



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

Tuesday, March 25, 2025

COMMITTEE MEETING NOTICE

AD 15

KEY, Dominic S, Agent
KEY & WIGLEY LLC
3432 W LISBON AV
Milwaukee, WI 53208

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 09:30 AM

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

Regarding: Your Class A Fermented Malt License Application as agent for "Key & Wigley LLC" for "The Key Spot on 35th" at 3432 W Lisbon 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 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



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

Tuesday, March 25, 2025

COMMITTEE MEETING NOTICE

AD 15

KEY, Dominic S, Agent
KEY & WIGLEY LLC
3430 W LISBON AV
Milwaukee, WI 53208

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 09:30 AM

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

Regarding: Your Class A Fermented Malt License Application as agent for "Key & Wigley LLC" for "The Key Spot on 35th" at 3432 W Lisbon 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 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: 12/18/24
LICENSE TYPE: FOOD
NEW: ☐
RENEWAL: ☒

No. 374889
Application Date:

License Location: 3432 W Lisbon
Business Name: Key & Wigley

Licensee/Applicant: Key, Dominic C
(Last Name, First Name, MI)
Date of Birth: 12/17/92

Home Address: 3430 W Lisbon
City: Milwaukee State: WI Zip Code: 53208
Home Phone:

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

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

1. On 09/26/16, the applicant was charged with Possession of Marijuana in Wauwatosa Municipal Court.

Charge: Possession of Marijuana
Finding: Guilty
Sentence: Fine
Date: 12/07/16
Case: 1R815BGSSN

2. On 02/12/23 at 6:29p.m., Milwaukee Police were dispatched to a Spot Shotter at 3511 W. Lisbon Ave. Investigation revealed the business at 3432 W. Lisbon Av., had been struck by gunfire. The business was closed at the time of the incident; however, an employee was inside and stated they didn't see or hear anything.

=====

PREVIOUS PREMISE



Crime Prevention Through Environmental Design

CPTED

Date: 01/17/2025

Officer: FELIX

Business:

Name: The Key Spot on 35th

Location: 3432 W. Lisbon Ave.

Phone ☐ N/A: 414-226-5967

Agent:

Name: Dominic Key

Address: 3430 W Lisbon Ave.

Phone: 414-914-4002

City: Milwaukee

Email:

State: WI ZIP: 53208

Owner of Business: ☒ Yes ☐ No (Add Info if not agent) _____

Phone: _____

Preferred Contact(s): ☒ Agent ☒ Owner ☐ Other _____

Type of business: ☐ Tavern/Bar ☐ Restaurant ☒ Convenience ☐ Other _____

The business is enclosed in a shopping structure, commercial building or hospital:

(Cannot be entered from a Public Street) ☐ Yes

Property is under construction or remodel: ☐ Survey was done by agent explaining plans. (Some items are not functional at time of survey).

Exterior Survey:

Are the address numbers prominently displayed and easy to see? ☐ Yes ☒ No

Is the area around the location clean? ☒ Yes ☐ No

The area is a business district ☐ or/and ☒ mix use (residential)?

Other businesses attached to the same building ☐ Yes ☒ No

Are windows free of signage? ☐ Yes ☐ No

Can the interior clearly be seen from outside? ☐ Yes ☒ No

Can employees see out of the business to the exterior? ☐ Yes ☒ No

Is there exterior lighting? ☒ Yes ☐ No.

Is lighting adequate? ☒ Yes ☐ No

Are there "No Loitering" Signs posted? ☐ Yes ☒ No

Parking:

Adequate City Street parking

☒ Yes ☐ No

Will valet service be used any time during business hours?

☐ Yes ☒ No

Is there a parking lot? (If no, skip other items in parking section)

☐ Yes ☒ No

Is lot clean?

☐ Yes ☐ No

Is the lot well illuminated?

☐ Yes ☐ No

Is there a security guard or perimeter control?

☐ Yes ☐ No

Are there Cameras?

☐ Yes ☐ No**Other resources or businesses within the area?** (If yes, how many)☐ Park ☒ School ☒ Youth Center or Day care ☐ Community Outreach ☒ Church ☒ Medical☒ Residential

Convenience Store:

☐ Yes ☒ No ____

Supermarket:

☐ Yes ☒ No ____

Gas station(s):

☐ Yes ☒ No ____

Tabaco/ Vape Store:

☐ Yes ☒ No ____

Liquor store(s):

☐ Yes ☒ No ____

Tavern(s):

☐ Yes ☒ No ____

Other(s): _____

☐ Yes**Security:** (If no security check and skip to next)

Will there be security

☐ Yes ☒ No Armed? ☐ Yes ☐ No

Employed by:

☐ business ☐ contracted company

Security will monitor:

☐ Interior ☐ Exterior

Security Hours (Add to narrative along with number and how they will be deployed)

Cameras:Plans to have a camera system but not installed or operating: ☐ Yes

(If yes, answer next question and skip additional camera section add info to narrative)

Are cameras required by city ordinance at this business?

☒ Yes ☐ No

(If no, and there is no system skip to next section)

Are there working cameras at the business

☒ Yes ☐ No

How many working?

Interior 4 Exterior 4

Is there a camera facing and entrance / exit?

☒ Yes ☐ No

Is a camera facing the register?

☒ Yes ☐ No

Is the data saved on:

☒ local hard drive ☐ Cloud / off site service

How long is footage saved?

10 Days

Is on site camera hard drive in a secured area?

☒ Yes ☐ No ☐ N/AWho has access to security footage? ☒ Owner ☐ Manager ☐ Employee(s) ☐ Security/Service

Bar/ Tavern / night club/ Restaurant ☒ N/A (Skip to next section)

☐ Age Restriction ☐ ID Scanner ☐ Dress Code ☐ Metal Detector ☐ Physical search

Planned capacity: # _____

Interior:

Is the interior clean and neat? ☒ Yes ☐ No

What is the minimum number of employees during hours of operation? 1

Is there an area employees can secure themselves? ☒ Yes ☐ No

Are emergency and non-emergency numbers posted near the phone? ☐ Yes ☒ NO

Does the store sell? ☐ N/A (Skip to next section)

Single chore boy: ☒ Yes ☐ No

Blunt wraps: ☒ Yes ☐ No

Scale/Grinders: ☐ Yes ☒ No

Items that may be used as crack pipes: ☒ Yes ☐ No

Describe items Clear tube tire Guages

Overabundance of sandwich baggies: ☐ Yes ☒ No

Does the owner/agent understand that these items are often used for drug use?

☒ Yes ☐ No

Do the products in the store appear to be new and rotated often?

☒ Yes ☐ No

Current License(s): (Held at location by agent or Business)

Alcohol #: _____ ☐ Yes ☒ No Class: ☐ A ☐ B ☐ B-Manager ☐ D-Oper

Extended Hours #: _____ ☐ Yes ☒ No

Filling #: _____ ☐ Yes ☒ No

Food #: 14843 ☒ Yes ☐ No Type: ☐ Restaurant ☐ PED ☐ Retail

Hotel/Motel#: _____ ☐ Yes ☒ No

Tobacco #: 1032618 ☒ Yes ☐ No

Secondhand Dealer #: _____ ☐ Yes ☒ No Type: ☐ Pawn ☐ Vehicle

Parking lot #: _____ ☐ Yes ☒ No

Pub-Enter-Pre# _____ ☐ Yes ☒ No Type: _____

Other #: _____ ☐ Yes ☒ No Type: _____

Plan of Operation:

Currently Open: ☒ Yes ☐ No – Projected open date: ____/____/____

Hours: ☐ 24HRS

Sun: 9AM - 9PM ☐ Closed

Mon: 9AM - 9PM ☐ Closed

Tue: 9AM - 9PM ☐ Closed

Wed: 9AM - 9PM ☐ Closed

Thu: 9AM - 9PM ☐ Closed

Fri: 9AM - 9PM ☐ Closed

Sat: 9AM - 9PM ☐ Closed

Complete this section if alcohol establishment is a convenience store: ☐ **N/A** (Skip to Recommendations)

(Exemption) Is the store located in an enclosed shopping structure, enclosed commercial building or hospital? A convenience food store is not in an enclosed structure or building if a customer **cannot** enter it directly from the outside.

- **All convenience food stores not exempted under sub. 3 shall:**

*Have cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk? ☐ Yes ☒ No

*Post a sign which states that the cash register contains \$50 or less and that the safe is not accessible to employees? ☐ Yes ☒ No

- **Maintain any of the following at the property?**

*A safe that was in use at the convenience food store on August 17, 1994?

☐ Yes ☒ No

* A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department?

☒ Yes ☐ No

* Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment? ☐ Yes ☐ No

* Sub 3. Exemptions. The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions: ☐ Yes ☒ No

(CPTED- A strategy that aims to reduce crime by changing the physical design of buildings and public spaces).

Comments/ Recommendations:

During the CPTED inspection the following items were observed.

The address was not displayed on the exterior of the building, and the agent was advised to affix numbers that can be seen from the street.

There is a large safe box that is not used located in the property.

The rear door at a common hall only has a doorknob lock. Advised that a dead bolt should be installed.

The camera system only retains footage for 10 days. Advised should be 30 days.

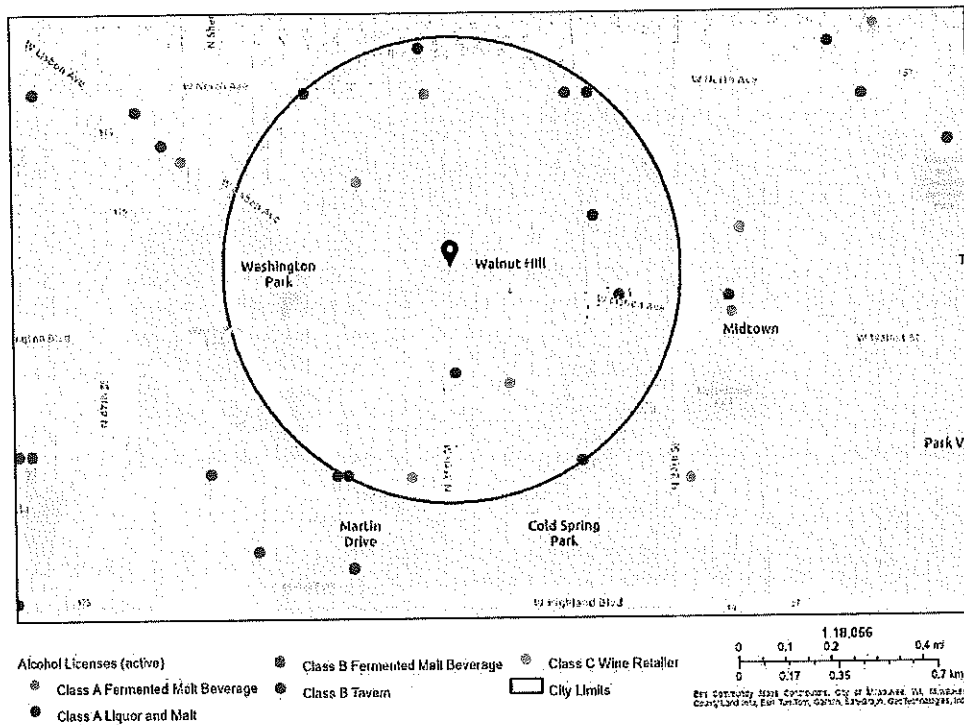


Concentration Map 3432 W Lisbon AVE

Area of Interest (AOI) Information

Area : 21,862,585.64 ft²

Dec 18 2024 11:34:14 Central Standard Time



3432 W Lisbon AVE

Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	14		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	MEGA MARTS, LLC	PICK 'N SAVE #879	BEVERLY HUGHES, Agt	2355 N 35TH ST	Class A Malt & Class A Liquor License		1/17/2025, 6:00 PM	1
2	3041 West North Avenue, LLC	3041North	Keith B Terry, Agt	3041 W North AV	Class B Tavern License	480	3/13/2025, 7:00 PM	1
3	FAST STOP FOOD MARKET, LLC	FAST STOP FOOD MARKET	HARVINDER B SINGH, Agt	3611 W VLIET ST	Class A Fermented Malt Beverage Retailer's License		6/2/2025, 7:00 PM	1
4	NORTH AVENUE LIQUOR, INC	NORTH AVENUE LIQUOR & FOOD MART	GURPIAR SINGH, Agt	3013 W NORTH AV	Class A Malt & Class A Liquor License		6/18/2025, 7:00 PM	1
5	ADAM MINI MART, LLC	LLOYD FOOD	BALWINDER SINGH, Agt	2101 N 38TH ST	Class A Fermented Malt Beverage Retailer's License		8/12/2025, 7:00 PM	1
6	KP Liquor Threer, Inc.	ABC Liquor & Beer Depot III	NAVDIP KAUR, Agt	1606 N 35th ST	Class A Malt & Class A Liquor License		9/26/2025, 7:00 PM	1
7	WI AFRICAN AMERICAN WOMEN, LTD	WAAW	JOSEPHINE D HILL, Agt	3020 W VLIET ST	Class B Tavern License		9/19/2025, 7:00 PM	1
8	2900 WEST LISBON LLC	Lisbon Liquor and Food Mart	Charanjit Kaur, Agt	2900 W LISBON AV	Class A Malt & Class A Liquor License		10/16/2025, 7:00 PM	1
9	GALENA STREET FOOD & LIQUOR LLC	Galena Street Foods	Kelly J Jackson, Agt	1556 N 33RD ST	Class A Fermented Malt Beverage Retailer's License		9/23/2025, 7:00 PM	1
10	THIRTY FIFTH NORTH INC.	Bill the Butcher	Kulvir Singh, Agt	3533 W North AV	Class A Fermented Malt Beverage Retailer's License		10/5/2025, 7:00 PM	1
11	30th Street Inc	30th St Liquor	Ashok Kumar Verma, Agt	2001 N 30TH ST	Class A Malt & Class A Liquor License		11/24/2025, 6:00 PM	1
12	Original One LLC	Barry's Senior Bowling	BARRY T HENLEY, Agt	3827 W VLIET ST	Class B Tavern License	299	11/18/2025, 6:00 PM	1
13	MEGA MARTS, LLC	PICK 'N SAVE #879	BEVERLY HUGHES, Agt	2355 N 35TH ST	Class A Malt & Class A Liquor License		1/17/2026, 6:00 PM	1
14	PREMIER SPORTS LOUNGE, LLC	PREMIER SPORTS LOUNGE	Tabitha A Harris, Agt	4001-05 W NORTH AV	Class B Tavern License		12/16/2025, 6:00 PM	1

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



Tuesday, March 25, 2025



Notice of Public Hearing

Blank Notice

KEY, Dominic S, Agent
The Key Spot on 35th at 3432 W Lisbon Av
Class A Fermented Malt License Application

Tuesday, April 08, 2025 at 9:30 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 4/8/2025 at 9:30 AM 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	1813 N 34TH ST	MILWAUKEE, WI 53208-1916
CURRENT OCCUPANT	1903 N 34TH ST	MILWAUKEE, WI 53208-1918
CURRENT OCCUPANT	1904 N 35TH ST	MILWAUKEE, WI 53208-1923
CURRENT OCCUPANT	1906 N 35TH ST	MILWAUKEE, WI 53208-1923
CURRENT OCCUPANT	1920 N 35TH ST	MILWAUKEE, WI 53208-1923
CURRENT OCCUPANT	1921 N 34TH ST	MILWAUKEE, WI 53208-1918
CURRENT OCCUPANT	1922 N 35TH ST	MILWAUKEE, WI 53208-1923
CURRENT OCCUPANT	3413 W VINE ST	MILWAUKEE, WI 53208-1937
CURRENT OCCUPANT	3415 W VINE ST	MILWAUKEE, WI 53208-1937
CURRENT OCCUPANT	3430 W LISBON AVE	MILWAUKEE, WI 53208-1948
CURRENT OCCUPANT	3430A W LISBON AVE	MILWAUKEE, WI 53208-1948
CURRENT OCCUPANT	3513 W LISBON AVE# 1	MILWAUKEE, WI 53208-1954
CURRENT OCCUPANT	3513 W LISBON AVE# 2	MILWAUKEE, WI 53208-1954
CURRENT OCCUPANT	3513 W LISBON AVE# 3	MILWAUKEE, WI 53208-1954
CURRENT OCCUPANT	3513 W LISBON AVE# 4	MILWAUKEE, WI 53208-1954

Blank Notice

Total Records: 15

Radius 250 feet and Center of the Circle: 3432 W Lisbon 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:

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: Been in Business 4+ years

2. Business Operations

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

3. Litter & Noise

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

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 3 Locations: front, back, behind counter
Outside: 2 Locations: front, back
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 1
- 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: _____
- 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: front, back, inside
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

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

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

Type 1

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

Type 2

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

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

- ☒ Occupancy Permit ☒ Cigarette, Tobacco, 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 _____ (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
☒ 1st Floor ☐ 2nd Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop
☐ Other: Describe: _____
- b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: _____
- c. Nearest Major Cross Street: 35th Lisbon
- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____
- e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 2 ☐ Other: _____
- f. Describe Surrounding Area: ☒ Commercial ☒ Residential ☐ Industrial ☐ Other: _____
- g. Building Owner Name: Dominic Key Phone Number: 414-914-4662
 Building Owner Address: 3430 W Lisbon 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	8:00 AM	9:00 PM	50	16-70	
Monday	8:00 AM	9:00 PM	50	16-70	
Tuesday	8:00 AM	9:00 PM	50	16-70	
Wednesday	8:00 AM	9:00 PM	50	16-70	
Thursday	8:00 AM	9:00 PM	50	16-70	
Friday	8:00 AM	9:00 PM	50	16-70	
Saturday	8:00 AM	9:00 PM	50	16-70	

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]
 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: Key + Wisley LLC

Premise Address: 3432 W Lisbon Ave

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

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

"Service Bar Only" Designation

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

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

Business Information

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

If yes, list their name and address: _____

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

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

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

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

If yes, explain: _____

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

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

Property Information (New & Transfer Applicants Only)

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

b) Who owns the fixtures (for example, coolers, etc.)? Dominic Key + Key + Wisley LLC

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 _____ Ends _____

b) Monthly rental \$ _____

c) Do you have an option to renew the lease? ☐ No ☐ Yes

d) Does your lease allow for assignment to another party without the consent of the owner? ☐ No ☐ Yes

e) For what length of time have you been guaranteed occupancy (number of years)? _____

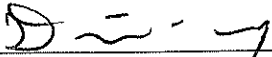
Lease Information (Continued)

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

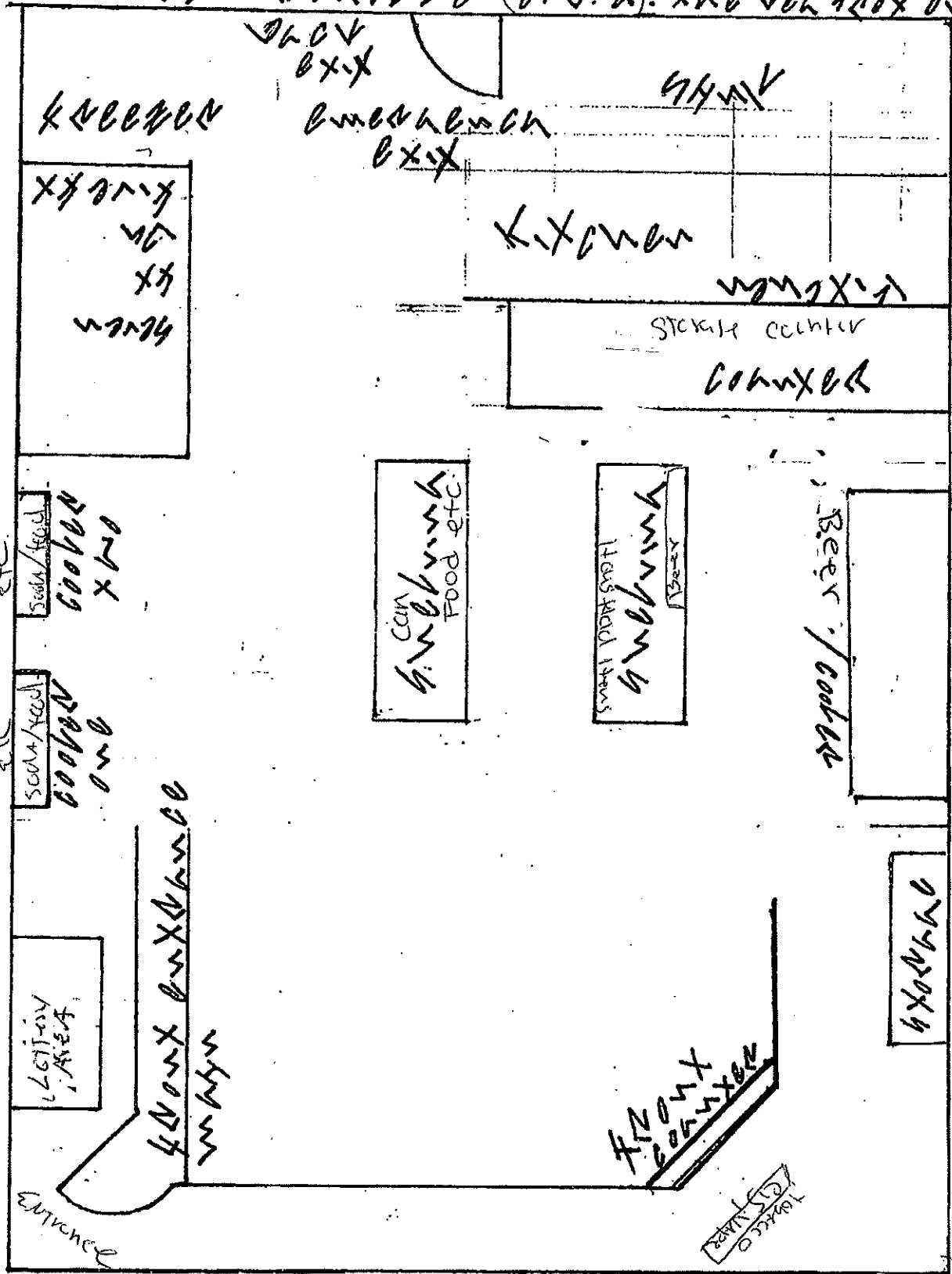
New and transfer of premises applicants must submit the following:

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

3432 West Union Avenue ← premise Address
Mankato, MN 56008 Agent: Dominic Key

Legal Entity:

Ven & Wilken, LLC (O.V.A): xhe ven 420x on 45x6



76 feet ←

Total sq = 3,800

50 Feet
West Union Avenue