



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, November 15, 2022

COMMITTEE MEETING NOTICE


AD 03

GABERT, Thomas S, Agent  
Pomona Cider Company LLC  
2163 N FARWELL Av  
Milwaukee, WI 53202

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

**Tuesday, November 29, 2022 at 10:20 AM**

The access code is <https://meet.goto.com/578608581>. If you wish to call in, please call [+1 \(224\) 501-3412](tel:+12245013412) and use Access Code: 578-608-581. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern and Food Dealer License Applications as agent for "Pomona Cider Company LLC" for "Pomona Cider Company" at 2163 N FARWELL 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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)





CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, November 15, 2022

COMMITTEE MEETING NOTICE

AD 03

GABERT, Thomas S, Agent  
Pomona Cider Company LLC  
2326 N 57<sup>th</sup> ST  
Milwaukee, WI 53210

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. The hearing will be held at:

**Tuesday, November 29, 2022 at 10:20 AM**

The access code is <https://meet.goto.com/578608581>. If you wish to call in, please call [+1 \(224\) 501-3412](tel:+12245013412) and use Access Code: 578-608-581. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern and Food Dealer License Applications as agent for "Pomona Cider Company LLC" for "Pomona Cider Company" at 2163 N FARWELL 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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

Date: 9/27/2022  
Officer: PLUMLEY

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

Name of Premise: Pomona Cider Company  
Address: 2163 N Farwell Av  
Phone:

Owner: Thomas GABERT  
Owner address: 2326 N 57<sup>th</sup> St  
City State Zip: Milwaukee WI 53210  
Owner Phone: 414-559-7394  
Owner email:

Licensee/Agent: Thomas GABERT  
Home Address: 2326 N 57<sup>th</sup> St  
City State Zip: Milwaukee WI 53210  
Phone: 414-559-7394  
Email:

Preferred contact: Phone

Location currently open:  YES  NO

Projected open date: 12/1/2022

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

Hours of Operation: Sun: 9A-9P 24 hours Y N  
Mon: 9A-9P  
Tue: CLOSED  
Wed: 9A-9P  
Thu: 9A-9P  
Fri: 9A-9P  
Sat: 9A-9P

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: BART #: 235167  
 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: 3
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: 30 Days
21. Are there exterior cameras  Yes  No How many: 3
22. Are there interior cameras  Yes  No How many: 3
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 Unknown
- 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. 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: 0
- 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:**

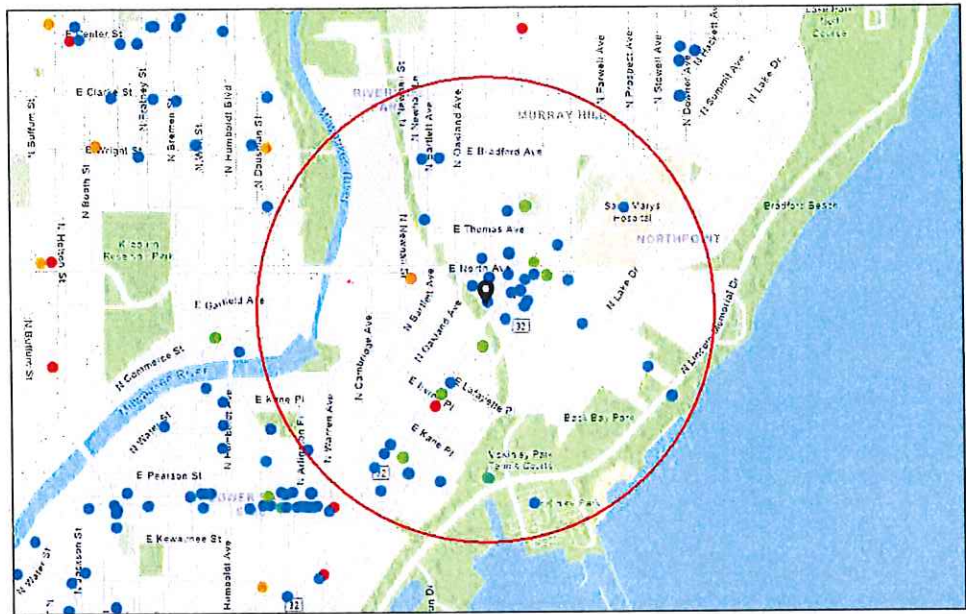


# Concentration Map for 2163 N Farwell Av

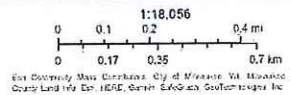
## Area of Interest (AOI) Information

Area : 21,862,585.68 ft<sup>2</sup>

Sep 13 2022 13:32:35 Central Daylight Time



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



### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	59		

Alcohol Licenses



#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Mari Corp	Merge	Karandeep S Randhawa, Agt	1932 E KENILWORTH PL	Class B Tavern License	99	11/13/2021, 6:00 PM	1
2	The Jazz Estate Inc	The Jazz Estate	JOHN M DYE, Agt	2423 N MURRAY AV	Class B Tavern License	65	12/14/2021, 6:00 PM	1
3	Charles Allis and Villa Terrace Museums, Inc.	Villa Terrace Decorative Arts Museum	John C Sterr, Agt	2220 N TERRACE AV	Class B Tavern License	85	11/29/2021, 6:00 PM	1
4	Stone Bowl Grill, LLC	Stone Bowl	Young B Kim, Agt	1958-62 N Farwell AV	Class B Tavern License	99	12/15/2021, 6:00 PM	1
5	Door County Brewing Co, LLC	Hacienda Beer Co	Adam R Miller, Agt	2018 E North AV	Class C Wine Retailer's License	240	11/24/2021, 6:00 PM	1
6	FOUR STAR INC OF MILWAUKEE	MURRAY PANTRY	MURAD M ALI, Agt	2430 N MURRAY AV	Class A Fermented Malt Beverage Retailer's License		1/14/2022, 6:00 PM	1
7	Izzy Hops LLC	Izzy Hops	MICHAEL J VITUCCI, Agt	2311 N Murray AV	Class B Tavern License		2/6/2022, 6:00 PM	1
8	El Grupo J & K, LLC	Judy's on North / El Grupo J & K	Kevin I Lopez, Agt	2207 E North AV	Class B Tavern License		2/3/2022, 6:00 PM	1
9	Saint John's Communities, Inc	Saint John's on the Lake	Renee E Anderson, Agt	1840 N PROSPECT AV	Class B Tavern License		2/3/2022, 6:00 PM	1
10	Lin & Chen Fushimi, LLC	Fushimi Sushi Seafood Buffet	Gui Lin, Agt	2116 N Farwell AV	Class B Tavern License		1/19/2022, 6:00 PM	1
11	ETHIOPIAN COTTAGE RESTAURANT, INC	ETHIOPIAN COTTAGE RESTAURANT	YITLETU DEBEBE, Agt	1824 N FARWELL AV	Class B Fermented Malt Beverage Retailer's License	75	1/14/2022, 6:00 PM	1
12	ETHIOPIAN COTTAGE RESTAURANT, INC	ETHIOPIAN COTTAGE RESTAURANT	YIGLETU DEBEBE, Agt	1824 N FARWELL AV	Class C Wine Retailer's License		1/14/2022, 6:00 PM	1
13	ZAFFIRO BROS, INC	ZAFFIRO'S PIZZA	MICHAEL J ZAFFIRO, Agt	1724 N FARWELL AV	Class B Tavern License	25	1/25/2022, 6:00 PM	1
14	Krikar LLC	Koppa's Fulbeli Deli	Karthik B Pothumachi, Agt	1940 N FARWELL AV	Class A Malt & Class A Liquor License		2/26/2022, 6:00 PM	1
15	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		3/1/2022, 6:00 PM	1
16	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class C Wine Retailer's License		3/1/2022, 6:00 PM	1
17	Erth Wellness, LLC	Kind Oasis	Salem J Kashou, Agt	2169 N FARWELL AV	Class B Tavern License		2/7/2022, 6:00 PM	1



18	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		3/29/2022, 7:00 PM	1
19	SPTreсто, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class B Fermented Malt Beverage Retailer's License		3/29/2022, 7:00 PM	1
20	PIZZA SHUTTLE, INC	PIZZA SHUTTLE	MARK H GOLD, Agt	1827 N Farwell AV	Class B Tavern License	150	3/6/2022, 6:00 PM	1
21	JAMOHEAD, INC	JAMO'S	JAMISON H GOLL, Agt	1800 N ARLINGTON PL	Class B Tavern License	25	3/24/2022, 7:00 PM	1
22	PADDY'S PET & PUB, LLC	PADDY'S PET & PUB	ORLEN G WOOD, Agt	2339-A N MURRAY AV	Class B Tavern License	179	3/1/2022, 6:00 PM	1
23	SPTreсто, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class C Wine Retailer's License		3/29/2022, 7:00 PM	1
24	Saz's Catering Inc	Jan Serr Studio	Stephanie L Sazama-Schneck, Agt	2155 N Prospect AV	Class B Tavern License		4/4/2022, 7:00 PM	1
25	GPJ OF MILWAUKEE, INC	MA FISCHER'S	HEIDI A PANAGIOTOP OULOS, Agt	2214 N FARWELL AV	Class B Tavern License	240	4/11/2022, 7:00 PM	1
26	PROSPECTOR PARTNERSHIP LLC	VINTAGE	REBECCA E GODFREY, Agt	2203 N PROSPECT AV	Class B Tavern License	151	4/10/2022, 7:00 PM	1
27	LANDMARK BARS, INC	LANDMARK LANES	SLAVA TUZHILKOV, Agt	2220 N FARWELL AV	Class B Tavern License	240	4/11/2022, 7:00 PM	1
28	Crossroads Collective, LLC	Crossroads Collective	TIM B GOKHMAN, Agt	2238 N Farwell AV	Class B Tavern License		12/10/2021, 6:00 PM	1
29	Nine Below Inc	Nine Below	Marla R Poytinger, Agt	1905 E North AV	Class B Tavern License	270	5/30/2022, 7:00 PM	1
30	Splash Studio Inc.	Splash Studio Inc.	Marla R Poytinger, Agt	1815 E Kenilworth PL	Class B Tavern License		5/30/2022, 7:00 PM	1
31	Axe MKE, Inc	Axe MKE	Marla R Poytinger, Agt	1924 E KENILWORTH PL	Class B Tavern License		5/30/2022, 7:00 PM	1
32	DP Hospitality Group LLC	Tayolino	Peter J Dietrich, Agt	2315 N MURRAY AV	Class B Tavern License	99	5/26/2022, 7:00 PM	1
33	Dairyland Retail Group LLC	7-Eleven #35852B	Elizabeth J Evans, Agt	1609 E NORTH AV	Class A Retailer's Intoxicating Liquor License		6/14/2022, 7:00 PM	1
34	Dairyland Retail Group LLC	7-Eleven #35852B	Elizabeth J Evans, Agt	1609 E NORTH AV	Class A Fermented Malt Beverage Retailer's License		6/14/2022, 7:00 PM	1

35	HOOLIGAN'S SUPER IRISH DELI & BAR, INC	HOOLIGAN'S	MARK B BUESING, Agt	2017 E NORTH AV	Class B Tavern License	118	6/29/2022, 7:00 PM	1
36	VITUCCI'S, INC	VITUCCI'S COCKTAIL LOUNGE	Julie A Vitucci, Agt	1832 E NORTH AV	Class B Tavern License	160	7/7/2022, 7:00 PM	1
37	Black Gate LLC	Von Trier	MARK A ZIERATH, Agt	2235 N Farwell AV	Class B Tavern License	153	6/13/2022, 7:00 PM	1
38	BENJAMIN'S FINE WINE & SPIRITS LLC	Waterford Wine Company	BENJAMIN T CHRISTIANS EN, Agt	2120 N FARWELL AV	Class B Tavern License		6/18/2022, 7:00 PM	1
39	Sip & Purr LLC	Sip & Purr Cat Cafe	Katherine E McHugh, Agt	2021 E Ivanhoe PL	Class B Tavern License		6/14/2022, 7:00 PM	1
40	CHAMPION'S PUB, LLC	CHAMPION'S PUB	ROBERT R GREENYA, Agt	2417 N BARTLETT AV	Class B Tavern License	148	6/28/2022, 7:00 PM	1
41	IFM Farwell LLC	Oriental Theatre	Kristen C Heller, Agt	2230 N FARWELL AV	Class B Tavern License	1,834	7/23/2022, 7:00 PM	1
42	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	2108 N Farwell AV	Class C Wine Retailer's License		7/28/2022, 7:00 PM	1
43	BEANS & BARLEY, INC	BEANS & BARLEY	JAMES C NEUMEYER, Agt	1901 E NORTH AV	Class B Tavern License	180	6/29/2022, 7:00 PM	1
44	MILWAUKEE YACHT CLUB	MILWAUKEE YACHT CLUB	Matthew F Michael, Agt	1700 N LINCOLN MEMORIAL DR	Class B Tavern License	180	7/5/2022, 7:00 PM	1
45	WHOLE FOODS MARKET GROUP, INC	WHOLE FOODS MARKET	Brooke M Remitz, Agt	2305 N PROSPECT AV	Class B Tavern License		6/13/2022, 7:00 PM	1
46	Dock Bradford, LLC	The Dock at Bradford Beach	BRIAN C RANDALL, Agt	2400 N Lincoln Memorial DR	Class B Tavern License		7/26/2022, 7:00 PM	1
47	Milwaukee Catholic Home Inc	Milwaukee Catholic Home	Robert F Frediani, Agt	2462 N PROSPECT AV	Class B Tavern License		7/30/2022, 7:00 PM	1
48	MOOSA BURGER, INC.	Moosa's	ALAA I MUSA, Agt	2272 N LINCOLN MEMORIAL DR	Class B Tavern License		7/28/2022, 7:00 PM	1
49	Kawa Ramen & Sushi Inc	Kawa	LinJin Xiao, Agt	2321-23 N Murray AV	Class B Tavern License		9/12/2022, 7:00 PM	1
50	WV, LLC	TESS	MITCHELL D WAKEFIELD, Agt	2499 N BARTLETT AV	Class B Tavern License	60	7/30/2022, 7:00 PM	1
51	Hangout MKE Cafe & Lounge Co	Hangout MKE	Rebecca M Riddle, Agt	1819 N Farwell AV	Class B Tavern License	150	8/7/2022, 7:00 PM	1
52	The Original MKE, LLC	The Original	Eric E Rzepka, Agt	2498 N Bartlett AV	Class B Tavern License	99	9/3/2022, 7:00 PM	1
53	Ardent Milwaukee, LLC	Ardent	Justin K Carlisle, Agt	1749-51 N Farwell AV	Class B Tavern License		10/13/2022, 7:00 PM	1

54	Colectivo Coffee Roasters Inc	Colectivo Coffee Roasters Inc	William D Suskey, Agt	2211 N Prospect AV	Class B Tavern License	299	10/17/2022, 7:00 PM	1
55	Charles Allis and Villa Terrace Museums, Inc.	Charles Allis Art Museum	Neil V Albrecht, Agt	1801 N PROSPECT AV	Class B Tavern License	99	11/29/2021, 6:00 PM	1
56	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class B Fermented Malt Beverage Retailer's License		10/31/2022, 7:00 PM	1
57	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class C Wine Retailer's License		10/31/2022, 7:00 PM	1
58	Charles Allis and Villa Terrace Museums, Inc.	Charles Allis Art Museum	Neil V Albrecht, Agt	1801 N PROSPECT AV	Class B Tavern License	99	11/29/2022, 6:00 PM	1
59	The National, LLC	The LaFayette Place	Amy R Plennes, Agt	1978 N Farwell AV	Class B Tavern License		11/3/2022, 7:00 PM	1

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



Tuesday, November 15, 2022



# Notice of Public Hearing

Blank Notice

---

GABERT, Thomas S, Agent  
Pomona Cider Company at 2163 N FARWELL Av  
Class B Tavern and Food Dealer License Applications

**Tuesday, November 29, 2022 at 10:20 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 11/29/2022 at 10:20 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](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

---

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

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







CURRENT OCCUPANT	2134 N OAKLAND AVE	MILWAUKEE, WI 53202-1132
CURRENT OCCUPANT	2205 N FARWELL AVE# 1	MILWAUKEE, WI 53202-1153
CURRENT OCCUPANT	2205 N FARWELL AVE# 10	MILWAUKEE, WI 53202-1154
CURRENT OCCUPANT	2205 N FARWELL AVE# 11	MILWAUKEE, WI 53202-1154
CURRENT OCCUPANT	2205 N FARWELL AVE# 12	MILWAUKEE, WI 53202-1154
CURRENT OCCUPANT	2205 N FARWELL AVE# 2	MILWAUKEE, WI 53202-1153
CURRENT OCCUPANT	2205 N FARWELL AVE# 3	MILWAUKEE, WI 53202-1153
CURRENT OCCUPANT	2205 N FARWELL AVE# 4	MILWAUKEE, WI 53202-1153
CURRENT OCCUPANT	2205 N FARWELL AVE# 5	MILWAUKEE, WI 53202-1153
CURRENT OCCUPANT	2205 N FARWELL AVE# 6	MILWAUKEE, WI 53202-1154
CURRENT OCCUPANT	2205 N FARWELL AVE# 7	MILWAUKEE, WI 53202-1154
CURRENT OCCUPANT	2205 N FARWELL AVE# 8	MILWAUKEE, WI 53202-1154
CURRENT OCCUPANT	2205 N FARWELL AVE# 9	MILWAUKEE, WI 53202-1154

Blank Notice

Total Records: 106

Radius 250.0 feet and Center of Circle: 2163 N Farwell 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:  
taproom with food

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

## 2. Business Operations

a. Proposed Opening Date: October 1st, 2022

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: Speaker (2)

## 4. Smoking & Sanitation

a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_

b. Number of Garbage Cans: Inside: 9 Locations: bar, kitchen, restrooms, cidery, storage  
Outside: 2 Locations: west side, back of building

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, front of building, on farwell  
Camera outside and inside
- 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 Cameras  
List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 6 and list locations: bar, dining, outside entrances, storage
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

### 6. Percentage of Sales (must total 100%)

Alcohol <u>45%</u>	Food <u>55%</u>	Secondhand Merchandise _____%	Precious Metals & Gems _____%
Entertainment _____%	Cigarettes _____%	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____%	Other _____% Describe: _____
Pawnbroker Activity _____%	Salvaged Materials _____% (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: \_\_\_\_\_ 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  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 60 (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):  
 1<sup>st</sup> Floor  2<sup>nd</sup> 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: North Ave
- d. Describe Building:  Free-Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories \_\_\_\_\_  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: Magnetic North E.S LLC. Phone Number: 414-807-7220  
 Building Owner Address: P.O. BOX 11077 Shorewood WI; 53211

## 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	7:30AM	4PM	175	0-80	NONE
Monday	7:30AM	9PM	175	0-80	NONE
Tuesday	closed	closed	closed	closed	NONE
Wednesday	11AM	9PM	200	0-80	NONE
Thursday	11AM	9PM	200	0-80	NONE
Friday	11AM	9PM	300	0-80	NONE
Saturday	11AM	9PM	375	0-80	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)

Matthew Purman

Digitally signed by Matthew Purman  
 Date: 2022.08.22 23:51:53 -0600

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](http://www.milwaukee.gov/license)

Legal Entity Name: Pomona Cider Company LLC

Premise Address: 2163 N. Farewell Avenue, Milwaukee, WI 53202

### 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.)? Magnetic North ES LLC

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 December 8 2021 Ends December 8 2026

b) Monthly rental \$ 2,750.00

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)? 5 years (plus renewal terms)

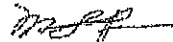
**Lease Information (Continued)**

- 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 occupancy 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





# FOOD DEALER LICENSE PLAN OF OPERATION

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

ccl-foodplan 2/28/19

Legal Entity Name: <b>Pomona Cider Company LLC</b>
Premises Address: <b>2163 N Farewell Ave, Milwaukee WI; 53202</b>
<b>SECTION 1 TYPE OF BUSINESS</b>
What will be the majority of your food sales? (check one)  <input checked="" type="checkbox"/> <b>Restaurant Items (meals):</b> 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.  <input type="checkbox"/> <b>Retail Items (snacks and beverages):</b> 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? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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.  <input type="checkbox"/> Bed & Breakfast <input type="checkbox"/> Micro Market  All Applicants: Submit a menu or a list of food items that will be sold.
Will any wholesale business be done? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, what percentage of food sales will be wholesale?  <input type="checkbox"/> Less than 25%  <input type="checkbox"/> 25% or More AND: <input type="checkbox"/> Restaurant Items (meals) will be sold – Complete this application and also contact DATCP. <input type="checkbox"/> NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.
<b>SECTION 2 FOOD PROCESSING</b>
Will any food processing be done? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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.
<b>SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL</b>
Will any food that requires temperature control be sold? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes (Includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)  If yes, list the types of food items: <u>Cheese, Ice Cream, Sausage</u>

**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: \_\_\_\_\_

Start date: \_\_\_\_\_

Name, Address & Phone Number of Architect: \_\_\_\_\_

Name, Address & Phone Number of Contractor: \_\_\_\_\_

**SECTION 7 ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?

No If No, SKIP to Section 8

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:

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

MP 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.

MP 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.

MP 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.

MP 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: Matthew Purman Digitally signed by Matthew Purman  
 Date: 2022.08.22 23:50:13 -0500

Signature of Additional Partner: \_\_\_\_\_

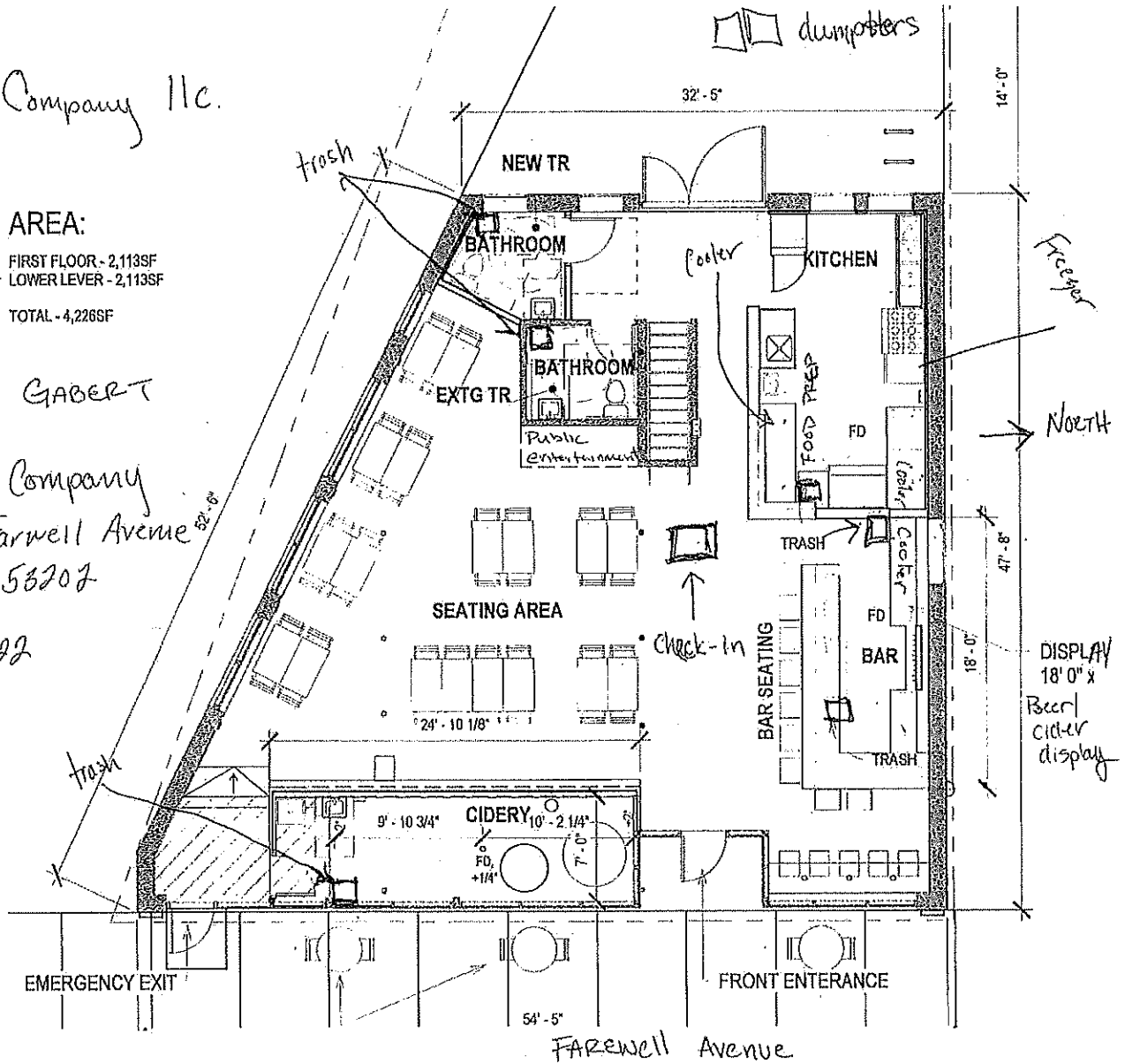
Pomona Cider Company Inc.

AREA:  
FIRST FLOOR - 2,113SF  
LOWER LEVEL - 2,113SF  
TOTAL - 4,226SF

THOMAS Steven GABERT

Pomona Cider Company  
2163 North Farwell Avenue  
Milwaukee, WI. 53207

August 23<sup>rd</sup> 2022

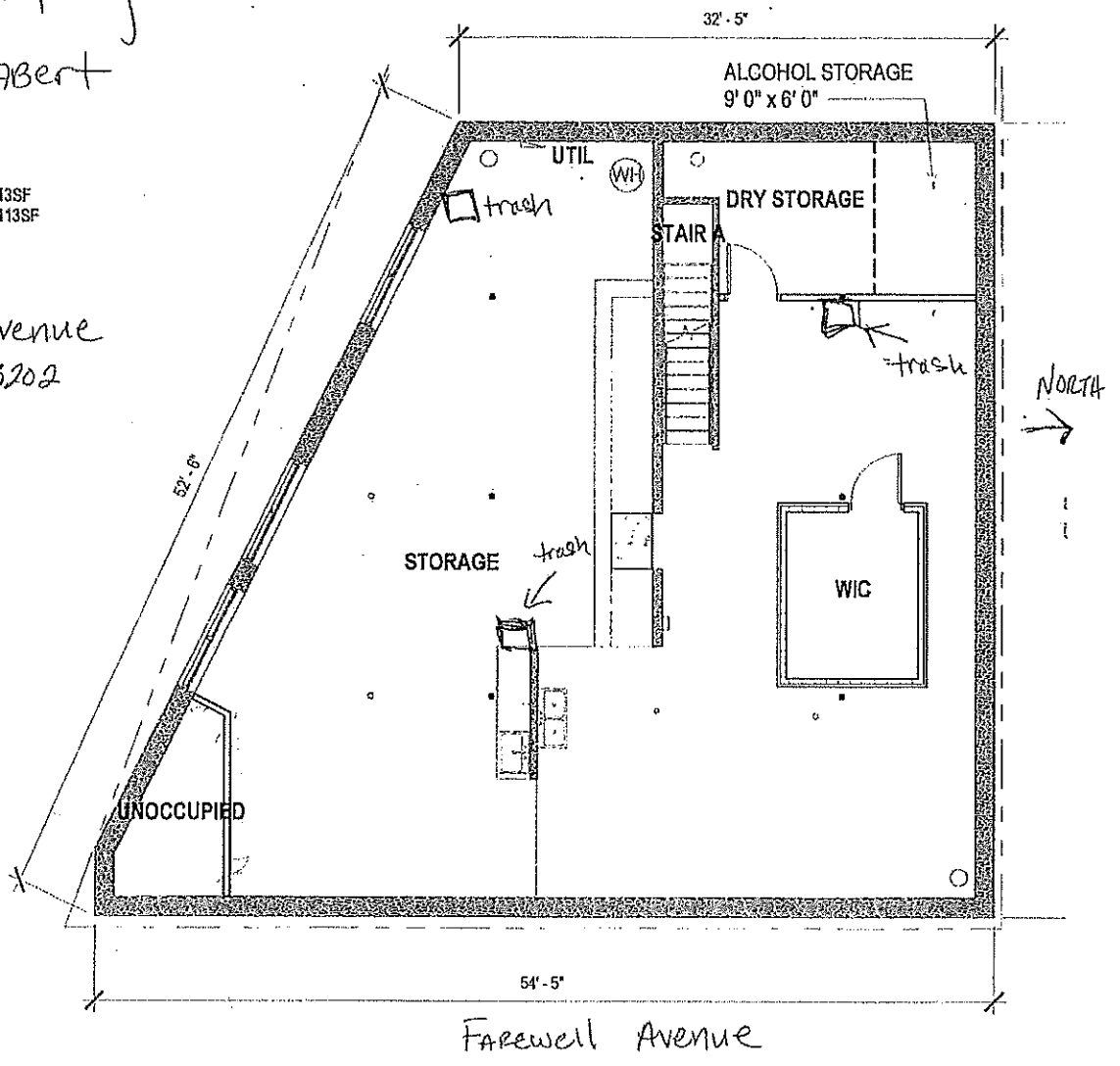


Pomona Cider Company LLC  
THOMAS Steven GABERT

Pomona Cider  
Company  
AREA:  
FIRST FLOOR - 2,113SF  
LOWER LEVEL - 2,113SF  
TOTAL - 4,226SF

2105 North Farwell Avenue  
Milwaukee WI, 53202

August 23<sup>rd</sup>, 2022





## Buckwheat Crepes

**Pork | 12**

pulled ham, gruyere

**Smoked Fish | 12**

whitefish or salmon, crème fraiche, capers

**Classic | 8**

whipped butter, kosher salt

## Sweet Crepes

**Lemon | 10**

White crepe, lemon butter, sugar

**Chocolate | 10**

Chocolate crepe, ginger? Rum

**Apple | 12**

White crepe, roasted Door County apples, cinnamon

## Sausage & Baguette | Served with Chips, Market Salad, or Slaw

Italian sausage simmered in our brute cider and broiled to order.

Served open-faced on a toasted baguette and topped with caramelized onion and roasted peppers | 16

## Bar Snacks

**Pomona Party Mix | 5**

fried chickpeas, chocolate covered espresso beans, sesame sticks, pretzels

**Charcuterie Board | 16**

summer sausage, piri piri salami, braunschweiger, apricot jam, pickled fennel, creole mustard, fresh bread

**Cheese Board | 16**

triple cream brie, applewood smoked havarti, white cheddar, apricot jam, pickled radish, creole mustard, fresh bread

**House Board | 24**

full selection of cheese + charcuterie, apricot jam, house-made pickles, creole mustard, fresh bread

**Marinated Cheese Curds | \$\$**

\*selections

## A la Carte

market salad | 5

chips | 3

apple + cabbage slaw | 4

## House-made Ice Cream | Cider Floats

Pick a flavor to float in any of our in-house ciders | 10

vanilla-orange cream

honey-lemon

blackberry-plum

## House-made Sodas