



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, February 22, 2023

COMMITTEE MEETING NOTICE

AD 06

ACKERS, Evan A, Agent
JUNEAU ROOFTOP RESTAURANT LLC
5111 Monona DR
Monona, WI 53716

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, March 07, 2023 at 10:40 AM

The access code is https://meet.goto.com/446591181. If you wish to call in: +1 (571) 317-3122 and use Access Code: 446-591-181
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Food Dealer License Applications as agent for "JUNEAU ROOFTOP RESTAURANT LLC" for "Il Cervo" at 420 W JUNEAU AV 9th FLOOR & ROOFTOP.



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

[Handwritten signature of Jim Cooney]

BY:

Jim Cooney
License Division Manager

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



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, February 22, 2023

COMMITTEE MEETING NOTICE

AD 06

ACKERS, Evan A, Agent
JUNEAU ROOFTOP RESTAURANT LLC
404 DIVISION ST #312
Madison, WI 53704

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, March 07, 2023 at 10:40 AM

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

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JIM OW CZARSKI, CITY CLERK

[Handwritten signature of Jim Cooney]

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

Date: 2/1/2023
Officer: PLUMLEY

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

Name of Premise: Il Cervo
Address: 420 W Juneau Av
Phone:

Owner: Food Fight restaurant group
Owner address: 5111 Monona Dr
City State Zip: Monona WI 53716
Owner Phone: 608-246-2719
Owner email:

Licensee/Agent: Evan A. ACKERS
Home Address: 404 Division St #312
City State Zip: Madison WI 53704
Phone: 608-712-9312
Email: eackers@foodfightinc.com

Preferred contact: Phone

Location currently open: YES NO

Projected open date: 5/15/2023

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

Hours of Operation: Sun: 4P-12A 24 hours Y N
Mon: 4P-12A
Tue: 4P-12A
Wed: 4P-12A
Thu: 4P-12A
Fri: 4P-1A
Sat: 4P-1A

Premise Type: Tavern/Bar
 Restaurant
 Other:

Licenses currently held:

- Alcohol: Yes No Class: #:
- Tobacco: Yes No #:
- Food: Yes No #:
- Extended Hours: Yes No #:
- Secondhand Dealer: Yes No Type: #:
- Other: Yes No Type: #:
- Other: Yes No Type: #:

Exterior Survey:

1. Is the area around the location clean? Yes No
2. What surrounds the location? (Check all the apply)
 - a. Park
 - b. School
 - c. Youth Center
 - d. Church
 - e. Tavern(s) If so, how many
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Is there a parking lot Yes No
7. Is the parking lot clean? Yes No
8. Off-Street parking Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are there exterior security cameras Yes No How Many:
16. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. Recorded Yes No
20. How long is footage stored for later viewing:
21. Are there exterior cameras Yes No How many:
22. Are there interior cameras Yes No How many:
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
- 26. What is the minimum number of employees That will be on premise
- 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:
- 34. How ill they be deployed: Interior Exterior
- 35. What days will they be deployed MonTueWedThuFriSatSun
- 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
 - ID Scanner
 - Dress Code
 - Cover Charge
 - Age restriction
 - Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This restaurant is still under construction and will be on the rooftop of a hotel. Establishment will be placing surveillance cameras in the restaurant/bar area. Agent will consider hiring security for special events if it is needed.

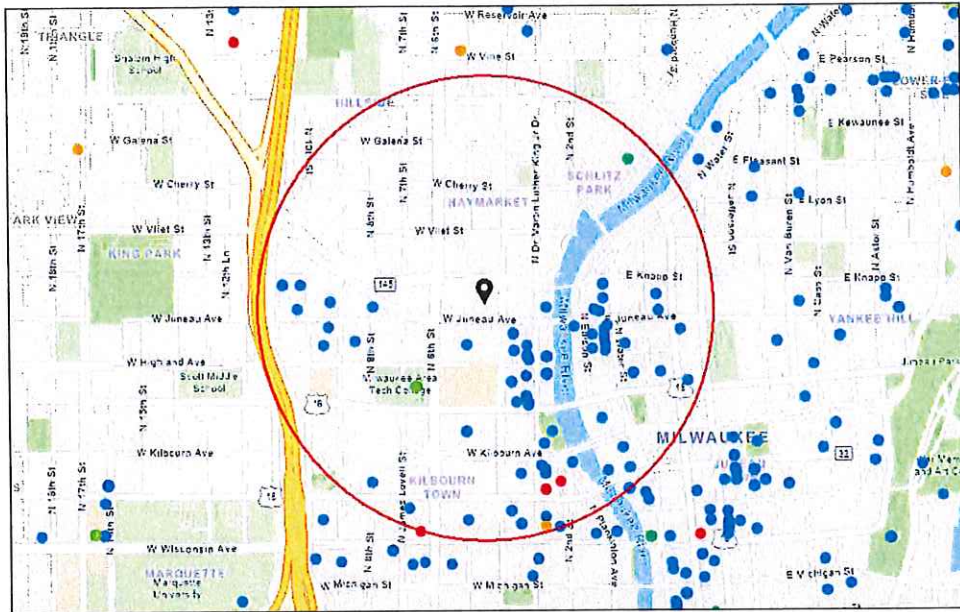


Concentration Map for 420 W Juneau Av 9th Floor & Rooftop

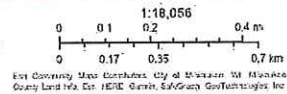
Area of Interest (AOI) Information

Area : 21,862,585.89 ft²

Jan 25 2023 15:30:40 Central Standard Time



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



Summary

| Name | Count | Area(ft ²) | Length(mi) |
|------------------|-------|------------------------|------------|
| Alcohol Licenses | 91 | | |

Alcohol Licenses

| # | Legal Entity | Trade Name | Licensee | Address | License Type Name | Total Capacity | Expiration Date | Count |
|----|----------------------------------|---------------------------------|---------------------------------|---------------------------------|--|----------------|--------------------|-------|
| 1 | Oak Barrel Public House LLC | Oak Barrel | ROBERT L WILTGEN, Agt | 1033 N Martin L King Jr DR | Class B Tavern License | | 1/29/2023, 6:00 PM | 1 |
| 2 | Levy @ Milwaukee Symphony | Levy @ Milwaukee Symphony | Amanda S Ridout, Agt | 212 W WISCONSIN AV | Class B Tavern License | | 2/2/2023, 6:00 PM | 1 |
| 3 | Uncle Bucks Red Star on 3rd, Inc | Uncle Bucks on 3rd | MICHAEL J VITUCCI, Agt | 1125 N Dr Martin L King Jr DR | Class B Tavern License | | 2/6/2023, 6:00 PM | 1 |
| 4 | AJ Bombers MKE, LLC | AJ Bombers | David J Marcus, Agt | 1245 N WATER ST | Class B Tavern License | 160 | 2/6/2023, 6:00 PM | 1 |
| 5 | Double Dragon MKE LLC | White Tail | NATHAN T TUSLER, Agt | 1110 N MARTIN L KING JR DR | Class B Tavern License | 80 | 2/6/2023, 6:00 PM | 1 |
| 6 | Pourman's LLC | Pourman's | BENJAMIN A HEBL, Agt | 1127 N Water ST | Class B Tavern License | 80 | 2/7/2023, 6:00 PM | 1 |
| 7 | Lucille's Dueling Piano Bar, LLC | Third Street Tavern | Jack Roman, Agt | 1110 N Martin L King Jr DR | Class B Tavern License | 320 | 2/17/2023, 6:00 PM | 1 |
| 8 | Mojo MKE LLC | Mojo MKE | Todd M Wargula, Agt | 134 E JUNEAU AV | Class B Tavern License | 239 | 2/21/2023, 6:00 PM | 1 |
| 9 | LOWCOUNTRY MILWAUKEE INC | Lowcountry | Tyler E Mei, Agt | 1114 N WATER ST | Class B Tavern License | | 2/27/2023, 6:00 PM | 1 |
| 10 | Who's Milwaukee LLC | Who's on Third, Milwaukee's Pub | ROBERT L WILTGEN, Agt | 1003&1007 N Martin L King Jr DR | Class B Tavern License | | 3/2/2023, 6:00 PM | 1 |
| 11 | International Exports LLC | The Safe House | David J Metz, Agt | 779 N Front ST | Class B Tavern License | 248 | 3/8/2023, 6:00 PM | 1 |
| 12 | Blazin Wings, Inc | Buffalo Wild Wings #407 | Nicole M Kejo, Agt | 1123 N WATER ST | Class B Tavern License | 253 | 3/24/2023, 7:00 PM | 1 |
| 13 | PABST THEATER CONCESSIONS, LLC | TURNER HALL BALLROOM | RICHARD J RYAN, Agt | 1040 N VEL R PHILLIPS AV | Class B Tavern License | 987 | 3/24/2023, 7:00 PM | 1 |
| 14 | Commerce Building Restaurant LLC | Doc's Commerce Smokehouse | Brian Atkinson, Agt | 754 N VEL R PHILLIPS AV | Class B Tavern License | | 3/26/2023, 7:00 PM | 1 |
| 15 | SAZAMA'S FINE CATERING, INC | SAZAMA'S FINE CATERING | Stephanie L Sazama-Schneck, Agt | 929 N WATER ST | Class B Tavern License | | 4/4/2023, 7:00 PM | 1 |
| 16 | Ridley IPCO LLC | No Studios (rooftop) | Elizabeth L Ridley, Agt | 1037 W MC KINLEY AV | Class B Tavern License | 49 | 4/11/2023, 7:00 PM | 1 |
| 17 | Milwaukee Area Technical College | MATC Cuisine Restaurant | RICHARD A BUSALACCHI, Agt | 1015 N 6th ST | Class B Fermented Malt Beverage Retailer's License | | 4/11/2023, 7:00 PM | 1 |

| | | | | | | | | |
|----|----------------------------------|---------------------------------|----------------------------|------------------------------|--|-----|--------------------|---|
| 18 | Milwaukee Area Technical College | MATC Cuisine Restaurant | RICHARD A BUSALACCHI, Agt | 1015 N 6th ST | Class C Wine Retailer's License | | 4/11/2023, 7:00 PM | 1 |
| 19 | HOWL MILWAUKEE, LLC | Howl At The Moon | Michael A Wabiszewski, Agt | 1103 N MARTIN L KING JR DR | Class B Tavern License | | 4/17/2023, 7:00 PM | 1 |
| 20 | Wisconsinbly Holdings, LLC | Drink Wisconsinbly Pub | Christine R Conrad, Agt | 320 W Highland AV | Class B Tavern License | | 4/17/2023, 7:00 PM | 1 |
| 21 | Turning Tables INC | Turning Tables Tavern & Eatery | Emerald Mills, Agt | 1034 N VEL R PHILLIPS AV | Class B Tavern License | | 4/23/2023, 7:00 PM | 1 |
| 22 | PRIMETIME EVENTS LLC | The Tap Yard-Schlitz Park | Nicholas E Marking, Agt | 1555 N RIVERCENTE R DR | Class B Fermented Malt Beverage Retailer's License | | 5/11/2023, 7:00 PM | 1 |
| 23 | V & V PARTNERS, LLC | BENIHANA | SABAH M LIDDAWYEH, Agt | 850 N PLANKINTON AV | Class B Tavern License | 180 | 5/17/2023, 7:00 PM | 1 |
| 24 | MILWAUKEE SCHOOL OF ENGINEERING | MILWAUKEE SCHOOL OF ENGINEERING | Bradly T Meyer, Agt | 1120 N BROADWAY | Class B Tavern License | 208 | 5/18/2023, 7:00 PM | 1 |
| 25 | Milwaukee School of Engineering | Milwaukee School of Engineering | Bradly T Meyer, Agt | 1025 N BROADWAY | Class B Tavern License | | 5/18/2023, 7:00 PM | 1 |
| 26 | PTM VENTURES LLC | State Street Pizza Pub | JACOB E DEHNE, Agt | 322 W STATE ST | Class B Tavern License | | 5/18/2023, 7:00 PM | 1 |
| 27 | Milwaukee School of Engineering | Milwaukee School of Engineering | Bradly T Meyer, Agt | 1000 N BROADWAY | Class B Tavern License | 480 | 5/18/2023, 7:00 PM | 1 |
| 28 | Cheese Mart, Inc | Wisconsin Cheese Mart | KENNETH J MC NULTY, Agt | 215 W Highland AV | Class B Tavern License | 133 | 5/22/2023, 7:00 PM | 1 |
| 29 | WESTOWN ASSOCIATION OF MILW, INC | WESTOWN ASSOCIATION | STACIE J CALLIES, Agt | 950 N Dr Martin L King Jr DR | Class B Tavern License | | 5/22/2023, 7:00 PM | 1 |
| 30 | Truth Lounge, LLC | Truth Lounge | Tino K Bates, Agt | 1111 N Martin L King DR | Class B Tavern License | 90 | 5/25/2023, 7:00 PM | 1 |
| 31 | PPH Properties I LLC | Silk Exotic Gentlemen's Club | SCOTT A KRAHN, Agt | 730 N Dr Martin L King Jr DR | Class B Tavern License | 297 | 5/25/2023, 7:00 PM | 1 |
| 32 | Grandview Management Inc | Zilli Hospitality Group | ROBERT J ZILLI, Agt | 910 N Martin L King Jr DR | Class B Tavern License | | 5/25/2023, 7:00 PM | 1 |
| 33 | NOBLE BEVERAGE MANAGEMENT, LLC | HYATT REGENCY MILWAUKEE | Joshua S Schoggins, Agt | 333 W KILBOURN AV | Class B Tavern License | 930 | 5/30/2023, 7:00 PM | 1 |
| 34 | RIVER HOUSE RESTAURANT, INC | VagaBond | ROBERT C SCHMIDT, JR, Agt | 1122 N EDISON ST | Class B Tavern License | 150 | 6/1/2023, 7:00 PM | 1 |
| 35 | GRANDVIEW MANAGEMENT, INC | ZILLI HOSPITALITY GROUP | ROBERT J ZILLI, Agt | 800 W WELLS ST | Class B Tavern License | | 6/8/2023, 7:00 PM | 1 |

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|----|---------------------------------|---|----------------------------|----------------------------|--|-------|--------------------|---|
| 36 | HB Milwaukee Inc | Old German Beer Hall | HANS WEISSGERBER, III, Agt | 1009 N MARTIN L KING JR DR | Class B Tavern License | 120 | 6/13/2023, 7:00 PM | 1 |
| 37 | GRAND CONVENIENT, LLC | GRAND CONVENIENT STORE | AHMED K YAFAI, Agt | 724 N Martin L King Jr DR | Class A Fermented Malt Beverage Retailer's License | | 6/13/2023, 7:00 PM | 1 |
| 38 | DJ ENTERPRISE S I, INC | GRACE CENTER | JOAN M GROH, Agt | 250 E JUNEAU AV | Class B Tavern License | 330 | 6/17/2023, 7:00 PM | 1 |
| 39 | CAPITAL GRILLE HOLDINGS, INC | THE CAPITAL GRILLE OF MILW #8027 | Lindsey R FitzMaurice, Agt | 310 W WISCONSIN AV 100 | Class B Tavern License | 200 | 6/18/2023, 7:00 PM | 1 |
| 40 | MILWAUKEE SCHOOL OF ENGINEERING | MILWAUKEE SCHOOL OF ENGINEERING | Bradly T Meyer, Agt | 1245 N BROADWAY | Class B Tavern License | 2,759 | 6/19/2023, 7:00 PM | 1 |
| 41 | LEVY PREMIUM FOOD SERVICE, LP | LEVY RESTAURANTS at WISCONSIN CENTER DISTRICT | Nikki L Dewey, Agt | 400 W WISCONSIN AV | Class B Tavern License | | 6/22/2023, 7:00 PM | 1 |
| 42 | Good City Brewing LLC | Good City Brewing | David C Dupee, Agt | 333 W JUNEAU AV | Class B Tavern License | | 6/28/2023, 7:00 PM | 1 |
| 43 | BRICK 3 PIZZA, LLC | BRICK 3 PIZZA | RICHARD J BARRETT, Agt | 1107 N Martin L King Jr DR | Class B Tavern License | 57 | 7/5/2023, 7:00 PM | 1 |
| 44 | MARCUS HOTELS HOSPITALITY, LLC | Saint Kate-The Arts Hotel | CARRIE L AMAYA, Agt | 139 E KILBOURN AV | Class B Tavern License | | 7/5/2023, 7:00 PM | 1 |
| 45 | PABST THEATER CONCESSIONS, LLC | THE PABST THEATER | Richard J Ryan, Agt | 144 E WELLS ST | Class B Tavern License | | 7/5/2023, 7:00 PM | 1 |
| 46 | Levy at Bucks Arena | Levy at Bucks Arena | Jamie L Waters, Agt | 1111 N Vel R Phillips AV | Class B Tavern License | | 7/17/2023, 7:00 PM | 1 |
| 47 | PTG Live Events LLC | Pabst Theater Group | RICHARD J RYAN, Agt | 500 W Kilbourn AV | Class B Tavern License | | 7/24/2023, 7:00 PM | 1 |
| 48 | Art's Performing Center, LLC | Silk on Water | SCOTT A KRAHN, Agt | 144 E Juneau AV | Class B Tavern License | 80 | 7/25/2023, 7:00 PM | 1 |
| 49 | Wild Rogues LLC | Elwood's Liquor & Tap | Nathan S Showers, Agt | 1111 N Water ST | Class B Tavern License | | 7/25/2023, 7:00 PM | 1 |
| 50 | 746JAMESLOVELLBAR LLC | Stella's | STEPHEN G GILBERTSON, Agt | 746 N James Lovell ST | Class B Tavern License | | 7/29/2023, 7:00 PM | 1 |
| 51 | TACO MIKES LLC | Taco Mikes LLC | Michael P Holz, Agt | 1001 N MARTIN L KING JR DR | Class B Tavern License | | 8/11/2023, 7:00 PM | 1 |
| 52 | LC MKE LLC | The Lucky Clover Pub | JACOB E DEHNE, Agt | 1048 N MARTIN L KING JR DR | Class B Tavern License | | 8/16/2023, 7:00 PM | 1 |

| | | | | | | | | |
|----|---|--|------------------------------------|----------------------------|---------------------------------------|-----|---------------------|---|
| 53 | Edith LLC | Edith | Rhondi M Love, Agt | 228 W WELLS ST | Class B Tavern License | | 8/22/2023, 7:00 PM | 1 |
| 54 | The Loft Mini Mart LLC | The Loft Mini Mart | Larry J Courtney, Agt | 823 N 2ND ST 007 | Class A Malt & Class A Liquor License | | 8/30/2023, 7:00 PM | 1 |
| 55 | JSWD Commerce LLC | SpringHill Suites by Marriott Milwaukee Downtown | Benjamin A Risseeuw, Agt | 744 N VEL R PHILLIPS AV | Class B Tavern License | 95 | 8/30/2023, 7:00 PM | 1 |
| 56 | MKE Hotel, LLC | Hyatt Place - Milwaukee Downtown | Melvin Lee O'Briant, Agt | 800 W Juneau AV | Class B Tavern License | | 8/30/2023, 7:00 PM | 1 |
| 57 | Sunstone Studios Inc | Sunstone Studios | Amber J Regan, Agt | 127 E Wells ST | Class B Tavern License | | 8/30/2023, 7:00 PM | 1 |
| 58 | Bull & A Boy LLC | Bottle House 42 | Kaelyn M Cervero, Agt | 1130 N 9TH ST | Class B Tavern License | 450 | 8/30/2023, 7:00 PM | 1 |
| 59 | 190 Octane Retail LLC | Fat Tuesday | Darius J Rowan, Agt | 333 W JUNEAU AV C space 4 | Class B Tavern License | 25 | 9/5/2023, 7:00 PM | 1 |
| 60 | MILWAUKEE REPERTORY THEATER, INC | MILWAUKEE REPERTORY THEATER | Melissa N Vartanian-Mikaelian, Agt | 108 E WELLS ST | Class B Tavern License | | 9/7/2023, 7:00 PM | 1 |
| 61 | Water Street Brewery Inc | Water Street Brewery | MATTHEW R SCHMIDT, Agt | 1101 N WATER ST | Class B Tavern License | 300 | 9/13/2023, 7:00 PM | 1 |
| 62 | MILWAUKEE BRAT HOUSE, LLC | MILWAUKEE BRAT HOUSE | SCOTT A SCHAEFER, Agt | 1013 N Martin L King Jr DR | Class B Tavern License | 191 | 9/14/2023, 7:00 PM | 1 |
| 63 | THE HARP IRISH PUB, INC | THE HARP | ROBERT C SCHMIDT, JR, Agt | 113 E JUNEAU AV | Class B Tavern License | 325 | 9/14/2023, 7:00 PM | 1 |
| 64 | BRG 1000 Water St LLC | Room @ The Rumpus Room | CHRISTIAN M DAMIANO, Agt | 1020 N Water ST | Class B Tavern License | | 9/21/2023, 7:00 PM | 1 |
| 65 | BRG 1000 Water Street, LLC | Rumpus Room - A Bartolotta Gastropub | CHRISTIAN M DAMIANO, Agt | 1030 N Water ST | Class B Tavern License | 254 | 9/21/2023, 7:00 PM | 1 |
| 66 | Best Place at Pabst LTD | Best Place at the Pabst | JAMES C HAERTEL, Agt | 915 W Juneau AV | Class B Tavern License | 868 | 9/22/2023, 7:00 PM | 1 |
| 67 | LUKE'S OF MILWAUKEE, LTD | RED ROCK SALOON MILWAUKEE | JEFFREY A KOVACOVICH, JR, Agt | 1225 N WATER ST | Class B Tavern License | 390 | 9/24/2023, 7:00 PM | 1 |
| 68 | THE WESTOWN ASSOCIATION OF MILWAUKEE, INC. | Westown Association | STACIE J CALLIES, Agt | 310 W WISCONSIN AV | Class B Tavern License | | 9/25/2023, 7:00 PM | 1 |
| 69 | Levy Restaurants at Wisconsin Center District | Levy Restaurants at Wisconsin Center District | Nikki L Dewey, Agt | 420 W Kilbourn AV | Class B Tavern License | | 9/26/2023, 7:00 PM | 1 |
| 70 | BAR NONE MILWAUKEE, LLC | BAR NONE | AMY M BLADOW, Agt | 1139 N WATER ST | Class B Tavern License | 60 | 10/11/2023, 7:00 PM | 1 |

| | | | | | | | | |
|----|--------------------------------|--------------------------------------|-----------------------------|---------------------------------------|---------------------------------------|-----|---------------------|---|
| 71 | Coaches Restaurant & Bar LLC | Coaches | CHARLES E FOWLKES, Agt | 1125 N 9TH ST | Class B Tavern License | 250 | 10/11/2023, 7:00 PM | 1 |
| 72 | Brewery House LLC | On Tap | Dennis L Clark, Agt | 1203 N 10TH ST | Class B Tavern License | 360 | 10/12/2023, 7:00 PM | 1 |
| 73 | BREW CITY BAR B Q, INC | TRINITY THREE IRISH PUBS | ROBERT C SCHMIDT, JR, Agt | 125 E JUNEAU AV | Class B Tavern License | 833 | 10/16/2023, 7:00 PM | 1 |
| 74 | BOILER HOUSE CAFE LLC | Boiler House Cafe | Iran D Amandah, Agt | 1259 N 10th ST | Class B Tavern License | | 10/30/2023, 7:00 PM | 1 |
| 75 | Ridley IPCO LLC | No Studios (1st floor) | Elizabeth L Ridley, Agt | 1037 W MC KINLEY AV | Class B Tavern License | 48 | 10/31/2023, 7:00 PM | 1 |
| 76 | MKE Events LLC | Red White and Blue | JACOB E DEHNE, Agt | 1044 N MARTIN L KING JR DR | Class B Tavern License | 824 | 11/5/2023, 6:00 PM | 1 |
| 77 | Amped MKE, Inc | Amped | Marla R Poytinger, Agt | 910 W Juneau AV | Class B Tavern License | | 11/12/2023, 6:00 PM | 1 |
| 78 | New Punch Bowl Milwaukee LLC | Punch Bowl Social | Andrea Cornog Kenealey, Agt | 1122 N VEL R PHILLIPS AV | Class B Tavern License | 305 | 11/20/2023, 6:00 PM | 1 |
| 79 | CALDERONE CLUB | CALDERONE CLUB | GIORGIO G FAZZARI, SP | 842 N Martin L king Jr DR | Class B Tavern License | 100 | 11/21/2023, 6:00 PM | 1 |
| 80 | MIDAS HOSPITALITY, LLC | Aloft Milwaukee Downtown | Mathew W Meadows, Agt | 1230 N Dr Martin L King Jr DR | Class B Tavern License | | 11/22/2023, 6:00 PM | 1 |
| 81 | BOOBY JDK, LLC | McGillycuddy's Bar & Grill | ANDREW C DEUSTER, Agt | 1133-37 N Water ST | Class B Tavern License | 300 | 11/28/2023, 6:00 PM | 1 |
| 82 | Tourist Convenience LLC | Racks Full of Snacks | AHMED K YAFAI, Agt | 240 W Wells ST | Class A Malt & Class A Liquor License | | 11/28/2023, 6:00 PM | 1 |
| 83 | S'LUSH LLC | S'Lush Daiquiri Lounge & Event Space | Tiana M Razaa, Agt | 1110 N MARTIN L KING JR DR Suite #100 | Class B Tavern License | | 12/6/2023, 6:00 PM | 1 |
| 84 | Mader's German Restaurant, Inc | Mader's German Restaurant | DANIEL J HAZARD, Agt | 1037 N Dr Martin L King Jr DR | Class B Tavern License | 370 | 12/12/2023, 6:00 PM | 1 |
| 85 | TRIPLE CROWN, INC | BUCK BRADLEY'S EATERY & SALOON | WALTER PAGET, Agt | 1019 N Dr Martin L King Jr DR | Class B Tavern License | 599 | 12/16/2023, 6:00 PM | 1 |
| 86 | DEER CAMP, LLC | Deer Camp | Paul C Hackbarth, Agt | 1023-1027 N Dr Martin L King Jr DR | Class B Tavern License | | 12/21/2023, 6:00 PM | 1 |
| 87 | THE KING AND I RESTAURANT, INC | THE KING AND I RESTAURANT | DEREK E PHOUNGPHO L, Agt | 830 N Dr Martin L King Jr DR | Class B Tavern License | 240 | 12/25/2023, 6:00 PM | 1 |
| 88 | Fazzari & Company, LLC | San Giorgio Pizzeria Napoletana | GIORGIO G FAZZARI, Agt | 838 N Martin L King Jr DR | Class B Tavern License | 99 | 1/1/2024, 6:00 PM | 1 |

| | | | | | | | | |
|----|-----------------------------|--------------------------|-----------------------|----------------------------|------------------------|-----|--------------------|---|
| 89 | CHINA GOURMET, INC | CHINA GOURMET RESTAURANT | ROBERT C TSAO, Agt | 117 E WELLS ST | Class B Tavern License | 165 | 1/17/2024, 6:00 PM | 1 |
| 90 | Oak Barrel Public House LLC | Oak Barrel | ROBERT L WILTGEN, Agt | 1033 N Martin L King Jr DR | Class B Tavern License | | 1/29/2024, 6:00 PM | 1 |
| 91 | AJ Bombers MKE, LLC | AJ Bombers | David J Marcus, Agt | 1245 N WATER ST | Class B Tavern License | 160 | 2/6/2024, 6:00 PM | 1 |

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



Wednesday, February 22, 2023



Notice of Public Hearing

Blank Notice

ACKERS, Evan A, Agent
11 Cervo at 420 W JUNEAU AV 9th FLOOR & ROOFTOP
Class B Tavern and Food Dealer License Applications

Tuesday, March 07, 2023 at 10:40 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 3/7/2023 at 10:40 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 | 1141 N MARTIN L KING JR DR# 2802 | MILWAUKEE, WI 53203-1141 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2803 | MILWAUKEE, WI 53203-1141 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2804 | MILWAUKEE, WI 53203-1141 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2805 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2806 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2807 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2808 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2901 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2902 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2903 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 3001 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 3002 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 3003 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 3004 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 3005 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 801 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 802 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 803 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 804 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 805 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 901 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 902 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 903 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 904 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 905 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 906 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 907 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 908 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 909 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 910 | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 911 | MILWAUKEE, WI 53203-1123 |

Blank Notice

Total Records: 218

Radius 250.0 feet and Center of Circle: 420 W Juneau St



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.gov

1. Type of Business

Applying for: Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: Delivery Drive Thru Dining Room
 Self Service Laundry Massage Establishment Filling Station
 Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating: Full service restaurant and bar

Do you have any experience operating this type of business? No Yes If yes, explain: Over 30 years operating restaurants

2. Business Operations

- a. Proposed Opening Date: 05/15/2023
- b. Is this premise under construction? No Yes If yes, list estimated completion date: 04/15/2023
- 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: n/a
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: Class B Tavern License, Food License and Occupancy Permit
- 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: Hotel and hotel restaurant floors 1-8

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: In ceiling speakers

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 11 Locations: Bar, Kitchen, Bathrooms, Server Stations
Outside: 2 Locations: Outdoor Server Stations
- 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: Hotel (landlord) will have limited off-site valet parking for restaurant, controlled by landlord
- c. Will you have security personnel on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Is security equipment used? No Yes If yes, describe _____
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 10 and list locations: Located
 located throughout the bar, kitchen, dining room and patio.
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

| | | | |
|--------------------------------|--|--|--------------------------------------|
| Alcohol <u>30</u> % | Food <u>70</u> % | Secondhand Merchandise <u>0</u> % | Precious Metals & Gems <u>0</u> % |
| Entertainment <u>0</u> % | Cigarettes <u>0</u> % | Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> % | Other <u>0</u> % Describe: _____ |
| 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 344 (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: 9th floor interior and exterior
- b. Describe Location: Major Thoroughfare Secondary Street Other: _____
- c. Nearest Major Cross Street: N 5th Street
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories 9 Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: Milwaukee DD Lodging Investors LLC Phone Number: 608-836-6060
 Building Owner Address: 1600 Aspen Commons #200 Middleton, WI 53562

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 | 4 p.m. | 12 a.m. | 300 | 1-99 | None |
| Monday | 4 p.m. | 12 a.m. | 300 | 1-99 | None |
| Tuesday | 4 p.m. | 12 a.m. | 300 | 1-99 | None |
| Wednesday | 4 p.m. | 12 a.m. | 300 | 1-99 | None |
| Thursday | 4 p.m. | 12 a.m. | 300 | 1-99 | None |
| Friday | 4 p.m. | 1 a.m. | 400 | 1-99 | None |
| Saturday | 4 p.m. | 1 a.m. | 400 | 1-99 | None |

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 Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday
 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)

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: Juneau Rooftop Restaurant LLC | |
| Premise Address: 420 W Juneau Ave, Milwaukee, WI 53203 9th Floor and Rooftop | |
| 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 type="checkbox"/> No <input checked="" type="checkbox"/> Yes | |
| If yes, explain: <u>The LLC is made up of 20 investors</u> | |
| d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, list name and address: <u>Park Bank - P.O. Box 8969 Madison, WI 53708</u> | |
| 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.)? | <u>Landlord (Milwaukee DD Lodging Investors, LLC)</u> |
| 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 | <u>\$ n/a</u> |
| e) Total amount paid for goodwill of the business | <u>\$ n/a</u> |
| 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 type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> n/a |
| Lease Information (New & Transfer Applicants who are leasing the premises only) | |
| a) Date lease begins | <u>05/15/2023</u> Ends <u>05/14/2028</u> |
| b) Monthly rental | <u>\$ 20833.33</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</u> |

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):
n/a _____

Signature



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



FOOD DEALER LICENSE PLAN OF OPERATION

ccl-foodplan 2/28/19

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Legal Entity Name: **Juneau Rooftop Restaurant LLC** *g*

Premises Address: **420 W Juneau Ave Milwaukee, WI 53203** *9th Floor and Rooftop*

SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):
MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

Retail Items (snacks and beverages):
RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store? Yes No
A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

Bed & Breakfast
 Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done? No Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:
 Restaurant items (meals) will be sold – Complete this application and also contact DATCP.
 NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

SECTION 2 FOOD PROCESSING

Will any food processing be done? No Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold? No Yes
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: Dairy, fish, shellfish, meat, poultry, produce

SECTION 4 DETAILS OF OPERATION

Will you have seating on site for dining? No Yes

Will you be doing any catering? No Yes

Will you be doing any delivery? No Yes

Will you have outdoor activities? No Yes - Check all that apply: Bar Cooking/Grilling Dining

Will you have a drive thru window? No Yes - Are hours different from inside? No Yes
 If Yes, provide drive thru hours: _____

Will scales or barcode scanners be used? No Yes - You must also apply for a Weights & Measures License.

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?

At a single site At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars)

If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?

No If No, SKIP to Section 8

Yes If Yes, check all that apply: New construction of a building Renovation or remodeling
 Construction changes to existing building Equipment changes only

Provide a brief description of the changes: New building on empty lot

Start date: 09/17/2021

Name, Address & Phone Number of Architect: GBA - 608-829-1750
2248 Deming Way STE 120 Middleton, WI 53562

Name, Address & Phone Number of Contractor: Findorf - 414-272-8788
1600 N 6th Street Milwaukee, WI 53212

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?

No If No, SKIP to Section 9

Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?
 Immediately At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

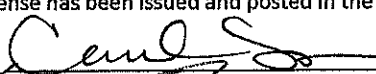
CS AF I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

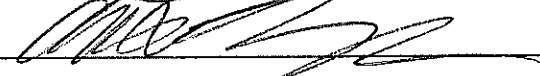
CS AF I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

CS AF I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

CS AF I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

CS AF I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: 

Signature of Additional Partner: 

Juneau Rooftop Restaurant d.b.a Il Cervo Menu Examples

| | |
|---|---|
| <p>Appetizers – options will include Italian focused vegetables, meats, roasted and fried items</p> <p>Menu Item Samples: Fried Roman Artichokes Cauliflower Caponata Stuffed Medjool Dates Pork Belly Agrodolce</p> | <p>Pastas – options will include handmade classic and modern Italian pastas</p> <p>Menu Item Samples: Cacio e Pepe Bucatini Pomodoro Rigatoni alla Bolognese Black Truffle Gnudi</p> |
| <p>Pizza – options will include classic oven fired pizzas with fresh, house-made dough</p> <p>Menu Item Samples: Spicy Salumi Funghi e Formaggi Margherita Grilled Eggplant</p> | <p>Entrees – options will include classic and modern Italian dishes of meat, fish, and fresh vegetables</p> <p>Menu Item Samples: Chicken Piccata Whole Roasted Branzino Steak Florentine Sea Scallops</p> |
| <p>Sides – to include fresh vegetable dishes prepared in-house daily</p> <p>Menu Item Samples: Crispy Fingerlings Roasted Fennel Foraged Mushrooms Roasted Delicata Squash</p> | <p>Desserts – Options will include classic and modern Italian items</p> <p>Menu Item Samples: Tiramisu Affogato Olive Oil Cake Butterscotch Budino</p> |

**JUNEAU ROOFTOP RESTAURANT LLC
DBA JJ CERVO**

420 W. JUNEAU AVE
MILWAUKEE, WI 53203-1106
01/15/2023

AGENT: EVAN ACKERS
eackers@foodfightinc.com

12,028 SQ FEET

