



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Monday, August 23, 2021

COMMITTEE MEETING NOTICE

AD 05

MARX, III, Joseph P, Agent  
Wal-Mart Stores East LP  
C/O Licensing Dept. 8916  
702 SW 8th St  
Bentonville, AR 72716

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

**Wednesday, September 08, 2021 at 09:10 AM**

**Regarding:** Your Class A Malt & Class A Liquor, Food Dealer, and Weights & Measures License Renewal Applications as agent for "Wal-Mart Stores East LP" for "Wal-Mart #2936" at 10330 W SILVER SPRING DR.

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/275210645>. If you wish to call in, please call +1 (571) 317-3122 and use Access Code: 275-210-645.

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. 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: \_\_\_\_\_

Jim Cooney  
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).**

**Leon-Van Meter, Daniela**

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**From:** License  
**Sent:** Thursday, April 15, 2021 5:03 PM  
**To:** Leon-Van Meter, Daniela  
**Cc:** Martin, Faviola  
**Subject:** FW: Discrimination at Milwaukee Area Walmart Stores

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**REDACTED RECORD**

Can you please add?

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

**From:** m1  
**Sent:** Thursday, April 15, 2021 1:16 PM  
**To:** License  
**Subject:** Discrimination at Milwaukee Area Walmart Stores

Dear License Division Members,

I am writing this email as a concerned American Citizen with a heavy heart. This may seem like a trivial and unimportant occurrence based on a simple quest to find Ivory liquid body soap; but my experience was enlightening to what I witnessed from shopping in different Walmart stores in different cultural communities in the Milwaukee area.

Wednesday, April 14th, 2021, I needed to purchase Ivory liquid body soap.

I chose to shop at the local Walmart in Germantown, Wisconsin. Although they did not have the product, I did notice that the price for Ivory liquid body soap was \$3.97+tax and I would be able to reach it freely on the store shelf without any assistance.

I decided to go to the Walmart at 10330 Silver Springs in Milwaukee since it was on my way to an appointment.

The experience at the Walmart at 10330 Silver Springs in Milwaukee was a dramatically different experience. There were many cameras, security vehicles and security officers in the parking lot. I had to walk through several restricted and alarmed zones with armed security officers to get into the main store. Once I was able to see the area in which I would be able to find Ivory liquid body soap, there was an attendant who needed to unlock a case which contained body soaps, etc. I noticed the price of the Ivory liquid body soap was \$4.97+tax - a price hike of \$1.00 for the same product sold in Germantown. I spoke with one of the managers to raise my concerns about the price difference and oppressive shopping environment. She gave me the contact number for customer service at Walmart. I decided not to purchase anything in the store because of the atmosphere of "not being trusted" and over-pricing of the products.

I called Walmart customer service, spoke with a representative named Terry expressing my concern about racial profiling a community, difference in pricing and customer service at the Walmart at 10330 Silver Springs in Milwaukee. I mentioned that I hoped I would be able to go back in a few weeks, months and the situation would be different. Terry listened, thanked me and then mentioned it would take time to radically change the store's experience for customers. The case reference # is: 210414-003288.

I then decided to go to the Walmart in Pewaukee to see if they had Ivory liquid body soap which I still needed. The store was very similar to the one in Germantown and I was able to find the Ivory liquid body soap, take it off the shelf myself

and buy it for \$3.97+tax. I spoke with one of the managers at the Pewaukee store about the reason for different customer experiences. She mentioned there had been a lot of theft at the Silver Springs store and this was the reasoning for high security measures; and that she being a resident of that area did not like shopping there either.

Realistically, any thief can go into any store and steal. People have cars and can go to the Germantown, Pewaukee or any other store and be thieves. The reasoning for high security at the Silver Springs location may need to be reassessed for the benefit of Walmart and definitely for the residents in the Milwaukee area around the Walmart on Silver Springs.

I understand this is a bigger issue than not finding Ivory liquid body soap...but it is a wake-up call for profiling areas based on economic and racial status.

Personally, I am just staying in the Milwaukee area till May and then moving on. This will not affect me but my conscience is driving me to make you aware of the situation. Thank you for your time and I wish the best for you, Milwaukee area residents, and Walmart customers.

REDACTED RECORD

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 08/19/21  
LICENSE TYPE: ALQML  
NEW:   
RENEWAL:

No. 325447  
Application Date: 06/15/21

License Location: 10330 W Silver Spring Dr  
Business Name: Wal-Mart

Licensee/Applicant: MARX, Joseph P  
(Last Name, First Name, MI)  
Date of Birth: 09/08/1984

Home Address: 271 Amber Dr  
City: Whitewater State: WI Zip Code: 53190  
Home Phone: 608-988-6147

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

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

1. On 01/22/2019 the applicant was cited for Operating while Intoxicated. He was convicted on 03/06/2019 and his license was revoked for 6 months.

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2. On 05/22/2019, the applicant was cited in Walworth County with Disorderly Conduct.

Charge: Disorderly Conduct  
Finding: Guilty  
Sentence: fine  
Date: 06/12/19  
Case: 2019FO000283

3. On 12/08/2019 at 9:22pm, Milwaukee Police were dispatched to 10330 W. Silver Spring Drive for a sick/injured complaint. Investigation revealed a subject walked into the bathroom, had a medical emergency while in a stall, and died after the Milwaukee Fire Department was unable to revive him.
4. On 01/13/2020 the applicant was cited for Blood Alcohol Content (2<sup>nd</sup>). He was convicted on 02/14/2020 and his license was suspended for 6 months.

5. On 02/22/2020 at 2:00pm, Milwaukee Police were dispatched to 10330 W. Silver Spring Drive for a retail theft complaint. Investigation revealed a subject took merchandise past the last point of sale, was stopped, and fled the scene, leaving the merchandise behind. The subject was apprehended at another store by police and citations were issued.
  
6. 05/30/2020 at 1:40am The Police Department was advised there were subjects outside of the closed Walmart at 10330 W. Silver Spring Dr. attempting to break in the business. At 1:48am the subjects were observed inside the business. Squads arrived and arrested several subjects for Burglary. The applicant did arrive on scene.

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Up dated 08/19/21

7. On 06/23/21 at 12:32pm, Milwaukee Police were dispatched to 10330 W. Silver Spring Dr., for a shooting complaint. Officers reviewed the video of the location and it was discovered that two suspects that were in different vehicles exchanged gunfire. Suspect #1 exited his red auto, approached suspect #2 in a black Suv, and fired several shots at the auto. In the video, an employee of the business is seen exiting the black Suv, while suspect#2 returned gunfire. Both suspects and vehicles left the business lot in different directions. Evidence collected was 26 casings recovered on the lot, and blood from one of the possible suspects.
  
8. On 07/20/21 at 9:05pm, Milwaukee Police were dispatched to 10330 W. Silver Spring Dr., for a retail theft complaint. Officers spoke with security who stated that a female subject entered the store and left the business without paying for merchandise. Officers were allowed to review video and obtained suspect, vehicle description and the last direction of travel. Officers spoke with manger and provide the manger report information as well as a contact card.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:211740108

OtherEvent #: 21-LP-1432

## Incident

**10330 W SILVER SPRING DR MILWAUKEE, WISCONSIN 53225**

Incident Date/Time:: 06/23/2021 12:25:00  
CAD Number:: 211741106  
District:: 4  
Beat:: 420  
Reporting Area:: 654

## Business Agent (1)

**MARX, JOSEPH PETER III**

Person Involvement: (Must choose Agent  
AGENT from drop down): Agent  
DOB:: 09/08/1984  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (608)-988-6147  
Phone 1 Type:: Phone  
Address:: 271 AMBER DR  
City:: WHITEWATER  
State:: WISCONSIN  
Zip Code:: 53190

## Licensed Premise Data (1)

**WAL-MART**

Phone 1 Number:: (414)-967-7804  
Phone 1 Type:: Phone  
Address:: 10330 W SILVER SPRING DR  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53225  
License Type:: Direct Seller  
Licensee Notification Was Made:: No  
Business Was Cited For Violation:: No  
Licensee was cooperative: (If not explain in narrative): Yes  
Licensee or Manager was on premises at time of violation/Incident:: Yes

## Narrative (1)

### LICENSE PREMISE REPORT

Copeland, Charles A 027390

07/01/2021

At 12:07 PM a suspect wearing a black hooded sweat shirt (suspect 1) and red jogging pants arrived at walmart driving a red ford fusion.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

OtherEvent #: 21-LP-1432

Case #:211740108

The driver of the car went into Walmart shopped until 12:21 and made a purchase with Walmart pay. A black tahoe pulled into the parking lot at 12:22 PM directly across from where the Red fusion was parked.

Suspect 1 returned to his car at 12:22 PM after the Tahoe pulled up. Suspect 1 sat in his car until 12:27 PM. At 12:27 PM Suspect 1 approached the black Tahoe and a shootout began between the driver of the black tahoe (Suspect 2) and Suspect 1.

A Walmart employee was seen running from the passenger side of the black tahoe in an East Bound direction. A passenger from the red fusion was seen running in a WB direction.

Suspect 1 and Suspect 2 exchanged several shots. Suspect 1 and his passenger both got in the car, drove NB, then WB, then SB to exit the lot on the WB exit. Suspect 2 returned to his vehicle and was last seen driving in a SB direction.

There was a pool of blood on the ground near the red ford fusion and 24 casings were found on scene along with 2 bullet fragments. The WB entrance of Walmart was also struck by gun fire. Two vehicles parked in the lot were struck by gunfire.

Act Lt , Sgt Lassanske advised. CIB Lt Malanche notified. CIB responded.

A license premise report was completed for this location. Wal-Mart's sellers permit number is 004-0000490951-01.

## Officer (2)

Reporting Officer:	Copeland, Charles A (027390)	07/01/2021 18:35:00
Section: (Work Location):	42	
Approving Officer:	Panfil, Kevin M (015123)	07/03/2021 16:35:39
Section: (Work Location):	21	

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:212010184

OtherEvent #: 21-LP-1568

## Incident

### 10330 W SILVER SPRING DR MILWAUKEE, WISCONSIN 53225

Incident Date/Time:: 07/20/2021 18:57:00  
CAD Number:: 212011661  
District:: 4  
Beat:: 420  
Reporting Area:: 654

## Business Agent (1)

### MARX, JOSEPH PETER III

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 09/08/1984  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (608)-988-6147  
Phone 1 Type:: Phone  
Address:: 271 AMBER DR  
City:: WHITEWATER  
State:: WISCONSIN  
Zip Code:: 53190

## Licensed Premise Data (1)

### WAL-MART

Phone 1 Number:: (414)-967-7804  
Phone 1 Type:: Phone  
Address:: 10330 W SILVER SPRING DR  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53225  
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)

### INITIAL INVESTIGATION

Reed, Claire 031967

07/28/2021

This report is written by P.O. Claire REED (PS# 031967) assigned to District #4, Late Shift.

On Tuesday, July 20th, 2021 at 9:05 P.M., squad 4322, myself, and P.O. J. Miller ( PS# 018351) while in



# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:212010184

OtherEvent #: 21-LP-1568

full duty uniform, equipped with Axon body-worn cameras ACTIVATED, and while operating marked MPD squad car 284, were dispatched to the location of 10330 W SILVER SPRING DR in regards to a retail theft, in the city and county of Milwaukee.

Upon arrival, officers spoke with Zachary R. Liszewski (M/W 07-31-96), who stated that he and his shift manager Bryce K. Hedges (F/W 09-24-88) observed the following incident at 7:05 P.M.

\*\*\*IT SHOULD BE NOTED THAT I OBSERVED VIDEO SURVEILLANCE FOOTAGE OF THE INCIDENT BEFORE WRITING THIS REPORT\*\*\*

## INTERVIEW WITH ZACHARY (Security guard)

Officers spoke with Zachary, who stated that he was in the back employee room of the listed location when he observed an unknown, black female approximately 5'6 wearing a white and blue tie-dye dress enter the store at 6:57 P.M. The unknown female entered the store pushing a shopping cart with a small male child who was wearing an orange T-Shirt.

Zach stated that while in the backroom, he observed the listed suspect enter the store and walk toward the aisle containing sports and energy drinks. Zach stated that he observed the listed suspect place the following items in her shopping cart.

- 5, 12 packs of RedBull \$18.73 each.
- 4, 6 packs of RedBull \$8.87 each
- 1, 8 pack of Monster Ultra \$13.16

Zach stated that he observed the listed suspect intentionally walk past every point of sale without paying, depriving the business of \$146.29 US currency worth of products. Zach stated that the suspect left the location at 7:05 A.M. in a Silver, 4 Door Sedan in an unknown direction. Zach stated that he called his store manager Bryce to report the event.

## INTERVIEW WITH BRYCE (General Manager)

Officers spoke with Bryce who stated that she was on the floor during the time of the incident, but did not observe the event. Bryce stated that she recalled seeing the woman enter the building, but did not observe her exit the store. Bryce stated that she was made aware of the crime after being informed by Zachary.

Bryce was issued a PV-17 and provided a Community Contact Card.

This case is pending

END OF REPORT

Officer (2)

Reporting Officer:

Reed, Claire (031967)

07/28/2021 06:31:00

Section: (Work Location):

43

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:212010184

OtherEvent #: 21-LP-1568

Approving Officer:

Raden, Chad M (010032)

07/28/2021 10:54:06

Section: (Work Location):

27



Monday, August 23, 2021



# Notice of Public Hearing

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notice

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MARX, III, Joseph P, Agent  
Walmart #2936 at 10330 W SILVER SPRING DR  
Class A Malt & Class A Liquor, Food Dealer, and Weights & Measures License Renewal  
Applications

**Wednesday, September 08, 2021 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 9/8/2021 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	10101 W APPLETON AVE, 101	MILWAUKEE, WI 53225-2536
CURRENT OCCUPANT	10101 W APPLETON AVE, 102	MILWAUKEE, WI 53225-2536
CURRENT OCCUPANT	10101 W APPLETON AVE, 103	MILWAUKEE, WI 53225-2536
CURRENT OCCUPANT	10101 W APPLETON AVE, 104	MILWAUKEE, WI 53225-2536
CURRENT OCCUPANT	10101 W APPLETON AVE, 201	MILWAUKEE, WI 53225-2536
CURRENT OCCUPANT	10101 W APPLETON AVE, 202	MILWAUKEE, WI 53225-2536
CURRENT OCCUPANT	10101 W APPLETON AVE, 203	MILWAUKEE, WI 53225-2536
CURRENT OCCUPANT	10101 W APPLETON AVE, 204	MILWAUKEE, WI 53225-2536
CURRENT OCCUPANT	10105 W APPLETON AVE, 101	MILWAUKEE, WI 53225-2534
CURRENT OCCUPANT	10105 W APPLETON AVE, 102	MILWAUKEE, WI 53225-2534
CURRENT OCCUPANT	10105 W APPLETON AVE, 103	MILWAUKEE, WI 53225-2534
CURRENT OCCUPANT	10105 W APPLETON AVE, 104	MILWAUKEE, WI 53225-2534
CURRENT OCCUPANT	10105 W APPLETON AVE, 201	MILWAUKEE, WI 53225-2534
CURRENT OCCUPANT	10105 W APPLETON AVE, 202	MILWAUKEE, WI 53225-2534
CURRENT OCCUPANT	10105 W APPLETON AVE, 203	MILWAUKEE, WI 53225-2534
CURRENT OCCUPANT	10105 W APPLETON AVE, 204	MILWAUKEE, WI 53225-2534
CURRENT OCCUPANT	10111 W APPLETON AVE, 101	MILWAUKEE, WI 53225-2535
CURRENT OCCUPANT	10111 W APPLETON AVE, 102	MILWAUKEE, WI 53225-2535
CURRENT OCCUPANT	10111 W APPLETON AVE, 103	MILWAUKEE, WI 53225-2535
CURRENT OCCUPANT	10111 W APPLETON AVE, 104	MILWAUKEE, WI 53225-2535
CURRENT OCCUPANT	10111 W APPLETON AVE, 201	MILWAUKEE, WI 53225-2535
CURRENT OCCUPANT	10111 W APPLETON AVE, 202	MILWAUKEE, WI 53225-2535
CURRENT OCCUPANT	10111 W APPLETON AVE, 203	MILWAUKEE, WI 53225-2535
CURRENT OCCUPANT	10111 W APPLETON AVE, 204	MILWAUKEE, WI 53225-2535
CURRENT OCCUPANT	10201 W APPLETON AVE	MILWAUKEE, WI 53225-2519
CURRENT OCCUPANT	10325 W SILVER SPRING DR	MILWAUKEE, WI 53225-3247
CURRENT OCCUPANT	10333 W SILVER SPRING DR	MILWAUKEE, WI 53225-3247
CURRENT OCCUPANT	10341 W SILVER SPRING DR	MILWAUKEE, WI 53225-3247
CURRENT OCCUPANT	10405 W SILVER SPRING DR	MILWAUKEE, WI 53225-3249
CURRENT OCCUPANT	5556 N 103RD ST	MILWAUKEE, WI 53225-3204
CURRENT OCCUPANT	5568 N 103RD ST	MILWAUKEE, WI 53225-3204
CURRENT OCCUPANT	5576 N 103RD ST	MILWAUKEE, WI 53225-3204
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Total Records: 32

Radius: 250.0 feet and Center of Circle: 10330 W Silver Spring Dr

**2021-2022 Plan of Operation for 10330 W SILVER SPRING DR**

**1. Litter & Security Plans**

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

How often will grounds be cleaned?  Daily  Weekly  Other:

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

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

Are there designated outdoor smoking areas?  No  Yes If Yes, Describe: Patio areas by parking lot and on west side of building

Number of garbage cans: Inside 30+ Locations: Various locations throughout the store and in restrooms

Outside 50+ Locations: At entrance doors and at car corrals

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

Number of restrooms: 5 Name of solid waste contractor: Waste Management

Are there parking spaces on the premises?  No  Yes If Yes, list number of spaces: 934 and describe security plans:

Security guards (third party) on premises; cameras used throughout the store and parking lot

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

Doors are locked; alarms on doors

Do you have security personnel on the premise?  No  Yes If Yes, how many? 2

AND What are their responsibilities? Parking lot surveillance and asset protection

What security equipment do they use? Walkie-talkies, vehicle

List their licensing, certification or training credentials: Third-party security / CBL training

Are there security cameras?  No  Yes If Yes, list all locations: All around interior and exterior of premises

Are searches and/or identification checks conducted upon entry?  No  Yes If Yes, describe:

**2. Percentage of Sales (must total 100%)**

Alcohol 1.0 % Food Sales 44.0 % Entertainment 0 % Other 55.0 %

**3. Businesses On The Premises (choose all that apply):**

Restaurant  Cafe/Coffee Shop  Cocktail Lounge  Convenience Store  Night Club  Liquor Store  Tavern  Sports Facility

Hotel  Banquet Hall  Supermarket  Private/Fraternal/Veterans' Club  Other: Retail Store

**4. Hours of Operation and Age Restriction**

Are there any changes to the current hours of operation or age restriction?  No  Yes If Yes, Describe:

Please Note: If you will be open earlier or later than the hours listed on your current license for even one 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\*?  No  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](http://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?  No  Yes If Yes, submit an updated site plan with this application.

**7. Food License: FOOD 11262 Fee: \$2,050.00**

Your current food license includes the following food operations: Processing, Hazardous Foods, Sales > \$2,000,000, Food Store. Are there any changes to your food operations as listed above?  No  Yes, If Yes, explain \_\_\_\_\_

**8. Weights and Measures: W&M 5369 Fee: \$2,395.00**

Number/Type of Devices: Scales = 39; Scanners = 4 Or More

Are there any changes to the number or types of devices?  No  Yes

If yes, contact our office for further instructions.