



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Wednesday, November 17, 2021

COMMITTEE MEETING NOTICE

AD 07

ROYAL, SR, Lamar L, Agent  
ELARE HOLDINGS L.L.C.  
4203 N 48th St  
Milwaukee, WI 53216

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

**Tuesday, November 30, 2021 at 02:00 PM**

**Regarding:** Your Secondhand Motor Vehicle Dealer's Wholesale Only License Application as agent for "ELARE HOLDINGS L.L.C." for "ELARE HOLDINGS L.L.C." 4203 N 48th St.

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/544004957> If you wish to call in, please call **+1 (872) 240-3212** and use Access Code: **544-004-957**

There is a possibility that your application may be denied for one or more of the following reasons: Neighborhood Objections to the granting of such a license due to the creation of undesirable neighborhood problems, such as: parking and traffic problems which cause the normal flow of traffic on roadways and alleys to be impeded, loitering, littering, noise, loud music, and conduct which will have an adverse impact on the public health, safety and welfare of the community. Additionally, the over concentration of secondhand motor vehicle dealers in the neighborhood such that the concentration will have an adverse impact on the public health, safety and welfare of the neighborhood. you do not meet the statutory and municipal requirements; the appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems, whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

**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, Yadira Melendez at (414) 286-2775 or [stas5@milwaukee.gov](mailto:stas5@milwaukee.gov)**

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 08/09/2021  
**LICENSE TYPE:** USED CAR  
**NEW:**   
**RENEWAL:**

**No. 327697**  
**Application Date:** 08/04/2021

**License Location:** 4203 N 48<sup>th</sup> St  
**Business Name:** Elare Holdings

**Licensee/Applicant:** ROYAL, Lamar L  
(Last Name, First Name, MI)  
**Date of Birth:** 05/20/1979

**Home Address:** 4203 N 48<sup>th</sup> St  
**City:** Milwaukee **State:** WI **Zip Code:** 53216  
**Home Phone:**

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

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

1. On 09/23/2013 the applicant was charged in Milwaukee County with Possess w/Intent –THC (Felony).

**Charge:** Possess w/Intent THC  
**Finding:** Guilty  
**Sentence:** 3 years probation  
**Date:** 01/30/2014  
**Case:** 2013CF004263



Wednesday, November 17, 2021



# Notice of Public Hearing

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ROYAL, SR, Lamar L  
ELARE HOLDINGS L.L.C. at 4203 N 48th St.  
Secondhand Motor Vehicle Dealer's Wholesale Only License Application

**Tuesday, November 30, 2021 at 02:00 PM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 11/30/2021 at 02:00 PM. 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, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto: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.

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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	4154 N 48TH ST	MILWAUKEE, WI 53216-1545
CURRENT OCCUPANT	4154 N 49TH ST	MILWAUKEE, WI 53216-1306
CURRENT OCCUPANT	4155 N 48TH ST	MILWAUKEE, WI 53216-1544
CURRENT OCCUPANT	4156 N 49TH ST	MILWAUKEE, WI 53216-1306
CURRENT OCCUPANT	4158 N 49TH ST	MILWAUKEE, WI 53216-1306
CURRENT OCCUPANT	4160 N 48TH ST	MILWAUKEE, WI 53216-1545
CURRENT OCCUPANT	4160 N 49TH ST	MILWAUKEE, WI 53216-1306
CURRENT OCCUPANT	4161 N 48TH ST	MILWAUKEE, WI 53216-1544
CURRENT OCCUPANT	4162 N 48TH ST	MILWAUKEE, WI 53216-1545
CURRENT OCCUPANT	4163 N 48TH ST	MILWAUKEE, WI 53216-1544
CURRENT OCCUPANT	4164 N 49TH ST	MILWAUKEE, WI 53216-1306
CURRENT OCCUPANT	4165 N 49TH ST	MILWAUKEE, WI 53216-1305
CURRENT OCCUPANT	4166 N 48TH ST	MILWAUKEE, WI 53216-1545
CURRENT OCCUPANT	4166 N 49TH ST	MILWAUKEE, WI 53216-1306
CURRENT OCCUPANT	4167 N 47TH ST	MILWAUKEE, WI 53216-1528
CURRENT OCCUPANT	4167 N 48TH ST	MILWAUKEE, WI 53216-1544
CURRENT OCCUPANT	4170 N 48TH ST	MILWAUKEE, WI 53216-1545
CURRENT OCCUPANT	4171 N 48TH ST	MILWAUKEE, WI 53216-1544
CURRENT OCCUPANT	4171 N 49TH ST	MILWAUKEE, WI 53216-1305
CURRENT OCCUPANT	4172 N 49TH ST	MILWAUKEE, WI 53216-1306
CURRENT OCCUPANT	4173 N 47TH ST	MILWAUKEE, WI 53216-1528
CURRENT OCCUPANT	4174 N 49TH ST	MILWAUKEE, WI 53216-1306
CURRENT OCCUPANT	4176 N 48TH ST	MILWAUKEE, WI 53216-1545
CURRENT OCCUPANT	4177 N 47TH ST	MILWAUKEE, WI 53216-1528
CURRENT OCCUPANT	4178 N 48TH ST	MILWAUKEE, WI 53216-1545
CURRENT OCCUPANT	4202 N 48TH ST	MILWAUKEE, WI 53216-1434
CURRENT OCCUPANT	4202 N 49TH ST	MILWAUKEE, WI 53216-1308
CURRENT OCCUPANT	4203 N 47TH ST	MILWAUKEE, WI 53216-1415
CURRENT OCCUPANT	4203 N 48TH ST	MILWAUKEE, WI 53216-1433
CURRENT OCCUPANT	4205 N 49TH ST	MILWAUKEE, WI 53216-1307
CURRENT OCCUPANT	4206 N 49TH ST	MILWAUKEE, WI 53216-1308
CURRENT OCCUPANT	4207 N 48TH ST	MILWAUKEE, WI 53216-1433
CURRENT OCCUPANT	4208 N 48TH ST	MILWAUKEE, WI 53216-1434
CURRENT OCCUPANT	4208 N 49TH ST	MILWAUKEE, WI 53216-1308
CURRENT OCCUPANT	4209 N 49TH ST	MILWAUKEE, WI 53216-1307
CURRENT OCCUPANT	4211 N 47TH ST	MILWAUKEE, WI 53216-1415
CURRENT OCCUPANT	4212 N 49TH ST	MILWAUKEE, WI 53216-1308
CURRENT OCCUPANT	4213 N 47TH ST	MILWAUKEE, WI 53216-1415
CURRENT OCCUPANT	4214 N 48TH ST	MILWAUKEE, WI 53216-1434
CURRENT OCCUPANT	4215 N 48TH ST	MILWAUKEE, WI 53216-1433
CURRENT OCCUPANT	4215 N 49TH ST	MILWAUKEE, WI 53216-1307
CURRENT OCCUPANT	4218 N 49TH ST	MILWAUKEE, WI 53216-1308
CURRENT OCCUPANT	4219 N 47TH ST	MILWAUKEE, WI 53216-1415
CURRENT OCCUPANT	4219 N 48TH ST	MILWAUKEE, WI 53216-1433
CURRENT OCCUPANT	4220 N 48TH ST	MILWAUKEE, WI 53216-1434
CURRENT OCCUPANT	4221 N 49TH ST	MILWAUKEE, WI 53216-1307

CURRENT OCCUPANT	4223 N 48TH ST	MILWAUKEE, WI 53216-1433
CURRENT OCCUPANT	4224 N 48TH ST	MILWAUKEE, WI 53216-1434
CURRENT OCCUPANT	4224 N 49TH ST	MILWAUKEE, WI 53216-1308
CURRENT OCCUPANT	4225 N 47TH ST	MILWAUKEE, WI 53216-1415
CURRENT OCCUPANT	4225 N 49TH ST	MILWAUKEE, WI 53216-1307
CURRENT OCCUPANT	4228 N 49TH ST	MILWAUKEE, WI 53216-1308
CURRENT OCCUPANT	4229 N 48TH ST	MILWAUKEE, WI 53216-1433
CURRENT OCCUPANT	4230 N 48TH ST	MILWAUKEE, WI 53216-1434
CURRENT OCCUPANT	4234 N 48TH ST	MILWAUKEE, WI 53216-1434
CURRENT OCCUPANT	4234 N 49TH ST	MILWAUKEE, WI 53216-1308
CURRENT OCCUPANT	4235 N 48TH ST	MILWAUKEE, WI 53216-1433
CURRENT OCCUPANT	4238 N 48TH ST	MILWAUKEE, WI 53216-1434
CURRENT OCCUPANT	4240 N 49TH ST	MILWAUKEE, WI 53216-1308
CURRENT OCCUPANT	4241 N 48TH ST	MILWAUKEE, WI 53216-1433
CURRENT OCCUPANT	4801 W HOPE AVE	MILWAUKEE, WI 53216-1327
CURRENT OCCUPANT	4905 W HOPE AVE	MILWAUKEE, WI 53216-1329

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Total Records: 62

Radius: 250.0 feet and Center of Circle: 4203 N 48th St



# 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:

WHOLESALE AUTO DEALER

Do you have any experience operating this type of business?  No  Yes If yes, explain:

## 2. Business Operations

- a. Proposed Opening Date: 08/15/21
- 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: 2 Locations: KITCHEN BASEMENT  
Outside: 2 Locations: GARAGE
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: CITY OF MILWAUKEE

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 2 and describe the parking security plan: FENCED AND MONITORED SURVEILLANCE
- 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? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe CAMERA  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 3 and list locations: OVER PARKING OVER FRONT OVER REAR DOOR
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol _____%	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>100</u> % Describe: <u>WHEELS PRECIOUS</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: \_\_\_\_\_     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     Gas Station     Extended Hours     Class "B" Tavern     Weights & Measures
- Secondhand Dealer     Precious Metal & Gem     Other: \_\_\_\_\_

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

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

## 9. Premises Description

a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop

Other: Describe: CONCRETE SLAB CONCRETE SLAB

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_

c. Nearest Major Cross Street: 51 ST HOPE SHEPHERD HOPE

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: LAMAR ROYAL Phone Number: 414 334 9606

Building Owner Address: 4203 N 48TH ST MILWAUKEE, WI 53216

## 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	9 AM - 2 PM	2:00 PM	2	18 - 40	
Tuesday	9:00 AM	2:00 PM	2	18 - 40	
Wednesday	9:00 AM	2:00 PM	2	18 - 40	
Thursday	9:00 AM	2:00 PM	2	18 - 40	
Friday	9:00 AM	2:00 PM	2	18 - 40	
Saturday	9:00 AM	2:00 PM	2	18 - 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 Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

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

## 11. Signature(s)

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

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

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





## SECONDHAND MOTOR VEHICLE DEALER LICENSE SUPPLEMENTAL PLAN OF OPERATION

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](mailto:license@milwaukee.gov)

Legal Entity Name: ELARE HOLDINGS C.L.C.  
Premises Address: 4203 N 48TH ST MILWAUKEE WI 53216

### SECTION 1 LICENSE TYPE

What type of license are you applying for? (check one)  Retail  Wholesale

### SECTION 2

Will you also be dealing in secondhand vehicle parts?  Yes  No

If wholesale, is the premises address a residential (home) address?  Yes  No

If yes, you must obtain a Home Occupational Statement from the Department of Neighborhood Services (414) 286-3874.

No vehicles can be parked and no customers are allowed at the premises.

The following questions in Section 2 do not apply to wholesale from a residential address. Go to Section 3.

Number of parking spaces available to customers/employees 2

Number of parking spaces that will be used for display/storage of Secondhand Motor Vehicles 2

Do you understand that all vehicles associated with the business must be stored on the licensed premise?  Yes  No

What are your plans to ensure this requirement is met (check all that apply)?  Employee Training

Supervisor Monitoring  Fenced Lot  Keys Kept in Locked Box  Other: \_\_\_\_\_

Do you understand all maintenance/repair work to these vehicles must be confined to the licensed premise?  Yes  No

What are your plans to ensure this requirement is met (check all that apply)?  Employee Training

Supervisor Monitoring  Designated Repair Area  Other: \_\_\_\_\_

Do you understand all keys to used motor vehicles offered for sale must be kept in a secure lockbox inside the dealership building at all times when the dealership is not open for business?  Yes  No

What are your plans to ensure this requirement is met (check all that apply)?  Employee Training

Supervisor Monitoring  Other: \_\_\_\_\_

### SECTION 3 DISCLOSURE

Has any person on the application ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 92 denied, not renewed, suspended, or revoked?  No  Yes

If yes, provide the circumstances and jurisdiction in which the event occurred (including a record of any actions from the State Department of Transportation and Financial Institutions relating to suspensions, revocations, forfeitures and warnings imposed by these departments relating to the operation of any automotive sales business by the applicant):

### SECTION 4 SIGNATURES

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

\_\_\_\_\_  
Additional partner or 20% or more shareholder