

Mad Chicken LLC

2045 E North Ave., Milwaukee, WI

SECURITY PLAN

INTRODUCTION

Mad Chicken continues to remain committed to fostering a safe and secure environment on North Avenue, specifically for its patrons, employees, and the surrounding community members who hold certain stake in the operations of the business. In an effort to remain collaborative with the Milwaukee Police Department, and other local stakeholders, Mad Chicken conducted a Crime Prevention Through Environmental Design (“CPTED”) with District 1’s Community Liaison Officer, PO Mustafa, on January 23, 2025. Following that CPTED, Mad Chicken has created this Security Plan to outline the current measures and protocols, as well as the measures and protocols that will be introduced into Mad Chicken’s business operations. These measures and protocols are and were put in place by Mad Chicken to ensure the safety and compliance of the business.

This security plan will further describe Mad Chicken’s security processes and procedures for their business located at 2045 E North Avenue, in Milwaukee, Wisconsin.

Security Plan

- Key Partnerships and Community Engagement
- Operating Hours and Special Provisions
- Signage, Loitering Prevention, and Training
- Surveillance and Monitoring
- Patron Capacity and Overflow Management
- Safety During Extended Hours

KEY PARTNERSHIPS AND COMMUNITY ENGAGEMENT

Since its inception, Mad Chicken, and its owners and operators, Nabil Mutlaq and Ahmed Mohamed, have held a close relationship with Milwaukee Police Department District 1's Community Liaison Officer, PO Mustafa. Their strong working relationship with PO Mustafa has continued to assist in facilitating open communications and swift resolution of any safety concerns at the business.

Mad Chicken recognizes the importance of creating and maintaining a close relationship with the Milwaukee Police Department. Mad Chicken and PO Mustafa have exchanged contact information to allow PO Mustafa to serve as a direct point of contact for reporting concerns about the business in a non-emergency situation. PO Mustafa's familiarity with Mad Chicken's operations and its management team enhances the Milwaukee Police Department's ability to respond efficiently when needed.

Further, PO Mustafa's partnership with Mad Chicken extends beyond law enforcement as PO Mustafa's guidance bridges the gap between Mad Chicken and the local community. This includes providing further and continuing guidance for safety, community engagement, and fostering positive neighborhood presence. PO Mustafa has, and will continue to, provide valuable insights into creating a secure environment for Mad Chicken, tailored to the specific challenges faced by businesses on North Avenue, especially concerning nuisance activities and capacity concerns during popular events held on or near North Avenue.

OPERATING HOURS AND SPECIAL PROVISIONS

Implemented immediately following the CPTED conducted on January 23, 2025 with PO Mustafa, Mad Chicken will begin to enforce the strict closure time on their outdoor patio. The outdoor patio, which currently provides outdoor dining tables, will close daily at 12:00 AM. Signs have been installed to the front door that signifies as such. A weighted outdoor sign will be installed before the summer months that will instruct patrons of the patio hours. Any person or patron that attempts to dine at the outdoor patio past 12:00 AM will first be instructed to leave the area. Should that individual refuse to leave, the employees at Mad Chicken have been instructed to contact the Milwaukee Police Department's non-emergency line to have the individual removed from the premises for trespassing/loitering. Should the situation call for emergency services, the employees have been instructed to call 911. This would entail any individual threatening violence and/or criminal destruction to property.

Due to recent issues concerning the July 3rd Fireworks that are held on the Lakefront each year, Mad Chicken will implement this year, and the years following should Milwaukee continue to perform the Lakefront Fireworks, a closure time during the highest concentrated time after the fireworks have completed.

Beginning at 9:00 PM and lasting until 10:00 PM, Mad Chicken will have their interior doors locked to patrons. During this time, Mad Chicken will allow online or to-go orders to be placed and will allow individuals into the business for online or pick up orders only. The patio will remain closed during this time and signs will be posted to reflect the closure of the interior and patio of the business. This process will assist in reduction of capacity issues at the business and help prevent buildup of individuals congregating at North Avenue and Prospect Avenue.

Business Hours

The store will carry the following hours:

- 11:00am – 3:00am, Seven Days a Week

The business will continue to hold an extended hours establishment license to allow for prep and clean up past the “Google” hours of operation. The hours of operation on the license will still read 9:00am – 5:00am, seven days a week.

SIGNAGE, LOITERING PREVENTION, AND TRAINING

Mad Chicken has taken the proactive approach to prevent loitering at their business and ensure the premises remains safe and welcoming for staff and patrons. The following measures have been implemented following the CPTED to deter inappropriate, criminal, and nuisance behavior and address concerns effectively:

1. No Loitering and No Trespassing Signs

Clear and visible “NO LOITERING” and “NO TRESPASSING” signs have been strategically installed on all entrance/exit doors to the business, as well as on a select few windows in the business to discourage individuals from gathering or remaining on the premises without legitimate purposes.

These signs act as a deterrent, signaling to individuals and patrons that unauthorized presence on the premises is not permitted. The signage is designed to be easily readable, even during the night hours, ensuring constant enforcement regardless of business hours.

2. Standing Complaint Form Submission to District 1

During the CPTED, Mad Chicken completed and submitted a City of Milwaukee Police Department Standing Complaint Form for the premises at 2045 E North Avenue. The Standing Complaint Form makes the Milwaukee Police Department aware of recurring loitering and trespassing issues at the business and premises and allows the officers to take action and remove loiterers and trespassers from the premises without requiring repeated incident reports for the individual. Pursuant to Milwaukee Code of Ordinances 110.10 and

106-31, the property now falls under the categories “No Trespass” and “No Loitering” premises.

3. Employee Training on Loitering/Trespassing and Reporting Incidents

All employees will receive updated comprehensive training on recognizing and addressing loitering or trespassing situations. Employees are now instructed to monitor the exterior patio and interior of the premises for signs of loitering or other nuisance and/or criminal behaviors, including but not limited to, patrons who have been in the premises for longer than 20+ minutes without ordering a menu item, individuals who present themselves on the outdoor patio without purchasing a menu item, individuals who congregate in groups of 2 or more for longer than 20+ minutes inside the business or on the exterior patio, etc.

If an incident should occur concerning a loitering or trespassing individual, the employees have been instructed to politely ask the individual(s) to leave the premises. If, should the individual(s) refuse to leave the premises, the employees have been instructed to call the Milwaukee Police Department’s non-emergency line promptly to ensure a timely response to the situation. Should the individual(s) threaten violence to another person, or if they threaten any form of property damage, the employees have been instructed to contact 911 immediately. In each instance, the employees have also been instructed to contact the owners immediately after the contact with the Milwaukee Police Department to ensure that the owners are able to meet with the Milwaukee Police Department for further investigation into the situation.

De-escalation training will be implemented for all employees of Mad Chicken. This includes equipping the employees with effective communication skills to manage potentially challenging interactions with individuals at the premises. Examples of this include utilizing a calm voice, using neutral and respectful language, participating in active listening, focus on solutions rather than placing blame, offering further assistance, providing empathy statements, etc. Further, the employees have been instructed to maintain respectful distance from any aggravated patron, avoid physical contact, and signal for backup should the situation appear to continue to escalate.

SURVEILLANCE AND MONITORING

The surveillance system at Mad Chicken provides full range of the entire premises, including the exterior of the premises. Equipped with 12 high-definition security cameras, Mad Chicken provides 4 exterior surveillance cameras and 8 interior surveillance cameras. The exterior cameras provide range on North Avenue, Prospect Avenue, the front entrance and patio areas, and finally the back exterior to the premises (garbage corral). The interior cameras provide range to the dining area, the hallways to the bathrooms, and full range of the kitchen and behind of house.

The surveillance cameras, as inspected during the CPTED, provide clear quality, high-definition imaging. This type of surveillance system presents effective assistance to the Milwaukee Police Department who may need to utilize the surveillance footage in open investigations for the business and/or the surrounding area. Mad Chicken's surveillance footage currently holds storage of 30 days' worth of footage, the requested and preferred amount of time by the Milwaukee Police Department. The owners, managers, and shift leads all have access to the surveillance system and can assist with providing any footage should the Milwaukee Police Department request it.

Mad Chicken has begun the process of opting into the Milwaukee Community Connect Program that is powered by Fusus. This program allows the Milwaukee Police Department full access to Mad Chicken's surveillance system but provides them the opportunity to remote into the system and access Mad Chicken's live surveillance feed. The Fusus Program will remain operational 24/7 at Mad Chicken, which then provides further surveillance to the business and premises, even during nonoperational hours.

PATRON CAPACITY AND OVERFLOW MANAGEMENT

Mad Chicken continues to remain committed to maintaining a safe and comfortable environment for all its patrons while adhering to the occupancy limits set by the City of Milwaukee. Each employee is instructed and trained specifically for monitoring capacity limits and are provided with clear overflow procedures. The goal of capacity monitoring at Mad Chicken is to ensure the restaurant remains in compliance with safety regulations to minimize disruptions during peak hours, but to also ensure that the restaurant remains an environment that is sustainable for the surrounding community members.

The maximum capacity for Mad Chicken is 37 patrons, including those seated in the dining area and waiting for their order. Employees have been trained to monitor patron numbers more closely during busy hours (12:00 PM, 6:00 PM, 11:00 PM-3:00 AM). Typically, the shift lead is responsible for monitoring capacity limits and instructs individuals attempting to enter the establishment after the business reaches capacity that they will have to wait until patrons exit the business, or in the alternative, order to-go only.

During peak times when occupancy approaches the 37 maximum, Mad Chicken will then transition to to-go and pick-up services only until space is available. Patrons entering during these times will be greeted by the shift lead and informed of the temporary service adjustments, ensuring further transparency and attempting to minimize any frustrations.

While the patio provides extra space for Mad Chicken, it is still monitored as closely as the interior of the business. Employees will continue to monitor the patio activities and inform individuals the patio is for dining patrons only. The patio will remain closed after 12:00 AM, and individuals and patrons will be asked to leave after that time.

SAFETY DURING EXTENDED HOURS

Holding an Extended Hours Establishment license with the City of Milwaukee poses its own unique challenges and risks for businesses associated with operating during extended hours. Mad Chicken has now implemented a comprehensive safety strategy to address extended hours operations concerns.

Employees of Mad Chicken have been instructed on de-escalation scenarios and training, while additionally being trained to recognize potentially unsafe situations, such as unruly patrons or suspicious activities. Employees have now been trained to ensure that at 12:00 AM, the bathrooms in the business will no longer be accessible to the public, but rather locked and provided to paying patrons only via a specific key. The shift lead or manager will be the person in possession of the keys to the bathroom.

Further protocols for extended hours operations include entry and exit monitoring by the employees to ensure patrons entering the business do not pose a risk to themselves or anyone in the business. The District 1 Contact Page has been placed in the kitchen area, easily accessible to all employees, should any direct issues occur during the late-night hours and the employees need to contact the Milwaukee Police Department for an emergency situation.

Special considerations for extended hours operations include aligning and working with the neighboring business, Ian's Pizza, as they operate similar hours to Mad Chicken. Further open collaboration with a neighboring business will prove beneficial to both businesses. By being aware of overlapping peak times, both businesses contribute to a coordinated effort to manage crowds and ensure safety.

CONCLUSION

Mad Chicken is unwavering in its commitment to the safety, well-being, and satisfaction of its patrons, employees, and the surrounding community. The business understands that operating a successful and respected establishment requires a proactive approach to security and compliance with City of Milwaukee ordinances and standards.

Mad Chicken has developed and implemented robust safety and security measures to address the potential risks and ensure a secure environment. From advanced security surveillance systems and clear security protocols for incident management to employee training and close collaboration with the Milwaukee Police Department, every aspect of Mad Chicken's operations prioritizes the protection of all individuals on and around the premises.

This security plan serves as a testament to Mad Chicken's continued commitment to operating responsibly and safely. By taking every precaution and working closely with the Milwaukee Police

Department and community partners, Mad Chicken aims to set an example as a trusted and valued establishment.