



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Friday, October 12, 2018

COMMITTEE MEETING NOTICE

AD 08

SHANE G PARKER

9710 W Coldspring Rd

Milwaukee, WI 53228

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, October 23, 2018 at 09:45 AM



**Regarding:** Your Class B Tavern, Food Dealer, and Public Entertainment Premises License Renewal Applications for "GENE'S UNICORN PUB II" at 3412 W NATIONAL 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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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:

Jessica Celella

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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

## Becker, Keren

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**From:** License  
**Sent:** Monday, October 23, 2017 11:11 AM  
**To:** Becker, Keren  
**Subject:** FW: License at Genes Unicorn

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

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

**From:** [REDACTED]  
**Sent:** Monday, October 23, 2017 10:13 AM  
**To:** License  
**Cc:** Donovan, Robert  
**Subject:** License at Genes Unicorn

REDACTED RECORD

Regarding the upcoming license renewal at Genes Unicorn 3412 W National Ave, I have many concerns.

First and foremost, it is the level of late night noise as it has been a persistent problem over the past few months. [REDACTED]

[REDACTED] As we have had a warm start to fall, I would love to sit in my backyard to enjoy the cool, mosquito free evenings. On several evenings, as I was trying to do this, I was forced inside because of the loud, drunken conversations going on at my neighbors property. Who can relax to that? My understanding is that the dance studio at 3417 complained about people smoking on the front street. Certainly they were aware of the environment when they leased the property. Now that windows are closed, noise is still a problem when I am in the back of my house. As people get drunker, the volume gets louder. When I move to the front of my house to sleep on my couch to avoid the noise, I am awoken by more loud voices at 1:30am and then again at 2:00 am. Then the horn beeping and screeching tires begins.

Second, litter including broken half-pint and beer bottles along the area closest to National Ave is pretty pervasive. I've swept up broken bottles from the street 2 times in the last few months.

Third, as my evening outdoor enjoyment has been moved to the front of my house, I notice the level of intoxication that some people have. I've seen several people pin-balling their way down 34th St. I know that people have fallen in my garden, wiping out an entire summers worth of asiatic lilies. I once witnessed someone stagger out of the bar and collapse near their car. A few minutes later, 2 friends rushed out, got the person in the car, then sped away. Opioid overdose? Alcohol over-intoxication?

Fourth, 2 years ago, my house caught a bullet, as did the two houses north of me. Another neighbor caught a bullet in the grill of her car. We have no way of knowing the origination of the bullets, but I do know it happened after midnight. Neighbors felt it likely originated from patrons From Genes.

Fifth, safety. Although I generally feel safe in my neighborhood, over the past few months I've been restricting my dog's bedtime walks to closer to home. Whereas I used to walk to the corner of 34th and National to see what was happening, I now only go halfway as I am often met with boisterous people leaving the bar, which of course, my dog has an adverse reaction to.

Shane approached me on Saturday about his upcoming license renewal. I told him I would be writing a letter regarding my concerns. Through the course of the conversation, I did not feel that Shane feels entirely safe when in our neighborhood....oh the irony of that!

I am sure the licensing committee can make recommendations to assist with improvements Shane can make to once again make Genes a respected neighborhood recreational facility. On many levels, I feel Shane is operating as an absentee landlord, collecting the profits without putting a lot of effort into it. He is lucky to have a few dedicated daytime employees who put a lot of effort into running the establishment. I think further improvements could be made by Shane picking up a few weekend night time shifts to see what happens when he's not around. I think we also need a better solution to the backyard use by a patrons as well.

My apologies for not being able to appear in person, but this is what happens when you use all your vacation time trying to make a beautiful backyard, that in the end you can't enjoy anyway.

Sincerely,

[REDACTED]  
[REDACTED]  
[REDACTED]

REDACTED RECORD

MILWAUKEE POLICE DEPARTMENT  
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS  
SYNOPSIS

DATE: 09/11/18

LICENSE TYPE: BTAVN

NEW:

RENEWAL: X

No. 280744

Application Date: 09/10/18

Expiration Date:

License Location: 3412 W National Ave

Aldermanic District:08

Business Name: Gene's Unicorn Pub II

Licensee/Applicant: Parker, Shane G

(Last Name, First Name, MI)

Date of Birth: 10/05/70

Male: X

Female:

Home Address: 9710 W Coldspring Road

City: Greenfield

State: Wi

Zip Code: 53228

Home Phone: (414) 640-8944

This report is written by Police Officer Corstan D. COURT, assigned to the License Investigation Unit, Days.

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

1. On 08-17-97, applicant was charged with Disorderly Conduct by Greenfield Police Department.

Charge: Disorderly Conduct  
Finding: Convicted  
Sentence: Fined  
Date: 09-17-97  
Case: D97-7926

2. On 07-25-94, applicant was convicted of OWI in Milwaukee County. His license was suspended for 6 months. No further information.
3. On 05-04-01, applicant was convicted of OWI in Milwaukee County. His license was revoked for 14 months. No further information.
4. On 09-26-01, applicant was convicted of OWI in Milwaukee County. His license was revoked for 2 years, he received a fine and given 6 months in HOC.

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5. On 12/21/03, applicant was charged with 5 counts of Unemploy-Comp-Fraud to Obtain Benefits in Milwaukee County.

Charge: Unemploy-Comp-Fraud to Obtain Benefits  
Finding: Guilty due to Guilty Plea on one count, 4 charges dismissed but read-in  
Sentence: Fined  
Date: 01/10/08  
Case: 07CM006576

6. On 11/27/07, applicant received a citation for Sale of Alcohol To Underaged Person at 3412 W National Avenue.

Charge: Sale of Alcohol To Underage Person  
Finding: Guilty  
Sentence: Fined \$160.00  
Date: 03/25/08  
Case: 08019404

- =====
7. On 12/02/08 at 8:47 pm, Milwaukee police were dispatched to 3412 W National for a Battery complaint. Officers spoke with the victim who stated he was sitting at the bar when a known actor came in stating the victim owed him some money. The actor pushed the victim and a fight started. The victim was convey to a near by hospital where he was treated for a fractured ankle. A report was filed.
  8. On 06/22/09 at 5:27 pm, Milwaukee police were working the Wisconsin Wins Tobacco Initiative and had an underage female enter 3412 W National in attempts to purchase cigarettes. The underage was able to receive dollar coins from the bartender who then purchased a pack of cigarettes from the vending machine. The bartender never asked for any identification. The licensee, Shane Parker was cited for Sale of Cigarettes to Minor/Underage at 3412 W National Avenue.

Charge: Sale of Cigarettes To Minor/Underage  
Finding: Guilty  
Sentence: Fined \$160.00  
Date: 08/12/09  
Case: 09099049

- =====
9. On 04/10/10 at 8:40 pm, applicant was arrested by Greendale Police Department for OWI.

- =====
10. On 03/01/11 at 11:23 pm, Milwaukee police were dispatched to 3412 W National Avenue for a Trouble With Subject complaint. Officers spoke with the bartender Delora Woods who stated that a customer inside the bar kept making unwanted passes at her and she asked the patron to leave, but he refused and started to disturb other customers. The subject was still on scene at police arrival and he was advised that he was no longer welcomed in the bar.

11. On 07/05/11 at 11:30 pm, Milwaukee police were dispatched to 3412 W National for a Battery complaint. Investigation revealed a patron who had left the tavern was beaten by four unknown males and needed stitches to close his wounds. While officers were conducting follow up regarding the battery, they observed 3 patrons leave the bar who began fighting fight one another outside the bar causing a disturbance and crowd to gather. These three patrons were highly intoxicated and refusing to listen to police commands. Additional police squads were called and the subjects were citing for Disorderly Conduct and Resisting/Obstructing an Officer.

12. On 08/04/10, applicant was convicted of OWI in Milwaukee County. His license was revoked for 30 months.

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13. On 01/11/13 at 5:57 pm, Milwaukee police were dispatched to 3412 W National Avenue to check for a crime scene regarding a Battery/Cutting complaint. Police spoke to Terri Rainbird who was bartending. Rainbird stated that two males were verbally arguing inside the bar when they both exited and started to physically fight with their fists. Investigation found that one of the subjects fighting stabbed the other outside of the Unicorn tavern.

14. On 10/05/13 at 10:48 pm, Milwaukee police observed a fight outside of Gene's Unicorn Pub at 3412 W National Avenue. Investigation found two patrons started to verbally argue inside the bar when they were ordered to leave by the bartender Juana Williams. Both subjects left, but continued to physically fight outside until police arrived. A third subject approached police during the investigation and told police that he was armed with a gun and had a valid CCW permit. He also admitted to consuming alcohol while inside the bar. This subject was arrested and a charge of ESBUDW is pending against him. Williams told police that she was unaware that anyone was armed while inside the bar.

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15. On 02/16/2014 Milwaukee police conducted a licensed premise check at 3412 West National Avenue (Gene's Unicorn). No violations were observed.

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16. On 10/05/2014 Milwaukee police responded to a loud music complaint at 3412 West National Avenue (Gene's Unicorn Pub II). Officers could hear music from outside of the business and noticed that the front door of the tavern was propped open. The bartender, Juana Williams, stated the business was very crowded and he did not notice that the front door was open. He closed the door, had the music turned down and told officers the business was about to close for the night anyway. The person who reported the problem did not wish to be a complainant for a citation.

17. On 10/23/2014 Milwaukee police responded to a fight complaint at 3412 West National Avenue (Gene's Unicorn Pub II). The victim told officers he had been involved in a verbal confrontation with two other patrons while inside the bar. This later escalated into a physical confrontation outside of the business. The victim told officers that the other parties involved left prior to police arrival and he did not want police services. The bartender, Juana Williams, was cooperative and no violations were observed.

18. On 12/05/2014 Milwaukee police conducted a licensed premise check at 3412 West National Avenue (Unicorn Pub II). No violations were observed.
19. On 01/17/2015 Milwaukee police responded to a trouble with a subject complaint at 3412 West National Avenue. The bartender, Annette Wilber, told officers there had been an argument inside the bar between three subjects, but they all left prior to officer's arrival.
20. On 01/31/2015 Milwaukee police conducted a licensed premise check at 3412 West National Avenue (Gene's Unicorn Pub 2). No violations were observed.
21. On 04/16/2015 Milwaukee police responded to a shooting at 3412 West National Avenue (Gene's Unicorn Pub). Investigation revealed a patron of the business attempted to leave the business with a drink. The bartender informed the patron that she couldn't leave with the drink. The husband of the bartender attempted to stop the patron at the door from leaving with the drink. The patron produced a handgun and fired two shots while inside the business, striking the bartender's husband in the arm. Milwaukee police incident report #151060009 filed.

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22. On 05/25/2016 Milwaukee police were dispatched to a fight at 3412 West National Avenue (Gene's Unicorn II). Investigation revealed the victim was punched multiple times while inside the business, causing a broken nose and bruised eye. During this investigation, officers conducted a licensed premise check which revealed no violations. Milwaukee police incident report #161470118 filed.

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23. On 09/05/2017 at 9:27pm officers went to The Green Unicorn Pub, 3412 W. National Av, to conduct follow up regarding a shooting. The officers watched surveillance video from 09/05/2017 at 1:27am. The video depicted a fight inside between a male and female patron. The bartender, Kristine WILMER, and another male subject attempted to stop the fight. While attempting to stop the fight, the male subject helping the bartender pulled out a gun from his waist band. The male suspect charged toward the subject with the gun and the subject fired one time at the suspect. Both subjects then left the bar. WILMER is observed later in the video picking something, possibly the casing from the bullet, off the floor and taking it outside. WILMER denies picking up a casing and told the officers she did not think the shooting happened inside the bar. The applicant was contacted by phone and stated he believed the shooting occurred outside his establishment. The tavern made no calls to the police regarding this incident.
24. On 09/20/2017 a meeting was held regarding the shooting on 09/05/2017 at Gene's Unicorn, 3412 W. National Ave. At the meeting was the applicant, Alderman DONOVAN, and Captain RAMIREZ. The applicant stated he trains his employees to call the Police if there is an incident at the tavern. He stated he has fired the employee involved and is attempting to identify the patrons involved so he can ban them from the tavern. He is considering better lighting in the rear of the tavern and increase security during busy hours. He will be posting a sign to prohibit firearms. Alderman DONOVAN recommended the applicant close at 12:00am on weekdays and 1:00am on weekends and place a camera and lighting at the rear of the business.

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25. On 03/26/18 at 12:29am, Milwaukee Police were dispatched to 3412 W. National Avenue (Gene's Unicorn Pub) for a subject with gun complaint. The caller/employee called police and stated a patron pointed a firearm at her. The patron was located and arrested. An Incident report was filed (180850002)

26. On 08/01/18 an email was sent to the Second District from an alderman wanting an investigation into a fight which happened on 07/28/18 in front of 3412 W. National Avenue (Gene's Unicorn tavern). In the email, there was a link which captured a fight in front of the location and mentioned employees of the tavern. Investigation revealed that there were no calls for service at the establishment on 07/28/18 and there was no victim, who filed a police report. An employee and security were interviewed but neither one stated they saw a fight.



#180842592

MILWAUKEE POLICE DEPARTMENT  
REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Alexander RAMIREZ

Business Name: Gene's Unicorn Pub  
Address of Licensed Premises: 3412 W. National Av.  
Business Phone: 414-647-9993

District: 2

Type of License: Class B Tavern

Violation /  Incident # IR#18-085-0002 Date of Incident: 03-25-18

Licensee or Manager on premises at time of violation / incident?  Yes  No

Licensee cooperative?  Yes  No (if no, explain in narrative section)

Licensee Notified by Officer: PO SPITZER Date: 03-26-18 Time: 12:35AM

Licensee or Agent's Name: Shane G. PARKER Date of Birth: 10-05-70  
Home Address: 3612 S. 77<sup>th</sup> St. Home Phone: 414-640-8944

Co-Licensee Name: Date of Birth:  
Home Address: Home Phone:  
Class B License Number:

Bartender Name: Loretta M. TURNER Date of Birth: 12-18-76  
Home Address: 4063 S. 65<sup>th</sup> St. #2 Home Phone: 414-759-6902  
Class D License Number: 0224953

Licensed Person / Public Pass. Vehicle, etc.: Date of Birth:  
Home Address: Home Phone:  
Class D License Number:

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited: Dawuan R. ROBINSON Date of Birth: 01-09-90  
Citation Number: NA Violation & Ord. / Statue No.: 941.20(1) ESBUDW Court Data: NA

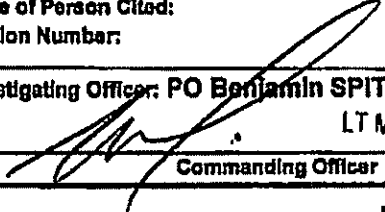
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Name of Person Cited: Date of Birth:  
Citation Number: Violation & Ord. / Statue No.: Court Data:

Name of Person Cited: Date of Birth:  
Citation Number: Violation & Ord. / Statue No.: Court Data:

Investigating Officer: PO Benjamin SPITZER District / Bureau: D2 Date: 04-01-18



LT MARK WROBLEWSKI

Commanding Officer

4/3/18

Date

DISPOSITION - FOR LICENSING ONLY

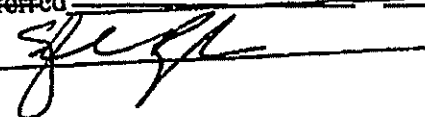
| Citation No. | Case Number | Disposition | Judge | Date |
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LICENSE INVESTIGATION UNIT

Received

Referred

By



Set  
w

PA-33E Narrative

This report is written by PO Benjamin SPITZER, District Two, Late Power.

On Monday, March 26th, 2018 at 12:29AM while assigned to SQ 2464 (PO ESPITIA and I) were dispatched to 3412 W. National Av, Gene's Unicorn Pub, to assist SQ 2420 (GOLLUP/KNOX) for a subject with a gun complaint.

The bartender and caller, identified as Loretta M. TURNER (B/F, 12-18-76), called stating there was a patron inside of the tavern armed with a revolver. On arrival PO KNOX and PO GOLLUP observed the subject, matching the description given, outside of the tavern on the sidewalk. PO GOLLUP took the subject into custody, identified as Dawuan R. ROBINSON (B/M, 01-09-90), but the firearm was not located.

I spoke with TURNER who stated the subject identified as ROBINSON was in the tavern arguing with another patron. TURNER stated as she was walking behind the counter when she observed ROBINSON brandished what she describe as a black revolver, and point it directly towards her. TURNER stated that she was able to get all of the patrons including ROBINSON outside, and lock up the tavern. TURNER stated that she then immediately called the Police. PO GOLLUP and I viewed the video which shows ROBINSON brandish the firearm and point it at TURNER. While ROBINSON is outside he drops the firearm on the ground several times. ROBINSON then enters an unknown make, or model, vehicle for a brief period of time. Approximately thirty seconds after exiting the vehicle, PO GOLLUP and PO KNOX, arrived on scene and made contact with ROBINSON. As they are dealing with ROBINSON the same vehicle drives away westbound on W. National Ave. ROBINSON most likely dumped the observed firearm in this vehicle prior to the Officers arrival.

TURNER was very cooperative with our investigation, and no tavern violations were observed. On 3-26-18 PO GOLLUP presented this case to ADA Lucy KRONFROST who issued charges of ESBUDW and DC while armed.

End of report.

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# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #: 182140009

OtherEvent #: 18-LP-0281

## Incident

### 3412 W NATIONAL AV Milwaukee, WISCONSIN 53215

Incident Date/Time:: 07/28/2018 12:38:00  
CAD Number:: 182140120  
District:: 2  
Beat:: 220  
Reporting Area:: 5256

## Business Agent (1)

### PARKER, SHANE GENE

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 10/05/1970  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (414)-321-7483  
Address:: 3612 S 77TH ST  
City:: Milwaukee  
State:: WISCONSIN  
Zip Code:: 53220

## License Premise Data (1)

### GENE'S UNICORN

Phone 1 Number:: (414)-647-9993  
Phone 1 Type:: Work  
Address:: 3412 W NATIONAL AV  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53215  
License Type:: Alcohol  
Licensee Notification Was Made:: Yes  
Licensee Notified Date/Time:: 08/01/2018 12:00:00  
Business Was Cited For Violation:: No  
Licensee was cooperative: (if not explain in narrative): No  
Licensee or Manager was on premises at time of violation/incident:: No

## Narrative (1)

### INITIAL INVESTIGATION

Espitia, Oscar 025682

08/21/2018

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444



Case #:182140009

OtherEvent #: 18-LP-0281

On Wednesday, August 1, 2018, the office Alderman Robert Donovan sent an email to MPD2@milwaukee.gov that read as follows:

"Hi Sgt. Kaltenbrun",

The video below was posted this past Saturday, and it appears to be of a fight out in front of Gene's Unicorn at 3412 W. National Ave. Later in the video, the bartender and security are mentioned, so we are assuming these people had just left the bar. Do you have any calls for service to this bar this past weekend?

<https://www.facebook.com/dominique.nolan.3/videos/223898731600711/>

The email contained the above link to a video posted by a "Dominique Nolan" which depicted a fight that occurred outside of Gene's Unicorn. Posting has a date/time stamp of "July 28, 2018 12:31AM". P.O. Christopher AGNEW captured the video from FACEBOOK and copied it to a CD-R, P.O. VODICKA placed the CD-R on MPD INV #18030854, item 1 of 1, as evidence. The video depicts a fight between two subjects outside and in front of the premises where one of the actors appears to sustain an injury to the face/head that would likely have required medical attention. The video shows a crowd watching the fight and at least one of the subjects in the crowd is observed wearing a black shirt with "security" across the back at shoulder height. P.O. VODICKA did also contact Gene GENAL of Cornerstone Security Group regarding security cameras in the area. GENAL stated that there is a camera at 3412 W National Av, but that the video is no longer available due to the older equipment and smaller hard drive that retains the video.

There are no corresponding calls for service regarding this incident.

On Wednesday, August 1, 2018 at approximately 1:00 AM I conducted a tavern check at 3412 W. National Ave to investigate the fight that was recorded and displayed on facebook. I spoke to bartender Latasha R. TIPPETT who stated she was working on Saturday night at Gene's Unicorn Bar.

TIPPETT stated it was a busy night because they had two birthday parties going on. TIPPETT stated they closed the bar at approximately 2:00 AM. TIPPETT stated everyone was outside by 2:15 AM. She stated she was cleaning the bar when she heard a commotion outside. She stated the security guard who she knows as Jammie and her walked outside but everybody had left. TIPPETT stated she didn't call police because the incident was over by the time she went outside.

End of TIPPETT statement and report.

## Officer (2)

|                           |                             |                     |
|---------------------------|-----------------------------|---------------------|
| Reporting Officer:        | Espitia, Oscar (025682)     | 08/16/2018 23:58:00 |
| Section: (Work Location): | 24                          |                     |
| Approving Officer:        | Krueger, Jeffrey S (017798) | 09/17/2018 02:04:18 |
| Section: (Work Location): | 24                          |                     |



Friday, October 12, 2018



# Notice of Public Hearing

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PARKER, Shane G  
GENE'S UNICORN PUB II at 3412 W NATIONAL Av  
Class B Tavern, Food Dealer, and Public Entertainment Premises License Renewal Applications

**Tuesday, October 23, 2018 at 9:45 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 10/23/2018 at 9:45 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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## 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.**

| OCCUPANT         | MAIL ADDRESS          | CITY, STATE ZIP     |
|------------------|-----------------------|---------------------|
| CURRENT OCCUPANT | 827 S SHEA AVE        | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3333 W NATIONAL AVE A | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 729 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 709 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 723 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3430B W NATIONAL AVE  | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 740 S 34TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 815 S SHEA AVE        | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3327A W NATIONAL AVE  | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 727 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 735 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3503 W PIERCE ST      | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 747 S 34TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3415 W NATIONAL AVE   | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 341.1B W NATIONAL AVE | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3430A W NATIONAL AVE  | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 746 S 34TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 806 S 34TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 816 S 34TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 815B S SHEA AVE       | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 733 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 737 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 743 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 747 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 749 S 34TH ST A       | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3427B W NATIONAL AVE  | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 815 S 34TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 811A S 34TH ST        | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 831 S SHEA AVE        | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3331 W NATIONAL AVE A | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3329 W NATIONAL AVE   | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 918 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3509 W PIERCE ST      | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 703 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 745 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3427A W NATIONAL AVE  | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3415A W NATIONAL AVE  | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3403 W NATIONAL AVE 1 | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3334 W NATIONAL AVE   | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 739 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 743 S 34TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3424 W NATIONAL AVE   | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 740A S 34TH ST        | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 814 S 34TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 821A S SHEA AVE       | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3331 W NATIONAL AVE   | MILWAUKEE, WI 53215 |

|                  |                       |                     |
|------------------|-----------------------|---------------------|
| CURRENT OCCUPANT | 815A S SHEA AVE       | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3505 W PIERCE ST      | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 705 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 707 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 749 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 747 S 34TH ST A       | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 737 S 34TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3403 W NATIONAL AVE 4 | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 811 S 34TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 835 S SHEA AVE        | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 829 S SHEA AVE        | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 749 S 34TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3417A W NATIONAL AVE  | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3403 W NATIONAL AVE 3 | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3430C W NATIONAL AVE  | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3336 W NATIONAL AVE   | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 821 S SHEA AVE        | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 813 S SHEA AVE        | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 725 S 35TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3507 W PIERCE ST      | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 801 S 34TH ST         | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3411A W NATIONAL AVE  | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3403 W NATIONAL AVE 2 | MILWAUKEE, WI 53215 |
| CURRENT OCCUPANT | 3428A W NATIONAL AVE  | MILWAUKEE, WI 53215 |

Total Records: 70

Radius: 250.0 feet and Center of Circle: 3412 W National Ave

**2018-2019 Plan of Operation for 3412 W NATIONAL AV**

CITY OF MILWAUKEE  
LICENSE DIVISION

2018 SEP 17 P 3:01

|  |                       |  |                  |
|--|-----------------------|--|------------------|
| <b>1. Litter &amp; Security Plans</b>  |                       |  |                  |
| How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:  |                       |  |                  |
| How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:   |                       |  |                  |
| Who cleans the grounds? <input checked="" type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input checked="" type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:   |                       |  |                  |
| How are noise issues prevented and/or addressed? <input checked="" type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input type="checkbox"/> Call Police <input checked="" type="checkbox"/> Signs Posted <input type="checkbox"/> Other:   |                       |  |                  |
| Are there designated outdoor smoking areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>in front - out Backyard in daytime</u>  |                       |  |                  |
| Number of garbage cans: Inside <u>4</u> Locations: <u>Behind Bar - Back room</u><br>Outside <u>2</u> Locations: <u>Side Dumpsters</u>  |                       |  |                  |
| Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:   |                       |  |                  |
| Number of restrooms: <u>2</u>  |                       | Name of solid waste contractor: <u>waste management</u>  |                  |
| Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, list number of spaces: _____ and describe security plans:  |                       |  |                  |
| Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:   |                       |  |                  |
| Do you have security personnel on the premise? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, how many? <u>1</u>  |                       |  |                  |
| AND What are their responsibilities? <u>carding, wanding, check outside areas, crowd control</u>   |                       |  |                  |
| What security equipment do they use? <u>wand/metal detector, ID Scanner</u>  |                       |  |                  |
| List their licensing, certification or training credentials: <u>None - prior experience AT RAVE</u>  |                       |  |                  |
| Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>6 inside / 4 outside</u>  |                       |  |                  |
| Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe: <u>AT door By security on weekends</u>   |                       |  |                  |
| <b>2. Percentage of Sales (must total 100%)</b>  |                       |  |                  |
| Alcohol <u>98</u> %  | Food Sales <u>2</u> % | Entertainment <u>0</u> %   | Other <u>0</u> % |
| <b>3. Businesses On The Premises (choose all that apply):</b>  |                       |  |                  |
| <input type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input checked="" type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility<br><input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other: |                       |  |                  |
| <b>4. Hours of Operation and Age Restriction</b>   |                       |  |                  |
| Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:  |                       |  |                  |
| Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license.<br>Your hours of operation and age restriction are listed on your current license.   |                       |  |                  |
| <b>5. Floor Plan and Capacity</b>  |                       |  |                  |
| Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at <a href="http://www.milwaukee.gov/licenses">www.milwaukee.gov/licenses</a> under License Forms and Related Information.  |                       |  |                  |
| Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.  |                       |  |                  |
| <b>6. Sidewalk Dining: Fee:</b>  |                       |  |                  |
| Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.   |                       |  |                  |
| <b>7. Food License: FREST 10505 Fee: \$250.00</b>  |                       | <b>8. Weights and Measures: Fee:</b>   |                  |
| Your current food license includes the following food operations:DHS - PREPACK, Tavern Restaurant. Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain _____   |                       | Number/Type of Devices:<br>Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions. |                  |



**1. CURRENT APPROVED ENTERTAINMENT**

The following types of entertainment have been approved for your current Public Entertainment Premises license:

Jukebox, 5 Amusement Machines, 1 Pool Table

**2. ADDING ENTERTAINMENT**

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE.**

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Instrumental Musicians   | <input type="checkbox"/> Bands                                 | <input type="checkbox"/> Battle of the Bands                   | <input type="checkbox"/> Comedy Acts  |
| <input type="checkbox"/> Disc Jockey  | <input type="checkbox"/> Magic Shows                           | <input type="checkbox"/> Poetry Readings                       | <input type="checkbox"/> Dancing by Performers                                |
| <input type="checkbox"/> Jukebox  | <input type="checkbox"/> Wrestling                             | <input type="checkbox"/> Patron Contests                       | <input type="checkbox"/> Patrons Dancing                                      |
| <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance                   | <input type="checkbox"/> Karaoke                               | <input type="checkbox"/> Bowling Alley<br>How many? _____      | <input type="checkbox"/> Pool Tables<br>How many? _____                       |
| <input type="checkbox"/> Motion Pictures (movies by admission)<br>How many screens? _____ | <input type="checkbox"/> Amusement Machines<br>How many? _____ | <input type="checkbox"/> Concerts<br>Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances<br>Approx. # per year? _____ |
| <input type="checkbox"/> Other: _____   |  |  |   |

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

**3. REMOVING ENTERTAINMENT**

If applicable, list any entertainment you wish to remove:

**4. PROMOTERS/SOUND AMPLIFICATION**

Will promoters ever be used for any of the entertainment?  No  Yes If Yes, Describe:

At any time will sound amplification be used?  No  Yes If Yes, Describe:

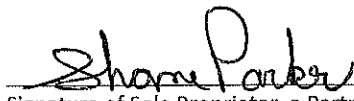
**5. SIGNATURE**

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

  
Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign