



October 19, 2025

Office of the City Clerk-License Division
City Hall, Room 105
200 East Wells Street
Milwaukee, WI 53202

RE: Objection to Stark Food Convenience Store Requesting Liquor Sales License located at 4800 W. Fond du Lac Ave.

TO: City of Milwaukee License Division and Committee:

STATEMENT:

On behalf of the senior leadership of Embassy Center MKE, I am writing to formally object to the proposed Liquor Sales License for Stark Food Convenience Store at 4800 West Fond du Lac Avenue. After careful consideration, we believe that the establishment of this entity at the proposed location would have an adverse impact on the health, safety, and welfare of the public and our neighborhood.

The Sherman Park community is actively working toward a shared vision of growth and revitalization that promotes positive development and addresses pressing community needs. The momentum in this corridor is to welcome businesses that provide solutions to challenges such as food insecurity, housing, youth safety, entrepreneurship, and sustainable economic growth. Establishments like the Stark Food Convenience Store do not support these aims. Instead, it stands in direct contrast to the type of development that will uplift and strengthen our neighborhood.

Of particular concern is the presence of three licensed daycares located just south of the proposed site as well as two school programs on the ECMKE campus. The introduction of a Stark Food Convenience Store in such proximity does not support, but rather undermines, the goal of safeguarding the well-being of children, who represent a vulnerable population. Our community has been striving to create an environment that nurtures youth, supports families, and ensures safety for all. Allowing the operation of the Stark Food Convenience Store so near to childcare centers and school programs would jeopardize these efforts.

Furthermore, the addition of the Stark Food Convenience Store at this site does not align with our broader community vision to advance life-affirming and pro-family activities that raise the

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standard of living for Sherman Park residents. Instead of contributing to our aspirations for renewal, such an establishment risks hindering progress and counteracting the investments of time, energy, and resources that so many have committed to this neighborhood.

For these reasons, the Embassy Center MKE senior leadership vehemently opposes the establishment of the Stark Food Convenience Store at 4800 West Fond du Lac Avenue. We respectfully request that the Licenses Committee deny the license application to preserve and advance the well-being, safety, and future of the Sherman Park community.

Thank you for your time and consideration of this matter.

Respectfully,

Marcus L. Arrington, Ph.D. | Ed.D.

Senior Pastor

The Embassy Center MKE (formerly Parklawn Assembly of God)

Melendez, Yadira

From: Wincenassoc <wincenassoc@aol.com>
Sent: Tuesday, October 21, 2025 7:48 AM
To: Savage, Nick; maurice d wince
Subject: Application Objections

October 21, 2025

To: Milwaukee Common Council / Zoning and Licensing Committee

From: Maurice Wince, Executive Director

Fond du Lac Avenue Business Improvement District

4828 W. Fond du Lac Avenue, Milwaukee, WI 53216

Phone: 414-788-0523

Re: Opposition to Malt Liquor License — 4800 W. Fond du Lac Avenue (Midnight LLC)

Good afternoon,

My name is Maurice Wince, and I serve as the Executive Director of the Fond du Lac Avenue Business Improvement District, representing businesses and property owners along Fond du Lac Avenue from 36th Street to Capitol Drive.

We are currently working hard to revitalize this business corridor, bringing in new investments, safe retail, and community-serving businesses. Unfortunately, the application for a malt liquor license at 4800 W. Fond du Lac Avenue by Midnight LLC does not align with that vision.

This corridor is already oversaturated with liquor stores, tobacco shops, vape stores, pawn shops, and currency exchanges. These uses have historically brought issues of loitering, public safety concerns, and negative perception, making it harder to attract healthy, family-friendly businesses.

Our mission is to build a safe, thriving, and sustainable business environment. Adding another alcohol license in this stretch goes directly against the goals of the BID, our local residents, and business partners.

We respectfully ask the Common Council and Zoning Board to deny this application in the best interest of the public health, safety, and long-term revitalization of the Fond du Lac Avenue corridor.

Thank you for your time and consideration.

Sincerely,

Maurice Wince

Executive Director

Fond du Lac Avenue Business Improvement District

Sent from the all new AOL app for iOS