



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

Wednesday, March 26, 2025

COMMITTEE MEETING NOTICE

AD 01

TONIA R OTIS

5253 N LOVERS LANE Rd
Milwaukee, WI 53225

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

Tuesday, April 08, 2025 at 02:25 PM

The access code is <https://meet.goto.com/902734029>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Renewal Application with Change of Business Operations for "Uptown Bar and Grill" at 3535 W VILLARD Av.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

**Notice for applicants with
warrants or unpaid fines:**

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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

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

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 02/15/25

LICENSE TYPE: Class B Tavern

NEW: ☐

RENEWAL: ☒

No. 376774

Application Date:

License Location: 3535 W. Villard Avenue

Business Name: Uptown Bar and Grill

Licensee/Applicant: OTIS, Tonia R
(Last Name, First Name, MI)

Date of Birth: 05/28/1973

Home Address: 5253 N. Lovers Lane Road #123

City: Milwaukee

State: WI **Zip Code:** 53225

Home Phone: 414-469-8591

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

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

1. On 11/12/21 at 10:39pm, Milwaukee Police were dispatched to 3535 W. Villard Avenue for a subject with gun compliant. Investigation revealed that the call was baseless and no person was in the tavern with a firearm.

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2. On 01/15/23 at 1:03a.m., Milwaukee Police were dispatched to a Shots Fired at 3535 W. Villard Av. An anonymous caller stated there was fight at the location and shots were fired. Officers did not recover any casings.
3. On 03/12/23 at 12:17a.m., Milwaukee Police were dispatched to a Subject with Gun at 3535 W. Villard Av. Prior to arrival officers were advised there were underage people drinking at the tavern, 20-30 people fighting, as well as subject's with guns. On arrival officers observed vehicles blocking the entrance to the parking lot, preventing anyone from leaving or coming. The officers interviewed the security guard, who stated no one was fighting and they are checking everyone's Id's prior to entrance. The officers also interviewed the manager on duty, who stated an artist "Big Frank" was performing, and that is why it was so crowded. The manager stated they had a total of 6 employees working. The officers attempted to contact the caller, however, did not receive an answer.

4. On 04/07/23 at 9:39a.m., Milwaukee Police were dispatched to a Battery at 3535 W. Villard Av. Prior to arrival officers were advised that a subject just choked the caller. On arrival officers did not observe anyone outside the location and attempted to call the caller, however, received no answer. The front door to the business was locked and officers knocked on the door but did not receive an answer.
5. On 05/27/23 at 4:11a.m., Milwaukee Police were dispatched to a Shooting at N. 37th St., and W. Villard Av. Investigation revealed there was an after-set in the upper unit of 3535 W. Villard, shots were fired outside and one subject was struck. The bar was closed during the time of the investigation.
6. On 06/25/23 at 1:09a.m., Milwaukee Police were dispatched to a Shots Fired at 3535 W. Villard. On arrival officers checked the area and did not observe any casings or evidence of any buildings or vehicles that may have been damaged by gunfire. The officer did not contact anyone at the business.
7. On 07/09/23 at 12:49a.m., Milwaukee Police were dispatched to a Shots Fired at 3535 W. Villard Av. The caller stated they heard multiple shots fired; people screaming and vehicles screeching away. Responding officers in the area also heard shots fired and recovered multiple casings in the parking lot. The officers were unable to locate the owner or employees to interview or view video surveillance.
8. On 07/18/23 at 11:11p.m., Milwaukee Police were dispatched to a Shots Fired at 3535 W. Villard Av. Prior to arrival officers were advised the caller heard 5-6 gunshots and heard a vehicle pull off fast near the bar. On arrival officers did not locate any casings, nor did they observe any structures or vehicles that were damaged by gunfire. The caller was anonymous and there was no phone number associated with the complaint.
9. On 08/21/23 at 12:28a.m., Milwaukee Police were dispatched to an Underage Tavern Violation at 3535 W. Villard. The caller provided a description of the minor and stated they were drinking alcoholic beverages inside. The officers interviewed the manager, who allowed officers entry to check for any violations. The officers did not observe anyone matching the description, nor did they observe anyone that appeared to be underage.
10. On 08/27/23 at 12:37a.m., Milwaukee Police were dispatched to a Shots Fired at 3535 W. Villard Av. Prior to arrival officers were advised numerous callers were calling regarding hearing shots being fired; a lot of juveniles outside, people screaming and vehicle's speeding off. On arrival officers interviewed a security guard who stated the business was closed at the time of the incident, however, did state they observed occupants from two different vehicle's firing shots into the air. The responding officer's body camera was later viewed and several people were observed on the steps to the bar, as well as citizens enter and exit the "closed" bar. The body cam further revealed an officer on scene make the statement "there's a bunch of kids out here, they do not ID them". No one from the bar contacted the police regarding the incident.
11. On 09/17/23 at 3:42a.m., Milwaukee Police were dispatched to a Battery at 3535 W. Villard Av. The caller stated they were assaulted by another subject outside of the bar, after confronting them inside the bar. The caller stated they did not know the subject's name and the battery call was pended. The caller later called and provided the subject's name and stated they lived upstairs from the bar and the bar frequently serves alcohol to minors.

12. On 11/11/23 at 11:26p.m., Milwaukee Police were dispatched to a Shots Fired at 3535 W. Villard Av., that was related to an Armed Robbery/Carjacking at 3424 W. Villard. On arrival officers interviewed the armed security guard from the bar, who stated they observed a vehicle in the parking lot, near another vehicle. As the security officer approached the vehicle, subject's in the occupied vehicle fired shots at him. The security officer stated they then returned fire, causing the driver to crash into the security guard's vehicle. The subjects then fled the scene. The officers were unable to view video surveillance of the incident as the doors to the business were locked by an unknown person, while officers were investigating and the security guard did not have access to the surveillance system.

13. On 11/12/23 at 3:08p.m., Milwaukee Police were dispatched to a Shooting at 3535 W. Villard Ave. On arrival officers interviewed the caller who stated she and a friend went to the bar to confront an ex-boyfriend about a new girlfriend. An argument began to escalate outside the bar, when two subjects exited the bar with guns and multiple shots were fired. The caller stated their friend stated they were shot; however, the caller did not see any blood and their friend left in a vehicle, assumingly to a hospital. At the time of the investigation no one reported being shot to the police, nor was anyone admitted to the hospital for a gun shot wound. The officers obtained video surveillance from a nearby business and observed the argument and a patron exit the bar with a long gun, however, it was difficult to ascertain from the video if anyone fired shots. One casing was recovered on scene.

14. On 12/17/23 at 12:42a.m., Milwaukee Police were dispatched to a Welfare Check at 3535 W. Villard Av. Prior to arrival officers were advised the caller stated their underage child was inside the establishment as well as numerous other underage and firearms had been allowed. The caller also provided a description of their underage child. On arrival officers interviewed security at the door, who willingly offered to close the establishment so officers could determine if the underage was inside. As patrons left, officers did not observe anyone matching the description leave the bar. Officers attempted to call the caller back, however, there was no answer.

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15. On 01/02/224 at 1:31a.m., Milwaukee Police were dispatched to a Tavern Violation at 3535 W. Villard Ave., however, on arrival the business was closed.

16. On 05/18/24 at 9:00p.m., Milwaukee Police conducted a License Premise Check at 3535 W. Villard Ave., due to information received of an Underage Party. Initially the manager stated they would serve alcohol in the bar area and minors would have wristbands to ensure they were not served. The officer advised the manager they could not sell alcohol if minors were present and all water/soda should be sold in their original container. The officers conducted walk-throughs and did not observe any alcohol being sold or consumed.

At approximately 12:19a.m., the party ended and as people were leaving, officers heard a gunshot from the alley, then more gunfire coming from the North. The crowds began to disperse and officers located 14 casings in front of 3518 W. Villard.

17. On 07/04/24, Milwaukee Police were advised an Underage Party was to take place at 3535 W. Villard Ave. An officer made contact with the Agent to ascertain if they had notified the Chief of Police, to which the Agent stated they weren't even aware the bar was going to be open and would contact the manager. The manager then contacted the officer and advised they would not hold the event and would instead operate as normal. It was later determined the business decided to close for the night.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:240020017

OtherEvent #: 24-LP-0547

Incident

3535 W VILLARD AV Milwaukee, WISCONSIN 53209

Incident Date/Time:: 01/02/2024 01:54:00
CAD Number:: 240012414
District:: 7
Beat:: 730
Reporting Area:: 955

Business Agent (1)

OTIS, TONIA ROCHELLE

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 05/28/1973
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-469-8591
Phone 1 Type:: Phone
Address:: 5253 N LOVERS LANE RD
Apartment or Suite:: 123
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53225

Licensed Premise Data (1)

UPTOWN BAR AND GRILL AKA VERSACE NIGHTLIFE

Phone 1 Number:: (414)-758-6933
Phone 1 Type:: Phone
Address:: 3535 W VILLARD AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53209
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Arango, Michael B 031921

03/09/2024

This report is written by P.O. Michael ARANGO (P.S. 031921) assigned to District Seven Late Shift Squad

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:240020017

OtherEvent #: 24-LP-0547

7332 (P.O. HAAS and I).

On Tuesday, January 2nd, 2024, at approximately 1:31am, we were dispatched to a tavern violation complaint at the address of 3535 West Villard Avenue located in the City and County of Milwaukee, Wisconsin.

Upon arrival, we observed that the bar was closed. We were not able to make contact with anyone regarding the reported incident of juveniles being let into the bar.

No police action was taken.

END OF REPORT.

Officer (2)

Reporting Officer:	Arango, Michael B (031921)	03/09/2024 04:52:00
Section: (Work Location):	7332	
Approving Officer:	Velasquez, Guadalupe (018673)	06/10/2024 14:59:21
Section: (Work Location):	04	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2405180160

OtherEvent #: 24-LP-0929

Incident

3535 W VILLARD AV MILWAUKEE, WISCONSIN 53209

Incident Date/Time:: 05/18/2024 21:00:00
CAD Number:: P2405181263
District:: 7
Beat:: 730
Reporting Area:: 955

Business Agent (1)

OTIS, TONIA ROCHELLE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 05/28/1973
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-469-8591
Phone 1 Type:: Phone
Address:: 5253 N LOVERS LANE RD
Apartment or Suite:: 123
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53225

Licensed Persons Involved (1)

BROWN, LUCAS LAMONT

Person Involvement:: Manager
DOB:: 04/07/1986
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: 414-933-8945
Address:: 5667 N 57TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53218

Licensed Premise Data (1)

UPTOWN BAR AND GRILL

Address:: 3535 W VILLARD AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53209
License Type:: Alcohol
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 05/18/2024 21:30:00
Business Was Cited For Violation:: No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2405180160

OtherEvent #: 24-LP-0929

Licensee was cooperative: (If not explain in narrative): Yes

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

Narrative (1)

LICENSED PREMISE REPORT

Motiff, Taylor 031302

05/18/2024

This report is written by P.O. Taylor MOTIFF assigned to District 7 Late Power shift Squad 7468.

On Saturday, May 18, 2024, at 9:00 PM P.O. Stephon ROBY and I were dispatched to 3535 W Villard Ave (Uptown Bar and Grill) on a Special Assignment. There was a post on Facebook stating there was going to be the "Biggest Party in Milwaukee" that included a twerking competition.

Upon our arrival I spoke to Carlos J SINGLETON (B/M 01-06-1994) who identified himself as security for the location. I asked SINGLETON what kind of event they had going on tonight and he stated he wasn't sure because he hadn't spoken with the manager yet. SINGLETON stated he believed it was a private party for teens, but it may also be a normal night. We advised SINGLETON that we would be monitoring the location all night and would be parked across the street at N 36th St and W Villard Ave. We also asked SINGLETON to let the manager know we would like to speak with them upon their arrival.

While waiting for the manager to arrive I contacted the owner/agent for the location, Tonia R OTIS (B/F 05-28-1973), at 9:29 PM. I asked OTIS if she knew of any events happening at her business that night and she stated the manager had told her he had parties planned all weekend. I advised OTIS that we were informed there was a potential "teen" party occurring that evening and would like to speak with her and her manager regarding. OTIS stated she would come to the business so we could talk with them.

At approximately 9:45 PM SINGLETON came to our squad with the manager, Lucas L BROWN (B/M 04-07-1986). I asked BROWN what kind of event he was having tonight, and he showed me the same Facebook post we previously knew about. BROWN stated it was supposed to be a party for "teens". I asked BROWN if he was going to be selling any alcohol and he stated in the normal bar area he was, and the teens were going to be in the other room and have wristbands so they wouldn't be served. It should be noted that there is no way to divide the two rooms inside the location. I told BROWN if he was going to have underage people in the bar, he could not sell any alcohol and I would prefer that he only allowed people 18 and over. I advised BROWN that OTIS was enroute and when she arrived, we would do a walk through to ensure there was no alcohol in the location.

OTIS arrived at approximately 10:12 PM and we conducted a walkthrough of the entire location to ensure there was no alcohol present for sale. While inside I observed that there were no bottles of alcohol behind the bar. I asked BROWN what he planned to serve the people that showed up. BROWN had a large white cooler behind the bar that had water and soda inside that he said was for them. I told BROWN to serve it in the original containers so when we conducted walk throughs later, we wouldn't have to check people's cups to see what they were drinking. BROWN said he understood and complied. I

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2405180160

OtherEvent #: 24-LP-0929

also checked the bar in the back room where the party was going to be and did not locate any alcohol.

P.O. ROBY spoke to the promoter of the event, Deshjon M PURIFOY (B/M 11-21-2003), who was hostile towards him and stated it was a party for teenagers. P.O. ROBY asked him to clarify what age and PURIFOY stated a teen party. PURIFOY wanted to know how we knew who he was and stated we could talk to his lawyer.

At approximately 11:45 PM we conducted another walk through. SINGLETON walked with us into the location, and I observed BROWN behind the bar selling bottles of water. I did not observe any alcohol present and I did not observe anyone with anything except the beverages that had been in the cooler.

Throughout the entire evening, we observed approximately 200 people come and go from the location.

At 12:19 AM we observed the lights come on inside the location and they began clearing everybody out. We observed people began to group up at various locations in the area, so P.O. ROBY and I exited our squad. At 12:25 AM there was a loud bang that appeared to come from the alley behind the location. Immediately after that gunfire started to the east of the location on the north side of W Villard Ave. P.O. ROBY observed a large group of individuals in that direction and saw muzzle flash. We began running in that direction but could not decipher who the shooter was as the crowd began to disperse. We located fourteen (14) casings in front of the address of 3518 W Villard Ave on the street and sidewalk. There were no persons, buildings, or vehicles reported struck. P.O. ROBY wrote an ESBUDW report regarding (IR# C2405190013). Video surveillance footage will be attempted to be recovered at a later date.

End of Report

Officer (2)

Reporting Officer:	Motiff, Taylor (031302)	05/18/2024 21:24:00
Section: (Work Location):	74	
Approving Officer:	Busshardt, Jesse J (018624)	05/20/2024 04:35:23
Section: (Work Location):	74	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2407050017

OtherEvent #: 24-LP-1157

Incident

3535 W VILLARD AV Milwaukee, WISCONSIN 53209

Incident Date/Time:: 07/04/2024 22:00:00
CAD Number:: P2407041335
District:: 7
Beat:: 730
Reporting Area:: 955

Business Agent (1)

OTIS, TONIA ROCHELLE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 05/28/1973
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-469-8591
Phone 1 Type:: Phone
Address:: 5253 N LOVERS LANE RD
Apartment or Suite:: 123
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53225

Licensed Persons Involved (1)

BROWN, LUCAS LAMONT

Person Involvement:: Manager
DOB:: 04/07/1986
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: 414-933-8945
Address:: 5667 N 57TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53218

Licensed Premise Data (1)

UPTOWN BAR AND GRILL

Address:: 3535 W VILLARD AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53209
License Type:: Alcohol
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 07/04/2024 19:40:00
Business Was Cited For Violation:: No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2407050017

OtherEvent #: 24-LP-1157

Licensee was cooperative: (If not explain in narrative): Yes

Licensee or Manager was on premises at time of violation/incident:: Yes

Narrative (1)

LICENSED PREMISE REPORT

Motliff, Taylor 031302

07/05/2024

This report is written by P.O. Taylor MOTIFF assigned to District 7 Late Power shift Squad 7468.

On Thursday, July 4, 2024 upon arriving to work at 7:00 pm I was advised that Uptown Bar and Grill (3535 W Villard Ave) was going to have an underage party.

According to City Ordinance 90-19.5 no business with a primary permit for a Class B tavern can be occupied by underage persons without notifying the chief at least 7 days prior.

I contacted the agent, Tonia R OTIS, and asked if she had contacted the chief prior to having an underage party at that location. OTIS stated she didn't know the bar was even going to be open that night and would contact the manager, Lucas L BROWN. I advised OTIS to let BROWN know that he could not have the party if the notification had not been made. While we were still at the district, BROWN called and I spoke with him. BROWN stated that he would not have the party and inquired if he could open as normal for the night. I advised him that he could, but we were going to be monitoring the bar all night and if we saw anyone enter that was underage he would be cited and shut down. We changed locations to the bar and spoke with the security to ensure they knew that no underage persons were permitted to enter the location. Approximately five minutes after we spoke with security they exited the bar and told us that BROWN told them they weren't needed and that he was going to close for the night. Approximately five minutes after that, BROWN came to speak with us and stated that his security didn't want to stick around so he was going to close for the night.

We stayed on scene and observed the location until 2:00 am. While we were there 15-20 individuals that appeared to be underage arrived at the location and attempted to gain entry. BROWN spoke to them all and advised them there was no party and they could not come in. We did not see any violations while we were observing the location.

End of Report

Officer (2)

Reporting Officer:	Motliff, Taylor (031302)	07/05/2024 02:33:00
Section: (Work Location):	74	
Approving Officer:	Busshardt, Jesse J (018624)	07/05/2024 02:59:51
Section: (Work Location):	74	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2407050Q17

OtherEvent #: 24-LP-1157



Wednesday, March 26, 2025



Notice of Public Hearing

Blank Notice

OTIS, Tonia R
Uptown Bar and Grill at 3535 W VILLARD Av
Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Renewal Application
with Change of Business Operations

Tuesday, April 08, 2025 at 2:25 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 on 4/8/2025 at 2:25 PM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	3504 W VILLARD AVE# LOWR	MILWAUKEE, WI 53209-4712
CURRENT OCCUPANT	3504 W VILLARD AVE# UPPR	MILWAUKEE, WI 53209-4712
CURRENT OCCUPANT	3518 W VILLARD AVE	MILWAUKEE, WI 53209-4712
CURRENT OCCUPANT	3519 W VILLARD AVE	MILWAUKEE, WI 53209-4711
CURRENT OCCUPANT	3520A W VILLARD AVE	MILWAUKEE, WI 53209-4712
CURRENT OCCUPANT	3522 W VILLARD AVE	MILWAUKEE, WI 53209-4712
CURRENT OCCUPANT	3528 W VILLARD AVE	MILWAUKEE, WI 53209-4712
CURRENT OCCUPANT	3616A W VILLARD AVE	MILWAUKEE, WI 53209-4714
CURRENT OCCUPANT	3621 W VILLARD AVE# 207	MILWAUKEE, WI 53209-4777
CURRENT OCCUPANT	3621 W VILLARD AVE# 208	MILWAUKEE, WI 53209-4777
CURRENT OCCUPANT	3621 W VILLARD AVE# 209	MILWAUKEE, WI 53209-4777
CURRENT OCCUPANT	3621 W VILLARD AVE# 210	MILWAUKEE, WI 53209-4777
CURRENT OCCUPANT	3621 W VILLARD AVE# 213	MILWAUKEE, WI 53209-4777
CURRENT OCCUPANT	3621 W VILLARD AVE# 214	MILWAUKEE, WI 53209-4777
CURRENT OCCUPANT	3621 W VILLARD AVE# 215	MILWAUKEE, WI 53209-4777
CURRENT OCCUPANT	3621 W VILLARD AVE# 216	MILWAUKEE, WI 53209-4777
CURRENT OCCUPANT	3621 W VILLARD AVE# 301	MILWAUKEE, WI 53209-4778
CURRENT OCCUPANT	3621 W VILLARD AVE# 302	MILWAUKEE, WI 53209-4778
CURRENT OCCUPANT	3621 W VILLARD AVE# 303	MILWAUKEE, WI 53209-4778
CURRENT OCCUPANT	3621 W VILLARD AVE# 304	MILWAUKEE, WI 53209-4778
CURRENT OCCUPANT	3621 W VILLARD AVE# 305	MILWAUKEE, WI 53209-4778
CURRENT OCCUPANT	3621 W VILLARD AVE# 306	MILWAUKEE, WI 53209-4778
CURRENT OCCUPANT	3621 W VILLARD AVE# 307	MILWAUKEE, WI 53209-4778
CURRENT OCCUPANT	3621 W VILLARD AVE# 308	MILWAUKEE, WI 53209-4778
CURRENT OCCUPANT	3621 W VILLARD AVE# 309	MILWAUKEE, WI 53209-4778
CURRENT OCCUPANT	3621 W VILLARD AVE# 310	MILWAUKEE, WI 53209-4778
CURRENT OCCUPANT	3621 W VILLARD AVE# 312	MILWAUKEE, WI 53209-4778
CURRENT OCCUPANT	3621 W VILLARD AVE# 313	MILWAUKEE, WI 53209-4778
CURRENT OCCUPANT	3621 W VILLARD AVE# 409	MILWAUKEE, WI 53209-4779
CURRENT OCCUPANT	3621 W VILLARD AVE# 410	MILWAUKEE, WI 53209-4779
CURRENT OCCUPANT	3621 W VILLARD AVE# 412	MILWAUKEE, WI 53209-4779
CURRENT OCCUPANT	3621 W VILLARD AVE# 413	MILWAUKEE, WI 53209-4779
CURRENT OCCUPANT	3621 W VILLARD AVE# 414	MILWAUKEE, WI 53209-4779
CURRENT OCCUPANT	3621 W VILLARD AVE# 415	MILWAUKEE, WI 53209-4779
CURRENT OCCUPANT	3622A W VILLARD AVE	MILWAUKEE, WI 53209-4714
CURRENT OCCUPANT	3624 W VILLARD AVE	MILWAUKEE, WI 53209-4714
CURRENT OCCUPANT	3628 W VILLARD AVE	MILWAUKEE, WI 53209-4714
CURRENT OCCUPANT	5185 N 35TH ST# 1	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5185 N 35TH ST# 2	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5185 N 35TH ST# 3	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5185 N 35TH ST# 4	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5185 N 35TH ST# 5	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5185 N 35TH ST# 6	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5185 N 35TH ST# 7	MILWAUKEE, WI 53209-5378
CURRENT OCCUPANT	5204 N 36TH ST	MILWAUKEE, WI 53209-4706

CURRENT OCCUPANT	5218 N 36TH ST	MILWAUKEE, WI 53209-4706
CURRENT OCCUPANT	5224 N 36TH ST	MILWAUKEE, WI 53209-4706
CURRENT OCCUPANT	5224A N 36TH ST	MILWAUKEE, WI 53209-4706

Blank Notice

Total Records: 49

Radius 250 feet and Center of the Circle: 3535 W Villard Av

2025-2026 Plan of Operation for 3535 W VILLARD AV

1. Litter & Security Plans

How are the grounds kept clean? ☒ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Other:

How often will grounds be cleaned? ☒ Daily ☐ Weekly ☐ Other:

Who cleans the grounds? ☐ Licensee ☐ Building Owner ☒ Employees ☐ Hired Maintenance ☐ Other:

How are noise issues prevented and/or addressed? ☒ Security ☐ Manager approaches customer(s) ☒ Call Police ☐ Signs Posted ☐ Other:

Are there designated outdoor smoking areas? ☒ No ☐ Yes If Yes, Describe:

Number of garbage cans: Inside 3 Locations FRONT / BACK
Outside 3 Locations FRONT / BACK

Is a crowd control barrier used? ☒ No ☐ Yes If Yes, Describe:

Number of restrooms: 2 Name of solid waste contractor: TO GO DISPOSAL

Are there parking spaces on the premises? ☒ No ☐ Yes If Yes, list number of spaces: _____ and describe security plans:

Are there designated loading areas? ☒ No ☐ Yes If Yes, describe security plans:

Do you have security personnel on the premises? ☐ No ☒ Yes If Yes, how many? 2
AND What are their responsibilities? Check ID's, Purses, Person's body
What security equipment do they use? Flashlight
List their license number(s): Frequent different license plates

Are there security cameras? ☐ No ☒ Yes If Yes, list all locations: inside and outside building

Are searches and/or identification checks conducted upon entry? ☐ No ☒ Yes If Yes, describe: Security check Person's Purses and I.D.'s

2. Percentage of Sales (must total 100%)
Alcohol 20 % Food Sales 40 % Entertainment 10 % Other _____ %

3. Businesses On The Premises (choose all that apply):
☒ Restaurant ☐ Café/Coffee Shop ☐ Cocktail Lounge ☐ Conference Room ☐ Night Club ☐ Liquor Store ☐ Tavern ☐ Sports Facility
☐ Motel ☐ Banquet Hall ☐ Nightclub ☐ Private/Restricted/Member's Club ☐ Other:

4. Hours of Operation and Age Restrictions
Are there any changes to the current hours of operation or age restrictions? ☒ No ☐ Yes If Yes, Describe:

Please Note: If you will be open earlier or later than the hours listed on your current license for even one day or holiday (for example, St. Patrick's Day, Grounds Opening Day, etc.) during the license period, this must be reported and printed on your license.
New hours of operation and age restrictions are listed on your current license.

5. Floor Plan and Capacity
Are you requesting any changes to your capacity or floor plan? ☒ No ☐ Yes If Yes, describe: _____
submit a new floor plan with this renewal application. A sample plan can be found online at www.wisconsin.gov/licenses under License Forms and Related Information.

Additional Third Establishment: A "Temporary Extension of Premises Application" is required if you are adding any additional facilities to the licensed premises.

6. Signage and Signs: Yes
Are there any changes to the signage along the plan? ☒ No ☐ Yes If Yes, submit an updated sign plan with this application. N/A

7. Fund Licenses: FIRST 10000 Fee: \$100.00
Your current fund license includes the following fund operations:
Class 1: BAR/CLUB, Sales \$10,000 - \$200,000, Tavern, Restaurant
Are there any changes to your fund operations or fund license? ☒ No ☐ Yes
If Yes, explain: _____

8. Weights and Measurement Fee:
Number/Type of Scales: _____
Are there any changes to the number or type of devices? ☐ No ☐ Yes
If Yes, contact your office for further instructions.

2. CURRENT APPROVED ENTERTAINMENT for Updown Bar and Grill

3535 W VILLARD AV

The following types of entertainment have been approved for your current Public Entertainment Premises license:
Comedy Acts, Disc Jockey, Poetry Readings, Patron Contests, Karaoke, Karaoke, Patron Dancing, Instrumental Musicians, Bands, & Pool Table.
3 Amusement Machines, 0 Concerts Per Year

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: ONLY CHECK ENTERTAINMENT TYPES YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR COMBINATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Bands | <input type="checkbox"/> Parts of the Bands | <input type="checkbox"/> Comedy Acts |
| <input type="checkbox"/> Disc Jockey | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Poetry Readings | <input type="checkbox"/> Dancing by Performers |
| <input type="checkbox"/> Karaoke | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Patron Contests | <input type="checkbox"/> Patron Dancing |
| <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Shows | <input type="checkbox"/> Karaoke | <input type="checkbox"/> Drinking Acts | <input type="checkbox"/> Pool Tables |
| <input type="checkbox"/> Motion Pictures (shown by admission) | <input type="checkbox"/> Amusement Machines | How many? _____ | How many? _____ |
| How many screens? _____ | How many? _____ | Concerts | <input type="checkbox"/> Theatrical Performances |
| | | Approx. \$ per year? _____ | Approx. \$ per year? _____ |
| <input type="checkbox"/> Other _____ | | | |

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

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

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

At any time will sound amplification be used? ☐ No ☒ Yes If Yes, Describe: **ST. CARLOS**

5. SIGNATURE

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

I agree to inform the City Clerk within 30 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 provide 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, nonrenewal or revocation, if I violate any rule, law or regulation of the City of Milwaukee and State of Wisconsin.

SMIC R. PT'S

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