for business \$ 0 NA
- e) Total amount paid for goodwill of the business \$ 0 NA
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 06/01/23 Ends NA
- b) Monthly rental \$ 7000
- 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)? PERMANENT, 100% OF THE BUILDING



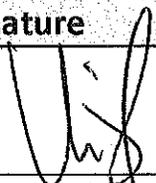
Lease Information (Continued)

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

- 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: 124 W. NATIONAL AVE MILWAUKEE WI 53204

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input checked="" type="checkbox"/> Amusement Machines How many? <u>5</u>
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input checked="" type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			

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

PROMOTERS/SOUND AMPLIFICATION

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

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

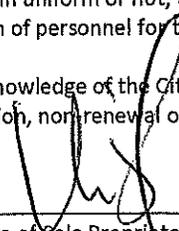
LEGAL CAPACITY OF PREMISES

_____ (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.

ACKNOWLEDGEMENT/SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

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



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

Office Use Only:

Initials: _____ Filed: _____ App: _____

Only PEP? No Yes If Yes, Queue to MPD and Email Mgrs/Team Lead (must be heard w/in 60 days)



FOOD DEALER LICENSE PLAN OF OPERATION

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

Legal Entity Name: POP MKE LLC

Premises Address: 124 W. NATIONAL AVE. MILWAUKEE WI 53204

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.

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: MILK, CHEESE, MEATS



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: _____

Start date: _____

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 9

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:

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

WS 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.

WS 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.

WS 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.

WS 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: WS

Signature of Additional Partner: _____



101 MKE LLC

031 POP

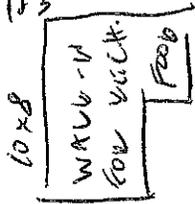
124 W. NATIONAL AVE

06/06/13



NORTH

4,041 FT²
TOTAL BLDG.



EXIT

22' 6"

OFFICE

6

BATH ROOM

6

BATH ROOM

6

← 15' →

FOOD SERVICE +
KITCHEN

6

DJ/MUSICIANS

DANCING

6 SPOTS

2ND STREET



8'

PARKING

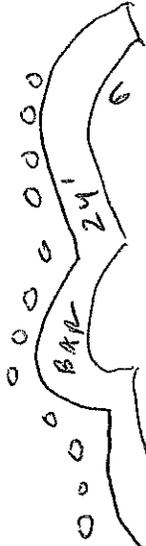
SIDE DOOR

4 SPOTS

BEACH

RESTROOM

MAIN ENTRANCE



COOLERS + LIQUOR STORAGE ABOVE

104'

TO BASEMENT

- 6 = GARAGE
- T = TABLE
- D = DUMPSTER
- X = DANCE BOARD
- O = GAMING MACHINE

MAIN FLOOR

AGENTS:
MARCUS L. WISE

W. NATIONAL AVE

POP MKE UC

DBX POP

124 W. NATIONAL AVE

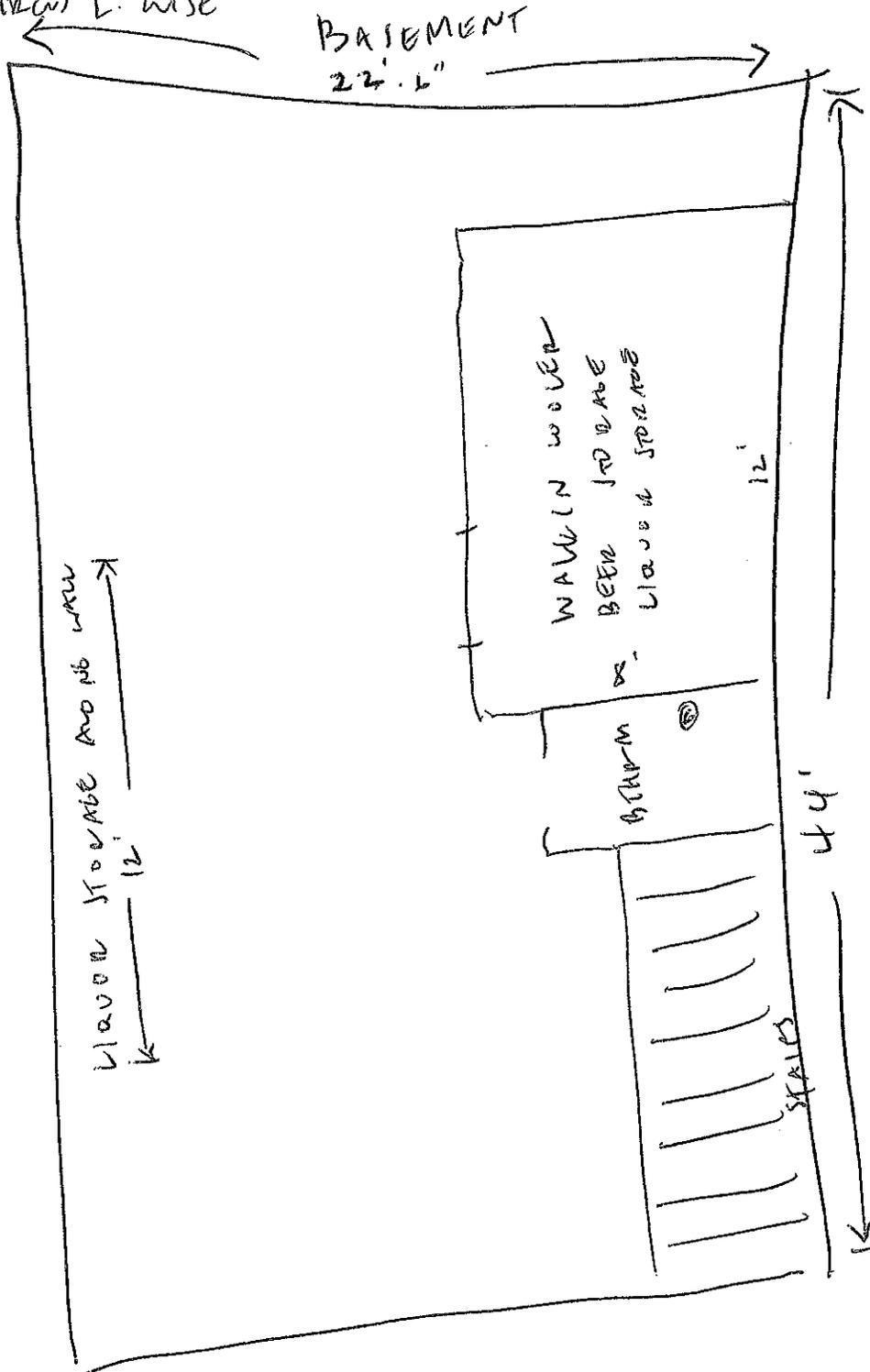
MILWAUKEE WI 53204

06/06/23

AGENT: MARCUS L. WISE



2ND STREET



W NATIONAL AVE

POP M VE LLC

DBA POP

124. W. NATIONAL AVE

06/06/23

AGENT: MARCUS L. WISE

SHARED PARKING
LOT OVERVIEW



2ND STREET



W NATIONAL AVE

POP MENU

Brunch (Saturday and Sunday 10:30am-3pm)
(all will be given a unique and branded spin)

Eggs Benedict	\$16
Basic Breakfast	\$12
Breakfast Wrap	\$14
Granola w/ yogurt and fresh seasonal fruit	\$12
French toast	\$12
Avocado toast w/ poached egg	\$16
Mini-quiches	\$14
Breakfast Pizza	\$14

Regular Menu (the rest of our open hours)
Elevated bar food- with lots of different sauce options
"Eat with one hand, drink with the other"

POP Fries-	\$12
<i>(Choice of seasoning spicy, or parmesan crusted etc)</i>	
<i>(Specialty sauce choices...like Dutch Vlamse Frites)</i>	
Empanadas	\$8
Specialty curds (different flavor profiles)	\$12
Buffalo Bleu cheese curds-	\$12
<i>(tossed in sauce and coated in bleu cheese crumbles, poutine)</i>	
Charcuterie/veggie tray- shareable sizes	\$18
<i>(cheese, meats, and plenty of fresh veggies)</i>	
Hummus /Dipping tray trio	\$18
Pretzel pillows w/ dipping sauces	\$9
Cauliflower bites	\$12
Fried green beans	\$8
Pizza egg rolls	\$8
Pop Pizzas (9" personal pizzas)	\$14
Pierogi poppers	\$8