

## Melendez, Yadira

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**From:** Roman, Carmen  
**Sent:** Monday, February 27, 2023 4:43 PM  
**To:** Cooney, Jim  
**Cc:** Martin, Faviola; Milano, Marissa; Melendez, Yadira  
**Subject:** RE: OPPOSITION to New Class B Tavern and Public Entertainment Premises License at 2221 N Humboldt Av

Done added in lira and with the app in the back as requested.

**From:** License <LICENSE@milwaukee.gov>  
**Sent:** Monday, February 27, 2023 8:42 AM  
**To:** Roman, Carmen <Carmen.Roman@milwaukee.gov>  
**Cc:** Martin, Faviola <Faviola.Martin@milwaukee.gov>; Milano, Marissa <ldcoord@milwaukee.gov>  
**Subject:** FW: OPPOSITION to New Class B Tavern and Public Entertainment Premises License at 2221 N Humboldt Av

Please add.

Jim Cooney  
License Division Manager  
City Clerk-License Division  
200 E Wells St #105  
414-286-2365  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



**From:** Rich Steenwyk <[rich.steenwyk@gmail.com](mailto:rich.steenwyk@gmail.com)>  
**Sent:** Monday, February 27, 2023 6:43 AM  
**To:** License <LICENSE@milwaukee.gov>; Coggs, Milele <[mcoggs@milwaukee.gov](mailto:mcoggs@milwaukee.gov)>  
**Subject:** OPPOSITION to New Class B Tavern and Public Entertainment Premises License at 2221 N Humboldt Av

Milwaukee Licenses Division--

I write to you today in response to the notification of December 21st 2022 regarding a newly filed application for both Class B Tavern and Public Entertainment Premises licenses for the property located at 2221 N HUMBOLDT AV for the establishment named "S-N-I Live" by one "Samuel D Ross".

I am OPPOSED to the granting of this license until the following conditions are met:

- 1) All factual inconsistencies contained within the license package are resolved
- 2) The business operation plan is amended to specifically EXCLUDE any permitted use of the outdoor patio
- 3) The hours of operation for the establishment are reduced to closing at midnight on all days of the week.

Regarding factual inconsistencies in the application:

1) The "BUSINESS LICENSE PLAN OF OPERATION" and "ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION" pages both attribute the property as currently licensed to "Levels" which is not factually correct. The previously licensed establishment at this location was "ELEVATE ON HUMBOLDT LLC". If basic information such as this cannot be completed correctly, with what level of confidence can we interpret other statements in the application? Further, as a long time resident of this area, and one very familiar with the previous operations of taverns at this location, connecting the history accurately for all license committee members to review is of utmost importance to me.

2) The "BUSINESS LICENSE PLAN OF OPERATION" states in Section 9.f that the "Surrounding area is Commerical" which could not be further from the truth. While the two immediately adjacent addresses on Humboldt Av itself are businesses, two addresses numbers north of this location is a residence and every property behind and west of 2221 N Humboldt is residential. Misrepresenting the true nature of the surrounding area does not present the licenses committee with the full spectrum of information needed to judge this new operation, particularly with respect to classifications important to City Noise Ordinance 80-64

The past two operations at this address, "Tha Circle" and "Elevate On Humboldt" each repeatedly required police response to noise complaints arising from facility operations. Positively, the application before the committee today ends the recent trend from previous applicants that misrepresented the "use of sound amplification" on their applications and Mr Ross should be commended for his truthfulness in that regard. However, it is the very use of "sound amplification" that causes the most problems with this operation. City noise ordinances, specifically that in Ch 80-65.4.b-3, codify potential violations as " The operation of any radio, television, musical instrument, compact disc or tape player, phonograph or other machine or device in a manner that tends to disturb the peace, quiet and comfort of the neighboring occupants at a distance of greater than 50 feet from the site, building, structure or vehicle where the machine or device is located. ". When this standard is applied to the building at 2221 N Humboldt, the 50ft distance does not extend past the rear lot line at the alley. It is for this reason that I OBJECT to the use of the "rear patio" and specifically any "outdoor sound amplification" in conjunction with the operation of this establishment. Sound amplified and played **within** the establishment should remain exactly and only there -- **inside**. Mr Ross's professional history as a DJ causes me great concern that repeated friction is likely to occur between this new establishment and the neighborhood generally, and at an even greater frequency if the rear doors of the facility are ever open, even if to "just let patrons outside to smoke".

Finally, I believe that for a brand-new tavern and entertainment operation by a seemingly new and potentially inexperienced operator, the operating hours of the establishment should be reduced for at least the first license period of one year. Once integration with the neighborhood has occurred in all seasons and residents are able to judge the character of the operation, we'd welcome the operator to expand the hours of operation in a subsequent license application in 2024. This viewpoint is further supported by the fact that the facility has no official parking area, which will push potential disruptions from patrons deep into the surrounding residential area late into the night and early mornings.

Granting of this license and its approval of the business operation as described is likely to have an adverse effect on the area residents unless the previously described restrictions are enforced and therefore I OBJECT to granting the application as filed.

In summary, I am formally requesting that the license application be amended to specifically EXCLUDE use of the outdoor patio for any purpose, especially the playing of music, AND that the facility's hours of operation be reduced from 2am to midnight.

I will attend the public hearing scheduled on Wednesday March 1st to also state this opinion in person.

Thank you for your time and consideration in this manner,

Rich Steenwyk  
2203 N Weil St  
[rich.steenwyk@gmail.com](mailto:rich.steenwyk@gmail.com)  
262-352-9194

## Melendez, Yadira

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**From:** Jenny Englert <jennyenglert@gmail.com>  
**Sent:** Monday, February 27, 2023 1:44 PM  
**To:** Melendez, Yadira  
**Subject:** Re: License Hearing for "S-N-I Live" at 2221 N HUMBOLDT Av.

You don't often get email from jennyenglert@gmail.com. [Learn why this is important](#)

**Apologies my first email sent too quickly -**

Hi Yadira,

Thank you for sending the information about the license hearing. I will be unable to attend at the time it is scheduled as I will be in the air, traveling for work. I already previously submitted concerns over this license in writing and would like to recap them again below:

I think the idea for the business at 2221 N Humboldt is great - would love to see some investment go into this block, but have specific concerns around the following:

- **Entertainment License** - This neighborhood has already had noise concerns with Elev8 On Humboldt that have been flagged to the alderwoman. Elev8 holds karaoke nights and regularly has music and it disturbs the peace into the early hours of the morning, especially in the summer. If there is to be entertainment at 2221 N Humboldt, I would ask that the city restricts the entertainment to being inside or has a reasonable cut off time for the entertainment like 9 or 10pm, even on the weekends. In recent months while it's been cold, the noise hasn't been as concerning, but in the summer months, the residents of this area complained with no avail. On several Wednesday nights, I was up until 2am when I had to work early the next day due to the "entertainment" that was occurring at Elev8.
- **Regulation of Parking** - I would like more information as to where the patrons of 2221 N Humboldt will be parking. Patrons of Elev8 have been known to park on the residential streets and cut through lawns and driveways and discard trash on the lawns of the property owners in our neighborhood. In the summer, they also congregate around their cars, play music, smoke, use the residences' garbage cans, etc. The residents of this area have also been in discussion with Alderwoman Cogg on these issues.

Can the city please provide to the local residents the plan to regulate the above? I am concerned that we have already expressed these concerns and they have not been fully addressed. With the addition of a new business that explicitly wants to have outside entertainment, I fear the impact of the noise and the parking are only going to make things worse.

Please let me know if there is a different way I need to submit these concerns officially since I will not be able to be in attendance at the hearing.

Thank you,  
Jenny Englert  
1012 E Garfield Ave

On Mon, Feb 27, 2023 at 1:35 PM Jenny Englert <jennyenglert@gmail.com> wrote:  
Hi Yadira,

Thank you for sending the information about the license hearing. I will be unable to attend at the time it is scheduled as I will be in the air, traveling for work. I already previously submitted concerns over this license in writing and would like to recap them again below:

\* I think the idea for the business at 2221 N Humboldt is great - would love to see some investment go into this block, but have specific concerns around the following:

On Mon, Feb 27, 2023 at 1:21 PM Melendez, Yadira <[Yadira.Melendez@milwaukee.gov](mailto:Yadira.Melendez@milwaukee.gov)> wrote:

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, March 07, 2023 at 10:55 AM**

The access code is <https://meet.goto.com/446591181>. If you wish to call in: [+1 \(571\) 317-3122](tel:+15713173122) and use Access Code: 446-591-181

Please see the enclosed best practices document for further instructions.

**Regarding:** Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Jukebox, 1 Dart Board, Bands, Karaoke, 3 Amusement Machines, Poetry Readings, Patrons Contests, Comedy Acts, Patrons Dancing and 1 Pool table for "S-N-I Live Entertainment LLC" for "S-N-I Live" at 2221 N HUMBOLDT Av.

**Yadira Melendez**

Staff Assistant

City Clerk's Office

City of Milwaukee

414-286-2775

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Jenny Englert  
[jennyenglert@gmail.com](mailto:jennyenglert@gmail.com)  
715.570.8278

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Jenny Englert  
[jennyenglert@gmail.com](mailto:jennyenglert@gmail.com)  
715.570.8278