



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, May 27, 2026

COMMITTEE MEETING NOTICE

AD 13

ABASOVSKI, Besnik S, Agent
ILLYRIA LLC
1308 MONROE AV
SOUTH MILWAUKEE, WI 53172

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, June 09, 2026 at 10:45 AM

The access code is <https://meet.goto.com/498513133>. Please see the enclosed best practices document for further instructions.

Regarding: Your Massage Establishment License Application as agent for "ILLYRIA LLC" for "ILLYRIA" at 2607 W MORGAN Av.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines: Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. 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 are present at the committee hearing and 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 bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY: _____
Jim Cooney
License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

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

Jackson, Annette

From: License
Sent: Wednesday, April 8, 2026 9:37 AM
To: Jackson, Annette
Subject: FW: License Objection Appeal
Attachments: April 2.docx

Please handle—it is an appeal letter to alder objection of their business

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



[Take Our Survey!](#)

From: Nik Abasovski <support@illyriallc.com>
Sent: Tuesday, April 7, 2026 7:39 AM
To: Collins, Rolanda <Rolanda.Collins@milwaukee.gov>
Subject: License Objection Appeal

You don't often get email from support@illyriallc.com. [Learn why this is important](#)
Hi Rolanda,

I hope this email finds you well. I haven't been able to reach an agent by phone to determine if I can email my objection. The website's email wasn't opening, and when I created an account, the Gmail link errored out.

I have attached a copy of the objection letter for submittal. If email isn't acceptable please let me know. Sincere apologies if emailing you directly is an inconvenience.

Best regards,

Besnik Abasovski
Illyria LLC.
262-230-7591

April 2, 2026

City of Milwaukee
Office of the City Clerk
License Division
200 E. Wells Street, Room 105
Milwaukee, WI 53202

Subject: Appeal of Objection to Massage Establishment License Application

Dear Jim Cooney,

I respectfully submit this written appeal of the objection to my application for a massage establishment license for the premises located at [address]. This appeal is made within the time permitted by the City of Milwaukee Code of Ordinances.

I understand the objection references "the appropriateness of the location and premises." I respectfully disagree that the proposed establishment is inappropriate for this location, and I request a hearing before the Licensing Committee so that the application may be considered based on the actual facts, the plan of operation, and the safeguards in place to ensure the business will be professionally operated and will not create nuisance, traffic, parking, noise, or neighborhood management problems.

- The business will operate as a legitimate, professional massage establishment only
- Hours of operation will be 9am – 9pm daily
- Services are by appointment and walk-in
- The premises will be maintained in a quiet, orderly, and code-compliant manner
- I am willing to accept reasonable operating conditions if requested by the Committee
- The business will be operated as a professional massage establishment with a strict zero-tolerance policy for inappropriate, unlawful, or disorderly conduct. Services will be refused and / or staff terminated immediately if any such behavior occurs.

For these reasons, I respectfully request that the objection be overruled and that my application be allowed to proceed. I welcome the opportunity to appear before the

Licensing Committee and answer any questions regarding the proposed business, its operations, and the suitability of the premises. Thank you for your time and consideration.

Respectfully,

Besnik Abasovski

1308 Monroe Ave.

South Milwaukee, WI 53172

262-230-7591

Support@Illyriallc.com



Office of the City Clerk
License Division

Jim Owczarski
City Clerk
jowcza@milwaukee.gov

Jim Cooney
License Division Manager
jim.cooney@milwaukee.gov

March 25, 2026

Besnik S. Abasovski
ILLYRIA LLC
1308 W Monroe Av
South Milwaukee WI 53172

RE: Message Establishment License Application for 2607 W MORGAN Av
 Immediate Response Required

Dear Besnik S. Abasovski:

The local alderperson who represents the district for your proposed business objects to your application for a Massage Establishment license at 2607 W MORGAN Av .

Their objection is based on 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.

You have the right to file an appeal to the objection. The appeal must be in writing and addressed to the Licenses Committee of the Common Council. Submit your written statement appealing the local alderperson's objection within 10 working days of the date of this letter to the License Division, City Hall, Room 105, 200 E. Wells Street, Milwaukee, WI 53202.

If you do not file an appeal, no further action will be taken regarding your application. Contact the License Division for information regarding a partial refund of any paid license fees.

Sincerely,

Jim Cooney
License Division Manager



MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 03/10/26

LICENSE TYPE: MESSAGE

NEW:

RENEWAL:

No. 391108

Application Date:

License Location: 2607 W Morgan

Business Name: Illyria

Licensee/Applicant: Abasovski, Besnik
(Last Name, First Name, MI)

Date of Birth: 11/06/80

Home Address: 1308 Monroe Ave

City: S Milwaukee

State: WI **Zip Code:** 53172

Home Phone:

This report is written by Police Officer Penny Monreal, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 10/15/17, the applicant was charged with OWI in Milwaukee County Circuit Court. On 09/05/18, they were convicted and license was revoked for 7 months.



Wednesday, May 27, 2026



Notice of Public Hearing

Blank Notice

ABASOVSKI, Besnik S, Agent
ILLYRIA at 2607 W MORGAN Av
Massage Establishment License Application

Tuesday, June 09, 2026 at 10:45 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 on 6/9/2026 at 10:45 AM in Room 301-B, Third Floor, City Hall. 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 via internet 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 appear in person and 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 present at the committee hearing and 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.

CURRENT OCCUPANT	2536 W WARNIMONT AVE# 328	MILWAUKEE, WI 53221-1451
CURRENT OCCUPANT	2536 W WARNIMONT AVE# 329	MILWAUKEE, WI 53221-1451
CURRENT OCCUPANT	3458 S 26TH ST	MILWAUKEE, WI 53215-4824
CURRENT OCCUPANT	3460 S 26TH ST	MILWAUKEE, WI 53215-4824
CURRENT OCCUPANT	3474 S 26TH ST	MILWAUKEE, WI 53215-4824
CURRENT OCCUPANT	3500 S 26TH ST	MILWAUKEE, WI 53221-1435
CURRENT OCCUPANT	3520 S 26TH ST	MILWAUKEE, WI 53221-1435
CURRENT OCCUPANT	3521 S 25TH ST	MILWAUKEE, WI 53221-1427
CURRENT OCCUPANT	3521 S 26TH ST# 1	MILWAUKEE, WI 53221-1435
CURRENT OCCUPANT	3521 S 26TH ST# 2	MILWAUKEE, WI 53221-1435
CURRENT OCCUPANT	3521 S 26TH ST# 3	MILWAUKEE, WI 53221-1435
CURRENT OCCUPANT	3521 S 26TH ST# 4	MILWAUKEE, WI 53221-1435
CURRENT OCCUPANT	3521 S 26TH ST# 5	MILWAUKEE, WI 53221-1435
CURRENT OCCUPANT	3521 S 26TH ST# 6	MILWAUKEE, WI 53221-1435
CURRENT OCCUPANT	3522 S 26TH ST	MILWAUKEE, WI 53221-1435
CURRENT OCCUPANT	3526 S 26TH ST	MILWAUKEE, WI 53221-1435
CURRENT OCCUPANT	3527 S 25TH ST	MILWAUKEE, WI 53221-1427
CURRENT OCCUPANT	3528 S 26TH ST	MILWAUKEE, WI 53221-1435
CURRENT OCCUPANT	3535 S 25TH ST	MILWAUKEE, WI 53221-1427

Blank Notice

Total Records: 112

Radius 250 feet and Center of the Circle: 2607 W Morgan 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:

GENERAL MASSAGE THERAPY RELAXATION, SWEDISH, REFLEXOLOGY

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

2. Business Operations

- a. Proposed Opening Date: 4/1/2024
- 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: MOP
- b. How often will grounds be cleaned? Daily Weekly As Needed Monthly Other: MULTIPLE DAILY / After Service
- 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: _____
- b. Number of Garbage Cans: Inside: 6 Locations: Three Rooms, Reception, Restrooms, Utility
Outside: 1 Locations: Across Parking
- 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: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 18 and describe the parking security plan: _____
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have licensed security on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Describe equipment used _____
 List their License Number (s) _____
- d. Will there be security cameras? No Yes If yes, how many? 3 and list locations: entry
rear corner and rear entry
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol _____%	Food _____%	Secondhand Merchandise _____%	Precious Metals & Gems _____%
Entertainment _____%	Cigarettes, Electronic Vape Devices, Tobacco Products _____%		
Pawnbroker Activity _____%	Salvaged Materials (such as scrap metal) _____%	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>100</u> %	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, Electronic Vape Products 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: 527th & Morgan Ave
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: SRI RAYATHI Phone Number: 262 271 6898
 Building Owner Address: 19360 WHITEHALL DR. BROOKFIELD WI

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	9 a.m.	9 p.m.	6	35-70	
Monday	9 a.m.	9 p.m.	6	35-70	
Tuesday	9 a.m.	9 p.m.	6	35-70	
Wednesday	9 a.m.	9 p.m.	6	35-70	
Thursday	9 a.m.	9 p.m.	6	35-70	
Friday	9 a.m.	9 p.m.	6	35-70	
Saturday	9 a.m.	9 p.m.	6	35-70	

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

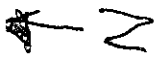
Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

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.



W. MORGAN AVE.

52'

SEEK

SALON TODAY

ADA BATH

EXIT

RECEPTION

ROOM 3

ROOM 2

ROOM 1

DHL

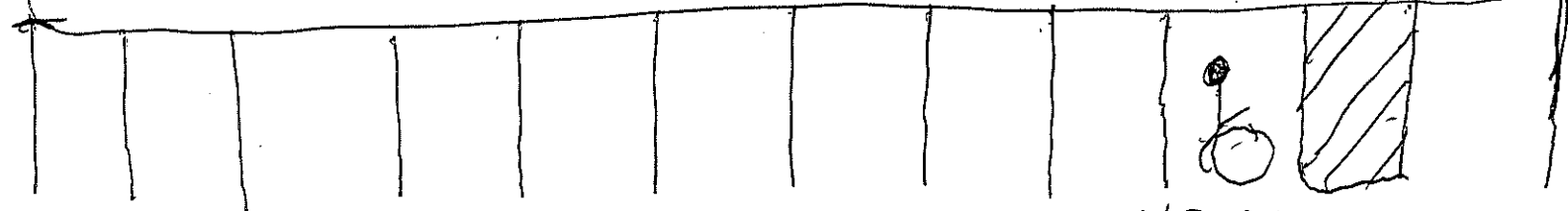
Alley

1100 SQ FT
WAITING
EXIT

109'

ILLYRIA LLC

PROCEDURE ROOMS



27'

PARKING LINES (145x27)

145x27



145'

GOOD + BAN

DESIRE ARSEVSKI, AGENT FOR ILLYRIA, LLC.

2607 W. MORGAN AVE

FEBRUARY 6, 2024

HWY 241 / SOUTH 27th ST.

NOT