



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

Thursday, April 29, 2021

**COMMITTEE MEETING NOTICE**

AD 12

WHITELAW, Eric, Agent  
HEX VENTURES LLC  
715-17 S 5TH St

Milwaukee, WI 53204

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

**Tuesday, May 11, 2021 at 10:25 AM**

**Regarding:** Your Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications Requesting Bands, Instrumental Musicians, Disc  Jukebox, Karaoke, Dancing by Performers, Patron Contests, and Patrons Dancing as agent for "HEX VENTURES LLC" for "Hex Nightclub" at 715-17 S 5TH St.

This meeting will be held via GoToMeeting. Please see the enclosed 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](mailto:molly.kuether-steele@milwaukee.gov).**



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11820 N Bridgewater St

Mequon, WI 53092

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Date:03/30/21  
Officer: Vodicka

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

Name of Premise: Hex  
Address: 715-717 S 5<sup>th</sup> St  
Phone: 414-491-5297

Owner: Eric T Whitelaw  
Owner address: 11820 N Bridgewater Dr  
City State Zip: Mequon, WI 53092  
Owner Phone: 414-491-5297  
Owner email: hexventures@yahoo.com

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

Preferred contact: Eric T Whitelaw

Location currently open:  YES  NO

Projected open date: 04/15/21

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

Hours of Operation: Sun: 10:30 a - 2:00a 24 hours Y N  
Mon: "  
Tue: "  
Wed: "  
Thu: "  
Fri: 10:30 a- 2:30a  
Sat: "

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
  - 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: 6
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: 6
22. Are there interior cameras  Yes  No How many: 9

23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No  
 24. Cameras located in parking lot  Yes  No How many? 2

**Interior Survey:**

25. What is the planned/posted capacity unknown  
 26. What is the minimum number of employees that will be on premise 6  
 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: 8  
 33. How will they be deployed: Interior Exterior  
 34. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun  
 35. Will the security be managed by business  or contracted   
 36. Will they be armed  Yes  No  
 37. What type of security measures will be used:  
 Wanding/metal detector  
 ID Scanner  
 Dress Code  
 Cover Charge  
 Age restriction 25 and up  
 Other  
 38. When at capacity, how will the overflow crowd be managed? security outside and ropes  
 39. Will a guard monitor the overflow crowd at all times?  Yes  No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Licensee will submit changes to hours of operation to reflect this survey. application is 7pm - 1:45 am

**MILWAUKEE POLICE DEPARTMENT**  
**LICENSE INVESTIGATION UNIT**

**CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS**  
**SYNOPSIS**

**DATE: 01/27/2020**

**LICENSE TYPE: BTAVN**

**NEW:**

**RENEWAL: X**

**No. 305722**

**Application Date: 01/24/2020**

**Expiration Date:**

**License Location: 715-17 S 5<sup>th</sup> Street**

**Aldermanic District: 12**

**Business Name: Envy Lounge & Nightclub**

**Licensee/Applicant: Asad, Samer L**

(Last Name, First Name, MI)

**Date of Birth: 06/22/82**

**Male:**

**Female:**

**Home Address: 7015 W Bennett Avenue**

**City: Milwaukee**

**State: Wi**

**Zip Code: 53219**

**Home Phone: (414) 350-8356**

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

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

1. On 10/17/08 at 2:24 am, Milwaukee police responded to 715 S 5<sup>th</sup> Street for a Strong Arm Robbery complaint. Investigation revealed the owner, Samer Asad, who owns the tavern Envy was walking to his car that was parked at the rear of the business when he was approached by two suspects who demanded his property. Asad fled the area but observed the two suspects going through his auto attempting to remove property. Asad stated he called his brother who was in the tavern and that he and another employee came out and they confronted the two suspects. The confrontation became physical when one suspect fled the area in an auto with employees being able to detain the second for police. Police spoke to all witnesses and obtained their statements. Minor injuries were reported.
2. On 12/14/08 at 4:01 am, Milwaukee police were dispatched to St Francis Hospital for a Battery complaint. Police spoke to the victim who stated he and his girlfriend were at the Envy tavern when a fight broke out inside which they were not a part of. The victim stated security was pushing everyone out of the tavern when one security guard pushed him to the floor and other subjects began punching, kicking and stomping on the victims' face. The victim suffered a broken nose and received several stitches to his face for numerous cuts. The victims' girlfriend stated she was also punched in the face but an unknown male causing pain and redness. Police went to 715 S 5<sup>th</sup> Street for follow up but found the tavern closed. Officers were able to speak with the bar owner via phone on a later date who stated he was not there but was told by his security that there was an argument between some patrons in the bar and that security had them leave and that they (security) did not observe any fight outside of the tavern. Officers were told that the security cameras were "under construction".

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3. On 01/26/09, a patron who at Club Envy on 12/20/09 at 12:00 am, called and reported her purse was stolen while she was inside the bar. A report was filed.
4. On 04/04/09 at 1:30 am, a patron called Milwaukee police to report her purse stolen while she was a patron at Club Envy. A report was filed.
5. On 07/19/09 at 5:51 pm, a patron called Milwaukee police to report her purse stolen while she was a patron at Club Envy. A report was filed.
6. On 09/27/09 at 1:35 am, Milwaukee police were called to Club Envy to investigate a Fraud complaint when officers observed a large fight break out outside the doors of Club Envy. Security attempted to stop the fight but individuals from the street began to get involved. Officers called for back up because it appeared that 50-100 people were involved. It took five squads to disperse the crowd and officers spent 45 minutes on scene monitoring the club as patrons left. Officers spoke to the owner Samer Asad regarding the incident and Asad stated a bus parked in front of the tavern to pick up people from a party and an unknown female in a car behind it started yelling obscenities and threats out the windows to an unknown patron who was leaving the club. Asad stated more and more people then got involved and the fight got out of hand. A check of the taverns license found it was not properly displayed and a citation was issued to Asad.

Charge: Display of Liquor License Required  
Finding: Dismissed w/o prejudice  
Date: 01/14/10  
Case: 09143128

7. On 10/31/09 at 3:52 pm, Milwaukee police were dispatched to investigate a Battery complaint that occurred at Club Envy on 10/30/09. Officers spoke to the victim who stated she and a friend were leaving Club Envy and walking to their car when three known females began assaulting them. One suspect who was punching the victim stated to her, " Nobody dances on my man without getting their ass beat." The victim stated she and her friend ran to her car where the suspects followed and caused damage to her car as well. All suspects were later identified and ordered into the DA's office regarding possible charges.
8. On 12/12/09 at 1:59 am, Milwaukee police were dispatched to 5<sup>th</sup> and National for a Trouble With Subject complaint. Officers spoke to the victim who stated while she was inside Club Envy she was assaulted by a known subject. The victim stated the two had a verbal altercation and that the actor pulled out some of her hair. Officers did observe a dollar size area of hair missing. Investigation revealed security and management broke up the fight and had the suspect leave through the back door. The victim was escorted out the front door and she stated that the suspect then ran up to her and punched her two times in the face. Security from another tavern witnessed this and chased the suspect away. The suspect later turned himself in and he was charged with Assault and Battery.

9. On 01/07/10 at 4:00 pm, Milwaukee police conducted follow up at the Envy Club regarding a Substantial Battery that occurred on 01/03/10 at 1:15 am. Investigation found a woman was cut on her face from a plastic cup by another patron while they both were in bathroom. The bathroom attendant identified as Rosetta Farrow stated she observed this incident, got scared and ran out to notify security. Officers spoke to Asad regarding the battery who stated he did not witness it because it occurred in the woman's bathroom but that he did observe the victim leave the bathroom with a bloody face. He stated he didn't call police because he believed that the police who were out front of his business at the time, where there for the battery. Asad stated he later found out the police were outside for another call.

**The following applies to Wisam Asad who is listed as a corporate officer:**

10. On 12/03/09 at 5:00 pm, Wisam Asad, who is listed as a corporate officer, received a citation for Sale of Alcohol To Underage Person at 2631 W Vliet Street.

Charge: Sale of Alcohol To Underage Person  
Finding: **Dismissed w/o prejudice**  
Date: 10/21/10  
Case: 10002210

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Item # 10 previously reported, disposition now added on 01/28/11.

11. On 01/06/10 at 11:18 pm, Milwaukee police were dispatched to 715 S 5<sup>th</sup> Street for an Altered Currency complaint. Police spoke to Samer Asad who stated he received a fake one hundred dollar bill from an unknown patron at 10:41 pm. Asad stated the patron attempted to purchase drinks with it but that he had recognized it to be counterfeit right away. Asad stated he informed the patron right away and stated that he was going to report the incident and turn the fake bill over to the police. Asad was able to provide officers a description of the actor as well as a picture and name of the actor since his security staff scans ID's. Police conducted follow up but was unable to locate the subject. Police did leave a contact number with the subject's mother to have him call police regarding this investigation.
12. On 01/21/10 at 7:47 pm, Milwaukee police were dispatched to 715 S 5<sup>th</sup> Street for a Theft complaint. Police spoke to Samer Asad who stated his employee Armando Acosta was observed on video pocketing money from alcohol sales as well as placing alcohol sales money into the tip jar instead of the register. The video was played for police as well as Acosta. The subject was arrested and issued a citation.
13. On 03/05/10 at 1:36 am, Milwaukee police were monitoring the crowd letting out of Club Envy located at 715 S 5<sup>th</sup> Street. Police drove down the alley and observed several Envy security staff holding back several subjects. Investigation revealed a fight occurred inside the club between patrons and security broke up the fight and escorted the patrons out of the club. One patron sought medical attention for a minor injury.
14. On 05/14/10, Milwaukee police conducted follow up regarding a complaint of music and dancing inside the club. Officers contacted the License Investigation Unit who advised officers that the club did not possess a Cabaret or Dance license and that both would be needed if



music and dancing were taking place. Officers advised the licensee of such and the club closed for the night.

Page 4  
Asad, Samer L

15. On 07/02/10 at 12:30 am, Milwaukee police conducted a License Premise Check at 715 S 5<sup>th</sup> Street. Prior to police arrival, officers received a confirmation email from Sgt. Paul Mac Gillis from the License Investigation Unit that the temporary restraining order that was against the City of Milwaukee was dismissed by Judge Brash as of Thursday June 24, 2010. While officers were on scene at 715 S 5<sup>th</sup> Street, they requested a supervisor to the location due to fact that the club did not have a license for music, disc jockey and dancing that was occurring inside the tavern. A supervisor responded and agreed with officers that the location should be closed for the night. Police identified the bartender as Wisam Asad and Wisam was advised that the business needed to be closed due to the violations. Wisam refused to comply and due to his behavior towards officers, was being held back by staff employees. Officers then spoke with Samer Asad who was asked to close the tavern. Samer stated, "No! Give me the citations I know I don't have a license but we still have a temporary restraining order." Samer further stated, "You can not be on the premise! I won't let you close me down!" After further discussions, Samer agreed he would close the location. Samer did provide officers with a court order for the temporary restraining order with a past court date of 06-19-10. An announcement was made shortly after using a microphone stating that, "if you were white there was nothing to worry about but if you were black you have to look out", which caused the crowd to become upset. Customers in the club were predominately black. When police questioned Wisam as to made the statement, Wisam stated a customer did and that a microphone was not used. Wisam became disorderly with police and was arrested. Police observed there to be about 50 patrons inside the club. As patrons were exiting, an officer heard a patron state that he just paid \$10.00 to enter the tavern and that the sign posted on the entrance door indicated the cost was \$5.00. Samer Asad became disorderly when he learned that his brother was arrested and was removed by his own security personnel in order to prevent Samer from being arrested. Police during the investigation did observe patrons dancing as well as the disc jockey and loud music being played. (not via internet streaming)

Charge: Loitering or Prowling  
Prerecorded Music Machine License Required  
Tavern Dance License Required  
Finding: **Dismissed w/o prejudice on all citations**  
Date: 02/23/11  
Case: 10089651  
10089652  
10089653

16. On 08/15/10, Milwaukee police were dispatched to 1556 S 38<sup>th</sup> Street for a Battery complaint. Police were met by three citizens who claimed they had been battered after patronizing the Envy Lounge located at 715 S 5<sup>th</sup> Street. Police observed visible injuries to all three victims with the victims claiming that their injuries were sustained when a large fight broke out on the street following the release of patrons from the club. Reports were filed for a substantial battery, battery and a property damage complaint in which the victim's car window was broken during the melee.

17. On 10/02/10 at 11:20 pm, a police detective advised officers that a known subject wanted on felony charges could possibly be at Club Envy and in the VIP section. Officers attempted to enter Club Envy but were refused entry by a security guard identified as Robert Mitchell. Mitchell grabbed a microphone from his portable radio and announced that police were here. Mitchell then was physically moved by officers who proceeded to the VIP area. No patrons were found upstairs however Samer Asad and a female were found an office located on that floor. Officers spoke with Asad and asked to view surveillance in attempts to see if the wanted felon was in the club. Asad refused stating that police have no right to look at the monitors. Asad then proceeded to walk over to the monitor and turn it off, obstructing officers' attempts to locate and arrest a felony suspect. Asad then stated to police, "Get the fuck out of my office. If I don't want you to look at the security cameras then you can't look." Asad further stated that if officers didn't leave his office, he would file a police report stating that the officers had stolen \$10,000. Asad then proceeded to pull out a official Milwaukee Police Department citizen complaint form from his desk and stated to officers that if they left now he wouldn't file a report. Officers ask Asad if it was his intention to file a false police report and Asad replied, "Yes". Asad was advised he would be arrested if he filed a false police report, to which Asad replied, "Prove it". Officers asked the DJ to stop playing music until the investigation was completed and the DJ complied, turning off the music. This enraged Asad who ordered that the music be turned back on which it was. Asad was then arrested and conveyed to District Two for processing. Due to the uncooperativeness of both Mitchell and Asad, police were unable to investigate the subject wanted complaint. No charges were found in CCAP for Asad and a citation that was issued to Mitchell for refusing police entry was not found in the Municipal Court system.
18. On 10/08/10 at 1:46 am, Milwaukee police were monitoring closing time at Club Envy located at 715 S 5<sup>th</sup> Street. This was the only establishment open on this block at the time. In attempts to prevent cruising, police conducted traffic control at 740 S 5<sup>th</sup> Street. A fight broke out and officers attempted to investigate when they observed a subject with injuries. This subject when approached by police was uncooperative and began to fight with police. Once the situation was under control, the subject admitted that she was involved in a fight but didn't know who hit her and that her reaction was to fight back. She also admitted that she was very intoxicated and was ashamed of her actions. The subject was cited for disorderly conduct and resisting/obstructing an officer. An officer who witness the fight and assisted in breaking it up also cited the other party involved. While this was occurring, subjects in autos stopped to watch the incident with 25-30 patrons from Club Envy standing in front of the club. They were advised by officers to leave the area in which they complied. Samer Asad was also observed to be outside on the sidewalk videotaping. Police to also asked Asad to leave the sidewalk area to which he stepped inside the front door of his club. Asad kept the door ajar and would step back out onto the sidewalk taunting police. Asad was arrested for obstructing and processed at District Two.

Charge: Resisting/Obstructing Police Officer  
Finding: **Dismissed w/o prejudice**  
Date: 02/23/11  
Case: 10124621

19. On 02/18/11 at 1:32 am, Milwaukee police were monitoring the closing time at Envy and observed patrons yelling and screaming as they exited the club. As more patrons left the club, traffic congestion was observed due to patrons who were walking in the roadway. Officers observed security personnel standing in the front of the club and not attempting to move patrons along. Congestion became so bad that an officer called for additional units to help assist with moving traffic and pedestrian traffic along. Within 20 minutes, the area was cleared. Officers then observed the licensee Samer Asad come out onto the sidewalk and video record police while he was attempting to provoke a negative interaction. An officer advised Asad that a report would be filed but Asad refused to acknowledge police.

20. On 02/21/11, Lt MacGillis of District Two went the Milwaukee County Courthouse to obtain a court order for Envy Nightclub to release the video of a substantial battery that occurred inside the club on 02/19/11. The owner, Samer Asad has not cooperated with police from the start of the investigation. Asad refused to release the video when asked to by police. Officers obtained a court order and went to Asad home address to serve him with the court order. Asad was not home but spoke with Lt MacGillis by phone. Asad agreed to meet officers at the club at 9:30 pm. Police met Asad and his attorney at the stated time and served Asad with court order. The order stated the Asad must turn over the video tape to police by 02/28/11.

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21. On 04/10/11 at 3:57 am, Milwaukee police investigated a Battery complaint at District 6, which allegedly occurred outside of Club Envy. Police spoke with the victim who stated she and her cousin were at Club Envy when she observed a female who she was previously friends with, but no longer was. The victim stated neither party made contact with one another inside the bar, but that upon her and her cousin leaving the bar, she was jumped on the female she knew who began punching her several times to the face. The victim stated she believe security separated the two and escorted them to their vehicles. Police did observe swelling and redness to the victim's face. Officers later issued a citation for battery to the suspect. On 04/11/11 at 8:00 am, officers left a message for Samer Asad via his cell phone to contact police regarding this incident and police obtaining video of this incident but as of 04/13/11, officers did not receive a call back from Asad.

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22. On 10/20/12 at 2:22 am, Milwaukee police were dispatched to 715 S 5<sup>th</sup> Street for a Sexual Assault complaint. Police spoke with the victim who stated a member of security for Club Envy sexually assaulted inside the club. The victim stated she was in the ladies room when a security guard entered and put his hands on her. The victim further stated the guard put one arm around her waist and his other hand put it inside her shirt, touching and squeezing her breasts. The victim stated the guard then positioned her up against the wall and began to kiss her face, neck and breasts area. The victim pointed out the guard and he was identified as Henry Blancovitch. Police attempted to interview Blancovitch who refused to talk with police and requested an attorney. On scene, police also spoke to Samer Asad who stated as soon as the victim brought the incident to his attention, he called police at the request of the victim. Asad later provided police with a copy of the video surveillance from the night of the incident. The suspect was arrested as a result of the investigation.

23. On 02/09/13, Milwaukee police were dispatched to a Shots Fired complainant at 625 S 5<sup>th</sup> Street. Investigation revealed a patron who had been at Club Envy, suffered a gunshot wound to the left lower flank and lower back area. The victim stated he was in the club with friends all night and observed an unknown male staring at him as though he was angry. The victim stated he and his friends left the club when it closed and walked to the parking lot where his friend's car was parked, when words were exchanged between his friend and an unknown male. The unknown male then punched his friend in the face and that is when the victim observed the male to be the one who was looking at him inside the club earlier. The victim stated he told his friend to drive off when the suspect began firing a handgun at them, striking the victim. Investigation further found the victim and one of his friends to be under the age of 21 and were both consuming alcohol. Police found five 9 mm spent casings that were recovered in the parking lot of 625 S 5<sup>th</sup> Street. Officers' also obtained witness statements from the victim's two friends. On 02/09/13, officers met with the licensee of the Envy Nightclub, Samer Asad, regarding the incident. Asad was unable to retrieve video of evidentiary value regarding the incident due to computer problems and officers were told that Asad might have to send the hard drive to a professional recovery service. Asad was unable to confirm or deny whether the victim or suspect were in the establishment prior to the shooting.

24. On 02/14/13 at 3:00 pm, Milwaukee police personnel, along with ADA Ann Lopez and City Attorney Jarely Ruiz, met with Samer Asad and his attorney, Mike Maistelman. At the meeting, police received an update status of the video and Asad explained the policies and procedures he has in place to run his business. Asad also explained that there was a virus that caused problems with the video and that his IT person was unable recover it, so he had to send out his hard drive to have it be recovered. Asad also provided a receipt. Asad stated once everything was done, he would provide a copy of the video to police, but that based on the location of the shooting, it would not be on the video, but that he could confirm whether the suspect and victim were inside the club that night. Also discussed were the plan of operations and how Asad is working with other clubs in the area to stagger bar closings as to not be releasing patrons from all the establishments at the same to time to avoid any further issues.

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25. On 03/17/2013 Milwaukee police were dispatched to a Property Damage complaint at 715 South 5<sup>th</sup> Street (Envy Lounge and Night Club). Investigation revealed a patron of the business kicked the glass in the rear door of the building, shattering it. The patron was cited. No other violations were observed.

26. On 04/19/2013 Milwaukee police were dispatched to an Armed Robbery complaint at 606 South 5<sup>th</sup> Street. Investigation revealed that at 11:38pm a patron of Club Envy (705 South 6<sup>th</sup> Street) exited the business to put something in her car that was parked in front of 706 South 5<sup>th</sup> Street. When she turned away from her car to return to the bar, she was confronted by 2 subjects who robbed her at gunpoint. An additional victim had been outside Bucket Works (706 South 5<sup>th</sup> Street) smoking a cigarette. This victim was approached by a subject who struck him in the back of the head with a handgun, causing the gun to discharge. Milwaukee police incident report #131100009 filed.

27. On 11/24/2014 Milwaukee police conducted follow up regarding a fatal crash that occurred at 330 West National Avenue. The applicant provided officers with a video file of the ID scanner that captured information for all patrons who entered the business on 11/22/2014 to when the business closed on 11/23/2014.
28. On 02/06/2015 Milwaukee police responded to a battery complaint at South 5<sup>th</sup> Street and West National Avenue (Jynx Nightclub). The caller stated that his friend had been punched in the face by a security guard. Officers were unable to locate the caller/victim.
29. On 02/18/2015 Milwaukee police responded to a burglar alarm/vehicle crash/fire at 715 South 5<sup>th</sup> Street (Jinx). Officers observed a vehicle had crashed into the rear of the building and was engulfed in flames. Officers also observed that there was a brick on the accelerator pedal of the vehicle and the ignition lock cylinder was missing. Milwaukee police incident report #150490017 filed.
30. On 02/24/2015 Milwaukee police responded to Jynx Nightclub to retrieve video of surveillance from two arson incidents (Milwaukee police incident report #150320022 and #150490017). The applicant was cooperative with officers, but the video was recorded in a manner that is incompatible with department computers.

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31. On 09/09/2015 Milwaukee police, along with Agent Georgeann King of the Wisconsin Department of Revenue, conducted a licensed premise check at 715-717 South 5<sup>th</sup> Street (Jynx). During this check, 8 contaminated bottles of liquor and unreported tobacco purchases were discovered. No other violations were observed.
  32. On 10/17/2015 Milwaukee police responded to a wanted subject complaint at Jynx Nightclub. Officers were unable to locate the wanted subject.
  33. On January 10<sup>th</sup>, 2016 Officers responded to Jynx(715 S 5<sup>th</sup>) regarding follow up to an aggravated battery. The suspect in the battery battered the victim and bit off a portion of the victim's nose, this occurred on 01/01/16. The victim and suspect had been in a group that patronized the premises and the incident occurred after they left the location. The agent provided video regarding the incident.

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34. On 01/15/2016 a meeting was held at Milwaukee police district #2 regarding a recent mayhem that took place outside Jynx Nightclub. This meeting was attended by the applicant, a member of his family, his attorney, Captain Heather Wurth, Sgt. Chad Raden, Assistant City Attorney Nick Desiatio, Officer Guadalupe Velasquez and Officer Kevin Vodicka. The applicant stated security officers use an ID scanner as patrons enter, there are several cameras inside and outside the business, he pays to have Milwaukee police monitor the business on busy nights, he staggers the close of the business so all patrons do not leave at the same time, he intends to reach out to other business's to see if they would be willing to expand the paid police presence, that he would resolve situations where his patrons caused damage to other business's and that his security is very proactive.

35. On 07/03/2016 Milwaukee police conducted a licensed premise check at Jynx Night Club (715 South 2<sup>nd</sup> Street) based on an aldermanic complaint that the business was using traffic cones to reserve parking spots on the street. Officers spoke to William Daniel, who stated he would address the parking with his staff. No violations were observed.
36. On 07/12/2016 a Milwaukee police officer spoke with the applicant by phone regarding a complaint received from the office of Alderman Perez that the business was reserving/restricting parking spaces on the street with parking cones and charging people to park there. The officer advised the applicant that he cannot reserve or restrict public parking.
37. On 07/17/2016 Milwaukee police, working in plain clothes, pulled up in front of Jynx Nightclub and observed several orange cones blocking unused parking spots on the west side of South 5<sup>th</sup> Street in front of Jynx Nightclub. The officers asked an employee of Jynx if they could park where the cones were and if there was a charge for parking there. The employee stated he believed it would cost \$20.00 to park there, asked the officers to wait and entered the front door of the business. Several minutes later another subject, later identified as Rodolfo Corchado, exited Jynx Nightclub and told the officers they could park in the spot blocked by orange construction cones, but it would cost \$50.00. The officers stated they had to get the money and drove away. The officers returned with additional cars and spoke with the applicant. Corchado admitted to the applicant that he had attempted to charge \$50.00 to park on the street in front of the establishment.
38. On 01/01/2017 Milwaukee police responded to a shooting at Mt. Sinai hospital. The victim, who had been shot in the buttocks, was unable or unwilling to state where and how the incident had occurred. Eventually, he told officers he had been in route to Jynx Nightclub (715 South 5<sup>th</sup> Street) when he was struck by gunfire. Officers met with the applicant who was cooperative, and allowed officers to observe video surveillance from the interior and exterior of the building. Officers determined that the incident likely did not occur when or where the victim had described it.
39. Currently the applicant is past due on payments to the City of Milwaukee for the hiring of Milwaukee Police officers at the establishment. The applicant currently owes \$2,436.26.

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40. On 03/11/2017 officers investigated a battery that occurred at Jynx Night Club, 715 S 5<sup>th</sup> St. The victim stated he was leaving Jynx at about 2:30am and an altercation with security ensued. The victim stated he was struck by security causing him to lose consciousness. He was treated at Froedtert Hospital for a fractured jaw which required a metal plate and his jaw was wired shut for 6 weeks. The witness stated security hit the victim causing him to fall to the ground then struck him several times to the face while he was unconscious. The officers attempted contact with the applicant but he never responded to messages or emails. On 03/17/2017 the officers contacted the manager, William DANIELS, who stated he did not have access to the office where the video surveillance is located. He also did not know what security members were working that night. DANIELS stated the applicant was out of town on a vacation. The head of security, Robert MITCHELL, stated he did not know who was working that night. On 03/18/2017 the officers obtained a search warrant and DANIELS opened the door to the security equipment. This was the same door he stated he did not have access to the prior day. DANIELS called the applicant and he responded to the location within minutes. The DVR did not have any footage from 03/08/2017 to 03/12/2017. The applicant stated there was a technical error which was fixed on 03/12/2017. The applicant stated he would get the information on who was working from MITCHELL and provide it to the officers.

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41. On 03/31/2018 officers were dispatched to a shots fired complaint that the caller stated occurred at Jynx Nightclub, 715 s 5<sup>th</sup> St. The officers spoke with the applicant. He stated he did not hear any shots fired. The security guards stated they did not hear any shots fired. The complaint was deemed unfounded.

42. On 12/09/2018 officers responded to a call of a fight at Jynx Nightclub, 715 S 5<sup>th</sup> St. The officers spoke with a Jynx security guard who stated there were two customers who got into a verbal argument outside and threatened to shoot each other. One of the subjects was located and issued a Disorderly Conduct citation.

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43. On 02/06/2020 at 2:15am officers were dispatched to a fight at 715 S 5<sup>th</sup> St. The officer detained several people involved in an altercation in the street. The officer spoke with the applicant, who stated there was an argument outside and his security was out helping to break it up. The stated the subject detained were his security and not involved in the fight. The subjects were released. The applicant and his security were cooperative with the officers.

**Item #43 added as part of PREVIOUS PREMISE**

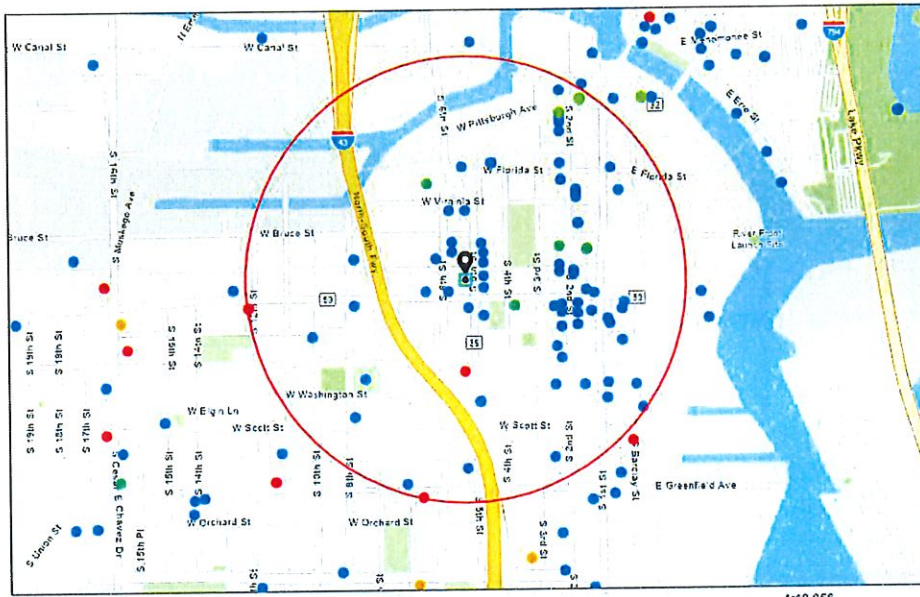


# Concentration Map 715-17 S 5th St

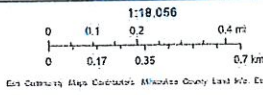
## Area of Interest (AOI) Information

Area : 21,862,585.89 ft<sup>2</sup>

Feb 16 2021 17:16:13 Central Standard Time



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





715-17 S 5th St

### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	81		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Camacho's Bar, LLC	Camacho's Bar	JESUS M CAMACHO, Agt	631 S 6TH ST	Class B Tavern License	49	7/4/2021, 7:00 PM	1
2	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License	512	7/8/2021, 7:00 PM	1
3	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License		7/8/2021, 7:00 PM	1
4	LOLA'S, LLC	Walker's Pint	ELIZABETH A BOENNING, Agt	818 S 2ND ST	Class B Tavern License	150	6/27/2021, 7:00 PM	1
5	CLUB ANYTHING	CLUB ANYTHING	TODD N NOVASIC, SP	807 S 5TH ST	Class B Tavern License	160	6/28/2021, 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	6/29/2021, 7:00 PM	1
7	PEPPER 200, LLC	Studio 200	WILLIAM E FENGER, Agt	200 E WASHINGTON ST	Class B Tavern License	99	6/18/2021, 7:00 PM	1
8	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
9	Zocalo Tavern LLC	Zocalo Tavern LLC	Jesus O Gonzalez, Agt	620-636 S 6TH ST	Class B Tavern License		7/9/2021, 7:00 PM	1
10	The Flow DJ's Entertainment LLC	VIP Lounge	Miguel A Martinez, Agt	828 S 1st ST	Class B Tavern License	295	9/22/2021, 7:00 PM	1
11	Noble Provisions, LLC	The Noble	DAVID G KRESSIN, Agt	704 S 2nd ST	Class B Tavern License	50	7/4/2021, 7:00 PM	1
12	TEXAS FOOD	TEXAS FOOD	HAKAM K ASSAD, SP	1201 W NATIONAL AV	Class A Malt & Class A Liquor License		10/12/2021, 7:00 PM	1
13	Don's Deli LLC	Don's Diner	Aaron R Gersonde, Agt	1100 S 1ST ST	Class B Tavern License		10/22/2021, 7:00 PM	1
14	THE TRIPLE BELT CORPORATION	D.I.X.	ELIZABETH J KUJAWA, Agt	739 S 1ST ST	Class B Tavern License	180	10/21/2021, 7:00 PM	1
15	Caminobar LLC	Camino	CASEY A RATA CZAK, Agt	434 S 2nd ST	Class B Tavern License	48	10/12/2021, 7:00 PM	1
16	LL Associates, LLC	La Casa de Alberto	Luis A Gonzalez, Agt	624 W NATIONAL AV	Class B Tavern License	49	11/3/2021, 7:00 PM	1
17	Great Lakes Distillery, LLC	Great Lakes Distillery	Guy A Rehorst, Agt	616 W Virginia ST	Class B Fermented Malt Beverage Retailer's License		9/3/2021, 7:00 PM	1
18	ECN3 Inc	Engine Co No 3	AUGUSTO P SANDRONI, JR, Agt	217 W National AV	Class B Tavern License		9/2/2021, 7:00 PM	1

19	Indulgence Chocolatiers LLC	Indulgence Chocolatiers	Julie A Waterman, Agt	211 S 2nd ST	Class B Tavern License		9/22/2021, 7:00 PM	1
20	LA GUADALUPANA	LA GUADALUPANA/CAFE EL SOL	Frances A Rivera Gonzalez, Agt	1028 S 9TH ST	Class B Tavern License	170	9/5/2021, 7:00 PM	1
21	GUADALAJARA CORPORATION	GUADALAJARA RESTAURANT	GENOVEVA LOZADA, Agt	901 S 10TH ST	Class B Tavern License	50	9/22/2021, 7:00 PM	1
22	700 CLUB, LLC	SABBATIC	JAY K STAMATES, Agt	700 S 2ND ST	Class B Tavern License	80	1/17/2022, 6:00 PM	1
23	Walker Street Cafe LLC	Wantable Cafe	JEFFREY G REINBOLD, Agt	123 E WALKER ST	Class B Tavern License		2/2/2022, 6:00 PM	1
24	OLD RECORD - DO NOT USE - Gordo's Water Street, LLC	OLD RECORD - DO NOT USE - Toast	Gordon Goggin, Agt	231 S 2nd ST	Class B Tavern License		2/19/2021, 6:00 PM	1
25	Central Standard LLC	Central Standard Craft Distillery	William P McQuillan, Agt	613 S 2ND ST 609	Class B Fermented Malt Beverage Retailer's License		3/2/2021, 6:00 PM	1
26	Fuel Cafe 5th Street, Inc.	Fuel Cafe 5th Street	KRISTYN A Eitel, Agt	630 S 5th ST	Class B Tavern License		2/25/2021, 6:00 PM	1
27	ALLIE BOY'S BAGELRY & LUNCHEONE TTE, LLC	Allie Boy's Bagelry & Luncheonette	Staci Lopez, Agt	135 E National AV	Class B Tavern License		5/4/2021, 7:00 PM	1
28	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
29	LE CABARET, INC	Texas J's	JOHN A URBAN, Agt	813 S 1ST ST	Class B Tavern License	360	3/18/2021, 7:00 PM	1
30	THE NATIONAL, LLC	THE NATIONAL	Amy R Plennes, Agt	839 W NATIONAL AV	Class B Tavern License		8/4/2021, 7:00 PM	1
31	MobCraft Beer Inc	MobCraft Beer	Henry W Schwartz, Agt	505 S 5th ST	Class B Tavern License	265	8/19/2021, 7:00 PM	1
32	Keen Hospitality Group LLC	Snifters	Julio C Maldonado, Agt	606 & 610 S 5th ST	Class B Tavern License	99	8/13/2021, 7:00 PM	1
33	EI Taco Riendo LLC	The Laughing Taco	Lucia L. Munoz, Agt	1031 S 1ST ST	Class B Tavern License		7/26/2021, 7:00 PM	1
34	Brew Fitness LLC	Brew Fitness	Ryan P Mleziva, Agt	408 W FLORIDA ST B100	Class B Fermented Malt Beverage Retailer's License		12/4/2021, 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	Botanas LLC	Botanas	Jaime A Gonzalez, Agt	816 S 5th ST	Class B Tavern License		12/9/2021, 6:00 PM	1
37	538 W National Hall, LLC	Walker's Point Music Hall	James Rice, Agt	538 W National AV	Class B Tavern License	162	11/22/2021, 6:00 PM	1
38	Chivas Bar	Chivas Bar	FRANCISCO J MERCADO, S ANTIAGO S MERCADO, JR, ALFREDO MERCADO, JE SUS S MERCADO	644 S 9th ST	Class B Tavern License	80	12/20/2021, 6:00 PM	1
39	Meraki LLC	Meraki	Marshall F Meier, Agt	939 S 2nd ST	Class B Tavern License		12/9/2021, 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	Campesino, LLC	Carniceria El Campesino	Paramjit Singh, Agt	635 W GREENFIELD AV	Class A Malt & Class A Liquor License		4/10/2021, 7:00 PM	1
42	Wunderjak Enterprises, LLC	Fat Daddy's	STEFANI I JAKSIC, Agt	120 W National AV	Class B Tavern License	270	4/9/2021, 7:00 PM	1
43	Saz's Catering Inc	South Second: A Saz's Hospitality Group Property	Stephanie L Sazama-Schneck, Agt	838 S 2nd ST	Class B Tavern License	240	4/11/2021, 7:00 PM	1
44	Saz's Catering, Inc.	Saz's Hospitality Group	Stephanie L Sazama-Schneck, Agt	201 W Walker ST	Class B Tavern License		4/4/2021, 7:00 PM	1
45	FLUID, INC	Fluid	WILLIAM M WARDLOW, Agt	819 S 2ND ST	Class B Tavern License	106	5/11/2021, 7:00 PM	1
46	THE V BAR, LLC	The Tin Widow	SAMUEL L BERMAN, Agt	703 S 2ND ST	Class B Tavern License	49	4/15/2021, 7:00 PM	1
47	LOUNGING AROUND, INC	Hex Nightclub	SAMER L ASAD, Agt	715-17 S 5TH ST	Class B Tavern License	320	4/10/2021, 7:00 PM	1
48	Rec Room Craft Co LLC	Rec Room Craft Co	Krista A Bach, Agt	219 S 2ND ST	Class B Tavern License		4/16/2021, 7:00 PM	1
49	MO'BAY CAFE LLC	Mobay Cafe	Nadine N Dixon, Agt	1022 S 1ST ST	Class B Tavern License	192	8/2/2021, 7:00 PM	1
50	Iron Horse Milwaukee, LLC	The Iron Horse Hotel	TIMOTHY J DIXON, Agt	500 W FLORIDA ST	Class B Tavern License	550	7/29/2021, 7:00 PM	1
51	Dream Lab LLC	Dream Lab	Shawn Kazubowski, Agt	327 W National	Class B Fermented Malt Beverage Retailer's License		1/17/2022, 6:00 PM	1
52	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

53	COMPROV, INC	COMEDY SPORTZ	JOSHUA M LEFEVRE, Agt	420 S 1ST ST	Class B Tavern License	320	1/15/2022, 6:00 PM	1
54	Milwaukee Comedy, LLC	Laughing Tap	MATTHEW S KEMPLE, Agt	706B S 5th ST	Class B Tavern License		12/17/2021, 6:00 PM	1
55	Var Gallery & Studios LLC	Var Gallery & Studios	Josh Hintz, Agt	643 S 2nd ST	Class B Tavern License		1/15/2022, 6:00 PM	1
56	Bowls LLC	Bowls	Andrew C Larson, Agt	207 W Freshwater WA	Class C Wine Retailer's License		12/3/2021, 6:00 PM	1
57	Walkers Lounge & Events LLC	Walkers Lounge & Events	Felipe Martinez, Agt	626 S 5TH ST	Class B Tavern License		12/20/2021, 6:00 PM	1
58	KARAMELPA S INVESTMENT S INC	GYRO PALACE	NICK A KARAMELPA S, Agt	602 S 2ND ST	Class B Fermented Malt Beverage Retailer's License	75	5/7/2021, 7:00 PM	1
59	La Dama	La Dama	PEGGY J MAGISTER, SP	839 S 2ND ST	Class B Tavern License	62	5/11/2021, 7:00 PM	1
60	RCW LLC	Lost Valley Cider Co	Stuart E Rudolph, Agt	408 W FLORIDA ST 102	Class B Tavern License	49	5/15/2021, 7:00 PM	1
61	CIELITO LINDO, LLC	CIELITO LINDO	LORENZO R LOPEZ, Agt	733-39 S 2ND ST	Class B Tavern License	198	2/28/2021, 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		2/8/2022, 6:00 PM	1
63	LA Tropicana Foods LLC	LA Tropicana Foods	SALWA B TALEB, Agt	1011 S 5TH ST	Class A Malt & Class A Liquor License		2/9/2022, 6:00 PM	1
64	Cheesehead Events, LLC	The Factory on Barclay	Ralph J Bruno, Agt	1120 S Barclay ST	Class B Tavern License	400	1/21/2022, 6:00 PM	1
65	700 CLUB, LLC	SABBATIC	JAY K STAMATES, Agt	700 S 2ND ST	Class B Tavern License	80	1/17/2022, 6:00 PM	1
66	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
67	Sky Pub and Grill LLC	Sky Bar	Ruben Albanil Coyolt, Agt	1339 S 7TH ST	Class B Tavern License	75	5/27/2021, 7:00 PM	1
68	801-09 LLC	LEVEL (LVL)	Joseph A Angell, Agt	801 S 2nd ST	Class B Tavern License	772	9/20/2021, 7:00 PM	1
69	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
70	Movida LLC	Movida	Aaron R Gersonde, Agt	524 S 2ND ST	Class B Tavern License	49	9/20/2021, 7:00 PM	1
71	GEORGE'S PUB, INC	GEORGE'S PUB	GEORGE P VOMBERG, Agt	224 E WASHINGTON ST	Class B Tavern License	25	9/30/2021, 7:00 PM	1

72	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
73	HM-MKE LLC	Hamburger Mary's	Brandon A Wright, Agt	730-734 S 5th ST	Class B Tavern License		9/20/2021, 7:00 PM	1
74	Champion Property MGMT LLC	Freight 38	ADAM L SMITH, Agt	838 S 1st ST	Class B Tavern License	80	2/7/2022, 6:00 PM	1
75	EI Bodegon LLC	Hotel Madrid/Bad English	Aaron R Gersonde, Agt	600 S 6TH ST	Class B Tavern License		11/26/2021, 6:00 PM	1
76	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
77	STENY'S, INC	STENY'S	JEROME L STENSTRUP, Agt	800 S 2ND ST	Class B Tavern License	160	11/11/2021, 6:00 PM	1
78	Bull & A Boy LLC	Glass + Griddle	Robert M Levin, Agt	1130 N 9TH ST	Class B Tavern License	450	8/1/2021, 7:00 PM	1
79	Morel Restaurant LLC	Morel Restaurant	Jonathan S Manyo, Agt	430 S 2nd ST	Class B Tavern License		7/16/2021, 7:00 PM	1
80	Aramark Corporation	Rockwell Automation/Cafe	Heidi M Petrakis, Agt	1201 S 2nd ST	Class B Tavern License		7/24/2021, 7:00 PM	1
81	Greige, LLC	Greige	Jessica A Reinhardtson, Agt	408 W Florida ST 104	Class B Tavern License		7/11/2021, 7:00 PM	1

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



Thursday, April 29, 2021

## Licenses Committee Notice of Hearing

715 5TH LLC  
526 W NATIONAL Av  
Suite 200  
Milwaukee, WI 53204

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License  
Applications Requesting Bands, Instrumental Musicians, Disc Jockey, Jukebox,  
Karaoke, Dancing by Performers, Patron Contests, and Patrons Dancing  
WHITELAW, Eric, Agent  
Hex Nightclub at 715-17 S 5TH St

Date: 5/11/2021

Time: 10:25 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](mailto: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.





Thursday, April 29, 2021



# Notice of Public Hearing

blank  
notice

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WHITELAW, Eric, Agent  
Hex Nightclub at 715-17 S 5TH St  
Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications  
Requesting Bands, Instrumental Musicians, Disc Jockey, Jukebox, Karaoke, Dancing by  
Performers, Patron Contests, and Patrons Dancing

**Tuesday, May 11, 2021 at 10:25 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 10:25 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](mailto: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.

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

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

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



OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	532 W NATIONAL AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	704A S 6TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	702 S 6TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	528 W NATIONAL AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	438A W NATIONAL AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	422 W NATIONAL AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	720 S 6TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	524 W PIERCE ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	524A W PIERCE ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	522A W NATIONAL AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	723A S 5TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	704 S 6TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	415 W PIERCE ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	415A W PIERCE ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	700 S 6TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	526 W NATIONAL AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	526 W NATIONAL AVE 2	MILWAUKEE, WI 53204
CURRENT OCCUPANT	518 W NATIONAL AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	720 S 5TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	713 S 4TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	534 W NATIONAL AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	524 W NATIONAL AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	719A S 5TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	526 W NATIONAL AVE 1	MILWAUKEE, WI 53204
CURRENT OCCUPANT	526 W NATIONAL AVE 4	MILWAUKEE, WI 53204
CURRENT OCCUPANT	526 W NATIONAL AVE 3	MILWAUKEE, WI 53204
CURRENT OCCUPANT	424 W NATIONAL AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	720A S 6TH ST	MILWAUKEE, WI 53204
blank	notice	

Total Records: 28

Radius: 250.0 feet and Center of Circle: 715-17 S 5th St



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

## 1. Type of Business

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

Provide a detailed description of the type of business you plan on operating:  
night club / lounge

Do you have any experience operating this type of business?  No  Yes If yes, explain: 10+ years of bar/restaurant management

## 2. Business Operations

- a. Proposed Opening Date: 2/1/2021
- 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: Class B Tavern, Tabacco, PEP
- e. Is the current licensee operating?  No  Yes If no, list date closed: 3/18/2020
- 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: sound proofing
- e. Will a sound amplification system be used?  No  Yes If yes, describe: DJ equipment/speakers

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 10 Locations: throughout building  
Outside: 1 Locations: back of 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: \_\_\_\_\_

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 26 and describe the parking security plan: \_\_\_\_\_
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? 4-6 and answer the following:  
 What are their responsibilities? ensure safety of customers at all times  
 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? 32 and list locations: throughout building
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe pat-downs

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

Alcohol <u>70</u> %	Food <u>30</u> %	Secondhand Merchandise _____%	Precious Metals & Gems _____%
Entertainment _____%	Cigarettes _____%	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____%	Other _____% Describe: _____
Pawnbroker Activity _____%	Salvaged Materials _____% (such as scrap metal)		

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

### Type 1

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

### Type 2

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

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

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

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

Capacity 320 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop  
 Other: Describe: \_\_\_\_\_
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Pierce St. & S. 5th Street
- 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: 715 5th LLC and 710 6th LLC Phone Number: \_\_\_\_\_  
 Building Owner Address: 526 W. National Ave., Suite 200, 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	noon	1:45 am	100	25-45	21+
Monday	7:00 pm	1:45 am	100	25-45	21+
Tuesday	7:00 pm	1:45 am	100	25-45	21+
Wednesday	7:00 pm	1:45 am	100	25-45	21+
Thursday	7:00 pm	1:45 am	100	25-45	21+
Friday	noon	2:30 am	100	25-45	21+
Saturday	noon	2:30 am	100	25-45	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 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)

  
 Eric White, January 29, 2021 10:25 CST

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](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: HEX Ventures, LLC

Premise Address: 715-17 S. 5th St, 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.)? landlord

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

d) Total amount paid for business \$ \_\_\_\_\_

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

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 8/1/2020 Ends 7/30/2025

b) Monthly rental \$ 5000

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 years


## Lease Information (Continued)

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

## Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted?  No  Yes  
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):  
\_\_\_\_\_

## Signature

  
Eric White (Jan 29, 2021 10:25 CST)

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



# 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](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: <b>HEX Ventures, LLC</b>	
Premises Address: <b>715-17 S. 5th St., Milwaukee</b>	
<b>SECTION 1 TYPE OF BUSINESS</b>	
What will be the majority of your food sales? (check one)	
<input checked="" type="checkbox"/> <b>Restaurant Items (meals):</b> 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.	
<input type="checkbox"/> <b>Retail Items (snacks and beverages):</b> 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? <input type="checkbox"/> Yes <input type="checkbox"/> 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.	
<input type="checkbox"/> Bed & Breakfast <input type="checkbox"/> Micro Market	
All Applicants: Submit a menu or a list of food items that will be sold.	
Will any wholesale business be done? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, what percentage of food sales will be wholesale?	
<input type="checkbox"/> Less than 25%	
<input type="checkbox"/> 25% or More AND:	
<input type="checkbox"/> Restaurant items (meals) will be sold – Complete this application and also contact DATCP.	
<input type="checkbox"/> NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.	
<b>SECTION 2 FOOD PROCESSING</b>	
Will any food processing be done? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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.	
<b>SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL</b>	
Will any food that requires temperature control be sold? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes (includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)	
If yes, list the types of food items: <u>seafood, meat, poultry, dairy</u>	

**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 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:

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

GAN 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.

GAN 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.

GAN 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.

GAN 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: GAN (Jan 29, 2021 10:25 CST)

Signature of Additional Partner: \_\_\_\_\_





## PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

**PREMISES ADDRESS:** 715-17 S. 5th St, Milwaukee, WI 53204

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

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

*Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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: **amps/speakers**


**LEGAL CAPACITY OF PREMISES**

320 \_\_\_\_\_ (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.

  
File Milwaukee Jan 29, 2021 10:25 CST  
 \_\_\_\_\_  
 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:**

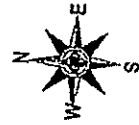
Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

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

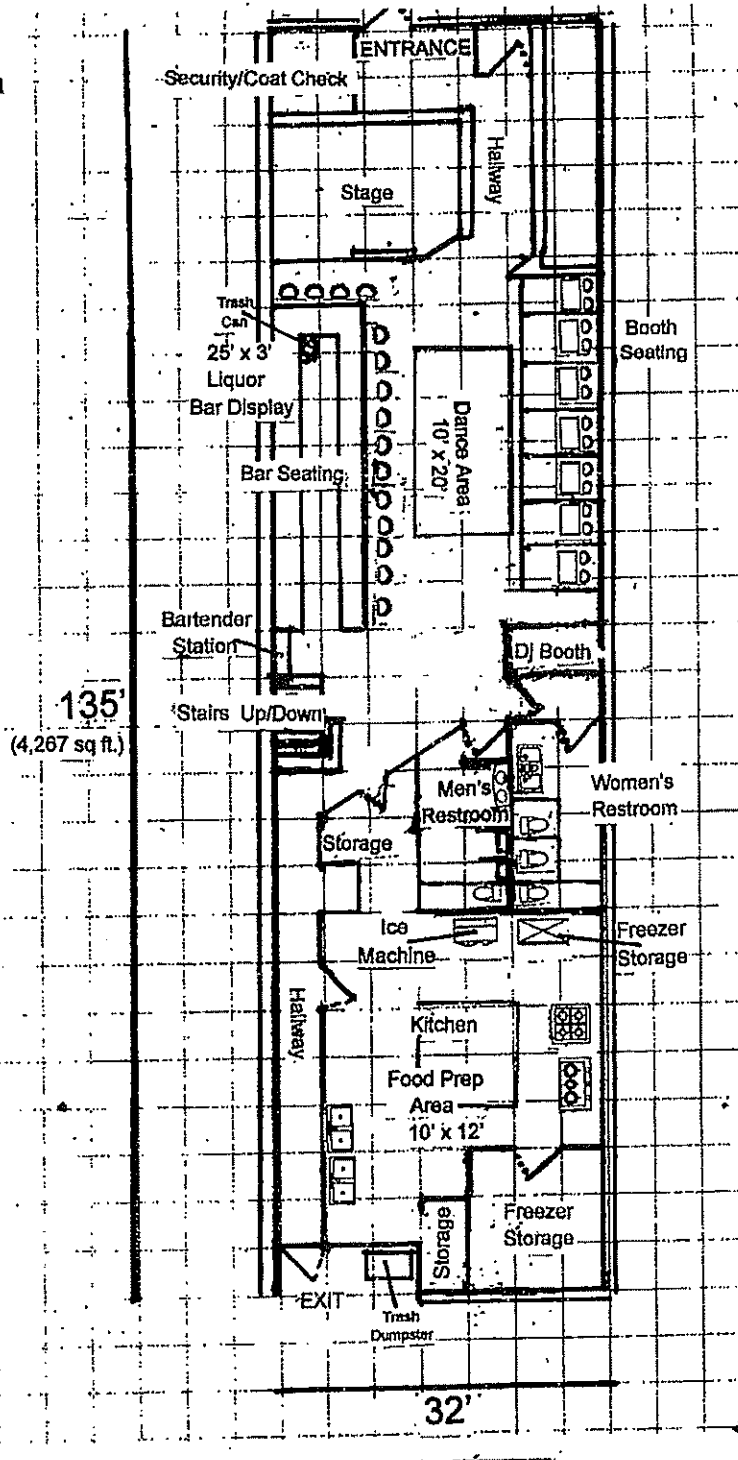
January 8, 2021

### S. 5th Street

HEX Ventures, LLC d/b/a  
HEX Lounge  
Eric Whitelaw, Agent  
715-717 S. 5th St  
Milwaukee, WI 53204  
hexventures@yahoo.com



W. Pierce St



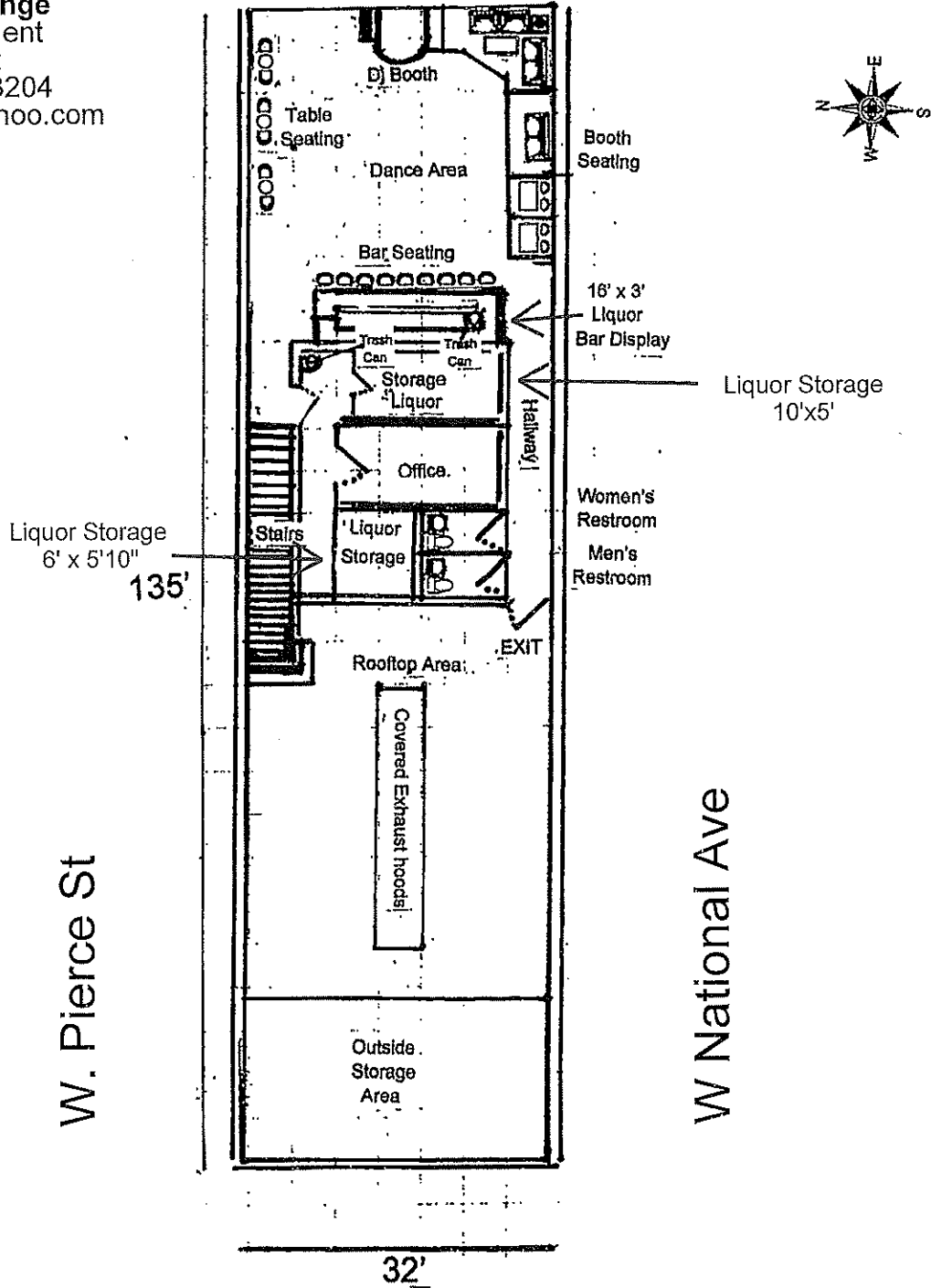
W National Ave

Alley between S. 5th and 6th st.

January 8, 2021

# S. 5th Street

HEX Ventures, LLC d/b/a  
HEX Lounge  
Eric Whitelaw, Agent  
715-717 S. 5th St  
Milwaukee, WI 53204  
hexventures@yahoo.com



Alley between S. 5th Street and S. 6th Street

January 8, 2021

# Parking Area

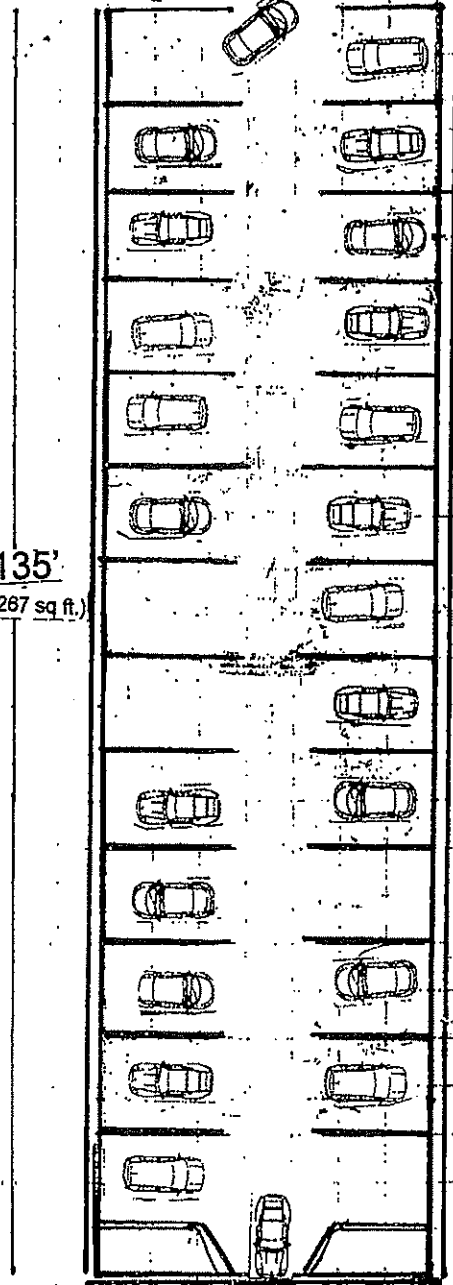
HEX Ventures, LLC d/b/a  
HEX Lounge  
Eric White Law, Agent  
715-717 S. 5th St  
Milwaukee, WI 53204  
hexventures@yahoo.com

Alley between S. 5th and 6th st.



W Pierce St

135'  
(4,267 sq ft.)



32'

S. 6th Street

W National Ave