



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

Monday, November 15, 2021


**COMMITTEE MEETING NOTICE**

AD 06

RODRIGUEZ, Enrique, Agent  
Maranta Plant Shop LLC  
1739 N MARTIN L KING JR DR  
Milwaukee, WI 53212

You are requested to attend a virtual hearing to be held on:

**Tuesday, November 30, 2021 at 09:10 AM**

**Regarding:** Your Class B Tavern License Application as agent for "Maranta Plant Shop LLC" for "Maranta Plan Shop" at 1739 N MARTIN L KING JR DR 

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/544004957> If you wish to call in, please call [+1 \(872\) 240-3212](tel:+18722403212) and use Access Code: [544-004-957](tel:544004957)

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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 OW CZARSKI, CITY CLERK

BY: \_\_\_\_\_



Jim Cooney  
License Division Manager

**If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov)**



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

Monday, November 15, 2021

**COMMITTEE MEETING NOTICE**

AD 06

RODRIGUEZ, Enrique, Agent  
Maranta Plant Shop LLC  
2008 N MARTIN L KING JR DR  
Milwaukee, WI 53212

You are requested to attend a virtual hearing to be held on:

**Tuesday, November 30, 2021 at 09:10 AM**

**Regarding:** Your Class B Tavern License Application as agent for "Maranta Plant Shop LLC" for "Maranta Plan Shop" at 1739 N MARTIN L KING JR DR.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/544004957> If you wish to call in, please call **+1 (872) 240-3212** and use Access Code: **544-004-957**

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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 meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov)**

# REDACTED RECORD

10/19/2021

In response to the 'Notice of Public Interest', and the Application filed for a Class B Tavern License by Maranta Plant Shop, 1739 N. Martin L. King Jr Dr, opposed to granting this license.

Our concerns are increased litter, bottles and cups, vandalism, and crime. has been in , since 1983. During this time, we have witnessed or been victim of the items listed as concerns. We have noticed that the intensity and frequency of these concerns increase when drinking establishments open in our area. These concerns seem to be magnified when the tavern/bar operator is not the property owner.

Our neighborhood has businesses that serve the public well and still provide neighbors with the safety and security that allows for a good quality of life. Several neighborhoods, or complete areas of the city, have become extremely problematic and dangerous due to the presence of bars, clubs, and taverns. In these cases, the temporary drinking establishments profit, while neighbors and longtime businesses suffer the costs.

The mixed-use building in question has been problematic with customer trash and more so with tenant garbage. Properly managed garbage receptacles are a given in a metro area but overflowing dumpsters and piles of trash are unacceptable, and this is constantly the case with this property. I feel that these problems will only be intensified with the new use. Improper refuse handling is always a health and safety issue.

Based on concerns listed above, I conclude that the welfare, of the public and the neighborhood, will be compromised with an addition of this tavern license.

# REDACTED RECORD

10/19/2021

stands in opposition to this applicant and this filing as follows:

## Background:

has been a located in Milwaukee since 1926, since 1964. also owned an additional building at approximately 35 years. I we have been a witness, and participant, of possibly the greatest decline and revitalization of any single Milwaukee neighborhood, in recent history. Much of the revitalization was only possible due to a few select businesses maintaining continuous occupancy of these buildings through the really bad years.

The 3<sup>rd</sup> and Vine (prior to renaming) area was a hub of criminal activity, for decades, that not only made it the most dangerous area in Milwaukee, but also deleted any sense of neighborhood at all. The long and arduous revitalization has returned the area to a respectable and vibrant neighborhood.

## Concerns:

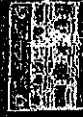
Bars, taverns, and liquor stores were contributing factors in the decline of this yet fragile neighborhood. I do not believe that a single tenant, in a multi-tenant building, has a vested interest in protection of the neighborhood at any level. I also do not understand the relationship of a plant shop and a tavern.

For several years now have been battling a problem with this building and its tenants pertaining to garbage issues. There is only a small space for garbage receptacles at the rear of this building. This area has been constantly a nuisance, with garbage piled against our building or spreading in the alley. This has been reported to our Alderperson's office and has been an irritant for building owners on 3 sides of the building in question. The increase of garbage and recyclables, from a tavern, will undoubtedly be a bigger problem for storage and an attractive nuisance. In a recent confrontation, Maranta Plant Shop personnel claimed that keeping the dumpsters on their property would block the access to the building, therefore this was unacceptable to them. They have done nothing to address any complaints

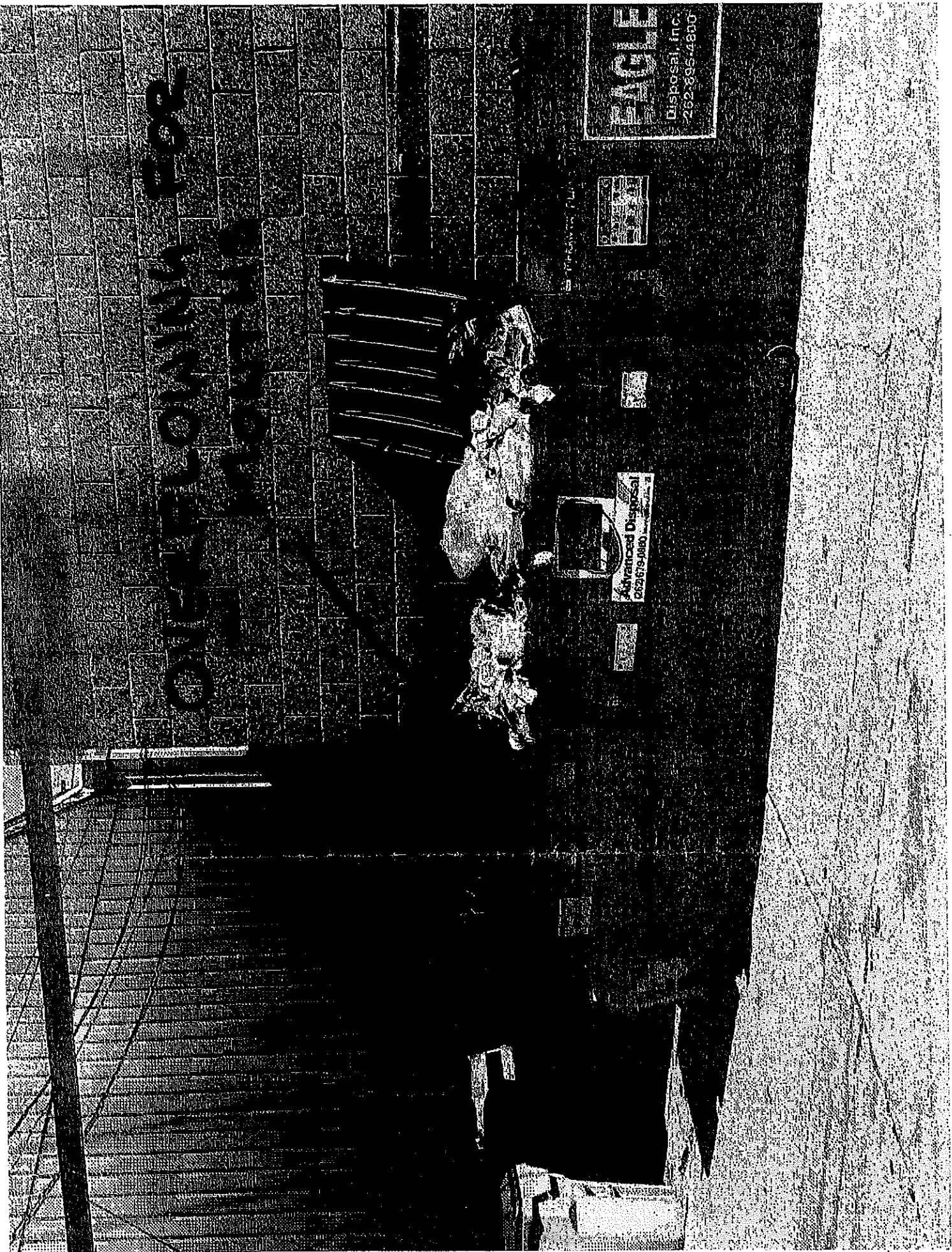
Accessibility and off-street parking is a concern in this neighborhood. As is sanitary and egress facilities. This would be a dramatic change of occupancy without any known public benefit, or contribution, to the neighborhood or community.

DISPOSAL  
CORPORATION

AD  
Disposal, Inc.  
262-895-4800



Advanced Disposal  
(262) 679-0860



LEFT FOR  
MOMENT

Date: October 25<sup>th</sup>, 2021  
Officer: P.O. Kalmanson

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

Name of Premise: Maranta Plant Shop  
Address: 1739 N. Martin L. King Jr. Dr.  
Phone: (414)581-3062

Owner:	Enrique Rodriguez Jr.	Michelle Alfaro
Owner address:	2008 N. Martin L. King Jr. Dr.	1943 N. Summit Av.
City State Zip:	Milwaukee, WI 53212	Milwaukee, WI 53202
Owner Phone:	(414)712-6288	(414)581-3062
Owner email:	marantaplantshop@gmail.com	

Licensee/Agent: Enrique Rodriguez Jr.  
Home Address: 2008 N. Martin L. King Jr. Dr.  
City State Zip: Milwaukee, WI 53212  
Phone: (414)712-6288  
Email: marantaplantshop@gmail.com

Preferred contact: Enrique Rodriguez Jr.

Location currently open:  YES  NO

Projected open date: November 14<sup>th</sup>, 2021

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

Hours of Operation: Sun: 10A-2A 24 hours Y N  
Mon: CLOSED  
Tue: CLOSED  
Wed: 10A-2A  
Thu: 10A-2A  
Fri: 10A-2:30A  
Sat: 10A-2:30A

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

Licenses currently held:

Alcohol:  Yes  No Class: A & B #: Applied for on 10/07/21  
 Tobacco:  Yes  No #:  
 Food:  Yes  No #:  
 Extended Hours:  Yes  No #:  
 Secondhand Dealer:  Yes  No Type: #:  
 Other:  Yes  No Type: #:  
 Other:  Yes  No Type: #:

**Exterior Survey:**

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

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. Recorded  Yes  No
20. How long is footage stored for later viewing: 30 days
21. Are there exterior cameras  Yes  No How many:
22. Are there interior cameras  Yes  No How many: 1
23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No



24. Cameras located in parking lot Yes No How many

**Interior Survey:**

25. What is the planned capacity 80-100
26. What is the minimum number of employees That will be on premise 1 currently, 2 when liquor store begins
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: Case by Case for events, 1 when needed
34. How will they be deployed: Interior for entrance 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, they will be armed on a case by case basis
38. What type of security measures to be used:
- Wanding/metal detector
  - ID Scanner
  - Dress Code
  - Cover Charge
  - Age restriction 21+
  - Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Discussed installing additional cameras at the location with at minimum one camera directed towards each exit and one directed toward where alcohol would be served.

Owners intend to utilize the space as a Paint and Sip Tavern with occasional events.

Plan to have a roll away bar.

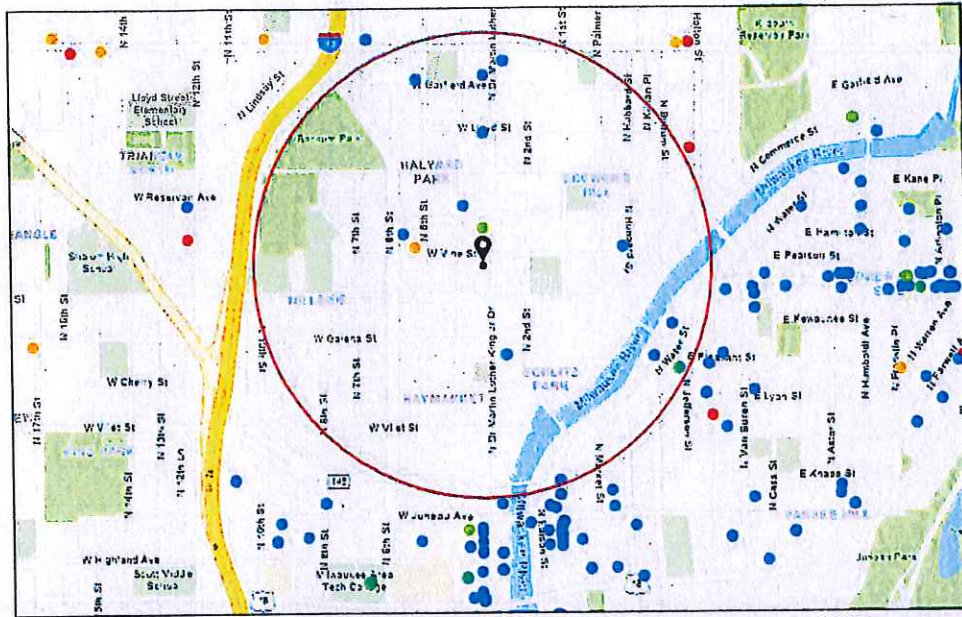


# City Concentration Map 1739 N Martin L King Jr Dr

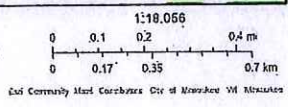
## Area of Interest (AOI) Information

Area : 21,862,585.81 ft<sup>2</sup>

Oct 7 2021 15:11:48 Central Daylight Time



- Alcohol Licenses
- Class A Fermented Malt Beverage
- Class B Fermented Malt Beverage
- Class C Wine Retailer
- Class A Liquor and Malt
- Class B Tavern
- City Limits



Concentration Map 1739 N Martin L King Jr Dr

## Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	14		

## Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Alderaan Holdings LLC	Alderaan Coffee	David N Neumann, Agt	1560 N Water ST	Class B Fermented Malt Beverage Retailer's License		10/15/2021, 7:00 PM	1
2	Penny Saver, LLC	Penny Saver	Nayef M Azzam, Agt	510 W VINE ST	Class A Fermented Malt Beverage Retailer's License		11/20/2021, 6:00 PM	1
3	Curry Goat Corp	Jewels Caribbean Restaurant	Lucile M Jules, Agt	2230 N Martin L King Jr DR	Class B Tavern License	320	11/4/2021, 7:00 PM	1
4	Uncle Wolfie's Breakfast Tavern LLC	Uncle Wolfie's Breakfast Tavern	Matthew A Schaefer, Agt	234 E Vine ST	Class B Tavern License		12/8/2021, 6:00 PM	1
5	AJ Bombers MKE, LLC	AJ Bombers	David J Marcus, Agt	1245 N WATER ST	Class B Tavern License	160	2/6/2022, 6:00 PM	1
6	Lounge 340, LLC	Lounge 340, LLC	Patrice Dickerson, Agt	340 W Reservoir AV	Class B Tavern License		2/18/2022, 6:00 PM	1
7	Mai Bar LLC	Mai Bar	Kevin D Perkins, Agt	1840 N 6th ST	Class B Tavern License		4/14/2022, 7:00 PM	1
8	On The Bayou Inc	On The Bayou	Janice L Johnson, Agt	2053 N Martin L King Jr DR	Class B Tavern License	181	5/2/2022, 7:00 PM	1
9	Lakes Venture LLC	Fresh Thyme Market #701	Sara Jean Johnson, Agt	470 E Pleasant ST	Class B Tavern License		5/29/2022, 7:00 PM	1
10	SB 2213 LLC	Sky Box Sports Bar	Toi Lisa Mark, Agt	2213 N MARTIN L KING JR DR	Class B Tavern License	300	4/11/2022, 7:00 PM	1
11	FS SCHLITZ, LLC	Brown Bottle	Kaelyn M Cervero, Agt	221 W GALENA ST	Class B Tavern License	188	6/8/2022, 7:00 PM	1
12	Mi Casa Su Cafe LLC	Mi Casa Su Cafe	Paul L Whigham, Agt	1839A N MARTIN L KING JR DR	Class C Wine Retailer's License		7/4/2022, 7:00 PM	1
13	Garfields 502 LLC	Garfields 502	JEWEL CURRIE, Agt	502 W GARFIELD AV	Class B Tavern License	160	7/15/2022, 7:00 PM	1
14	The Other Ones LLC	Birch + Butcher	Rebecca A Zwiefelhofer, Agt	459 E Pleasant ST	Class B Tavern License		4/6/2022, 7:00 PM	1



Monday, November 15, 2021



# Notice of Public Hearing

Blank Notice

---

RODRIGUEZ, Enrique  
Maranta Plan Shop at 1739 N MARTIN L KING JR DR.  
Class B Tavern License Application

**Tuesday, November 30, 2021 at 09:10 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 virtually on 11/30/2021 at 09:10 AM. 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 will be asked to do so by phone or internet and 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 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 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	1724 N MARTIN L KING JR DR, 1	MILWAUKEE, WI 53212-3602
CURRENT OCCUPANT	1730 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3604
CURRENT OCCUPANT	1732 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3604
CURRENT OCCUPANT	1736 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3604
CURRENT OCCUPANT	1740 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3604
CURRENT OCCUPANT	1741 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-3601
CURRENT OCCUPANT	1744 N MARTIN L KING JR DR, 1	MILWAUKEE, WI 53212-3648
CURRENT OCCUPANT	1744 N MARTIN L KING JR DR, 2	MILWAUKEE, WI 53212-3648
CURRENT OCCUPANT	1744 N MARTIN L KING JR DR, 3	MILWAUKEE, WI 53212-3648
CURRENT OCCUPANT	1744 N MARTIN L KING JR DR, 4	MILWAUKEE, WI 53212-3648
CURRENT OCCUPANT	1744 N MARTIN L KING JR DR, 5	MILWAUKEE, WI 53212-3649
CURRENT OCCUPANT	1744 N MARTIN L KING JR DR, 6	MILWAUKEE, WI 53212-3649
CURRENT OCCUPANT	1744 N MARTIN L KING JR DR, 7	MILWAUKEE, WI 53212-3649
CURRENT OCCUPANT	1744 N MARTIN L KING JR DR, 8	MILWAUKEE, WI 53212-3649
CURRENT OCCUPANT	1756 N MARTIN L KING JR DR, 1	MILWAUKEE, WI 53212-3662
CURRENT OCCUPANT	1756 N MARTIN L KING JR DR, 2	MILWAUKEE, WI 53212-3662
CURRENT OCCUPANT	1756 N MARTIN L KING JR DR, 3	MILWAUKEE, WI 53212-3662
CURRENT OCCUPANT	1756 N MARTIN L KING JR DR, 4	MILWAUKEE, WI 53212-3662
CURRENT OCCUPANT	1756 N MARTIN L KING JR DR, 5	MILWAUKEE, WI 53212-3664
CURRENT OCCUPANT	1756 N MARTIN L KING JR DR, 6	MILWAUKEE, WI 53212-3664
CURRENT OCCUPANT	1756 N MARTIN L KING JR DR, 7	MILWAUKEE, WI 53212-3664
CURRENT OCCUPANT	1756 N MARTIN L KING JR DR, 8	MILWAUKEE, WI 53212-3664
CURRENT OCCUPANT	1806A N MARTIN L KING JR DR	MILWAUKEE, WI 53212-3640
CURRENT OCCUPANT	1806B N MARTIN L KING JR DR	MILWAUKEE, WI 53212-3640
CURRENT OCCUPANT	1808 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-3640
CURRENT OCCUPANT	1812 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-3640
CURRENT OCCUPANT	1814 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1816 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1816A N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1817 N MARTIN L KING JR DR	MILWAUKEE, WI 53212-3673
CURRENT OCCUPANT	1818 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1819 N MARTIN L KING JR DR, 1	MILWAUKEE, WI 53212-3673
CURRENT OCCUPANT	1819 N MARTIN L KING JR DR, 2	MILWAUKEE, WI 53212-3673
CURRENT OCCUPANT	1820 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1822 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1824 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1826 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1826A N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	1828 N VEL R PHILLIPS AVE	MILWAUKEE, WI 53212-3610
CURRENT OCCUPANT	224 W VINE ST, 101	MILWAUKEE, WI 53212-3936
CURRENT OCCUPANT	224 W VINE ST, 102	MILWAUKEE, WI 53212-3936
CURRENT OCCUPANT	224 W VINE ST, 201	MILWAUKEE, WI 53212-3936
CURRENT OCCUPANT	224 W VINE ST, 202	MILWAUKEE, WI 53212-3936
CURRENT OCCUPANT	231 W VINE ST, A	MILWAUKEE, WI 53212-3935
CURRENT OCCUPANT	231 W VINE ST, B	MILWAUKEE, WI 53212-3935
CURRENT OCCUPANT	233 W VINE ST, A	MILWAUKEE, WI 53212-3935

CURRENT OCCUPANT	233 W VINE ST, B	MILWAUKEE, WI 53212-3935
CURRENT OCCUPANT	235 W VINE ST	MILWAUKEE, WI 53212-3935
CURRENT OCCUPANT	237 W VINE ST	MILWAUKEE, WI 53212-3935
CURRENT OCCUPANT	239 W VINE ST	MILWAUKEE, WI 53212-3935
CURRENT OCCUPANT	300 W WALNUT ST, 1	MILWAUKEE, WI 53212-3811
CURRENT OCCUPANT	314 W VINE ST, 1	MILWAUKEE, WI 53212-3606
CURRENT OCCUPANT	314 W VINE ST, 2	MILWAUKEE, WI 53212-3606
CURRENT OCCUPANT	314 W VINE ST, 3	MILWAUKEE, WI 53212-3606
CURRENT OCCUPANT	314 W VINE ST, 4	MILWAUKEE, WI 53212-3606
CURRENT OCCUPANT	314 W VINE ST, 5	MILWAUKEE, WI 53212-3606
CURRENT OCCUPANT	314 W VINE ST, 6	MILWAUKEE, WI 53212-3606
CURRENT OCCUPANT	314 W VINE ST, 7	MILWAUKEE, WI 53212-3606
CURRENT OCCUPANT	314 W VINE ST, 8	MILWAUKEE, WI 53212-3606
CURRENT OCCUPANT	335 W VINE ST	MILWAUKEE, WI 53212-3605
CURRENT OCCUPANT	339 W VINE ST	MILWAUKEE, WI 53212-3605

Blank Notice

Total Records: 61

Radius: 250.0 feet and Center of Circle: 1739 N Martin L King Jr. Dr.



# 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](mailto: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:  
Maranta Plant Shop is applying for a liquor license to serve wine to it's clients during special events and in it's patio space.

Do you have any experience operating this type of business?  No  Yes If yes, explain: Maranta's owners have 8+ years experience in the restaurant industry and retail.

## 2. Business Operations

- a. Proposed Opening Date: NOVEMBER 2021
- 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: Standard patio sound system.

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: No smoking.
- b. Number of Garbage Cans: Inside: 4 Locations: Entrance, Counter, Bathroom, Misc.  
Outside: 4 Locations: Entrance,
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 4
- 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: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? 1 and answer the following:  
What are their responsibilities? Manage the door and check IDs.  
Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
List their licensing, certification, or training credentials TBD.
- d. Will there be security cameras?  No  Yes If yes, how many? 3 and list locations: Entrance, Counter, Floor
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe 21+ only

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

Alcohol <u>70%</u>	Food <u>0%</u>	Secondhand Merchandise _____%	Precious Metals & Gems _____%
Entertainment _____%	Cigarettes _____%	_____%	_____%
Pawnbroker Activity _____%	Salvaged Materials _____% (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____%	Other <u>30%</u> Describe: <u>House plants</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  Gas Station  Extended Hours  Class "B" Tavern  Weights & Measures
- Secondhand Dealer  Precious Metal & Gem  Other: \_\_\_\_\_

## 8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity 80 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)



## 9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):  
 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: Vine St.
- 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: \_\_\_\_\_
- g. Building Owner Name: Kim Peterson / Brian Petersen Phone Number: 4143789566  
 Building Owner Address: 4241 W Highland Blvd Milwaukee, WI 53208

## 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	10AM	2AM	100	21-45	21+
Monday	CLOSED	CLOSED			
Tuesday	CLOSED	CLOSED			
Wednesday	10AM	2AM			
Thursday	10AM	2AM	100	21-45	21+
Friday	10AM	2:30AM	150	21-45	21+
Saturday	10AM	2:30AM	150	21-45	21+

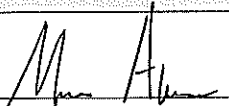
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

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

Legal Entity Name: Maranta Plant Shop LLC

Premise Address: 1739 North Dr. Martin Luther King Jr. Drive, 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.)? Maranta Plant Shop 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 April 2021 Ends April 2024

b) Monthly rental \$ 2000

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)? 3

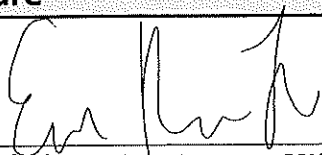
### Lease Information (Continued)

- 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)

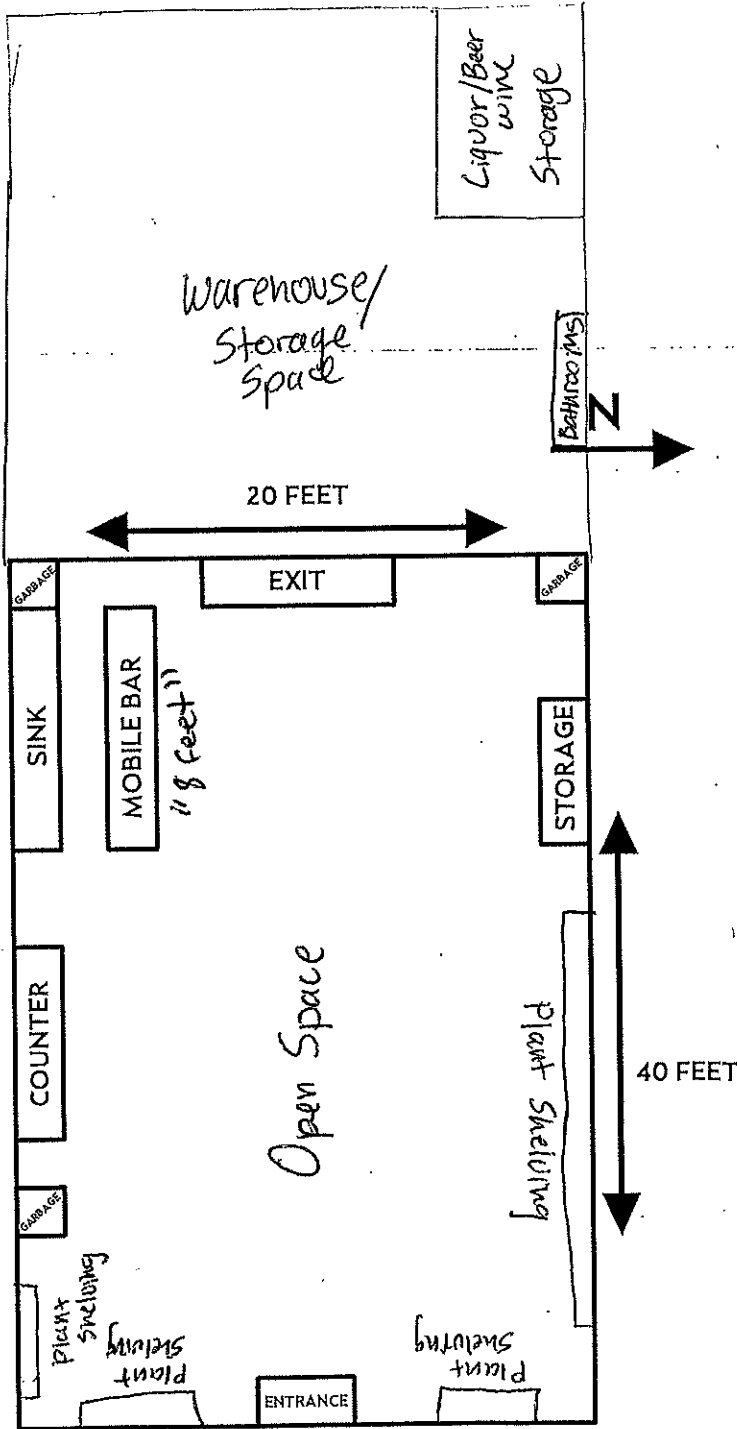
Note: All information contained in this application is subject to approval by the Common Council.  
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.  
Contact the License Division for information on how to request changes.

### New and transfer of premises applicants must submit the following:

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

40 Feet

50 feet



Enrique Rodriguez For  
 Maranta Plant Shop LLC  
 1739 N. Martin L King JR DR.  
 800 sqft Open Space  
 10/07/2021  
 2000 sqft Warehouse Space

N DOCTOR MLK DRIVE