



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Monday, November 13, 2023

COMMITTEE MEETING NOTICE

AD 15

EASTERLY, Deonta L, Agent
RACEWAY ON LISBON, LLC
3230 W LISBON Av
Milwaukee, WI 53208

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, November 28, 2023 at 09:20 AM

The access code is https://meet.goto.com/210788517. If you wish to call in: +1 (872) 240-3412 and use Access Code: 210-788-517 Please see the enclosed best practices document for further instructions.

Regarding: Your Recycling, Salvaging, or Towing Premises Application Requesting Dealing, Storing and/or Transporting Waste Tires as agent for "RACEWAY ON LISBON, LLC" for "RACEWAY ON LISBON" at 3230 W LISBON 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

Handwritten signature of Jim Cooney

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



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

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**COMMITTEE MEETING NOTICE**

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RACEWAY ON LISBON, LLC  
2567 N 50<sup>th</sup> ST  
Milwaukee, WI 53210

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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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

Milwaukee Municipal Court  
951 N James Lovell St  
Milwaukee, WI 53233-1429  
Phone: (414) 286-3800  
Fax: (414) 286-3615



CITY OF MILWAUKEE  
**MUNICIPAL COURT**

September 25, 2023

LAWSON, GERRONE L  
6679 N 55TH ST  
MILWAUKEE, WI 53223

Case Number: 16054905  
Citation: J9818CTJP3  
Violation: Littering of Public Property  
Judge: GENA, MOLLY E

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**DEFENDANT NOTICE**

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**JUDGMENT**

Finding: Dismissed without Prejudice      Date: 09/25/23

Total Fine: \$            0.00  
Paid/Stayed: \$           0.00

Total due: \$            0.00

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 07/19/23  
LICENSE TYPE: RST  
NEW:   
RENEWAL:

No. 353890  
Application Date:

License Location: 3230 W Lisbon Av  
Business Name: Raceway On Lisbon

Licensee/Applicant: Easterly, Deonta L  
(Last Name, First Name, MI)

Date of Birth: 12/17/82

Home Address: 2567 N 50<sup>th</sup> St  
City: Milwaukee  
Home Phone:

State: WI Zip Code: 53210

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

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

1. On 06/07/13, the applicant was charged with Possession of Narcotic Drugs (Felony) in Outagamie County Circuit Court.

Charge: Possession of Narcotic Drugs  
Finding: Guilty  
Sentence: 165 days Local Jail  
Date: 11/18/13  
Case: 2013CF000522

2. On 05/19/18, the applicant was charged with OWI in Ohio. On 07/27/18, he was convicted and his license was revoked for 6 months.
3. On 09/07/16, Gerrone L. LAWSON (50% Shareholder) was cited at 3626 N. 36<sup>th</sup> St., for Littering on Public Property.

Charge: Littering on Public Property  
Finding: \*\*\*warrant status\*\*\*  
Sentence:  
Date:

Case: 16054905

4. On 01/01/21, Gerrone L. LAWSON (50% Shareholder) was charged with OWI in Greendale Municipal Court. On 05/19/21, he was convicted and his license was revoked for 8 months.



Monday, November 13, 2023



# Notice of Public Hearing

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EASTERLY, Deonta L, Agent  
RACEWAY ON LISBON at 3230 W LISBON Av  
Recycling, Salvaging, or Towing Premises Application Requesting Dealing, Storing and/or  
Transporting Waste Tires

**Tuesday, November 28, 2023 at 9:20 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 11/28/2023 at 9:20 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](mailto: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.

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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 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
CURRENT OCCUPANT	1731 N 32ND ST	MILWAUKE
CURRENT OCCUPANT	1738 N 33RD ST	MILWAUKE
CURRENT OCCUPANT	1738A N 33RD ST	MILWAUKE
CURRENT OCCUPANT	1741 N 33RD ST	MILWAUKE
CURRENT OCCUPANT	1743 N 33RD ST	MILWAUKE
CURRENT OCCUPANT	1747 N 33RD ST	MILWAUKE
CURRENT OCCUPANT	1749 N 33RD ST	MILWAUKE
CURRENT OCCUPANT	1751 N 32ND ST	MILWAUKE
CURRENT OCCUPANT	1751A N 32ND ST	MILWAUKE
CURRENT OCCUPANT	1753 N 32ND ST	MILWAUKE
CURRENT OCCUPANT	1753A N 32ND ST	MILWAUKE
CURRENT OCCUPANT	1810 N 34TH ST	MILWAUKE
CURRENT OCCUPANT	1814 N 34TH ST	MILWAUKE
CURRENT OCCUPANT	1816 N 34TH ST	MILWAUKE
CURRENT OCCUPANT	1821 N 32ND ST	MILWAUKE
CURRENT OCCUPANT	1822 N 33RD ST	MILWAUKE
CURRENT OCCUPANT	1824 N 33RD ST	MILWAUKE
CURRENT OCCUPANT	1825 N 33RD ST	MILWAUKE
CURRENT OCCUPANT	1826 N 33RD ST	MILWAUKE
CURRENT OCCUPANT	1829 N 32ND ST	MILWAUKE
CURRENT OCCUPANT	1909 N 33RD ST	MILWAUKE
CURRENT OCCUPANT	1910 N 33RD ST	MILWAUKE
CURRENT OCCUPANT	3203 W VINE ST	MILWAUKE
CURRENT OCCUPANT	3207 W VINE ST	MILWAUKE
CURRENT OCCUPANT	3208 W LISBON AVE	MILWAUKE
CURRENT OCCUPANT	3218 W LISBON AVE	MILWAUKE
CURRENT OCCUPANT	3221 W LISBON AVE	MILWAUKE
CURRENT OCCUPANT	3223 W LISBON AVE	MILWAUKE
CURRENT OCCUPANT	3327 W LISBON AVE	MILWAUKE

Blank Notice

Total Records: 29

Radius 250 feet and Center of the Circle: 3230 W Lisbon Av

ZIP

:E, WI 53208-2043  
:E, WI 53208-1904  
:E, WI 53208-1904  
:E, WI 53208-1905  
:E, WI 53208-1905  
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:E, WI 53208-1909  
:E, WI 53208-1908  
:E, WI 53208-1914  
:E, WI 53208-1914  
:E, WI 53208-2053  
:E, WI 53208-2053  
:E, WI 53208-2054  
:E, WI 53208-2054  
:E, WI 53208-1947





# 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:

Tire Shop & U-Haul Rentals

Do you have any experience operating this type of business?  No  Yes If yes, explain: 20yr. of automotive experience

## 2. Business Operations

- a. Proposed Opening Date: NOW
- 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: Light motor vehicle sale facility occupancy perm
- 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: 2 Locations: OFFICE & SHOP AREA  
Outside: 2 Locations: ALONG THE FENCE
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

### 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 8 and describe the parking security plan: parking is on the north side of lot behind the building fenced in
- 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? \_\_\_\_\_ and list locations: \_\_\_\_\_
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

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

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

- Type 1**
- Full Service Restaurant     Cafe/Coffee Shop     Deli or Fast Food Restaurant     Private/Fraternal/Veterans Club
- Night Club     Tavern     Cocktail Lounge     Teen Club
- Banquet Hall     Sports Facility     Bowling Alley
- Hotel/Motel : Number of Floors: \_\_\_\_\_     Rooming House: Number of Floors: \_\_\_\_\_  
 Number of Rooms: \_\_\_\_\_    Number of Rooms: \_\_\_\_\_

- Type 2**
- Liquor Store     Corner Store     Supermarket     Convenience Store
- Gas Station     Amusement/Phonograph Distributor     Recycling, Salvage or Towing waste fees
- Used Car Dealer     Personal Service Establishment (such as tattoo business, hair salon, tailor, etc.)     Recording Studio

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

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

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

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

## 9. Premises Description

a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

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: USBON E 33<sup>RD</sup> ST

d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_

e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories \_\_\_\_\_  Other: \_\_\_\_\_

f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_

g. Building Owner Name: SMS INVESTMENTS Phone Number: 414-736-2775

Building Owner Address: 3230 W USBON AVE

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

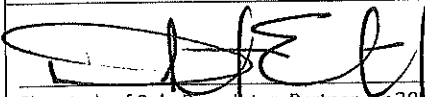
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	10AM	5PM	30	17 and up	N/A
Monday	8AM	7PM	30	17 & UP	N/A
Tuesday	8AM	7PM	30	17 & UP	N/A
Wednesday	8AM	7PM	30	17 & UP	N/A
Thursday	8AM	7PM	30	17 & UP	N/A
Friday	8AM	7PM	30	17 & UP	N/A
Saturday	8AM	7PM	30	17 & UP	N/A

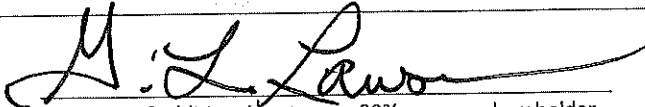
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

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

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

## 11. Signature(s)

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

  
Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



# RECYCLING, SALVAGING OR TOWING PREMISES LICENSE SUPPLEMENTAL APPLICATION

ccl-rstprem 8/30/2022

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)

Legal Entity Name: RACEWAY ON LISBON, LLC

Business Address: 3230 W LISBON

Do you currently hold any licenses in the City of Milwaukee?  No  Yes If yes, list:  
CERT OF OCCUPANCY

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

If yes, provide the circumstances and jurisdiction in which the event occurred (including a record of any actions from the State Department of Transportation and Financial Institutions relating to suspensions, revocations, forfeitures and warnings imposed by these departments relating to the operation of any automotive sales business by the applicant):

Do you understand that you must follow all recordkeeping, reporting and operating regulations in MCO 93-43-49?  No  Yes  
Do you understand that all records and reports must be available to the police department upon request?  No  Yes

## Business Operations

Check all activities that apply:

Non-Consensual Towing: Provide the address within the City of Milwaukee where vehicles will be towed:

Junk/Valuable Metal:  Dealing, Storing and/or Transporting  Removing and/or Recycling


Waste Tires:  Dealing, Storing and/or Transporting  Removing and/or Recycling

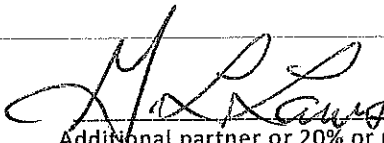
Salvaged Motor Vehicle Parts:  Dealing, Storing and/or Transporting  Removing and/or Recycling  
(including secondhand tires/batteries)

Do you have an additional yard(s) used for storage?  No  Yes  
If yes, provide the address(es) below and submit an additional \$63 per yard:

How many motor vehicles will be used in the business operations? \_\_\_\_\_ Provide information for each vehicle on page 2.

## Required Signature(s)

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

  
Additional partner or 20% or more shareholder

Office Use Only:			Initials <u>ER</u>	Filed <u>10/28/2023</u>
App# <u>RSTP 303890</u>	YD#	Permit #s	Paid	MPD
DNS	LC	CC	Mayor's Signature	License #