



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Monday, March 13, 2023


COMMITTEE MEETING NOTICE

AD 03

TOWNSEND, Stephanie R, Agent
Premier Closers LLC
1732 E NORTH Av
Milwaukee, WI 53202

You are requested to attend a hearing which is to be held in the Council Chambers, Third Floor, City Hall:

Tuesday, March 21, 2023 at 08:45 AM

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Jukebox, Bands, Karaoke, Poetry Readings, Comedy Acts and Patrons Dancing as agent for "Premier Closers LLC" for "Upper East Bar" at 17  NORTH Av.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines:

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

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

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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



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Jim Cooney
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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

MILWAUKEE POLICE DEPARTMENT
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 12/30/22
LICENSE TYPE: BTAVN
NEW:
RENEWAL: X

No. 322400
Application Date: 12/30/22
Expiration Date:

License Location: 1732 E North Avenue
Business Name: Eastsider

Aldermanic District: 03

Licensee/Applicant: Growel, Jason C
(Last Name, First Name, MI)
Date of Birth: 03/11/81

Male: Female:

Home Address: 1407 N Martin L King Jr Dr # 324
City: Milwaukee State: Wi Zip Code: 53202
Home Phone: (414) 416-0194

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

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

1. On 01/04/07 at 2:46 am, Milwaukee police were dispatched to District # 5 for a walk-in Battery complaint. Officers spoke with the victim who stated he was at the Eastersiders bar located at 1732 E North. As he began to leave, he was approached by a known subject who began to argue with him. The argument became physical with the suspect striking the victim once in the left eye. The victim later went to the hospital and received 7 stitches and suffered an orbital fracture to his left eye. The suspect and the victim were both ordered into the DA office's for possible charges. During this investigation, officers found that one of the parties involved was under the age of 21 and issued a citation to the licensee Jason Growel, for Presence of Underage.

Charge: Presence of Underage
Finding: Dismissed w/o prejudice
Date: 05/14/08
Case: 08027419

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2. On 01/09/09 at 12:49 am, Milwaukee police were dispatched to 1732 E North Avenue for an Underage Drinking complaint. A check of the patrons revealed no underage patrons and no other violations were found. The licensee Jason Growel was on scene and spoke with officers.

7. On 10/20/12 at 2:00 am, Milwaukee police were monitoring the Eastsider Bar and believed that the bar was over capacity. Police, along with a member from Neighborhood Services, conducted a license premise check and asked the bouncer what the number was found on his counter, to which he replied 82. Capacity was 80. Police began to conduct their own count as they had patrons exit the bar. The amount of patrons found in the bar was 100, which did not include bar employees. There were 7 employees inside the bar for a total count of 107. Officers spoke with Jason Grewel who admitted to officers that he was warned in the past about over capacity. Grewel stated he believed the count done by police was inaccurate. A citation was issued for over capacity. No citation could be found in the municipal court website.

8. On 11/07/12, at the request of Captain Basting, the owner of Eastsider, Jason Grewel, attended a meeting to discuss license premise issues at this business located at 1732 E North Avenue. Also in attendance was Jay Unora, Assistant City Attorney and Michele Klingbell, Event Planning, along with other members of the police department. Grewel provided copies of his business plan and Captain Basting discussed various neighborhood associations in the area and how Grewel should work with these groups. Grewel's business plan showed invoices for devices he has purchased such as capacity counters, exit alarms and ropes to manage waiting lines and a phone app to scan ID's. Grewel was advised that undercover police would be monitoring the situation and action would be taken if violations were observed.

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9. On 05/03/2014 a 19 year old Milwaukee police aide, working in conjunction with Milwaukee police, attempted to gain entry to Eastsider (1732 East North Avenue) but was turned away when she could not produce identification proving she had attained the legal drinking age of 21.

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10. On 02/20/2015 a Milwaukee police officer conducted a tavern check at 1732 East North Avenue (The Eastsider) and provided them with a packet of tavern related ordinances.
11. On 02/27/2015 a 18 year old Milwaukee police aide, working in conjunction with Milwaukee police, attempted to gain entry to The Eastsider (1732 East North Avenue) but was denied when she could not produce proof she had attained the legal drinking age.
12. On 07/16/2015 Milwaukee police responded to an assist regarding a fight at East North Avenue and North Oakland Avenue. Investigation revealed two males began fighting inside the business and continued the fight outside after exiting the business. The applicant is one of the parties that called police. Milwaukee police incident report #151970005 filed.
13. On 08/07/2015 a 20 year old Milwaukee police aide, working in conjunction with Milwaukee police, attempted to gain entry to The Eastsider (1732 East North Avenue) but was denied when she could not produce proof she had attained the legal drinking age.

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Date: 01/16/2022
Officer: PO Jordan
Emmons

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Tavern Inspection

Name of Premise: Upper East Bar
Address: 1732 E. North Ave.
Phone: 414-388-7960

Owner: Premier Closers LLC.
Owner address: 1732 E. North Ave.
City State Zip: Milwaukee, WI 53211
Owner Phone: 414-388-7960
Owner email: uppereast1732@gmail.com

Licensee/Agent: Stephanie Townsend
Home Address: 6424 W. Boehlke Av
City State Zip: Milwaukee, WI 53223
Phone: 414-388-7960
Email: uppereast1732@gmail.com

Preferred contact: Phone

Location currently open: YES NO

Projected open date: March 1st, 2023

Day's open: S M T W Th F SA ALL

Hours of Operation: Sun: 11am-2am 24 hours Y N
Mon: 4pm – 12am
Tue: 4pm – 12am
Wed: 4pm – 12am
Thu: 4pm – 12am
Fri: 4pm – 2am
Sat: 11am – 2am

Premise Type: Tavern/Bar
Restaurant
Other:

- 23. Do all employees know how to retrieve recorded digital images/footage? Yes No
- 24. Cameras located in parking lot Yes No How many

Interior Survey:

- 25. What is the planned capacity 80
- 26. What is the minimum number of employees That will be on premise 1
- 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
 - a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
- 28. Is the interior of the location neat and clean? Yes No
- 29. Does an interior camera face the entrance/exit? Yes No
- 30. Is there a lockable area that separates employees from customers? Yes No
- 31. Are emergency and non-emergency numbers posted near the phone? Yes No
- 32. Does the owner know how to contact their police district directly? Yes No
 - a. Did you provide a district contact guide to the owner? Yes No

Security

- 33. How many security personnel are going to be employed: 2
- 34. How ill they be deployed: Interior 1 Exterior 1
- 35. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
- 36. Will the security be managed by business or contracted
- 37. Will they be armed Yes No
- 38. What type of security measures to be used:
 - Wanding/metal detector WANDING
 - ID Scanner
 - Dress Code
 - Cover Charge
 - Age restriction 25 and up maybe on the weekend
 - Other

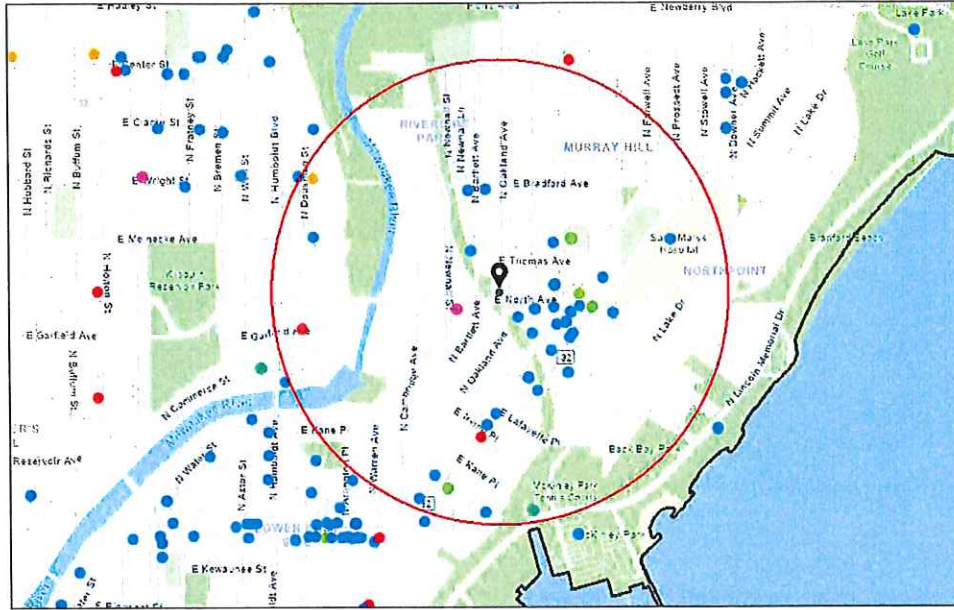
ADDITIONAL COMMENTS/RECOMMENDATIONS:

License/Agent will have security on site, although has not determined if they will be armed or not yet. License/Agent is interested in ID Scanner.

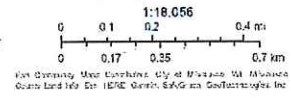
Area of Interest (AOI) Information

Area : 21,862,585.85 ft²

Dec 29 2022 12:00:38 Central Standard Time



- Alcohol Licenses (active)
- Class A Intoxicating Liquor
 - Class A Fermented Malt Beverage
 - Class A Liquor and Mall
 - Class B Fermented Malt Beverage
 - Class B Tavern
 - Class C Wine Retailer
 - City Limits



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	53		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	ETHIOPIAN COTTAGE RESTAURANT, INC	ETHIOPIAN COTTAGE RESTAURANT	YIGLETU DEBEBE, Agt	1824 N FARWELL AV	Class C Wine Retailer's License		1/14/2023, 6:00 PM	1
2	FOUR STAR INC OF MILWAUKEE	MURRAY PANTRY	MURAD M ALI, Agt	2430 N MURRAY AV	Class A Fermented Malt Beverage Retailer's License		1/14/2023, 6:00 PM	1
3	ETHIOPIAN COTTAGE RESTAURANT, INC	ETHIOPIAN COTTAGE RESTAURANT	YITLETU DEBEBE, Agt	1824 N FARWELL AV	Class B Fermented Malt Beverage Retailer's License	75	1/14/2023, 6:00 PM	1
4	Lin & Chen Fushimi, LLC	Fushimi Sushi Seafood Buffet	Gui Lin, Agt	2116 N Farwell AV	Class B Tavern License		1/19/2023, 6:00 PM	1
5	Saint John's Communities, Inc	Saint John's on the Lake	Renee E Anderson, Agt	1840 N PROSPECT AV	Class B Tavern License		2/3/2023, 6:00 PM	1
6	Izzy Hops LLC	Izzy Hops	MICHAEL J VITUCCI, Agt	2311 N Murray AV	Class B Tavern License		2/6/2023, 6:00 PM	1
7	Woori Wells Corp	Maru	Changhun Kim, Agt	2150 N Prospect AV	Class B Tavern License		2/6/2023, 6:00 PM	1
8	Erth Wellness, LLC	Kind Oasis	Salem J Kashou, Agt	2169 N FARWELL AV	Class B Tavern License		2/7/2023, 6:00 PM	1
9	Krikar LLC	Koppa's Fulbeli Deli	Karthik B Pothumachi, Agt	1940 N FARWELL AV	Class A Malt & Class A Liquor License		2/26/2023, 6:00 PM	1
10	PADDY'S PET & PUB, LLC	PADDY'S PET & PUB	ORLEN G WOOD, Agt	2339-A N MURRAY AV	Class B Tavern License	179	3/1/2023, 6:00 PM	1
11	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class B Fermented Malt Beverage Retailer's License		3/1/2023, 6:00 PM	1
12	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class C Wine Retailer's License		3/1/2023, 6:00 PM	1
13	PIZZA SHUTTLE, INC	PIZZA SHUTTLE	MARK H GOLD, Agt	1827 N Farwell AV	Class B Tavern License	150	3/6/2023, 6:00 PM	1
14	EI Grupo J & K, LLC	Judy's on North / EI Grupo J & K	Kevin I Lopez, Agt	2207 E North AV	Class B Tavern License		3/8/2023, 6:00 PM	1
15	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class C Wine Retailer's License		3/29/2023, 7:00 PM	1
16	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class B Fermented Malt Beverage Retailer's License		3/29/2023, 7:00 PM	1

17	Colectivo Coffee Roasters Inc	Colectivo Coffee Roasters Inc	William D Suskey, Agt	1701 N LINCOLN MEMORIAL DR	Class B Fermented Malt Beverage Retailer's License		3/29/2023, 7:00 PM	1
18	Saz's Catering Inc	Jan Serr Studio	Stephanie L Sazama-Schneck, Agt	2155 N Prospect AV	Class B Tavern License		4/4/2023, 7:00 PM	1
19	PROSPECTOR PARTNERSHIP LLC	VINTAGE	REBECCA E GODFREY, Agt	2203 N PROSPECT AV	Class B Tavern License	151	4/10/2023, 7:00 PM	1
20	LANDMARK BARS, INC	LANDMARK LANES	SLAVA TUZHILKOV, Agt	2220 N FARWELL AV	Class B Tavern License	240	4/11/2023, 7:00 PM	1
21	GPJ OF MILWAUKEE, INC	MA FISCHER'S	HEIDI A PANAGIOTOP OULOS, Agt	2214 N FARWELL AV	Class B Tavern License	240	4/11/2023, 7:00 PM	1
22	MEGA MARTS, LLC	PICK 'N SAVE #882	Matthew M Conrad, Agt	1100 E GARFIELD AV	Class A Malt & Class A Liquor License		4/17/2023, 7:00 PM	1
23	FRANKIES RESTAURANT AND CATERING, LLC	Frankies Restaurant and Catering	Donna D Afrifa, Agt	1815 E KENILWORTH PL	Class B Tavern License		5/10/2023, 7:00 PM	1
24	DP Hospitality Group LLC	Tavolino	Peter J Dietrich, Agt	2315 N MURRAY AV	Class B Tavern License	99	5/26/2023, 7:00 PM	1
25	BENJAMIN'S FINE WINE & SPIRITS LLC	Waterford Wine Company	BENJAMIN T CHRISTIANS EN, Agt	2120 N FARWELL AV	Class B Tavern License		5/30/2023, 7:00 PM	1
26	Axe MKE, Inc	Axe MKE	Marla R Poytinger, Agt	1924 E KENILWORTH PL	Class B Tavern License		5/30/2023, 7:00 PM	1
27	Nine Below Inc	Nine Below	Marla R Poytinger, Agt	1905 E North AV	Class B Tavern License	270	5/30/2023, 7:00 PM	1
28	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	2108 N Farwell AV	Class B Tavern License		5/31/2023, 7:00 PM	1
29	WHOLE FOODS MARKET GROUP, INC	WHOLE FOODS MARKET	Brooke M Remitz, Agt	2305 N PROSPECT AV	Class B Tavern License		6/13/2023, 7:00 PM	1
30	Black Gate LLC	Von Trier	MARK A ZIERATH, Agt	2235 N Farwell AV	Class B Tavern License	153	6/13/2023, 7:00 PM	1
31	Dairyland Retail Group LLC	7-Eleven #35852B	Elizabeth J Evans, Agt	1609 E NORTH AV	Class A Retailer's Intoxicating Liquor License		6/14/2023, 7:00 PM	1
32	Dairyland Retail Group LLC	7-Eleven #35852B	Elizabeth J Evans, Agt	1609 E NORTH AV	Class A Fermented Malt Beverage Retailer's License		6/14/2023, 7:00 PM	1
33	CHAMPION'S PUB, LLC	CHAMPION'S PUB	ROBERT R GREENYA, Agt	2417 N BARTLETT AV	Class B Tavern License	148	6/28/2023, 7:00 PM	1

34	HOOLIGAN'S SUPER IRISH DELI & BAR, INC	HOOLIGAN'S	MARK B BUESING, Agt	2017 E NORTH AV	Class B Tavern License	118	6/29/2023, 7:00 PM	1
35	THE SQUIRREL CAGE	THE SQUIRREL CAGE	PATRICIA L ULIK, SP	2402 N DOUSMAN ST	Class B Tavern License	25	6/29/2023, 7:00 PM	1
36	WV, LLC	TESS	MITCHELL D WAKEFIELD, Agt	2499 N BARTLETT AV	Class B Tavern License	60	7/30/2023, 7:00 PM	1
37	IFM Farwell LLC	Oriental Theatre	Kristen C Heller, Agt	2230 N FARWELL AV	Class B Tavern License	1,834	7/31/2023, 7:00 PM	1
38	BEANS & BARLEY, INC	BEANS & BARLEY	JAMES C NEUMEYER, Agt	1901 E NORTH AV	Class B Tavern License	180	8/30/2023, 7:00 PM	1
39	Sip & Purr LLC	Sip & Purr Cat Cafe	Katherine E McHugh, Agt	2021 E Ivanhoe PL	Class B Tavern License		8/30/2023, 7:00 PM	1
40	The Original MKE, LLC	The Original	Eric E Rzepka, Agt	2498 N Bartlett AV	Class B Tavern License	99	9/3/2023, 7:00 PM	1
41	Kawa Ramen & Sushi Inc	Kawa	LinJin Xiao, Agt	2321-23 N Murray AV	Class B Tavern License		9/12/2023, 7:00 PM	1
42	Milwaukee Catholic Home Inc	Milwaukee Catholic Home	Christopher A Reinheimer, Agt	2462 N PROSPECT AV	Class B Tavern License		9/18/2023, 7:00 PM	1
43	Sunny Days Food LLC	Sunny Days Food	Michael I Hudson, Agt	2500 N DOUSMAN ST	Class A Fermented Malt Beverage Retailer's License		10/11/2023, 7:00 PM	1
44	Ardent Milwaukee, LLC	Ardent	Justin K Carlisle, Agt	1749-51 N Farwell AV	Class B Tavern License		10/13/2023, 7:00 PM	1
45	Colectivo Coffee Roasters Inc	Colectivo Coffee Roasters Inc	Curtis W Fowler, Agt	2211 N Prospect AV	Class B Tavern License	299	10/17/2023, 7:00 PM	1
46	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class C Wine Retailer's License		10/31/2023, 7:00 PM	1
47	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class B Fermented Malt Beverage Retailer's License		10/31/2023, 7:00 PM	1
48	The National, LLC	The LaFayette Place	Amy R Plennes, Agt	1978 N Farwell AV	Class B Tavern License		11/3/2023, 7:00 PM	1
49	Door County Brewing Co, LLC	Hacienda Beer Co	James W Anderson, Agt	2018 E North AV	Class C Wine Retailer's License	240	11/24/2023, 6:00 PM	1
50	Crossroads Collective, LLC	Crossroads Collective	TIM B GOKHMAN, Agt	2238 N Farwell AV	Class B Tavern License	231	12/10/2023, 6:00 PM	1
51	The Jazz Estate Inc	The Jazz Estate	JOHN M DYE, Agt	2423 N MURRAY AV	Class B Tavern License	62	12/14/2023, 6:00 PM	1

52	Stone Bowl Grill, LLC	Stone Bowl	Young B Kim, Agt	1958-62 N Farwell AV	Class B Tavern License	99	12/15/2023, 6:00 PM	1
53	Strange Town, LLC	Strange Town	Mia L LeTendre, Agt	2101-2103 N Prospect AV	Class B Tavern License	49	12/18/2023, 6:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Monday, March 13, 2023



Notice of Public Hearing

Blank Notice

TOWNSEND, Stephanie R, Agent
Upper East Bar at 1732 E NORTH Av

Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Jukebox, Bands, Karaoke, Poetry Readings, Comedy Acts and Patrons Dancing

Tuesday, March 21, 2023 at 8:45 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 3/21/2023 at 8:45 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.

CURRENT OCCUPANT	2333 N OAKLAND AVE# 101	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 102	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 103	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 104	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 105	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 106	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 107	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 108	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 201	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 202	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 203	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 204	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 205	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 206	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 207	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 208	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 301	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 302	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 303	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 304	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 305	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 306	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 307	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2333 N OAKLAND AVE# 308	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2337 N OAKLAND AVE	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2339 N OAKLAND AVE	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2341 N OAKLAND AVE	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2343 N OAKLAND AVE	MILWAUKEE, WI 53211-4323
CURRENT OCCUPANT	2345 N OAKLAND AVE	MILWAUKEE, WI 53211-4323

Blank Notice

Total Records: 122

Radius 250.0 feet and Center of Circle: 1732 E North Av



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:
Tavern

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

2. Business Operations

- a. Proposed Opening Date: February 1, 2023
- 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: _____
- e. Is the current licensee operating? No Yes If no, list date closed: Upper East Bar, LLC. Exp. 12/16/2022
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: Cigarette and Tobacco Products Retail License
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? No Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: _____
- b. How often will grounds be cleaned? Daily Weekly As Needed Monthly Other: _____
- c. Grounds cleaned by: Licensee Building Owner Employees Hired Maintenance Other: _____
- d. How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: _____
- e. Will a sound amplification system be used? No Yes If yes, describe: Surround Sound amplification system

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 6 Locations: Front door, bathrooms, behind bar, outside bathrooms
Outside: 0 Locations: _____
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? _____ and describe the parking security plan: _____
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
Plan on requesting a loading zone for the business _____
- c. Will you have security personnel on premise? No Yes If yes, how many? 2 and answer the following:
What are their responsibilities? Overseeing security, checking id's, control flow of patrons, enforce rules
Is security equipment used? No Yes If yes, describe _____
List their licensing, certification, or training credentials Internal Training and Experience Recommended
- d. Will there be security cameras? No Yes If yes, how many? 10 and list locations: Two at each entrance, behind the bar, at the corners inside of the bar, in basement, at basement entrance
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe card machine, bouncer review

6. Percentage of Sales (must total 100%)

Alcohol <u>95</u> %	Food <u>0</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>5</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: <u>N/A</u>
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)		

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

Type 1

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

Type 2

- Liquor Store Corner Store Supermarket Convenience Store
- Gas Station Amusement/Phonograph Distributor Recycling, Salvage or Towing
- 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 80 (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: _____
- b. Describe Location: Major Thoroughfare Secondary Street Other: Corner Bar
- c. Nearest Major Cross Street: North Avenue/Oakland Avenue
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories 3 Other: Apartment Units
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: Weichmann Enterprises Phone Number: 414.961.2002
 Building Owner Address: 1010 N. Cass St Milwaukee, WI 53202

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

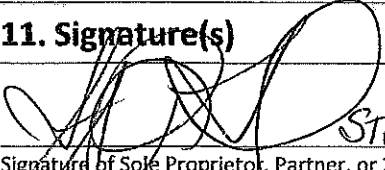
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	11:00 a.m.	2:00 a.m.	160	21+	- None -
Monday	2:00 p.m.	2:00 a.m.	80	21+	
Tuesday	2:00 p.m.	2:00 a.m.	80	21+	
Wednesday	2:00 p.m.	2:00 a.m.	80	21+	
Thursday	2:00 p.m.	2:00 a.m.	160	21+	
Friday	2:00 p.m.	2:30 a.m.	240	21+	
Saturday	11:00 a.m.	2:30 a.m.	240	21+	

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

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

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

11. Signature(s)


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

Stephanie Townsend Agent
 Signature of additional partner or 20% or more shareholder

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



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES 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: Premier Closers LLC. DBA Upper East Bar	
Premise Address: 1732 E North Avenue	
Proximity of Premises to Church, School, Daycare Center or Hospital	
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
“Service Bar Only” Designation	
If applying for Class B or C license, are you applying for “Service Bar Only”? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.	
Business Information	
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
If yes, list their name and address: _____	
b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	
If no, list the name and address of the person(s) who will: _____	
Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.	
c) Does anyone else have money invested or any other interest in this business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
If yes, explain: _____	
d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
If yes, list name and address: _____	
Property Information (New & Transfer Applicants Only)	
a) Do you own or lease the building?	<input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)?	Landlord _____
c) Are you purchasing the stock and/or fixtures?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____
d) Total amount paid for business	\$0 _____
e) Total amount paid for goodwill of the business	\$0 _____
Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.	
f) Have you made arrangements with the seller for payment of personal property taxes?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
Lease Information (New & Transfer Applicants who are leasing the premises only)	
a) Date lease begins	<u>12/14/2022</u> Ends <u>07/01/2026</u>
b) Monthly rental	\$ <u>3100</u>
c) Do you have an option to renew the lease?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
d) Does your lease allow for assignment to another party without the consent of the owner?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
e) For what length of time have you been guaranteed occupancy (number of years)?	<u>5 years w/renewal</u>
lease was assumed from previous owner original lease began 07/01/2021	

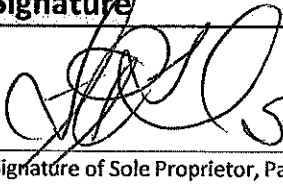
Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupant object to the granting of your license? No Yes
If yes, explain _____

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? No Yes
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):

Signature

 Stephanie Townsend Agent

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

Note: All information contained in this application is subject to approval by the Common Council.
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.
Contact the License Division for information on how to request changes.

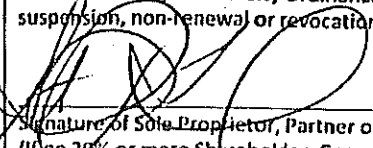
New and transfer of premises applicants must submit the following:

- Detailed floor plan
 If a restaurant, copy of the menu



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: <u>1732 E. North Avenue Milwaukee, WI</u>			
TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)			
<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Amusement Machines How many? _____
<input checked="" type="checkbox"/> Bands	<input checked="" type="checkbox"/> Comedy Acts	Adult Entertainment/ strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input checked="" type="checkbox"/> Poetry Readings	<input checked="" type="checkbox"/> Patrons Dancing	<input checked="" type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			
Entertainment Outdoor Closing Hours: <u>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.</u>			
PROMOTERS/SOUND AMPLIFICATION			
Will promoters ever be used for any of the entertainment? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
At any time will sound amplification be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>Sound system installed w/ amplifier</u>			
LEGAL CAPACITY OF PREMISES			
_____ (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.			
ACKNOWLEDGEMENT/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, Partner or 20% or More Shareholder (If no 20% or more Shareholder, Corporate Officer - print name/title and sign)			

Office Use Only:

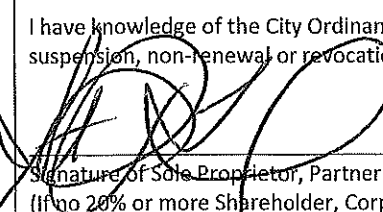
Initials: AC Filed: 12-29-22 App: 346521-346523

Only PEP? No Yes If Yes, Queue to MPD and Email Mgrs/Team Lead (must be heard w/in 60 days)



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS:			
TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)			
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<input checked="" type="checkbox"/> Bands	<input checked="" type="checkbox"/> Comedy Acts	Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
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<input type="checkbox"/> Other: _____			
<i>Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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.</i>			
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At any time will sound amplification be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <i>Sound system installed w/ amplifier</i>			
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ACKNOWLEDGEMENT/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, Partner or 20% or More Shareholder (If no 20% or more Shareholder, Corporate Officer - print name/title and sign)			

Office Use Only:

Initials: AC Filed: 12-29-22 App: 346521-346523

Only PEP? No Yes If Yes, Queue to MPD and Email Mgrs/Team Lead (must be heard w/in 60 days)

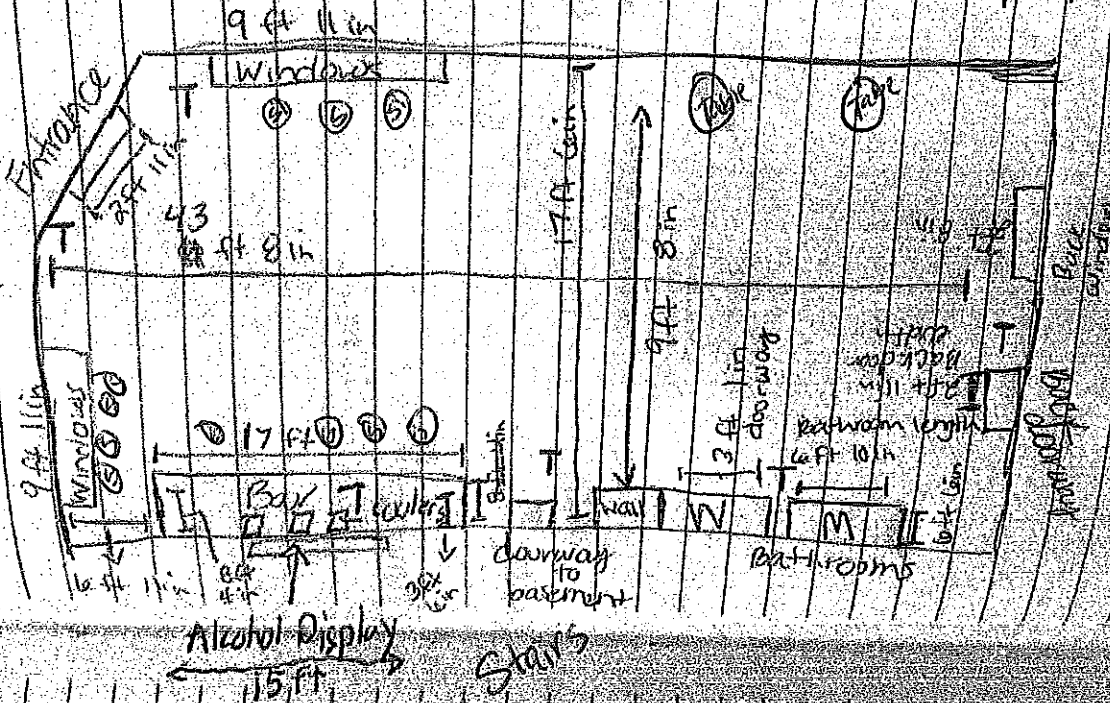
N ↑

N Oakland Ave

1st floor
E North Avenue

Approx 800 SF

T = Trash



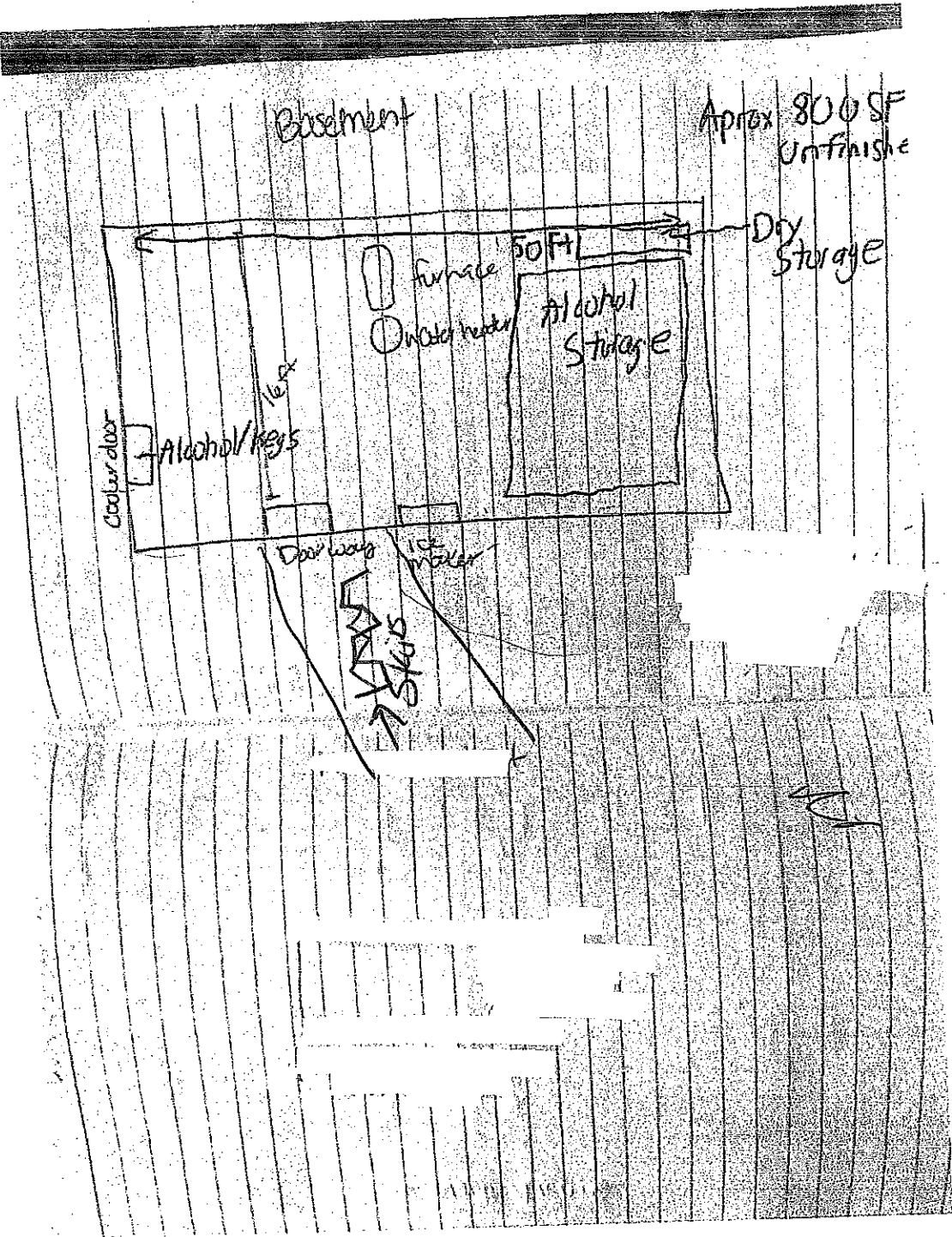
Upper East Bar

Premier Closers LLC DBA Upper East Bar
1732 E. North Ave

Milwaukee, WI 53202

Stephanie Townsend

12/29/2022



Premier Closers LLC. DBA Upper East Bar
 1732 E. North Avenue
 Milwaukee, WI 53202

12/29/2022

Stephanie Townsend