



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, August 23, 2022

COMMITTEE MEETING NOTICE

AD 03

FERRARO, David LOUIS, Agent
Serenity420, LLC
2865 N Murray Av
Milwaukee, WI 53211

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

Friday, September 02, 2022 at 11:15 AM

Regarding: Your Class A Malt & Class A Liquor License Application as agent for "Serenity420, LLC" for "Serenity420" at 2865 N Murray Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/392400829>. If you wish to call in, please call [+1 \(571\) 317-3112](tel:+15713173112) and use Access Code: 392-400-829.

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 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.

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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

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



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, August 23, 2022

COMMITTEE MEETING NOTICE

AD 03

FERRARO, David LOUIS, Agent
Serenity420, LLC
2407 Washington Av
Racine, WI 53405

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

Friday, September 02, 2022 at 11:15 AM

Regarding: Your Class A Malt & Class A Liquor License Application as agent for "Serenity420, LLC" for "Serenity420" at 2865 N Murray Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/392400829>. If you wish to call in, please call [+1 \(571\) 317-3112](tel:+15713173112) and use Access Code: [392-400-829](tel:+15713173112).

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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 stas5@milwaukee.gov

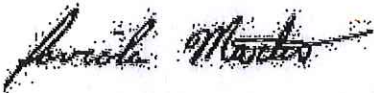
200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Roman, Carmen

From: License
Sent: Tuesday, June 21, 2022 12:37 PM
To: Roman, Carmen
Cc: Cooney, Jim; Byrd, Yashica
Subject: FW: License Application for 2865 N Murray Av

Please add

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD



From: License
Sent: Tuesday, June 21, 2022 12:30 PM
To: License <LICENSE@milwaukee.gov>
Cc: Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>; Rep.Brostoff@legis.wisconsin.gov
Subject: License Application for 2865 N Murray Av

City Clerk,

I am writing to express my opposition to the application for a Class A Liquor and Malt license for the subject property. I am opposed on the basis of the sufficient number of existing Class A licenses in the area. This location is also a stand alone commercial property surrounded by residential properties, and thus an inappropriate use of the space.

Please notify me of the public hearing date and time for this item.

Thank you for your consideration.

Roman, Carmen

From: License
Sent: Friday, June 3, 2022 11:34 AM
To: Roman, Carmen
Cc: Byrd, Yashica; Martin, Faviola
Subject: FW: I oppose Serenity420

REDACTED RECORD

Please add

From: <[REDACTED]>
Sent: Friday, June 3, 2022 11:29 AM
To: License <LICENSE@milwaukee.gov>; Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>; Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>
Subject: I oppose Serenity420

Some people who received this message don't often get email

Hello.

My name is [REDACTED] I am writing to object to the Class A Liquor & Malt license filed for the property at 2865 N. Murray Avenue.

As an Eastside parent and resident, this is exactly the kind of store we do NOT need within a half mile radius of a block that has at least 50 children on its streets (and I am speaking just for three blocks of Stowell).

There are plenty of other stores where these vaping needs may be met. Though I would argue those stores are too many as well given the demographics of our neighborhood and the number of college kids in the area. In addition to substance abuse problems experienced by growing numbers of American children (including a 61 percent increase in drug use by eighth graders between 2016 to 2020), Milwaukee is experiencing a massive increase in reckless driving. Reckless driving and intoxication are a dangerous combination.

We see this regularly as cars whizz past children playing ball in the front yards.

Let's not add one more store that encourages and enables this kind of reckless behavior.

I strongly urge you to consider my request to reject a Class A Liquor & Malt License for the proposed Serenity420 establishment at 2865 N. Murray Avenue.

Roman, Carmen

From: Cooney, Jim
Sent: Wednesday, May 11, 2022 9:59 AM
To: Roman, Carmen
Cc: Byrd, Yashica; Martin, Faviola
Subject: FW: APPLICATION Class A Malt & Class A Liquor License

Follow Up Flag: Follow up
Flag Status: Flagged

Please add as a potential objection.

REDACTED RECORD

Jim Cooney
License Division Manager
City Clerk-License Division
200 E Wells St #105
414-286-2238
www.milwaukee.gov/license



From: Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>
Sent: Wednesday, May 11, 2022 8:43 AM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: FW: APPLICATION Class A Malt & Class A Liquor License

Hi Jim,

Regarding email below - the item would be required to be scheduled for an initial hearing, but the LI Committee could potentially decide to hold the item until there is a new aldermanic representative, correct?

Thanks,
Amanda

Amanda (Williams) Cervantes
Legislative Assistant
City of Milwaukee, Third Aldermanic District
200 E. Wells St. Room 205
Milwaukee, WI 53202
414.286.3447 / aide3@milwaukee.gov

From: Cervantes, Amanda
Sent: Wednesday, May 11, 2022 8:34 AM
To: Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>
Subject: Fwd: APPLICATION Class A Malt & Class A Liquor License

Hi Amanda,

I neglected to include you on my email to the License Division this morning, thinking that with Nik gone the aldermanic office was empty. I guess not! Between now and the election, are you handling normal aldermanic duties, like this issue?

REDACTED RECORD

Begin forwarded message:

From:
Subject: Re: APPLICATION Class A Malt & Class A Liquor License
Date: May 11, 2022 at 8:07:41 AM CDT
To: license@milwaukee.gov
Cc:

Since Nik Kovac has resigned his position and the District 3 is currently without representation, I would like to request that this application be held until we have representation in place after the upcoming special election.

As a near neighbor to this property, I would like to know more about the proposed business.

Thank you,

(Copies to Murray Hill Neighborhood Association Board members)

On May 11, 2022, at 7:34 AM, Milwaukee.E-Notify@enotify.milwaukee.gov wrote:

You have a Milwaukee.Gov E-Notification for Licenses Applied for By Address.

At 2865 N Murray AV a **APPLICATION Class A Malt & Class A Liquor License** license was applied for on **05/10/2022** for Serenity420, Serenity420, LLC.

Please do not respond to this email. It is not set up to receive emails.

If you wish to express your concerns regarding this application you should contact the License Division by email at license@milwaukee.gov or send a letter to the License Division at 200 E. Wells St., Room 105, Milwaukee, WI 53202.

The email or letter should include the following:

- *Your name*

- *Your mailing address*
- *The specific reason for your concerns*

If the email or letter is received in a timely manner, you will receive notification when the application will be scheduled before the appropriate Common Council committee for review and hearing.

You may also wish to call your local Alderperson at (414) 286-2221 to discuss your concerns.

If you have any other questions, please call the City Clerk License Division at (414) 286-2238.

You have received this notification because you subscribed to be notified for the City Clerk License Division Notification category from the City of Milwaukee.

Please use this link to add or remove categories from your account or to delete your account <http://itmdapps.milwaukee.gov/Enotify/>

Roman, Carmen

From: License
Sent: Monday, May 23, 2022 4:33 PM
To: Roman, Carmen
Subject: FW: 2865 North Murray Avenue license application objection

Follow Up Flag: Follow up
Flag Status: Flagged

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD



From: [REDACTED]
Sent: Saturday, May 21, 2022 2:50 PM
To: License <LICENSE@milwaukee.gov>
Subject: 2865 North Murray Avenue license application objection

You don't often get email from [REDACTED]. [Learn why this is important](#)

Greetings:

I am the owner of a [REDACTED] home that I have owned for 37 years, at [REDACTED] [REDACTED], and am writing to express my opposition to the granting of a liquor license to the applicant at 2865 North Murray Avenue in the Third Aldermanic District. With the current absence of aldermanic representation in the Third District, and until the election later this year, there is nobody to advise residents, and no one to receive input on the approval or disapproval of a license in this heavily residential location.

My reasons for opposing the granting of the license are as follows:

1. There are (3 within less than one mile) an adequate number of liquor stores within close proximity of the proposed site.
2. The neighborhood has virtually no off-street parking, limiting residents to on-street parking that is already extremely crowded. The proposed liquor store will only increase the existing on-street parking problem.

3. Because the proposed site is on a straight path to Bradford Beach and Lake Park, it has a high potential to increase the drinking and driving problem at both sites.
4. A liquor store is not conducive to the neighborhood and traffic patterns.

As a long-term resident on the block on which the application is being made, I am requesting aldermanic representation, counsel and consideration of this proposal before a license is granted. I believe in my heart of hearts that granting of a license to this type of establishment is not in the best interest of the neighborhood and will not be an asset to the area.

Please contact me with the procedures to voice my concerns, in-person, at the upcoming meeting.

Thank you!

REDACTED RECORD

Roman, Carmen

From: License
Sent: Friday, May 20, 2022 4:19 PM
To: Roman, Carmen
Cc: Byrd, Yashica; Cooney, Jim
Subject: FW: Class A license for 2865 N. Murray Ave.

Please add

Have a good day,

Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD

-----Original Message-----

From: ---
Sent: Friday, May 20, 2022 1:49 PM
To: License <LICENSE@milwaukee.gov>
Cc: issues@murrayhillna.org
Subject: Re: Class A license for 2865 N. Murray Ave.

[You don't often get email from
[https://aka.ms/LearnAboutSenderIdentification.](https://aka.ms/LearnAboutSenderIdentification)]

earn why this is important at

Dear Committee Members,

In addition to opposing the renewal of Miramar's class B permit we would add our endorsement of The Murray Hill Neighborhood Association's request to withhold consideration of a class A liquor license for 2865 N. Murray until we have an elected alderman in place .

Thank you,

FW: Class a liquor and malt license objection

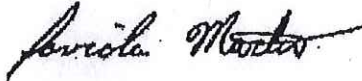
License <LICENSE@milwaukee.gov>

Thu 5/19/2022 5:00 PM

To: Collins, Rolanda <Rolanda.Collins@milwaukee.gov>

Please attach objection

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238



REDACTED RECORD

Sent: Thursday, May 19, 2022 2:51 PM

To: License <LICENSE@milwaukee.gov>

Subject: Class a liquor and malt license objection

You don't often get email from [Learn why this is important](#)

To Whom it may concern,

I am writing to let you know I mailed a letter previously that had the wrong subject address noted as 1927 E Locust. It is actually 2865 N Murray. I want to have this letter with my 12 reasons attached to the 2865 N Murray Ave address to address my objections to the application for this Class A license.

Thank you for your assistance. Please let me know if you have any questions or concerns.

To Liquor License Dept

Re-address 1927 East Locust
Milwaukee, Wis 53211

Subject to a liquor store
going in this location *

- ① This area is over concentrated
= liquor stores → blocks away
(cigarette) - glass
- ② We pick up bottles, cans & all
kinds of debris from my property
every day - don't need any more
- ③ This could be a way for (CBD)
marijuana dispensary / * store
- ④ We have enough drunken behavior
in this area now -
- ⑤ more pay handlers / disorderly
drug-dealers / waiters / conduct
- ⑥ Does not belong in this
residential neighborhood
= families - young kids
- ⑦ Will de-value my property val

REDACTED RECORD

CITY OF MILWAUKEE
LICENSE DIVISION
MAY 19 2012

8. ^{street} Parking is a problem in this area - liquor store make it worse

9. Locust Ave driving is like I-94 speeding a problem

10. Consider @ liquor store this location a public nuisance*

Eric who is? owner of Bldg
w/ De los Santos Law Firm
LLC → who is owner of Bldg
employee - Eric

They say there law firm for the
little guy - they are not
concerned w/ our neighborhood *

~~own~~ I live @

* this home has been in our family for
50+ years - I keep the property
home in tip-top condition
I want to keep area clean, safe &
keep problems to a minimum
*

Let person who wants liquor store* put
it in his neighborhood

REDACTED RECORD

To Whom It May Concern:

License Division
200 East Wells St
Milwaukee, WI 53202

REDACTED RECORD

From:

Milwaukee, WI 53211

May 16th, 2022

RE: Liquor license requested for 2865 N MURRAY AVE, Milwaukee, WI, 53211

I am writing to oppose any liquor license for this location, on the corner of North Murray Ave and Locust St. in Milwaukee.

This location is in the middle of a residential district with no other food or drink services nearby and this would be very out of character for the location.

Additionally, because the primary residents of this area are University of Milwaukee students, most of which are under the age of 21, it would be putting a liquor store in an area where one isn't needed because those under age 21 are not allowed to shop there. There is a great deal of underage and illegal drinking in this neighborhood already due to the UWM Student population and if a liquor store were to be added in this neighborhood it would exacerbate the growing illegal use of alcohol without any further controls. It makes no sense to license a product (liquor) in an area where the local community (students) cannot purchase it.

Further there is no need for a liquor license on this corner because there is a full liquor store in the commercial district on Oakland Ave just 2 blocks west, and another Convenience store with a liquor license 2 blocks South. This area is well served already with liquor licenses there is no demand for another one.

Thank you for your consideration,

CITY OF MILWAUKEE
LICENSE DIVISION
2022 MAY 19 P 4:19

2022 JUN 16 P 12:07

Dear Mr. Owczarski:

Hello. My name is _____ . I live at _____
I am writing to object to the Class A Liquor & Malt license filed for the property at 2865 N. Murray Avenue.

As an eastside parent and resident, I patronized the Bikesmith several times yearly to purchase bike accessories, request a bike tuneup and even shop for a bike in the business formerly located at the now-vacant 2865 N. Murray Avenue commercial address.

While I do not vape currently, I know that any neighborhood vaping needs can be easily serviced at one of the following locations:

- Bamam's Smoke Shop & Hookah Lounge (3116 N. Downer Ave.)
- Blue Dream Vape & Smoke Shop (3473 N. Oakland Ave.)
- The Glass House Vape and Smoke Shop (2334 N. Farwell Avenue)
- Knuckleheads CBD & Vapes (2949 N. Oakland Ave.)
- Milwaukee Vapor (3470 N. Oakland Ave.)
- Purple Haze Smoke Shop (1653 N. Farwell Avenue)
- Shirazi Market (2864 N. Oakland Ave.)

These seven vape vendors all are located within minutes (on foot or on bike or by car) of 2865 N. Murray Avenue, in addition to three nearby establishments that carry malt liquor products and are located within one mile of 2865 N. Murray Avenue (Gilbert's on Oakland and Downer Wine & Spirits). Indeed, Parkside Liquor & Grocery (2700 N. Murray Ave.) carries BOTH liquor AND vaping products and is located just two blocks south of 2865 N. Murray Avenue, the site of a proposed future business called "Serenity420," for which the Class A Liquor & Malt license is being sought.

A lot of children and teenagers live in the neighborhood- including my own kids and their classmates from Rufus King High School. And Riverwest High School is located just a couple of blocks west of the 2865 N Murray Avenue location. As city officials and entrepreneurs, can you honestly tell us that our children/ young adults need another vape vendor in their neighborhood?

I strongly urge you to consider my request to reject a Class A Liquor & Malt License for the proposed Serenity420 establishment at 2865 N. Murray Avenue. In addition to substance abuse problems experienced by growing numbers of American children (including a 61 percent increase in drug use by eighth graders between 2016 to 2020),

REDACTED RECORD

Milwaukee is experiencing a massive increase in reckless driving. Reckless driving and intoxication are a dangerous combination.

Our neighborhood is saturated with vape-and-liquor vendors. Let's find a healthier and more unique way to contribute to the commercial and cultural vibrancy of Milwaukee's east side.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, consisting of a stylized first letter followed by a long horizontal stroke.

REDACTED RECORD

Roman, Carmen

From: License
Sent: Friday, June 3, 2022 12:11 PM
To: Roman, Carmen
Cc: Byrd, Yashica; Martin, Faviola
Subject: FW: Class A Liquor & Malt License for the proposed Serenity420 establishment at 2865 N. Murray Avenue
Attachments: OBJECTION.Class A Liq. Malt license for 2865 N Murray..pdf

Please add

From: [REDACTED]
Sent: Wednesday, June 1, 2022 2:50 PM
To: sheldon.wasserman@milwaukeecountywi.gov; License <LICENSE@milwaukee.gov>; Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>; Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>; issues@murrayhillna.org
Subject: Class A Liquor & Malt License for the proposed Serenity420 establishment at 2865 N. Murray Avenue

Some people who received this message don't often get email from [REDACTED]

Good afternoon-

Attached please find my written objection to the proposed Class A Liquor & Malt License for the proposed Serenity420 establishment at 2865 N. Murray Avenue.

Thank you,

REDACTED RECORD

June 1, 2022

James Owczarski
City Clerk, Milwaukee
City Hall
201 E. Wells St., Room 205
Milwaukee, WI 53211

REDACTED RECORD

Dear Mr. Owczarski:

By way of introduction, my name is _____ and _____ with my _____ and _____ I am writing to strenuously object to the Class A Liquor & Malt license filed for the property at 2865 N. Murray Avenue as this proposed use does conform to the residential uses of the neighborhood. This location is literally surrounded by homes and personal residences and does not belong in our neighborhood.

Frankly, it is offensive that the licensee applicant is even pursuing a liquor and vape license in the middle of our bucolic, family neighborhood, colloquially referred to as the "Upper East Side" of Milwaukee. We are a small community comprised of families, professionals, students, children, and retirees. The notion that a former neighborhood bike shop would be replaced with liquor and vapes is unbelievable. As my fellow neighbors have written in their own letters to you, Oakland Avenue has an abundance of smoke, vape, and liquor stores and the one proposed for 2865 N. Murray is wholly unnecessary and unwanted.

In addition, this proposed business would be located within blocks of several grade schools and a high school:

- Riverside University High School
- Saints Peter and Paul School
- Catholic East Elementary School
- Maryland Avenue Montessori
- Hartford University School
- UWM String Academy

The American Academy of Pediatrics has taken a strong stance against vape use by youth and young adults. Per the AAP, vape products have grown rapidly, particularly among youth and young adults, and youth use of e-cigarettes is a significant health problem. E-Cigarettes are the most commonly-used tobacco products among youth, and use is rising at an alarming rate. In 2020, 19.6% of high school students and 4.7% of middle school students reported having used e-cigarettes in the last 30 days, according to CDC data. Youth use of e-cigarettes has increased dramatically in recent years. Youth who use e-cigarettes are more likely to use cigarettes or other tobacco products, research and a Surgeon General's report has shown. Youth who use e-cigarettes are at higher risk of transitioning to traditional cigarettes, according to an AAP Policy Statement. Youth are uniquely vulnerable to the nicotine in e-cigarettes because their brains are still developing, CDC data has shown. www.aap.org/en/patient-care/tobacco-control-and-prevention/e-cigarettes-and-vaping.

To locate yet another vape shop, even closer to where our children live and go to school is inappropriate and dangerous. The owners of the proposed shop want to financially profit from the building's location to young college-aged students at UW-M and teenagers attending Riverside High School, and our adolescents. The presence of a vape and liquor store is wholly inconsistent with the needs of the neighborhood and is NOT supported by anyone in the community.

In addition, a liquor and vape shop will create undue offense, annoyance, disturbances, and inconvenience to those who live within the neighborhood. Furthermore, such a store will cause an increase in harm from alcohol abuse and associated violence. Again, all of which are wholly inconsistent with the residential character of the neighborhood. Locating a liquor vape store in the middle of our residential neighborhood will also have a negative impact on the value of our properties and is in no way an amenity.

In light of the negative impacts such a business would have on our community- increased crime and noise, increased harm to children, decrease in property value, its non-conforming use, I am urging you to reject the Class A Liquor & Malt License for the proposed Serenity420 establishment at 2865 N. Murray Avenue. Our neighborhood, and our children, deserve more than a corner liquor and vape shop. Perhaps the owner can look at the North end of Oakland, in Shorewood or Whitefish Bay.

Thank you for your time and consideration.

Very truly yours,

REDACTED RECORD

CC:

Sheldon Wasserman, MKE County Supervisor (sheldon.wasserman@milwaukeecountywi.gov)

Jim Cooney, licensing committee (license@milwaukee.gov)

Aldermanic District Three (aide3@milwaukee.gov, and amanda.cervantes@milwaukee.gov)

Murray Hill Neighborhood Ass'n (issues@murrayhillna.org)

Roman, Carmen

From: License
Sent: Monday, May 23, 2022 4:28 PM
To: Roman, Carmen
Subject: FW: 2865 N Murray Objection

Follow Up Flag: Follow up
Flag Status: Flagged

Have a good day,

REDACTED RECORD



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238



From: ' '
Sent: Monday, May 23, 2022 12:17 PM
To: License <LICENSE@milwaukee.gov>
Subject: 2865 N Murray Objection

Good morning,

I am writing this email to object to the Class A Liquor & Malt License application for Serenity420 at 2865 N Murray Ave. I not only object to the License application, but also object to having another vape shop in this residential location.

At this point there are at least 2 liquor stores and 2 vape stores within a few blocks of [redacted] and adding another could significantly impact the neighborhood. Several years ago Atomic, a vape shop which has since closed, was located on Locust St. There were often lines of people outside early in the morning and cars stopping on Locust in the middle of the street. It was a relief to see it close.

Our neighborhood is already a mix of students and families which brings its own set of challenges and can be extremely loud. The neighborhood does not need additional activity of this nature on a residential block and this business will not improve the neighborhood in any way.

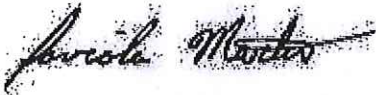
I am extremely upset that this is being considered and am strongly opposed.
Please deny this request.

Roman, Carmen

From: License
Sent: Monday, May 23, 2022 4:28 PM
To: Roman, Carmen
Subject: FW: Opposing 2865 N Murray License

Follow Up Flag: Follow up
Flag Status: Flagged

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD



From: ...
Sent: Monday, May 23, 2022 10:33 AM
To: License <LICENSE@milwaukee.gov>
Cc: ...
Subject: Opposing 2865 N Murray License

I am writing with concerns about the application for a Class A Malt & Class A Liquor License for the corner property at 2865 N. Murray.

My husband and I live a

We are asking that this application be held until we have a new alderperson.

Whenever there has been a new business or large development in our neighborhood, our alderperson has always held community meetings and solicited the discussion and opinions of the residents. There is also no one to represent our neighborhood during the license hearing process.

Without an alderperson, there is no way for the residents to have a say in this important decision.

Also at this time we do not support the license being given at this address. This is primarily a residential neighborhood and a vaping and liquor store will not fit in. There are already plenty of places to buy those products in the neighborhood. This is a congested area without much parking and has a diversity of people living including many families. We would rather see a business there that serves more of the immediate neighborhood such as the Roast coffee shop or the bike shop that was there for many years.

Roman, Carmen

From: License
Sent: Tuesday, May 31, 2022 3:58 PM
To: Roman, Carmen
Cc: Byrd, Yashica; Martin, Faviola
Subject: FW: Objection to liquor license for 2865 N. Murray

Follow Up Flag: Follow up
Flag Status: Flagged

Please advise.

Jim Cooney
License Division Manager
City Clerk-License Division
200 E Wells St #105
414-286-2238
www.milwaukee.gov/license

REDACTED RECORD



From: tom
Sent: Monday, May 30, 2022 6:22 AM
To: License <LICENSE@milwaukee.gov>
Cc:
Subject: Objection to liquor license for 2865 N. Murray

You don't often get email from [\[redacted\]](#) [rtant](#)

I am writing to object to issuing a Class A Liquor & Malt license to David L. Ferraro, Agt. Serenity 420, LLC. This neighborhood already has more liquor stores than it needs. There is Gilbert's Liquor 2 blocks East at 2853 N Oakland Ave and Parkside Grocery 2700 N Murray Ave. Milwaukee, which sells liquor and beer 2 blocks south. We already have a problem with litter from discarded empty beer cans and liquor containers. In addition the name of this proposed liquor outlet Serenity 420 is suggestive of drug use and is likely to attract drug users and dealers. I would very much like the address in question to be occupied by a business that would enhance the neighborhood, not drag it down. Thank you for your attention.

Roman, Carmen

From: License
Sent: Monday, May 23, 2022 4:11 PM
To: Roman, Carmen
Cc: Cooney, Jim; Byrd, Yashica
Subject: FW: Class A Malt and Class A Liquor License for a new store at 2865 N. Murray Avenue

Follow Up Flag: Follow up
Flag Status: Flagged

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD



From: [REDACTED]
Sent: Monday, May 23, 2022 2:46 PM
To: License <LICENSE@milwaukee.gov>; Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>
Cc: [REDACTED]
Subject: Class A Malt and Class A Liquor License for a new store at 2865 N. Murray Avenue


[REDACTED]

My name is [REDACTED]. I am writing to voice my OPPOSITION to the liquor and tobacco license for the new business at 2865 N Murray. As a local resident, the absolute last thing that we need is another establishment selling tobacco products, vaping products and alcohol. There are already a multitude of stores a half a block away on Oakland Ave selling these. Also, we do not have a current alderperson to review this application. So, at a minimum, I would request that the application be held until a new alderperson is elected this fall. Thank you for your consideration

Roman, Carmen

From: License
Sent: Monday, May 23, 2022 3:53 PM
To: Roman, Carmen
Cc: Cooney, Jim; Byrd, Yashica
Subject: FW: Objection to liquor license at 2865 N. Murray

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD



From: _____
Sent: Monday, May 23, 2022 3:50 PM
To: License <LICENSE@milwaukee.gov>
Cc: _____
Subject: Objection to liquor license at 2865 N. Murray

To the Licensing Division,

I am a home owner and parent who lives at _____ and I am writing to express my objection to Serenity420's application for a liquor license at 2965 N. Murray.

I believe our neighborhood is already well-served by liquor stores, given that we have three within walking distance of Serenity420 (on Downer, near Park and Murray, and near Oakland and Locust). A liquor store will disturb the quiet atmosphere of that residential street and the broader neighborhood.

I ask that you not grant a liquor license to Serenity420.

Thank you,


Roman, Carmen

From: License
Sent: Monday, May 23, 2022 3:52 PM
To: Roman, Carmen
Cc: Byrd, Yashica; Cooney, Jim
Subject: FW: Objection to Class A Liquor & Malt license at 2865 N. Murray Ave.
Attachments: MCMANAMAN_2865 Class A objection.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

I'll give you time tomorrow afternoon to work on all these objections.

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD



From: [REDACTED]
Sent: Monday, May 23, 2022 3:37 PM
To: License <LICENSE@milwaukee.gov>
Cc: [REDACTED]
Subject: Objection to Class A Liquor & Malt license at 2865 N. Murray Ave.

Please review and accept my objection (attached) to the requested Class A Liquor & Malt License for 2865 N. Murray Ave.

Thanks and best,

May 19, 2022

James Owczarski
City Clerk, Milwaukee
City Hall
201 E. Wells St., Room 205
Milwaukee, WI 53211

REDACTED RECORD

Dear Mr. Owczarski:

Hello. My name is _____ live at _____ . I
am writing to object to the Class A Liquor & Malt license filed for the property at 2865 N.
Murray Avenue.

As an eastside parent and resident, I patronized the Bikesmith several times yearly to purchase
bike accessories, request a bike tuneup and even shop for a bike in the business formerly
located at the now-vacant 2865 N. Murray Avenue commercial address.

While I do not vape currently, I know that any neighborhood vaping needs can be easily
serviced at one of the following locations:

- Bambam's Smoke Shop & Hookah Lounge (3116 N. Downer Ave.)
- Blue Dream Vape & Smoke Shop (3473 N. Oakland Ave.)
- The Glass House Vape and Smoke Shop (2334 N. Farwell Avenue)
- Knuckleheads CBD & Vapes (2949 N. Oakland Ave.)
- Milwaukee Vapor (3470 N. Oakland Ave.)
- Purple Haze Smoke Shop (1653 N. Farwell Avenue)
- Shirazi Market (2864 N. Oakland Ave.).

These seven vape vendors all are located within minutes (on foot or on bike or by car) of 2865
N. Murray Avenue, in addition to three nearby establishments that carry malt liquor products
and are located within one mile of 2865 N. Murray Avenue (Gilbert's on Oakland and Downer
Wine & Spirits). Indeed, Parkside Liquor & Grocery (2700 N. Murray Ave.) carries BOTH liquor
AND vaping products and is located just two blocks south of 2865 N. Murray Avenue, the site of
a proposed future business called "Serenity420," for which the Class A Liquor & Malt license is
being sought.

Approximately fifty children live in the 2700 to 3000 blocks of Stowell Avenue, and that's just a
small sample of our eastside-family population. As city officials and entrepreneurs, can you
honestly tell us that our children need another vape vendor in their neighborhood? I know for a
fact that some of the above establishments sell nicotine and liquor to children.

I strongly urge you to consider my request to reject a Class A Liquor & Malt License for the proposed Serenity420 establishment at 2865 N. Murray Avenue. In addition to substance abuse problems experienced by growing numbers of American children (including a 61 percent increase in drug use by eighth graders between 2016 to 2020), Milwaukee is experiencing a massive increase in reckless driving. Reckless driving and intoxication are a dangerous combination. On the corner of _____, I have experienced three traffic accidents on my _____ in six years that did not even involve me! Last Friday, May 20, a young man left a car idling in _____ for more than an hour. I did not know this young man; he stated that he was a representative of a local nonprofit walking door to door. However, when I looked inside his empty, idling vehicle, I saw an open can of bud light near the stick shift and a child's booster seat in the back.

Our neighborhood is saturated with vape-and-liquor vendors. Let's find a healthier and more unique way to contribute to the commercial and cultural vibrancy of Milwaukee's east side.

Thank you for your consideration.

Sincerely,

REDACTED RECORD

FW: 2865 Class A Objection

Cooney, Jim <Jim.Cooney@milwaukee.gov>

Wed 5/25/2022 10:25 AM

To: Collins, Rolanda <Rolanda.Collins@milwaukee.gov>

Cc: Byrd, Yashica <Yashica.Byrd@milwaukee.gov>; Martin, Faviola <Faviola.Martin@milwaukee.gov>

📎 1 attachments (41 KB)

Please add.

From: Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>
Sent: Wednesday, May 25, 2022 10:24 AM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: FW: 2865 Class A Objection

REDACTED RECORD

Amanda (Williams) Cervantes
Legislative Assistant
City of Milwaukee, Third Aldermanic District
200 E. Wells St. Room 205
Milwaukee, WI 53202
414.286.3447 / aide3@milwaukee.gov

From:
Sent: Tuesday, May 24, 2022 7:36 PM
To: Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>
Subject: 2865 Class A Objection

You don't often get email from

Hello,

I am writing in objection to the proposed vape business on 2865 N. Murray Ave. Please see my letter attached to this email.

Thank you for your time,

May 24th, 2022

Amanda Cervantes
Milwaukee City Hall
201 E. Wells St.
Milwaukee, WI 53211

REDACTED RECORD

Dear Ms. Cervantes,

My name is _____ I live at _____ I am
writing to object to the Class A Liquor & Malt license filed for the property at 2865 N. Murray
Avenue.

As an eastside resident, I am appreciative of the sense of community and quality of life Murray Hill offers. However, I am concerned with a shift towards an oversaturation in establishments that promote substance use/potential abuse.

Firstly, there are **seven** establishments within walking distance of 2865 Murray Avenue that meet the needs of those who participate in vaping:

- Bambam's Smoke Shop & Hookah Lounge (3116 N. Downer Ave.)
- Blue Dream Vape & Smoke Shop (3473 N. Oakland Ave.)
- The Glass House Vape and Smoke Shop (2334 N. Farwell Avenue)
- Knuckleheads CBD & Vapes (2949 N. Oakland Ave.)
- Milwaukee Vapor (3470 N. Oakland Ave.)
- Purple Haze Smoke Shop (1653 N. Farwell Avenue)
- Shirazi Market (2864 N. Oakland Ave.)

In addition to **three** establishments that carry malt liquor products within one mile of 2865 N. Murray Avenue:

- Gilbert's on Oakland
- Downer Wine & Spirits
- Parkside Liquor & Grocery carries BOTH liquor AND vaping products

I know as city officials you would like to continue the level of quality of life Murray Hill exemplifies for its residents. How would Murray Hill continue to have a holistically healthy, safe environment if there were even more businesses promoting the use of hazardous products? Vaping has become increasingly popular with teenagers and young adults. How will this affect the health of neighborhood children and youth?

Vaping is unhealthy, please see these references from reputable sources for further evidence:

-
-
-

Our neighborhood is saturated with vape-and-liquor vendors. Let's find a healthier and more unique way to contribute to the commercial and cultural vibrancy of Milwaukee's east side.

Thank you for your consideration.

Sincerely,

REDACTED RECORD

Crite, Yvette

From: License
Sent: Friday, May 20, 2022 2:44 PM
To: Crite, Yvette
Subject: FW: OPPOSED to Miramar Liquor Lisence

Follow Up Flag: Follow up
Flag Status: Flagged

Another one

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD



From:
Sent: Friday, May 20, 2022 10:13 AM
To: License <LICENSE@milwaukee.gov>; Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>
Cc:
Subject: OPPOSED to Miramar Liquor Lisence

Some people who received this message don't often get email from [Learn why this is important](#)

To Whom It May Concern,

I am a concerned citizen who lives at _____ and has experienced first-hand countless instances of disruptive music, public intoxication, and dangerous driving that occurs in conjunction with concerts at the Miramar Theater. I have called the District 1 Police Station numerous times to record these complaints, especially as they relate to dangerous driving and car break ins. I have made several calls in the past two weeks. This behavior that is dangerous and disruptive has escalated, and we can not longer treat the symptoms of the problem. Remove the root cause that is the liquor lisence at the Miramar.

I closely monitor the music schedule at Miramar. There are frequent broken car windows on the swail after shows. There is frequent disruptive, intoxicated behavior and noise nuisances that persist well into the night. This is a residential neighborhood. We are caring, involved community members who see this establishment as a problem. Do not renew their license.

I also understand that there is an application for a liquor license at 2865 N. Murray Ave, on the corner of Murray and Locust. There should not be a hearing of this process until the Murray Hill Community has elected an Alderperson to represent the district.

Sincerely,

FW: Class a liquor and malt license objection

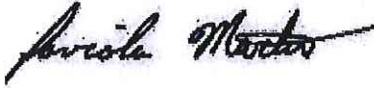
License <LICENSE@milwaukee.gov>

Thu 5/19/2022 5:00 PM

To: Collins, Rolanda <Rolanda.Collins@milwaukee.gov>

Please attach objection

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238

REDACTED RECORD



From:
Sent: Thursday, May 19, 2022 2:51 PM
To: License <LICENSE@milwaukee.gov>
Subject: Class a liquor and malt license objection

You don't often get email from

To Whom it may concern,

I am writing to let you know I mailed a letter previously that had the wrong subject address noted as 1927 E Locust. It is actually 2865 N Murray. I want to have this letter with my 12 reasons attached to the 2865 N Murray Ave address to address my objections to the application for this Class A license.

Thank you for your assistance. Please let me know if you have any questions or concerns.

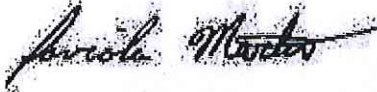
Roman, Carmen

From: License
Sent: Friday, May 20, 2022 3:57 PM
To: Roman, Carmen
Cc: Cooney, Jim; Byrd, Yashica
Subject: FW: License at 2865 N. Murray

Please add

Have a good day,

REDACTED RECORD



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238



From
Sent: Friday, May 20, 2022 10:27 AM
To: License <LICENSE@milwaukee.gov>
Subject: License at 2865 N. Murray

You don't often get email from [REDACTED]

I am writing to state my objection to the application for a license by Serenity420 to be located at 2865 N. Murray.

The reason for my objection is the saturation of vape shops on the east side and particularly in my neighborhood.

I walk to work and back home every day from my house on [REDACTED] to my job at [REDACTED] and I pass Brady St. on my route. There are already too many vape shops on Brady St., and that area has deteriorated during my 20 years living on the east side. I am concerned that my neighborhood will suffer the same type of deterioration with the proximity of this proposed location to UWM.

Honestly, there is already enough noise and a "party" atmosphere from the duplexes the college students live in (and them telling me I shouldn't live "on a college campus" if I don't want drunks peeing on my lawn, when my house is not, in fact, on a college campus but rather a normal city neighborhood house like any other -- not to mention that I am a homeowner while they are temporary residents passing through from year to year).

There is already a hookah shop and a marijuana-themed sandwich shop within close proximity to the proposed location of this vape shop, not to mention numerous other vape shops within a short walking distance. It is completely unnecessary to open another. Additionally, with the vape shop saturation of the market on the East Side, it seems likely such a business would open and close very quickly, once again leaving a vacancy for

another business to fill. It would be more prudent to find a long-lasting business, like the previous tenant, to add value to the neighborhood with commitment to the community.

REDACTED RECORD

Roman, Carmen

From: License
Sent: Friday, May 20, 2022 12:10 PM
To: Roman, Carmen
Subject: FW: Serenity420 LLC |. David L. Ferraro - 2865 North Murray Avenue

Please add

Have a good day,



REDACTED RECORD

Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238



From: [REDACTED]
Sent: Friday, May 20, 2022 5:41 AM
To: License <LICENSE@milwaukee.gov>
Subject: Serenity420 LLC |. David L. Ferraro - 2865 North Murray Avenue

You don't often get email from [REDACTED]

To whom it may concern:

This notice is to express my vehement objection to this business (Serenity420) operating at 2865 North Murray.

This is a residential street, there are young children living very close by. This type of business is a terrible fit, and would change the face of the neighborhood.

Oakland avenue is less than 2 blocks away - there are a host of storefronts available, and this would be a far more suitable location for a vape shop (IF THERE IS SUCH A THING!?) than bringing it into an area that is otherwise comprised only of peoples' homes.

PLEASE DO NOT ALLOW THIS BUSINESS TO OPERATE AT THAT ADDRESS.

Sincerely,

Roman, Carmen

From: License
Sent: Friday, May 20, 2022 12:10 PM
To: Roman, Carmen
Subject: FW: 2865 N. Murray

Please add

REDACTED RECORD

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238



From:
Sent: Friday, May 20, 2022 2:57 AM
To: License <LICENSE@milwaukee.gov>
Subject: 2865 N. Murray

You don't often get email from [REDACTED]

I am writing to express my concern on the granting of a liquor license in this residential area of the 3rd aldermanic district. Since our alderperson Nik Kovac has left, we have a vacant seat that will not be filled till the election in November and we have no person to advise and give their input into this approval or disapproval of a license in a very central location.

I am against this granting of a license for the following reasons:

1. We have an adequate amount of liquor stores within blocks of the proposed site.
2. Off street parking is non existent in this location and street parking is extremely crowded with homes all around and no other businesses.
3. It is located on the corner of Locust which is straight route to the Bradford Beach and Lake Park area and it contribute to more drinking and driving due to the convenience of the location.
4. A liquor store is not contusive to the neighborhood and traffic patterns.

I am the owner of a building at 2946-48 N. Murray and reside in this aldermanic district and would like representation of this proposal and careful consideration by an alderperson before any license is granted. In addition, I own other buildings within blocks of this proposed business site and am concerned this proposed liquor store will not be an asset to this area.

Please contact me with the procedures to voice my concerns at the upcoming meeting.

Thank you!

Roman, Carmen

From:
Sent: Tuesday, May 17, 2022 10:30 AM
To: License
Subject: Liquor license application at 2865 n Murray Ave

You don't often get email from [redacted]. [Learn why this is important](#)

I strongly object to granting this license for 2865 N Murray Ave. I have lived in the [redacted] neighborhood for 60+ years and at [redacted].
We have no need for another liquor store in this neighborhood. There are already two more within two blocks east and south of that corner.
Our neighborhood has had a problem for many years with intoxicated young people on our streets and on our properties. They litter, vandalize and wake us up on a regular basis.
Also, this corner of Locust and Murray cannot handle the traffic that would occur. Street parking is already at a premium and all there is in front of the building is one loading zone.
And the negative affect on our property values is of great concern!
PLEASE DO NOT GRANT THIS LICENSE

REDACTED RECORD

Sent from Yahoo Mail for iPhone

Cox, Andrew

From: License
Sent: Friday, May 27, 2022 4:18 PM
To: Cox, Andrew
Cc: Byrd, Yashica; Martin, Faviola
Subject: FW: Opposition to Liquor store Murray and Locust

Please add

-----Original Message-----

From:
Sent: Wednesday, May 25, 2022 10:46 AM
To: License <LICENSE@milwaukee.gov>
Subject: Opposition to Liquor store Murray and Locust

[You don't often get email from 1. Learn why this is important at
<https://aka.ms/LearnAboutSenderIdentification.>]

I am a neighbor of, for 15 years now. I oppose the liquor store at Murray and Locust. I also appreciate the public process and how our system honors the public voice and activities.

We have already Downer Wine shop, Ottos And Oakland Liquor store all within less than a mile distance.

Our neighborhood is a family and students community and is becoming more through pandemia of young families and retired people. Most students are remote nowadays hence the dorms are empty. We have an outstanding commuter and city campus in UWMilwaukee.

This space served the community extremely well as a bike shop, a liquor store is not only unnecessary but detrimental to the community as we already have 3 liquor stores and 3 grocery stores where to buy alcohol (Sendik, Whole Foods and Pick and Save).

As we get healthier as individuals, we need space for wellness, yoga studios, meditation, gym, dance, martial arts, etc basically places for gathering and physical activities, with healthy food and beverage choices. Places of economic growth, coworking spaces, incubators, events, etc Places for health acupuncture, clinics, for environmental health plants, gardens, household goods, outdoor equipment etc

Thank you for safeguarding the health of the community and its members as we move to balanced and healthier lifestyles as individual and a community.

In gratitude with your work,

REDACTED RECORD

Martin, Faviola

From: Leon-Van Meter, Daniela
Sent: Monday, May 16, 2022 8:51 AM
To: Martin, Faviola
Subject: Fw: APPLICATION Class A Malt & Class A Liquor License

Can you print this for me?

Daniela Leon-Van Meter
License Specialist II
City Clerk - License Division
200 E Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238

From: License <LICENSE@milwaukee.gov>
Sent: Thursday, May 12, 2022 9:51 AM
To: Leon-Van Meter, Daniela <Daniela.Leon-VanMeter@milwaukee.gov>
Cc: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Martin, Faviola <Faviola.Martin@milwaukee.gov>
Subject: FW: APPLICATION Class A Malt & Class A Liquor License

Please add.

Thanks.

Best regards,



Yashica Byrd
License Division Assistant Manager
200 E Wells St Room 105, Milwaukee, WI 53202
(414)286-2238



REDACTED RECORD

From:
Sent: Wednesday, May 11, 2022 10:18 PM
To: License <LICENSE@milwaukee.gov>
Cc:

Subject: Re: APPLICATION Class A Malt & Class A Liquor License

City Clerk, License Division:

I also would like to request this item is held until we have an elected alder and the opportunity to have a community meeting to learn more from the license applicant about what they are proposing to do at this location. I am concerned that we already have several locations nearby that sell and serve tobacco and alcohol.

On Wed, May 11, 2022 at 8:07 AM

wrote:

Since Nik Kovac has resigned his position and the District 3 is currently without representation, I would like to request that this application be held until we have representation in place after the upcoming special election.

As a neighbor to this property, I would like to know more about the proposed business.

Thank you,

REDACTED RECORD

(Copies)

On May 11, 2022, at 7:34 AM, Milwaukee.E-Notify@enotify.milwaukee.gov wrote:

You have a Milwaukee.Gov E-Notification for Licenses Applied for By Address.

At 2865 N Murray AV a APPLICATION Class A Malt & Class A Liquor License license was applied for on 05/10/2022 for Serenity420, Serenity420, LLC.

Please do not respond to this email. It is not set up to receive emails.

If you wish to express your concerns regarding this application you should contact the License Division by email at license@milwaukee.gov or send a letter to the License Division at 200 E. Wells St., Room 105, Milwaukee, WI 53202.

The email or letter should include the following:

- ***Your name***
- ***Your mailing address***
- ***The specific reason for your concerns***

If the email or letter is received in a timely manner, you will receive notification when the application will be scheduled before the appropriate Common Council committee for review and hearing.

You may also wish to call your local Alderperson at (414) 286-2221 to discuss your concerns.

If you have any other questions, please call the City Clerk License Division at (414) 286-2238.

You have received this notification because you subscribed to be notified for the City Clerk License Division Notification category from the City of Milwaukee.

Please use this link to add or remove categories from your account or to delete your account

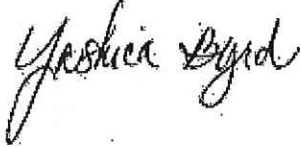
<http://itmdapps.milwaukee.gov/Enotify/>

⏪ Reply all ▾ 🗑 Delete 🗑 Junk 🚫 Block sender ⋮

FW: Class A liquor license objection

Thanks.

Best regards,



Yashica Byrd
License Division Assistant Manager
200 E Wells St Room 105, Milwaukee, WI 53202
(414)286-2238



REDACTED RECORD

From:

Sent: Wednesday, May 11, 2022 9:20 PM

To: License <LICENSE@milwaukee.gov>

Subject: Class A liquor license objection

You don't often get email from

[learn why this is important](#)

I'd like to object to a new Class A liquor license application for 2865 N. Murray Ave. The area is mainly residential, and there are currently five other liquor stores within walking distance.

Sunrise Liquor- on Locust

Parkside Liquor- on E park and Murray Ave.

Gilberts Liquor- on Oakland and Locust

Ottos- on Oakland

Downer Wine and Spirits- on Downer

In addition to the grocery stores in the area also carrying liquor now Ex. Pick N Save.

The new location would be within walking distance of Riverside High School as well.

Sincerely,

Reply | Reply all | Forward

Leon-Van Meter, Daniela

From: Byrd, Yashica
Sent: Friday, May 27, 2022 12:17 PM
To: Leon-Van Meter, Daniela
Subject: FW: Class A Malt and Class A Liquor License at 2865 N. Murray Avenue

Follow Up Flag: Follow up
Flag Status: Flagged

I think this one is for a different address.

-----Original Message-----

From: I
Sent: Thursday, May 26, 2022 11:36 AM
To: License <LICENSE@milwaukee.gov>
Cc: Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>;
Subject: Class A Malt and Class A Liquor License at 2865 N. Murray Avenue

Hello,

I'm writing to make you aware of my concern about granting this new license. There are a number of outlets for liquor already here in the neighborhood. The need for another is highly questionable.

Additionally, we are presently without an alderperson to represent the district. At the least, a vote on this should be delayed until the district has representation.

REDACTED RECORD

Leon-Van Meter, Daniela

From: Byrd, Yashica
Sent: Friday, May 27, 2022 12:20 PM
To: Leon-Van Meter, Daniela
Subject: FW: OPPOSE Class A Malt and Class A Liquor License for a new store at 2865 N. Murray

Follow Up Flag: Follow up
Flag Status: Flagged

Last one.

Thanks

-----Original Message-----

From:
Sent: Thursday, May 26, 2022 3:24 PM
To: Cervantes, Amanda <Amanda.Cervantes@milwaukee.gov>; License <LICENSE@milwaukee.gov>
Cc: -
Subject: OPPOSE Class A Malt and Class A Liquor License for a new store at 2865 N. Murray

I am writing to oppose a Class A malt and Class A liquor license for a new store at 2865 N. Murray. This is a residential neighborhood with many college students and not far from a high school, that does not need another store selling cigarettes, vape products and / or alcohol. There is already a liquor store nearby as well a vape store, bar and Walgreen's so another business selling these types of products is clearly not needed in this area.

Also, this building is on the corner of a residential block. This use would be entirely inappropriate on a residential block, would harm property values in the area and could harm the quality of life for those living there. I live one mile away and believe this business would be a detriment to the area.

I urge the city not grant these license requests or at minimum hold the applications until an alderman is elected to represent our district.

REDACTED RECORD

Leon-Van Meter, Daniela

From: License
Sent: Friday, May 27, 2022 2:57 PM
To: Leon-Van Meter, Daniela
Cc: Byrd, Yashica; Martin, Faviola
Subject: FW: Objection to Class A Liquor & Malt license at 2865 N. Murray Ave.

Follow Up Flag: Follow up
Flag Status: Flagged

Please add.

Jim Cooney
License Division Manager
City Clerk-License Division
200 E Wells St #105
414-286-2238
www.milwaukee.gov/license



REDACTED RECORD

From:
Sent: Friday, May 27, 2022 1:54 PM
To: License <LICENSE@milwaukee.gov>
Subject: Objection to Class A Liquor & Malt license at 2865 N. Murray Ave.

You don't often get email from

[Learn why this is important](#)

Jim Cooney
Licensing committee

Dear Mr. Cooney:

I would like to object to the Class A Liquor & Malt license filed for the location at 2865 N. Murray Avenue.

This property is in the middle of a residential area, and thus it is not a good location for a business selling liquor and vaping supplies. There are many families in this neighborhood, with about 40 children on between the 2800 and 3000 blocks of Prospect, and about 50 children between the 2700 and 3000 blocks of

Stowell. (These are just neighbors on the surrounding blocks, and there are obviously many more children in the surrounding area.) I think this may be seen as a college area, but there are many children here, and we do not want them growing up with this type of business within a couple blocks of their home. Obviously, we do not want them tempted to buy these products, and I know that some of these businesses are selling liquor and vaping products to minors.

We have a plethora of liquor and vaping stores in this area that are within a few blocks of this location, so this business is not needed here:

Vaping stores include:

-
-
- Blue Dream Vape & Smoke Shop at 3473 N. Oakland Ave.
-
-
- Blue Dream Vape & Smoke Shop at 3473 N. Oakland Ave.
-
-
- Bam Bam's Smoke Shop & Hookah Lounge at 3116 N. Downer Ave.
-
-
- Shirazi Market at 2864 N. Oakland Ave.
-
-
- Knuckleheads CBD & Vapes at 2949 N. Oakland Ave.
-
-
- The Glass House Vape and Smoke Shop at 2334 N. Farwell Ave.
-
-
- Milwaukee Vapor at 3470 N. Oakland Ave.
-

REDACTED RECORD

Liquor stores include:

-
-
- Downer Wine and Spirits at 2638 N. Downer Ave.

-
-
-
- Parkside Grocery Market at 2700 N. Murray Ave.
-
-
-
- Gilbert's Liquor at 2853 N. Oakland Ave.
-
-
-
- Otto's Wine and Spirits at 3476 N. Oakland Ave.
-

Parkside Liquor & Grocery at 2700 N. Murray Ave. sells liquor and vaping products. It is only two blocks from 2865 N. Murray Avenue, which is seeking this license to sell these same products.

Many of these businesses are in a concentrated area on Oakland Ave. When we walk over to Oakland, there is a very different crowd in and around these businesses than the usual people we see walking around neighborhood. These stores draw different clientele, and this is not a good fit for the middle of a family-oriented residential neighborhood. This would draw different people to our neighborhood to shop here, while kids are out running around and playing.

This location was formerly owned by Bikesmiths for longer than I can remember, and this was a great resource for kids, families and college students. We could find a better fit for a business in this residential area. This is the area that so many of us call home, and we would like to keep it a safe and healthy neighborhood.

I appreciate your time and consideration.

Sincerely,

REDACTED RECORD

Leon-Van Meter, Daniela

From: License
Sent: Friday, May 27, 2022 4:15 PM
To: Leon-Van Meter, Daniela
Cc: Byrd, Yashica; Martin, Faviola
Subject: FW: Reject a Class A Liquor & Malt License for the proposed Serenity420 establishment at 2865 N. Murray Avenue

Follow Up Flag: Follow up
Flag Status: Flagged

REDACTED RECORD

Please add

From: License
Sent: Wednesday, May 25, 2022 4:34 PM
To: License <LICENSE@milwaukee.gov>
Subject: Reject a Class A Liquor & Malt License for the proposed Serenity420 establishment at 2865 N. Murray Avenue

You don't often get email from [License](#). [Learn why this is important](#)

I am writing to object to the Class A Liquor & Malt license filed for the property at 2865 N. Murray Avenue.

As an eastside parent and resident, I patronized the Bikesmith several times to purchase bike accessories and request a bike tuneup in the business formerly located at the now-vacant 2865 N. Murray Avenue commercial address.

The neighborhood has a full array of vape and alcohol suppliers and this location does not need one more. Any neighborhood vaping needs can be easily serviced at one of the following locations:

- Bambam's Smoke Shop & Hookah Lounge (3116 N. Downer Ave.)
- Blue Dream Vape & Smoke Shop (3473 N. Oakland Ave.)
- The Glass House Vape and Smoke Shop (2334 N. Farwell Avenue)
- Knuckleheads CBD & Vapes (2949 N. Oakland Ave.)
- Milwaukee Vapor (3470 N. Oakland Ave.)
- Purple Haze Smoke Shop (1653 N. Farwell Avenue)
- Shirazi Market (2864 N. Oakland Ave.)

These seven vape vendors all are located within minutes (on foot or on bike or by car) of 2865 N. Murray Avenue, in addition to three nearby establishments that carry malt liquor products and are located within one mile of 2865 N. Murray Avenue (Gilbert's on Oakland and Downer Wine & Spirits). Indeed, Parkside Liquor & Grocery (2700 N. Murray Ave.) carries BOTH liquor AND vaping products and is located just two blocks south of 2865 N. Murray Avenue, the site of a proposed future business called "Serenity420," for which the Class A Liquor & Malt license is being sought.

Approximately fifty children live in the 2700 to 3000 blocks of Stowell Avenue, and that's just a small sample of our eastside-family population. As city officials and entrepreneurs, can you honestly tell us that our children need another vape or alcohol vendor in their neighborhood?

I know for a fact that some of the above establishments sell unregulated Delta 8 THC gummies. The sale of such items at vape shops so close to a high concentration of children is an issue of concern when marketed to appear like candy (i.e., gummies) for children. <https://www.jsonline.com/story/entertainment/2022/01/05/delta-8-wisconsin-known-weed-light-openly-sold-across-state/8824846002/>

I strongly urge you to consider my request to reject a Class A Liquor & Malt License for the proposed Serenity420 establishment at 2865 N. Murray Avenue. In addition to substance abuse problems experienced by growing numbers of American children (including a 61 percent increase in drug use by eighth graders between 2016 to 2020), Milwaukee is experiencing a massive increase in reckless driving. Reckless driving and intoxication are a dangerous combination. Our neighborhood is saturated with vape-and-liquor vendors. Let's find a healthier and more diverse way to contribute to the commercial and cultural vibrancy of Milwaukee's east side.

Thank you for your consideration. Sincerely,

REDACTED RECORD

Leon-Van Meter, Daniela

From: License
Sent: Friday, May 27, 2022 4:47 PM
To: Leon-Van Meter, Daniela
Cc: Byrd, Yashica; Martin, Faviola
Subject: FW: Objection to licenses

Follow Up Flag: Follow up
Flag Status: Flagged

Would you add please?

From:
Sent: Tuesday, May 24, 2022 3:19 PM
To: License <LICENSE@milwaukee.gov>
Subject: Objection to licenses

REDACTED RECORD

You don't often get email from: [.earn why this is important](#)

To Whom it may concern,

. I am writing to object to the Class A Liquor & Malt license filed for the property at 2865 N. Murray Avenue.

As noted in the emails from several of my neighbors, there are several (seven) vape vendors all located within minutes of 2865 N. Murray Avenue, in addition to three nearby establishments that carry malt/ liquor products and all are located within one mile.

I have two children whom I feel do not need to be exposed to more of these establishments and the traffic they bring to an already dangerous and heavy traffic environment.

My family and I appreciate your consideration in this matter.

Thank you and best regards,

Date: 05/17/2022
Officer: PO Jordan
EMMONS

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

Name of Premise: SERENITY 420
Address: 2865 N MURRAY AV
Phone: 262-903-9905

Owner: DAVID L FERRARO
Owner address: 2407 WASHINGTON AVE
City State Zip: RACINE, WI 53405
Owner Phone: 262-903-9905
Owner email: DLF@SERENITYCIGS.COM

Licensee/Agent: DAVID L FERRARO
Home Address: 2407 WASHINGTON AV
City State Zip: RACINE, WI 53405
Phone: 262-903-9905
Email: DLF@SERENITYCIGS.COM

Preferred contact: PHONE

Location currently open: YES NO

Projected open date:

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

Hours of Operation: Sun: 9AM-5PM 24 hours Y N
Mon: 8AM-9PM
Tue: 8AM-9PM
Wed: 8AM-9PM
Thu: 8AM-9PM
Fri: 8AM-9PM
Sat: 8AM-9PM

Premise Type: Tavern/Bar
Restaurant
Other: TOBACCO SALE

Licenses currently held:

- Alcohol: Yes No Class: #:
Tobacco: Yes No #:
Food: Yes No #:
Extended Hours: Yes No #:
Secondhand Dealer: Yes No Type: #:
Other: Yes No Type: #:
Other: Yes No Type: #:

Exterior Survey:

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

Camera Survey:

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

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

Interior Survey:

25. What is the planned capacity OCCUPATION PERMIT PENDING
 26. What is the minimum number of employees That will be on premise 4
 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: 0
 34. How ill they be deployed: Interior Exterior
 35. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 36. Will the security be managed by business or contracted
 37. Will they be armed Yes No
 38. What type of security measures to be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

THIS PROPERTY IS CURRENTLY BEING REMODELED.
 NO SECURITY GUARDS WILL BE HIRED.
 NO ADDRESS NUMBERS AFFIXED TO PROPERTY.
 SECURITY CAMERAS NOT INSTALLED YET. OWNER PLANS ON HAVING A
 PROFESSIONAL COMPANY INSTALL CAMERAS IN THE FUTURE. OWNER PLANS
 ON HAVING EMPLOYEES TRAINED ON VIDEO RETRIEVAL.
 RECOMMENDED WINDOW GATES BE INSTALLED TO SECURE THE STOREFRONT
 WINDOWS FROM ENTRY AFTER HOURS.
 OWNER STATES OUTDOOR LIGHTING WILL BE ADDED.

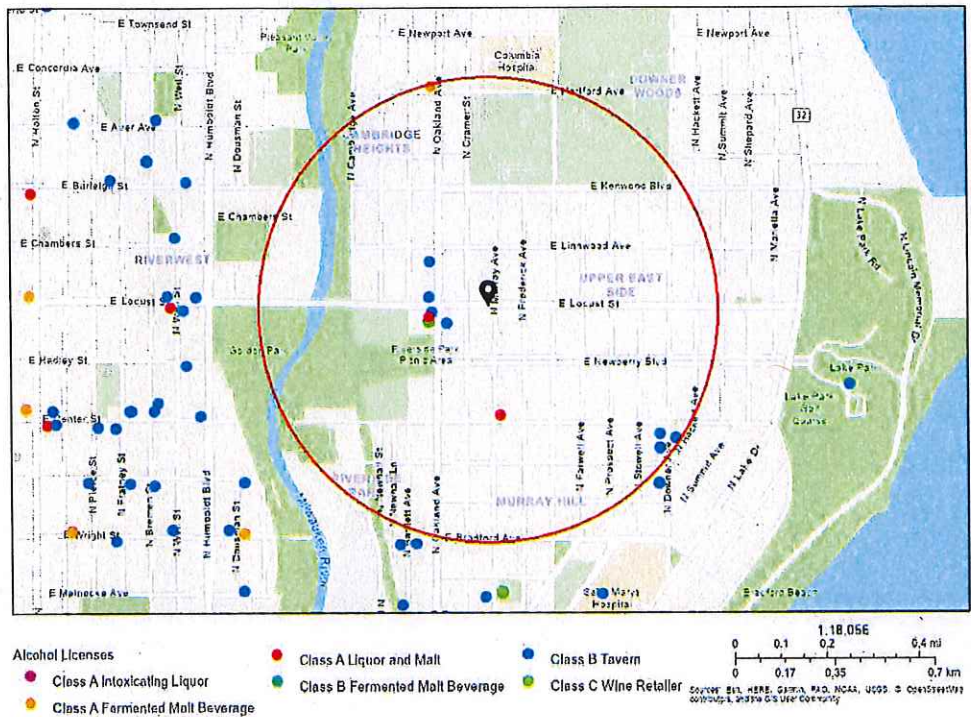
PLANNED WALK IN LIQUOR COOLER AND LOUNGE AREA.

City of Milwaukee Concentration Map

2865 N Murray Av

Area : 21,862,585.89 ft²

May 10 2022 11:38:20 Central Daylight Time



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	16		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	FARSI, LLC	SHAHRAZAD RESTAURANT	MOHAMMAD KHATIBI, Agt	2847 N OAKLAND AV	Class B Tavern License		12/10/2021, 6:00 PM	1
2	AXELS, INC	AXELS	ERIC A RASMUSSEN, Agt	2859 N OAKLAND AV	Class B Tavern License	100	2/7/2022, 6:00 PM	1
3	Dairyland Retail Group LLC	7-Eleven #35853C	Elizabeth J Evans, Agt	3301 N Oakland AV	Class A Fermented Malt Beverage Retailer's License		6/14/2022, 7:00 PM	1
4	ARO Management LLC	The Miramar Theatre	Aaron Ohlsson, Agt	2844-46 N Oakland AV	Class B Tavern License		6/29/2022, 7:00 PM	1
5	LISA'S FINE FOODS, INC	Lisa's Fine Foods	GARY J BONGIORNO, Agt	2961 N OAKLAND AV	Class B Tavern License		6/29/2022, 7:00 PM	1
6	Mary Jane Restaurants LLC	Cheba Hut	Heather R Gawliitta, Agt	2907 N OAKLAND AV	Class B Tavern License		6/19/2022, 7:00 PM	1
7	KCS WINE & SPIRITS, INC	DOWNER WINE & SPIRITS	MARK G NORD, Agt	2638 N DOWNER AV	Class A Malt & Class A Liquor License		7/10/2022, 7:00 PM	1
8	Thai A Kitchen	Thai A Kitchen	Toua Vang, SP	2851 N Oakland AV	Class B Fermented Malt Beverage Retailer's License	49	7/26/2022, 7:00 PM	1
9	Thai A Kitchen	Thai A Kitchen	Toua Vang, SP	2851 N Oakland AV	Class C Wine Retailer's License	49	7/26/2022, 7:00 PM	1
10	GILBERT LIQUOR CO, INC	GILBERT LIQUOR	ALLAN R RASMUSSEN, Agt	2853-57 N OAKLAND AV	Class A Malt & Class A Liquor License		6/29/2022, 7:00 PM	1
11	H & H ASSAD, LLC	PARKSIDE LIQUOR & GROCERY	HANA O UPRIGHT, Agt	2700 N MURRAY AV	Class A Malt & Class A Liquor License		8/16/2022, 7:00 PM	1
12	CANELA CAFE LLC	Canela Cafe	Dina Bouraxis-Awadallah, Agt	2621 N DOWNER AV	Class B Tavern License		8/18/2022, 7:00 PM	1
13	BelAir Cantina Downer Inc	BelAir Cantina Downer	KRISTYN A Eitel, Agt	2625 N DOWNER AV	Class B Tavern License	150	9/27/2022, 7:00 PM	1
14	Nehring's Sendik's on Downer, LLC	Nehring's Sendik's on Downer	ANNE C FINCH-NEHRING, Agt	2643 N Downer AV	Class B Tavern License		10/13/2022, 7:00 PM	1
15	Giri Corporation	Stone Creek Coffee	Eric A Resch, Agt	2650 N Downer AV	Class B Fermented Malt Beverage Retailer's License		10/16/2022, 7:00 PM	1
16	CAFE HOLLANDER DOWNER AVE LLC	CAFE HOLLANDER	ERIC G WAGNER, Agt	2608 N DOWNER AV	Class B Tavern License	200	11/1/2022, 7:00 PM	1

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



Tuesday, August 23, 2022



Notice of Public Hearing

Blank Notice

FERRARO, David LOUIS
Serenity420 at 2865 N Murray Av.
Class A Malt & Class A Liquor License Application

Friday, September 02, 2022 at 11:15 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 09/02/2022 at 11:15 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 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	1826 E LOCUST ST	MILWAUKEE, WI 53211-3252
CURRENT OCCUPANT	1910 E LOCUST ST	MILWAUKEE, WI 53211-3254
CURRENT OCCUPANT	1914 E LOCUST ST	MILWAUKEE, WI 53211-3254
CURRENT OCCUPANT	1922 E LOCUST ST, 1	MILWAUKEE, WI 53211-3254
CURRENT OCCUPANT	1922 E LOCUST ST, 2	MILWAUKEE, WI 53211-3254
CURRENT OCCUPANT	1922 E LOCUST ST, 3	MILWAUKEE, WI 53211-3254
CURRENT OCCUPANT	1922 E LOCUST ST, 4	MILWAUKEE, WI 53211-3254
CURRENT OCCUPANT	1927 E LOCUST ST, 1	MILWAUKEE, WI 53211-3284
CURRENT OCCUPANT	1927 E LOCUST ST, 2	MILWAUKEE, WI 53211-3284
CURRENT OCCUPANT	1927 E LOCUST ST, 3	MILWAUKEE, WI 53211-3284
CURRENT OCCUPANT	1930 E LOCUST ST, 10	MILWAUKEE, WI 53211-3254
CURRENT OCCUPANT	1930 E LOCUST ST, 5	MILWAUKEE, WI 53211-3254
CURRENT OCCUPANT	1930 E LOCUST ST, 6	MILWAUKEE, WI 53211-3254
CURRENT OCCUPANT	1930 E LOCUST ST, 7	MILWAUKEE, WI 53211-3254
CURRENT OCCUPANT	1930 E LOCUST ST, 8	MILWAUKEE, WI 53211-3254
CURRENT OCCUPANT	1930 E LOCUST ST, 9	MILWAUKEE, WI 53211-3254
CURRENT OCCUPANT	2004 E LOCUST ST	MILWAUKEE, WI 53211-3303
CURRENT OCCUPANT	2006 E LOCUST ST	MILWAUKEE, WI 53211-3303
CURRENT OCCUPANT	2828 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2830 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2831 N MURRAY AVE	MILWAUKEE, WI 53211-3649
CURRENT OCCUPANT	2833 N MURRAY AVE	MILWAUKEE, WI 53211-3649
CURRENT OCCUPANT	2834 N MURRAY AVE	MILWAUKEE, WI 53211-3648
CURRENT OCCUPANT	2835 N MURRAY AVE	MILWAUKEE, WI 53211-3649
CURRENT OCCUPANT	2836 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2837 N MURRAY AVE	MILWAUKEE, WI 53211-3649
CURRENT OCCUPANT	2838 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2838 N MURRAY AVE	MILWAUKEE, WI 53211-3648
CURRENT OCCUPANT	2840 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2840 N MURRAY AVE	MILWAUKEE, WI 53211-3648
CURRENT OCCUPANT	2841 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2841 N FREDERICK AVE	MILWAUKEE, WI 53211-3644
CURRENT OCCUPANT	2841 N MURRAY AVE	MILWAUKEE, WI 53211-3649
CURRENT OCCUPANT	2843 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2843 N FREDERICK AVE	MILWAUKEE, WI 53211-3644
CURRENT OCCUPANT	2844 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2844 N MURRAY AVE	MILWAUKEE, WI 53211-3648
CURRENT OCCUPANT	2845 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2846 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2846 N MURRAY AVE	MILWAUKEE, WI 53211-3648
CURRENT OCCUPANT	2847 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2847 N FREDERICK AVE	MILWAUKEE, WI 53211-3644
CURRENT OCCUPANT	2847 N MURRAY AVE	MILWAUKEE, WI 53211-3649
CURRENT OCCUPANT	2847 N MURRAY AVE, A	MILWAUKEE, WI 53211-3649
CURRENT OCCUPANT	2847 N MURRAY AVE, B	MILWAUKEE, WI 53211-3649
CURRENT OCCUPANT	2848 N MURRAY AVE	MILWAUKEE, WI 53211-3648

CURRENT OCCUPANT	2849 N FREDERICK AVE	MILWAUKEE, WI 53211-3644
CURRENT OCCUPANT	2850 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2850 N MURRAY AVE	MILWAUKEE, WI 53211-3648
CURRENT OCCUPANT	2851 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2853 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2853 N FREDERICK AVE	MILWAUKEE, WI 53211-3644
CURRENT OCCUPANT	2853 N MURRAY AVE	MILWAUKEE, WI 53211-3649
CURRENT OCCUPANT	2854 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2854 N MURRAY AVE	MILWAUKEE, WI 53211-3648
CURRENT OCCUPANT	2855 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2855 N FREDERICK AVE	MILWAUKEE, WI 53211-3644
CURRENT OCCUPANT	2855 N MURRAY AVE	MILWAUKEE, WI 53211-3649
CURRENT OCCUPANT	2856 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2857 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2857 N MURRAY AVE	MILWAUKEE, WI 53211-3649
CURRENT OCCUPANT	2858 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2858 N MURRAY AVE	MILWAUKEE, WI 53211-3648
CURRENT OCCUPANT	2859 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2859 N MURRAY AVE	MILWAUKEE, WI 53211-3649
CURRENT OCCUPANT	2860 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2860 N MURRAY AVE	MILWAUKEE, WI 53211-3648
CURRENT OCCUPANT	2861 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2861 N FREDERICK AVE	MILWAUKEE, WI 53211-3644
CURRENT OCCUPANT	2863 N FREDERICK AVE	MILWAUKEE, WI 53211-3644
CURRENT OCCUPANT	2864 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2864 N MURRAY AVE	MILWAUKEE, WI 53211-3648
CURRENT OCCUPANT	2865 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2865 N FREDERICK AVE	MILWAUKEE, WI 53211-3644
CURRENT OCCUPANT	2866 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2866 N MURRAY AVE	MILWAUKEE, WI 53211-3648
CURRENT OCCUPANT	2867 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2901 N FREDERICK AVE	MILWAUKEE, WI 53211-3302
CURRENT OCCUPANT	2903 N MURRAY AVE, 11	MILWAUKEE, WI 53211-3202
CURRENT OCCUPANT	2903 N MURRAY AVE, 12	MILWAUKEE, WI 53211-3202
CURRENT OCCUPANT	2903 N MURRAY AVE, 13	MILWAUKEE, WI 53211-3202
CURRENT OCCUPANT	2903 N MURRAY AVE, 14	MILWAUKEE, WI 53211-3202
CURRENT OCCUPANT	2904 N CRAMER ST	MILWAUKEE, WI 53211-3240
CURRENT OCCUPANT	2905 N CRAMER ST	MILWAUKEE, WI 53211-3241
CURRENT OCCUPANT	2905 N FREDERICK AVE	MILWAUKEE, WI 53211-3302
CURRENT OCCUPANT	2909 N FREDERICK AVE	MILWAUKEE, WI 53211-3302
CURRENT OCCUPANT	2909A N FREDERICK AVE	MILWAUKEE, WI 53211-3302
CURRENT OCCUPANT	2910 N CRAMER ST	MILWAUKEE, WI 53211-3240
CURRENT OCCUPANT	2911 N CRAMER ST	MILWAUKEE, WI 53211-3241
CURRENT OCCUPANT	2912 N MURRAY AVE	MILWAUKEE, WI 53211-3201
CURRENT OCCUPANT	2913 N CRAMER ST	MILWAUKEE, WI 53211-3241
CURRENT OCCUPANT	2913 N FREDERICK AVE	MILWAUKEE, WI 53211-3302
CURRENT OCCUPANT	2914 N CRAMER ST	MILWAUKEE, WI 53211-3240

CURRENT OCCUPANT	2915 N FREDERICK AVE	MILWAUKEE, WI 53211-3302
CURRENT OCCUPANT	2916 N CRAMER ST	MILWAUKEE, WI 53211-3240
CURRENT OCCUPANT	2916 N MURRAY AVE	MILWAUKEE, WI 53211-3201
CURRENT OCCUPANT	2918 N MURRAY AVE	MILWAUKEE, WI 53211-3201
CURRENT OCCUPANT	2919 N MURRAY AVE	MILWAUKEE, WI 53211-3202
CURRENT OCCUPANT	2920 N CRAMER ST	MILWAUKEE, WI 53211-3240
CURRENT OCCUPANT	2921 N MURRAY AVE	MILWAUKEE, WI 53211-3202
CURRENT OCCUPANT	2922 N MURRAY AVE	MILWAUKEE, WI 53211-3201
CURRENT OCCUPANT	2924 N CRAMER ST	MILWAUKEE, WI 53211-3240
CURRENT OCCUPANT	2924 N MURRAY AVE	MILWAUKEE, WI 53211-3201
CURRENT OCCUPANT	2925 N MURRAY AVE	MILWAUKEE, WI 53211-3202
CURRENT OCCUPANT	2926 N CRAMER ST	MILWAUKEE, WI 53211-3240
CURRENT OCCUPANT	2927 N MURRAY AVE	MILWAUKEE, WI 53211-3202

Blank Notice

Total Records: 106

Radius 250.0 feet and Center of Circle: 2865 N Murray Av



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.gov

1. Type of Business

Applying for: Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: Delivery Drive Thru Dining Room
 Self Service Laundry Massage Establishment Filling Station
 Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating: Retail sales of Class A liquor, Beer & Wine Hrs. 9 AM - 10 P

Do you have any experience operating this type of business? No Yes If yes, explain: Worked at 2 Liquors Stores in Racine Part Tim

2. Business Operations

- a. Proposed Opening Date: July 1, 2022
- 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: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: N/A
- b. Number of Garbage Cans: Inside: 2 Locations: Inside Front Door By Cashier station
Outside: NA Locations: _____
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: Has Not Been Determined

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? _____ and describe the parking security plan: Street Parking Only
- 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
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 6-8 and list locations: Cash register, Doorway Various Locations around the store per Professional Security Company
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe at sales counter if needed

6. Percentage of Sales (must total 100%)

Alcohol <u>85</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes <u>15</u> %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % 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 _____ (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: E. Locast St.

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

e. Describe Premises Structure: Single Story Multi-Story - # of Stories 3 Other: _____

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

g. Building Owner Name: DAVID SCRITSMAN Phone Number: 414-424-2373

Building Owner Address: _____

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

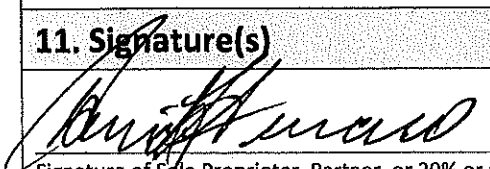
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	8 AM	5 PM	50	21 - 80	
Monday	8 AM	9 PM	50	21 - 80	
Tuesday	8 AM	9 PM	50	21 - 80	
Wednesday	8 AM	9 PM	50	21 - 80	
Thursday	8 AM	9 PM	50	21 - 80	
Friday	8 AM	9 PM	50	21 - 80	
Saturday	8 AM	9 PM	50	21 - 80	

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

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

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

11. Signature(s)


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

Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 e-mail address: license@milwaukee.gov www.milwaukee.gov/license

Legal Entity Name: Serenity420, LLC.

Premise Address: 2865 N. Murray Ave. Milwaukee, Wi. 53211

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.)? Landlord

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 July 1, 2022 Ends June 30, 2027

b) Monthly rental \$4,583.00-

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)? 5 with 5 yr option

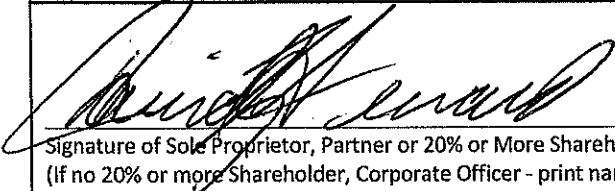
Lease Information (Continued)

- 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



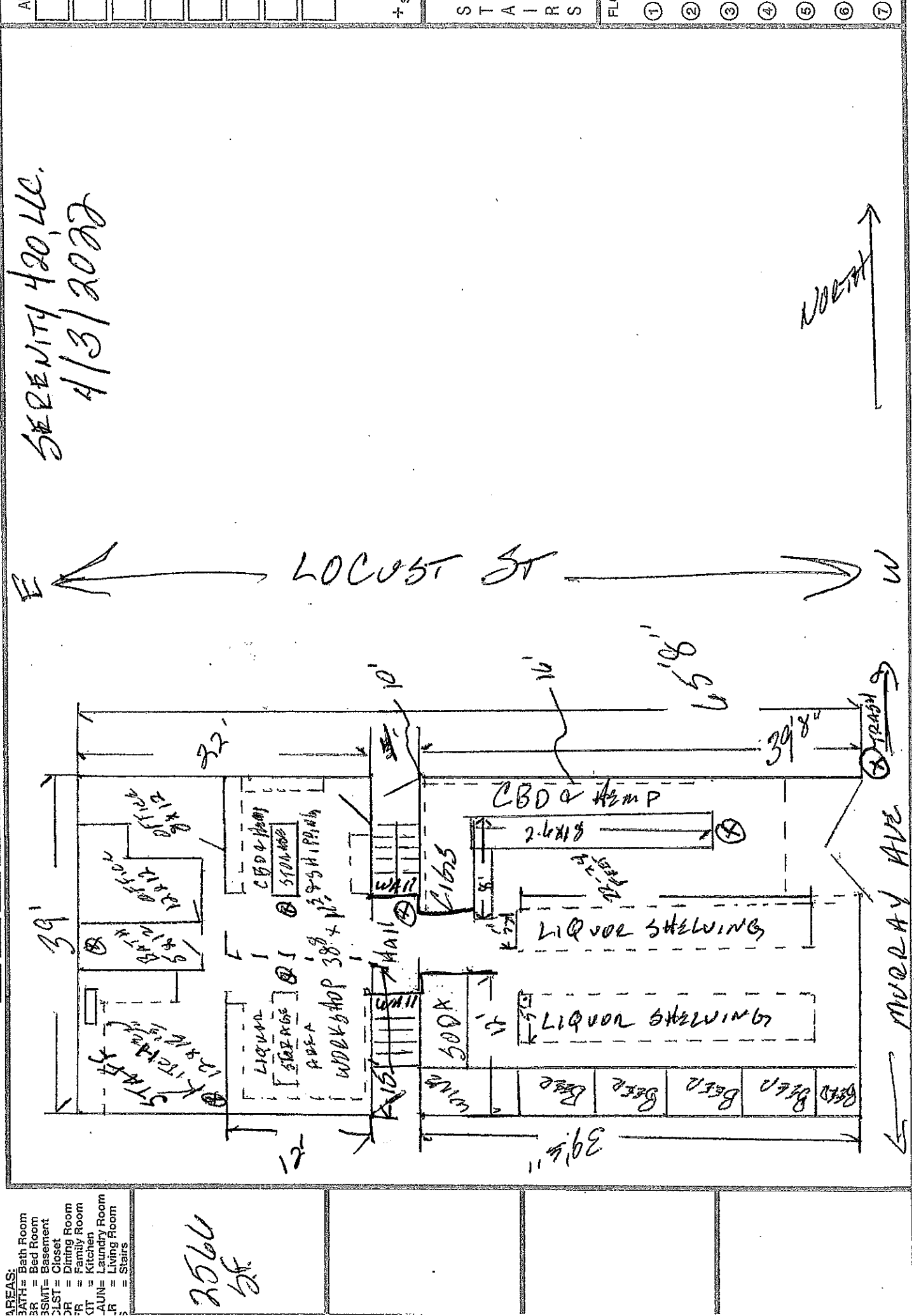
Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

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

EMPIRE TODAY CUSTOMER NAME 2865 N. MURRAY AVE ACTIVITY # MILWAUKEE Pattern Repeat (W) _____
 800-588-2300 SALES REP DAVID FERRARO ID# _____ TOTAL PRODUCT _____
 Contract # _____ F _____



- AREAS:
- BATH = Bath Room
 - BR = Bed Room
 - BSMT = Basement
 - CLST = Closet
 - DR = Dining Room
 - FR = Family Room
 - KT = Kitchen
 - LAUN = Laundry Room
 - LR = Living Room
 - ST = Stairs

2566
 JFC

S T A I R S

FLO

① ② ③ ④ ⑤ ⑥ ⑦