



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, October 08, 2020

COMMITTEE MEETING NOTICE

AD 10

NICHOLS, Tanyada F, Agent  
Social Puff Hookah Station LLC  
7954 N 107TH St #6

Milwaukee, WI 53224

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

**Tuesday, October 20, 2020 at 09:10 AM**

**Regarding:** Your Class B Tavern-Wine Only License Application as agent for "Social Puff Hookah Station LLC" for "Social Puff Hookah Station" at 5924 W NORTH Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/675254709>. If you wish to call in, please call +1 (646) 749-3122 and use Access Code: 675-254-709.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

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

Failure to attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

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

JIM OWCZARSKI, CITY CLERK

BY:

Jessica Celella

License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).

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

**From:** License  
**Sent:** Monday, August 10, 2020 1:30 PM  
**To:** Melendez-Hagedorn, Yadira  
**Cc:** Martin, Faviola; Byrd, Yashica; Cooney, Jim  
**Subject:** FW: Business license for 5924 w. North Avenue

Can you please add this objection to the file in lira and the hard copy sometime this week?

Thank you,

Jessica Celella  
Deputy City Clerk  
200 E Wells St Room 205, Milwaukee, WI 53202  
(414) 286-2362

-----Original Message-----

**From:**  
**Sent:** Friday, August 07, 2020 3:28 PM  
**To:** Murphy, Michael (Alderman); Mayor Tom Barrett  
**Cc:** License  
**Subject:** Business license for 5924 w. North Avenue

Good afternoon,

This is being sent to you to voice my vehement opposition to the issuance of a business license for the proposed Social Puff Hookah Station at 5924 W. North Avenue.

We are in a world wide pandemic of COVID 19, with positive tests increasing daily along with an increase in deaths related to the disease. Milwaukee County ranks the highest in the state, and numbers are increasing here daily.

There is no legitimate reason or need or purpose for this business to open at this time, nor to have a business license issued. This is not an established business seeking a license renewal. To approve and issue a license in order for this business to open would be socially and ethically irresponsible and would also show a lack of concern for our community putting the health of our community residents and others at risk.

Not only that, but there are other concerns with this business/license proposal:

1. Hours of operation and capacity. This proposal would allow for up to 45 people inside at the same time, sharing space, in close proximity, and sharing hookahs which utilize a mouth piece. This is in addition to alcohol being served on the premises. CDC guidelines and state wide mandates require a face mask, social distancing in public and even enclosed spaces. This is not a business that is necessary, essential or even useful at this time.

2. Noise/traffic concerns. The hours of operation are extensive, 11 hours a day 6 days a week. There is no off street parking. That area of North Avenue is continuously full of traffic, is a major bus line, speeding cars, illegal passing on the right, drivers running red lights and very limited street parking. This business would only add to those problems and would spill over into the residential neighbors surrounding that area.

3. Security at the business: the license application refers to having 1 person, age 21, to deal with crowds up to 45 people; who would also be responsible for ensuring capacity is not exceeding; dealing with inappropriate behavior, and with some who may be intoxicated. If the staff could not handle the situation the police would need to be called. Cameras inside the building, and one at the entrance and one at the exit is only helpful after an incident has 3 is one of the busiest in the city and law enforcement have other calls to deal with than clientele at a business that should not have been approved for opening. Issues with clientele should also not fall upon the residents in the area either.

4. The proposed business would bring nothing of value, or purpose to our area given the services offered, the target age group being 21. The surrounding neighborhood consists of long term property owners, retirees, families with small children and grandchildren, families with pets, many of whom enjoy being outside because it is quiet, safe, and residential.

There are more than enough other establishments on North Avenue for people to gather, socialize, to drink alcohol if they choose to do so.

Yet many of these establishments are being responsible by limiting hours, limiting service to curbside pick up or carry out.

In fact, on an international level, it is advised for people to stay home as much as possible. This does not mean going to a social club, listening to soft music, and smoking a hookah and/or drinking. This business license proposal is the exact opposite of what we need to do in the midst of this ever growing pandemic.

This business license application should not and cannot be supported nor approved by elected officials.

Please note: my email address and other personal identifying information is not for public use or dissemination.

Thank you,

Sent from my iPad

**REDACTED RECORD**





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**Social Puff Hookah Station**

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**REDACTED RECORD**

Thu, Jul 23, 2020 at 10:02 AM

Draft

My name is \_\_\_\_\_ and I have lived at \_\_\_\_\_ since the early 1990's. My email address should you need it is \_\_\_\_\_

There is absolutely no need for another hookah station in our neighborhood. Just one block away on the corner of 58th and North is another hookah lounge. True, it is not a Class B license, but it does deal in hookah. A business selling hookah in every block in our neighborhood is unnecessary. It is "overkill"! There is also a liquor store three (3) doors away and a restaurant a half block away that serves alcohol. There is no need for another establishment in that one block radius to sell alcohol. Also, with this Class B Tavern license, she is requesting the establishment to stay open until 2:00am. This closing time is unacceptable to our quiet residential neighborhood. There are no businesses that are open after 10:00pm for a very good reason...it is a residential neighborhood! The past has shown when establishments selling liquor close at 2:00am in our neighborhood people tend to congregate, create noise, crowd problems, traffic jams and unfortunately litter, which is left in our yards for us to clean up. We had these issues before and thought we put that past to rest. Speaking of vehicles, if she expects 25 to 45 customers a night there is no available parking. She will be relying on 59th street, which will be taking away parking from residents who should have first rights to parking, even though it is a city street. It is a city street we live on and for which we pay taxes!

If Tanyada Nichols wants to open a business in our neighborhood, the best and "neighborly" thing for her to do is to set up a meeting with the neighborhood, through Alderman Murphy, to introduce herself and explain her business and how she feels it will impact our neighborhood...positively! We need to know if she is going to be a hands on responsible owner or an absentee owner. How the business is run and managed on site can make all the difference!

I don't think that is asking too much when she wants to come into our neighborhood and change the landscape of it.. The only reason Miss Nichols wouldn't agree is that she knows her business is going to negatively impact our neighborhood with noise, lack of crowd control, parking issues and litter.

Alderman Murphy worked in concert with me and my neighbors many years ago to help us keep and maintain a quiet neighborhood that was a joy to live in. My hope is he is still willing to see our neighborhood remain a place we want to call home.

Respectfully,

## Melendez-Hagedorn, Yadira

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**From:** License  
**Sent:** Thursday, July 30, 2020 12:07 PM  
**To:** Melendez-Hagedorn, Yadira  
**Cc:** Martin, Faviola; Byrd, Yashica; Cooney, Jim  
**Subject:** FW: Class B Tavern for 5924 W North Avenue

Can you please add this objection when you are in the office?

Jessica Celella  
Deputy City Clerk  
200 E Wells St Room 205, Milwaukee, WI 53202  
(414) 286-2362

**REDACTED RECORD**



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**From:** License  
**Sent:** Thursday, July 30, 2020 8:23 AM  
**To:** License  
**Cc:** Murphy, Michael (Alderman)  
**Subject:** Class B Tavern for 5924 W North Avenue

I have concerns about the proposed establishment, Social Puff Hookah Station, Tanyada F. Nichols, Agent, at 5924 W North Avenue.

First and foremost, 5900 block of North Avenue is primarily a residential area in both the Sherman Park and Washington Heights neighborhoods as well as Pabst Farms neighborhood in Wauwatosa. Therefore any establishment MUST comply with neighborhood quiet hours beginning at 9:00 PM daily (City Code 80-67-4).

Secondly, I have concerns about the buildings HVAC systems ability to contain and exhaust the smell from the proposed establishment. In the recent past a beauty salon was at that location and frequently the smell of chemicals disrupted the dining experiences at long established Mekong Cafe located in the same building at 5930 W North Avenue. Further, there are residential apartment above the address at 5924 W North Avenue.

Third, parking is at a premium and we already have many parking violations occurring on 60th Street and on North Avenue related to various businesses on North Avenue. Primarily these involve parking in the bus lanes, parking in no parking zones, parking during designated no parking times, and miss information about where no parking zones are (sign posted in one place, web site reports a different place). Additionally, with the welcome addition of the new MarketPlace opening Spring 2021 in the old Associated Bank building parking will be at a higher premium.

Fourth, given that this property has had past "bad actors" that disrupted the peace of the neighborhood, I would also ask that there be no public entertainment, busking, or sidewalk activities, and a well developed plan for crowd control be in place. This plan MUST include efforts to discourage customers from public urination, cruising, loud talking/music, and weapons discharges at any time.

Lastly, there is already a hookah/CBD business within one block of the proposed establishment. While I dislike empty store fronts in our business district a variety of businesses enhances all of the businesses.

Date: 08/06/20  
Officer: Xavier Benitez

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

Name of Premise: Social Puff Hookah Station  
Address: 5924 W. North Av  
Phone: 414 429-2020

Owner: Tanyada F. Nichols  
Owner address: 7954 N. 107<sup>th</sup> St. #106  
City State Zip: Milwaukee WI 53224  
Owner Phone: 414 446-0590  
Owner email: myforeverblossom@gmail.com

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

Preferred contact: Agent

Location currently open:  YES  NO

Projected open date: September

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

Hours of Operation: Sun: 24 hours Y N  
Mon: 3pm-2am  
Tue: 3pm-2am  
Wed: 3pm-2am  
Thu: 3pm-2am  
Fri: 3pm-2am  
Sat: 3pm-2am

Premise Type: Tavern/Bar  
Restaurant  
Other:

Licenses currently held:

- Alcohol:  Yes  No Class: #:
- Tobacco:  Yes  No #:
- Food:  Yes  No #:
- Extended Hours:  Yes  No #:
- Secondhand Dealer:  Yes  No Type: #:
- Other:  Yes  No Type: #:
- Other:  Yes  No Type: #:

**Exterior Survey:**

1. Is the area around the location clean?  Yes  No
2. What surrounds the location? (Check all the apply)
  - a.  Park
  - b.  School
  - c.  Youth Center
  - d.  Church
  - e.  Tavern(s) If so, how many
  - f.  Residential
  - g.  Other businesses
  - h.  Other:
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. Is there a parking lot  Yes  No
7. Is the parking lot clean?  Yes  No
8. Off-Street parking  Yes  No
9. Is the parking lot well lit?  Yes  No
10. Valet Parking  Yes  No
  - a. Will this lot have a guard?  Yes  No
  - b. Will this lot have cameras?  Yes  No
11. Are there areas where a person could conceal themselves  Yes  No
12. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
13. Exterior Payphone?  Yes  No
14. Are there No Loitering Signs posted?  Yes  No
15. Are there exterior security cameras  Yes  No How Many: 1
16. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. Recorded  Yes  No
20. How long is footage stored for later viewing: 30 Days
21. Are there exterior cameras  Yes  No How many: 1
22. Are there interior cameras  Yes  No How many: 7
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 45  
26. What is the minimum number of employees That will be on premise 2  
27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No  
a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No  
28. Is the interior of the location neat and clean? Yes No  
29. Does an interior camera face the entrance/exit? Yes No  
30. Is there a lockable area that separates employees from customers? Yes No  
31. Are emergency and non-emergency numbers posted near the phone? Yes No  
32. Does the owner know how to contact their police district directly? Yes No  
a. Did you provide a district contact guide to the owner? Yes No

**Security**

33. How many security personnel are going to be employed: 1  
34. How ill they be deployed: Interior Exterior  
35. What days will they be deployed MonTueWedThuFriSatSun  
36. Will the security be managed by business or contracted  
37. Will they be armed Yes No  
38. What type of security measures to be used:  
Wanding/metal detector  
ID Scanner  
Dress Code  
Cover Charge  
Age restriction  
Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

The listed agent stated that security will be contracted to start on opened days 7pm to close. The agent further stated that bartenders serving wine will still check identification of patrons that appear to be under the drinking age.



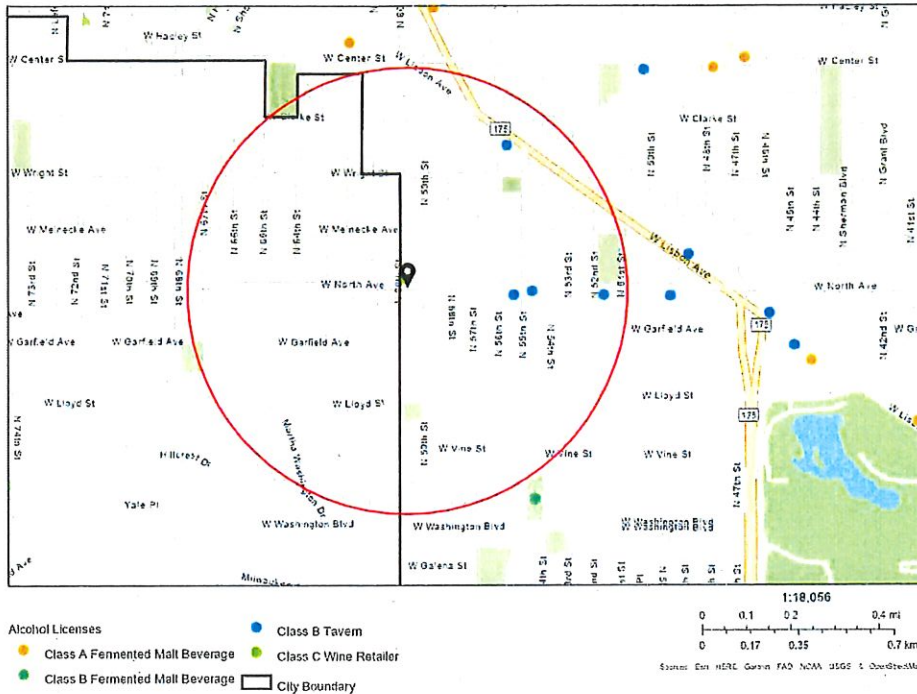


# Concentration Map 5924 W North Ave

## Area of Interest (AOI) Information

Area : 21,862,585.55 ft<sup>2</sup>

Jul 17 2020 16:38:19 Central Daylight Time



## Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	6		

## Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	CHINA TOWN, INC	CHINA TOWN RESTAURANT	LENNY CHU, Agt	5125 W NORTH AV	Class B Tavern License	25	12/9/2020, 6:00 PM	1
2	Wally's Pub	Wally's Pub	Dennis J Jahnke, SP	5525 W Lisbon AV	Class B Tavern License	75	6/29/2021, 7:00 PM	1
3	Paloma LLC	Paloma Taco & Tequila	PATTIE L FORD, Agt	5419 W NORTH AV	Class B Tavern License		6/27/2021, 7:00 PM	1
4	McBobs Pub & Grill Inc	Tusk	CHRISTINE R MCROBERTS, Agt	5513 W North AV	Class B Tavern License		11/13/2020, 6:00 PM	1
5	MEKONG CAFE, LLC	MEKONG CAFE	SICHANH Volp, Agt	5930 W NORTH AV	Class B Fermented Malt Beverage Retailer's License	300	3/11/2021, 6:00 PM	1
6	MEKONG CAFE, LLC	MEKONG CAFE	SICHANH Volp, Agt	5930 W NORTH AV	Class C Wine Retailer's License	300	3/11/2021, 6:00 PM	1

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



Thursday, October 08, 2020

## Licenses Committee Notice of Hearing

NORTH AVE HOLDINGS LLC  
PO Box 67  
Windsor, WI 53598

The Licenses Committee will consider the following license application:

Class B Tavern-Wine Only License Application  
NICHOLS, Tanyada F, Agent  
Social Puff Hookah Station at 5924 W NORTH Av

Date: 10/20/2020

Time: 09:10 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, October 20, 2020. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony.

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.





Thursday, October 08, 2020

## Licenses Committee Notice of Hearing

World Property Management  
6330 W Lincoln Ave  
Milwaukee, WI 53219

The Licenses Committee will consider the following license application:

Class B Tavern-Wine Only License Application  
NICHOLS, Tanyada F, Agent  
Social Puff Hookah Station at 5924 W NORTH Av

Date: 10/20/2020

Time: 09:10 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, October 20, 2020. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony.

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.







Thursday, October 8, 2020



# Notice of Public Hearing

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notice

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NICHOLS, Tanyada F, Agent  
Social Puff Hookah Station at 5924 W NORTH Av  
Class B Tavern-Wine Only License Application

**Tuesday, October 20, 2020 at 9:10 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 10/20/2020 at 9:10 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	2256 N 60TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2269 N 59TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2328 N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2338 N 60TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2320 N 60TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2275 N 59TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	5920 W NORTH AVE 1	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2326 N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2345 N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2266 N 60TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2323 N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2320 N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2326 N 60TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2329 N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2332 N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2344 N 60TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2274 N 59TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2334 N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2345A N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2349 N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2257 N 59TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2260 N 60TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	5920 W NORTH AVE 2	MILWAUKEE, WI 53208
CURRENT OCCUPANT	5920 W NORTH AVE 3	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2335 N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2350 N 60TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2261 N 59TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2272 N 60TH ST	MILWAUKEE, WI 53208
CURRENT OCCUPANT	5920 W NORTH AVE 4	MILWAUKEE, WI 53208
CURRENT OCCUPANT	2332 N 60TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2333 N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2339 N 59TH ST	MILWAUKEE, WI 53210
CURRENT OCCUPANT	2351 N 59TH ST	MILWAUKEE, WI 53210
blank	notice	

Total Records: 33

Radius: 250.0 feet and Center of Circle: 5924 W North Ave



# 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:

Hookah and wine bar. Laid back environment. Listen<sup>g</sup> to soft music!

Do you have any experience operating this type of business?  No  Yes If yes, explain: I was a manager for 5 yrs.

## 2. Business Operations

- a. Proposed Opening Date: August 2, 2020
- 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: \_\_\_\_\_
- 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: 4 Locations: behind bar, bathroom, Hallway, employee room  
Outside: 1 Locations: back of building
- 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: \_\_\_\_\_

Please turn over →

### 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 security personnel on premise?  No  Yes If yes, how many? 1 and answer the following:  
 What are their responsibilities? secure premise and personnel  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials 21 yrs old, high school diploma, no criminal back ground
- d. Will there be security cameras?  No  Yes If yes, how many? 8 and list locations: entrance, exit, bar area, back hallway, employee room, front hallway, lounging area
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>50</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	_____ %	_____ %
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>50</u> % Describe: <u>hookers</u>

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

#### Type 1

- Full Service Restaurant     Cafe/Coffee Shop     Deli or Fast Food Restaurant     Private/Fraternal/Veterans Club
- Night Club     Tavern     Cocktail Lounge     Teen Club
- Banquet Hall     Sports Facility     Bowling Alley
- Hotel/Motel: Number of Floors: 1     Rooming House: Number of Floors: \_\_\_\_\_  
 Number of Rooms: 4    Number of Rooms: \_\_\_\_\_

#### Type 2

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

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

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

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

Capacity 75 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)



## 9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop  
 Other: Describe: \_\_\_\_\_
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: North Ave
- d. Describe Building:  Free Standing Building  Strip Mall  Other: Multi building
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 2  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: World Property Management Phone Number: 414-322-1262  
 Building Owner Address: 6330 W. Lincoln Ave Milwaukee, WI 53219

## 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	closed	closed			
Monday	3pm	2am	45	21	NONE
Tuesday	3pm	2am	25	21	NONE
Wednesday	3pm	2am	25	21	NONE
Thursday	3pm	2am	25	21	NONE
Friday	3pm	2am	45	21	NONE
Saturday	3pm	2am	45	21	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)

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

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

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



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: <u>Social Puff Hookah Station LLC</u>	
Premise Address: <u>5924 W. North AVE Milwaukee, WI 53208</u>	
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>	
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
<b>"Service Bar Only" Designation</b>	
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.	
<b>Business Information</b>	
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list their name and address: _____	
b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If no, list the name and address of the person(s) who will: _____	
Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.	
c) Does anyone else have money invested or any other interest in this business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, explain: _____	
d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____	
<b>Proof of Ownership, Lease, or Offer to Purchase (New &amp; Transfer Applicants Only)</b>	
Submit proof of ownership, lease, or offer to purchase the building with this application. A lease or offer to purchase must: a) Be in the same legal entity name as that apply for the license b) Reflect the same address as the premises address on this application c) Reflect current dates and d) Be signed by the lessor/seller and lessee/buyer	
<b>Property Information (New &amp; Transfer Applicants Only)</b>	
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease	
b) Who owns the fixtures (for example, coolers, etc.)? <u>Tanyada Nichols</u>	
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____	
d) Total amount paid for business \$ <u>0</u>	
e) Total amount paid for goodwill of the business \$ <u>0</u>	
Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.	
f) Have you made arrangements with the seller for payment of personal property taxes? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <u>N/A</u>	

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

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

- a) Date lease begins 8-6-19 Ends 8-6-2021
- b) Monthly rental \$ 1588.00
- 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)? 2 yrs
- 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 occupancy object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

**Change of Agent Applicants Only**

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

**Signature**

Camyada Nickels

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

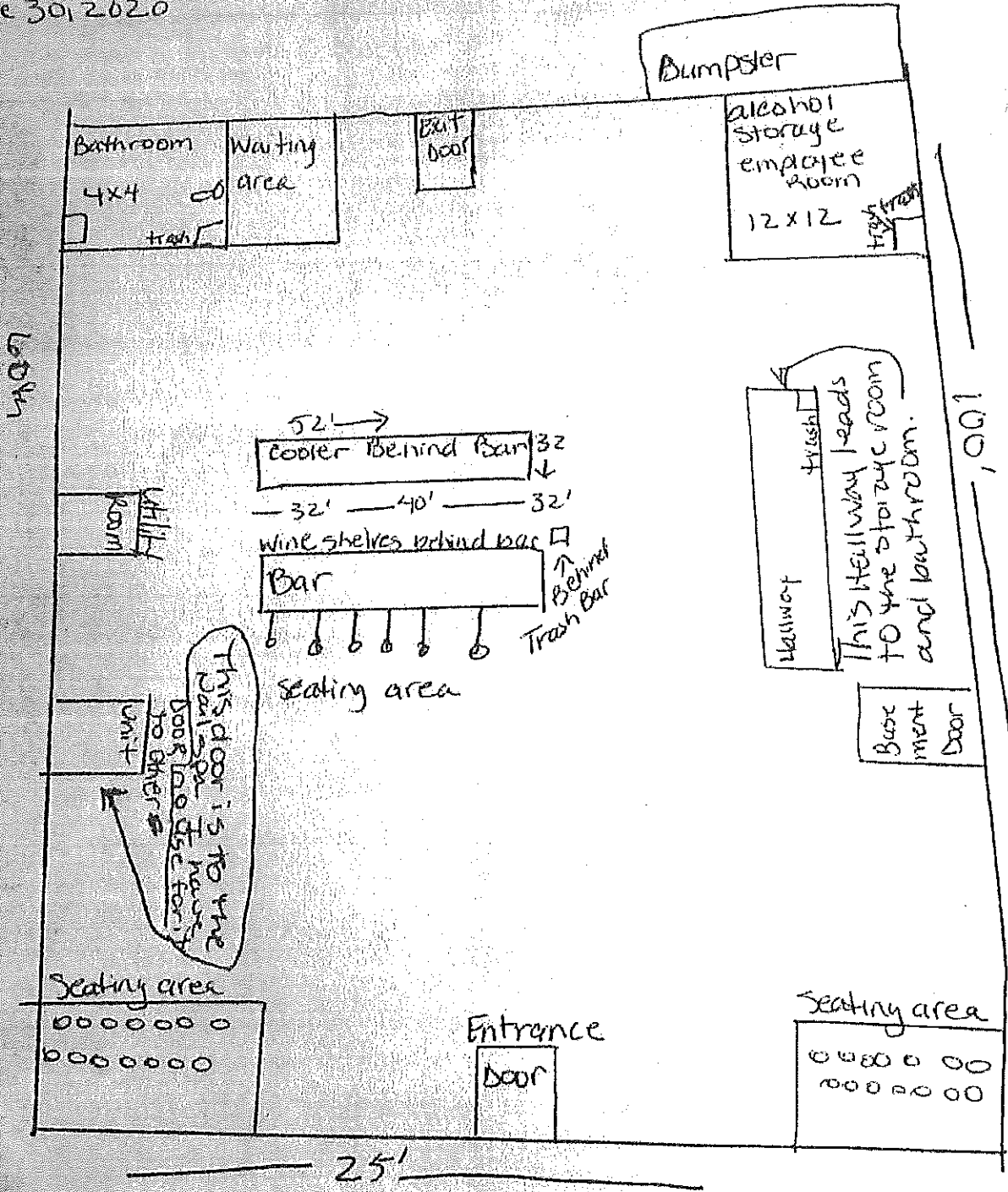
Note: All information contained in this application is subject to approval by the Common Council.  
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.  
Contact the License Division for information on how to request changes.

**New and transfer of premises applicants must submit the following:**

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu

Tanyada Nichols  
 5924 W. North Ave  
 Milwaukee, WI 53208  
 Social Pub Hookah Station  
 June 30, 2020

total  
 square  
 2500



West North Ave



<p>Describe the land uses next to the property and on the same block.</p> <p><i>This description should explain what businesses and/or uses are located in the area around your proposed location.</i></p>	<p>Mekong Cafe, Nail sap, Oputent Studios, Advantage Home Care, Parking lot of associated Bank, Glamour Salon, Boost Mobile, Bedroom secrets</p>
<p>Describe who your business will serve.</p> <p>a. For churches, please provide the number of members</p> <p><i>This description should explain who your business will serve and where your customers, clients, or congregants come from.</i></p>	<p>Social Puff Hookah Station will provide service to customers that are fresh off work that want to enjoy happy hour. Customers throughout the Milwaukee areas and tourist will come and enjoy hookahs,</p>

wine, beer, tea, coffee and soda.