



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, June 08, 2021

COMMITTEE MEETING NOTICE


AD 04

JACOBS-SCHROEDER, Jaime A, Agent  
3rd Street Market LLC  
275 W Wisconsin Av #100  
Milwaukee, WI 53203

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

**Tuesday, June 22, 2021 at 10:40 AM**

**Regarding:** Your Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications Requesting Bands, Instrumental Musicians, Disc Jockey, and Karaoke as agent for "3rd Street Market LLC" for "3rd St Market Hall" at 275 W Wisconsin Av #100.

This meeting will be held via GoToMeeting. Please see the enclosed  best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/743465261>. If you wish to call in, please call +1 (571) 317-3112 and use Access Code: 743-465-261.

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](mailto:molly.kuether-steele@milwaukee.gov).

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)



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AD 04

JACOBS-SCHROEDER, Jaime A, Agent  
3rd Street Market LLC  
127 Clark St  
Pewaukee, WI 53072

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# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 08/12/2020

**LICENSE TYPE:** Class B Tavern

**NEW:**

**RENEWAL:**

**No. 312623**

**Application Date:** 08/10/2020

**License Location:** 275 W Wisconsin Av #100

**Business Name:** 3<sup>rd</sup> St Market

**Licensee/Applicant:** JACOBS-SCHROEDER, Jaime A  
(Last Name, First Name, MI)

**Date of Birth:** 10/27/1977

**Home Address:** 127 Clark St

**City:** Pewaukee

**State:** WI **Zip Code:** 53072

**Home Phone:**

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

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

1. On 03/12/2016 the applicant was cited for Operating while Intoxicated. She was convicted on 04/13/2016 and her license was revoked for 6 months.

Date: 4/15/21  
Officer: Monreal

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

Name of Premise: 3<sup>rd</sup> Street Market Hall  
Address: 275 W Wisconsin Ave #100  
Phone: 262-352-3327

Owner: Jacobs-Schroeder, Jaime A.  
Owner address: 127 Clark St.  
City State Zip: Pewaukee, WI  
Owner Phone: 262-352-3327  
Owner email: Jaime@3rdstmarkethall.com

Licensee/Agent: Same  
Home Address:  
City State Zip:  
Phone:  
Email:

Preferred contact: Same

Location currently open:  YES  NO

Projected open date: 08/2021

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

Hours of Operation: Sun: 8A-8P 24 hours Y N  
Mon: 8A-9P  
Tue: "  
Wed: "  
Thu: "  
Fri: 8A-11P  
Sat: "

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:
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. Is there a parking lot  Yes  No
7. Is the parking lot clean?  Yes  No
8. Off-Street parking  Yes  No
9. Is the parking lot well lit?  Yes  No
10. Valet Parking  Yes  No
  - a. Will this lot have a guard?  Yes  No
  - b. Will this lot have cameras?  Yes  No
11. Are there areas where a person could conceal themselves  Yes  No
12. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
13. Exterior Payphone?  Yes  No
14. Are there No Loitering Signs posted?  Yes  No
15. Are there exterior security cameras  Yes  No How Many:
16. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. Recorded  Yes  No
20. How long is footage stored for later viewing: 30 days
21. Are there exterior cameras  Yes  No How many: unknown
22. Are there interior cameras  Yes  No How many: 6
23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No

24. Cameras located in parking lot Yes No How many Unknown

**Interior Survey:**

- 25. What is the planned capacity 1700
- 26. What is the minimum number of employees That will be on premise 2
- 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: 4
- 34. How will they be deployed: Interior 4 Exterior
- 35. What days will they be deployed MonTueWedThuFriSatSun
- 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 is a unique space within a Residential/Commercial Building. Security and Cameras are provided by the developer (Hempel).

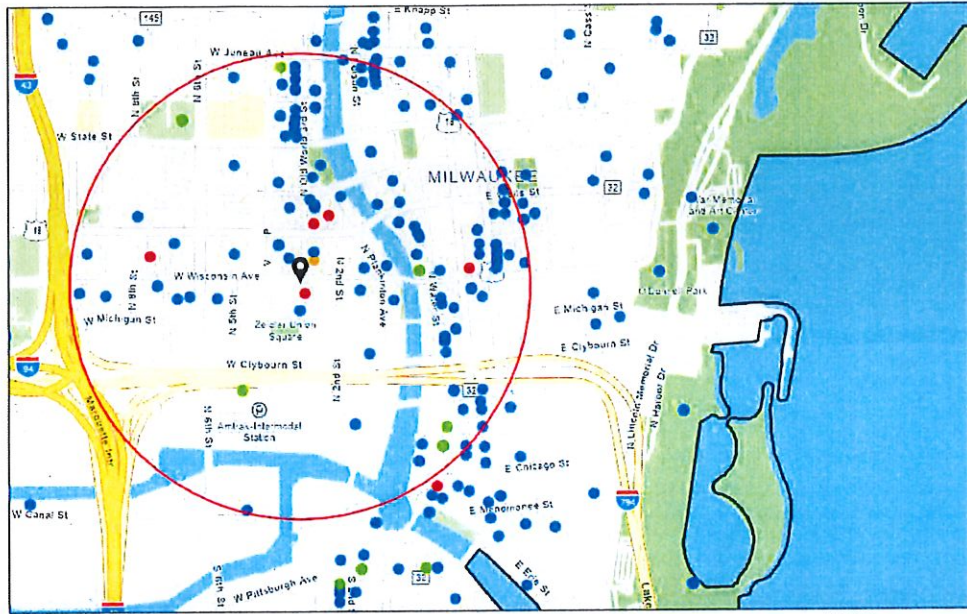


# City Alcohol Concentration for 275 W Wisconsin Ave #100

## Area of Interest (AOI) Information

Area : 21,862,585.97 ft<sup>2</sup>

Aug 10 2020 12:59:33 Central Daylight Time



### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	146		

Alcohol Licenses



#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	PABST THEATER CONCESSIONS, LLC	TURNER HALL BALLROOM	Tiffani A Hart, Agt	1040 N VEL R PHILLIPS AV	Class B Tavern License	987	11/7/2020, 6:00 PM	1
2	HDS 777, LLC	The Sofie	DAVID J SAFINA, Agt	777 N JEFFERSON ST	Class B Tavern License		10/19/2020, 7:00 PM	1
3	MKE Events LLC	Red White and Blue	JACOB E DEHNE, Agt	1044 N Old World Third ST	Class B Tavern License	824	11/5/2020, 6:00 PM	1
4	OUZO CAFE	OUZO CAFE	NICKEY G PAPPAS, Agt	776 N MILWAUKEE ST	Class B Tavern License	40	11/8/2020, 6:00 PM	1
5	Tourist Convenience LLC	Racks Full of Snacks	AHMED K YAFAI, Agt	240 W Wells ST	Class A Malt & Class A Liquor License		11/28/2020, 6:00 PM	1
6	Shake Shack Wisconsin LLC	Shake Shack	ARI B DOMNITZ, Agt	220 E Buffalo ST 110	Class B Fermented Malt Beverage Retailer's License		11/26/2020, 6:00 PM	1
7	Giri Corporation	Stone Creek Coffee	Eric A Resch, Agt	422 N 5th ST	Class B Fermented Malt Beverage Retailer's License		11/29/2020, 6:00 PM	1
8	Mader's German Restaurant, Inc	Mader's German Restaurant	DANIEL J HAZARD, Agt	1037 N Old World Third ST	Class B Tavern License	370	11/21/2020, 6:00 PM	1
9	The Angry Taco LLC	The Angry Taco	Robert Montemayor, Agt	753 N Water ST	Class B Tavern License	90	11/19/2020, 6:00 PM	1
10	The Brownstone LLC	The Brownstone	COREY L SMITH, Agt	524 N Water ST	Class B Tavern License		11/27/2020, 6:00 PM	1
11	Shake Shack Wisconsin LLC	Shake Shack	ARI B DOMNITZ, Agt	220 E Buffalo ST 110	Class C Wine Retailer's License		11/26/2020, 6:00 PM	1
12	Giri Corporation	Stone Creek Coffee	Eric A Resch, Agt	422 N 5th ST	Class C Wine Retailer's License		11/29/2020, 6:00 PM	1
13	Button Block Holdings LLC	Homewood Suites Hotel	Tammy L.C. Fraley, Agt	500 N Water ST	Class B Tavern License		11/18/2020, 6:00 PM	1
14	V & V PARTNERS, LLC	BENIHANA	SABAH M LIDDAWYEH, Agt	850 N PLANKINTON AV	Class B Tavern License	180	5/17/2021, 7:00 PM	1
15	Pritzlaff Events LLC	Pritzlaff / Aperitivo	Kendall G Breunig, Agt	311-333 N Plankinton AV	Class B Tavern License	915	5/20/2021, 7:00 PM	1
16	Pritzlaff Events LLC	Pritzlaff	Kendall G Breunig, Agt	143 W ST PAUL AV	Class B Tavern License		5/20/2021, 7:00 PM	1
17	Milwaukee School of Engineering	Milwaukee School of Engineering	Darryl L Anderson, Agt	1025 N BROADWAY	Class B Tavern License		5/18/2021, 7:00 PM	1

18	Fenix Milwaukee LLC	Rodizio Grill	Rosalee A Bleser, Agt	777 N WATER ST	Class B Tavern License		5/6/2021, 7:00 PM	1
19	ZARLETTI, LLC	ZARLETTI	BRIAN C ZARLETTI, Agt	741 N MILWAUKEE ST 1	Class B Tavern License		5/23/2021, 7:00 PM	1
20	Carson's Ribs of Milwaukee, LLC	Carson's	RICHARD J BARRETT, Agt	301 W Juneau AV	Class B Tavern License	150	5/19/2021, 7:00 PM	1
21	WESTOWN ASSOCIATION OF MILW, INC	WESTOWN ASSOCIATION	STACIE J CALLIES, Agt	950 N OLD WORLD THIRD ST	Class B Tavern License		5/22/2021, 7:00 PM	1
22	Benelux Third Ward, LLC	Cafe Benelux	ERIC G WAGNER, Agt	346 N Broadway	Class B Tavern License	455	5/1/2021, 7:00 PM	1
23	HTWA MARKET PROJECT, LLC	MILWAUKEE PUBLIC MARKET	MICHAEL GARDNER, Agt	400 N WATER ST	Class B Tavern License	320	5/28/2021, 7:00 PM	1
24	Olive Tree LLC	Convenience +	Jamal T Shawar, Agt	308 E Wisconsin AV	Class A Malt & Class A Liquor License		5/19/2021, 7:00 PM	1
25	Wisconsin & Milwaukee Hotel, LLC	Milwaukee Marriott Downtown/Starbucks	Keith A Filipak, Agt	323 E Wisconsin AV	Class B Tavern License	312	5/8/2021, 7:00 PM	1
26	Cheese Mart, Inc	Wisconsin Cheese Mart	KENNETH J MC NULTY, Agt	215 W Highland AV	Class B Tavern License	133	5/22/2021, 7:00 PM	1
27	APARTMENT 720, LLC	APARTMENT 720	Tony T Skoufis, Agt	720 N MILWAUKEE ST	Class B Tavern License	299	12/27/2020, 6:00 PM	1
28	Tua Pasta LLC	Tua Pasta	Alvaro Nino de Guzman Ramirez, Agt	100 E WISCONSIN AV LL101	Class C Wine Retailer's License		12/28/2020, 6:00 PM	1
29	Tua Pasta LLC	Tua Pasta	Alvaro Nino de Guzman Ramirez, Agt	100 E WISCONSIN AV LL101	Class B Fermented Malt Beverage Retailer's License		12/28/2020, 6:00 PM	1
30	Carnivoras Inc	Carnevor	Joseph McLean, Agt	718 N Milwaukee ST	Class B Tavern License	99	1/25/2021, 6:00 PM	1
31	Ampersand Theater Company, LLC	Ampersand Theater Company	James W Boland, Agt	628 N 10th ST	Class B Tavern License	99	1/11/2021, 6:00 PM	1
32	Joy DB LLC	DryBar	Joy N Vertz, Agt	241 N BROADWAY	Class B Tavern License	60	1/30/2021, 6:00 PM	1
33	MCR Milwaukee Tenant LLC	Courtyard by Marriott Milwaukee Downtown	Kerri Huelsbeck, Agt	300 W Michigan ST	Class B Tavern License		2/4/2021, 6:00 PM	1
34	HB Milwaukee Inc	Old German Beer Hall	HANS WEISSGERBER, III, Agt	1009 N Old World Third ST	Class B Tavern License	120	6/9/2021, 7:00 PM	1
35	THIS IS IT, INC	THIS IS IT	Michael B Fisher, Agt	418 E WELLS ST	Class B Tavern License	160	6/29/2021, 7:00 PM	1

36	LEVY PREMIUM FOOD SERVICE, LP	LEVY RESTAURANTS at WISCONSIN CENTER DISTRICT	Nikki L Dewey, Agt	400 W WISCONSIN AV	Class B Tavern License		6/22/2021, 7:00 PM	1
37	MARCUS HOTELS HOSPITALITY, LLC	HILTON MILWAUKEE CITY CENTER	Michael L Swasey, Agt	509 W WISCONSIN AV	Class B Tavern License	175	6/28/2021, 7:00 PM	1
38	THIEF WINE, LLC	THIEF WINE SHOP & BAR	PHILIP M BILODEAU, Agt	400 N WATER ST	Class B Tavern License	42	6/29/2021, 7:00 PM	1
39	MARCUS HOTELS HOSPITALITY, LLC	Saint Kate-The Arts Hotel	Michael L Swasey, Agt	139 E KILBOURN AV	Class B Tavern License		7/4/2021, 7:00 PM	1
40	THE MILWAUKEE CLUB	THE MILWAUKEE CLUB	RICHARD H ROEHRBORN, Agt	706 N JEFFERSON ST	Class B Tavern License	180	6/29/2021, 7:00 PM	1
41	Wisconsin City and Country Club LLC	Wisconsin Club	BRET J CLARK, Agt	900 W Wisconsin AV	Class B Tavern License	600	7/8/2021, 7:00 PM	1
42	MY OFFICE, INC	MY OFFICE	BRIAN J PETERSON, Agt	759-763 N MILWAUKEE ST	Class B Tavern License		6/29/2021, 7:00 PM	1
43	SAZAMA'S FINE CATERING, INC	SAZAMA'S FINE CATERING	TIMOTHY G HILBERT, Agt	929 N WATER ST	Class B Tavern License		8/30/2020, 7:00 PM	1
44	Sirk Steak LLC	Mo's A Place for Steaks	JAMES A VASSALLO, Agt	720 N Plankinton AV	Class B Tavern License		9/2/2020, 7:00 PM	1
45	Oak Barrel Public House LLC	Oak Barrel	ROBERT L WILTGEN, Agt	1033 N Old World Third ST	Class B Tavern License		1/29/2021, 6:00 PM	1
46	Blue Bat Kitchen MKE, LLC	Blue Bat Kitchen	David J Marcus, Agt	249 N WATER ST	Class B Tavern License	240	2/6/2021, 6:00 PM	1
47	Pourman's LLC	Pourman's	BENJAMIN A HEBL, Agt	1127 N Water ST	Class B Tavern License	80	2/5/2021, 6:00 PM	1
48	3CP LLC	Third Coast Provisions	Andrew H Miller, Agt	724 N Milwaukee ST	Class B Tavern License		1/19/2021, 6:00 PM	1
49	Drury Hotels Company, LLC	Drury Plaza Hotel - Milwaukee Downtown	Chris Palid, Agt	700 N Water ST	Class B Tavern License		10/2/2020, 7:00 PM	1
50	Punch Bowl Milwaukee, LLC	Punch Bowl Social	Benjamin G Kaebisch, Agt	1122 N Vel R Phillips AV	Class B Tavern License		2/19/2021, 6:00 PM	1
51	MAJOR GOOLSBY'S, INC	MAJOR GOOLSBY'S	PATRICK J MURPHY, Agt	340 W KILBOURN AV	Class B Tavern License	400	7/5/2021, 7:00 PM	1
52	FLANNERY'S PUB, INC	FLANNERY'S BAR & RESTAURANT	STEVEN W SMITH, Agt	425-29 E WELLS ST	Class B Tavern License	270	7/29/2021, 7:00 PM	1
53	WALGREEN CO	WALGREENS #1200	Louis S Olinger, Agt	275 W WISCONSIN AV 1108	Class A Malt & Class A Liquor License		7/27/2021, 7:00 PM	1

54	PABST THEATER CONCESSIONS, LLC	THE PABST THEATER	David R Armstrong, Agt	144 E WELLS ST	Class B Tavern License		7/5/2021, 7:00 PM	1
55	JING'S CORPORATION	JING'S	JING WANG, Agt	207 E BUFFALO ST 168	Class B Fermented Malt Beverage Retailer's License	45	7/29/2021, 7:00 PM	1
56	DICK'S PIZZA, LLC	DICK'S	ADAM D KIRCHNER, Agt	730 N MILWAUKEE ST	Class B Tavern License	330	7/28/2021, 7:00 PM	1
57	MARCUS HOTELS HOSPITALITY, LLC	Pfister Hotel & Tower	Michael L Swasey, Agt	424 E WISCONSIN AV	Class B Tavern License	419	7/29/2021, 7:00 PM	1
58	MILWAUKEE REPERTORY THEATER, INC	MILWAUKEE REPERTORY THEATER	Melissa N Vartanian-Mikaelian, Agt	108 E WELLS ST	Class B Tavern License		7/14/2021, 7:00 PM	1
59	Levy at Bucks Arena	Levy at Bucks Arena	Justin A Green, Agt	1111 N Vel R Phillips AV	Class B Tavern License		7/17/2021, 7:00 PM	1
60	746JAMESLOVELLBAR LLC	Stella's	STEPHEN G GILBERTSON, Agt	746 N James Lovell ST	Class B Tavern License		7/29/2021, 7:00 PM	1
61	WA Cheese & Sausage Shoppe, Inc	WA Cheese & Sausage Shoppe	Mark S Lutz, Agt	400 N WATER ST 24	Class B Tavern License		6/29/2021, 7:00 PM	1
62	REAL CHILI OF MILWAUKEE, INC	REAL CHILI	STEPHEN J KASTELIC, Agt	419 E WELLS ST	Class B Tavern License	80	7/24/2021, 7:00 PM	1
63	DOS BONITAS, LLC	CUBANITAS	MARTA C BIANCHINI, Agt	728 N MILWAUKEE ST	Class B Tavern License	50	7/13/2021, 7:00 PM	1
64	JING'S CORPORATION	JING'S	JING WANG, Agt	207 E BUFFALO ST 168	Class C Wine Retailer's License	45	7/29/2021, 7:00 PM	1
65	BRICK 3 PIZZA, LLC	BRICK 3 PIZZA	RICHARD J BARRETT, Agt	1107 N OLD WORLD THIRD ST	Class B Tavern License	57	7/5/2021, 7:00 PM	1
66	JSWD Commerce LLC	SpringHill Suites by Marriott Milwaukee Downtown	Benjamin A Risseeuw, Agt	744 N VEL R PHILLIPS AV	Class B Tavern License	95	7/5/2021, 7:00 PM	1
67	Levy Restaurants at Harley Davidson	Levy Restaurants at Harley Davidson	Dave Kash, Agt	401 W CANAL ST	Class B Tavern License	690	7/5/2021, 7:00 PM	1
68	MP On Wheels Catering Service	MP On Wheels Catering Service	DULCE M ALARCON, SP	400 N WATER ST	Class B Tavern License	320	7/5/2021, 7:00 PM	1
69	Hotel Metro Operator, LLC	Hotel Metro	Michael Falkenstein, Agt	411 E Mason ST	Class B Tavern License	150	7/20/2021, 7:00 PM	1
70	SAZAMA'S FINE CATERING, INC	SAZAMA'S FINE CATERING	TIMOTHY G HILBERT, Agt	929 N WATER ST	Class B Tavern License		8/30/2021, 7:00 PM	1

71	Black Tuna LLC	Lucky Ginger	Soukvilay Sayavongsa, Agt	221 N Water ST	Class B Tavern License		8/15/2021, 7:00 PM	1
72	INDULGE WINE ROOMS, LLC	INDULGE	MARC R BIANCHINI, Agt	708 N MILWAUKEE ST	Class B Tavern License	60	8/12/2021, 7:00 PM	1
73	Black Tuna LLC	Lucky Ginger	Soukvilay Sayavongsa, Agt	221 N Water ST	Class B Tavern License		8/15/2020, 7:00 PM	1
74	Integrated Plankinton Milwaukee LLC	Cambria Milwaukee Downtown	David W Noel, Agt	503 N Plankinton AV	Class B Tavern License		8/18/2020, 7:00 PM	1
75	MILWAUKEE BRAT HOUSE, LLC	MILWAUKEE BRAT HOUSE	SCOTT A SCHAEFER, Agt	1013 N OLD WORLD THIRD ST	Class B Tavern License	191	9/14/2020, 7:00 PM	1
76	Uncle Bucks Red Star on 3rd, Inc	Uncle Bucks on 3rd	MICHAEL J VITUCCI, Agt	1125 N Old World Third ST	Class B Tavern License		8/28/2020, 7:00 PM	1
77	Reynard LLC	Pastiche	Philip O Gillespie, Agt	411 E Mason ST	Class B Tavern License		9/2/2020, 7:00 PM	1
78	Water Street Brewery Inc	Water Street Brewery	MATTHEW R SCHMIDT, Agt	1101 N WATER ST	Class B Tavern License	300	9/13/2020, 7:00 PM	1
79	THE HARP IRISH PUB, INC	THE HARP	ROBERT C SCHMIDT, JR, Agt	113 E JUNEAU AV	Class B Tavern License	325	9/14/2020, 7:00 PM	1
80	WELLS-JEFFERSON CORPORATION	TAYLOR'S	DANIEL R TAYLOR, Agt	795 N JEFFERSON ST	Class B Tavern License	160	9/25/2020, 7:00 PM	1
81	CSM Milwaukee Downtown LLC	Residence Inn - Milwaukee	Mia Berman, Agt	101 W Wisconsin AV 3	Class B Tavern License		9/15/2020, 7:00 PM	1
82	The Chalk House MKE Inc	The Loaded Slate	Joseph M Kuntz, Agt	1137 N Old World Third ST	Class B Tavern License	99	9/2/2020, 7:00 PM	1
83	THE WICKED HOP, LLC	THE WICKED HOP	MILES E O'NEIL, Agt	343-45 N BROADWAY	Class B Tavern License	160	2/28/2021, 6:00 PM	1
84	MILWAUKEE WATERFRONT DELI, INC	MILWAUKEE WATERFRONT DELI	JEREMIAH D PANDL, Agt	761 N WATER ST	Class B Tavern License		2/26/2021, 6:00 PM	1
85	Who's Milwaukee LLC	Who's on Third, Milwaukee's Pub	ROBERT L WILTGEN, Agt	1003&1007 N Old World Third ST	Class B Tavern License		3/2/2021, 6:00 PM	1
86	X-O, LLC	XO Cocktail Parlor	Larry A Taylor, Agt	326 E Mason ST	Class B Tavern License		2/27/2021, 6:00 PM	1
87	Commerce Building Restaurant LLC	Doc's Commerce Smokehouse	Brian Atkinson, Agt	754 N VEL R PHILLIPS AV	Class B Tavern License		3/26/2021, 7:00 PM	1
88	Blazin Wings, Inc	Buffalo Wild Wings #407	Nicole M Kejo, Agt	1123 N WATER ST	Class B Tavern License	253	3/24/2021, 7:00 PM	1

89	International Exports LLC	The Safe House	Michael L Swasey, Agt	779 N Front ST	Class B Tavern License	248	3/8/2021, 6:00 PM	1
90	Wisconsinbly Holdings, LLC	Drink Wisconsinbly Pub	John R Casanova, Agt	320 W Highland AV	Class B Tavern License		3/26/2021, 7:00 PM	1
91	Red Elephant LLC	Nicole's Third Ward Social	JACOB E DEHNE, Agt	333 N Broadway	Class B Tavern License		9/8/2020, 7:00 PM	1
92	Levy Restaurants at Wisconsin Center District	Levy Restaurants at Wisconsin Center District	Nikki L Dewey, Agt	420-500 W Kilbourn AV	Class B Tavern License		9/26/2020, 7:00 PM	1
93	BARTOLOTTA CATERING - GRAIN EXCHANGE LLC	BARTOLOTTA CATERING - GRAIN EXCHANGE LLC	JOHN M WISE, Agt	225 E MICHIGAN ST	Class B Tavern License	299	9/21/2020, 7:00 PM	1
94	BRG 1000 Water St LLC	Room @ The Rumpus Room	JOHN M WISE, Agt	1020 N Water ST	Class B Tavern License		9/21/2020, 7:00 PM	1
95	BRG 1000 Water Street, LLC	Rumpus Room - A Bartolotta Gastropub	JOHN M WISE, Agt	1030 N Water ST	Class B Tavern License	254	9/21/2020, 7:00 PM	1
96	Barcity Club LLC	Tavern At Turner Hall	MICHAEL J EITEL, Agt	1034 N VEL R PHILLIPS AV	Class B Tavern License		9/15/2020, 7:00 PM	1
97	CALDERONE CLUB	CALDERONE CLUB	GIORGIO G FAZZARI, SP	842 N OLD WORLD THIRD ST	Class B Tavern License	100	10/16/2020, 7:00 PM	1
98	SINCERESWAN, LLC	SWINGIN DOOR EXCHANGE	MICHELLE M SINCERE, Agt	219 E MICHIGAN ST	Class B Tavern License	80	10/10/2020, 7:00 PM	1
99	BREW CITY BAR B Q, INC	TRINITY THREE IRISH PUBS	ROBERT C SCHMIDT, JR, Agt	125 E JUNEAU AV	Class B Tavern License	833	10/16/2020, 7:00 PM	1
100	PBE Milwaukee 2 LLC	Point Burger Express	BRIAN J WARD, Agt	322 W STATE ST	Class B Tavern License	99	10/13/2020, 7:00 PM	1
101	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	333 W JUNEAU AV	Class C Wine Retailer's License		9/22/2020, 7:00 PM	1
102	Foot Paw LLC	Amilinda	ORRY P Leon, Agt	315 E Wisconsin AV	Class B Tavern License		3/2/2021, 6:00 PM	1
103	Cairo Co LLC	BB'S	Omar Amin, Agt	633 W Wisconsin AV 105	Class B Tavern License		3/2/2021, 6:00 PM	1
104	Carters Mini Mart	Carters Mini Mart	Lathea D Brooks, Agt	823 N 2nd ST 007	Class A Malt & Class A Liquor License		3/9/2021, 6:00 PM	1
105	833 WEST WISCONSIN AVENUE, LLC	St. James 1868	Kathryn E Crowle, Agt	833 W Wisconsin AV	Class B Tavern License	606	7/26/2021, 7:00 PM	1
106	NOBLE BEVERAGE MANAGEMENT, LLC	HYATT REGENCY MILWAUKEE	Colin C Walsh, Agt	333 W KILBOURN AV	Class B Tavern License	930	5/13/2021, 7:00 PM	1

107	ARBED, LLC	MO'S IRISH PUB	JAMES A VASSALLO, Agt	142-44 W Wisconsin AV	Class B Tavern License	480	7/26/2021, 7:00 PM	1
108	Evolution of Milwaukee LLC	Trio	SUSANNE M MAYER, Agt	1023-27 N Old World Third ST	Class B Tavern License	577	9/23/2020, 7:00 PM	1
109	Rosko Thomas Enterprises, LLC	Press Au Marche	Aaron Rosko, Agt	207 E Buffalo ST 104	Class B Tavern License		10/9/2020, 7:00 PM	1
110	GROOM FOR MEN, INC	Groom for Men / Groom Lounge	Terri J DeJoodde, Agt	330 E ST PAUL AV	Class B Tavern License		11/1/2020, 6:00 PM	1
111	HOJOP, INC	AVENUE BAR & GRILL	JEFFREY M WELK, Agt	611 W WISCONSIN AV	Class B Tavern License		11/10/2020, 6:00 PM	1
112	The Hudson Business Lounge LLC	The Hudson Business Lounge	Nicholas G Schultz, Agt	310 E Buffalo ST	Class B Tavern License		10/14/2020, 7:18 AM	1
113	BAM RESOURCES, LLC	FIRE ON WATER	ADAM F GRIFFIN, Agt	518 N WATER ST	Class B Tavern License	156	10/15/2020, 7:00 PM	1
114	Jay Squared LLC	The Box	Jamie A Berger, Agt	311 E Wisconsin AV	Class B Tavern License	270	3/31/2021, 7:00 PM	1
115	BRUNCH MKE LLC	BRUNCH	Morgan K Schnabl, Agt	714 N MILWAUKEE ST	Class B Tavern License	160	4/15/2021, 7:00 PM	1
116	Kipper LLC	Fore Milwaukee	Timothy M Grogan, Agt	530 N Water ST	Class B Tavern License		3/24/2021, 7:00 PM	1
117	Higbee's MKE LLC	District IV	PATSY SMITH-JAMES, Agt	628 N Water ST	Class B Tavern License	225	4/11/2021, 7:00 PM	1
118	KWIK STOP OF MILWAUKEE, INC	WESTOWN MARKET	JERRY J SPENCER, Agt	700 W WISCONSIN AV 300	Class A Malt & Class A Liquor License		6/1/2021, 7:00 PM	1
119	High Note Inc	The High Note Karaoke Lounge	Evan R DuQuaine, Agt	645 N James Lovell ST	Class B Tavern License	49	5/25/2021, 7:00 PM	1
120	PPH Properties I LLC	Silk Exotic Gentlemen's Club	SCOTT A KRAHN, Agt	730 N Old World Third ST	Class B Tavern License	297	5/25/2021, 7:00 PM	1
121	Truth Lounge, LLC	Truth Lounge	Tino K Bates, Agt	1111 N Old World Third ST	Class B Tavern License	90	5/25/2021, 7:00 PM	1
122	Foltz Family Market, Inc	Foltz Family Market	Casey C Foltz, Agt	400 N WATER ST 6	Class B Tavern License		5/29/2021, 7:00 PM	1
123	RIVER HOUSE RESTAURANT, INC	VagaBond	ROBERT C SCHMIDT, JR, Agt	1122 N EDISON ST	Class B Tavern License	150	6/1/2021, 7:00 PM	1
124	Lazo Brothers LLC	Lazo's Taco Shack	Flor Lazo, Agt	641 N JAMES LOVELL ST	Class B Tavern License		11/16/2020, 6:00 PM	1
125	MKEAA LLC	Ale Asylum Riverhouse	Matthew R Markson, Agt	1110 N OLD WORLD THIRD ST	Class B Tavern License	741	12/13/2020, 6:00 PM	1



126	Double Dragon MKE LLC	White Tail	NATHAN T TUSLER, Agt	1110 N OLD WORLD THIRD ST	Class B Tavern License	80	12/12/2020, 6:00 PM	1
127	MKE Water Street LLC	ELMNT Lounge	HABIB MANJEE, Agt	618 N WATER ST	Class B Tavern License		12/17/2020, 6:00 PM	1
128	TRIPLE CROWN, INC	BUCK BRADLEY'S EATERY & SALOON	BERNARD PAGET, SR, Agt	1019 N OLD WORLD THIRD ST	Class B Tavern License	599	12/16/2020, 6:00 PM	1
129	Milwaukee Comedy LLC	Underground Collaborative	MATTHEW S KEMPLE, Agt	161 W Wisconsin AV L1100	Class B Tavern License		12/11/2020, 6:00 PM	1
130	Lucille's Dueling Piano Bar, LLC	Third Street Tavern	Jack Roman, Agt	1110 N OLD WORLD THIRD ST	Class B Tavern License	320	12/11/2020, 6:00 PM	1
131	Science and Fun LLC	Save Milwaukee	Shlomo Levin, Agt	207 E Buffalo 312	Class B Fermented Malt Beverage Retailer's License		1/11/2021, 6:00 PM	1
132	Milwaukee Area Technical College	MATC Cuisine Restaurant	RICHARD A BUSALACCHI, Agt	1015 N 6th ST	Class B Fermented Malt Beverage Retailer's License		1/20/2021, 6:00 PM	1
133	Fazzari & Company, LLC	Pizzeria San Giorgio	GIORGIO G FAZZARI, Agt	838 N Old World Third ST	Class B Tavern License		1/1/2021, 6:00 PM	1
134	ALEM ETHIOPIAN RESTAURANT, LLC	ALEM ETHIOPIAN VILLAGE	MULU H HABTESILAS SIE, Agt	307 E WISCONSIN AV	Class B Tavern License	98	12/24/2020, 6:00 PM	1
135	Milwaukee Athletic Club	Milwaukee Athletic Club	Maikel Correa, Agt	731 N WATER ST 190	Class B Tavern License		1/17/2021, 8:22 AM	1
136	THE KING AND I RESTAURANT, INC	THE KING AND I RESTAURANT	DEREK E PHOUNGPHO L, Agt	830 N OLD WORLD THIRD ST	Class B Tavern License	240	12/20/2020, 6:00 PM	1
137	Milwaukee Area Technical College	MATC Cuisine Restaurant	RICHARD A BUSALACCHI, Agt	1015 N 6th ST	Class C Wine Retailer's License		1/20/2021, 6:00 PM	1
138	Charro Latino, LLC	The Garden/Lucid	Joseph McLean, Agt	725-729 N Milwaukee ST	Class B Tavern License	490	12/27/2020, 6:00 PM	1
139	CHINA GOURMET, INC	CHINA GOURMET RESTAURANT	ROBERT C TSAO, Agt	117 E WELLS ST	Class B Tavern License	165	1/15/2021, 6:00 PM	1
140	DEER CAMP, LLC	Deer Camp	Paul C Hackbarth, Agt	1023-1027 N OLD WORLD THIRD ST	Class B Tavern License		12/21/2020, 6:00 PM	1
141	GRANDVIEW MANAGEMENT, INC	ZILLI HOSPITALITY GROUP	ROBERT J ZILLI, Agt	800 W WELLS ST	Class B Tavern License		6/8/2021, 7:00 PM	1
142	CAPITAL GRILLE HOLDINGS, INC	THE CAPITAL GRILLE OF MILW #8027	Lindsey R FitzMaurice, Agt	310 W WISCONSIN AV 100	Class B Tavern License	200	6/18/2021, 7:00 PM	1



143	Wild Rogues LLC	Elwood's Liquor & Tap	Nathan S Showers, Agt	1111 N Water ST	Class B Tavern License		6/3/2021, 7:00 PM	1
144	First MKD, LLC	Hilton Garden Inn	Charles R Simmons, Agt	611 N BROADWAY	Class B Tavern License		6/10/2021, 7:00 PM	1
145	Grandview Management Inc	Zilli Hospitality Group	ROBERT J ZILLI, Agt	910 N Old World Third ST	Class B Tavern License		5/25/2021, 7:00 PM	1
146	GRAND CONVENIENT , LLC	GRAND CONVENIENT STORE	AHMED K YAFAI, Agt	724 N OLD WORLD THIRD ST	Class A Fermented Malt Beverage Retailer's License		6/13/2021, 7:00 PM	1

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



Tuesday, June 08, 2021

## Licenses Committee Notice of Hearing

HAGGERO'S MALL ARCADE SPE, LLC  
80 S 8TH St STE 1850  
Minneapolis, MN 55402

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License  
Applications Requesting Bands, Instrumental Musicians, Disc Jockey, and Karaoke  
JACOBS-SCHROEDER, Jaime A, Agent  
3rd St Market Hall at 275 W Wisconsin Av #100

Date: 6/22/2021

Time: 10:40 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, June 22, 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](mailto: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.





Tuesday, June 08, 2021

## Licenses Committee Notice of Hearing

HAGGERO'S MALL LLC  
275 W Wisconsin Ave STE 5  
Milwaukee, WI 53203

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License  
Applications Requesting Bands, Instrumental Musicians, Disc Jockey, and Karaoke  
JACOBS-SCHROEDER, Jaime A, Agent  
3rd St Market Hall at 275 W Wisconsin Av #100

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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.





Tuesday, June 08, 2021



# Notice of Public Hearing

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notice

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JACOBS-SCHROEDER, Jaime A, Agent  
3rd St Market Hall at 275 W Wisconsin Av #100  
Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications  
Requesting Bands, Instrumental Musicians, Disc Jockey, and Karaoke

**Tuesday, June 22, 2021 at 10:40 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 6/22/2021 at 10:40 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto: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.

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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 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.**

















CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 611	MILWAUKEE, WI 53203-2256
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 701	MILWAUKEE, WI 53203-2247
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 702	MILWAUKEE, WI 53203-2247
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 703	MILWAUKEE, WI 53203-2247
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 704	MILWAUKEE, WI 53203-2247
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 705	MILWAUKEE, WI 53203-2247
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 706	MILWAUKEE, WI 53203-2247
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 707	MILWAUKEE, WI 53203-2247
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 708	MILWAUKEE, WI 53203-2247
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 709	MILWAUKEE, WI 53203-2247
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 710	MILWAUKEE, WI 53203-2247
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 711	MILWAUKEE, WI 53203-2247
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 801	MILWAUKEE, WI 53203-2245
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 802	MILWAUKEE, WI 53203-2245
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 803	MILWAUKEE, WI 53203-2245
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 804	MILWAUKEE, WI 53203-2245
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 805	MILWAUKEE, WI 53203-2245
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 806	MILWAUKEE, WI 53203-2245
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 807	MILWAUKEE, WI 53203-2245
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 808	MILWAUKEE, WI 53203-2245
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 809	MILWAUKEE, WI 53203-2245
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 810	MILWAUKEE, WI 53203-2245
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 811	MILWAUKEE, WI 53203-2245
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 901	MILWAUKEE, WI 53203-2244
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 902	MILWAUKEE, WI 53203-2244
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 903	MILWAUKEE, WI 53203-2244
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 904	MILWAUKEE, WI 53203-2244
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 905	MILWAUKEE, WI 53203-2244
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 906	MILWAUKEE, WI 53203-2244
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 907	MILWAUKEE, WI 53203-2244
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 908	MILWAUKEE, WI 53203-2244
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 909	MILWAUKEE, WI 53203-2244
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 910	MILWAUKEE, WI 53203-2244
CURRENT OCCUPANT	720 N OLD WORLD THIRD ST, 911	MILWAUKEE, WI 53203-2244
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Total Records: 362

Radius: 250.0 feet and Center of Circle: 275 W Wisconsin Ave



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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

## 1. Type of Business

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

Provide a detailed description of the type of business you plan on operating:

A food hall which houses several privately owned businesses while operating a centrally located bar and offers private events

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

## 2. Business Operations

- a. Proposed Opening Date: August 2020
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: August 2020
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: \_\_\_\_\_
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: This is the first phase of the project. The intent is to expand in the future
- 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: It is a large building with several businesses

## 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: Sound system throughout

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 15 Locations: Northeast, Central, South, Northwest  
Outside: 6 Locations: East and West
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 3 men 3 women 1 family with several stalls in each
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 1800 and describe the parking security plan: Parking structure is operated by Interstate Parking
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: 24/7 onsite security personnel
- c. Will you have security personnel on premise?  No  Yes If yes, how many? 1-5 and answer the following:  
 What are their responsibilities? Walk and survey the property and respond to calls  
 Is security equipment used?  No  Yes If yes, describe radio communication & surveillance  
 List their licensing, certification, or training credentials Employed by Allied Universal
- d. Will there be security cameras?  No  Yes If yes, how many? 8/32 and list locations: 8 4-head cameras or 360 located throughout the building
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe facial recognition capabilities

## 6. Percentage of Sales (must total 100%)

Alcohol <u>70</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>10</u> %	Cigarettes _____ %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>20</u> % Describe: <u>Private Events</u>

## 7. Businesses/Licenses on the Premises (check all that apply):

### Type 1

- Full Service Restaurant  Cafe/Coffee Shop  Deli or Fast Food Restaurant  Private/Fraternal/Veterans Club
- Night Club  Tavern  Cocktail Lounge  Teen Club
- Banquet Hall  Sports Facility  Bowling Alley
- Hotel/Motel : Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_  Rooming House: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_

### Type 2

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

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

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

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

Capacity 1700 (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):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Deck  Patio  Sidewalk Café  Beer Garden  Rooftop  
 Other: Describe: \_\_\_\_\_
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: 3rd St. and Wisconsin Avenue
- d. Describe Building:  Free Standing Building  Strip Mall  Other: Mixed use development
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 3 Other:  \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: HAGGEROS Mall LLC Phone Number: (414) 224-0384  
 Business Owner Address: 275 W. Wisconsin Ave. Suite 5, Milwaukee, WI 53203

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

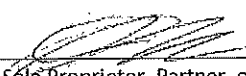
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	11am	8pm	250	21-75	Patrons must be 21 to sit at the bar or order consume alcohol
Monday	11am	9pm	550	21-75	Patrons must be 21 to sit at the bar or order consume alcohol
Tuesday	11am	9pm	550	21-75	Patrons must be 21 to sit at the bar or order consume alcohol
Wednesday	11am	9pm	650	21-75	Patrons must be 21 to sit at the bar or order consume alcohol
Thursday	11am	9pm	750	21-75	Patrons must be 21 to sit at the bar or order consume alcohol
Friday	11am	11pm	800	21-75	Patrons must be 21 to sit at the bar or order consume alcohol
Saturday	11am	11pm	600	21-75	Patrons must be 21 to sit at the bar or order consume alcohol

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

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

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

## 11. Signature(s)

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

\_\_\_\_\_  
 Signature of additional partner or 20% or more shareholder

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



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name:
Premise Address:
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
<b>"Service Bar Only" Designation</b>
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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.
<b>Business Information</b>
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, list name and address: <u>3rd St. Market Hall has a lease with Haggero's Mall, LLC.</u>
<b>Proof of Ownership, Lease, or Offer to Purchase (New &amp; Transfer Applicants Only)</b>
Submit proof of ownership, lease, or offer to purchase the building with this application. A lease or offer to purchase must: a) Be in the same legal entity name as that apply for the license b) Reflect the same address as the premises address on this application c) Reflect current dates and d) Be signed by the lessor/seller and lessee/buyer
<b>Property Information (New &amp; Transfer Applicants Only)</b>
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)? <u>3rd St. Market Hall</u>
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____
d) Total amount paid for business     \$ <u>0</u>
e) Total amount paid for goodwill of the business     \$ <u>0</u>
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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes

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



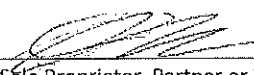
**Lease Information (New & Transfer Applicants who are leasing the premises only)**

- a) Date lease begins 2/12/20 Ends 2/12/30
- b) Monthly rental \$ Base plus percentage of sales
- 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)? 10 years
- 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 a percentage of sales
- 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:**

- Proof of ownership, lease or offer to purchase the building
- 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 [www.milwaukee.gov/license](http://www.milwaukee.gov/license) e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

<b>PREMISES ADDRESS:</b> 275 W Wisconsin Ave, Milwaukee, WI 53203			
<b>TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)</b>			
<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	Amusement Machines How many? _____
<input checked="" 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 checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Patrons Dancing	<input checked="" type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			
<i>Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday &amp; 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.</i>			
<b>PROMOTERS/SOUND AMPLIFICATION</b>			
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: Minimal amplification, in compliance with lease			
<b>LEGAL CAPACITY OF PREMISES</b>			
2243 (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.			
<b>ACKNOWLEDGEMENT/SIGNATURE</b>			
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)



# FOOD DEALER LICENSE PLAN OF OPERATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: 3rd Street Market LLC

Premises Address: 275 W. Wisconsin Ave. Suite 100, Milwaukee, WI 53203

## SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):  
MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

Retail Items (snacks and beverages):  
RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store?  Yes  No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

- Bed & Breakfast
- Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done?  No  Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

Restaurant items (meals) will be sold – Complete this application and also contact DATCP.

NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

## SECTION 2 FOOD PROCESSING

Will any food processing be done?  No  Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

## SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

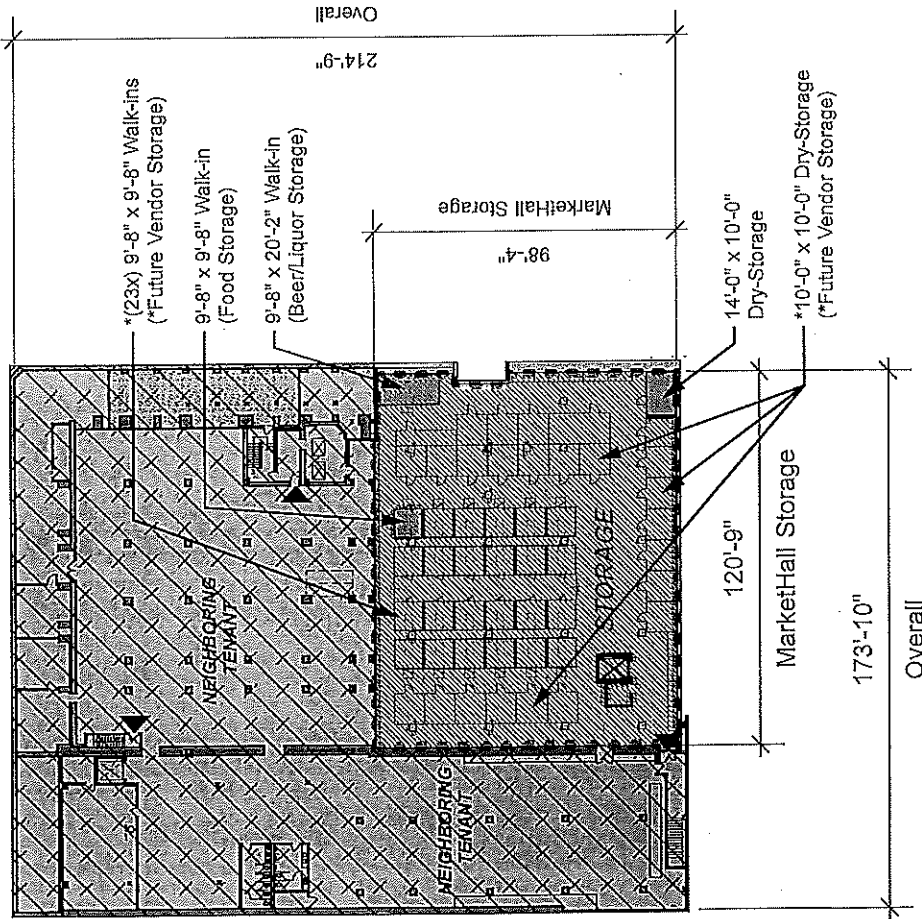
Will any food that requires temperature control be sold?  No  Yes  
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: dairy products, fish, shellfish, meat & poultry



W. Wisconsin Ave.

N. 2nd St.



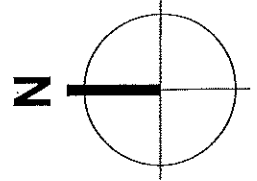
AREA NOT IN CONTRACT



MARKET HALL AREA



MARKET HALL FOOD/BAR USE



\* AREAS TO BE UTILIZED BY FUTURE MARKET HALL VENDORS, TO BE LICENSED SEPARATELY

### THIRD ST. MARKET HALL LICENSING PLAN - BASEMENT

Haggero's Mall, LLC  
"Third Street Market Hall"  
275 W. Wisconsin Ave.  
Milwaukee, WI 53203

Total Basement Area =  
37,575 GSF

Market Hall's Basement Storage Area =  
11,800 GSF