



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

Wednesday, December 18, 2024

COMMITTEE MEETING NOTICE

AD 06

NICHOLSON, Darrell C, Agent
ATKINSON BEER & LIQUOR MART, INC
1101 W ATKINSON Av
MILWAUKEE, WI 53206

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, January 07, 2025 at 01:40 PM

The access code is <https://meet.goto.com/729946085>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class A Malt & Class A Liquor License Renewal Application as agent for "ATKINSON BEER & LIQUOR MART, INC" for "ATKINSON BEER & LIQUOR MART, INC" at 1101 W ATKINSON 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: 11/17/24
LICENSE TYPE: ALQML
NEW: ☐
RENEWAL: ☒

No. 373778
Application Date:

License Location: 1101 W Atkinson Av
Business Name: Atkinson Beer & Liquor Mart, Inc

Licensee/Applicant: Nicholson, Darrell C
(Last Name, First Name, MI)

Date of Birth: 10/16/1967

Home Address: 1103 W Atkinson Av #3
City: Milwaukee State: WI Zip Code: 53206
Home Phone: (414) 562-3001

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 2-2-1999 Michelle Perry was cited by Milwaukee Police after a check was made by officers and she was observed operating a liquor store without the required license.

Charge:	Basic License Required
Finding:	Guilty
Sentence:	\$330.00
Date:	7-30-1999
Case:	99051175

2. Darrell C Nicholson is listed as a corporate officer in the corporation applying for this license. Following is his record.

On 8-31-2002 at 9:15pm, officers were dispatched to 11th & Atkinson to investigate "shots fired". They found a large crowd in front of the liquor store, 1101 W Atkinson Ave. While interviewing persons on the scene regarding the shots fired, they observed a person exit the liquor store, with a case of beer, after hours. The owner was not on the premises, but Darrell Nicholson, who was selling was issued the following citation.

Charge:	Hours of Operation – Class A Liquor
Finding:	Case Dismissed
Date:	11-11-2003
Case:	02128777

Note: Disposition not reported on previous renewal application.

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3. On 3-15-2003 at 7:15pm an underage Milwaukee Police Aide entered Atkinson Beer & Liquor Store, 1101 W Atkinson Ave at the direction of Milwaukee Police Officers. The aide attempted to purchase a 12 pack of Miller High Life beer from the clerk, but was turned down due to his age. As the aide was leaving the store, he was approached by a doorman/security guard, Joe Lipsey, who stated he would sell him the beer and told him to wait outside. The aide gave Lipsey a ten dollar bill and later Lipsey came outside and gave the aide a 12 pack of Miller beer. Officers recovered a .25 caliber semi-automatic pistol from Lipsey's right rear pocket. Lipsey is a convicted felon and stated that the gun was the store owners gun and that Darrell Nicholson gave him the gun to carry. Lipsey was arrested for Felon In Possession of Firearm/Carrying Concealed Weapon and issued a citation for Sale To Underage.

As to Lipsey's Charge:

Charge:	Sale To Underage
Finding:	Guilty
Sentence:	\$150.00
Date:	3-18-2003
Case:	03037198

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4. On 04/02/07 at 5:49 pm, Milwaukee Police were dispatched to a Shooting at 1101 W Atkinson Avenue. Investigation revealed a woman was shot in the buttocks while she was outside the store. Officers spoke to the store clerk, Alex Smith, who stated he heard 15-20 shots and believed it was from two different guns. A woman then ran into the store stating she was shot. Officers also spoke to the store owner, Darrell Nicholson, who also stated he heard 15-20 shots fired but did not observe any of the shooters but gave a description of a possible vehicle involved. Police were able to obtain a tape from the surveillance camera.

The following conviction applies to Michelle Perry, listed as a corporate officer. This incident was not previously reported.

- On 04/14/04, Perry was charged with Resisting or Obstructing An Officer in Milwaukee County. On 09/20/04, the charge was amended to Disorderly Conduct and she was found guilty and fined. (04CM002720)

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5. On 09/03/2008 the applicant was cited in the City of Milwaukee for Building Code Violations.

Charge: Building Code Violations
Finding: Guilty
Sentence: \$150.00 fine
Date: 03/17/2009
Case: 08120716

6. On 08/15/2008 the applicant was charged in Milwaukee County with Carrying a Concealed Weapon §941.23.

Charge: Carrying a Concealed Weapon
Finding: Dismissed
Sentence:
Date: 02/26/2009
Case: 2008CM004779

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Items #5 and #6 previously considered. Disposition added 11/30/2009.

7. On 04/06/2009 the applicant was cited in Milwaukee County with Place/Transport Loaded Firearm/Vehicle.

Charge: Place/Transport Loaded Firearm/Vehicle
Finding: Guilty
Sentence: Fine
Date: 04/08/2009
Case: 2009FO000012

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8. On 12/19/2009 at 7:32pm Milwaukee police responded to a strong-arm robbery complaint at 1101 W. Atkinson Avenue (Atkinson Beer and Liquor Mart Inc.). Investigation revealed a citizen was walking toward the business when he was struck in the face and a \$5.00 bill was taken from him. The victim states he observed the suspect leaving the business just prior to committing this offense. Milwaukee police report #093530146 filed.

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9. On 07/13/2013, Milwaukee Police were checking area vendors for age compliance on tobacco purchases through Wisconsin Wins Tobacco Initiative. Approximately 11:55am, an underage subject went into 1101 W Atkinson Av, Atkinson Beer & Liquor Mart, Inc and was able to purchase an Executive Branch grape cigar. The applicant admitted to the sale, apologized and was cited for:

Charge: Sale of Cigarettes to Minor/Underage
Finding: Guilty – Milwaukee Municipal Court
Sentence: \$171.00 Penalty
Date: 09/16/2013
Case#: 13075017

10. On 07/19/2014 a 17 year old, working in conjunction with Milwaukee police on the Wisconsin WINS Youth Tobacco Initiative, purchased two cigars from the cashier at 1101 West Atkinson Avenue (Atkinson Beer and Liquor). The applicant was cited for Sale of Cigarettes to Minor/Underage.

Charge: Sale of Cigarettes to Minor/Underage
Finding: Guilty
Sentence: \$260.00 fine
Date: 11/17/2014
Case: 14054172

11. On 02/12/2015 Milwaukee police assisted the Wisconsin Department of Revenue with a delinquent tax warrant at 1101 West Atkinson Avenue (Atkinson Beer & Liquor Mart). During this investigation, a clear bag containing a green leafy substance, later determined to be marijuana, was discovered in the rear of the store. This substance was confiscated and inventoried by officers, who could not determine the substance's owner. Additionally, two handguns were discovered in a safe. The applicant stated these guns belong to a customer, but he declined to name the owner. These guns were also confiscated by officers. Agents for the Department of Revenue seized \$8771.00 in US currency.
12. From 01/01/2015 to 12/09/2015 officers conducted 15 field interviews of subject loitering in front of 1101 W. Atkinson Av. A Check revealed the applicant did not call regarding any of these complaints.
13. On 09/09/2015 at 6:16pm officers responded to a call of a shooting at N. 14th St and W. Atkinson Av. A victim was located at 3633 N. 11th St. The officers responded to 1101 W. Atkinson Av to check for video regarding the shooting. The applicant was cooperative with the investigation and allowed the officers to observe the video. The video showed the victim had been inside the store just prior to the shooting.

14. On 11/22/2016 officers assisted the State of Wisconsin Department of Revenue in serving a search warrant at Atkinson Beer and Liquor, 1101 W. Atkinson Av. The Department of Revenue seized money regarding the search warrant. The only violation observed was the current liquor license was not displayed.

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15. On 10/17/2019 at 8:36pm officers conducted a licensed premise check at Atkinson Beer and Liquor Mart, 1101 W. Atkinson Av. The applicant was on scene and provided the officers with his liquor license. He stated it is unusual to see officers this late at night but requested they stop in more often.

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16. On 03/01/21 at 6:04pm, Milwaukee Police conducted a license premise check at 1101 W. Atkinson Avenue. No violations were found and the applicant was cooperating with the police.

17. On 07/19/21 at 7:44pm, Milwaukee Police conducted a license premise check at 1101 W. Atkinson Avenue. Before entering the establishment, officers observed several people who were standing near or outside the store and left as officers approached. Officers interviewed the applicant inside who asked for more police presence to help keep loitering to a minimum. No violations were reported.

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18. On 03/15/23 at 1:07p.m., Milwaukee Police conducted a License Premise Check at 1101 W. Atkinson Av. This was in regards to officers' observations as well as complaints of loitering in front of the store. The agent was on scene and the officer advised them of the reason for the license premise check. The agent appeared to become agitated and stated they call for police when people are loitering and stated they filled out a standing complaint form, however, the officer checked the calls for service and standing complaint file and found none. The agent was advised to call for police when people are loitering and was emailed a standing complaint form. As of the date of the report the officer had not received the complaint from back.

19. On 04/24/23 at 8:19p.m., Milwaukee Police conducted a License Premise Check at 1101 W. Atkinson Av. On arrival officers observed people loitering both inside and outside of the store. The officers made contact with the agent and requested the business licenses, which the agent pulled out of an envelope. The agent was advised they licenses should be posted. The agent was further advised regarding the loiterers.

20. On 07/01/23 at 4:15p.m., Milwaukee Police conducted a License Premise Check at 1101 W. Atkinson Av. This was in regard to complaints of drug dealing and illegal food sales outside of the location. On arrival officers observed multiple people loitering both inside and outside the store. The officer's made contact with the agent and interviewed them regarding the drug dealing. The agent stated they were aware drug transactions were conducted in the alley of the business, however, was not going to approach the subject as they had done so in the past and things went bad for the agent. The officers did observe the license's to be posted, however, not in a visible manner.

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21. On 11/20/23 at 8:44a.m., Milwaukee Police were dispatched to a Shots Fired in the area of 11th and Atkinson. Investigation revealed this did not involve the business other than the business was struck by the gunfire. The agent was cooperative.
22. On 10/04/24 at 8:25p.m., Milwaukee Police were dispatched to a Stabbing that occurred at 1101 W. Atkinson Ave. Investigation revealed two subjects were arguing inside the business when customers separated the two. Both subjects left the business and seconds later the victim returned stating they were stabbed. The business was cooperative allowing officers to view video surveillance of the incident.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:233240039

OtherEvent #: 23-LP-3848

Incident

1101 W ATKINSON AV MILWAUKEE, WISCONSIN 53206

Incident Date/Time:: 11/20/2023 08:34:00
CAD Number:: 233240390
District:: 5
Beat:: 530
Reporting Area:: 2064

Business Agent (1)

NICHOLSON, DARRELL C

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 10/16/1967
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-562-3001
Phone 1 Type:: Phone
Address:: 1103 W ATKINSON AV
Apartment or Suite:: 3
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53206

Licensed Premise Data (1)

ATKINSON BEER AND LIQUOR MART

Phone 1 Number:: (414)-803-0920
Phone 1 Type:: Phone
Address:: 1103 W ATKINSON AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53206
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

Tierney, Daniel 019451

11/30/2023

This report is written by PO Daniel TIERNEY, assigned to District 5 Day Shift, squad 5190.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:233240039

OtherEvent #: 23-LP-3848

On Monday, November 20, 2023 at 8:44 AM, I was dispatched to a shots fired in the area of N 11th St and W Atkinson St.

Upon arrival, I was notified that the Atkinson Beer and Liquor Mart, located at 1101 W Atkinson Av, had been struck with a round. I did speak with Darrell NICHOLSON, who is the owner of the business, who located one projectile that entered his store. He stated at about 8:30 AM, several people came into his store saying that there was shots fired outside. NICHOLSON did check his store and realized that a round did come through his business window and found the projectile on the floor below the window.

I did conduct a canvass of the area. I spoke to a citizen that wished to remain anonymous at 3631 N 11th St, who stated that he observed someone firing shots from the corner of a house on W Nash St. He did point to a yellow house, which I later identified as 1014 W Nash St. The citizen could not describe the shooter, but stated they were shooting at a vehicle on W Nash St. I also checked 1033 W Atkinson Av and got no answer.

I did go to 1014 W Nash St, which is a vacant house. I did locate four brass .40 cal casings in the a flower garden on the southeast corner of the building.

PO David WALISZEWSKI responded and took photographs of the scene.

I did place the casings and projectile on MPD inventory 23036594.

This case is pending.

Officer (2)

Reporting Officer:	Tierney, Daniel (019451)	11/30/2023 08:11:00
Section: (Work Location):	51	
Approving Officer:	Susler, Joel P (017806)	12/03/2023 08:12:50
Section: (Work Location):	51	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2410040131

OtherEvent #: 24-LP-1509

Incident

1101 W ATKINSON AV MILWAUKEE, WISCONSIN 53206

Incident Date/Time:: 10/04/2024 17:17:00
CAD Number:: P2410041337
District:: 5
Beat:: 530
Reporting Area:: 2064

Business Agent (1)

NICHOLSON, DARRELL C

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 10/16/1967
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: (414)-562-3001
Phone 1 Type:: Phone
Address:: 1103 W ATKINSON AV
Apartment or Suite:: 3
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53206

Licensed Premise Data (1)

ATKINSON BEER & LIQUOR

Phone 1 Number:: (414)-562-3001
Phone 1 Type:: Work
Address:: 1101 W ATKINSON AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53206
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

Thompson, Joshua S 036331

10/04/2024

This report is written by PO Joshua THOMPSON, Assigned to District 5, Early Shift, Squad

Printed On 11/17/2024

Page 1 of 2

Printed By Monreal, Penny

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2410040131

OtherEvent #: 24-LP-1509

5291.

On Friday, October 4th, 2024, at approximately 8:25 PM I was dispatched to a Stabbing at the location of 1101 W Atkinson Ave, located in the City and County of Milwaukee.

Upon arrival, we spoke district 3 officers 3450 PO BUELOW and PO ZUBE who stated the victim one (V1) was dropped off at Mt Sinal Hospital by 2016 Silver in color Nissan Rogue at 7:44 pm, suffered a severe deep laceration to the left neck and had to be transported to Froedtert Hospital via Bell 491. V1 is currently being stabilized and transferred to trauma OR for surgery. V1 stated to PO BUELOW, that this incident occurred at 1101 W Atkinson Ave at the liquor store. Squad 5291, PO THOMPSON who is at the scene, stated both the V1 and possible suspect one (S1) seen on camera together. There is no clear video footage that capture the alleged stabbing.

V1 is seen on camera walking out the store at 7:17 pm and then returning to the store at 7:18 pm, cut from an altercation, intentionally and without his consent causing pain and injury. PO THOMPSON stated S1 is a black male possibly in his 40s, slim built, short hair, wearing a black basketball jersey with a bull on the back.

I spoke to the business owner identified as Darrell NICHOLSON (B/M 10/16/1967). NICHOLSON stated that an individual with a black basketball jersey with a Chicago Bulls logo on the back started to argue with the victim. The video NICHOLSON showed me showed the two individuals being separated by the customers. The suspect exits the business and starts travelling southbound from the store. The victim then exits the store at 7:17 PM and starts to travel south. Approximately 30 seconds later the victim comes back into the store with a laceration to what appears to be the left side of his neck.

While on scene I was shown the Business License, all Licenses were up to date.

END OF REPORT.

Officer (2)

Reporting Officer:	Thompson, Joshua S (036331)	10/04/2024 21:42:00
Section: (Work Location):	52	
Approving Officer:	Cornejo, Miguel A (015286)	10/04/2024 22:14:17
Section: (Work Location):	54	



Wednesday, December 18, 2024



Notice of Public Hearing

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NICHOLSON, Darrell C, Agent
ATKINSON BEER & LIQUOR MART, INC at 1101 W ATKINSON Av
Class A Malt & Class A Liquor License Renewal Application

Tuesday, January 07, 2025 at 1:40 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 1/7/2025 at 1:40 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.

[illegible]

CURRENT OCCUPANT	1134 W ATKINSON AVE# 207	MILWAUKEE, WI 53206-3077
CURRENT OCCUPANT	1134 W ATKINSON AVE# 208	MILWAUKEE, WI 53206-3077
CURRENT OCCUPANT	1134 W ATKINSON AVE# 209	MILWAUKEE, WI 53206-3077
CURRENT OCCUPANT	1134 W ATKINSON AVE# 210	MILWAUKEE, WI 53206-3077
CURRENT OCCUPANT	1135 W ATKINSON AVE# 1	MILWAUKEE, WI 53206-3022
CURRENT OCCUPANT	1135 W ATKINSON AVE# 10	MILWAUKEE, WI 53206-3022
CURRENT OCCUPANT	1135 W ATKINSON AVE# 11	MILWAUKEE, WI 53206-3022
CURRENT OCCUPANT	1135 W ATKINSON AVE# 12	MILWAUKEE, WI 53206-3022
CURRENT OCCUPANT	1135 W ATKINSON AVE# 2	MILWAUKEE, WI 53206-3022
CURRENT OCCUPANT	1135 W ATKINSON AVE# 3	MILWAUKEE, WI 53206-3022
CURRENT OCCUPANT	1135 W ATKINSON AVE# 4	MILWAUKEE, WI 53206-3022
CURRENT OCCUPANT	1135 W ATKINSON AVE# 5	MILWAUKEE, WI 53206-3022
CURRENT OCCUPANT	1135 W ATKINSON AVE# 6	MILWAUKEE, WI 53206-3022
CURRENT OCCUPANT	1135 W ATKINSON AVE# 7	MILWAUKEE, WI 53206-3022
CURRENT OCCUPANT	1135 W ATKINSON AVE# 8	MILWAUKEE, WI 53206-3022
CURRENT OCCUPANT	1135 W ATKINSON AVE# 9	MILWAUKEE, WI 53206-3022
CURRENT OCCUPANT	1138 W ATKINSON AVE	MILWAUKEE, WI 53206-3021
CURRENT OCCUPANT	1138A W ATKINSON AVE	MILWAUKEE, WI 53206-3021
CURRENT OCCUPANT	3605 N 11TH ST	MILWAUKEE, WI 53206-3053
CURRENT OCCUPANT	3605A N 11TH ST	MILWAUKEE, WI 53206-3053
CURRENT OCCUPANT	3608 N 12TH ST	MILWAUKEE, WI 53206-3036
CURRENT OCCUPANT	3609 N 11TH ST	MILWAUKEE, WI 53206-3053
CURRENT OCCUPANT	3609A N 11TH ST	MILWAUKEE, WI 53206-3053
CURRENT OCCUPANT	3610 N 11TH ST	MILWAUKEE, WI 53206-3052
CURRENT OCCUPANT	3613 N 11TH ST	MILWAUKEE, WI 53206-3053
CURRENT OCCUPANT	3613A N 11TH ST	MILWAUKEE, WI 53206-3053
CURRENT OCCUPANT	3614 N 11TH ST	MILWAUKEE, WI 53206-3052
CURRENT OCCUPANT	3618 N 12TH ST	MILWAUKEE, WI 53206-3036
CURRENT OCCUPANT	3618A N 12TH ST	MILWAUKEE, WI 53206-3036
CURRENT OCCUPANT	3622 N 12TH ST	MILWAUKEE, WI 53206-3036
CURRENT OCCUPANT	3623 N 11TH ST	MILWAUKEE, WI 53206-3053
CURRENT OCCUPANT	3626 N 12TH ST	MILWAUKEE, WI 53206-3036
CURRENT OCCUPANT	3629 N 11TH ST	MILWAUKEE, WI 53206-3053
CURRENT OCCUPANT	3631 N 11TH ST	MILWAUKEE, WI 53206-3053
CURRENT OCCUPANT	3634 N 12TH ST	MILWAUKEE, WI 53206-3036
CURRENT OCCUPANT	3640 N 12TH ST	MILWAUKEE, WI 53206-3036
CURRENT OCCUPANT	3714 N 11TH ST	MILWAUKEE, WI 53206-3054
CURRENT OCCUPANT	3716 N 11TH ST	MILWAUKEE, WI 53206-3054
CURRENT OCCUPANT	3718 N 11TH ST	MILWAUKEE, WI 53206-3054
CURRENT OCCUPANT	3722 N 11TH ST	MILWAUKEE, WI 53206-3054
CURRENT OCCUPANT	3724 N 11TH ST	MILWAUKEE, WI 53206-3054
CURRENT OCCUPANT	3727 N 11TH ST	MILWAUKEE, WI 53206-3055
CURRENT OCCUPANT	3727A N 11TH ST	MILWAUKEE, WI 53206-3055

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Total Records: 89

Radius 250 feet and Center of the Circle: 1101 W Atkinson Av

2024-2025 Plan of Operation for 1101 W ATKINSON AV

1. Litter & Security Plans			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input checked="" type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:			
Who cleans the grounds? <input checked="" type="checkbox"/> Licensee <input checked="" type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input checked="" type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of garbage cans: Inside <u>1</u> Locations: <u>FRONT DECK</u> Outside <u>2</u> Locations: <u>FRONT & REAR OF BUILDING</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>1</u>		Name of solid waste contractor: <u>TOGO DISPOSAL</u>	
Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, list number of spaces: _____ and describe security plans:			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:			
Do you have licensed security personnel on the premise? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, how many? _____ AND What are their responsibilities? _____ What security equipment do they use? _____ List their licenses number(s): _____			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>(3) INSIDE (2) OUTSIDE</u>			
Are searches and/or identification checks conducted upon entry? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe:			
2. Percentage of Sales (must total 100%)			
Alcohol <u>70</u> %	Food Sales <u>30</u> %	Entertainment _____ %	Other _____ %
3. Businesses On The Premises (choose all that apply):			
<input type="checkbox"/> Restaurant	<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Convenience Store
<input type="checkbox"/> Hotel	<input type="checkbox"/> Banquet Hall	<input type="checkbox"/> Supermarket	<input type="checkbox"/> Private/Fraternal/Veterans' Club
<input type="checkbox"/> Night Club	<input checked="" type="checkbox"/> Liquor Store	<input type="checkbox"/> Tavern	<input type="checkbox"/> Sports Facility
<input type="checkbox"/> Other:			
4. Hours of Operation and Age Restriction			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.			
5. Floor Plan and Capacity			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
6. Sidewalk Dining: Fee:			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
7. Food License: Fee:		8. Weights and Measures: Fee:	
Your current food license includes the following food operations: Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain _____		Number/Type of Devices: Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

N/A

1. CURRENT APPROVED ENTERTAINMENT for ATKINSON BEER & LIQUOR MART, INC 1101 W ATKINSON AV

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

2. ADDING ENTERTAINMENT

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

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

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

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

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

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

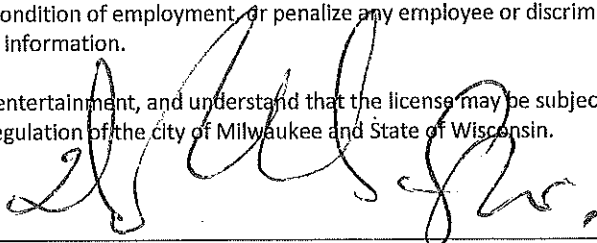
5. SIGNATURE

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

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

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


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