



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, December 04, 2024

COMMITTEE MEETING NOTICE

AD 09

HOOGLAND, Keith A, Agent
Hoogland foods LLC
116 JACKSON BLVD
Nashville, TN 37205

You are requested to attend a hearing which is to be held in the Council Chambers, Third Floor, City Hall:

Tuesday, December 17, 2024 at 08:45 AM

Regarding: Your Extended Hours Establishments and Food Dealer Licenses Application Requesting to Close 1AM on Fri-Sat as agent for "Hoogland foods LLC" for "Marco's Pizza" at 7335 W Good Hope Rd #500.

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**

Wednesday, December 04, 2024

COMMITTEE MEETING NOTICE

AD 09

HOGLAND, Keith A, Agent
Hoogland foods LLC
7335 W Good Hope Rd #500
Milwaukee, WI 53223

You are requested to attend a hearing which is to be held in the Council Chambers, Third Floor, City Hall:

Tuesday, December 17, 2024 at 08:45 AM

Regarding: Your Extended Hours Establishments and Food Dealer Licenses Application Requesting to Close 1AM on Fri-Sat as agent for "Hoogland foods LLC" for "Marco's Pizza" at 7335 W Good Hope Rd #500.

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



Wednesday, December 04, 2024



Notice of Public Hearing

Blank Notice

HOOGLAND, Keith A, Agent
Marco's Pizza at 7335 W Good Hope Rd #500
Extended Hours Establishments and Food Dealer Licenses Application Requesting to Close 1AM
on Fri-Sat

Tuesday, December 17, 2024 at 8:45 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 12/17/2024 at 8:45 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	7020 W GOOD HOPE RD	MILWAUKEE, WI 53223-4609
CURRENT OCCUPANT	7110 W GOOD HOPE RD	MILWAUKEE, WI 53223-4611

Blank Notice

Total Records: 2

Radius 750 feet and Center of the Circle: 7335 W Good Hope Rd

Roman, Carmen

From: Cooney, Jim
Sent: Wednesday, November 6, 2024 8:06 AM
To: Roman, Carmen
Cc: Lopez, Faviola; Milano, Marissa
Subject: FW: Alderwoman Taylor's OBJECTION with Marco's Pizza

Please add

From: Laasiri, Achraf <AchrafL@milwaukee.gov>
Sent: Tuesday, November 5, 2024 4:24 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Cc: Taylor, Larresa <Larresa.Taylor@milwaukee.gov>
Subject: Alderwoman Taylor's OBJECTION with Marco's Pizza

Good afternoon,

On November 1, 2024, at 5:45 PM, Alderwoman Taylor was driving past the intersection of 76th & Good Hope Rd, and drove past Marco's Pizza. She entered the shop as she saw they were operating, and a worker verbally asked her, "What would you like to order?" After this, Alderwoman Taylor asked staff to present a copy of their food dealer license as well as their occupancy permit. They presented to her a copy of an occupancy permit digitally, but they did not have a food dealer license.

Per the interaction above, please file this as an objection from Alderwoman Larresa Taylor towards the food dealer application that has been submitted by Marco's Pizza.

Kind regards,

Achraf (pronounced ush-ruff) Laasiri, Legislative Aide
Alderwoman Larresa Taylor
City of Milwaukee
9th Aldermanic District
200 East Wells Street, #205
Milwaukee, WI 53202
414-286-2868
aide09@milwaukee.gov



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: Pizza restaurant

Do you have any experience operating this type of business? No Yes If yes, explain: We own 132 restaurants (Marcos Pizza)

2. Business Operations

- a. Proposed Opening Date: 11/4/24
- b. Is this premise under construction? No Yes If yes, list estimated completion date: 10/25/2024
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: Unsure
- 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: Quick service restaurants, tax serv

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: 6 Locations: Throughout store
Outside: 1 Locations: Behind building in corral
- 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? 4 _____ and list locations: Interior of business _____
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol 0 %	Food 100 % Cigarettes, Electronic Vape Devices, 0 % Tobacco Products	Secondhand Merchandise 0 %	Precious Metals & Gems 0 %
Entertainment 0 %	Salvaged Materials 0 % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) 0 %	Other 0 % Describe: _____
Pawnbroker Activity 0 %			

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: _____ Rooming House: Number of Floors: _____
 Number of Rooms: _____ 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 Less than 50 (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: N. 76th Street
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: 1020 CYPRESS CREEK PARKWAY Phone Number: 714-846-8500
 Building Owner Address: 16531 Bolsa Chica St, Ste 304, Huntington Beach, CA 92649

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

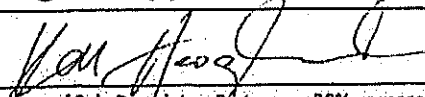
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (Include a.m. or p.m.)	Close Time (Include a.m. or p.m.)			
Sunday	10am	12am	100	35-40	
Monday	10am	12am	100	35-40	
Tuesday	10am	12am	100	35-40	
Wednesday	10am	12am	100	35-40	
Thursday	10am	12am	100	35-40	
Friday	10am	1am	150	35-40	
Saturday	10am	1am	150	35-40	

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday
 Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

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

11. Signature(s)


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

 Signature of additional partner or 20% or more shareholder

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



FOOD DEALER LICENSE PLAN OF OPERATION

ccl-foodplan 2/28/19

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Legal Entity Name: **Hoogland Foods, LLC [DBA Marco's Pizza]**

Premises Address: **7335 W. Good Hope Rd #500 Milwaukee, WI 53223**

SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):

MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

Retail Items (snacks and beverages):

RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store? Yes No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

Bed & Breakfast

Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done? No Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

Restaurant Items (meals) will be sold – Complete this application and also contact DATCP.

NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

SECTION 2 FOOD PROCESSING


Will any food processing be done? No Yes

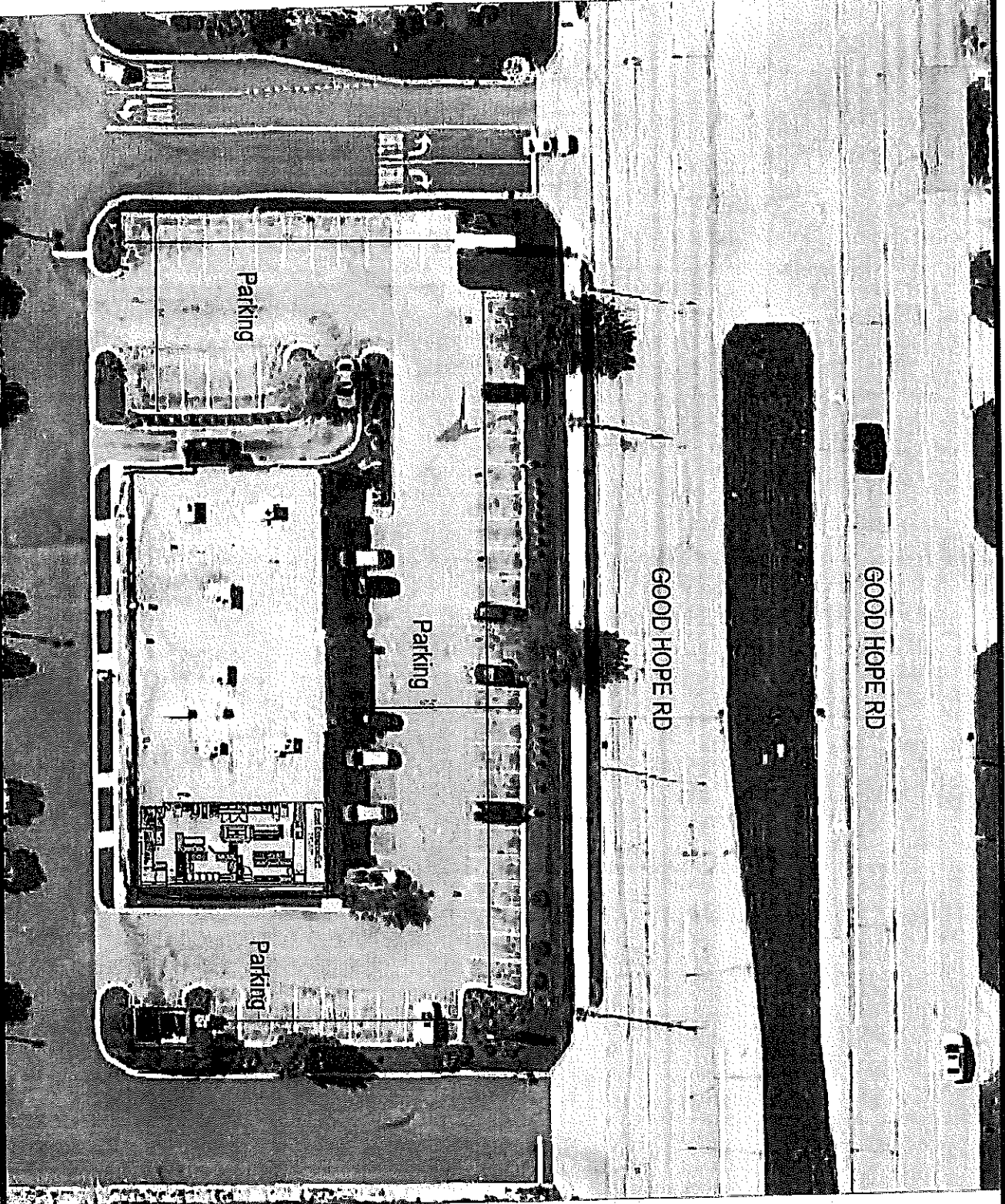
Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold? No Yes
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: _____

SECTION 4 DETAILS OF OPERATION	
Will you have seating on site for dining?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
Will you be doing any catering?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
Will you be doing any delivery?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
Will you have outdoor activities?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes - Check all that apply: <input type="checkbox"/> Bar <input type="checkbox"/> Cooking/Grilling <input type="checkbox"/> Dining
Will you have a drive thru window?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes - Are hours different from inside? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <small>If Yes, provide drive thru hours: _____</small>
Will scales or barcode scanners be used?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes - You must also apply for a Weights & Measures License.
SECTION 5 ADDITIONAL SITES	
Where will food be prepared and/or sold?	
<input checked="" type="checkbox"/> At a single site <input type="checkbox"/> At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars) If multiple sites, attach a Food Dealer Additional Site Addendum (ccf-foodadd) for each additional site.	
SECTION 6 CONSTRUCTION OR CHANGES	
Are you planning any construction, remodeling or equipment changes?	
<input type="checkbox"/> No If No, SKIP to Section 7	
<input checked="" type="checkbox"/> Yes If Yes, check all that apply: <input type="checkbox"/> New construction of a building <input type="checkbox"/> Renovation or remodeling	
<input checked="" type="checkbox"/> Construction changes to existing building <input type="checkbox"/> Equipment changes only	
Provide a brief description of the changes: <u>Convert existing lease space to pizza bakery.</u>	
Start date:	<u>8/1/2024</u>
Name, Address & Phone Number of Architect:	<u>Michael Woodall, GNIOH ARCHITECTURE STUDIO</u> <u>1001 SE SANDY BLVD, SUITE 100, PORTLAND, OR 97214 (503.505.7877)</u>
Name, Address & Phone Number of Contractor:	<u>Ben Voigtlander, Revival Construction LLC</u> <u>1530 E Tracy St., Appleton, WI 54915 (920-428-2443)</u>
SECTION 7 ALCOHOL BEVERAGES	
Are you applying for an alcohol beverage license?	
<input checked="" type="checkbox"/> No If No, SKIP to Section 8	
<input type="checkbox"/> Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?	
<input type="checkbox"/> Immediately <input type="checkbox"/> At the same time as the alcohol license	
SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE	
You must initial each item confirming your understanding:	
<u>KMH</u>	I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
<u>KMH</u>	I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.
<u>KMH</u>	I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.
<u>KMH</u>	I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.
<u>KMH</u>	I will not operate my food business until the license has been issued and posted in the establishment.
Signature of Sole Proprietor, Partner, or 20% Shareholder: <u></u>	
Signature of Additional Partner: _____	



GOOD HOPE RD

GOOD HOPE RD

Parking

Parking

Parking



Leasable 1,550 Sqft

7335 W. Good Hope Road Suite 500 Milwaukee, WI 53223

Owner Representative

Eric Somer
247-924-9041



09/04/2024



Office of the City Clerk
License Division

Jim Owczarski
City Clerk
jowcza@milwaukee.gov

Jim Cooney
License Division Manager
jim.cooney@milwaukee.gov

November 5, 2024

Keith Hoogland, Agent
Hoogland Foods LLC
2701 W Lawrence Ave Ste. A
Springfield, IL 62704

Dear Mr. Hoogland:

Your application for a Food Dealer license at 7335 W Good Hope Rd Suite 500 has been administratively denied by the local Common Council member who represents the district in which the proposed premises is located. The reason for the denial is the council member observed the business operating the business without a Food Dealer License on November 1st.

You have the right to appeal the denial of your application to the Licenses Committee of the Common Council, and may do so by filing within 10 days after receipt of this letter a written statement indicating your desire to appeal. Please forward any requests to appeal to the License Division, City Hall, Room 105, 200 E. Wells St., Milwaukee, WI 53202 or license@milwaukee.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Cooney", written over a horizontal line.

Jim Cooney
License Division Manager

Cc: Milwaukee Police Department
Milwaukee Health Department



Lopez, Faviola

From: Cooney, Jim
Sent: Wednesday, November 6, 2024 8:06 AM
To: Roman, Carmen
Cc: Lopez, Faviola; Milano, Marissa
Subject: FW: 7335 W. Good Hope Rd #500 (Marco's Pizza): Confirmation Number: MILMI4001008323

Please add as an appeal to the admin denial.

From: McLain Hoogland <kmh@highlandventuresltd.com>
Sent: Tuesday, November 5, 2024 6:02 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Cc: Eric Somer <eric.somer@highlandventuresltd.com>; Laasiri, Achraf <AchrafL@milwaukee.gov>; Taylor, Larresa <Larresa.Taylor@milwaukee.gov>; Mike Martin <mike@permit.com>; Lopez, Faviola <Faviola.Martin@milwaukee.gov>; Perez, Jose <JoseG.Perez@milwaukee.gov>; Murillo, Maribel <Maribel.Murillo@milwaukee.gov>; Williamson2, Latasha <Latasha.Williamson2@milwaukee.gov>
Subject: Re: 7335 W. Good Hope Rd #500 (Marco's Pizza): Confirmation Number: MILMI4001008323

Alderwoman Taylor,

I am writing to request your immediate attention to the situation at our new Marco's Pizza location on Good Hope Road. We have received conflicting information and are in need of clarification.

First, allow me to introduce myself. My name is McLain Hoogland, and I am the President and owner of Hoogland Restaurant Group, the largest franchisee of Marco's Pizza. We operate 131 locations across 15 states. Our parent company, Highland Ventures, formerly known as Family Video, owns over 800 commercial properties in 22 states and has been doing business in Milwaukee since the 1980s. In our company's history of opening over 1,000 operating businesses, we have always been able to open once the C/O was issued. This is clearly a huge misunderstanding that we would like to remedy as soon as possible.

To date, we have been told by several city officials, including the building and health inspectors, that we were approved to open for business. We received our Certificate of Occupancy (C/O) and proceeded with preparations to open. However, we have now been informed that we are not allowed to operate.

I do not understand how we were issued a C/O without approval from your office, and I am very concerned about the lack of communication and clarity regarding this issue. We have invested hundreds of thousands of dollars into building out the restaurant and have employed 25-30 local staff members. If we are unable to open as planned, we will be forced to lay off all of these employees, which would be a significant setback for both our business and the local community. We will also lose more than \$30,000 in food inventory that cannot be used if we do not open soon.

You visited our location yesterday and assured us that we would be able to open soon, but I am still unclear whether something has changed since that time. Given that this situation appears to be an unintentional misunderstanding by my construction and operations teams, I am also requesting that we be granted a temporary license to open while we await final approval from the city council. This would allow us to begin operations and support our employees while we resolve this matter.

Can you please call me as soon as possible so we can discuss the situation in more detail and work toward a resolution.

Thank you for your prompt attention to this matter. I look forward to hearing from you.

McLain Hoogland | President

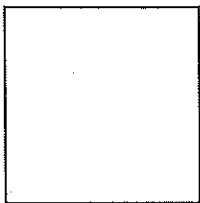
Highland Ventures Ltd.

2500 Lehigh Ave | Glenview, IL 60026

C: 847-345-5602

O: 847-904-9018

KMH@highlandventuresltd.com



On Tue, Nov 5, 2024 at 4:47 PM Cooney, Jim <Jim.Cooney@milwaukee.gov> wrote:

Good afternoon,

The food dealer application for this location has been administratively denied. Please see the attached correspondence for your right to appeal to the Licenses Committee. Please be advised that operation without a license may result in citations.

Respectfully,

Jim Cooney

License Division Manager

City Clerk-License Division