



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, May 16, 2024

COMMITTEE MEETING NOTICE

AD 14

PARK, Madalynn E, Agent
17th Ward, LLC
2791 S KINNICKINNIC Av
Milwaukee, WI 53207

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.

Wednesday, May 29, 2024 at 11:10 AM

The access code is <https://meet.goto.com/790544861>. If you wish to call in: +1 (877) 240-3412 and use Access Code: 790-544-861
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians and Disc Jockey as agent for "17th Ward, LLC" for "17th Ward Cocktail Lounge" at 2150 S KINNICKINNIC 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 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

Date: 05/01/2024
Officer: P.O. Garcia

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

Name of Premise: 17th Ward Cocktail Lounge
Address: 2150 S. Kinnickinnic Ave
Phone: 414-731-4045

Owner:
Owner address:
City State Zip:
Owner Phone:
Owner email:

Licensee/Agent: Madalynn E Park
Home Address: 2791 S. Kinnickinnic Ave
City State Zip: Milwaukee, WI, 53207
Phone: 414-731-4045
Email: madympark.mp@gmail.com

Preferred contact: Phone

Location currently open: YES NO

Projected open date: End of July

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

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

Premise Type: Tavern/Bar – Lounge
 Restaurant
 Other:

Licenses currently held: **No licenses currently held at location**
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 2
 - 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: Plans to add in the near future (2 exterior and 4 to 5 interior)

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 N/A

Interior Survey:

25. What is the planned capacity? **Unknown at this time**
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
Unsure at this time
- 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 Not at this time. Will add if needed

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

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This report was written by P.O. Fabian GARCIA assigned to District 6 days, Squad 6164.

On Wednesday, May 1st, 2024, at 12pm, I met with the licensee/agent Madalynn E. Park at 2150 S. Kinnickinnic Ave. Park's projected open date is the end of July. The location is currently still under renovation.

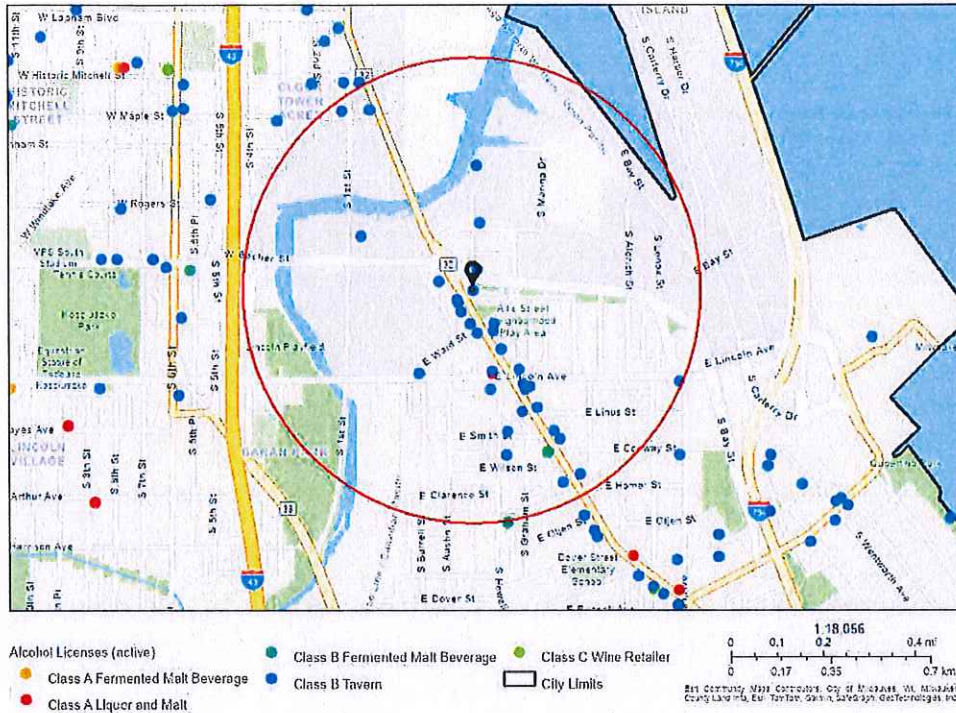
Park's stated that she plans on placing 4-5 interior cameras that will cover the entry and exit points, along with the cash register area. She has also had conversations with the property owner in placing 2 exterior cameras facing northbound and southbound. A discussion was had regarding the positing of no loitering signs, in which she stated she will probably post in the near future. I also discussed with Park's the standing complainant form, which she was handed and will talk over with her business partners and forward over to me once it has been filled out. The property does have large, clear windows where visibility from the exterior is good and visibility to the interior is good. Parks does not plan on having security at the location at this time.

Park was also handed a District 6 community contact guide.

Area of Interest (AOI) Information

Area : 21,862,585.55 ft²

Apr 12 2024 11:58:12 Central Daylight Time



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	36		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Tulum Latin Gastropub, LLC	Tulum Latin Gastropub	Ernesto Carmona, Agt	2352-54 S KINNICKINNI C AV	Class B Tavern License		4/24/2024, 7:00 PM	1
2	Lost Whale Enterprises LLC	Lost Whale	Richard W Duval, Agt	2151 S KINNICKINNI C AV	Class B Tavern License		6/18/2024, 7:00 PM	1
3	Cream City Hospitality LLC	Heirloom MKE	Jessica J Ignatiev, Agt	2376-78 S HOWELL AV	Class B Tavern License		6/20/2024, 7:00 PM	1
4	DRI 5 BAYVIEW LLC	Centraal Grand Cafe & Tappery	ERIC G WAGNER, Agt	2306 S KINNICKINNI C AV	Class B Tavern License	261	6/29/2024, 7:00 PM	1
5	MAPLE LEAF ENTERPRISE S, LLC	SUGAR MAPLE	ADRIENNE M PIERLUISSI, Agt	441 E LINCOLN AV	Class B Tavern License	160	7/29/2024, 7:00 PM	1
6	U.C. Jonas Inc	Mothership	PAUL U JONAS, Agt	2301 S Logan AV	Class B Tavern License		7/25/2024, 7:00 PM	1
7	BOTTLE MILWAUKEE, LLC	THE BOTTLE MILWAUKEE	TONY D WOJTECKI, Agt	1753 S KINNICKINNI C AV	Class B Tavern License	99	7/25/2024, 7:00 PM	1
8	HIGGSKI, INC	BAY VIEW BOWL	MICHAEL S KOSINSKI, Agt	2416 S KINNICKINNI C AV	Class B Tavern License	160	7/25/2024, 7:00 PM	1
9	SUSHI YUKI RESTAURANT, INC.	SUSHI YUKI	Jin San Koh, Agt	2349 S KINNICKINNI C AV	Class B Tavern License		7/24/2024, 7:00 PM	1
10	Three Sheets LLC	The Stone	SHAWN T LEET, Agt	2422 S Howell AV	Class B Tavern License	80	7/28/2024, 7:00 PM	1
11	Guanajuato Mexican Restaurant, LLC	Guanajuato Mexican Restaurant	CAROLINA GAMINO, Agt	2317 S Howell AV	Class B Tavern License		8/2/2024, 7:00 PM	1
12	SUMO, LLC	THE HIGHBURY PUB	JOSEPH R KATZ, Agt	2322 S KINNICKINNI C AV	Class B Tavern License	80	7/26/2024, 7:00 PM	1
13	MPR CORPORATION	Bay View Supermarket	PARESH C PATEL, Agt	2277 S HOWELL AV	Class A Malt & Class A Liquor License		9/19/2024, 7:00 PM	1
14	Rap Us Corp	Cafe India - Bar & Grill	RAKESH REHAN, Agt	2201 S Kinnickinnic AV	Class B Tavern License		9/14/2024, 7:00 PM	1
15	Semolina MKE LLC	Semolina MKE	Petra L Orłowski, Agt	2474 S KINNICKINNI C AV	Class B Tavern License		10/16/2024, 7:00 PM	1
16	Vine Society LLC	Voyager Wine & Cocktail Bar	JORDAN A BURICH, Agt	422 E Lincoln AV	Class B Tavern License	49	10/17/2024, 7:00 PM	1
17	AA Entertainment, LLC	The Backyard	Sam J Leaf, Agt	2155 S KINNICKINNI C AV	Class B Tavern License	160	10/17/2024, 7:00 PM	1
18	Revel Group Inc	Revel	Haley Irene Garcia, Agt	2246 S Kinnickinnic AV	Class B Tavern License	80	10/31/2024, 7:00 PM	1
19	Bridgewater MKE, LLC	Bridgewater Modern Grill	David J Marcus, Agt	2011 S 1ST ST Unit 4	Class B Tavern License		10/29/2024, 7:00 PM	1

20	B&J Investing Group LLC	Pink Agave	Evalise R Navarro, Agt	2242 S KINNICKINNI C AV	Class B Tavern License		11/11/2024, 6:00 PM	1
21	RSVR LLC	RSVR	Reid C Spiering, Agt	2210 S KINNICKINNI C AV	Class B Tavern License		11/19/2024, 6:00 PM	1
22	RED MAPLE MKE LLC	RED MAPLE MKE	Robin L Koutecky, Agt	100 W MAPLE ST	Class B Tavern License	49	1/15/2025, 6:00 PM	1
23	Morgan Kenwood, LTD	Avalon	JANE M SCHILZ, Agt	2473 S Kinnickinnic AV	Class B Tavern License		1/16/2025, 6:00 PM	1
24	MARY JANE RESTAURANTS LLC	Cheba Hut	Heather R Huhn, Agt	2202 S KINNICKINNI C AV	Class B Tavern License		2/1/2025, 6:00 PM	1
25	TODDBAYVIEW LLC	TODD I BELIEVE I CAN FRY	Paphitchaya Liotrakun, Agt	2159 S KINNICKINNI C AV Unit 1	Class B Tavern License		1/15/2025, 6:00 PM	1
26	GW Mireles Inc	Cafe Corazon Bay View	GEORGE MIRELES, Agt	2394 S Kinnickinnic AV	Class B Tavern License	99	2/2/2025, 6:00 PM	1
27	Homerun Holdings LLC	Santino's Social Club	Gregory L Huber, Agt	352 E Stewart ST	Class B Tavern License		3/1/2025, 6:00 PM	1
28	Egg & Flour II LLC	Egg & Flour	Adam M Pawlak, Agt	2273 S HOWELL AV	Class B Tavern License		3/2/2025, 6:00 PM	1
29	JSK Social Inc.	Satchmo's	Ting M Burazin, Agt	182 E LINCOLN AV	Class B Tavern License		1/8/2025, 6:00 PM	1
30	Lion's Tooth, LLC	Lion's Tooth	Michelle M McClone-Carriere, Agt	2421 S KINNICKINNI C AV	Class C Wine Retailer's License		3/22/2025, 7:00 PM	1
31	Lion's Tooth, LLC	Lion's Tooth	Michelle M McClone-Carriere, Agt	2421 S KINNICKINNI C AV	Class B Fermented Malt Beverage Retailer's License		3/22/2025, 7:00 PM	1
32	PALOMA BAY VIEW LLC	Paloma Taco and Tequila	PATTIE L FORD, Agt	2156 S KINNICKINNI C AV	Class B Tavern License		4/1/2025, 7:00 PM	1
33	LANDLUBBERS, INC	BARNACLE BUD'S	GENE M MC KIERNAN, Agt	1955 S HILBERT ST	Class B Tavern License	50	4/2/2025, 7:00 PM	1
34	BAY STREET PUB, LLC	BAY STREET PUB	Elizabeth Cueto Coronado, Agt	338 E BAY ST	Class B Tavern License	70	4/13/2024, 7:00 PM	1
35	MPK 65 LLC	ROOM SERVICE	Kanokporn Phadungsil, Agt	2159 S KINNICKINNI C AV A2	Class B Tavern License		4/7/2025, 7:00 PM	1
36	PAPABEARD OWN LLC	ESTEREV	Daniel P Jacobs, Agt	2165 S KINNICKINNI C AV	Class B Tavern License		4/8/2025, 7:00 PM	1

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



Thursday, May 16, 2024



Notice of Public Hearing

Blank Notice

PARK, Madalynn E, Agent
17th Ward Cocktail Lounge at 2150 S KINNICKINNIC Av
Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental
Musicians and Disc Jockey

Wednesday, May 29, 2024 at 11:10 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 5/29/2024 at 11:10 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.

CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 411	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 412	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 413	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 414	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 415	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 417	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 418	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 501	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 502	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 503	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 504	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 505	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 506	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 507	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 508	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 509	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 511	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 512	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 513	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 514	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 515	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 517	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	2202 S KINNICKINNIC AVE# 518	MILWAUKEE, WI 53207-1308
CURRENT OCCUPANT	326 E ARCHER AVE	MILWAUKEE, WI 53207-1323
CURRENT OCCUPANT	326A E ARCHER AVE	MILWAUKEE, WI 53207-1323
CURRENT OCCUPANT	332 E ARCHER AVE	MILWAUKEE, WI 53207-1323
CURRENT OCCUPANT	336 E ARCHER AVE	MILWAUKEE, WI 53207-1323
CURRENT OCCUPANT	339 E BRUNKS LN	MILWAUKEE, WI 53207-1353
CURRENT OCCUPANT	340 E ARCHER AVE	MILWAUKEE, WI 53207-1323
CURRENT OCCUPANT	340 E BAY ST	MILWAUKEE, WI 53207-1236
CURRENT OCCUPANT	340A E ARCHER AVE	MILWAUKEE, WI 53207-1323
CURRENT OCCUPANT	348 E ARCHER AVE	MILWAUKEE, WI 53207-1323
CURRENT OCCUPANT	350 E BAY ST	MILWAUKEE, WI 53207-1236
CURRENT OCCUPANT	352 E BAY ST	MILWAUKEE, WI 53207-1236
CURRENT OCCUPANT	353 E BECHER ST	MILWAUKEE, WI 53207-1221
CURRENT OCCUPANT	354 E BAY ST	MILWAUKEE, WI 53207-1236
CURRENT OCCUPANT	356 E BAY ST	MILWAUKEE, WI 53207-1236
CURRENT OCCUPANT	357 E BECHER ST	MILWAUKEE, WI 53207-1221
CURRENT OCCUPANT	359 E BECHER ST	MILWAUKEE, WI 53207-1221
CURRENT OCCUPANT	360 E BAY ST	MILWAUKEE, WI 53207-1236
CURRENT OCCUPANT	361 E BECHER ST	MILWAUKEE, WI 53207-1221
CURRENT OCCUPANT	364 E BAY ST	MILWAUKEE, WI 53207-1236
CURRENT OCCUPANT	368 E BAY ST	MILWAUKEE, WI 53207-1236
CURRENT OCCUPANT	371 E BECHER ST	MILWAUKEE, WI 53207-1221
CURRENT OCCUPANT	372 E BAY ST	MILWAUKEE, WI 53207-1236
CURRENT OCCUPANT	374 E BAY ST	MILWAUKEE, WI 53207-1236
CURRENT OCCUPANT	375 E BECHER ST	MILWAUKEE, WI 53207-1221

CURRENT OCCUPANT 380 E BAY ST

MILWAUKEE, WI 53207-1236

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Total Records: 282

Radius 250.0 feet and Center of the Circle: 2150 S Kinnickinnic 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:

Cocktail Lounge / Bar

Do you have any experience operating this type of business? No Yes If yes, explain: work in industry for 10 yrs

2. Business Operations

- a. Proposed Opening Date: 6/28/24
- b. Is this premise under construction? No Yes If yes, list estimated completion date: 06/06/24
- 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: Multi complex

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: sound system

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 6 Locations: 2 restroom, 2 Bar, 2 main room
Outside: 3 Locations: 2 patio, 1 front door
- 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: GFL

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: Held By Building Owner enforced By city signs for entire Building
- 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? 6 and list locations: Main Bar Main Floor, 2 entrances
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>100</u> %	Food _____ % Cigarettes, Electronic Vape Devices, Tobacco Products _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %			

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: Kinnickinnic & Belcher

d. Describe Building: Free Standing Building Strip Mall Other: _____

e. Describe Premises Structure: Single Story Multi-Story - # of Stories 6 Other: _____

f. Describe Surrounding Area: Commercial Residential Industrial Other: _____

g. Building Owner Name: Hamburgeree Loft Phone Number: (414) 271-5263

Building Owner Address: 1840 N Farnell Ave 53202

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes


Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	12:00 PM	2:00 AM	60	21 & ↑	
Monday	2:00 PM	2:00 AM	60	21 & ↑	
Tuesday	2:00 PM	2:00 AM	60	21 & ↑	
Wednesday	2:00 PM	2:00 AM	60	21 ↑	
Thursday	2:00 PM	2:00 AM	60	21 ↑	
Friday	12:00 PM	2:30 AM	60	21 ↑	
Saturday	12:00 PM	2:30 AM	60	21 ↑	

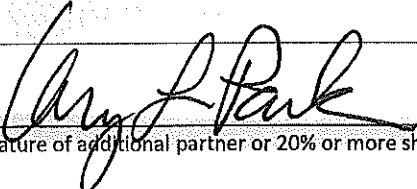
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

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

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

11. Signature(s)


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


 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: 17th Ward
Premise Address: 2160 S Kinnickinnic Ave Space D

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.)? 17th Ward, 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 3/1/2024 Ends 3/1/2034

b) Monthly rental \$ 5,108.33

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)? 10 years

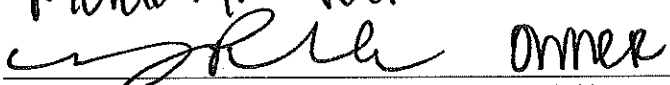
Lease Information (Continued)

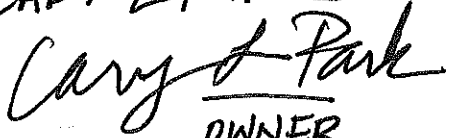
- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupant object to the granting of your license? No Yes
If yes, explain _____

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

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

CARY L PARK

OWNER

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: 2160 S Kinnickinnic Ave Space D

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Amusement Machines How many? _____
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input 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: _____

At any time will sound amplification be used? No Yes If Yes, Describe: Rarely we will have a DJ

LEGAL CAPACITY OF PREMISES

_____ (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

ACKNOWLEDGEMENT/SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

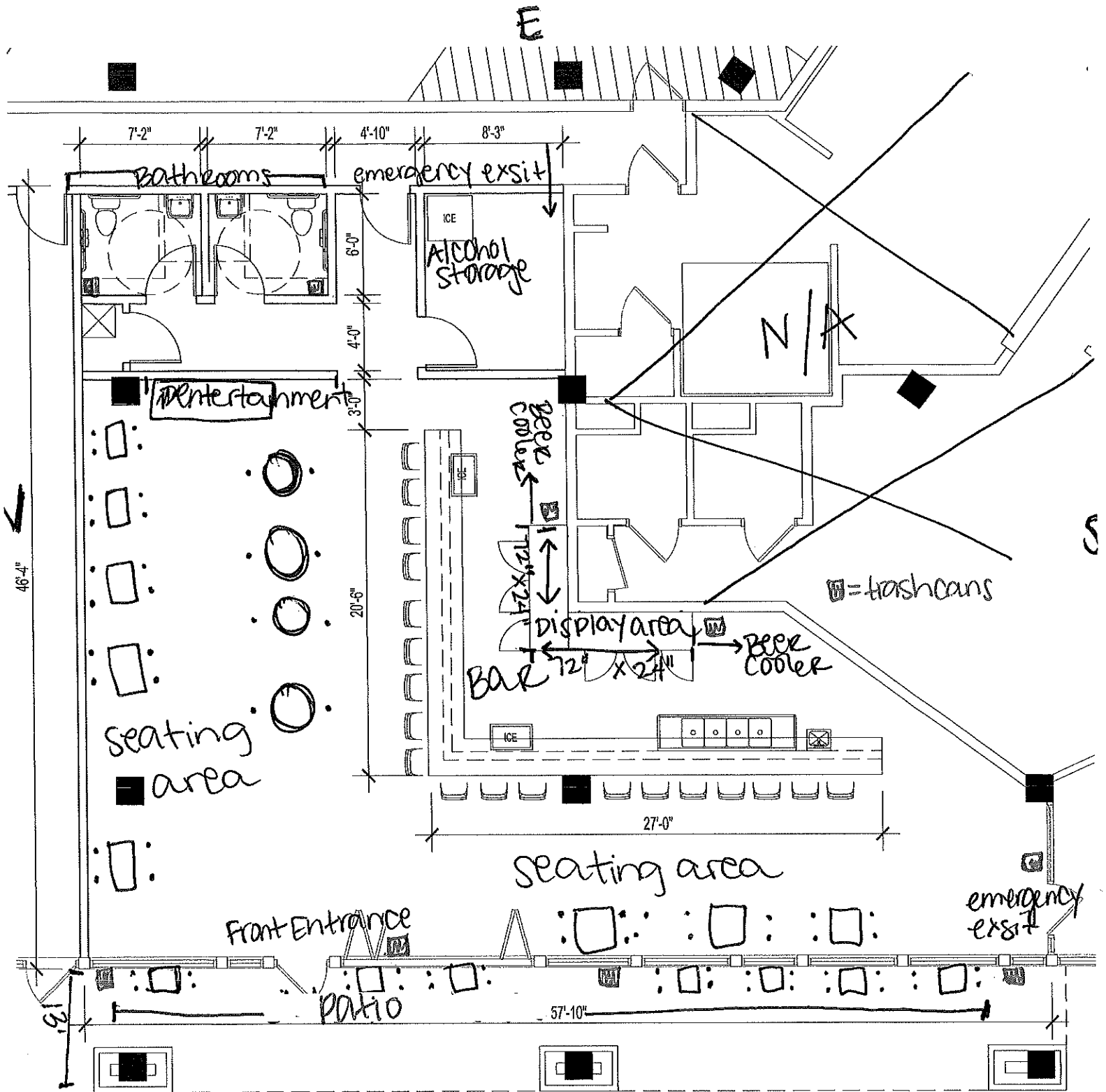
I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

[Signature]
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: _____ Filed: _____ App: _____

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



Madalynn Park Agent for 17th Ward LLC
 17th Ward Cock-tail Lounge
 2160 S Kinnickinnic Ave SPACE D
 Date: 4/9/2024

Total
 Square
 Footage =
 2,200

S Kinnickinnic Ave

W