



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

Tuesday, March 25, 2025

**COMMITTEE MEETING NOTICE**

AD 04

BATES, Tino K, Agent  
ALLURE MKE LLC  
787-789 N JEFFERSON ST  
Milwaukee, WI 53202

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, April 08, 2025 at 10:25 AM**

The access code is <https://meet.goto.com/902734029>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern, Public Entertainment Premises, Food Dealer and Sidewalk Dining Licenses Renewal Application Adding 4 Amusement Machines and Changing the Age Restriction from 25 and up to 21 and up as agent for "Allure MKE LLC" for "Allure MKE" at 787-789 N Jefferson St.

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

Roman, Carmen

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**From:** License  
**Sent:** Monday, March 24, 2025 4:05 PM  
**To:** Roman, Carmen  
**Subject:** FW: opposition to the proposed age change for Allure Nightclub at 789 N Jackson Street

As we just discussed, please add objection to LIRA and the app. App is across the hall in the scheduling stack.

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



[Take Our Survey!](#)

REDACTED  
BY 

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**From:** Bauman, Robert <rjbauma@milwaukee.gov>  
**Sent:** Monday, March 24, 2025 3:44 PM  
**To:** > License <LICENSE@milwaukee.gov>; DeLessio-Parson, Ax  
<Axdp@milwaukee.gov>  
**Cc:** Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Subject:** RE: opposition to the proposed age change for Allure Nightclub at 789 N Jackson Street

Thank you. We will make this letter part of the record. This matter will be heard on April 8 before the licensing committee.

**From:** ..  
**Sent:** Monday, March 24, 2025 3:29 PM  
**To:** License <LICENSE@milwaukee.gov>; DeLessio-Parson, Ax <Axdp@milwaukee.gov>; Bauman, Robert <rjbauma@milwaukee.gov>  
**Subject:** opposition to the proposed age change for Allure Nightclub at 789 N Jackson Street

REDACTED  
BY 

March 23, 2025

Alderman Robert Bauman  
Milwaukee City Hall  
200 E Wells Street  
Milwaukee, WI 53202

Dear Alderman Bauman,

I hope this message finds you well. I am writing as the owner of the building and business located to express my opposition to the proposed age change for Allure Nightclub at 789 N Jackson Street—from 25 and older to 21 and older.

Last summer, we experienced several issues related to Allure's patrons, including loitering, littering, and individuals sitting on our private steps and at our outdoor dining tables. While the situation did improve as the summer went on, I believe that progress came as a result of direct conversations we had with the owner. That said, it's important to note that Allure originally agreed to the 25-and-older policy in order to have their liquor license approved when they first opened in 2021. I feel strongly that this agreement should be honored moving forward.

The stated reason for the proposed change—as reported in the *Milwaukee Journal Sentinel*—is to broaden their customer base in order to stay afloat. While I understand the challenges of operating a business, I am concerned that lowering the age limit will result in a return of the issues we previously faced, and could potentially introduce new problems associated with a younger crowd.

I want to be clear that I am not opposed to Allure's license being renewed under the current terms. However, I do not support any change to lower the age limit to 21. Additionally, I feel that it would have been more respectful and responsible for Allure to communicate this proposed change with neighboring residents and businesses, rather than us finding out through a news article. Open communication would have been a far better approach.

Thank you for your time and for your continued commitment to supporting the 4th Aldermanic District.

Sincerely,

REDACTED  
BY 

Cox, Andrew

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**From:** Cooney, Jim  
**Sent:** Monday, March 17, 2025 12:14 PM  
**To:** Cox, Andrew  
**Cc:** Lopez, Faviola; Milano, Marissa  
**Subject:** FW: Objection to Allure 21 and over

Please add.

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**From:** Bauman, Robert <rjbauma@milwaukee.gov>  
**Sent:** Monday, March 17, 2025 12:11 PM  
**To:** Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Subject:** Fwd: Objection to Allure 21 and over

Please add to allure file.

Sent from my iPhone

Begin forwarded message:

**From:** \_\_\_\_\_  
**Date:** March 17, 2025 at 11:46:48 AM CDT  
**To:** "Bauman, Robert" <rjbauma@milwaukee.gov>  
**Cc:**  
**Subject:** Objection to Allure 21 and over

Dear Alderman Bauman,

I hope this message finds you well. I'm writing to express my concerns about the decision to lower the drinking age at Allure to 21. This decision, especially considering its potential impact on our community on Jefferson Street, worries me.

As a business owner on Jefferson Street for 30 years, I understand the importance of maintaining safety and respect in our establishments. However, I fear that lowering the drinking age might attract a crowd that doesn't align with the mature and responsible atmosphere we've cultivated over the years. This could unintentionally encourage behavior that contradicts our values, especially when promoters and operators prioritize profit over the well-being of our community.

Furthermore, the absence of the establishment's owners during events could exacerbate these issues. Without their oversight, we risk creating an environment that leads to increased disturbances, safety concerns, and conflicts within our community.

I kindly request you to reconsider the impact of the 21 and over age restriction at Allure. I believe it's crucial to approach this issue with a balanced perspective that prioritizes both the safety of our customers and the integrity of our open and welcoming community.

Thank you for your attention to this matter. I look forward to discussing this further and hope for a solution that benefits all parties involved.

Sincerely,

Owner

REDACTED  
BY AC

Sent from my iPhone

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 01/10/24

LICENSE TYPE: Class B Tavern

NEW: ☐RENEWAL: ☒

No. 359915

Application Date:

License Location: 787-789 N Jefferson St

Business Name: Allure MKE

Licensee/Applicant: BATES, Tino K  
(Last Name, First Name, MI)

Date of Birth: 02/14/1972

Home Address: 1729 N. Commerce Street

City: Milwaukee

State: WI Zip Code: 53212

Home Phone: 414-732-6899

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 12/01/2018 the applicant was cited in the City of Milwaukee at 1111 N. Old World Third St for Licensed Establishment-Exceeding Occupy Limits

Charge: Licensed Establishment-Exceeding Occupy Limits  
 Finding: Guilty  
 Sentence: Fined \$5,000.00  
 Date: 03/18/2019  
 Case: 19001492

- =====
2. On 11/18/22 at 7:18pm, Milwaukee Police conducted a license premise check at 787-789 N. Jefferson Street. No violations were found.
- =====

3. On 12/15/23 at 11:49p.m., Milwaukee Police were dispatched to a Fight at 795 N. Jefferson. On arrival officers were flagged down by security from Taylors, pointing to a subject they stated was involved in the fight. Officers interviewed the agent of Allure, who stated an altercation took place inside the bar and security followed proper protocol, escorting the individuals outside. Once outside, the subjects continued to fight outside and a security guard from a neighboring bar became involved. The security guard was struck several times by a subject before eventually restraining them until police arrived.

- =====
4. On 01/05/24 Milwaukee Police held a meeting with the agent regarding recent incidents at two of their establishments (789 N Jefferson and 1111 N Old World Third). The concerns that were addressed were related to security at both establishments, surveillance cameras, age restrictions, use of the parking lot by patrons after closing, and the way they cooperate with police during investigations and preventative measures that could be taken.

The agent was advised a good working relationship with police was key to providing a safe environment. Officers called attention to an incident in which a security guard can be heard on an officer's body camera stating something along the lines of "not to tell police that they know anything". The agent agreed a strong relationship with police is beneficial and stated they would talk to security about the statement.

5. On 04/19/24 at 6:19p.m., Milwaukee Police conducted a License Premise Check at 789 N. Jefferson. Assisting was an Agent from Wisconsin Department of Revenue Alcohol and Tobacco. The officers found some contaminants in a few bottles of liquor that were disposed of and the lone bartender, did not have a Class D Operator License. The agent stated they had an employee call in and the bartender was filling in. The business was cooperative.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2404190122

OtherEvent #: 24-LP-0891

## Incident

### 789 N JEFFERSON ST MILWAUKEE, WISCONSIN 53202

Incident Date/Time:: 04/19/2024 18:19:00  
CAD Number:: P2404191157  
District:: 1  
Beat:: 140  
Reporting Area:: 4472

## Business Agent (1)

### BATES, TINO KANDRALE

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 02/14/1972  
Sex:: MALE  
Race:: BLACK/AFRICAN AMERICAN  
Phone 1 Number:: (414)-732-6899  
Phone 1 Type:: Phone  
Address:: 1729 N COMMERCE ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53212

## Licensed Persons Involved (1)

### ANDERSEN, CORDELL W

Person Involvement:: Employee  
DOB:: 07/24/1997  
Sex:: MALE  
Race:: BLACK/AFRICAN AMERICAN  
Phone 1 Number:: 4143974633  
Phone 1 Type:: CELL  
Address:: 7715 W WATERFORD AV  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53220

## Licensed Premise Data (1)

### ALURE

Phone 1 Number:: (414)-732-6899  
Phone 1 Type:: Work  
Address:: 789 N JEFFERSON ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53202  
License Type:: Alcohol  
Licensee Notification Was Made:: Yes  
Licensee Notified Date/Time:: 04/19/2024 18:30:00



# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2404190122

OtherEvent #: 24-LP-0891

Business Was Cited For Violation:: No  
Licensee was cooperative: (If not Yes  
explain in narrative):  
Licensee or Manager was on Yes  
premises at time of  
violation/incident::

## Narrative (1)

### LICENSED PREMISE REPORT

Popp, Parker O 026346

04/19/2024

This report is written by Police Officer Parker POPP, assigned to District One, Early Power shift.

On Friday, April 19th, 2024, at approximately 6:19 p.m., while on Squad 1163 (P.O. PLUMLEY, P.O. MUSTAFA, and I) were conducting Tavern checks with the Department of Revenue (Special Agent Schuering and Special Agent Schleis). We went to the address of 789 N Jefferson St (Allure MKE), which is in the City and County of Milwaukee.

I spoke to licensed premise owner Tino K. BATES (b/m, 02/14/1972). BATES was informed that the Department of Revenue was conducting a check on his business. The D&R requested BATES' invoices for the liquor. Agents along with the assistance of officers checked the business liquor and if there were any contaminants in them. The bottles that were discovered by officers to have contaminants were disposed of on scene.

The business was cooperative with Law Enforcement. The business had 0 security officers on scene.

While on scene, I observed the licenses posted and they were up to date. During my time inside the business, I did not observe any violations in the licensed premise, however the lone bartender Cordell W. ANDERSEN (b/m, 07/24/97) was not licensed to be serving drinks. ANDERSEN and BATES both stated to officers that one of their employees who is licensed called in last minute. It should also be noted that ANDERSEN is on probation and was advised to contact his probation agent regarding the Law Enforcement contact.

End of report.

## Officer (2)

Reporting Officer:	Popp, Parker O (026346)	04/19/2024 21:00:00
Section: (Work Location):	12	
Approving Officer:	Buchner, Bowie W (018929)	05/10/2024 11:42:15
Section: (Work Location):	53	

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:240170020

OtherEvent #: 24-LP-0131

## Incident

### 789 N JEFFERSON ST MILWAUKEE, WISCONSIN 53202

Incident Date/Time:: 01/05/2024 11:00:00  
CAD Number:: 240050517  
District:: 1  
Beat:: 140  
Reporting Area:: 4472

## Business Agent (1)

### BATES, TINO KANDRALE

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 02/14/1972  
Sex:: MALE  
Race:: BLACK/AFRICAN AMERICAN  
Phone 1 Number:: (414)-732-6899  
Phone 1 Type:: Phone  
Address:: 1729 N COMMERCE ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53212

## Licensed Premise Data (1)

### ALLURE MKE

Address:: 789 N JEFFERSON ST  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53202  
License Type:: Alcohol  
Licensee Notification Was Made:: Yes  
Licensee Notified Date/Time:: 01/05/2024 11:00:00  
Business Was Cited For Violation:: No  
Licensee was cooperative: (If not  
explain in narrative): Yes  
Licensee or Manager was on  
premises at time of  
violation/incident:: No

## Narrative (1)

### LICENSED PREMISE REPORT

Plumley, Molly D 019452

01/17/2024

This report is written by PO Molly Plumley, assigned to District One, Day Shift.

On Friday, January 5, 2024, while assigned to squad #1163 I along with Lt. Lisa Saffold, and Sgt Joseph

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:240170020

OtherEvent #: 24-LP-0131

Scheuring attended a meeting with the staff from Truth Lounge (1111 N. Dr. Martin Luther King Jr Dr) and Allure (789 N Jefferson St) at the Police Administration Building. This meeting was scheduled to discuss recent events that have occurred at both establishments. The agent of both establishments (BATES, Tino K. B/M 2/14/1972) informed us that he has multiple security measures already in place at both establishments. The recent events have to do with the way security cooperates with police during investigations and security protocol that could have prevented some of the concerns.

BATES informed us that he has security conduct ID checks at the front door, and when security is not working the bartenders check IDs at the bar to verify age. BATES informed us that his security performs pat downs, wandings, and purse checks of patrons entering the establishments. Sgt Scheuring asked Bates if his security was armed and Bates replied that some of them are armed. Bates also informed us that he hires his security and does not go through a private company. Sgt Scheuring brought up the concern that when officers approach the establishments, it is hard to tell who security is because they do not have uniforms or anything that says security on it. Bates informed Sgt Scheuring that his security often wears a shirt that says Truth on it. We expressed concern that if there were an emergency situation, officers and patrons would be looking for someone with a security shirt or hat to help with the situation. Bates agreed to consider a change for the uniform that his security guards wear.

There was also a concern regarding an age restriction that was put into place at both establishments. At Truth Lounge Bates enforces an age restriction of 25 and up for large groups entering the establishment. Bates feels that it would be more likely to gain compliance from a 25 year old, if a fight should break out, and less likely to get a 21 year old to comply. Bates stated at Allure, he asks staff to enforce an age restriction of 25-30 depending on the group size. Bates felt that this policy was working and was not concerned about arguments occurring in line over different age restrictions for different groups entering the tavern.

There was also a concern with recent surveillance video being turned over to police. During an investigation, Police went to Truth Lounge and attempted to review surveillance video. Police were informed by staff at Truth Lounge that the camera system was down, and they did not have video of the incident. During the meeting, Bates clarified that there has been an ongoing issue with the surveillance system in Truth Lounge, freezing or not recording for long periods of time. Bates informed us that he has put in multiple service requests with the surveillance camera company and is working on getting it resolved. Bates has had the system moved to a different spot in the basement, in hopes that less moisture and dust will get into the actual recording device.

During the meeting Bates brought up concern about loitering in a parking lot behind his establishment. Bates informed us that he does not own the parking lot but his customers sometimes utilize the spots in it. After bar close Bates stated patrons hang out in the lot, listen to loud music, and refuse to leave. Bates was looking for ideas to stop some of the loitering that was going on after bar close. Sgt. Scheuring informed Bates he would work with him during Code Red hours and try to have officers patrol the lot. Bates also filled out a standing complainant form to keep on file for District One Officers.

We expressed to Bates that having a good working relationship with the police department was the key to having a safe environment in the nighttime entertainment area. Sgt Scheuring shared with Bates that during a shots fired investigation, one of his Security Guards can be heard on body camera saying

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:240170020

OtherEvent #: 24-LP-0131

something along the lines of not to tell police that they know anything. Bates was shocked by this and assured that he will talk to his security about this statement. Bates agreed that having a strong working relationship with the police department and code red officers is beneficial.

This concluded our meeting.

## Officer (2)

Reporting Officer:	Plumley, Molly D (019452)	01/17/2024 08:17:00
Section: (Work Location):	11	
Approving Officer:	Pocernich, Carrie A (015499)	01/17/2024 09:20:24
Section: (Work Location):	11	



Tuesday, March 25, 2025



# Notice of Public Hearing

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BATES, Tino K, Agent

Allure MKE at 787-789 N Jefferson St

Class B Tavern, Public Entertainment Premises, Food Dealer and Sidewalk Dining Licenses  
Renewal Application Adding 4 Amusement Machines and Changing the Age Restriction from 25  
and up to 21 and up

**Tuesday, April 08, 2025 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 on 4/8/2025 at 10:25 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 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.

## **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	545 E WELLS ST# 1000	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 1001	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 1002	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 300	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 301	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 302	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 303	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 400	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 401	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 402	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 403	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 500	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 501	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 502	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 600	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 601	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 602	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 700	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 701	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 702	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 703	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 800	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 801	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 802	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 900	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 901	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	545 E WELLS ST# 902	MILWAUKEE, WI 53202-3806
CURRENT OCCUPANT	769 N JEFFERSON ST# 201	MILWAUKEE, WI 53202-3722
CURRENT OCCUPANT	769 N JEFFERSON ST# 202	MILWAUKEE, WI 53202-3722
CURRENT OCCUPANT	769 N JEFFERSON ST# 301	MILWAUKEE, WI 53202-3730
CURRENT OCCUPANT	769 N JEFFERSON ST# 302	MILWAUKEE, WI 53202-3730
CURRENT OCCUPANT	773 N JEFFERSON ST# 1	MILWAUKEE, WI 53202-3707
CURRENT OCCUPANT	773 N JEFFERSON ST# 2	MILWAUKEE, WI 53202-3707
CURRENT OCCUPANT	773 N JEFFERSON ST# 3	MILWAUKEE, WI 53202-3707
CURRENT OCCUPANT	773 N JEFFERSON ST# 4	MILWAUKEE, WI 53202-3707
CURRENT OCCUPANT	773 N JEFFERSON ST# 5	MILWAUKEE, WI 53202-3707
CURRENT OCCUPANT	773 N JEFFERSON ST# 6	MILWAUKEE, WI 53202-3707
CURRENT OCCUPANT	780 N MILWAUKEE ST	MILWAUKEE, WI 53202-3705

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Total Records: 38

Radius 250 feet and Center of the Circle: 787 N Jefferson Av

# 2025-2026 Plan of Operation for 787-789 N JEFFERSON ST

<b>1. Litter &amp; Security Plans</b>			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:			
Who cleans the grounds? <input checked="" type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input checked="" type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input checked="" type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>UPSTAIRS PATIO</u>			
Number of garbage cans: Inside <u>7</u> Locations: <u>(4) RESTROOMS (2) AT EACH BAR (1) KITCHEN</u> Outside <u>1</u> Locations: <u>REAR OF BUILDING</u>			
Is a crowd control barrier used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>TO KEEP CUSTOMERS IN LINE</u>			
Number of restrooms: <u>4</u>		Name of solid waste contractor: <u>4</u>	
Are there parking spaces on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list number of spaces: <u>6</u> and describe security plans: <u>STAFF ONLY</u>			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:			
Do you have security personnel on the premise? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, how many? <u>1-4</u> AND What are their responsibilities? <u>CHECK FOR WEAPONS &amp; ID'S</u> What security equipment do they use? <u>WANDS</u> List their license number(s):			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>ALL FLOORS INSIDE &amp; FRONT &amp; REAR OUTSIDE</u>			
Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe: <u>ALL CUSTOMERS ARE SEARCH &amp; ID IS CHECKED DURING PEAK HOURS</u>			
<b>2: Percentage of Sales (must total 100%)</b>			
Alcohol <u>80</u> %	Food Sales <u>20</u> %	Entertainment <u>0</u> %	Other %
<b>3. Businesses On The Premises (choose all that apply):</b>			
<input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input checked="" type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input checked="" type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility <input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other:			
<b>4: Hours of Operation and Age Restriction</b>			
Are there any changes to the current hours of operation or age restriction? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>WE WOULD LIKE TO CHANGE OUR AGE RESTRICTION TO 21 YEARS OF AGE INSTEAD OF 25+</u>			
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.			
<b>5. Floor Plan and Capacity</b>			
Are you requesting any changes to your capacity or floor plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: and submit a new floor plan with this renewal application. A sample plan can be found online at <a href="http://www.milwaukee.gov/licenses">www.milwaukee.gov/licenses</a> 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.			
<b>6. Sidewalk Dining: SD 2034 Fee: \$25.00</b>			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
<b>7. Food License: FREST 20278 Fee: \$800.00</b>		<b>8. Weights and Measures: Fee:</b>	
Your current food license includes the following food operations: DHS - MODERATE, Sales \$20,001 - \$200,000, Tavern Restaurant. Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain		Number/Type of Devices: Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

**1. CURRENT APPROVED ENTERTAINMENT for Allure MKE 787-789 N JEFFERSON ST**

The following types of entertainment have been approved for your current Public Entertainment Premises license:

Disc Jockey, Poetry Readings, Karaoke, Instrumental Musicians, Bands

**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 type="checkbox"/> Bands   | <input type="checkbox"/> Battle of the Bands                   | <input type="checkbox"/> Comedy Acts  |
| <input 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/<br>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)<br>How many screens? _____ | <input checked="" type="checkbox"/> Amusement Machines<br>How many? <u>4</u> | <input type="checkbox"/> Concerts<br>Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances<br>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:

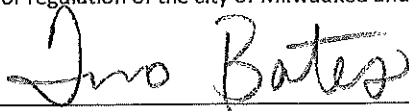
**5. SIGNATURE**

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.

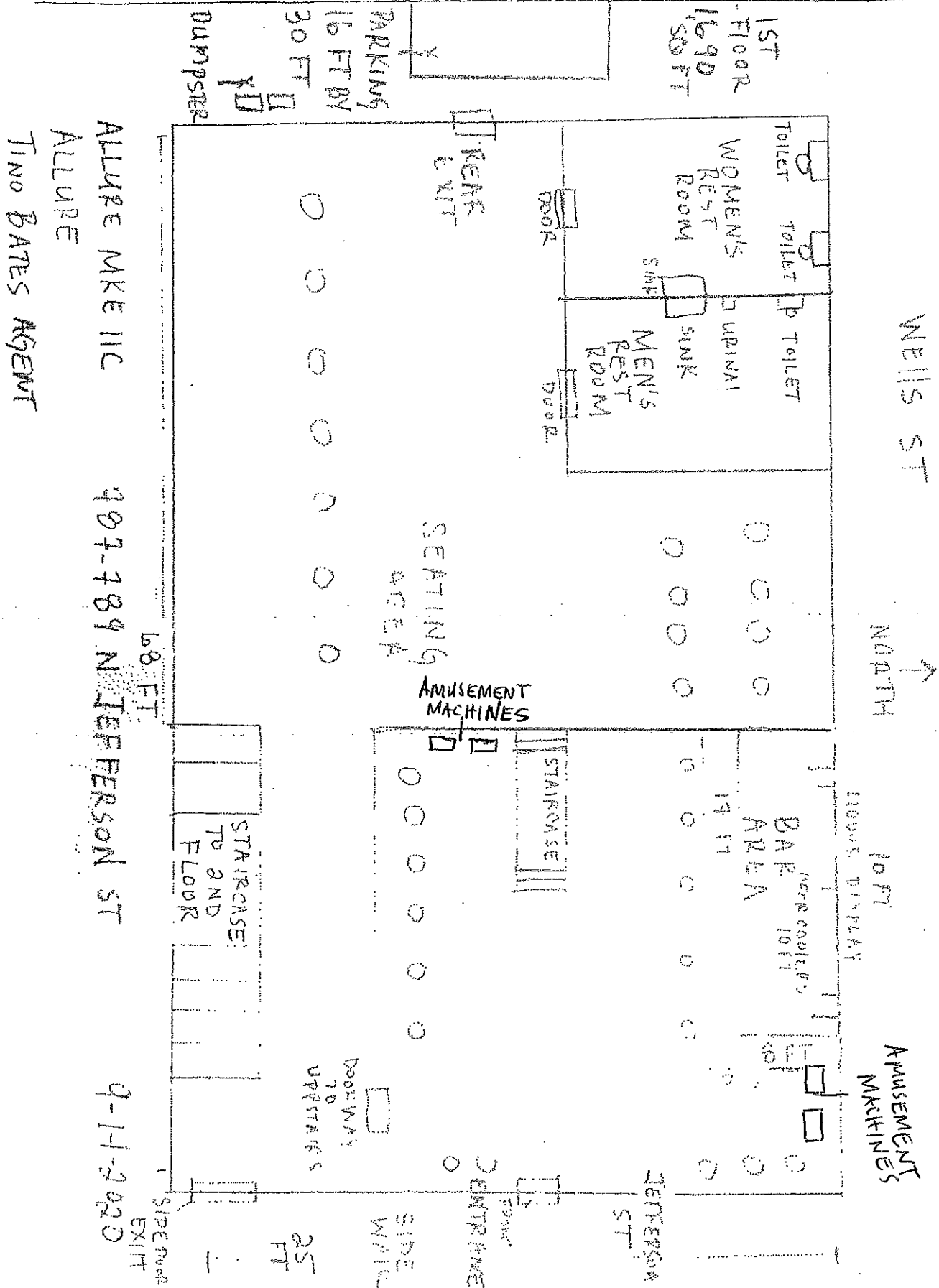
I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

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

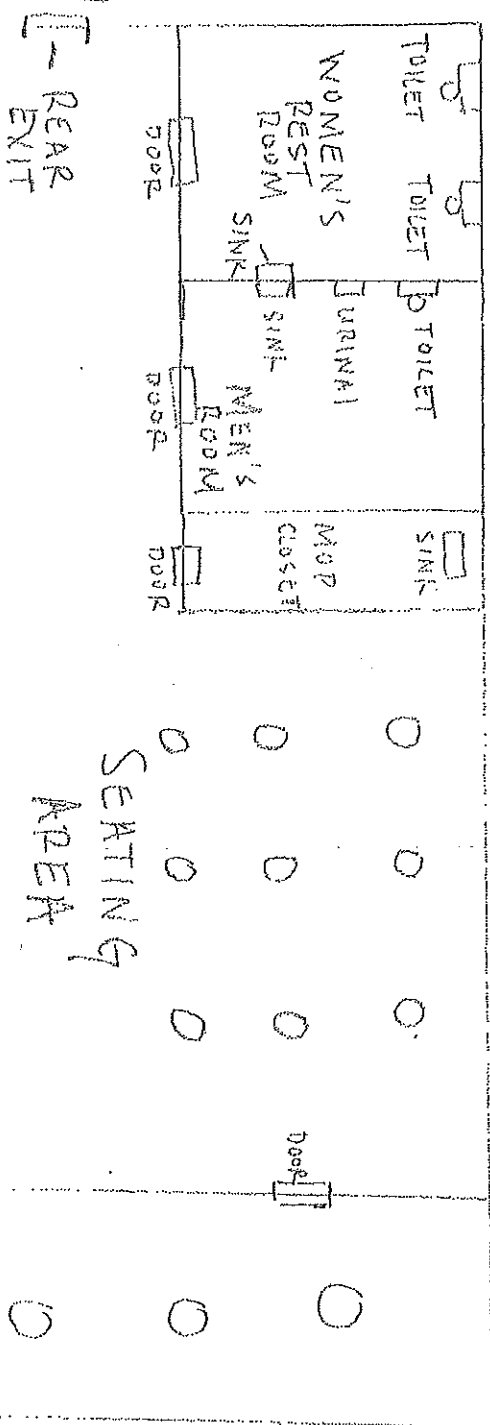




NORTH  
↑  
WELLS ST

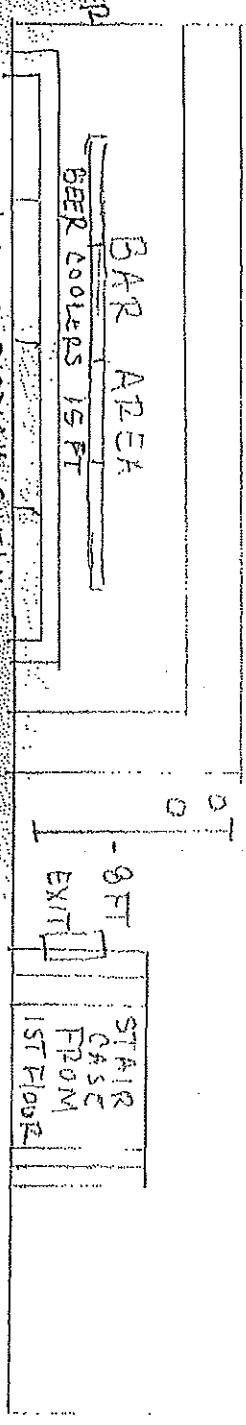
2ND  
FLOOR  
1620  
SQ FT.

PARKING  
16 FT BY  
30 FT



35 FT

DAMP SPOT

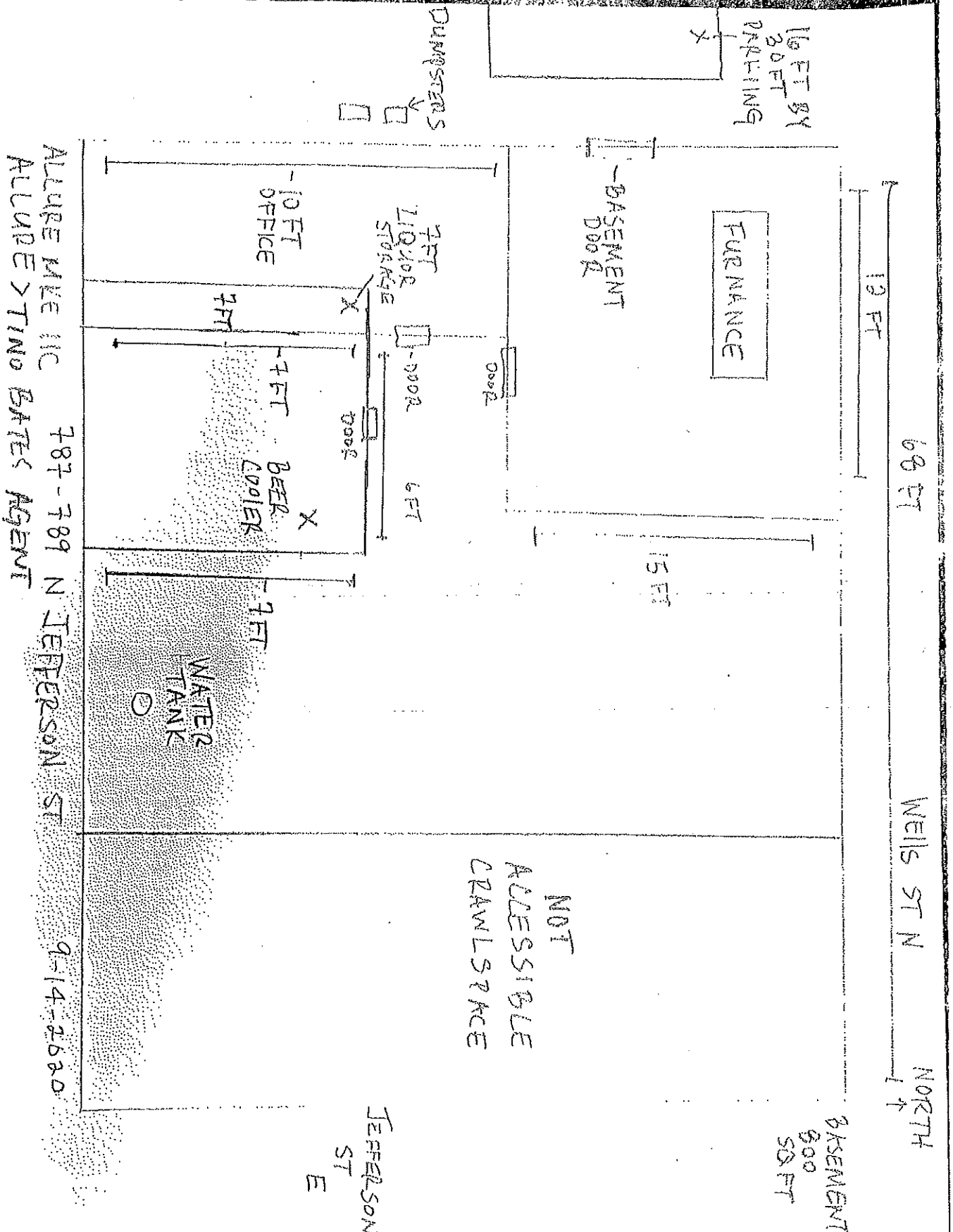


68 FT

ALLURE MKE LLC

707-789 N JEFFERSON

9-14-2020



ALLURE MEE LLC 787-789 N JEFFERSON ST 9-14-2620  
ALLURE > TINO BATES AGENT

NORTH  
↑

WELLS ST

CURB

METER

SIDE WALK

DINING

PARKING  
16 FT BY  
30 FT

REAR  
EXIT

DUMPSTERS

25 FT

ALLURE MKEILC

68 FT

ALLURE  
TINO BATES AGENT 787-789 N JEFFERSON ST

FRONT  
ENTRANCE

5 FT FROM  
BUILDING TO  
TABLES & CHAIRS

WALK  
WAY

CHAIRS  
ARE  
18 INCHES  
LIGHT  
POST

3 FT

6 FT

METER

3 FT

3 FT

JEFFERSON ST

LEFT

METER

3 FT

TABLE  
ARE 3 FT

10 FT FROM  
BUILDING  
TO CURB

CURB

9-14-20