



**CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK**

Monday, September 15, 2025

**COMMITTEE MEETING NOTICE**

AD 08

SINGH, Gurjit K, Agent  
LINCOLN BEER & LIQUOR INC.  
18925 CAVENDISH RD  
Brookfield, WI 53045

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, September 30, 2025 at 09:15 AM**

The access code is <https://meet.goto.com/693319149>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class A Malt & Class A Liquor and Food Dealer Licenses Renewal Application as agent for "LINCOLN BEER & LIQUOR INC." for "LINCOLN BEER & LIQUOR" at 2717 W LINCOLN 

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. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

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

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 08/14/25

**LICENSE TYPE:** AMALT

**NEW:** ☐

**RENEWAL:** ☒

**No. 384615**

**Application Date:**

**License Location:** 2717 W Lincoln

**Business Name:** Lincoln Beer & Liquor

**Licensee/Applicant:** Singh, Gurjit K  
(Last Name, First Name, MI)

**Date of Birth:** 03/31/61

**Home Address:** 18925 Cavendish Rd

**City:** Brookfield

**State:** WI **Zip Code:** 53045

**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 11/12/22, Milwaukee Police were working Wisconsin WINS Youth Tobacco Initiative, which checks area vendors for age compliant tobacco sales. At approximately 9:45a.m., a youth entered 2717 W. Lincoln Av., and purchased tobacco from the cashier, who did not check or ask for identification. The officer entered the store and identified the cashier, who admitted to the sale. The agent was issued a citation for the violation.

**Charge:** Sale of Cigarette to Minor

**Finding:** Guilty

**Sentence:** Fine

**Date:** 06/13/23

**Case:** 23000723

2. On 06/14/23, Milwaukee Police were working Wisconsin WINS Youth Tobacco Initiative, which checks area vendors for age compliant tobacco sales. At approximately 3:40p.m., a youth entered 2717 W. Lincoln Av., and purchased tobacco from the cashier, who checked identification, however, sold the tobacco anyway. The officer entered the store and identified the cashier, who admitted to the sale. The agent was issued a citation for the violation.

Charge: Sale of Cigarette to Minor  
Finding: Guilty  
Sentence: Fine  
Date: 08/14/23  
Case: 23020426

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The following items pertain to the business at 2717 W. Lincoln.

3. On 04/09/25 at 8:43p.m., Milwaukee Police were dispatched to a Hospital for a "Battery" that occurred at 2717 W. Lincoln. The caller was the business who stated the subject was extremely intoxicated and passed out of the floor. On arrival officers observed the subject to be extremely intoxicated and did not appear to be battered.
4. On 04/11/25 at 5:28p.m., Milwaukee Police were dispatched to a Subject with Weapon. The business was the caller and stated the subject who was causing a disturbance and making threats was no longer on scene.
5. 04/23/25 at 2:30p.m., Milwaukee Police were dispatched to a Theft. The officers located the subject and issued a citation.
6. On 08/04/25 at 3:15p.m., Milwaukee Police were dispatched to an Armed Robbery. Investigation revealed suspects entered the business, went behind the counter and struggled with the employee for their weapon. The actors took an undisclosed amount of liquor, cigarettes and us currency before fleeing. The business was cooperative with the investigation and allowed officers to view video surveillance of the incident.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504240142

OtherEvent #: 25-LP-1775

## Incident

### 2717 W LINCOLN AV MILWAUKEE, WI 53215

Incident Date/Time:: 04/09/2025 19:42:00  
CAD Number:: P2504091327  
District:: 2  
Beat:: 220  
Reporting Area:: 5898

## Business Agent (1)

### SINGH, GURJIT KAUR

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 03/31/1961  
Sex:: FEMALE  
Race:: ASIAN  
Phone 1 Number:: (414)-384-9660  
Phone 1 Type:: Phone  
Address:: 18925 CAVENDISH RD  
City:: BROOKFIELD  
State:: WISCONSIN  
Zip Code:: 53045

## Licensed Premise Data (1)

### LINCOLN AVENUE LIQUOR & FOOD MART

Phone 1 Number:: (414)-640-3139  
Address:: 2717 W LINCOLN AV  
City:: MILWAUKEE  
State:: WI  
Zip Code:: 53215  
Licensee Notification Was Made:: No  
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)

### LICENSED PREMISE REPORT

Sobbe, Ethan 030925

04/24/2025

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504240142

OtherEvent #: 25-LP-1775

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This report is written by *PO ETHAN SOBBE*, assigned to *DISTRICT 2 Early SHIFT, SQUAD 2240 (PO JOHN PARLIER and I)*.

On April 9th, 2025 at approximately 8:43 PM, I was dispatched to *St. Francis Hospital* for a *battery call for service*.

Upon *our arrival* I observed the subject who had been transported by Curtis ambulance seated in a wheelchair in the lobby. The subject was extremely intoxicated and was unable to tell us what occurred. He did not appear to be severely battered.

We did not go to the business regarding.

The caller, Benny, called from 414-640-3139. He is the employee of Lincoln Ave Liquor and Food, and called and stated that a subject was not assaulted and is extremely intoxicated and passed out on the floor.

## Officer (2)

Reporting Officer:	Sobbe, Ethan (030925)	04/24/2025 20:43:00
Section: (Work Location):	22	
Approving Officer:	Bolyard, Kevin M (017776)	04/25/2025 20:49:35
Section: (Work Location):	14	

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504250104

OtherEvent #: 25-LP-1837

## Incident

### 2717 W LINCOLN AV Milwaukee, WI 53215

Incident Date/Time:: 04/11/2025 17:28:00  
CAD Number:: P2504111175  
District:: 2  
Beat:: 220  
Reporting Area:: 5898

## Business Agent (1)

### SINGH, GURJIT

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 03/31/1961  
Sex:: FEMALE  
Race:: WHITE  
Phone 1 Number:: (262)-781-2164  
Phone 1 Type:: Phone

## Licensed Persons Involved (1)

### SAINI, VIKAS

Person Involvement:: Employee  
DOB:: 09/13/1998  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: 4146392010  
Address:: 2717 W LINCOLN AV  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53215

## Licensed Premise Data (1)

### LINCOLN FOOD MART

Phone 1 Number:: (414)-639-2010  
Phone 1 Type:: Main  
Address:: 2717 W LINCOLN AV  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53215  
License Type:: Filling Station  
Licensee Notification Was Made:: No  
Business Was Cited For Violation:: No  
Licensee was cooperative: (If not explain in narrative): Yes

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504250104

OtherEvent #: 25-LP-1837

Licensee or Manager was on premises at time of violation/incident:: No

## Narrative (1)

### LICENSED PREMISE REPORT

Williamson, Wynald 030936

04/25/2025

This report is written by Police Officer Wynald WILLIAMSON, assigned to District Two, Early Shift with PO MCCRAY.

On Saturday, April 11th, 2025 at 5:28 PM, we were dispatched to a Subject with Weapon complaint at 2717 W Lincoln Ave; City and County of Milwaukee WI.

Upon *our arrival* I observed that the Lincoln Food Mart was a corner store that sold food items, alcohol, Tobacco and other miscellaneous items. I observed several cameras posted on the interior and exterior walls.

We entered the gas station and spoke to the caller, Vikas SAINI (W/M 9-13-1998) Ph# 414-639-2010

SAINI stated that an unknown subject entered the store and begin to make threats of battering him. SAINI stated that the subject was upset because he thought that he was looking at him wrongly. The subject knocked over items that were on the front counter and made threats of harming the caller. The subject then exits the store and continue on foot northbound on south layton blvd. SAINI stated that he have seen the subject in the past in the area but does not know his name.

The subject was not on scene upon police arrival and we did not locate him during the saturation.

No other witnesses observe the incident.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504250104

OtherEvent #: 25-LP-1837

SAINI was cooperative with the investigation and allowed us to view the video footage of the incident.

There was no security at this business.

There was video surveillance inside the business, that depicts the incident how SAINI reported it.

While on scene, I observed the licenses posted behind the register counter and they were up to date. During my investigation of the Subject with a Weapon I did not observe any violations on the licensed premise.

End of report.

## Officer (2)

Reporting Officer:	Williamson, Wynald (030936)	04/25/2025 23:36:00
Section: (Work Location):	22	
Approving Officer:	Rebro, Dana M (022635)	04/28/2025 19:18:42
Section: (Work Location):	22	



# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504230106

OtherEvent #: 25-LP-1755

## Incident

### 2717 W LINCOLN AV Milwaukee, WI 53215

Incident Date/Time:: 04/23/2025 14:30:00  
CAD Number:: P2504230878  
District:: 2  
Beat:: 220  
Reporting Area:: 5898

## Business Agent (1)

### SINGH, GURJIT K

Person Involvement: (Must choose Agent (License Holder)  
AGENT from drop down):  
DOB:: 03/31/1961  
Sex:: FEMALE  
Race:: ASIAN  
Address:: 18925 CAVENDISH RD  
City:: BROOKFIELD  
State:: WISCONSIN  
Zip Code:: 53045

## Licensed Premise Data (1)

### lincoln food and liquor

Address:: 2717 W LINCOLN AV  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53215  
Licensee Notification Was Made:: No  
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)

### LICENSED PREMISE REPORT

Heder, Brian R 022654

04/27/2025

This report is written by PO Brian HEDER assigned to District 2 Day shift squad 2120.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504230106

OtherEvent #: 25-LP-1755

On Listed date and time I responded to this location for a retail theft of a case of beer.(\$7.99 miller lite 18pack)

I located the suspect outside next door and a citation was issued.

End of report.

Officer (2)		
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Reporting Officer:	Heder, Brian R (022654)	04/23/2025 15:20:00
Section: (Work Location):	21	
Approving Officer:	Vandervest, Daniel J (016084)	04/29/2025 12:21:19
Section: (Work Location):	21	

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2508040117

OtherEvent #: 25-LP-3622

## Incident

### 2717 W LINCOLN AV Milwaukee, WI 53215

Incident Date/Time:: 08/04/2025 15:08:00  
CAD Number:: P2508040961  
District:: 2  
Beat:: 220  
Reporting Area:: 5898

## Business Agent (1)

### SINGH, GURJIT K

Person Involvement: (Must choose Agent  
AGENT from drop down);  
DOB:: 03/31/1961  
Sex:: FEMALE  
Race:: ASIAN  
Address:: 18925 CAVENDISH RD  
City:: BROOKFIELD  
State:: WISCONSIN  
Zip Code:: 53045

## Licensed Premise Data (1)

### LINCOLN FOOD & LIQUOR

Address:: 2717 W LINCOLN AV  
City:: Milwaukee  
State:: WI  
Zip Code:: 53215  
License Type:: Food Dealer  
Licensee Notification Was Made:: Yes  
Business Was Cited For Violation:: No  
Licensee was cooperative: (If not explain in narrative): Yes  
Licensee or Manager was on premises at time of violation/incident:: No

## Narrative (1)

### LICENSED PREMISE REPORT

Ottaway, Christopher S 015315

08/04/2025

This report was written by PO Christopher OTTAWAY assigned to District 2, Day Shift, Squad 2190.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2508040117

OtherEvent #: 25-LP-3622

On Monday, August 4, 2025, at about 3:15pm, my partner, PO Thoa VUE and I were dispatched to Lincoln Food & Liquor. located at 2717 W Lincoln Ave for an armed robbery complaint.

Upon arrival, officers spoke with the clerk, Bhupinder S SIDHU who stated around 3:00pm, 4 black males entered the business with ski masks on. SIDHU stated one of the actors jumped over the front countertop and started to struggle with him while the suspect told him to get down on the floor. SIDHU stated he then tried to grab his Taurus GX4 9mm off his hip in-order to defend himself, but this actor took the firearm away from him. The other 3 actors go behind the front counter area and start taking merchandise and place it bags and milk crates. Between the 4 actors they are able to take obtained an undisclosed amount of liquor bottles, cigarettes and monies from the register. The actors then fled the area in a newer model Honda CR-V, gray with a military plate of 58741M which does not list to a vehicle and the plates listed to a female in Appleton WI. This incident was caught on surveillance cameras at the location and from across the street. CIB Detectives later responded to assist in the investigation.

## Officer (2)

Reporting Officer:	Ottaway, Christopher S (015315)	08/04/2025 16:03:00
Section: (Work Location):	21	
Approving Officer:	Slowinski, Thomas J (017114)	08/05/2025 08:20:04
Section: (Work Location):	21	



Monday, September 15, 2025



# Notice of Public Hearing

Blank Notice

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SINGH, Gurjit K, Agent  
LINCOLN BEER & LIQUOR at 2717 W Lincoln Av  
Class A Malt & Class A Liquor and Food Dealer Licenses Renewal Application

**Tuesday, September 30, 2025 at 9:15 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 on 9/30/2025 at 9:15 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](mailto: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.

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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
BUSINESS OCCUPANT	2308 S 27TH ST	MILWAUKEE, WI 53215-2923
BUSINESS OCCUPANT	2314 S 27TH ST	MILWAUKEE, WI 53215-2923
BUSINESS OCCUPANT	2638 W LINCOLN AVE	MILWAUKEE, WI 53215-2477
BUSINESS OCCUPANT	2639 W LINCOLN AVE	MILWAUKEE, WI 53215-2476
BUSINESS OCCUPANT	2641 W LINCOLN AVE	MILWAUKEE, WI 53215-2476
BUSINESS OCCUPANT	2700 W LINCOLN AVE	MILWAUKEE, WI 53215-2455
BUSINESS OCCUPANT	2717 W LINCOLN AVE	MILWAUKEE, WI 53215-2454
BUSINESS OCCUPANT	2723 W LINCOLN AVE	MILWAUKEE, WI 53215-2454
BUSINESS OCCUPANT	2724 W LINCOLN AVE	MILWAUKEE, WI 53215-2455
BUSINESS OCCUPANT	2724 W LINCOLN AVE	MILWAUKEE, WI 53215-2455
BUSINESS OCCUPANT	2800 W LINCOLN AVE	MILWAUKEE, WI 53215-2451
CURRENT OCCUPANT	2250 S 28TH ST	MILWAUKEE, WI 53215-2426
CURRENT OCCUPANT	2251 S LAYTON BLVD	MILWAUKEE, WI 53215-2460
CURRENT OCCUPANT	2253 S LAYTON BLVD	MILWAUKEE, WI 53215-2460
CURRENT OCCUPANT	2254 S 28TH ST	MILWAUKEE, WI 53215-2426
CURRENT OCCUPANT	2257 S LAYTON BLVD	MILWAUKEE, WI 53215-2460
CURRENT OCCUPANT	2257A S LAYTON BLVD	MILWAUKEE, WI 53215-2460
CURRENT OCCUPANT	2260 S 28TH ST	MILWAUKEE, WI 53215-2426
CURRENT OCCUPANT	2260A S 28TH ST	MILWAUKEE, WI 53215-2426
CURRENT OCCUPANT	2262 S 28TH ST	MILWAUKEE, WI 53215-2426
CURRENT OCCUPANT	2262A S 28TH ST	MILWAUKEE, WI 53215-2426
CURRENT OCCUPANT	2264 S LAYTON BLVD	MILWAUKEE, WI 53215-2461
CURRENT OCCUPANT	2272 S 28TH ST	MILWAUKEE, WI 53215-2426
CURRENT OCCUPANT	2301 S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2303 S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2309 S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2313 S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2319 S 27TH ST	MILWAUKEE, WI 53215-2922
CURRENT OCCUPANT	2320 S 27TH ST	MILWAUKEE, WI 53215-2923
CURRENT OCCUPANT	2320 S 28TH ST	MILWAUKEE, WI 53215-2926
CURRENT OCCUPANT	2320A S 28TH ST	MILWAUKEE, WI 53215-2926
CURRENT OCCUPANT	2321 S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2322 S 27TH ST	MILWAUKEE, WI 53215-2923
CURRENT OCCUPANT	2322A S 27TH ST	MILWAUKEE, WI 53215-2923
CURRENT OCCUPANT	2323 S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2324 S 28TH ST	MILWAUKEE, WI 53215-2926
CURRENT OCCUPANT	2325 S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2326 S 27TH ST	MILWAUKEE, WI 53215-2923
CURRENT OCCUPANT	2326 S 28TH ST	MILWAUKEE, WI 53215-2926
CURRENT OCCUPANT	2328 S 28TH ST	MILWAUKEE, WI 53215-2926
CURRENT OCCUPANT	2329 S 27TH ST	MILWAUKEE, WI 53215-2922
CURRENT OCCUPANT	2329 S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2330 S 27TH ST	MILWAUKEE, WI 53215-2923
CURRENT OCCUPANT	2330A S 27TH ST	MILWAUKEE, WI 53215-2923
CURRENT OCCUPANT	2331 S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2332 S 28TH ST	MILWAUKEE, WI 53215-2926

CURRENT OCCUPANT	2334 S 27TH ST	MILWAUKEE, WI 53215-2923
CURRENT OCCUPANT	2334A S 27TH ST	MILWAUKEE, WI 53215-2923
CURRENT OCCUPANT	2336 S 28TH ST	MILWAUKEE, WI 53215-2926
CURRENT OCCUPANT	2337 S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2337A S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2338 S 28TH ST	MILWAUKEE, WI 53215-2926
CURRENT OCCUPANT	2339 S 27TH ST	MILWAUKEE, WI 53215-2922
CURRENT OCCUPANT	2340 S 27TH ST	MILWAUKEE, WI 53215-2923
CURRENT OCCUPANT	2340A S 27TH ST	MILWAUKEE, WI 53215-2923
CURRENT OCCUPANT	2341 S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2341A S 28TH ST	MILWAUKEE, WI 53215-2925
CURRENT OCCUPANT	2342 S 28TH ST	MILWAUKEE, WI 53215-2926
CURRENT OCCUPANT	2348 S 28TH ST	MILWAUKEE, WI 53215-2926
CURRENT OCCUPANT	2348A S 28TH ST	MILWAUKEE, WI 53215-2926
CURRENT OCCUPANT	2633 W LINCOLN AVE	MILWAUKEE, WI 53215-2476
CURRENT OCCUPANT	2635 W LINCOLN AVE	MILWAUKEE, WI 53215-2476
CURRENT OCCUPANT	2636 W LINCOLN AVE	MILWAUKEE, WI 53215-2477
CURRENT OCCUPANT	2636 W LINCOLN AVE# A	MILWAUKEE, WI 53215-2477
CURRENT OCCUPANT	2639 W LINCOLN AVE	MILWAUKEE, WI 53215-2476
CURRENT OCCUPANT	2641 W LINCOLN AVE	MILWAUKEE, WI 53215-2476
CURRENT OCCUPANT	2709 W LINCOLN AVE	MILWAUKEE, WI 53215-2454
CURRENT OCCUPANT	2713 W LINCOLN AVE	MILWAUKEE, WI 53215-2454
CURRENT OCCUPANT	2713A W LINCOLN AVE	MILWAUKEE, WI 53215-2454
CURRENT OCCUPANT	2724A W LINCOLN AVE	MILWAUKEE, WI 53215-2455
CURRENT OCCUPANT	2727 W LINCOLN AVE	MILWAUKEE, WI 53215-2454
CURRENT OCCUPANT	2727A W LINCOLN AVE	MILWAUKEE, WI 53215-2454
CURRENT OCCUPANT	2729 W LINCOLN AVE	MILWAUKEE, WI 53215-2454
CURRENT OCCUPANT	2731 W LINCOLN AVE	MILWAUKEE, WI 53215-2454
CURRENT OCCUPANT	2733 W LINCOLN AVE	MILWAUKEE, WI 53215-2454
CURRENT OCCUPANT	2735 W LINCOLN AVE	MILWAUKEE, WI 53215-2454
CURRENT OCCUPANT	2802 W LINCOLN AVE	MILWAUKEE, WI 53215-2451
CURRENT OCCUPANT	2804 W LINCOLN AVE	MILWAUKEE, WI 53215-2451
CURRENT OCCUPANT	2804A W LINCOLN AVE	MILWAUKEE, WI 53215-2451
CURRENT OCCUPANT	2808 W LINCOLN AVE	MILWAUKEE, WI 53215-2451
CURRENT OCCUPANT	2808A W LINCOLN AVE	MILWAUKEE, WI 53215-2451
CURRENT OCCUPANT	2809 W LINCOLN AVE	MILWAUKEE, WI 53215-2450
CURRENT OCCUPANT	2809A W LINCOLN AVE	MILWAUKEE, WI 53215-2450

Blank Notice

Total Records: 83

Radius 250 feet and Center of the Circle: 2717 W Lincoln Av

**2025-2026 Plan of Operation for 2717 W LINCOLN AV****1. Litter & Security Plans**How are the grounds kept clean? ☒ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Other:How often will grounds be cleaned? ☒ Daily ☐ Weekly ☐ Other:Who cleans the grounds? ☐ Licensee ☐ Building Owner ☒ Employees ☐ Hired Maintenance ☐ Other:How are noise issues prevented and/or addressed? ☐ Security ☒ Manager approaches customer(s) ☐ Call Police ☐ Signs Posted  
☐ Other:Are there designated outdoor smoking areas? ☒ No ☐ Yes If Yes, Describe:Number of garbage cans: Inside 2 Locations: BEHIND THE COUNTER & NEAR THE  
Outside 1 Locations: NEAR THE MAIN DOOR ENTRANCEIs a crowd control barrier used? ☒ No ☐ Yes If Yes, Describe:Number of restrooms: 1 Name of solid waste contractor: TO GOAre there parking spaces on the premises? ☒ No ☐ Yes If Yes, list number of spaces: \_\_\_\_\_ and describe security plans:Are there designated loading areas? ☐ No ☒ Yes If Yes, describe security plans:CAMERADo you have licensed security personnel on the premise? ☒ No ☐ Yes If Yes, how many? \_\_\_\_\_

AND What are their responsibilities? \_\_\_\_\_

What security equipment do they use? \_\_\_\_\_

List their licenses number(s): \_\_\_\_\_

Are there security cameras? ☐ No ☒ Yes If Yes, list all locations: INSIDEAre searches and/or identification checks conducted upon entry? ☒ No ☐ Yes If Yes, describe:**2. Percentage of Sales (must total 100%)**Alcohol 70 % Food Sales 20 % Entertainment \_\_\_\_\_ % Other 10 %**3. Businesses On The Premises (choose all that apply):**☐ Restaurant ☐ Cafe/Coffee Shop ☐ Cocktail Lounge ☐ Convenience Store ☐ Night Club ☒ Liquor Store ☐ Tavern ☐ Sports Facility  
☐ Hotel ☐ Banquet Hall ☐ Supermarket ☐ Private/Fraternal/Veterans' Club ☐ Other:**4. Hours of Operation and Age Restriction**Are there any changes to the current hours of operation or age restriction? ☒ No ☐ 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.

Your hours of operation and age restriction are listed on your current license.

**5. Floor Plan and Capacity**Are you requesting any changes to your capacity or floor plan\*? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_ and submit a new floor plan with this renewal application. A sample plan can be found online at [www.milwaukee.gov/licenses](http://www.milwaukee.gov/licenses) 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.

**6. Sidewalk Dining: Fee:**Are there any changes to the sidewalk dining site plan? ☐ No ☐ Yes If Yes, submit an updated site plan with this application.**7. Food License: FOOD 15533 Fee: \$300.00**

Your current food license includes the following food operations:

No Processing, Hazardous Foods, Sales \$20,001 - \$200,000.

Are there any changes to your food operations as listed above? ☒ No ☐ Yes, if Yes, explain  
\_\_\_\_\_**8. Weights and Measures: Fee:**

Number/Type of Devices:

Are there any changes to the number or types of devices? ☒ No ☐ Yes  
If yes, contact our office for further instructions.



**1. CURRENT APPROVED ENTERTAINMENT for LINCOLN BEER & LIQUOR 2717 W LINCOLN AV**

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

**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. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

- |   |  |  |   |
|---|--|--|---|
| <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                         | <input type="checkbox"/> Pool Tables  |
| <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.

*Gursil Singh*

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