



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

Wednesday, December 18, 2024

COMMITTEE MEETING NOTICE

AD 12

HOSPITAL, Brian J, Agent
MKE ULTRA LLC
1535 W MITCHELL St
Milwaukee, WI 53204

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, January 07, 2025 at 09:50 AM

The access code is <https://meet.goto.com/729946085>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Fermented Malt, Class C Wine and Public Entertainment Premises Requesting Instrumental Musicians, Disc Jockey, Bands, Magic Shows, Poetry Readings, 50 Concerts/Yr., Comedy Acts, Dancing by Performers, Patrons Dancing and 12 Theatrical Performances/Yr as agent for "MKE ULTRA LLC" for "MKE ULTRA" at 1535 W MITCHELL St.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, 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 during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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

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



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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: 8/12/24
Officer: PO VODICKA

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

Name of Premise: MKE ULTRA
Address: 1535 W Mitchell St.
Phone:

Owner: Brian J HOSPITAL
Owner address: 2571 N Cramer St
City State Zip: Milwaukee, WI 53211
Owner Phone: 301-873-2807
Owner email: BrianJHospital@gmail.com

Licensee/Agent: Same
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: Same

Location currently open: ☐ YES ☒ NO

Projected open date: September 2024

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

Hours of Operation: Sun: 8a-11:59p ☐24 hours ☐Y ☐N
Mon: 4p-11:59p
Tue: "
Wed: "
Thu: "
Fri: "
Sat: 8a-11:59p

Premise Type: ☐ Tavern/Bar
☐ Restaurant
☒ Other: Performance space

Licenses currently held:
Alcohol: ☒ Yes ☐ No Class: D #:

Tobacco: ☐ Yes ☒ No #:
 Food: ☐ Yes ☒ No #:
 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. Street parking ☒ Yes ☐ No
7. Is there a parking lot ☐ Yes ☒ No
8. Is the parking lot clean? ☐ 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: may install
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. VCR ☐ Yes ☐ No
 - d. Recorded ☐ Yes ☐ No
20. How long is footage stored for later viewing:
21. Are there exterior cameras ☐ Yes ☒ No How many: may install
22. Are there interior cameras ☐ Yes ☒ No How many: may install
23. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☐ No
24. Cameras located in parking lot ☐ Yes ☒ No How many/a

Interior Survey:

25. What is the planned/posted capacity 49
26. What is the minimum number of employees that will be on premise 2
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. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
31. 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

32. How many security personnel are going to be employed: none
33. How will they be deployed: Interior Exterior
34. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun
35. Will the security be managed by business ☐ or contracted ☐
36. Will they be armed ☐ Yes ☐ No
37. What type of security measures will be used:
☐ Wanding/metal detector
☐ ID Scanner
☐ Dress Code
☐ Cover Charge
☐ Age restriction
☐ Other
38. When at capacity, how will the overflow crowd be managed?
39. Will a guard monitor the overflow crowd at all times? ☐ Yes ☐ No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

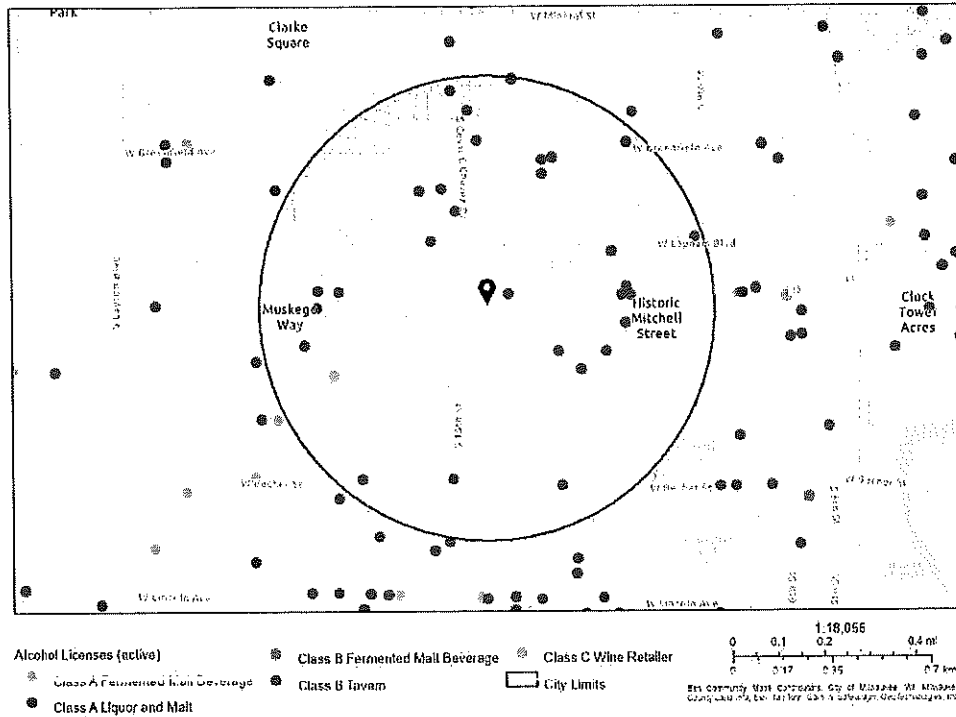


Concentration Map for 1535 W Mitchell St

Area of Interest (AOI) Information

Area : 21,862,585.68 ft²

Jul 29 2024 12:03:32 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	32		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Debbie Coops LLC	The Tool Box	Debra J Torres, Agt	1500 W Scott ST	Class B Tavern License		7/31/2024, 7:00 PM	1
2	SHORTY'S CATERING, INC	SHORTY'S CATERING & RESTAURANT	ELISA MALDONADO, Agt	2075-79 S 13TH ST	Class B Tavern License	156	9/20/2024, 7:00 PM	1
3	Acosta Restaurant LLC	El Tlaxcalteca Restaurant	Evaristo Acosta Pena, Agt	1300 W Burnham ST	Class B Tavern License		9/25/2024, 7:00 PM	1
4	El Pelon Bar	El Pelon Bar	Joel Velasco Garcia, SP	1832 S 13TH ST	Class B Tavern License	25	10/20/2024, 7:00 PM	1
5	La Escondida	La Escondida	Josephine Vargas, SP	1400 W ORCHARD ST	Class B Tavern License		10/13/2024, 7:00 PM	1
6	DON JULIO'S BAR AND CLUB LLC	DON JULIO'S BAR AND CLUB	Ruben Medina-Perdomo, Agt	1537 S CESAR E CHAVEZ DR	Class B Tavern License		10/28/2024, 7:00 PM	1
7	Forest Home Ave Chicken Palace LLC	Chicken Palace - Forest Home	Rosa Isela Real Perez, Agt	1937 W Forest Home AV	Class B Tavern License	71	11/22/2024, 6:00 PM	1
8	CANTARITOS BAR, LLC	Passion Nightclub	FRANCISCO GOMEZ-ORTIZ, Agt	1566-1570 S MUSKEGO AV	Class B Tavern License	52	10/29/2024, 7:00 PM	1
9	LA CARRETA LLC	La Carreta Vieja Night Club	Abel Santos, Agt	1339 W GREENFIELD AV 2nd FLOOR	Class B Tavern License		11/8/2024, 6:00 PM	1
10	Paul's Liquor LLC	Paul's Liquor	RAMINDERJI T KAUR, Agt	1600 W Becher ST	Class A Malt & Class A Liquor License		11/27/2024, 6:00 PM	1
11	PEOPLES INN	PEOPLES INN	MARIA M RODRIGUEZ, SP	1139 W MAPLE ST	Class B Tavern License	45	11/22/2024, 6:00 PM	1
12	SAN JOSE, LLC	CLUB GUADALAJARA	GUILLERMO RODRIGUEZ, Agt	1135 W LAPHAM BL	Class B Tavern License	240	11/23/2024, 6:00 PM	1
13	La Caleta LLC	La Caleta Restaurant & Bar	Monica Hernandez-Gaspar, Agt	1801 S Muskego AV	Class B Tavern License		1/16/2025, 6:00 PM	1
14	Greater Milwaukee Association of the Deaf Inc	Greater Milwaukee Association of the Deaf	John A Szupica, Agt	1725 S 11th ST	Class B Tavern License	129	1/16/2025, 6:00 PM	1
15	EL Inferno LLC	EL Inferno	ANTONIO MARTINEZ, Agt	2000 W Mitchell ST	Class B Tavern License		12/12/2024, 6:00 PM	1
16	TEQUILA NIGHT CLUB	TEQUILA NIGHT CLUB	GUSTAVO GUIZAR, JR, SP	1460 S MUSKEGO AV	Class B Tavern License	168	12/10/2024, 6:00 PM	1
17	Gunny Food Mart Inc	Gunny Food Mart	MANPREET KAUR, Agt	2033 W Mitchell ST	Class A Malt & Class A Liquor License		2/26/2025, 6:00 PM	1
18	Shree Ram 1401 LLC	Max Liquor & Food	Ushaben H Patel, Agt	1401 W GREENFIELD AV	Class B Tavern License		2/5/2025, 6:00 PM	1

19	La Sirenita Bar, LLC	La Sirenita Bar	FRANCISCO MARTINEZ VILLEGAS, Agt	1500 W MITCHELL ST	Class B Tavern License	80	2/27/2025, 6:00 PM	1
20	Escvzq Club 69 LLC	Club 69	Lourdes J Jeronimo, Agt	1663 S 11TH ST	Class B Tavern License		2/25/2025, 6:00 PM	1
21	BUCKAROO LTD	Bryant's Cocktail Lounge	JOHN M DYE, Agt	1579 S 9th ST	Class B Tavern License	99	4/7/2025, 7:00 PM	1
22	Restaurant Y Taqueria La Esperanza, LLC	La Esperanza	Paula Monroy Nieto, Agt	2028 W MITCHELL ST	Class B Tavern License	60	4/11/2025, 7:00 PM	1
23	AJ FOOD MART CORP.	Greenfield Pantry	Gurpreet Singh, Agt	1110 W Greenfield AV	Class A Malt & Class A Liquor License		4/13/2025, 7:00 PM	1
24	Starlite Beer & Food, Inc.	Starlite Food	GURMUKH SINGH, Agt	2013 W Burnham ST	Class A Fermented Malt Beverage Retailer's License		4/20/2025, 7:00 PM	1
25	S.I. LIQUOR INC.	EL CHARRO LIQUOR	Kamaljeet Singh, Agt	1207 S CESAR E CHAVEZ DR	Class A Malt & Class A Liquor License		5/24/2025, 7:00 PM	1
26	1110, CORP	Birreria El Torito	Michael J Widmann, Agt	1108 W GREENFIELD AV	Class B Tavern License	25	5/19/2025, 7:00 PM	1
27	DEL VALLE OAX INC.	Del Valle Oaxaqueno & La Casa Del Pan	Miriam E De Garcia, Agt	1100 W HISTORIC MITCHELL ST	Class B Tavern License		6/30/2025, 7:00 PM	1
28	Debbie Coops LLC	The Tool Box	Debra J Torres, Agt	1500 W Scott ST	Class B Tavern License		7/31/2025, 7:00 PM	1
29	Tacos Gemelos Restaurant LLC	Los Gemelos Tacos	Juan G Antunez Gomez, Agt	1116 W HISTORIC MITCHELL ST	Class B Tavern License	49	7/22/2025, 7:00 PM	1
30	El Barril	El Barril	JOSE L TERRONES, SP	1586 S PEARL ST	Class B Tavern License	59	7/5/2025, 7:00 PM	1
31	La Carreta Vieja Restaurant LLC	La Carreta Vieja Restaurant	ABEL SANTOS, Agt	1339 W GREENFIELD AV	Class B Tavern License	223	7/26/2025, 7:00 PM	1
32	BETO'S PIZZA LLC	Beto's Pizza LLC	Jair A Varela-Caballero, Agt	1234 S CESAR E CHAVEZ DR	Class B Tavern License		6/18/2025, 7:00 PM	1

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



Wednesday, December 18, 2024



Notice of Public Hearing

Blank Notice

HOSPITAL, Brian J, Agent
MKE ULTRA at 1535 W MITCHELL St

Class B Fermented Malt, Class C Wine and Public Entertainment Premises Requesting
Instrumental Musicians, Disc Jockey, Bands, Magic Shows, Poetry Readings, 50 Concerts/Yr.,
Comedy Acts, Dancing by Performers, Patrons Dancing and 12 Theatrical Performances/Yr

Tuesday, January 07, 2025 at 9:50 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 1/7/2025 at 9:50 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1500 W MITCHELL ST# A	MILWAUKEE, WI 53204-3242
CURRENT OCCUPANT	1502 W MITCHELL ST	MILWAUKEE, WI 53204-3242
CURRENT OCCUPANT	1504 W MITCHELL ST	MILWAUKEE, WI 53204-3242
CURRENT OCCUPANT	1504A W MITCHELL ST	MILWAUKEE, WI 53204-3242
CURRENT OCCUPANT	1504B W MITCHELL ST	MILWAUKEE, WI 53204-3242
CURRENT OCCUPANT	1512 W MITCHELL ST	MILWAUKEE, WI 53204-3242
CURRENT OCCUPANT	1512A W MITCHELL ST	MILWAUKEE, WI 53204-3242
CURRENT OCCUPANT	1522A W MITCHELL ST	MILWAUKEE, WI 53204-3242
CURRENT OCCUPANT	1522B W MITCHELL ST# 1	MILWAUKEE, WI 53204-3200
CURRENT OCCUPANT	1522B W MITCHELL ST# 2	MILWAUKEE, WI 53204-3200
CURRENT OCCUPANT	1522B W MITCHELL ST# 3	MILWAUKEE, WI 53204-3200
CURRENT OCCUPANT	1522B W MITCHELL ST# 4	MILWAUKEE, WI 53204-3200
CURRENT OCCUPANT	1522B W MITCHELL ST# 5	MILWAUKEE, WI 53204-3200
CURRENT OCCUPANT	1523 W MITCHELL ST	MILWAUKEE, WI 53204-3243
CURRENT OCCUPANT	1524 W MITCHELL ST	MILWAUKEE, WI 53204-3242
CURRENT OCCUPANT	1525 W MITCHELL ST# A	MILWAUKEE, WI 53204-3243
CURRENT OCCUPANT	1526 W MITCHELL ST	MILWAUKEE, WI 53204-3242
CURRENT OCCUPANT	1527 W MITCHELL ST# A	MILWAUKEE, WI 53204-3243
CURRENT OCCUPANT	1532A W MITCHELL ST	MILWAUKEE, WI 53204-3242
CURRENT OCCUPANT	1533 W MITCHELL ST# 1	MILWAUKEE, WI 53204-3243
CURRENT OCCUPANT	1533 W MITCHELL ST# 2	MILWAUKEE, WI 53204-3243
CURRENT OCCUPANT	1550 W MITCHELL ST	MILWAUKEE, WI 53204-3244
CURRENT OCCUPANT	1551A W MITCHELL ST	MILWAUKEE, WI 53204-3245
CURRENT OCCUPANT	1555 W MITCHELL ST	MILWAUKEE, WI 53204-3245
CURRENT OCCUPANT	1556 W MITCHELL ST# 1	MILWAUKEE, WI 53204-3244
CURRENT OCCUPANT	1556 W MITCHELL ST# 2	MILWAUKEE, WI 53204-3244
CURRENT OCCUPANT	1556 W MITCHELL ST# 3	MILWAUKEE, WI 53204-3244
CURRENT OCCUPANT	1556 W MITCHELL ST# 4	MILWAUKEE, WI 53204-3244
CURRENT OCCUPANT	1557 W MITCHELL ST	MILWAUKEE, WI 53204-3245
CURRENT OCCUPANT	1561 W MITCHELL ST	MILWAUKEE, WI 53204-3245
CURRENT OCCUPANT	1561A W MITCHELL ST	MILWAUKEE, WI 53204-3245
CURRENT OCCUPANT	1657 S 15TH PL	MILWAUKEE, WI 53204-3214
CURRENT OCCUPANT	1666 S 15TH PL	MILWAUKEE, WI 53204-3212
CURRENT OCCUPANT	1667 S 15TH PL	MILWAUKEE, WI 53204-3214
CURRENT OCCUPANT	1670 S 15TH PL	MILWAUKEE, WI 53204-3212
CURRENT OCCUPANT	1709 S 15TH PL	MILWAUKEE, WI 53204-3216
CURRENT OCCUPANT	1709A S 15TH PL	MILWAUKEE, WI 53204-3216
CURRENT OCCUPANT	1711 S 15TH PL	MILWAUKEE, WI 53204-3216
CURRENT OCCUPANT	1715 S 15TH PL	MILWAUKEE, WI 53204-3216
CURRENT OCCUPANT	1717 S 15TH PL	MILWAUKEE, WI 53204-3216
CURRENT OCCUPANT	1722 S 16TH ST	MILWAUKEE, WI 53204-3104
CURRENT OCCUPANT	1723 S 15TH PL	MILWAUKEE, WI 53204-3216
CURRENT OCCUPANT	1728 S 16TH ST	MILWAUKEE, WI 53204-3104
CURRENT OCCUPANT	1729 S 15TH PL	MILWAUKEE, WI 53204-3216
CURRENT OCCUPANT	1734 S 16TH ST	MILWAUKEE, WI 53204-3104
CURRENT OCCUPANT	1735 S 15TH PL	MILWAUKEE, WI 53204-3216

CURRENT OCCUPANT

1743 S 15TH PL

MILWAUKEE, WI 53204-3216

Blank Notice

Total Records: 47

Radius 250 feet and Center of the Circle: 1535 W Mitchell 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:

Live Music Theater with concession stand

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

2. Business Operations

- a. Proposed Opening Date: 9/1/2024
- 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: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes
If yes, explain: _____
- 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: Live band performance

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 5 Locations: 1 per restroom, 1 at concession, 2 on dance floor
Outside: 10 Locations: on street (W Mitchell St.)
- 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: City of Milwaukee

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: _____
- c. Will you have licensed security on premise? ☒ No ☐ Yes If yes, how many? _____ and answer the following:
What are their responsibilities? _____
Describe equipment used _____
List their License Number (s) _____
- d. Will there be security cameras? ☒ No ☐ Yes If yes, how many? _____ and list locations: _____
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe over 21 ID check

6. Percentage of Sales (must total 100%)

Alcohol <u>20</u> %	Food _____ % Cigarettes, Electronic Vape Devices, Tobacco Products _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>65</u> %			<u>15</u> %
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>recording studio</u> % Describe: <u>recording studio</u>

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: _____ Number of Rooms: _____
Rooming House: Number of Floors: _____ 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, Electronic Vape Products ☐ 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 _____ (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: _____
- c. Nearest Major Cross Street: S. 15th Pl.
- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____
- e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 2 ☐ Other: _____
- f. Describe Surrounding Area: ☐ Commercial ☐ Residential ☐ Industrial ☒ Other: Mixed Use
- g. Building Owner Name: Julio Rudy Rodriguez Phone Number: 414-840-7839
 Building Owner Address: 3366 S. 15th Pl., Milwaukee, WI; 53215

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☐ Yes

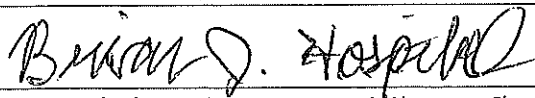
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	8 a.m.	11:59 p.m.	40	18-65	
Monday	4 p.m.	11:59 p.m.	11	11	
Tuesday	11	11	11	11	
Wednesday	11	11	11	11	
Thursday	11	11	11	11	
Friday	11	11	11	11	
Saturday	8 a.m.	11:59 p.m.	11	11	

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)

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: MKE ULTRA LLC

Premise Address: 1535 W. Mitchell St., FL 1, Milwaukee, WI

Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital? ☒ No ☐ Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? ☒ No ☐ 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? ☒ No ☐ 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? ☐ No ☒ 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? ☒ No ☐ 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?

☒ No ☐ Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? ☐ Own ☒ Lease

b) Who owns the fixtures (for example, coolers, etc.)? LLC members

c) Are you purchasing the stock and/or fixtures? ☒ No ☐ 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? ☒ No ☐ Yes

Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins 9/2018 Ends open

b) Monthly rental \$ 725

c) Do you have an option to renew the lease? ☐ No ☒ Yes

d) Does your lease allow for assignment to another party without the consent of the owner? ☒ No ☐ Yes

e) For what length of time have you been guaranteed occupancy (number of years)? 1/12

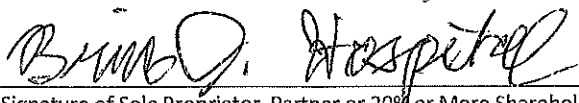
Lease Information (Continued)

- 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



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: 1535 W. Mitchell St., Fl 1, Milwaukee, WI

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|---|---|--|
| <input checked="" type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Battle of the Bands | <input checked="" type="checkbox"/> Dancing by Performers | <input type="checkbox"/> Amusement Machines
How many? _____ |
| <input checked="" type="checkbox"/> Bands | <input checked="" type="checkbox"/> Comedy Acts | <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input checked="" type="checkbox"/> Concerts
Approx. # per year? <u>50</u> |
| <input type="checkbox"/> Bowling Alley
How many? _____ | <input checked="" type="checkbox"/> Disc Jockey | <input type="checkbox"/> Wrestling | <input checked="" type="checkbox"/> Theatrical Performances
Approx. # per year? <u>12</u> |
| <input type="checkbox"/> Pool Tables
How many? _____ | <input checked="" type="checkbox"/> Magic Shows | <input type="checkbox"/> Patron Contests | <input 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 type="checkbox"/> Karaoke |
| <input type="checkbox"/> Other: _____ | | | |

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.

PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? ☐ No ☒ Yes If Yes, Describe:
Independent promoters will book shows and rent the space.

At any time will sound amplification be used? ☐ No ☒ Yes If Yes, Describe:
Live sound reinforcement for concerts.

LEGAL CAPACITY OF PREMISES

80 (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: 49. 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.

Brian J. Hopster

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: RC Filed: 7-29-24 App: PEP3109039

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

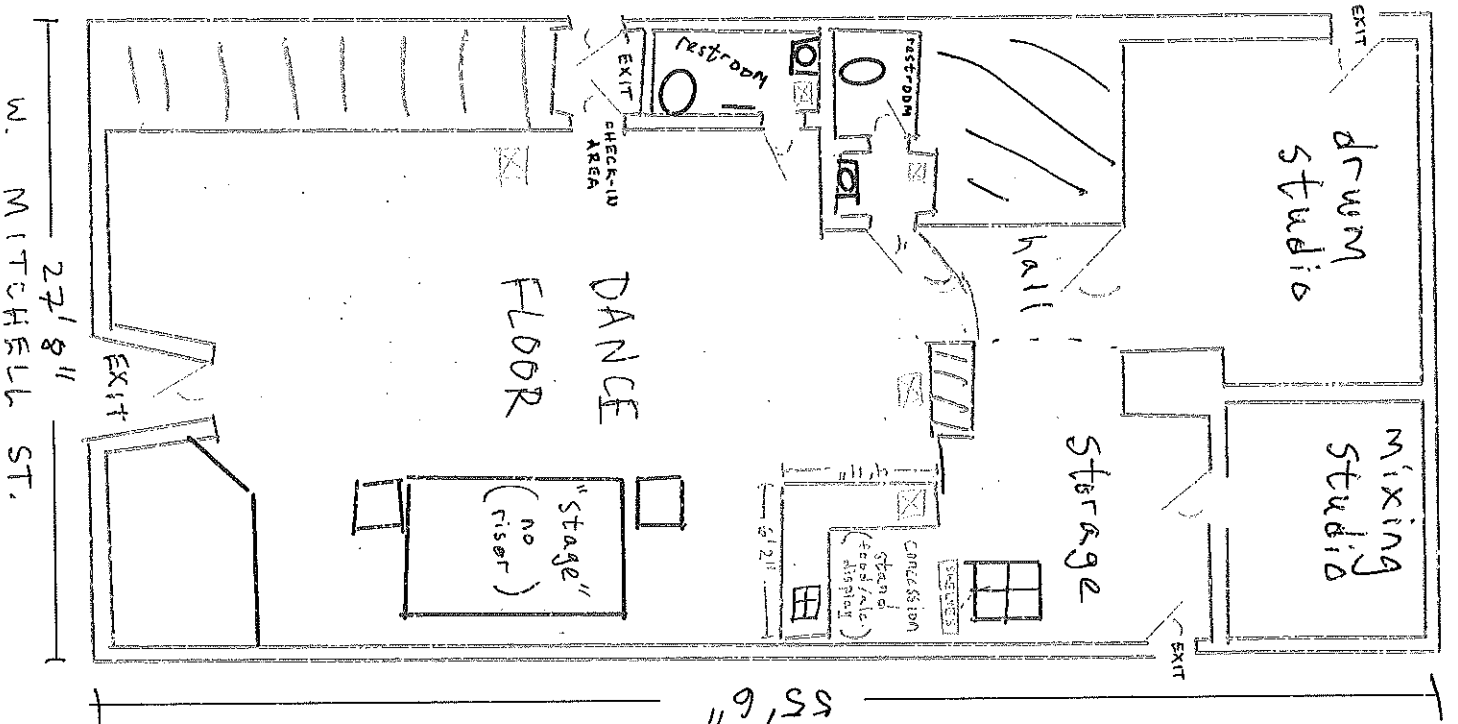
S
E ↔ W
N

Total Area: 1304.25 ft²

Trash Can
Refrigerator (Alcohol Storage)

floor

S. 15th Pl.
55'6"



MKE ULTRA LLC

Agent: Brian J. Hospital
1535 W. Mitchell St., Milwaukee, WI
July 29, 2024