



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, March 13, 2024

COMMITTEE MEETING NOTICE


AD 06

DICKERSON, Patrice, Agent
Lounge 340, LLC
5954 N 117TH ST
Milwaukee, WI 53225

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 26, 2024 at 11:00 AM

The access code is <https://meet.goto.com/913368045>. If you wish to call in: **+1 (408) 650-3123** and use Access Code: **913-368-045**
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer License Renewal Applications Requesting Disc Jockey and Bands as Types of Entertainment as agent for "Lounge 340, LLC" for "Lush Lounge" at 340 W Reservoir 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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

Notice for applicants with warrants or unpaid fines: Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____
Jim Cooney
License Division Manager

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

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

Cox, Andrew

From: Cooney, Jim
Sent: Friday, November 17, 2023 2:43 PM
To: Cox, Andrew
Cc: Martin, Faviola; Milano, Marissa
Subject: FW: Lounge 340 - Saturday PM 11/11 Disruption
Attachments: 11-12-23 143am, patrons gather in streets, block streets.MOV

Please add

From: Coggs, Milele <mcoggs@milwaukee.gov>
Sent: Friday, November 17, 2023 1:12 AM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: Fwd: Lounge 340 - Saturday PM 11/11 Disruption

Sent from my iPhone

Begin forwarded message:

REDACTED
BY RC

From: mark.borkowski@milwaukee.gov
Date: November 16, 2023 at 12:51:53 PM CST
To: "Dantzer, Akuwa" <adantz@milwaukee.gov>, "Coggs, Milele" <mcoggs@milwaukee.gov>, "Borkowski, Mark" <Mark.Borkowski@milwaukee.gov>
Subject: Lounge 340 - Saturday PM 11/11 Disruption

Hello,

I wanted to bring attention to some incidents of excessive noise, loitering, and littering brought upon by patrons of Lounge 340 this previous Saturday night. Incidents started at 11pm but ramped up around bar close at 145am.

Despite security being on site, patrons still gathered in the streets, both cars and the bar were blaring music (and this all could be clearly heard with the windows closed). We were also greeted with some trash that included drink cups in our bushes the following morning.

I did end up contacting the bar owner when crowds started to file out of the bar. However given the memorandum and promises made at the hearing, it angers me that a more proactive approach wasn't taken... it always has to be a neighbor that reminds the bar owner that their patrons are disrupting the neighborhood.

It should be noted this was the first sizable event the bar has had (+30 patrons) in probably 2 months. It has been relatively quiet and respectful until this night, but only because crowds have been less than 10 patrons and the bar has been closing prior to 11pm most nights.

As a resident of the neighborhood, please ensure the memorandum is enforced and respected by Lounge 340 management.

[11-12-23 145am crowds gather, music blaring.png][11-12-23 145am crowds gather, music blarring. security can't disperse (1).JPG]

REDACTED
BY RC

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 02/24/26

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 362076

Application Date:

License Location: 340 W. Reservoir Avenue

Business Name: Lounge 340

Licensee/Applicant: Dickerson, Patrice
(Last Name, First Name, MI)

Date of Birth: 03/27/1979

Home Address: 5954 N. 117th Street

City: Milwaukee

State: WI **Zip Code:** 53225

Home Phone: 414-534-4086

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

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

1. On 03/23/09 Kamesha C. LEWIS (50% Shareholder) was cited in the City of Wauwatosa for Retail Theft.

Charge: Retail Theft
 Finding: Guilty
 Sentence: fine
 Date: 05/18/09
 Case: 24709C

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2. On 11/30/2018, at 8:54pm, officers conducted a license premise check at 340 W Reservoir Ave. The business Lounge 340, was closed at the time of the check.
3. On 02/28/2019, 10:18pm, officers investigated a noise complaint at 340 W Reservoir Ave, Lounge 340. The caller did not want to be a complainant, but wanted officers to speak with the business. The caller was concerned because the location wasn't supposed to open until March 1, 2019. Officers arrived at the business and spoke to the agent and manager. The agent informed officers they were conducting a soft opening. The agent stated she didn't want to be known as a bar that causes problems and wanted to work with police. She further stated this was her first bar and wanted to know if they made any mistakes so they could correct the

problems. The officers provided them with their contact information in case they had further questions. No violations were observed.

4. On 04/27/2019 at 11:46pm officers were dispatched to 340 Lounge, 340 W. Reservoir Av, for a Noise Nuisance. The caller stated he could hear music coming from the bar across the street while he was inside his residence. The caller stated his windows were shaking and he would be a complainant for a citation. The officers spoke with Kamesha LEWIS at the bar. She stated she had an ongoing problem with the caller. The officers advised a citation would be issued. On 05/02/2019 the officers went to the bar to issue the citation. They parked down the street and could hear music coming from bar and observed numerous parking violations. They spoke with security about having the autos moved, and security agreed to have the issues resolved. The officers spoke with the applicant about the music and advised her the caller would continue to call if the problem was not resolved.

Charge: Noise Nuisance
Finding: Guilty
Sentence: Fined \$240.00
Date: 01/10/2020
Case: 19055351

5. On 05/14/2019 at 9:46pm officers were dispatched to 340 Lounge, 340 W. Reservoir Av, for a Noise Nuisance. The caller stated between 7-9pm the music coming from 340 W. Reservoir Av was so loud it was shaking his windows. The officers spoke with the agent and advised her she could have DNS measure noise levels for the tavern. The applicant was issued a citation for Noise Nuisance.

Charge: Noise Nuisance
Finding: Guilty
Sentence: Fined \$240.00
Date: 02/03/2020
Case: 19049782

6. On 10/26/2019 at 11:34pm officers were dispatched to 340 Lounge, 340 W. Reservoir Av, for a Noise Nuisance. The officer spoke with the caller who stated the music was going on throughout the night and he could hear the bass inside his home. The officers parked down the block and could hear music coming from the bar. The music was turned down when they were observed by the bar. They spoke with the applicant who they observed outside the bar. She stated she was having a birthday party and she turned it down when she realized it was too loud. The applicant was issued a citation for Noise Nuisance.

Charge: Noise Nuisance
Finding: Guilty
Sentence: Fined \$240.00
Date: 01/31/2020
Case: 19055114

7. On 12/11/2019 officers conducted a licensed premise check at 340 Lounge, 340 W. Reservoir Av. The officer spoke with the applicant about her plans for New Year's Eve. She stated she would be open until about 4:00am, having family and friends over. They also spoke with security who stated he owns a security company and he would have two guards at the bar on New Year's Eve.

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Items #4, 5 and 6 updated with disposition on 12/15/2020

8. On 03/17/2020 at 10:19pm officers conducted a license premise check at Lounge 340, 340 W. Reservoir Av. The officers found the bar closed in compliance with the order issued by the Governor.
9. On 11/25/2020 at 10:46pm officers conducted a license premise check at Lounge 340, 340 W. Reservoir Av. The business was closed.
10. On 11/26/2020 at 10:00pm officers conducted a license premise check at Lounge 340, 340 W. Reservoir Av. The officer spoke with the applicant about her plans for New Year's Eve. She stated they would be open from 8pm to 1am but no later. The officers observed no violations.

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11. On 01/30/2021 officers were dispatched to a Noise Nuisance at 340 Lounge, 340 W. Reservoir Av. the officers spoke with the caller who stated she could hear loud bass coming from 340 Lounge. She stated this has happened before and she would like a citation issued. The officers could hear loud bass coming from the bar from more than 50 feet away. The officers entered the bar and noticed a DJ in the corner. He stated he started at 9:00pm and was playing inside the tavern. The officers spoke with the applicant, who was on scene. The applicant stated she would turn down the music and requested a warning. The officer advised a citation would be issued for Noise Nuisance.

Charge: Noise Nuisance
Finding: Guilty
Sentence: \$120.00
Date: 09/16/21
Case: 21019772

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12. On 04/05/23 at 10:12p.m., Milwaukee Police conducted a License Premise Check at 340 W. Reservoir Ave. The business was closed and no violations were found.
13. On 04/27/23 at 8:48p.m, Milwaukee Police conducted a License Premise Check at 340 W. Reservoir Ave., due to a suspension of their license. The business was closed and no violations were found. 36207

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:230950168

OtherEvent #: 23-LP-0857

Incident

340 W RESERVOIR AV MILWAUKEE, WISCONSIN 53212

Incident Date/Time:: 04/05/2023 21:03:00
CAD Number:: 230951707
District:: 5
Beat:: 540
Reporting Area:: 3820

Business Agent (1)

DICKERSON, PATRICE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 03/27/1979
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-737-2363
Phone 1 Type:: Phone
Address:: 5954 N 117TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53225

Licensed Premise Data (1)

LOUNGE 340

Phone 1 Number:: (414)-269-9088
Phone 1 Type:: Phone
Address:: 340 W RESERVOIR AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53212
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSE PREMISE REPORT

Terrell, James L 029828

04/05/2023

This report is written by PO James TERRELL, assigned to District Five Late Power Shift, Squad 5468 with PO Nora BURLO.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:230950168

OtherEvent #: 23-LP-0857

On Wednesday, April 5, 2023, at approximately 10:12PM, PO BURLO and I attempted to conduct a tavern check at 340 W Reservoir Ave (Lounge 340), which is the City and County of Milwaukee.

Upon arrival, PO BURLO and I observed that the premise was closed. The lights were off, and the doors were locked. I observed no vehicles parked in front of the location and the area was quiet. PO BURLO and I also attempted to conduct a check on 04/04/2023, and observed the business closed on this date as well.

Applicant: Dickerson, Patrice , Agt

Legal Entity Name: Lounge 340, LLC

Business Name: Lounge 340, LLC

Address: 340 W Reservoir AV

Milwaukee, WI 53212

License: 209938-20 (Class B Tavern License)

Status: NEW - CURRENT(ACTIVE (RENEWAL PENDING))

Status Date: 3/01/2022 09:00 AM

License: 1030838-13 (Cigarette and Tobacco)

Status: RENEWAL - CURRENT(ACTIVE (RENEWAL PENDING))

Status Date: 3/01/2022 09:00 AM

License: 7998-361 (Public Entertainment Premises License)

Status: NEW - CURRENT(ACTIVE (RENEWAL PENDING))

Status Date: 3/01/2022 09:00 AM

License: 17042-262 (Food Dealer - Restaurant)

Status: NEW - CURRENT(ACTIVE (RENEWAL PENDING))

Status Date: 3/01/2022 09:00 AM

Officer (2)

Reporting Officer:	Terrell, James L (029828)	04/05/2023 23:33:00
Section: (Work Location):	54	
Approving Officer:	Kue, Ka Yeng (022618)	04/06/2023 02:50:20
Section: (Work Location):	54	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:230950168

OtherEvent #: 23-LP-0857

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:231170172

OtherEvent #: 23-LP-1271

Incident

340 W RESERVOIR AV MILWAUKEE, WISCONSIN 53212

Incident Date/Time:: 04/27/2023 20:48:06
CAD Number:: 231171615
District:: 5
Beat:: 540
Reporting Area:: 3820

Business Agent (1)

DICKERSON, PATRICE

Person Involvement: (Must choose Agent

AGENT from drop down):

DOB:: 03/27/1979

Sex:: FEMALE

Race:: BLACK/AFRICAN AMERICAN

Phone 1 Number:: (414)-737-2363

Phone 1 Type:: Phone

Address:: 5954 N 117TH ST

City:: MILWAUKEE

State:: WISCONSIN

Zip Code:: 53225

Licensed Premise Data (1)

LOUNGE 340

Phone 1 Number:: (414)-269-9088
Phone 1 Type:: Phone
Address:: 340 W RESERVOIR AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53212
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Sandoval, Nicholas R 031969

04/28/2023

This report is written by P.O. Nicholas SANDOVAL, assigned to District 5, Late Power Shift.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:231170172

OtherEvent #: 23-LP-1271

On Thursday, April 27, 2023, Squad 5463 (P.O. Stephen ARNOLD and I) were instructed by Squad 5410 (Sgt. Richard VODEN) to conduct a license premise report at Lounge 340 at 340 W. Reservoir St. which is located in the City and County of Milwaukee. P.O. ARNOLD and I were both wearing full Milwaukee Police Department uniform, driving a marked Milwaukee Police Department Squad Car (535) and wearing Axon body worn cameras.

P.O. ARNOLD and I were advised that the License for Lounge 340 is currently suspended, and they should not be open or operating in any manner. We arrived on scene at 8:48 PM and we did not observe anyone hanging out in the area or loitering. I observed no lights on in the building and the building was secured. I could not hear any sound coming from the inside. There were no employees on scene to interview and the business appeared to be abiding by the suspension.

End of report.

Officer (2)

Reporting Officer:	Sandoval, Nicholas R (031969)	04/28/2023 00:40:00
Section: (Work Location):	54	
Approving Officer:	Cornejo, Miguel A (015286)	04/29/2023 03:06:17
Section: (Work Location):	54	



Wednesday, March 13, 2024



Notice of Public Hearing

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DICKERSON, Patrice, Agent
Lush Lounge at 340 W Reservoir Av
Class B Tavern, Public Entertainment Premises and Food Dealer License Renewal Applications
Requesting Disc Jockey and Bands as Types of Entertainment

Tuesday, March 26, 2024 at 11:00 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 3/26/2024 at 11:00 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1827 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3609
CURRENT OCCUPANT	1833 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3609
CURRENT OCCUPANT	1835 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-3673
CURRENT OCCUPANT	1837 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-3673
CURRENT OCCUPANT	1839 N MARTIN L KING JR DR# C	MILWAUKEE, WI 53212-3673
CURRENT OCCUPANT	1839 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3609
CURRENT OCCUPANT	1839B N MARTIN L KING JR DR	MILWAUKEE, WI 53212-3673
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 101	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 102	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 201	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 202	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 301	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 302	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 401	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 402	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 501	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1846 N VEL R PHILLIPS AVE# 502	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1847A N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3609
CURRENT OCCUPANT	1847B N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3609
CURRENT OCCUPANT	1849 N MARTIN L KING JR DR# 101	MILWAUKEE, WI 53212-3639
CURRENT OCCUPANT	1849 N MARTIN L KING JR DR# 200	MILWAUKEE, WI 53212-3639
CURRENT OCCUPANT	1915 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-3675
CURRENT OCCUPANT	327 W BROWN ST	MILWAUKEE, WI 53212-3624
CURRENT OCCUPANT	338 W RESERVOIR AVE	MILWAUKEE, WI 53212-3631

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Total Records: 24

Radius 250.0 feet and Center of the Circle: 340 W Reservoir Av

2024-2025 Plan of Operation for 340 W RESERVOIR AV

1. Litter & Security Plans

How are the grounds kept clean? Sweep Pressure Wash Pick Up Litter Other:

How often will grounds be cleaned? Daily Weekly Other:

Who cleans the grounds? Licensee Building Owner Employees Hired Maintenance Other:

How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police Signs Posted Other:

Are there designated outdoor smoking areas? No Yes If Yes, Describe: Side of Building

Number of garbage cans: Inside 4 Locations: Behind Bar Seating Area
 Outside: 2 Locations: Front and Back Doors

Is a crowd control barrier used? No Yes If Yes, Describe: Security guards will control any issues

Number of restrooms: 2 Name of solid waste contractor: BFL

Are there parking spaces on the premises? No Yes If Yes, list number of spaces: _____ and describe security plans:

Are there designated loading areas? No Yes If Yes, describe security plans:

Do you have security personnel on the premise? No Yes If Yes, how many? 2

AND What are their responsibilities? checking IDs, keeping clients safe, controlling crowds + noise

What security equipment do they use? _____

List their licensing, certification or training credentials: Security License certification

Are there security cameras? No Yes If Yes, list all locations: Inside & Outside

Are searches and/or identification checks conducted upon entry? No Yes If Yes, describe: We use ID upon entering building

2. Percentage of Sales (must total 100%)

Alcohol 75 % Food Sales 25 % Entertainment _____ % Other _____ %

3. Businesses On The Premises (choose all that apply):

Restaurant Cafe/Coffee Shop Cocktail Lounge Convenience Store Night Club Liquor Store Tavern Sports Facility

Hotel Banquet Hall Supermarket Private/Fraternal/Veterans' Club Other:

4. Hours of Operation and Age Restriction

Are there any changes to the current hours of operation or age restriction? No Yes If Yes, Describe:

Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.

5. Floor Plan and Capacity

Are you requesting any changes to your capacity or floor plan*? No Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.

Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.

6. Sidewalk Dining: Fee:

Are there any changes to the sidewalk dining site plan? No Yes If Yes, submit an updated site plan with this application.

7. Food License: FREST 18688 Fee: \$250.00

Your current food license includes the following food operations:
 DHS - PREPACK, Tavern Restaurant.
 Are there any changes to your food operations as listed above? No Yes, if Yes, explain _____

8. Weights and Measures: Fee:

Number/Type of Devices:
 Are there any changes to the number or types of devices? No Yes If yes, contact our office for further instructions.

1. CURRENT APPROVED ENTERTAINMENT for Lounge 340, LLC 340 W RESERVOIR AV

The following types of entertainment have been approved for your current Public Entertainment Premises license:
Poetry Readings, Jukebox, Karaoke, 4 Amusement Machines, 1 Pool Table

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

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

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. 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:

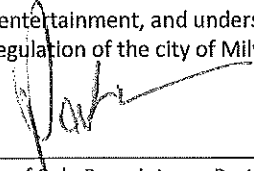
5. SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

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



Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign