



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Friday, September 03, 2021

COMMITTEE MEETING NOTICE


AD 08

HOECHERL, Joel D, Agent
JD's Pub LLC
4202 S 92nd St
Greenfield, WI 53228

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

Monday, September 20, 2021 at 01:15 PM

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting Jukebox, Patrons Dancing, 1 Pool Table, and 4 Amusement Machines as agent for "JD's Pub LLC" for "JD's Pub" at 3105 W Forest Home Av.

This meeting will be held via GoToMeeting. Please see the  sed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/733111181>. If you wish to call in, please call +1 (646) 749-3122 and use Access Code: 733-111-181.

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition attend the virtual hearing and are willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney

License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov.

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

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 07/09/21

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 326373

Application Date: 07/06/21

License Location: 3105 W. Forest Home Avenue

Business Name: JD's Pub

Licensee/Applicant: HOECHERL, Joel D
(Last Name, First Name, MI)

Date of Birth: 06/16/1977

Home Address: 4202 S. 92nd Street

City: Greenfield

State: WI **Zip Code:** 53228

Home Phone: 414-241-5014

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. **The applicant has a warrant with the Greenfield Police Department for Animal at Large**

Date: 07-15-2021

Officer: P.O. Fabian GARCIA

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

Name of Premise: JD'S Pub
Address: 3105 W. Forest Home Avenue
Phone: 414-241-5014

Owner:
Owner address:
City State Zip:
Owner Phone:
Owner email:

Licensee/Agent: **Joel D. Hoecherl**
Home Address: 4202 S. 92nd Street
City State Zip: Franklin, WI 53228
Phone: 414-241-5014
Email: sildragon@msn.com

Preferred contact: Joel D. Hoecherl-phone or email.

Location currently open: YES NO

Projected open date: Mid September

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

Hours of Operation: Sun: 10am-12am 24 hours Y N
Mon: 10am-12am
Tue: 10am-12am
Wed: 10am-12am
Thu: 10am-12am
Fri: 10am-12am
Sat: 10am-12am

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

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

Exterior Survey:

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

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. Recorded Yes No
20. How long is footage stored for later viewing: 2 Weeks
21. Are there exterior cameras Yes No How many: 3
22. Are there interior cameras Yes No How many: 9

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

Interior Survey:

25. What is the planned capacity **50**
 26. What is the minimum number of employees That will be on premise **1 employees**
 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
 28. Is the interior of the location neat and clean? Yes No
 29. Does an interior camera face the entrance/exit? Yes No
 30. Is there a lockable area that separates employees from customers? Yes No
 31. Are emergency and non-emergency numbers posted near the phone? Yes No
 32. Does the owner know how to contact their police district directly? Yes No
 a. Did you provide a district contact guide to the owner? Yes No

Security

33. How many security personnel are going to be employed **No Security**
 34. How will they be deployed: Interior Exterior
 35. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 36. Will the security be managed by business or contracted
 37. Will they be armed Yes No
 38. What type of security measures to be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This report is written by Police Officer Fabian GARCIA assigned to District Six-Early Power, Squad 6264, Community Liaison Office.

On Thursday, July 15, 2021, at 1:00 pm, my partner PO Michael Ward and I met with Joel D. Hoecherl at 3105 W. Forest Home Avenue. Joel stated that his plan is once he is able to obtain his license he will take ownership of the property and bar.

The property does have 3 exterior cameras, which was located on the east, north and west side of the property. Inside of the location on the west wall they have a monitor screen, with the surveillance cameras displayed, which can be seen by the employees inside. The interior has 9 total cameras, which two are located in the basement and the other 7 angled throughout the interior. They are all in working order and are stored for approximately 2 weeks.

The property currently does not have "No Loitering" signs displayed, but Mr. Hoecherl stated he will be adding some to the exterior of the property. I also observed that the address numbers to the property were not prominently displayed. Mr. Hoecherl stated that he will have the address numbers displayed near the front entrance door so it may be easy to read. The property is nice and clean and windows have minimal signage, which you can see clearly into and out of the property. This concludes my report.

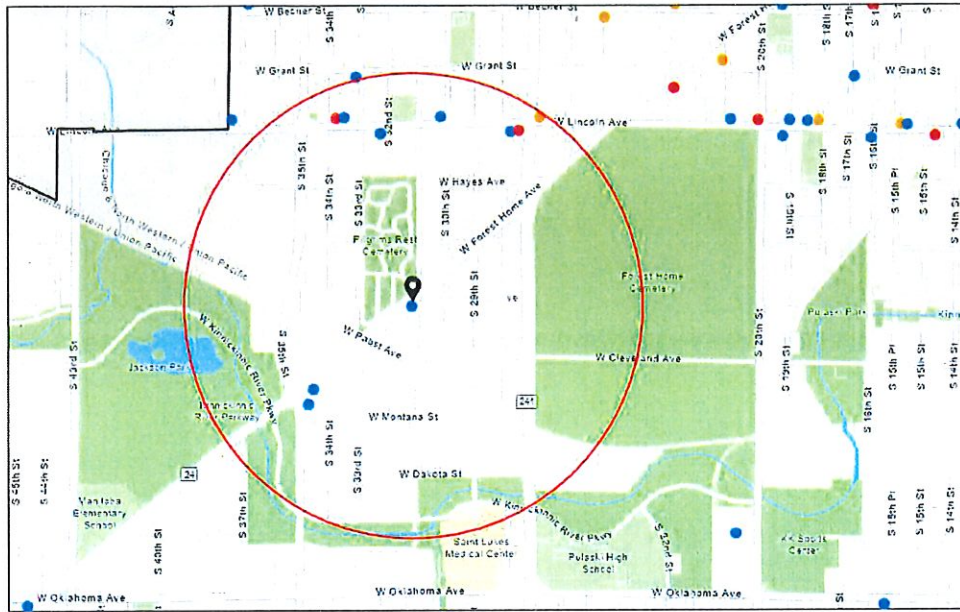


Concentration Map - 3105 W Forest Home AV

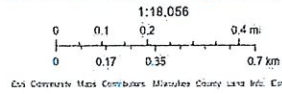
Area of Interest (AOI) Information

Area : 21,862,585.97 ft²

Jul 6 2021 10:08:51 Central Daylight Time



- Alcohol Licenses
- Class B Tavern
- Class A Fermented Malt Beverage
- Class A Liquor and Malt
- City Limits



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	10		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Arora Pantry Inc	Quick Pick Food Mart	Gurmeet S Arora, Agt	3332 W Lincoln AV	Class A Malt & Class A Liquor License		7/26/2021, 7:00 PM	1
2	LA PICA #3, LLC	LA PICA CARR 3 BAR & HALL	WILLIAM RIVERA, Agt	3427-31 W LINCOLN AV	Class B Tavern License	162	7/28/2021, 7:00 PM	1
3	El Jimador Restaurant LLC	El Jimador Restaurant	JOSE D ALVAREZ HERNANDEZ, Agt	3447 W Forest Home AV	Class B Tavern License		7/29/2021, 7:00 PM	1
4	MILWAUKEE' S FIREHOUSE, LLC	MILWAUKEE' S FIREHOUSE PUB	COLLEEN C RUEDA, Agt	2758 S 35TH ST	Class B Tavern License	137	9/8/2021, 7:00 PM	1
5	MCFINAGIN LLC	BREW CITY TAP	MARK S SILBER, Agt	3105 W FOREST HOME AV	Class B Tavern License	80	10/10/2021, 7:00 PM	1
6	LINCOLN BEER & LIQUOR INC.	LINCOLN BEER & LIQUOR	Gurjit K Singh, Agt	2717 W Lincoln AV	Class A Malt & Class A Liquor License		10/31/2021, 7:00 PM	1
7	Agave Azul	Agave Azul	FRANCISCO RIOS, JR, SP	3316 W Lincoln AV	Class B Tavern License	94	9/23/2021, 7:00 PM	1
8	RTSP, LLC	JUST ONE MORE	ANTONIO S PEREZ, Agt	3209 W LINCOLN AV	Class B Tavern License	25	1/17/2022, 6:00 PM	1
9	Aarvind Food Mart, LLC	Lucky Food & Beer	LAKHWINDER KAUR, Agt	2638 W Lincoln AV	Class A Fermented Malt Beverage Retailer's License		12/16/2021, 6:00 PM	1
10	Villana's Place, LLC	Villana's Place	Juan Manuel Macias Gallardo, Agt	3000 W LINCOLN AV	Class B Tavern License	160	2/7/2022, 6:00 PM	1

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



Friday, September 03, 2021

Licenses Committee Notice of Hearing

MACA INVESTMENTS LLC
5005 S 104th St
Greenfield, WI 53228

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications
Requesting Jukebox, Patrons Dancing, 1 Pool Table, and 4 Amusement Machines
HOECHERL, Joel D, Agent
JD's Pub at 3105 W Forest Home Av

Date: 9/20/2021

Time: 01:15 PM

Location: The hearing before the Licenses Committee will take place virtually on Monday, September 20, 2021. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@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

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.





Friday, September 03, 2021

Licenses Committee Notice of Hearing

Joel Hoecherl
4202 S 92nd St
Greenfield, WI 53228

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications
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Friday, September 03, 2021



Notice of Public Hearing

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notice

HOECHERL, Joel D, Agent
JD's Pub at 3105 W Forest Home Av
Class B Tavern and Public Entertainment Premises License Applications Requesting Jukebox,
Patrons Dancing, 1 Pool Table, and 4 Amusement Machines

Monday, September 20, 2021 at 1:15 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 9/20/2021 at 1:15 PM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	2600 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2603 S 30TH ST	MILWAUKEE, WI 53215-2831
CURRENT OCCUPANT	2603A S 30TH ST	MILWAUKEE, WI 53215-2831
CURRENT OCCUPANT	2604 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2608 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2608A S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2609 S 30TH ST	MILWAUKEE, WI 53215-2831
CURRENT OCCUPANT	2611 S 31ST ST	MILWAUKEE, WI 53215-2834
CURRENT OCCUPANT	2612 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2612A S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2613 S 30TH ST	MILWAUKEE, WI 53215-2831
CURRENT OCCUPANT	2616 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2617 S 30TH ST	MILWAUKEE, WI 53215-2831
CURRENT OCCUPANT	2617A S 30TH ST	MILWAUKEE, WI 53215-2831
CURRENT OCCUPANT	2620 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2621 S 30TH ST	MILWAUKEE, WI 53215-2831
CURRENT OCCUPANT	2624 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2625 S 30TH ST	MILWAUKEE, WI 53215-2831
CURRENT OCCUPANT	2628 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2630 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2634 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2636 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2640 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	2642 S 31ST ST	MILWAUKEE, WI 53215-2835
CURRENT OCCUPANT	3008 W HARRISON AVE	MILWAUKEE, WI 53215-2846
CURRENT OCCUPANT	3008A W HARRISON AVE	MILWAUKEE, WI 53215-2846
CURRENT OCCUPANT	3012 W HARRISON AVE	MILWAUKEE, WI 53215-2846
CURRENT OCCUPANT	3012A W HARRISON AVE	MILWAUKEE, WI 53215-2846
CURRENT OCCUPANT	3040 W FOREST HOME AVE	MILWAUKEE, WI 53215-2840
CURRENT OCCUPANT	3040A W FOREST HOME AVE	MILWAUKEE, WI 53215-2840
CURRENT OCCUPANT	3105 W FOREST HOME AVE	MILWAUKEE, WI 53215-2841
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Total Records: 31

Radius: 250.0 feet and Center of Circle: 3105 W Forest Home Ave



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:

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:

Tavern

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

2. Business Operations

- a. Proposed Opening Date: 8-1-2021
- 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: liquor license
- e. Is the current licensee operating? No Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? No Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: _____
- b. How often will grounds be cleaned? Daily Weekly As Needed Monthly Other: _____
- c. Grounds cleaned by: Licensee Building Owner Employees Hired Maintenance Other: _____
- d. How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: _____
- e. Will a sound amplification system be used? No Yes If yes, describe: jukebox

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: outdoor patio
- b. Number of Garbage Cans: Inside: 2 Locations: behind bar area
Outside: 1 Locations: East side of building
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: GLS

5. Security

a. Are there onsite parking spaces? No Yes If yes, how many? _____ 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 security personnel on premise? No Yes If yes, how many? _____ and answer the following:
What are their responsibilities? _____

Is security equipment used? No Yes If yes, describe camera/security system

List their licensing, certification, or training credentials _____

d. Will there be security cameras? No Yes If yes, how many? _____ and list locations: _____

e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>90</u> %	Food <u>0</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>10</u> %	Cigarettes <u>0</u> %		
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % 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: _____ Rooming House: Number of Floors: _____
 Number of Rooms: _____ Number of Rooms: _____

Type 2

- Liquor Store Corner Store Supermarket Convenience Store
 Gas Station Amusement/Phonograph Distributor Recycling, Salvage or Towing
 Used Car Dealer Personal Service Establishment
 (such as tattoo business, hair salon, tailor, etc.) Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- Occupancy Permit Cigarette & Tobacco Gas Station Extended Hours Class "B" Tavern Weights & Measures
 Secondhand Dealer Precious Metal & Gem Other: _____

8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity 80 (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: Forest Home Ave

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

e. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____

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

g. Building Owner Name: Joel Hoehnerl Phone Number: 414-241-5014

Building Owner Address: 4202 S. 92nd St, Greenfield, WI 53228

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 <input type="checkbox"/> write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	12pm	2am	100	21+	21+ older
Monday	12pm	2am	100	21+	21+ older
Tuesday	12pm	2am	100	21+	21+ older
Wednesday	12pm	2am	100	21+	21+ older
Thursday	12pm	2am	100	21+	21+ older
Friday	12pm	2am	100	21+	21+ older
Saturday	12pm	2am	100	21+	21+ older

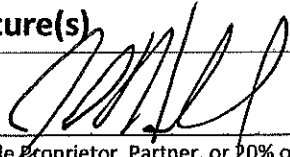
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday

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

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

11. Signature(s)



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

Signature of additional partner or 20% or more shareholder



**ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES
SUPPLEMENTAL APPLICATION**

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

Legal Entity Name: JD's Pub LLC

Premise Address: 3106 W Forest Home Ave, Milwaukee, WI 53215

Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital? No Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? No Yes
Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? No Yes
If yes, list their name and address: _____
b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? No Yes
If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business? No Yes
If yes, explain: _____
d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? No Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? Own Lease
b) Who owns the fixtures (for example, coolers, etc.)? Joel Hoehnerl
c) Are you purchasing the stock and/or fixtures? No Yes if yes, amount paid \$ _____
d) Total amount paid for business \$ 230,000
e) Total amount paid for goodwill of the business \$ 0

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? No Yes

Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begin _____ End: _____
b) Monthly rental \$ _____
c) Do you have an option to renew the lease? No Yes
d) Does your lease allow for assignment to another party without the consent of the owner? No Yes
e) For what length of time have you been guaranteed occupancy (number of years)? _____

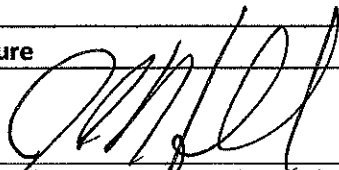
Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupancy object to the granting of your license? No Yes
if yes, explain _____

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? No Yes
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):

Signature



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

Note: All information contained in this application is subject to approval by the Common Council.
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.
Contact the License Division for information on how to request changes.

New and transfer of premises applicants must submit the following:

- Detailed floor plan
 If a restaurant, copy of the menu



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS <u>3105 W. Forest Home Ave, Milwaukee, WI 53215</u>			
TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)			
<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input checked="" type="checkbox"/> Amusement Machines How many? <u>1</u>
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input checked="" type="checkbox"/> Pool Tables How many? <u>1</u>	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input checked="" type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			
Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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.			
PROMOTERS/ SOUND AMPLIFICATION			
Will promoters ever be used for any of the entertainment? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
At any time will sound amplification be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>in jukebox</u>			
LEGAL CAPACITY OF PREMISES			
<u>80</u> (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____ If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.			
ACKNOWLEDGEMENT/ 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, Partner or 20% or More Shareholder (If no 20% or more Shareholder, Corporate Officer - print name/title and sign)			

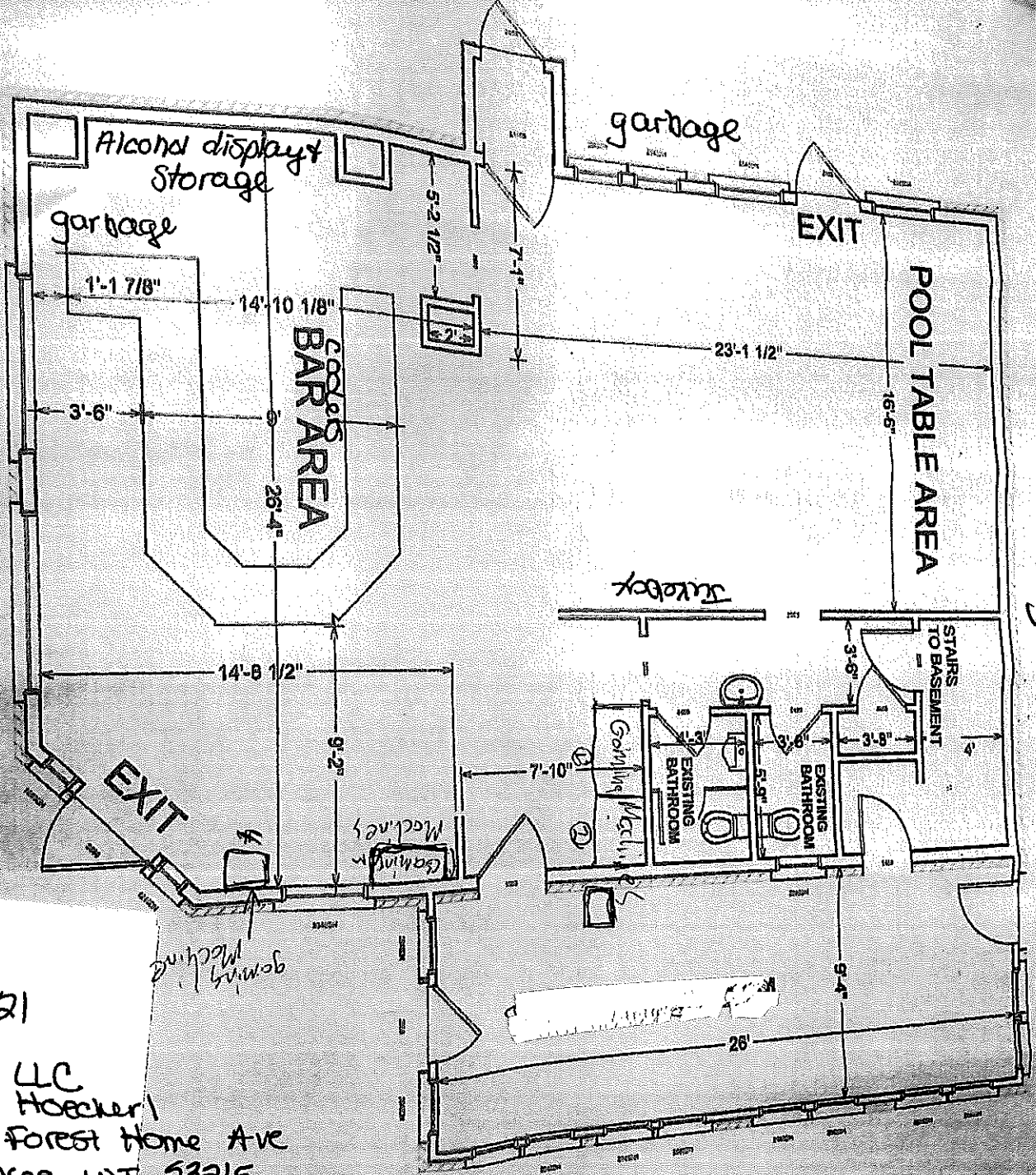
Office Use Only:

Initials: _____ Filed: _____ App: _____

Only PEP? No Yes If Yes, Queue to MPD and Email Mgrs/ Team Lead (must be heard w/in 60 days)

31st St

F



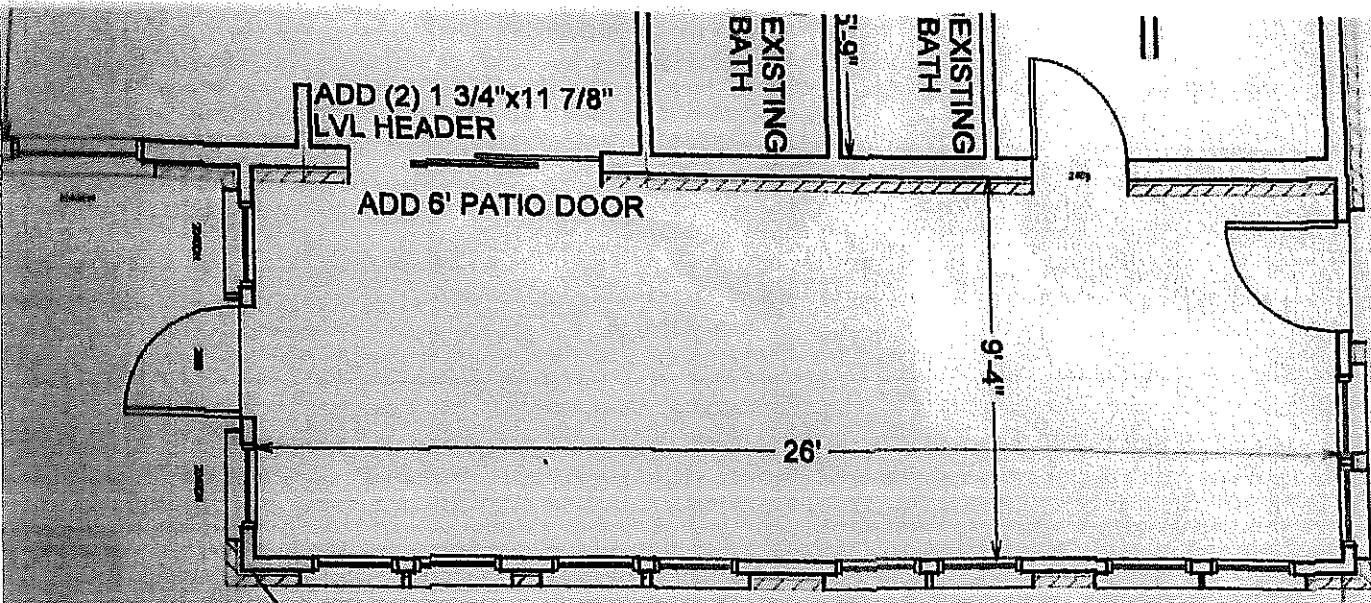
Forest Home Ave
 EATING AREA
 1357 sq ft

6-15-21
 JD's Pub LLC
 Joel Hoecker
 3105 w. Forest Home Ave
 Milwaukee, WI 53215

Patio

3

S

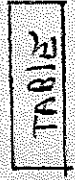
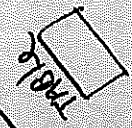


OUT DOOR PATIO

25'

24'9"

6'6"



40'

FOREST HOME ALLE.

JD's Pub LLC
 Jeff Hecker
 3105 W. Forest Home Ave
 Milwaukee WI 53215



Compressors

Oxygenator

WALK-IN
COOLER

BASEMENT

BEER & ALCOHOL
STORAGE
THROUGHOUT

BEER STORAGE

40'

DRAWING

STEPS

10'

10'

Liquor
Storage

JD's Pub LLC
Steel Hecker
3105 W. Forest Home Ave
Milwaukee WI 53215

LAUNDRY

FWX
BOX