



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, January 13, 2022

COMMITTEE MEETING NOTICE

AD 13

PATEL, Alpa N, Agent
Alpa Corporation
4600 S 27th St
Milwaukee, WI 53221

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

Tuesday, January 25, 2022 at 02:30 PM

Regarding: Your Hotel/Motel License Application as agent for "Alpa Corporation" for "Suburban Motel" at 4600 S 27th 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/522275661>. If you wish to call in, please call [+1 \(872\) 240-3311](tel:+18722403311) and use Access Code: **522-275-661**

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

BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov

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



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3001 W WISCONSIN AV
Milwaukee, WI 53208

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JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov



Thursday, January 13, 2022



Notice of Public Hearing

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PATEL, Alpa N
Suburban Motel at 4600 S 27th St.
Hotel/Motel License Application

Tuesday, January 25, 2022 at 02:30 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 01/25/2022 at 02:30 PM. 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, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must 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.

| | | |
|------------------|-------------------|--------------------------|
| CURRENT OCCUPANT | 4568 S 23RD ST, 2 | MILWAUKEE, WI 53221-2705 |
| CURRENT OCCUPANT | 4568 S 23RD ST, 3 | MILWAUKEE, WI 53221-2705 |
| CURRENT OCCUPANT | 4568 S 23RD ST, 4 | MILWAUKEE, WI 53221-2705 |
| CURRENT OCCUPANT | 4568 S 23RD ST, 5 | MILWAUKEE, WI 53221-2705 |
| CURRENT OCCUPANT | 4568 S 23RD ST, 6 | MILWAUKEE, WI 53221-2705 |
| CURRENT OCCUPANT | 4569 S 23RD ST, 1 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4569 S 23RD ST, 2 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4569 S 23RD ST, 3 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4569 S 23RD ST, 4 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4569 S 23RD ST, 5 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4569 S 23RD ST, 6 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4571 S 23RD ST, 1 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4571 S 23RD ST, 2 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4571 S 23RD ST, 3 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4571 S 23RD ST, 4 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4571 S 23RD ST, 5 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4571 S 23RD ST, 6 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4573 S 23RD ST, 1 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4573 S 23RD ST, 2 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4573 S 23RD ST, 3 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4573 S 23RD ST, 4 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4573 S 23RD ST, 5 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4573 S 23RD ST, 6 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4575 S 23RD ST, 1 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4575 S 23RD ST, 2 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4575 S 23RD ST, 3 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4575 S 23RD ST, 4 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4575 S 23RD ST, 5 | MILWAUKEE, WI 53221-2704 |
| CURRENT OCCUPANT | 4575 S 23RD ST, 6 | MILWAUKEE, WI 53221-2704 |

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Total Records: 216

Radius: 250.0 feet and Center of Circle: 4600 S 27th 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

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:

Hotel lodging services 24 hours / 7 days week.

Do you have any experience operating this type of business? No Yes If yes, explain: Village Inn Hotel 300 West Wisconsin Ave 53208 / Secker Motel 1700 Duane St Racine WI 53403

2. Business Operations

- a. Proposed Opening Date: Jan 6 2022.
- 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: H/M. Laundry
- e. Is the current licensee operating? No Yes If no, list date closed: July 21, 2021
- 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: Clientelle relationship
- 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: Smoking pads between each room.
- b. Number of Garbage Cans: Inside: 12 Locations: Building one / Building two
Outside: 5 Locations: Near clinic / Building two near Rooms for...
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2 for public use
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: GFL.

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 50 and describe the parking security plan: Advanced Surveillance, Register all cars, Employee name bands check all cars every 2 to 4 hrs
- 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? 36 and list locations: Front Building Surveillance attached to Ceiling, each Surveillance will cover 4 rooms, same for Back.
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

| | | | |
|--------------------------------|--|--|---|
| Alcohol <u>0</u> % | Food <u>0</u> % | Secondhand Merchandise <u>0</u> % | Precious Metals & Gems <u>0</u> % |
| Entertainment <u>0</u> % | Cigarettes <u>0</u> % | | |
| Pawnbroker Activity <u>0</u> % | Salvaged Materials <u>0</u> % (such as scrap metal) | Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> % | Other <u>100%</u> % Describe: <u>lodging</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: 3 Rooming House: Number of Floors: _____
 Number of Rooms: 50 Number of Rooms: _____

Type 2

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

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

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

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

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

9. Premises Description

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

1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop

Other: Describe: 3rd

b. Describe Location: Major Thoroughfare Secondary Street Other: _____

c. Nearest Major Cross Street: Layton Avenue

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

e. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____

f. Describe Surrounding Area: Commercial Residential Industrial Other: _____

g. Building Owner Name: Narottambhai Patel Phone Number: 414 678 8633

Building Owner Address: 4600 S. 27th St Milwaukee WI 53221

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 | 24 hours. | 24 hours | 10-15 | 21 to 80 yrs | |
| Monday | 24 hours | 24 hours | 10-18 | 21 to 80 | |
| Tuesday | 24 hours | 24 hours | 10:20 AM | 21 to 80 | |
| Wednesday | 24 hrs | 24 hours | 10-15 PM | 21 to 80 yrs | |
| Thursday | 24 hrs | 24 hrs | 15-25 PM | 21 to 80 yrs | |
| Friday | 24 hrs | 24 hrs | 20 to 50 PM | 21 to 80 yrs | |
| Saturday | 24 hrs. | 24 hrs | 30 to 50 PM | 21 to 80 yrs. | |

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)

Narottambhai Patel DPA
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)

Narottambhai Patel
Signature of additional partner or 20% or more shareholder

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



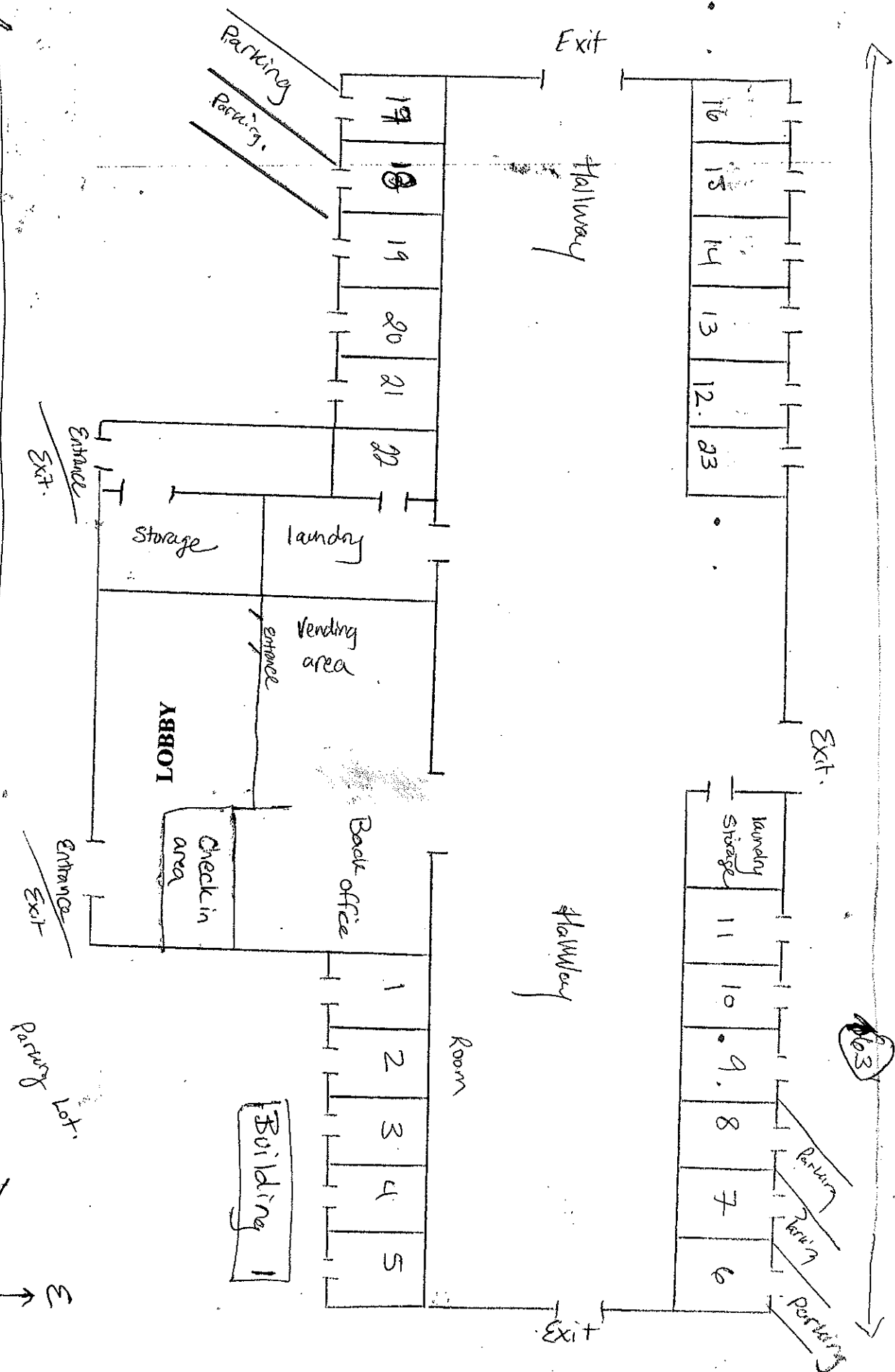
DWELLING FACILITIES LICENSE SUPPLEMENTAL APPLICATION

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

(414) 286-2238 e-mail address: license@milwaukee.gov www.milwaukee.gov/license

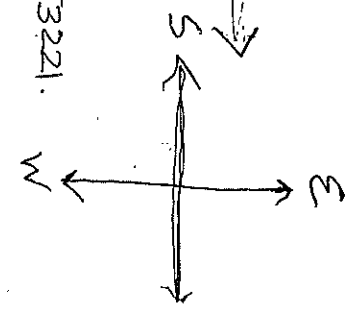
| |
|---|
| Legal Entity Name: <u>Alpa Corporation</u> |
| Premises Address: <u>4600 S 27th St MKE WI 53221</u> |
| Plan of Operation |
| Is the applicant (sole proprietor, partners, or agent of Corp/LLC) a resident of Milwaukee County? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If NO, a local representative (natural person) residing in Milwaukee County must be appointed. Provide the person's name and street address. P.O. Boxes are not acceptable. |
| Name of Person: <u>Alpa Patel</u> <u>Durable Power of Attorney.</u> |
| Street Address: <u>3001 west Wisconsin Ave Milwaukee, WI 53208.</u> (Include city and zip code) |
| Please describe your plans to train employees to recognize and report guest or resident behaviors that are indicative of human trafficking at the premises: <ul style="list-style-type: none"> • guest who can only pay cash daily. • guest who bring different guest everytime they check in. • guest who continually has others pay for them. |
| Signature |
| I shall not willfully refuse to provide those services offered under this license or add charges or require deposits not required of the general public because of a person's place of residence |
| <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p style="font-size: 1.5em; margin: 0;"><u><i>[Signature]</i></u> 12/28/21</p> <p>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)</p> </div> <div style="width: 45%;"> <p style="font-size: 1.5em; margin: 0;"><u><i>[Signature]</i></u></p> <p>Signature of additional partner or 20% or more shareholder</p> </div> </div> |

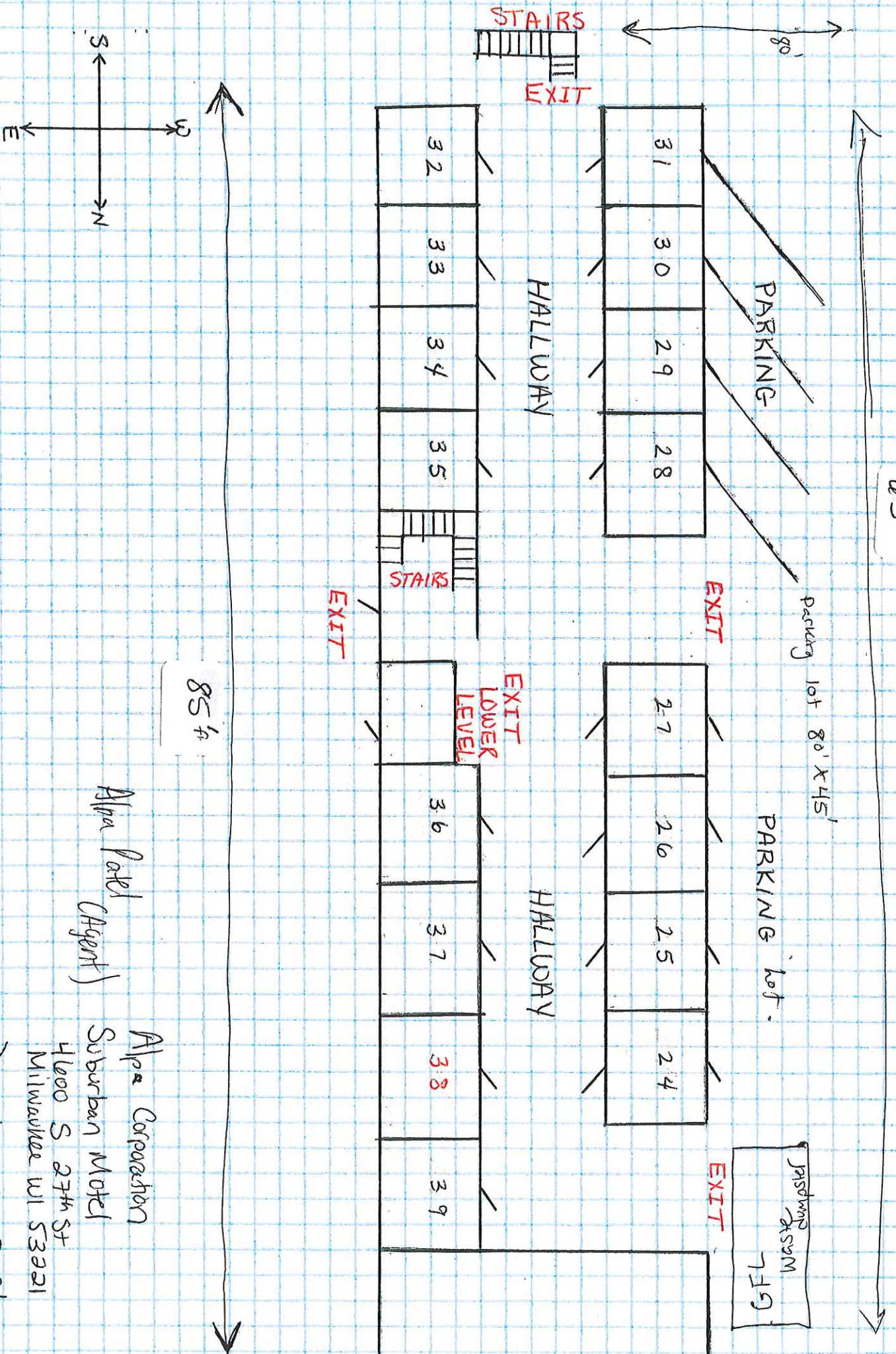
year Built: 1985
 Total Sq Ft: 50,000 sqft



Alpha Real (agent)

Alpha Corporation
 Suburban Motel
 4100 S. 27th St.
 Milwaukee WI 53221.

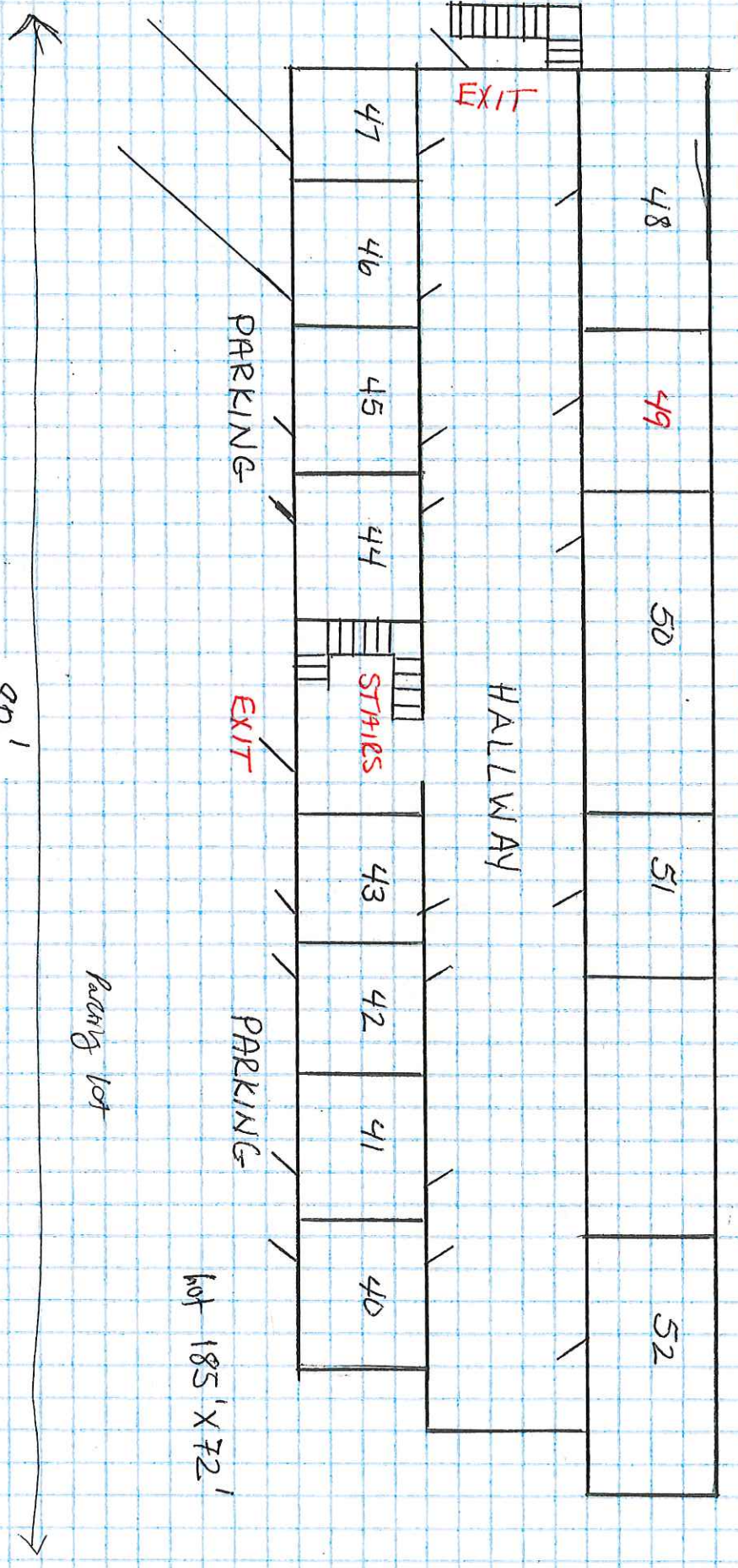
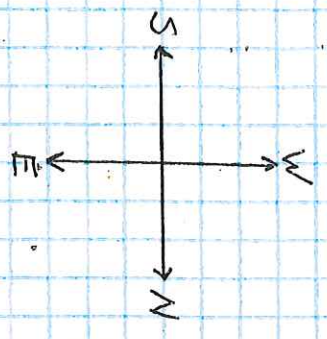




Alpa Patel
(Agent)

Alpa Corporation
Suburban Motel
4100 S 27th St
Milwaukee WI 53221

December 20, 2021.



Alpha Motel
(Apartment)

Alpha Corporation
Suburban Motel
4900 S 27th St
Milwaukee, WI 53221
December 20, 2021