



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, September 15, 2021

COMMITTEE MEETING NOTICE

AD 12

CLEARY, Brendan P, Agent
The Heliodore LLC
213 W LLOYD St

Milwaukee, WI 53212

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

Tuesday, September 28, 2021 at 09:35 AM



Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting 3 Amusement Machines and 2 Dart Boards as agent for "The Heliodore LLC" for "The Heliodore" at 309 W NATIONAL Av.

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/284170701>. If you wish to call in, please call **+1 (786) 535-3211** and use Access Code: 284-170-701.

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, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov.

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



803 S 3rd St Follow Up

Wed, May 13, 2020 at 2:01 PM

to: }

Thank you for getting back to me.

I do understand your points of contention, and I am disappointed that we were not able to meet, as I wish we could have walked the property and addressed any issues you all had in the past, as well as things that we had planned to do to mitigate those issues and attempt to put some barrier of distance between your family and any disturbances that could arise.

Unfortunately, due to the size of the project, the construction costs that will go into rehabbing the building, and the unknown final value of such a project, it just does not work without the bar financially. The space is much too small for any retail that could stand up on it's own for more than a couple years, and also much too small for anything involving a kitchen.

We LOVE the building and LOVE Walker's Point. I did receive support from some of the other neighbors that seemed excited to have a neighborhood tavern close by. I do know that you and your family as well as the Colon's have a great relationship with the Alderman, and I can certainly respect that. (Hence my continued attempt to reach you). Unfortunately for us, if the bar is going to be a point of contention for you now and forever, the property is too risky to take a chance on. There most certainly will be unknown issues that we did not anticipate and a lucrative business operating there would help mitigate those costs. Apartment rents alone will not.

I hope that someone is able to come forward and make something of it sooner than later.

Hope you and your family are well.
Thank you for your time.

.. ..
414 225 5225

REDACTED RECORD



803 S 3rd St Follow Up

rehab@rehab.com>

Tue, May 12, 2020 at 9:22 PM

Good Evening, JB -

Thank you for your letter. We appreciate that you have reached out to the neighbors in our community, and that you provided information on your background and intentions with the property at 803 S 3rd.

It is refreshing to hear that someone is interested in developing the property that is not only familiar with Walker's Point, but also appreciates how important it is to celebrate what a unique, diverse community it is.

We have lived at Walker's Point since November 2001. We love our neighborhood and we are delighted and proud to be raising our children in Walker's Point.

It is clear from your letter that you are well aware of the issues and problems that have plagued 803. We spent a considerable amount of time dealing with daily problems associated with the occupants and usage of the property. We have also witnessed the severe neglect and decay of the home and yard over the years, which is distressing to watch given the rich history of the home and neighborhood.

Improvement of the property would be a welcome change, especially since it is currently in such a state of disrepair. We applaud your plans to breathe new life into the residence and to offer it once again as a home to people that want to call Walker's Point their community.

We cannot, however, support the reopening of any business that would offer alcohol or outdoor entertainment/gathering. This is a residential street inhabited by homeowners and renters that simply do not need another source of potential problems relating to parking, noise, loitering, and public nuisance.

Please understand that this is in no way a disparagement of you, your partners, or your plans. It is simply the reality of how our neighborhood thrives. Our opposition is rooted deeply in the uniqueness of Walker's Point - several quiet residential streets within walking distance of streets dedicated largely to entertainment, dining, and activity.

A tavern, no matter how quaint, quiet, and respectful it may be simply does not fit nestled in with homes full of sleeping children, working families, students, etc.

We appreciate that you want to create an environment where we can feel comfortable stopping in and enjoying a beautiful day on the patio. The thing is...we have that. We have a patio that we enjoy. And, it is most enjoyable when we can sip a cocktail and we do not have to listen to the chatter (or shouting) of a group of bar patrons or the music of the bar just over the fence (even if it is our favorite artist or played if it is played softly). We can invite friends over to our patio and they don't have to park blocks away because parking that is already at a premium in the evenings is now non-existent, which is particularly nice for those with mobility issues. With our own patio, we don't have to soothe our children back to sleep when awoken by people at the bar or those that are strolling past the house with a few cocktails in their bellies and their "bar volume" unchecked. We don't have to deal with the patrons that discover that the side of our house is just dark enough to feel emboldened to stop in for a quick pee before heading to the next venue. Good people do these things. Chill people do these things. Kind and thoughtful people do these things. The common denominator is alcohol, and we are not ready now (or ever) to go back to feeling miserable in our own house/yard or being forced into the role of tattle-tale or mediator should things get to the point of needing to speak to you, a manager, or - worse - the MPD. It is demoralizing and exhausting. More importantly, it just doesn't make sense for this neighborhood.

We hope that you can understand our position, and that we can celebrate our shared love for Walker's Point, historic homes, and Milwaukee should you move forward with converting this property to upscale residential apartments.

Thank you.

rehab@rehab.com

REDACTED RECORD

Cooney, Jim

From: n>
Sent: Friday, May 7, 2021 12:57 PM
To: License
Subject: Fwd: objection to tavern license
Attachments: 803 S 3rd

Please see below. I also object to the license referenced below for the same reasons.

Sincerely,

et

----- Forwarded message -----

From:
Date: Wed, May 5, 2021 at 3:59 PM
Subject: objection to tavern license
To: <license@milwaukee.gov>

REDACTED RECORD

At 309 W NATIONAL AV a APPLICATION Class B Tavern License license was applied for on 04/08/2021 for The Heliodore, The Heliodore LLC.

I strongly object to the granting of a tavern license at this property, as well as any license that would allow a business to serve patrons on an outdoor patio or green space.

This tavern license has been requested for a former tavern space that is attached to a residential home. It is in a residential area of Walker's Point where a tavern is neither needed nor wanted. Further, this area does not need another tavern. Adding to the number of bars and restaurants on 2nd and 5th Streets is oversaturation. As a 20 year resident of the neighborhood, I welcome a healthy balance of businesses, and adding yet another bar, especially one in a residential area, is wholly unnecessary.

My family has lived next door to this property for 20 years. We've made significant investments in our home while we have witnessed the property at 803 S 3rd Street sadly fall into disrepair and become a source of great consternation to ourselves and our neighbors. We do not oppose this license simply because of these prior bad actors, but also because the noise, parking congestion, litter, and other disruptive behavior that occurs when a tavern operates in this space is unacceptable. This is true regardless of business plan or ownership. Parking is already at a premium in this area due to patrons of the existing bars parking on 3rd Street and those that park here often engage in disruptive behavior, loiter, and at times trespass on private property, placing a burden on residents. Adding another bar to the area will only magnify these problems.

Any business plan that includes allowing patrons to drink outdoors in a patio or yard space that abuts a residential property is also unacceptable. We, as invested homeowners, should not be subjected to the music, conversation, and other disruptions from the outdoor use of this property every time we would like to enjoy our own patio and yard, nor should we be required to rearrange our home to move our young children to different

rooms in an attempt to shield them from the disturbances to their sleep. A tavern simply does not belong in a residential area.

It is noteworthy that Mr. Lathers informed me that he needed the tavern to be lucrative in order for him to rehabilitate the rest of the property. (Via email on 5/13/20: "*Unfortunately, due to the size of the project, the construction costs that will go into rehabbing the building, and the unknown final value of such a project, it just does not work without the bar financially.*" and "*There most certainly will be unknown issues that we did not anticipate and a lucrative business operating there would help mitigate those costs. Apartment rents alone will not.*") [see attached email correspondence] While Mr. Lathers has indicated that he wishes to have a "low key" establishment with limited hours, he also needs the bar to be a significant source of steady revenue. Given the limited capacity of the small tavern as well as the ongoing limitations related to the pandemic, it is not unreasonable to believe that the "low key" plan may fail to be as lucrative as he envisions, leading to more drink specials, more pedal taverns, more people on the patio, and ultimately it becomes a constant source of disruption to residents. Once a license is granted, the onus is on the neighbors to police the property which means that residents are not only disrupted by the associated problems, but then they also have to invest time and energy into attempting to mediate the issue, engage the Alderman, call the police, etc.

Further, we don't believe that Mr. Lathers has been forthright with the neighbors, Alderman Perez, or the general public regarding this property.

REDACTED RECORD

History:

In spring 2020, JB Lathers talked to several neighbors about his interest in purchasing the property. It is our understanding that he was advised to do so by Alderman Perez, given the troubled history of the property and the negative impact it had on the residents. Part of his proffered plan was to have a small tavern and host outdoor events (presumably on the patio and/or in the backyard of the property). In May 2020, we (along with other neighbors) told him that we welcome an investment in the property. However, we are opposed to any liquor licensing or outdoor events at the property. In an email response, Mr. Lathers informed me that he "*did receive support from some of the other neighbors that seemed excited to have a neighborhood tavern close by,*" which is surprising to us since the neighbors on 3rd Street that we spoke with do not support the license, and because there are plenty of neighborhood taverns close by. Additionally, he stated, "*Unfortunately for us, if the bar is going to be a point of contention for you now and forever, the property is too risky to take a chance on.*" [see attached email correspondence]

Despite the indication that he would have to pass on such a risky property, he purchased it anyway in August 2020. And now, despite clear objections from neighbors, he has applied for a license using Brendan Cleary as the agent for The Heliodore LLC. Per DFI, Mr. Lathers is the registered agent of that LLC.

While we were pleased that Mr. Lathers initially heeded Alderman Perez's advice and engaged with the neighbors about his plans, he has essentially rejected Alderman Perez's counsel and the neighborhood's objections. When it became clear that he did not have neighborhood support, he applied for the license anyway. This is a concerning and disappointing decision on his part.

In late April 2020, Mr. Lathers spoke with urbanmilwaukee.com and onmilwaukee.com to promote the opening of his bar at this property, sharing detailed plans about the tavern he said he will be opening this Spring, despite not having secured a license and with full knowledge that he did not have the support of the neighbors. Given this, we are skeptical about Mr. Lather's interest in being an involved, conscientious, and respectful neighbor to the residents that live in the immediate area. [link to articles: <https://onmilwaukee.com/articles/the-heliodore-walkers-point>; <https://urbanmilwaukee.com/2021/04/26/eyes-on-milwaukee-developer-to-transform-walkers-point-property/?fbclid=IwAR3zv-YFA0GYalqkBsI8G89IIm3OuNktHLNyJCsqGQoBKdusc1oVD8ChsVk>]

I remain supportive and excited about the investment in and improvement of this property. It is long overdue. I am intrigued by Mr. Lather's vision for the tavern, and I believe it could offer a unique experience to patrons; but it simply does not belong in a residential space or in an area that already has a significant number of bars. I cannot support any business plan that involves a liquor license, outdoor music, or business operations/events in the outdoor spaces (including the side patio and the backyard).

Thank you,

Frederick A. Ruppel-Farrell

18

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1811-1-1-11 50004

REDACTED RECORD

Roman, Carmen

From: License
Sent: Thursday, May 6, 2021 7:47 AM
To: Roman, Carmen
Cc: Becker, Keren; Byrd, Yashica
Subject: FW: objection to tavern license
Attachments: 803 S 3rd Kopec Farrell Email to Lathers.pdf; 803 S 3rd Lathers Response to Kopec Farrell.pdf

Please add

REDACTED RECORD

From: I
Sent: Wednesday, May 5, 2021 4:00 PM
To: License <LICENSE@milwaukee.gov>
Subject: objection to tavern license

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limited capacity of the small tavern as well as the ongoing limitations related to the pandemic, it is not unreasonable to believe that the "low key" plan may fail to be as lucrative as he envisions, leading to more drink specials, more pedal taverns, more people on the patio, and ultimately it becomes a constant source of disruption to residents. Once a license is granted, the onus is on the neighbors to police the property which means that residents are not only disrupted by the associated problems, but then they also have to invest time and energy into attempting to mediate the issue, engage the Alderman, call the police, etc.

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Thank you,

REDACTED RECORD

Becker, Keren

From: Murillo, Maribel
Sent: Tuesday, April 27, 2021 8:10 AM
To: License
Subject: FW: Class B Tavern & Pubic Entertainment: 309 W National

Follow Up Flag: Follow up
Flag Status: Flagged

REDACTED RECORD

Licenses:

What is the deadline for _____, and neighbors, to submit objections related to 309 W. National? See email below for more information, and make it part of the record.

Denise Holloway, Auxliary Assistant, on behalf of
Maribel Murillo, Legislative Assistant
286-2861

From: _____
Sent: Monday, April 26, 2021 5:59 PM
To: _____ Murillo, Maribel <Maribel.Murillo@milwaukee.gov>; Perez, Jose <JoseG.Perez@milwaukee.gov>
Subject: Re: Class B Tavern & Pubic Entertainment: 309 W National

Hello-
Just following up on this & wondering if there is a deadline to file objections.

There is an on [milwaukee.com](https://www.milwaukee.com) article that came out which indicates that Mr Lathers is fully expecting to open a bar & serve on a patio. (Pasted below).

<https://urbanmilwaukee.com/2021/04/26/eyes-on-milwaukee-developer-to-transform-walkers-point-property/?fbclid=IwAR3zv-YFA0GYaIqkBsi8G89llm3OuNktHLNyJCsqGQoBkdusc1oVD8ChsVk>

Thank you,

On Mon, Apr 19, 2021 at 10:32 AM:

wrote:

Good Morning!
I'm writing to find out if you know if there is a deadline by which the neighbors that are opposed to the license at 309 W National need to submit objections. We received the letter last week, but it does not have a deadline or date of hearing. We are trying to contact additional neighbors & we would like to be sure that we know if there is a cut off date.

Also, as you are likely already aware, we are strongly opposed to any liquor or entertainment license for this property due to the history of issues and neighborhood disturbances associated with the previous licensed establishment. Further, we consider this street/area residential and we see no need for a tavern, especially given the number of bars/restaurants available in the surrounding neighborhood. Also, we are concerned about issues related to parking, loitering, noise, and litter, and we are concerned about Mr. Lather's involvement/interest in transparency.

In spring 2020, JB Lathers talked to several neighbors about his interest in purchasing the property. It is our understanding that he was advised to do so after speaking with you, which we greatly appreciate. Part of his proffered plan was to have a small tavern and host outdoor events (presumably in the backyard of the property). In May 2020, we (along with other neighbors) told him that we welcome an investment in the property. However, we are opposed to any liquor licensing or outdoor events at the property. In an email response, Mr. Lathers informed me that he "did receive support from some of the other neighbors that seemed excited to have a neighborhood tavern close by," which is surprising to us since the neighbors on 3rd Street that we spoke with do not support the license, and because there are plenty of neighborhood taverns close by. Additionally, he stated, "Unfortunately for us, if the bar is going to be a point of contention for you now and forever, the property is too risky to take a chance on."

Despite the indication that he would have to pass on such a risky property, he purchased it in August 2020. And now, despite the clear objections from neighbors, he has applied for a license anyway using Brendan Cleary as the agent for The Heliodore LLC. Per DFI, Mr. Lathers is the registered agent of that LLC.

While we were pleased that Mr. Lathers initially heeded your direction and engaged with the neighbors about his plans, he has essentially rejected your advice. When it became clear that he did not have neighborhood support, he applied for the license anyway. Perhaps he was hoping it would go unnoticed, or perhaps he was hoping to obscure his involvement by using Brendan Cleary as the agent on the application. Whatever the case may be, this is a concerning and disappointing decision on his part.

We remain supportive and excited about the investment in and improvement of this property. It is long overdue. However, we cannot support any business plan that involves a liquor license, outdoor music, or business operations/events in the outdoor spaces (including the side patio and the backyard).

if you have any advice on what the neighbors can do in addition to submitting our objections to the License Division, we would certainly welcome your suggestions.

Thank you,

REDACTED RECORD

Date:6/15/21
Officer: PO Matthew Diener

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

Name of Premise: The Heliodore
Address: 309 W National Av
Phone: N/P

Owner: Brendan P CLEARY
Owner address: 1307 E Saveland Av
City State Zip: Milwaukee, WI 53207
Owner Phone: 608-213-9234
Owner email: bpcleary1013@gmail.com

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

Preferred contact: phone

Location currently open: YES NO

Projected open date: Spring 2022

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

Hours of Operation: Sun: 3p-10p 24 hours Y N
Mon: 3p-10p
Tue: 3p-10p
Wed: 3p-10p
Thu: 3p-10p
Fri: 3p-12a
Sat: 3p-12a

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

Alcohol: Yes No Class: D #: 233481
Tobacco: Yes No #:
Food: Yes No #:
Other: Yes No Type: #:
Other: Yes No Type: #:

Exterior Survey:

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

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. VCR Yes No
 - d. Recorded Yes No
20. How long is footage stored for later viewing:
21. Are there exterior cameras Yes No How many: plans on installing 3
22. Are there interior cameras Yes No How many: plans on installing 3

23. Do all employees know how to retrieve recorded digital images/footage? Yes No
 24. Cameras located in parking lot Yes No How many

Interior Survey:


25. What is the planned/posted capacity 45
 26. What is the minimum number of employees that will be on premise 1
 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
 28. Is the interior of the location neat and clean? Yes No
 29. Does an interior camera face the entrance/exit? Yes No
 30. Are emergency and non-emergency numbers posted near the phone? Yes No
 31. Does the owner know how to contact their police district directly? Yes No
 a. Did you provide a district contact guide to the owner? Yes No

Security

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

ADDITIONAL COMMENTS/RECOMMENDATIONS:

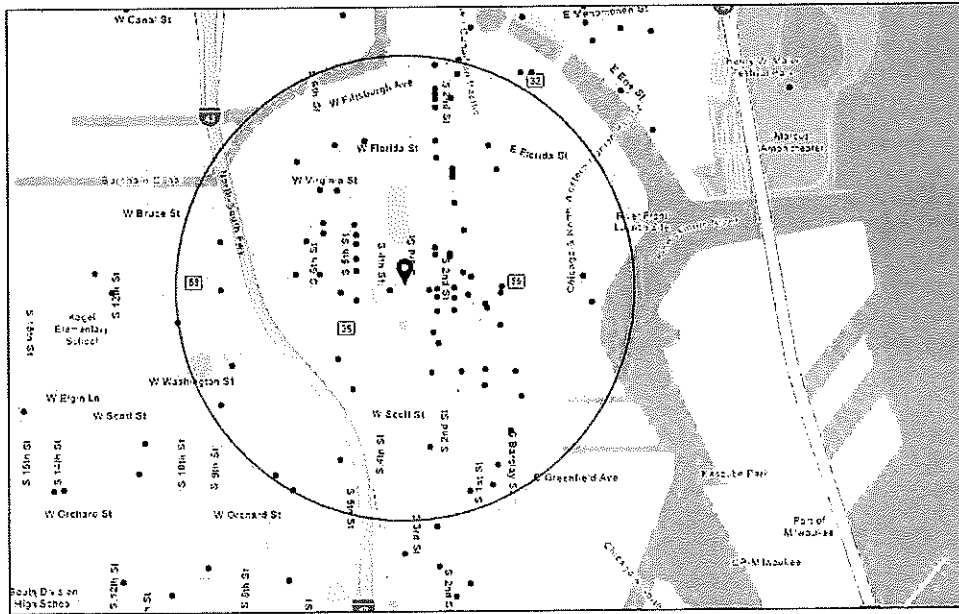
The premise is currently being completely renovated, and won't be potentially completed until Spring of 2022. The applicant stated that he plans on installing 3 exterior cameras, with an additional 3 in the interior of the building. The premise is a smaller venue, with the applicant stating that he plans on the premise being a smaller neighborhood type bar.

 **City of Milwaukee** Concentration Map

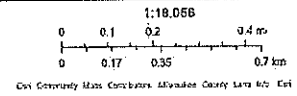
309 W National Av.

Area : 21,862,585.51 ft²

Apr 9 2021 8:34:28 Central Daylight Time



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



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	87		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Sky Pub and Grill LLC	Sky Bar	Ruben Albanil Coyolt, Agt	1339 S 7TH ST	Class B Tavern License	75	5/27/2021, 7:00 PM	1
2	El Bodegon LLC	Hotel Madrid/Bad English	Aaron R Gersonde, Agt	600 S 6TH ST	Class B Tavern License		11/26/2021, 6:00 PM	1
3	Momo Mee INC	Momo Mee	Tony W Ho, Agt	110 E GREENFIELD AV	Class B Tavern License	150	11/18/2021, 6:00 PM	1
4	LA MERENDA, INC	LA MERENDA	AUGUSTO P SANDRONI, JR, Agt	125 E NATIONAL AV	Class B Tavern License	146	11/12/2021, 6:00 PM	1
5	STENY'S, INC	STENY'S	JEROME L STENSTRUP, Agt	800 S 2ND ST	Class B Tavern License	160	11/11/2021, 6:00 PM	1
6	S&S Hospitality Concepts, LLC	Black Sheep	MICHAEL R SORGE, Agt	216 S 2nd ST	Class B Tavern License	160	1/19/2022, 6:00 PM	1
7	Gordo's Water Street, LLC	Toast	Gordon Goggin, Agt	231 S 2nd ST	Class B Tavern License	99	2/28/2022, 6:00 PM	1
8	CIELITO LINDO, LLC	CIELITO LINDO	LORENZO R LOPEZ, Agt	733-39 S 2ND ST	Class B Tavern License	198	3/3/2022, 6:00 PM	1
9	RIDER HOTEL, LLC	The Iron Horse Hotel	TIMOTHY J DIXON, Agt	500 W FLORIDA ST	Class B Tavern License		1/3/2022, 6:00 PM	1
10	Bull & A Boy LLC	Glass + Griddle	Kaelyn M Cervero, Agt	1130 N 9TH ST	Class B Tavern License	450	8/1/2021, 7:00 PM	1
11	Saz's Catering, Inc.	Saz's Hospitality Group	Stephanie L Sazama-Schneck, Agt	201 W Walker ST	Class B Tavern License		4/4/2022, 7:00 PM	1
12	Saz's Catering Inc	South Second: A Saz's Hospitality Group Property	Stephanie L Sazama-Schneck, Agt	838 S 2nd ST	Class B Tavern License	240	4/11/2022, 7:00 PM	1
13	Campesino, LLC	Carniceria El Campesino	Paramjit Singh, Agt	635 W GREENFIELD AV	Class A Malt & Class A Liquor License		4/10/2021, 7:00 PM	1
14	Wunderjak Enterprises, LLC	Fat Daddy's	STEFANI I JAKSIC, Agt	120 W National AV	Class B Tavern License	270	4/9/2021, 7:00 PM	1
15	Saz's Catering Inc	South Second: A Saz's Hospitality Group Property	Stephanie L Sazama-Schneck, Agt	838 S 2nd ST	Class B Tavern License	240	4/11/2021, 7:00 PM	1
16	FLUID, INC	Fluid	WILLIAM M WARDLOW, Agt	819 S 2ND ST	Class B Tavern License	106	5/11/2021, 7:00 PM	1
17	THE V BAR, LLC	The Tin Widow	SAMUEL L BERMAN, Agt	703 S 2ND ST	Class B Tavern License	49	4/15/2021, 7:00 PM	1
18	LOUNGING AROUND, INC	Hex Nightclub	SAMER L ASAD, Agt	715-17 S 5TH ST	Class B Tavern License	320	4/10/2021, 7:00 PM	1

19	Rec Room Craft Co LLC	Rec Room Craft Co	Krista A Bach, Agt	219 S 2ND ST	Class B Tavern License		4/16/2021, 7:00 PM	1
20	Great Lakes Distillery, LLC	Great Lakes Distillery	Guy A Rehorst, Agt	616 W Virginia ST	Class B Fermented Malt Beverage Retailer's License		9/3/2021, 7:00 PM	1
21	ECN3 Inc	Engine Co No 3	AUGUSTO P SANDRONI, JR, Agt	217 W National AV	Class B Tavern License		9/2/2021, 7:00 PM	1
22	Indulgence Chocolatiers LLC	Indulgence Chocolatiers	Julie A Waterman, Agt	211 S 2nd ST	Class B Tavern License		9/22/2021, 7:00 PM	1
23	LA GUADALUPA NA	LA GUADALUPA NA/CAFE EL SOL	Frances A Rivera Gonzalez, Agt	1028 S 9TH ST	Class B Tavern License	170	9/5/2021, 7:00 PM	1
24	KRUZ, LLC	KRUZ	SERGE PELLICELLI, Agt	354 E NATIONAL AV	Class B Tavern License	160	9/4/2021, 7:00 PM	1
25	KARAMPELA S INVESTMENT S INC	GYRO PALACE	NICK A KARAMPELA S, Agt	602 S 2ND ST	Class B Fermented Malt Beverage Retailer's License	75	5/7/2021, 7:00 PM	1
26	La Dama	La Dama	PEGGY J MAGISTER, SP	839 S 2ND ST	Class B Tavern License	62	5/11/2021, 7:00 PM	1
27	801-09 LLC	LEVEL (LVL)	Joseph A Angeli, Agt	801 S 2nd ST	Class B Tavern License	772	9/20/2021, 7:00 PM	1
28	Shakersmilwaukee Inc	Shakers Cigar Bar and World Cafe	ROBERT G WEISS, Agt	422 S 2nd ST	Class B Tavern License	144	10/12/2021, 7:00 PM	1
29	Movida LLC	Movida	Aaron R Gersonde, Agt	524 S 2ND ST	Class B Tavern License	49	9/20/2021, 7:00 PM	1
30	GEORGE'S PUB, INC	GEORGE'S PUB	GEORGE P VOMBERG, Agt	224 E WASHINGTON ST	Class B Tavern License	25	9/30/2021, 7:00 PM	1
31	MILWAUKEE CANDLE COMPANY, LLC	Glassnote Candle Bar	Kevin J Goudzwaard, Agt	524 S 2ND ST 2	Class B Tavern License		9/28/2021, 7:00 PM	1
32	700 CLUB, LLC	SABBATIC	JAY K STAMATES, Agt	700 S 2ND ST	Class B Tavern License	80	1/17/2022, 6:00 PM	1
33	Walker Street Cafe LLC	Wantable Cafe	JEFFREY G REINBOLD, Agt	123 E WALKER ST	Class B Tavern License		2/2/2022, 6:00 PM	1
34	RCW LLC	Lost Valley Cider Co	Stuart E Rudolph, Agt	408 W FLORIDA ST 102	Class B Tavern License	49	5/15/2021, 7:00 PM	1
35	ALLIE BOY'S BAGELRY & LUNCHEONETTE, LLC	Allie Boy's Bagelry & Luncheonette	Staci Lopez, Agt	135 E National AV	Class B Tavern License		5/4/2021, 7:00 PM	1
36	MC ZAR'S, LLC	O'Lydia's Bar & Grill	Linda M Sackett, Agt	338 S 1ST ST	Class B Tavern License	150	6/4/2021, 7:00 PM	1

37	HM-MKE LLC	Hamburger Mary's	Brandon A Wright, Agt	730-734 S 5th ST	Class B Tavern License		9/20/2021, 7:00 PM	1
38	The Flow DJ's Entertainment LLC	VIP Lounge	Miguel A Martinez, Agt	828 S 1st ST	Class B Tavern License	295	9/22/2021, 7:00 PM	1
39	Noble Provisions, LLC	The Noble	DAVID G KRESSIN, Agt	704 S 2nd ST	Class B Tavern License	50	7/4/2021, 7:00 PM	1
40	Don's Deli LLC	Don's Diner	Aaron R Gersonde, Agt	1100 S 1ST ST	Class B Tavern License		10/22/2021, 7:00 PM	1
41	THE TRIPLE BELT CORPORATION	D.I.X.	ELIZABETH J KUJAWA, Agt	739 S 1ST ST	Class B Tavern License	180	10/21/2021, 7:00 PM	1
42	Caminobar LLC	Camino	CASEY A RATA CZAK, Agt	434 S 2nd ST	Class B Tavern License	48	10/12/2021, 7:00 PM	1
43	LL Associates, LLC	La Casa de Alberto	Luis A Gonzalez, Agt	624 W NATIONAL AV	Class B Tavern License	49	11/3/2021, 7:00 PM	1
44	Champion Property MGMT LLC	Freight 38	ADAM L SMITH, Agt	838 S 1st ST	Class B Tavern License	80	2/7/2022, 6:00 PM	1
45	LE CABARET, INC	Texas J's	JOHN A URBAN, Agt	813 S 1ST ST	Class B Tavern License	360	3/18/2022, 7:00 PM	1
46	Cermak Milwaukee #2, LLC	Cermak Fresh Market	Joseph Marano, Agt	135 E Scott ST	Class A Malt & Class A Liquor License		6/21/2021, 7:00 PM	1
47	Camacho's Bar, LLC	Camacho's Bar	JESUS M CAMACHO, Agt	631 S 6TH ST	Class B Tavern License	49	7/4/2021, 7:00 PM	1
48	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License	512	7/8/2021, 7:00 PM	1
49	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License		7/8/2021, 7:00 PM	1
50	LOLA'S, LLC	Walker's Pint	ELIZABETH A BOENNING, Agt	818 S 2ND ST	Class B Tavern License	150	6/27/2021, 7:00 PM	1
51	Owl Club LLC	Boone & Crockett	JOHN C REVORD, Agt	818 S Water ST	Class B Tavern License	292	6/15/2021, 8:46 AM	1
52	CLUB ANYTHING	CLUB ANYTHING	TODD N NOVASIC, SP	807 S 5TH ST	Class B Tavern License	160	6/28/2021, 7:00 PM	1
53	CONEJITO'S PLACE, INC	CONEJITO'S PLACE	THOMAS A MILLER, Agt	539 W VIRGINIA ST	Class B Tavern License	144	6/29/2021, 7:00 PM	1
54	PEPPER 200, LLC	Studio 200	WILLIAM E FENGER, Agt	200 E WASHINGTON ST	Class B Tavern License	99	6/18/2021, 7:00 PM	1
55	THE SALOON, LTD	JUST ART'S SALOON	ARTHUR R GUENTHER, Agt	181 S 2ND ST	Class B Tavern License	70	6/29/2021, 7:00 PM	1

56	Fuel Cafe 5th Street, Inc.	Fuel Cafe 5th Street	KRISTYN A Eitel, Agt	630 S 5th ST	Class B Tavern License		3/21/2022, 7:00 PM	1
57	Zocalo Tavern LLC	Zocalo Tavern LLC	Jesus O Gonzalez, Agt	620-636 S 6TH ST	Class B Tavern License		7/9/2021, 7:00 PM	1
58	Morel Restaurant LLC	Morel Restaurant	Jonathan S Manyo, Agt	430 S 2nd ST	Class B Tavern License		7/16/2021, 7:00 PM	1
59	WISCONSIN INVESTMENT GROUP, INC	HARBOR ROOM	EDWIN E CARVER, Agt	117 E GREENFIELD AV	Class B Tavern License	160	7/23/2021, 7:00 PM	1
60	Aramark Corporation	Rockwell Automation/Cafe	Heidi M Petrakis, Agt	1201 S 2nd ST	Class B Tavern License		7/24/2021, 7:00 PM	1
61	Fiesta 1407 LLC	Fiesta Cafe/Fiesta Cafe Food Truck	Rosa Isela Real Perez, Agt	1407 S 1ST ST	Class B Tavern License	99	7/17/2021, 7:00 PM	1
62	Brew Fitness LLC	Brew Fitness	Ryan P Mleziva, Agt	408 W FLORIDA ST B100	Class B Fermented Malt Beverage Retailer's License		12/4/2021, 6:00 PM	1
63	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class B Fermented Malt Beverage Retailer's License		12/16/2021, 6:00 PM	1
64	Botanas LLC	Botanas	Jaime A Gonzalez, Agt	816 S 5th ST	Class B Tavern License		12/9/2021, 6:00 PM	1
65	538 W National Hall, LLC	Walker's Point Music Hall	James Rice, Agt	538 W National AV	Class B Tavern License	162	11/22/2021, 6:00 PM	1
66	Chivas Bar	Chivas Bar	FRANCISCO J MERCADO, S ANTIAGO S MERCADO, JR, ALFREDO MERCADO, JESUS S MERCADO	644 S 9th ST	Class B Tavern License	80	12/20/2021, 6:00 PM	1
67	Meraki LLC	Meraki	Marshall F Meier, Agt	939 S 2nd ST	Class B Tavern License		12/9/2021, 6:00 PM	1
68	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class C Wine Retailer's License		12/16/2021, 6:00 PM	1
69	Greige, LLC	Greige	Jessica A Reinhardtson, Agt	408 W Florida ST 104	Class B Tavern License		7/11/2021, 7:00 PM	1
70	Dream Lab LLC	Dream Lab	Shawn Kazubowski, Agt	327 W National	Class B Fermented Malt Beverage Retailer's License		1/17/2022, 6:00 PM	1
71	Bowls LLC	Bowls	Andrew C Larson, Agt	207 W Freshwater WA	Class B Fermented Malt Beverage Retailer's License		12/3/2021, 6:00 PM	1

72	COMPROV, INC	COMEDY SPORTZ	JOSHUA M LEFEVRE, Agt	420 S 1ST ST	Class B Tavern License	320	1/15/2022, 6:00 PM	1
73	Milwaukee Comedy, LLC	Laughing Tap	MATTHEW S KEMPLE, Agt	706B S 5th ST	Class B Tavern License		12/17/2021, 6:00 PM	1
74	Var Gallery & Studios LLC	Var Gallery & Studios	Josh Hintz, Agt	643 S 2nd ST	Class B Tavern License		1/15/2022, 6:00 PM	1
75	Bowls LLC	Bowls	Andrew C Larson, Agt	207 W Freshwater WA	Class C Wine Retailer's License		12/3/2021, 6:00 PM	1
76	Walkers Lounge & Events LLC	Walkers Lounge & Events	Felipe Martinez, Agt	626 S 5TH ST	Class B Tavern License		12/20/2021, 6:00 PM	1
77	Bhatia Corp	Fine Vineyard	VARINDER P BHATIA, Agt	601-B S 1st ST	Class A Malt & Class A Liquor License		2/8/2022, 6:00 PM	1
78	LA Tropicana Foods LLC	LA Tropicana Foods	SALWA B TALEB, Agt	1011 S 5TH ST	Class A Malt & Class A Liquor License		2/9/2022, 6:00 PM	1
79	Cheesehead Events, LLC	The Factory on Barclay	Ralph J Bruno, Agt	1120 S Barclay ST	Class B Tavern License	400	1/21/2022, 6:00 PM	1
80	700 CLUB, LLC	SABBATIC	JAY K STAMATES, Agt	700 S 2ND ST	Class B Tavern License	80	1/17/2022, 6:00 PM	1
81	STRAIGHT AHEAD, INC	CAROLINE'S	CAROL R RUBITSKY, Agt	401 S 2ND ST	Class B Tavern License	136	2/6/2022, 6:00 PM	1
82	THE NATIONAL, LLC	THE NATIONAL	Amy R Plennes, Agt	839 W NATIONAL AV	Class B Tavern License		8/4/2021, 7:00 PM	1
83	MobCraft Beer Inc	MobCraft Beer	Henry W Schwartz, Agt	505 S 5th ST	Class B Tavern License	265	8/19/2021, 7:00 PM	1
84	Keen Hospitality Group LLC	Snifters	Julio C Maldonado, Agt	606 & 610 S 5th ST	Class B Tavern License	99	8/13/2021, 7:00 PM	1
85	El Taco Riendo LLC	The Laughing Taco	Lucia L Munoz, Agt	1031 S 1ST ST	Class B Tavern License		7/26/2021, 7:00 PM	1
86	MO'BAY CAFE LLC	Mobay Cafe	Nadine N Dixon, Agt	1022 S 1ST ST	Class B Tavern License	192	8/2/2021, 7:00 PM	1
87	Iron Horse Milwaukee, LLC	The Iron Horse Hotel	TIMOTHY J DIXON, Agt	500 W FLORIDA ST	Class B Tavern License	550	7/29/2021, 7:00 PM	1

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



Wednesday, September 15, 2021

Licenses Committee Notice of Hearing

HELIODOR 803 LLC
1814 N 51st St
Milwaukee, WI 53208

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications
Requesting 3 Amusement Machines and 2 Dart Boards
CLEARY, Brendan P, Agent
The Heliodore at 309 W NATIONAL Av

Date: 9/28/2021

Time: 09:35 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, September 28, 2021. 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, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@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

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.





Wednesday, September 15, 2021



Notice of Public Hearing

blank
notice

CLEARY, Brendan P, Agent
The Heliodore at 309 W NATIONAL Av
Class B Tavern and Public Entertainment Premises License Applications Requesting 3
Amusement Machines and 2 Dart Boards

Tuesday, September 28, 2021 at 9:35 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 9/28/2021 at 9:35 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, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@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	218 W WALKER ST	MILWAUKEE, WI 53204-1860
CURRENT OCCUPANT	220 W WALKER ST	MILWAUKEE, WI 53204-1860
CURRENT OCCUPANT	220 W WALKER ST, A	MILWAUKEE, WI 53204-1860
CURRENT OCCUPANT	316 W WALKER ST	MILWAUKEE, WI 53204-1749
CURRENT OCCUPANT	323 W NATIONAL AVE, 1	MILWAUKEE, WI 53204-1702
CURRENT OCCUPANT	323 W NATIONAL AVE, 2	MILWAUKEE, WI 53204-1702
CURRENT OCCUPANT	323 W NATIONAL AVE, 3	MILWAUKEE, WI 53204-1702
CURRENT OCCUPANT	323 W NATIONAL AVE, 4	MILWAUKEE, WI 53204-1702
CURRENT OCCUPANT	323 W NATIONAL AVE, 5	MILWAUKEE, WI 53204-1702
CURRENT OCCUPANT	325 W NATIONAL AVE	MILWAUKEE, WI 53204-1702
CURRENT OCCUPANT	326 W WALKER ST	MILWAUKEE, WI 53204-1749
CURRENT OCCUPANT	329 W NATIONAL AVE	MILWAUKEE, WI 53204-1702
CURRENT OCCUPANT	329A W NATIONAL AVE	MILWAUKEE, WI 53204-1702
CURRENT OCCUPANT	331 W NATIONAL AVE	MILWAUKEE, WI 53204-1702
CURRENT OCCUPANT	332 W WALKER ST	MILWAUKEE, WI 53204-1749
CURRENT OCCUPANT	338 W WALKER ST	MILWAUKEE, WI 53204-1749
CURRENT OCCUPANT	710 S 3RD ST, 101	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 102	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 103	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 104	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 105	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 106	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 107	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 108	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 109	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 110	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 111	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 112	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 113	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 114	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 115	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 116	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 201	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 202	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 203	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 204	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 205	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 206	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 207	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 208	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 209	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 210	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 211	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 212	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 213	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 214	MILWAUKEE, WI 53204-1865

CURRENT OCCUPANT	710 S 3RD ST, 215	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 216	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 217	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 301	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 302	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 303	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 304	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 305	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 306	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 307	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 308	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 309	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 310	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 311	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 312	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 313	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 314	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 315	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 316	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	710 S 3RD ST, 317	MILWAUKEE, WI 53204-1865
CURRENT OCCUPANT	736 S 3RD ST	MILWAUKEE, WI 53204-1806
CURRENT OCCUPANT	736 S 3RD ST	MILWAUKEE, WI 53204-1806
CURRENT OCCUPANT	736 S 3RD ST	MILWAUKEE, WI 53204-1806
CURRENT OCCUPANT	737 S 2ND ST	MILWAUKEE, WI 53204-1804
CURRENT OCCUPANT	739 S 2ND ST	MILWAUKEE, WI 53204-1804
CURRENT OCCUPANT	806 S 3RD ST	MILWAUKEE, WI 53204-1827
CURRENT OCCUPANT	808 S 4TH ST	MILWAUKEE, WI 53204-1723
CURRENT OCCUPANT	810 S 3RD ST	MILWAUKEE, WI 53204-1827
CURRENT OCCUPANT	810 S 4TH ST	MILWAUKEE, WI 53204-1723
CURRENT OCCUPANT	813 S 3RD ST	MILWAUKEE, WI 53204-1828
CURRENT OCCUPANT	814 S 3RD ST	MILWAUKEE, WI 53204-1827
CURRENT OCCUPANT	814 S 4TH ST	MILWAUKEE, WI 53204-1723
CURRENT OCCUPANT	814A S 3RD ST	MILWAUKEE, WI 53204-1827
CURRENT OCCUPANT	816 S 3RD ST	MILWAUKEE, WI 53204-1827
CURRENT OCCUPANT	816 S 4TH ST	MILWAUKEE, WI 53204-1723
CURRENT OCCUPANT	816A S 4TH ST	MILWAUKEE, WI 53204-1723
CURRENT OCCUPANT	818 S 3RD ST	MILWAUKEE, WI 53204-1827
CURRENT OCCUPANT	820 S 4TH ST	MILWAUKEE, WI 53204-1723
CURRENT OCCUPANT	821 S 3RD ST	MILWAUKEE, WI 53204-1828
CURRENT OCCUPANT	824 S 4TH ST	MILWAUKEE, WI 53204-1723
CURRENT OCCUPANT	826 S 4TH ST	MILWAUKEE, WI 53204-1723
CURRENT OCCUPANT	828 S 3RD ST	MILWAUKEE, WI 53204-1827
CURRENT OCCUPANT	828 S 3RD ST, A	MILWAUKEE, WI 53204-1827
CURRENT OCCUPANT	835 S 3RD ST	MILWAUKEE, WI 53204-1828
CURRENT OCCUPANT	839 S 3RD ST	MILWAUKEE, WI 53204-1828
CURRENT OCCUPANT	839A S 3RD ST	MILWAUKEE, WI 53204-1828

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notice

Total Records: 92

Radius: 250.0 feet and Center of Circle: 309 W National Ave



BUSINESS LICENSE PLAN OF OPERATION

ccf-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:

NEIGHBORHOOD TAVERN (COCKTAIL LOUNGE)

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

2. Business Operations

- a. Proposed Opening Date: JAN 2022
- b. Is this premise under construction? No Yes If yes, list estimated completion date: JAN 2022
- 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: 2018
- 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 addresses: _____
- 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: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: NO SMOKING
- b. Number of Garbage Cans: Inside: 3 Locations: BEHIND BAR / RESTROOMS
Outside: 2 Locations: DUMPSTER CORRAL
- 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: UNDETERMINED

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? _____ and answer the following:
 What are their responsibilities? _____
 Is security equipment used? No Yes If yes, describe CAMERAS INSIDE & OUTSIDE
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 6 and list locations: 3 IN BAR AREA AT BAR/ENTRANCES, 3 OUTSIDE - 2 IN FRONT, ONE IN BACK
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe ID CHECK AT BAR

6. Percentage of Sales (must total 100%)

Alcohol <u>90</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>10</u> %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ %
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Describe: _____	

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 40 (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: NATIONAL AVE AND 3RD ST.

d. Describe Building: Free Standing Building Strip Mall Other: BAR ATTACHED TO RESIDENTIAL BUILDING

e. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____

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

g. Building Owner Name: HECTORORE 803 LLC Phone Number: 414-305-5365

Building Owner Address: 1874 N. 51ST ST MILWAUKEE, WI 53208

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

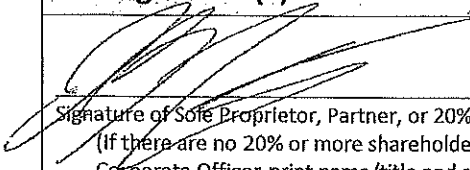
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	10AM	10PM	50-60	21+	21+
Monday	3PM	10PM	30-40	↓	↓
Tuesday	3PM	10PM	30-40		
Wednesday	3PM	10PM	30-40		
Thursday	3PM	10PM	30-40		
Friday	3PM	12AM	50-60		
Saturday	10AM	12AM	50-60		

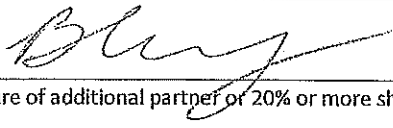
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

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

ccl-alcpepplan 4/29/19

Legal Entity Name: THE HELIODORE LLC

Premise Address: 309 W. NATIONAL AVE MILWAUKEE, WI 53204

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 [X] Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? [X] 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? [X] 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 [X] 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? [X] Own [] Lease

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

c) Are you purchasing the stock and/or fixtures? [] No [X] Yes If yes, amount paid \$ _____

d) Total amount paid for business \$ _____

e) Total amount paid for goodwill of the business \$ _____

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? [X] No [] Yes

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

a) Date lease begins _____ Ends _____

b) Monthly rental \$ _____

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)? _____

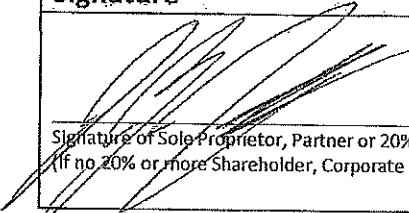
Lease Information (Continued)

- 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



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: <u>309 W. NATIONAL AVE MILWAUKEE, WI 53204</u>			
TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)			
<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input checked="" type="checkbox"/> Amusement Machines How many? <u>3</u>
<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 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 checked="" type="checkbox"/> Other: <u>DART BOARDS (2)</u>			
<i>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.</i>			
PROMOTERS/SOUND AMPLIFICATION			
Will promoters ever be used for any of the entertainment? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
At any time will sound amplification be used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
LEGAL CAPACITY OF PREMISES			
<u>40</u> (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 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: _____

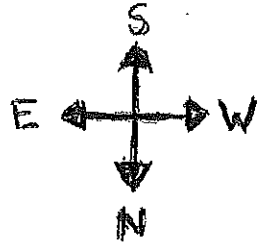
Only PEP? No Yes If Yes, Queue to MPD and Email Mgrs/Team Lead (must be heard w/in 60 days)

THE HELLSKORPE LLC
- JB LATMERS
- BRENDAN CLEARY

THE HELLSKORPE
309 W. NATIONAL AVE
MILWAUKEE, WI 53204

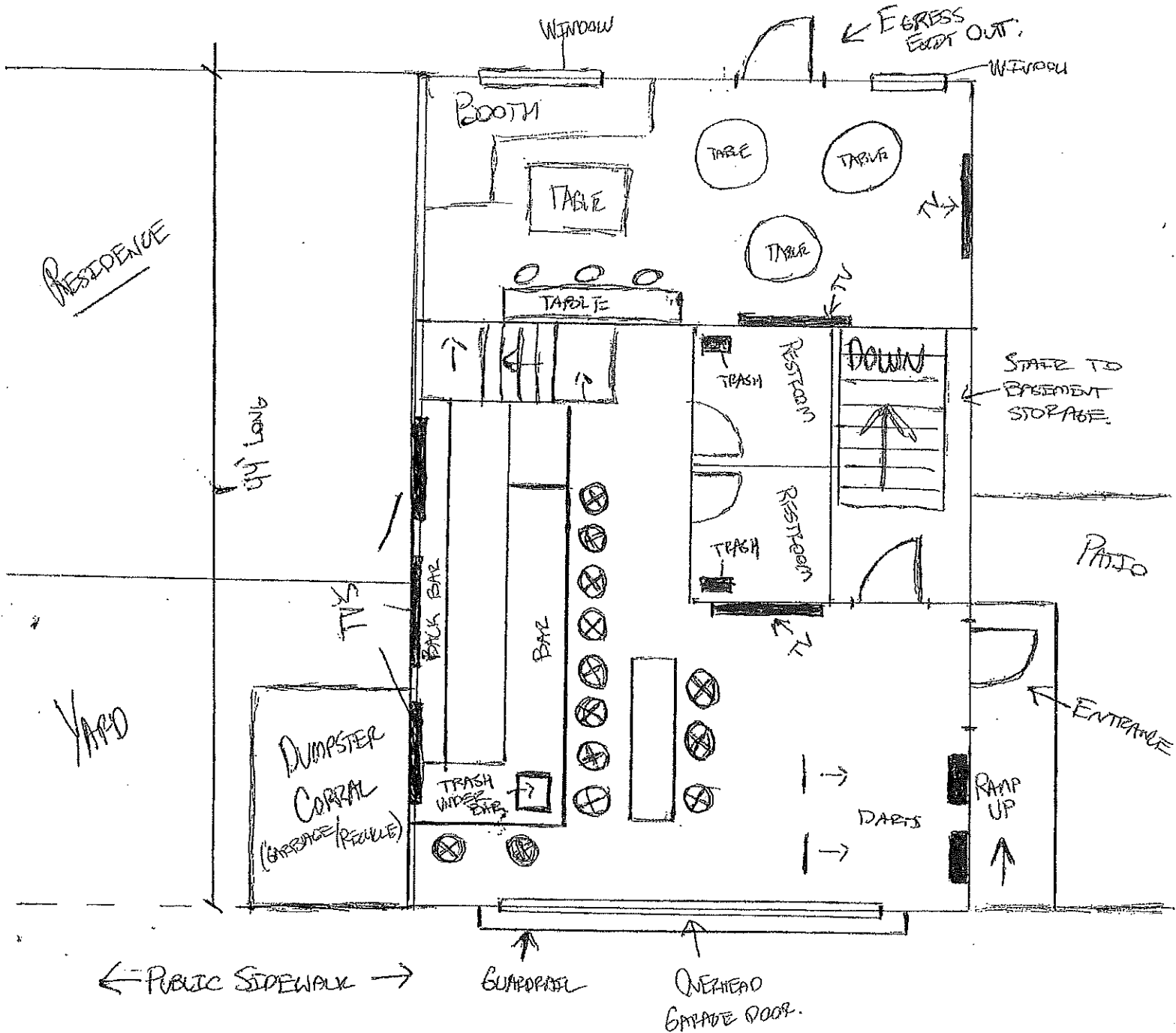
2/14/21

FENCE/
PROPERTY LINE



← 3RD STREET

25' WIDE

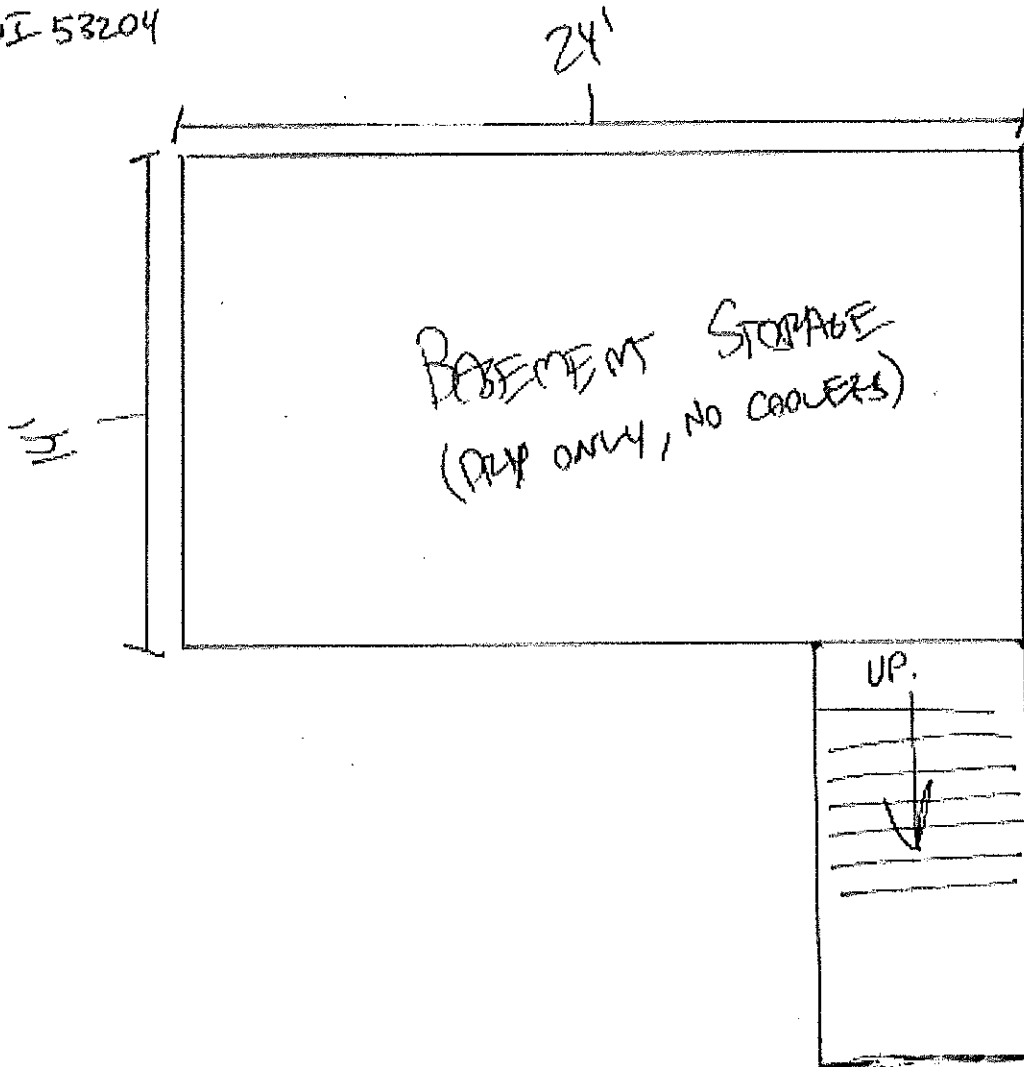
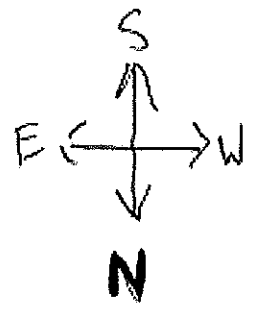


← NATIONAL AVE →

THE HELIOPORE LLC
THE HELIOPORE
309 W. NATIONAL AVE
MILWAUKEE, WI 53204

AGENT: BRENDAN P. CLEARY.
SQ. FT = 336

4/6/21



↑ 300 STREETS
↓

NATIONAL AVE