



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

Thursday, April 17, 2025

COMMITTEE MEETING NOTICE


AD 03

CERVERO, Kaelyn M, Agent
NOBLE CATERING MKE, LLC
14380 W GRANGE Av
New Berlin, WI 53151

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 29, 2025 at 02:00 PM

The access code is <https://meet.goto.com/329456501>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Public Entertainment  Licenses Application Requesting Instrumental Musicians, Disc Jockey, Bands, Magic Shows, Poetry Readings, Comedy Acts, Dancing by Performers, Patrons Dancing and 6 Concerts as agent for "NOBLE CATERING MKE, LLC" for "Noble Catering and Events/Villa Terrace Decorative Arts Museum" at 2220 N TERRACE 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 85-2.7-4, 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 appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

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

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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

JIM OWCZARSKI, CITY CLERK

BY:

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

Date: 02/21/2025
Officer: MUSTAFA

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

Name of Premise: Noble Catering
Address: 2220 N. Terrace Av
Phone: 414-698-4127

Owner: Kaelyn CERVERO
Owner address: 14380 W Grange av
City State Zip: New Berlin, WI 53151
Owner Phone: 414-698-4127
Owner email: Kaelyn@noblecateringco.com

Licensee/Agent: Kaelyn CERVERO
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: Kaelyn CERVERO

Location currently open: ☐ YES ☒ NO

Projected open date: March 1, 2025

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

Hours of Operation: Sun: 8:00 AM- 11:00 PM ☐24 hours ☐Y ☐N
Mon: 8:00 AM- 11:00 PM
Tue: 8:00 AM- 11:00 PM
Wed: 8:00 AM- 11:00 PM
Thu: 8:00 AM- 11:00 PM
Fri: 8:00 AM- 11:00 PM
Sat: 8:00 AM- 11:00 PM

Premise Type: ☒Tavern/Bar
☒Restaurant
☒Other: Catering Service

Licenses currently held:

Alcohol: ☐ Yes ☐ No Class: #: BTAVN 376633
 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: ????
21. Are there exterior cameras ☐ Yes ☒ No How many:
22. Are there interior cameras ☒ Yes ☐ No How many: 22
23. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No

24. Cameras located in parking lot ☐Yes ☒No How many

Interior Survey:

25. What is the planned capacity 80
26. What is the minimum number of employees That will be on premise 3
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: N/A
34. How ill they be deployed: Interior Exterior N/A
35. What days will they be deployed ☐Mon☐Tue☐Wed☐Thu☐Fri☐Sat☐Sun
36. Will the security be managed by business ☐or contracted☐
37. Will they be armed ☐Yes ☐No
38. What type of security measures to be used:
- ☐Wanding/metal detector
 - ☐ID Scanner
 - ☐Dress Code
 - ☐Cover Charge
 - ☐Age restriction 21 min after
 - ☐Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

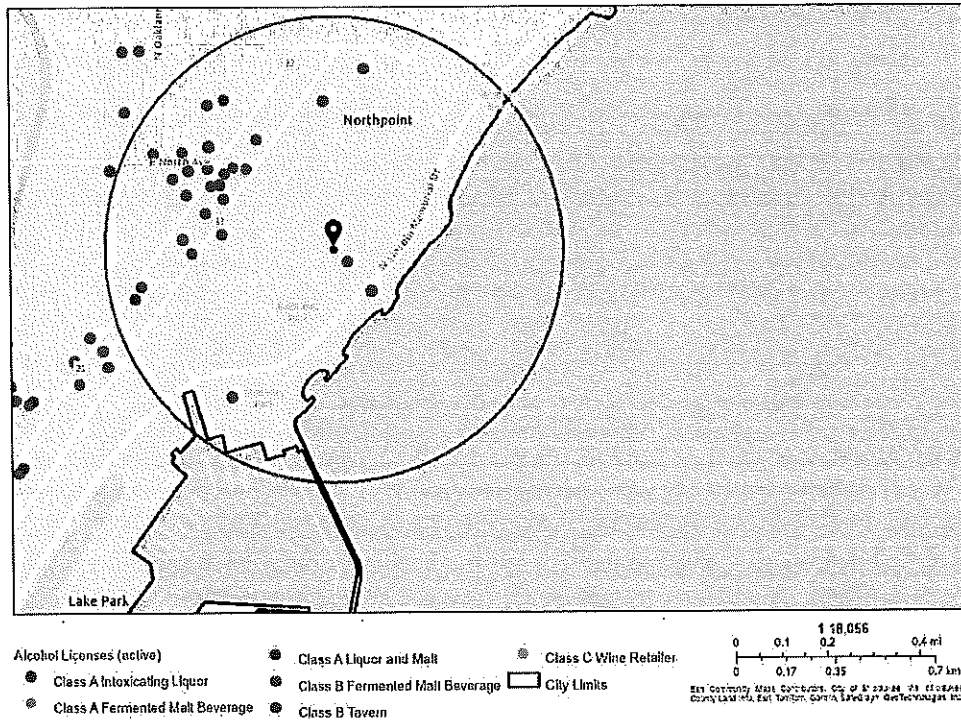


Concentration Map 2220 N TERRACE AVE

Area of Interest (AOI) Information

Area : 21,862,585.93 ft²

Feb 10 2025 11:59:29 Central Standard Time



2220 N TERRACE AVE

Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	40		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Strange Town, LLC	Strange Town	Mia L LeTendre, Agt	2101-2103 N Prospect AV	Class B Tavern License	49	2/13/2025, 6:00 PM	1
2	Charles Allis and Villa Terrace Museums, Inc.	Villa Terrace Decorative Arts Museum	Jaymee Harvey Willms, Agt	2220 N TERRACE AV	Class B Tavern License	85	2/21/2025, 6:00 PM	1
3	Erth Wellness, LLC	Kind Oasis	Salem J Kashou, Agt	2169 N FARWELL AV	Class B Tavern License		2/25/2025, 6:00 PM	1
4	Woori Wells Corp	Maru	Jongsoo Kim, Agt	2150 N Prospect AV	Class B Tavern License		2/25/2025, 6:00 PM	1
5	Krikar LLC	Koppa's Fulbeli Deli	Karthik B Pothumachi, Agt	1940 N FARWELL AV	Class A Malt & Class A Liquor License		2/26/2025, 6:00 PM	1
6	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class C Wine Retailer's License		3/1/2025, 6:00 PM	1
7	PADDY'S PET & PUB, LLC	PADDY'S PET & PUB	ORLEN G WOOD, Agt	2339-A N MURRAY AV	Class B Tavern License	179	3/1/2025, 6:00 PM	1
8	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class B Fermented Malt Beverage Retailer's License		3/1/2025, 6:00 PM	1
9	WI LJ INC	Back Street	Nanbin Li, Agt	2116 N FARWELL AV	Class B Fermented Malt Beverage Retailer's License		3/18/2025, 7:00 PM	1
10	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class C Wine Retailer's License		3/29/2025, 7:00 PM	1
11	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class B Fermented Malt Beverage Retailer's License		3/29/2025, 7:00 PM	1
12	Saz's Catering Inc	Jan Serr Studio	Stephanie L Sazama-Schneck, Agt	2155 N Prospect AV	Class B Tavern License		4/4/2025, 7:00 PM	1
13	Premier Closers LLC	Upper East Bar	Stephanie R Townsend, Agt	1732 E NORTH AV	Class B Tavern License		4/7/2025, 7:00 PM	1
14	INCONTRO GROUP LLC	L'INCONTRO	Paul J Piotrowski, Agt	2315 N MURRAY AV	Class B Tavern License		4/7/2025, 7:00 PM	1
15	EASTCASTLE PLACE, INC	Eastcastle Place	Majarka M B Ford-Ziegelbauer, Agt	2505 E BRADFORD AV	Class B Tavern License		4/7/2025, 7:00 PM	1
16	PROSPECTOR PARTNERSHIP LLC	VINTAGE	REBECCA E GODFREY, Agt	2203 N PROSPECT AV	Class B Tavern License	151	4/10/2025, 7:00 PM	1
17	LANDMARK BARS, INC	LANDMARK LANES	SLAVA TUZHILKOV, Agt	2220 N FARWELL AV	Class B Tavern License	240	4/11/2025, 7:00 PM	1

18	GPJ OF MILWAUKEE, INC	MA FISCHER'S	HEIDI A PANAGIOTOP OULOS, Agt	2214 N FARWELL AV	Class B Tavern License	240	4/11/2025, 7:00 PM	1
19	FRANKIES RESTAURANT AND CATERING, LLC	Frankies Restaurant and Catering	Donna D Afrifa, Agt	1815 E KENILWORTH PL	Class B Tavern License		5/10/2025, 7:00 PM	1
20	Axe MKE, Inc	Axe MKE	Marla R Poytinger, Agt	1924 E KENILWORTH PL	Class B Tavern License		5/30/2025, 7:00 PM	1
21	Nine Below Inc	Nine Below	Marla R Poytinger, Agt	1905 E North AV	Class B Tavern License	270	5/30/2025, 7:00 PM	1
22	BENJAMIN'S FINE WINE & SPIRITS LLC	Waterford Wine Company	BENJAMIN T CHRISTIANS EN, Agt	2120 N FARWELL AV	Class B Tavern License		5/30/2025, 7:00 PM	1
23	WHOLE FOODS MARKET GROUP, INC	WHOLE FOODS MARKET	Brooke M Remitz, Agt	2305 N PROSPECT AV	Class B Tavern License		6/13/2025, 7:00 PM	1
24	Black Gate LLC	Von Trier	MARK A ZIERATH, Agt	2235 N Farwell AV	Class B Tavern License	153	6/13/2025, 7:00 PM	1
25	HOOLIGAN'S SUPER IRISH DELI & BAR, INC	HOOLIGAN'S	MARK B BUESING, Agt	2017 E NORTH AV	Class B Tavern License	118	6/29/2025, 7:00 PM	1
26	MILWAUKEE YACHT CLUB	MILWAUKEE YACHT CLUB	Dawn M Brooks, Agt	1700 N LINCOLN MEMORIAL DR	Class B Tavern License	180	7/5/2025, 7:00 PM	1
27	BRG Lotta Burger, LLC	Roundhouse	CHRISTIAN M DAMIANO, Agt	1750 N Lincoln Memorial DR	Class B Tavern License	112	7/10/2025, 7:00 PM	1
28	Dock Bradford, LLC	The Dock at Bradford Beach	BRIAN C RANDALL, Agt	2400 N Lincoln Memorial DR	Class B Tavern License		7/29/2025, 7:00 PM	1
29	MOOSA BURGER, INC.	Moosa's	ALAA I MUSA, Agt	2272 N LINCOLN MEMORIAL DR	Class B Tavern License		8/4/2025, 7:00 PM	1
30	El Grupo J & K, LLC	Judy's Cantina	Kevin I Lopez, Agt	2124 N FARWELL AV	Class B Tavern License		8/13/2025, 7:00 PM	1
31	IFM Farwell LLC	Oriental Theatre	Kristen C Heller, Agt	2230 N FARWELL AV	Class B Tavern License	1,834	8/19/2025, 7:00 PM	1
32	BEANS & BARLEY, INC	BEANS & BARLEY	JAMES C NEUMEYER, Agt	1901 E NORTH AV	Class B Tavern License	180	8/30/2025, 7:00 PM	1
33	Kawa Ramen & Sushi Inc	Kawa	LinJin Xiao, Agt	2321-23 N Murray AV	Class B Tavern License		9/12/2025, 7:00 PM	1
34	Milwaukee Catholic Home Inc	Milwaukee Catholic Home	Christopher A Reinheimer, Agt	2462 N PROSPECT AV	Class B Tavern License		9/18/2025, 7:00 PM	1
35	Crossroads Collective, LLC	Crossroads Collective	TIM B GOKHMAN, Agt	2238 N Farwell AV	Class B Tavern License	231	12/10/2025, 6:00 PM	1

36	The Jazz Estate Inc	The Jazz Estate	JOHN M DYE, Agt	2423 N MURRAY AV	Class B Tavern License	62	12/14/2025, 6:00 PM	1
37	Stone Bowl Grill, LLC	Stone Bowl	Young B Kim, Agt	1958-62 N Farwell AV	Class B Tavern License	99	12/15/2025, 6:00 PM	1
38	MAA VERA, INC.	Murray Pantry	Sandipkumar M Patel, Agt	2430 N MURRAY AV	Class A Malt & Class A Liquor License		1/16/2026, 6:00 PM	1
39	VIER NORTH LLC	VIER NORTH	Faisal Ahmed-Yahia, Agt	1832 E NORTH AV	Class B Tavern License		1/20/2026, 6:00 PM	1
40	Izzy Hops LLC	Izzy Hops	MICHAEL J VITUCCI, Agt	2311 N Murray AV	Class B Tavern License		2/6/2026, 6:00 PM	1

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



Thursday, April 17, 2025



Notice of Public Hearing

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CERVERO, Kaelyn M, Agent

Noble Catering and Events/Villa Terrace Decorative Arts Museum at 2220 N TERRACE Av
Class B Tavern and Public Entertainment Premises Licenses Application Requesting Instrumental
Musicians, Disc Jockey, Bands, Magic Shows, Poetry Readings, Comedy Acts, Dancing by
Performers, Patrons Dancing and 6 Concerts

Tuesday, April 29, 2025 at 2:00 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 4/29/2025 at 2:00 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	2200 N TERRACE AVE	MILWAUKEE, WI 53202-1216
CURRENT OCCUPANT	2201 N TERRACE AVE	MILWAUKEE, WI 53202-1215
CURRENT OCCUPANT	2202 N TERRACE AVE	MILWAUKEE, WI 53202-1216
CURRENT OCCUPANT	2203 N TERRACE AVE	MILWAUKEE, WI 53202-1215
CURRENT OCCUPANT	2205 N TERRACE AVE	MILWAUKEE, WI 53202-1215
CURRENT OCCUPANT	2209 N TERRACE AVE	MILWAUKEE, WI 53202-1215
CURRENT OCCUPANT	2209A N TERRACE AVE	MILWAUKEE, WI 53202-1215
CURRENT OCCUPANT	2210 N LAKE DR	MILWAUKEE, WI 53202-1210
CURRENT OCCUPANT	2212 N LAKE DR	MILWAUKEE, WI 53202-1210
CURRENT OCCUPANT	2212 N LAKE DR# A	MILWAUKEE, WI 53202-1210
CURRENT OCCUPANT	2214 N TERRACE AVE	MILWAUKEE, WI 53202-1216
CURRENT OCCUPANT	2216 N TERRACE AVE	MILWAUKEE, WI 53202-1216
CURRENT OCCUPANT	2218 N LAKE DR	MILWAUKEE, WI 53202-1210
CURRENT OCCUPANT	2221 N TERRACE AVE	MILWAUKEE, WI 53202-1215
CURRENT OCCUPANT	2221 N TERRACE AVE# A	MILWAUKEE, WI 53202-1215
CURRENT OCCUPANT	2228 N TERRACE AVE# 2	MILWAUKEE, WI 53202-1216
CURRENT OCCUPANT	2228 N TERRACE AVE# 3	MILWAUKEE, WI 53202-1216
CURRENT OCCUPANT	2228 N TERRACE AVE# B	MILWAUKEE, WI 53202-1216
CURRENT OCCUPANT	2230 N TERRACE AVE	MILWAUKEE, WI 53202-1216
CURRENT OCCUPANT	2232 N LAKE DR	MILWAUKEE, WI 53202-1253
CURRENT OCCUPANT	2234 N TERRACE AVE	MILWAUKEE, WI 53202-1216
CURRENT OCCUPANT	2236 N TERRACE AVE	MILWAUKEE, WI 53202-1216
CURRENT OCCUPANT	2239 N TERRACE AVE	MILWAUKEE, WI 53202-1242
CURRENT OCCUPANT	2239 N TERRACE AVE# A	MILWAUKEE, WI 53202-1242
CURRENT OCCUPANT	2242 N LAKE DR	MILWAUKEE, WI 53202-1253
CURRENT OCCUPANT	2300 E IVANHOE PL	MILWAUKEE, WI 53202-1208
CURRENT OCCUPANT	2315 E IVANHOE PL	MILWAUKEE, WI 53202-1207
CURRENT OCCUPANT	2429 E WYOMING PL	MILWAUKEE, WI 53202-1219

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Total Records: 28

Radius 250 feet and Center of the Circle: 2220 N Terrace Av



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 www.milwaukee.gov/license e-mail address: 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:

Catering

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: Multiple locations

2. Business Operations

- a. Proposed Opening Date: 4/1/25
- b. Is this premise under construction? ☒ No ☐ Yes If yes, list estimated completion date: _____
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☐ No ☒ Yes If yes, list type of license: Class B Tareem
- e. Is the current licensee operating? ☒ No ☐ Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? ☒ No ☐ Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? ☒ Sweep ☒ Pressure Wash ☒ Pick Up Litter ☒ Other: Vacuum
- 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: Weddings

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 6 Locations: Kitchen, Dining Room, Great Hall
Outside: 4 Locations: Terrace, Courtyard.
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 4
- 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? _____ and describe the parking security plan: _____

b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan: _____

Security doors, loading zone & gates

c. Will you have licensed security on premise? ☒ No ☐ Yes If yes, how many? _____ and answer the following:

What are their responsibilities? _____

Describe equipment used _____

List their License Number (s) _____

d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 15+ and list locations: through out every room except bathrooms premise

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

6. Percentage of Sales (must total 100%)

Alcohol <u>100</u> %	Food <u> </u> % Cigarettes, Electronic Vape Devices, Tobacco Products <u> </u> %	Secondhand Merchandise <u> </u> %	Precious Metals & Gems <u> </u> %
Entertainment <u> </u> %	Salvaged Materials <u> </u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u> </u> %	Other <u> </u> % Describe: _____
Pawnbroker Activity <u> </u> %			

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

Type 1

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Deli or Fast Food Restaurant | <input type="checkbox"/> Private/Fraternal/Veterans Club |
| <input type="checkbox"/> Night Club | <input type="checkbox"/> Tavern | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Teen Club |
| <input checked="" type="checkbox"/> Banquet Hall | <input type="checkbox"/> Sports Facility | <input type="checkbox"/> Bowling Alley | |
| <input type="checkbox"/> Hotel/Motel: Number of Floors: _____
Number of Rooms: _____ | <input type="checkbox"/> Rooming House: Number of Floors: _____
Number of Rooms: _____ | | |

Type 2

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

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

- ☒ Occupancy Permit ☐ Cigarette, Tobacco, Electronic Vape Products ☐ 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 140 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
☒ 1st Floor ☒ 2nd Floor ☐ Basement Storage ☒ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop
☒ Other: Describe: Courtyard
- b. Describe Location: ☐ Major Thoroughfare ☒ Secondary Street ☐ Other: _____
- c. Nearest Major Cross Street: _____
- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____
- e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 3 ☐ Other: _____
- f. Describe Surrounding Area: ☐ Commercial ☒ Residential ☐ Industrial ☐ Other: _____
- g. Building Owner Name: Milwaukee County Phone Number: _____
 Building Owner Address: 2220 N. Terrace Ave.

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	8 A	12 A	1200		None
Monday	8 A	12 A	140		None
Tuesday	8 A	12 A	140		None
Wednesday	8 A	12 A	140		None
Thursday	8 A	12 A	140		None
Friday	8 A	12 A	280		None
Saturday	8 A	12 A	280		None

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

Legal Entity Name: Noble Catering MKE LLC

Premise Address: 2220 N. Terrace Ave, Milwaukee WI 53202

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

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

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? ☐ No ☒ Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? ☒ No ☐ Yes

If yes, list their name and address: _____

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? ☐ No ☒ Yes

If no, list the name and address of the person(s) who will: _____

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

c) Does anyone else have money invested or any other interest in this business? ☐ No ☒ Yes

If yes, explain: 2 MINOR INVESTORS

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

☒ No ☐ Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? ☐ Own ☒ Lease

b) Who owns the fixtures (for example, coolers, etc.)? landlord

c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ _____

d) Total amount paid for business \$ N/A

e) Total amount paid for goodwill of the business \$ N/A

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

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

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

a) Date lease begins 1/3/25 Ends 12/31/26

b) Monthly rental \$ N/A

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)? N/A

Lease Information (Continued)

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

Change of Agent Applicants Only

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

Signature



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

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

New and transfer of premises applicants must submit the following:

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



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 2220 N. Terrace Ave. Men. WI

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|---|---|---|
| <input checked="" type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Battle of the Bands | <input checked="" type="checkbox"/> Dancing by Performers | <input type="checkbox"/> Amusement Machines
How many? _____ |
| <input checked="" type="checkbox"/> Bands | <input checked="" type="checkbox"/> Comedy Acts | <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input checked="" type="checkbox"/> Concerts
Approx. # per year? <u>6</u> |
| <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 checked="" type="checkbox"/> Magic Shows | <input type="checkbox"/> Patron Contests | <input type="checkbox"/> Jukebox |
| <input type="checkbox"/> Motion Pictures (movies by
admission) - How many? _____ | <input checked="" type="checkbox"/> Poetry Readings | <input checked="" type="checkbox"/> Patrons Dancing | <input type="checkbox"/> Karaoke |
| <input type="checkbox"/> Other: _____ | | | |

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

PROMOTERS/SOUND AMPLIFICATION

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

At any time will sound amplification be used? ☐ No ☒ Yes If Yes, Describe: DJ, Bands @ Weddings

LEGAL CAPACITY OF PREMISES

140 (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

ACKNOWLEDGEMENT/SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

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

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

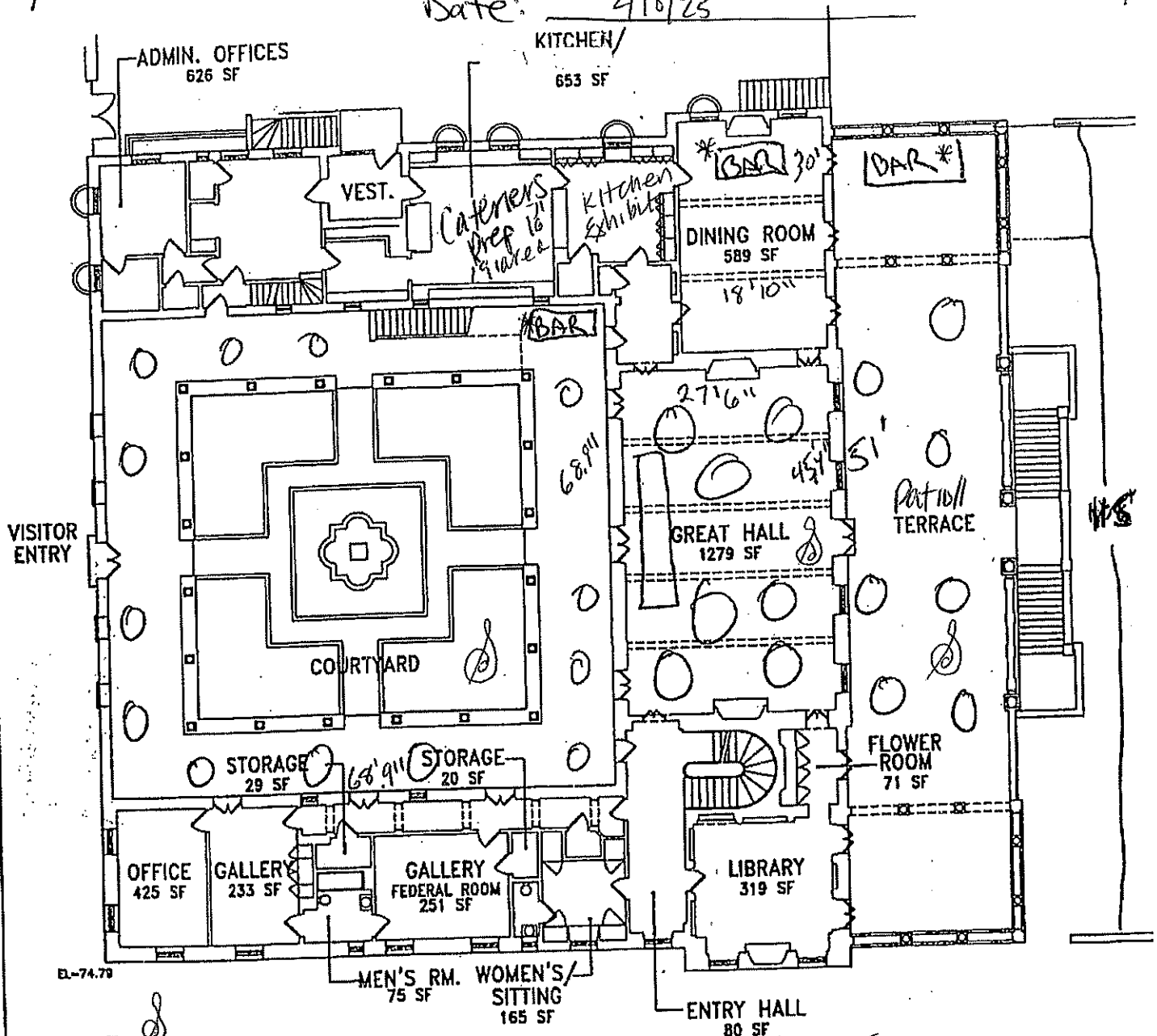
Office Use Only:

Initials: _____ Filed: _____ App: _____

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

NORTH AVENUE
↑

Legal Entity: Noble Catering WKE, LLC
Trade Name: Noble Catering / Villa Terrace
Agent: Kaelin Cervero
Date: 2/10/25



Entertainment Areas: Courtyard, Great Hall, Terrace

* All Bar locations are mobile

Existing
First Floor Plan

Villa Terrace: 2220 N. Terrace Ave.

Overall Property Scope.

Kaelyn Cervero
2/9/25

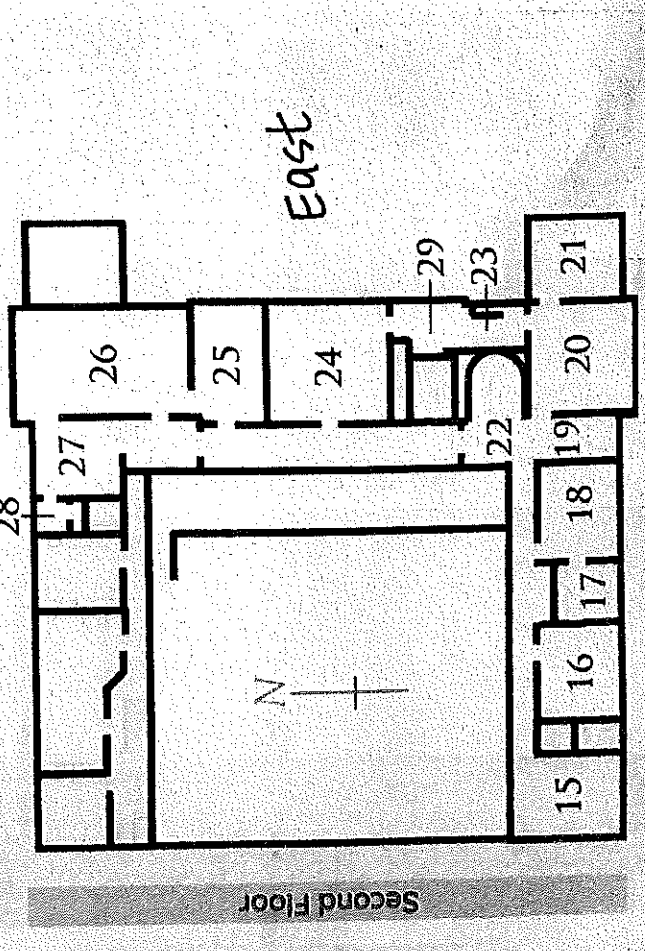
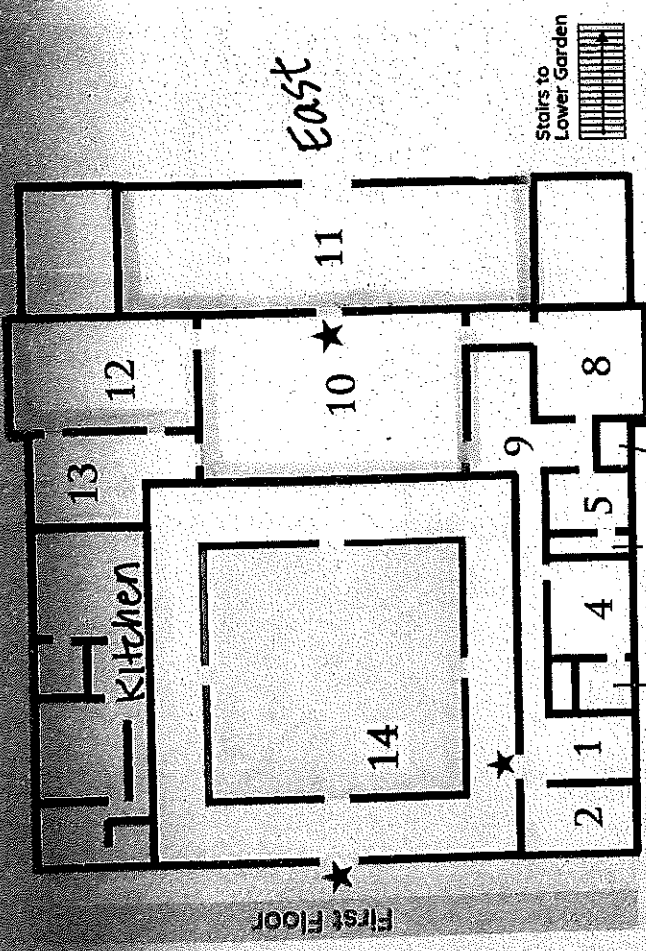
First Floor

- 1. Museum Store
Guest Bedroom
- 2. Gallery
Sitting Room
- 3. Bathroom*
Smith Nanny's Ensuite
- 4. Gallery
Smith Nanny's Bedroom
- 5. Coat Room
Guest Powder Room
- 6. Half-Bath*
Guest Toilet
- 7. Elevator
- 8. Library
Smith's Library and Study
- 9. Stairs to 2nd Floor
- 10. Great Room
Living Room
- 11. Terrace
- 12. Dining Room
Family Dining Room
- 13. Kitchen Gallery
Butler's Pantry
- 14. Mercury Courtyard

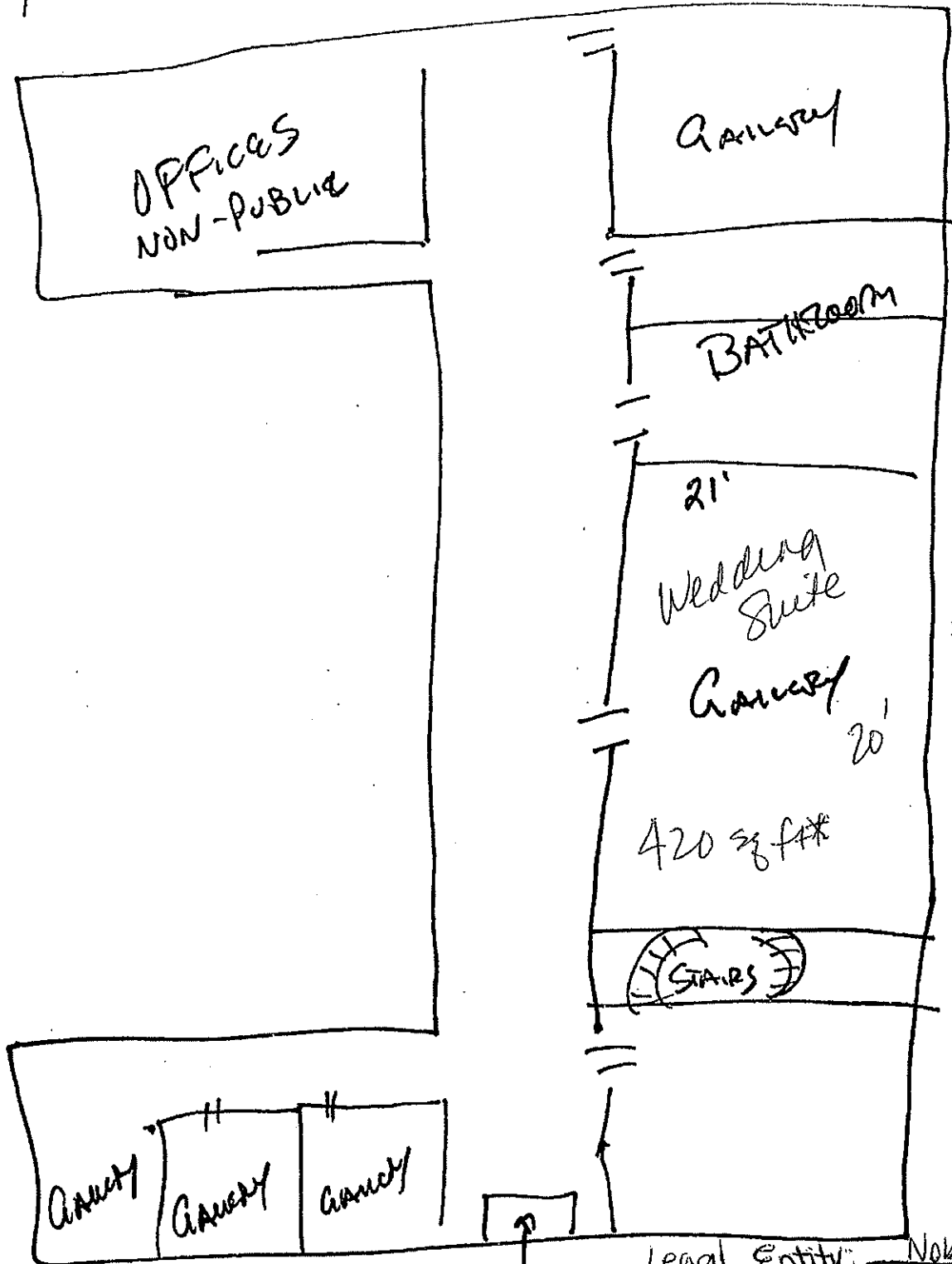
Second Floor

- 15. Colnik Gallery
Smith Child's Bedroom
- 16. Masterwork Gallery
Smith Children's Bedroom
- 17. Bathroom
Smith Children's Ensuite
- 18. Wedding Suite
Smith Children's Bedroom
- 19. Elevator
- 20. Dake Gallery
Smith's Children's Bedroom
- 21. Sleeping Porch
- 22. Stairs
- 23. Accessible Lift
Bathroom
- 24. Zuber Gallery
Smith Eldest's Bedroom
- 25. Bathroom*
Ensuite & Lloyd's Dressing Room
- 26. Main Gallery
Smith's Main Bedroom
- 27. North Gallery
Agnes' Dressing Room
- 28. Bathroom
Agnes' Toilet
- 29. Stained Glass
Dressing Room

- ★ Entrance and Exit
- Staff-Only Area
Staff Quarters and Kitchens
- *Usable to the public



NORTH AVENUE
↑



FLUORIDE

Legal Entity: Noble Catering LLC
Trade Name: Noble Catering / Villa Terrace
Agent: Kaelyn Cervens

2220 N. TERRACE AVENUE, MIKE, WI 532

SECOND FLOOR
Villa Terrace

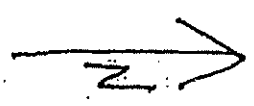
Date: 2/10/25

NORTH AVENUE



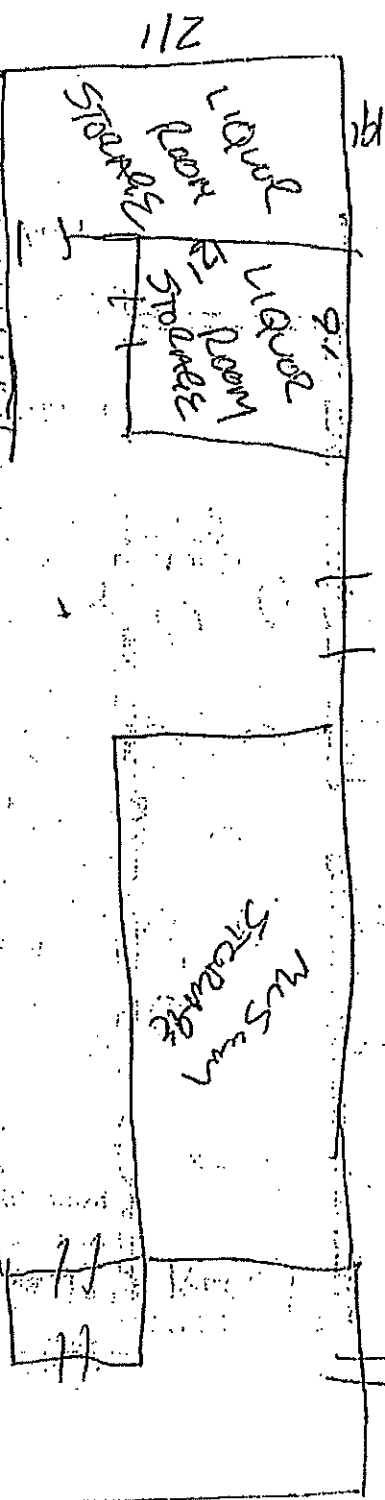
369 109

TOTAL
ALCOHOL
STORAGE =
507 sq ft.



369 sq ft

ALCOHOL



Legal Entity - Noble Catering LLC
Trade Name - Noble Catering / Villa Terrace
2220 N. TERRACE AVENUE, apt 53202

Agent - Kaelyn Cervino
Date - 2/10/25
Vice President
BRS event



BAR PACKAGES VILLA TERRACE ART MUSEUM

THE ADLER | \$67

Premium Brand Spirits, Premium Wine Varietals,
Beer Selections, Custom Welcome Drink or
Gabbiano Prosecco Toast, Pepsi Soft Drinks, and Juices

*Up to two Signature Cocktails can be added for \$3/Guest

THE SMITH | \$55

Standard Brand Spirits, Standard Wine Varietals,
Beer Selections, Custom Welcome Drink or
Gabbiano Prosecco Toast, Pepsi Soft Drinks, and Juices

*Up to two Signature Cocktails can be added for \$2/Guest

THE COLNIK | \$40

Beer Selections, Custom Welcome Drink or
Gabbiano Prosecco Toast, Pepsi Soft Drinks, and Juices

*Full Bar with Standard Spirits during Cocktail Hour \$13 additional

OTHER | \$15

Pepsi Soft Drinks and Juices

PACKAGES BASED ON FIVE HOURS OF SERVICE
ADDITIONAL HOURS MAY BE PURCHASED

SELECTIONS

VILLA TERRACE ART MUSEUM

SPIRITS

PREMIUM

Ketel One Vodka, Hendrick's Gin, Maker's Mark,
Johnny Walker Black Label, Whistle Pig Rye Whiskey,
Woodford Reserve Bourbon, Milagro Silver Tequila,
Includes Standard Spirits Options

STANDARD

Tito's Vodka, Tanqueray Gin, Bacardi Superior Rum,
Captain Morgan Spiced Rum, Jack Daniel's Whiskey,
Old Forester 86 Bourbon Whiskey, Seagrams 7
Whiskey, Korbel Brandy, El Jimador Blanco Tequila

WINES

PREMIUM

Daou Cabernet, Sea Sun Pinot Noir,
Craggy Range Sauvignon Blanc, Decoy Chardonnay

STANDARD

Seeker Cabernet, Seeker Pinot Noir,
Seeker Sauvignon Blanc, Seeker Chardonnay

BEER

CRAFT & IMPORT

Stella Artois, Central Waters Hard Seltzer,
Third Space Happy Place Midwest Pale Ale,
Central Waters Ouisconsin Red Ale,
New Glarus Spotted Cow,
Good City Spare Time Hazy Pale Ale,
Athletic N/A Upside Down Golden Ale

DOMESTIC

Miller High Life, Miller Lite

INFORMATION

VILLA TERRACE ART MUSEUM

CASH BAR SERVICE FEES & POLICIES

- A \$1,000 minimum service fee is required for all cash bar setups with a service timeframe of five (5) hours.
- A bartender fee of \$50 per bartender applies.
- Service charges and gratuity will be applied to bars charged on consumption.
- Applicable sales taxes will be added to all charges.

OPEN BAR PACKAGE SERVICE FEES

- 18% Service Fee
- 8.4% Sales Tax
- 10% Gratuity

BAR BOOKING DEADLINE

To guarantee service and the availability of specialty orders, bar service must be booked at least 60 days before the event date.

DINNER WINE SERVICE

We offer elegant tableside wine service for dinner.
Inquire for more details!

EXCLUSIONS

To ensure a safe and enjoyable experience for all guests, our bar packages do not include shot service.

CARRY-IN ALCOHOL POLICY

Outside beer and liquor are strictly prohibited on the premises. All alcohol must be purchased through the Museum. Any outside alcohol must remain in vehicles or at the renter's hotel. CAVT Museum reserves the right to confiscate any outside alcoholic beverages. If outside alcohol is found during the event, the renter will incur a \$200 fine, which will be invoiced after the event.