



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

Tuesday, April 14, 2026

COMMITTEE MEETING NOTICE

AD 06

LUNDT, Richard, Agent
MILWAUKEE DD LODGING INVESTORS, LLC
420 W JUNEAV AV
MILWAUKEE, WI 53203

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, April 28, 2026 at 01:15 PM

The access code is <https://meet.goto.com/979258013>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises, Hotel/Motel, Food Dealer and Sidewalk Licenses Renewal Application as agent for "MILWAUKEE DD LODGING INVESTORS, LLC" for "THE TRADE MILWAUKEE" at 420 W JUNEAV Av. 

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-4-4, 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. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

Notice for applicants with warrants or unpaid fines:

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

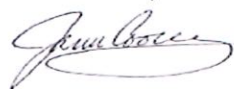
You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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

JIM OWCZARSKI, CITY CLERK

BY: _____



**Jim Cooney
License Division Manager**

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

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

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 03/12/26

LICENSE TYPE: Class B Tavern FOOD HOTEL

NEW:

RENEWAL:

No. 391074 391074 391075

Application Date:

License Location: 420 W Juneau

Business Name: The Trade

Licensee/Applicant: Lundt, Richard
(Last Name, First Name, MI)

Date of Birth: 02/13/68

Home Address: 407 S 94th Pl

City: Milwaukee

State: WI Zip Code: 53214

Home Phone:

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

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

1. On 06/05/23 at 10:15p.m., Milwaukee Police were dispatched to a Battery at 420 W Juneau. Investigation revealed two employees were in a physical dispute and security was asked to step in. Security observed one employee to be intoxicated and ultimately pepper sprayed the uncooperative while they were being escorted out of the building. The employee was issued a citation and released.

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The following items are related to 420 W. Juneau, The Trade Hotel.

2. On 10/13/24, at 9:05 p.m., officers were dispatched to a Trouble with Subject complaint. The caller stated a subject became belligerent with staff, but they left prior to officers' arrival. No additional police services were needed.
3. On 11/10/24, at 9:04 p.m., an officer was dispatched to a Trouble with Subject complaint. The manager called regarding a subject causing a disturbance with employees in the restaurant after they were refused additional services. A security guard stood by with the subject and was cooperative during the investigation.

4. On 02/15/25, at 5:53 a.m., officers were dispatched to a Theft complaint. The caller who was a guest at the hotel requested officers retrieve their cell phone from a known subject who took it after a disagreement. Employees assisted officers during the investigation.
5. On 04/13/25, at 4:53 p.m., officers were dispatched to a Vehicle Theft complaint. Investigation revealed the caller's car was illegally towed off a public street by a private contractor on request of employees. The tow company was not cooperative and refused officers' request to release the vehicle. The valet service and hotel employees refused to call the private tow company and have the caller's vehicle released, which resulted in the caller not being able to retrieve their vehicle.
6. On 04/28/25, at 6:40 a.m., an officer observed multiple valet signs posted on the roadway in front of the business causing a traffic hazard. A manager was advised the signs had to be removed from the roadway. The manager stated a contracted valet service placed the signs there, but they will be informing the contractor of the issues.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502170081

OtherEvent #: 25-LP-0253

Incident

420 W JUNEAU AV Milwaukee, WI 53203

Incident Date/Time:: 10/13/2024 21:03:00
CAD Number:: P2410131336
District:: 1
Beat:: 140
Reporting Area:: 4304

Business Agent (1)

LUNDT, RICHARD

Person Involvement: (Must choose AGENT from drop down): Agent
DOB:: 02/13/1968
Sex:: UNKNOWN
Race:: UNKNOWN
Phone 1 Number:: (214)-783-1685
Phone 1 Type:: Phone
Address:: 407 S 94TH PL
Apartment or Suite:: #411
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53214

Licensed Premise Data (1)

The Trade Hotel

Phone 1 Number:: (414)-644-0080
Address:: 420 W JUNEAU AV
City:: Milwaukee
State:: WI
Zip Code:: 53203
License Type:: Hotel/Motel
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)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502170081

OtherEvent #: 25-LP-0253

LICENSED PREMISE REPORT

Siebert, Maxwell 030924

02/17/2025

This Report was written by P.O Maxwell SIEBERT assigned to District 1 Early Shift Squad 1230 with PO Jason TATE.

On October 13th, 2024, at approximately 9:05PM we were dispatched to 420 W Juneau Ave, which is located in the City and County of Milwaukee, for a Trouble with Subject complaint.

Upon arrival we spoke with the caller who stated that the subject was no longer on scene. The caller stated that the subject was belligerent with staff at the location, but nothing became physical with the staff and no property damage was caused during the incident. The caller stated the subject left under their own power before we arrived on scene.

The staff at the location were cooperative I did not speak with the business agent Richard LUNDT.

A Community contact card was issued.

The License Agent for this establishment is Richard LUNDT.

End of Report

Officer (2)		
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Reporting Officer:	Siebert, Maxwell (030924)	02/17/2025 16:55:00
Section: (Work Location):	12	
Approving Officer:	Borchert, Lori C (016019)	06/10/2025 15:40:08

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502170081

OtherEvent #: 25-LP-0253

Section: (Work Location): 13

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502210001

OtherEvent #: 25-LP-0790

Incident

420 W JUNEAU AV Milwaukee, WISCONSIN 53203

Incident Date/Time:: 11/10/2024 21:04:00
CAD Number:: P2411101307
District:: 1
Beat:: 140

Business Agent (1)

LUNDT, RICHARD MICHAEL

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):
DOB:: 02/13/1968
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (214)-783-1685
Phone 1 Type:: Phone
Address:: 2324 BRIDGEPORT DR
City:: LITTLE ELM
State:: TEXAS
Zip Code:: 75068

Licensed Persons Involved (2)

JENSEN, MAXWELL J

Person Involvement:: Manager
DOB:: 12/31/1997
Sex:: MALE
Race:: WHITE
Phone 1 Number:: 4145260397
Phone 1 Type:: CELL

ANDREWS, LARRY

Person Involvement:: Employee
DOB:: 12/26/1959
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Phone 1 Number:: 4149997239
Phone 1 Type:: CELL

Licensed Premise Data (1)

THE TRADE HOTEL

Address:: 420 W JUNEAU AV
City:: Milwaukee
State:: WISCONSIN

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502210001

OtherEvent #: 25-LP-0790

Zip Code::	53203
License Type::	Hotel/Motel
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)

LICENSED PREMISE REPORT

Munkvold, Emma A 036938

02/21/2025

This report is written by P.O Emma MUNKVOLD, assigned to District 1 Late Shift, Squad 1340.

10-Sgt GV

On Sunday November 17, 2024, at 21:04, I was dispatched to 420 W Juneau Ave Milwaukee Wi for a trouble with subject.

Upon arrival I observed a B/M outside the located who appeared to be disgruntled, As well as hotel security. I spoke to the caller who stated that he is a manager for the hotel, Maxwell JENSEN stated that the subject was being disrespectful to service staff in the restaurant and became upset when he was cut off and asked to leave. JENSEN stated that the SUBJECT threw food while in the restaurant.

JENSEN stated that police were called to remove the subject from restaurant premises.

The business was cooperative in the investigation.

End of report.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502210001

OtherEvent #: 25-LP-0790

The business had 1 security officer on scene identified as Larry ANDREWS

The security officer was helpful in providing information during this investigation.

No camera footage was viewed.

Officer (2)

Reporting Officer:	Munkvold, Emma A (036938)	02/21/2025 00:04:00
Section: (Work Location):	13	
Approving Officer:	Meyer, Gregory L (024289)	03/14/2025 00:40:20
Section: (Work Location):	12	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502210002

OtherEvent #: 25-LP-0310

Incident

420 W JUNEAU AV Milwaukee, WI 53203

Incident Date/Time:: 02/15/2025 05:23:00
CAD Number:: P2502150218
District:: 1
Beat:: 140
Reporting Area:: 4304

Business Agent (2)

DIFFLEY, NOLAN M

Person Involvement: (Must choose AGENT from drop down): Employee
DOB:: 01/04/1996
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-644-0080
Phone 1 Type:: Work

LUNDT, RICHARD

Person Involvement: (Must choose AGENT from drop down): Agent
DOB:: 02/13/1968
Sex:: UNKNOWN
Race:: UNKNOWN
Phone 1 Number:: (214)-783-1685
Phone 1 Type:: Phone
Address:: 407 S 94TH PL
Apartment or Suite:: #411
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53214

Licensed Premise Data (1)

The Trade Hotel

Address:: 420 W JUNEAU AV
City:: Milwaukee
State:: WI
Zip Code:: 53203
License Type:: Hotel/Motel
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444

Case #:C2502210002

OtherEvent #: 25-LP-0310

Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Gonzalez, David 037817

02/21/2025

This report is written by P.O. David GONZALEZ, assigned to District 1 AND Late Shift, SQUAD 1320.

On Saturday, February 15th, 2025, at approximately 5:35AM, I, P.O. GONZALEZ, along with my partner, P.O. Emma MUNKVOLD were dispatched to Theft at The Trade Hotel, located at 420 W Juneau Ave, in the City and County of Milwaukee.

Upon arrival, we were speaking with the caller who stated that her boyfriend took her phone and was trying to make her leave the hotel with him. The caller just wanted her phone back and stay in her hotel room and stated that she did not want to be around boyfriend who was upset with her. As we were getting the phone back from the boyfriend, hotel staff at the Trade hotel were trying to help us and the caller figure a solution so that boyfriend does not return to cause a disturbance. One of the staff in the front desk who identified as Nolan M. DIFFLEY (W/M 01/04/1996) assisted us and the caller by making a brand-new key card for the room that only the caller would have access to. The staff stated they would not valet the vehicle that the boyfriend drives and will not allow boyfriend to being around. This made the caller feel safe to return to her room as she got her phone back. The staff stated they would call police if the boyfriend returned and causes a disturbance.

End of report.

Officer (2)

Reporting Officer:	Gonzalez, David (037817)	02/21/2025 00:08:00
Section: (Work Locatlon):	13	
Approving Officer:	Rice, Nicholas T (015501)	02/28/2025 22:16:05

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502210002

OtherEvent #: 25-LP-0310

Section: (Work Location): 13

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504130140

OtherEvent #: 25-LP-1624

Incident

420 W JUNEAU AV MILWAUKEE, WISCONSIN 53203

Incident Date/Time:: 04/13/2025 13:00:00
CAD Number:: P2504131164
District:: 1
Beat:: 140

Business Agent (1)

LUNDT, RICHARD

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 02/13/1968
Sex:: UNKNOWN
Race:: UNKNOWN
Phone 1 Number:: (214)-783-1685
Phone 1 Type:: Phone
Address:: 407 S 94TH PL
Apartment or Suite:: #411
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53214

Licensed Premise Data (1)

THE TRADE HOTEL

Phone 1 Number:: (414)-644-0080
Phone 1 Type:: Phone
Address:: 420 W JUNAEU AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53212
License Type:: Hotel/Motel
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:: Yes

Narrative (1)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444

Case #:C2504130140

OtherEvent #: 25-LP-1624

LICENSED PREMISE REPORT

Tivnan, Patrick W 029829

04/13/2025

This report is written by P.O Patrick TIVNAN, District 1 Early Shift, Squad 1241 with P.O George PHILLIPS.

On Sunday April 13th, 2025, at 4:53 pm we were dispatched to 3950 N Holton St for a theft of vehicle complaint.

Initially I spoke with caller Andrew D NOVAK (w/m DOB 11/22/1992) by phone, who stated he parked his 2025 Chevrolet Silverado (WI: VT9830) on W Juneau Av, directly north of N Vel R Phillips Av, on 4/13/2025. NOVAK stated he parked in between two signs which read Temporary Tow Away Zone Except Sat & Sun. I checked W Juneau Av and visually verified these intact signs. This incident took place on a Sunday.

A check of the Tow File revealed NOVAK's vehicle was towed by Legends Towing to 3950 N Holton Av at 1:15pm. The listed reason for the tow was entered as "PRIVATE PROPERTY BY CONTRACTOR". NOVAK's vehicle was in fact parked on public property.

I called Legends Towing at 414-336-8792 and spoke with an unidentified male who initially refused to provide information, repeatedly challenged why the police were calling, and attempting to redirect my questioning. The male subject eventually stated the vehicle was parked in the Trade Hotel's (420 W Juneau Av) circle drive, under an overhang.

I then spoke with an on-duty supervisor of PMC Valet (who operate valet services at the Trade Hotel) who confirmed that

NOVAK's vehicle was parked on W Juneau Av, and not in the Trade Hotel's circle drive. The Valet supervisor indicated that both PMC Valet and The Trade Hotel have been in the practice of placing cones in the street, to facilitate guest drop off by large busses, considered that area of W Juneau Av to be the "Valet Area", and call in private tows to remove vehicle from the street.

A check with parking enforcement revealed neither the Trade Hotel nor PMC Valet services has the

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504130140

OtherEvent #: 25-LP-1624

proper authorization or signage from the City of Milwaukee to tow vehicles from this section of W Juneau Av. I informed the Valet Supervisor that PMC Valet or the Trade Hotel would need explicit permission, and appropriate signage from the City of Milwaukee to engage in this practice. I also informed an on-duty manager of The Trade hotel of this situation. I encouraged both the Valet Supervisor and the front desk manager to call Legends Towing and attempt to remedy the situation on behalf of NOVAK. Both declined to call Legends Towing.

We then returned to 3950 N Holton Av, and advised NOVAK, who continued to wait outside Legends Towing, that we will be unable to retrieve his vehicle and advised him to call MPD first thing in the morning, during Legends Towing business hours.

End Report.

Officer (2)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: C2504130140

OtherEvent #: 25-LP-1624

Reporting Officer:	Tivnan, Patrick W (029829)	04/13/2025 20:14:00
Section: (Work Location):	12	
Approving Officer:	Pautzke, Jeffrey W (017802)	04/15/2025 16:29:04
Section: (Work Location):	12	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504280037

OtherEvent #: 25-LP-1845

Incident

420 W JUNEAU AV Milwaukee, WI 53203

Incident Date/Time:: 04/28/2025 06:30:00
CAD Number:: P2504280262
District:: 1
Beat:: 140
Reporting Area:: 4304

Business Agent (2)

SCHUBERT, ALEX

Person Involvement: (Must choose AGENT from drop down): Manager
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-644-5462
Phone 1 Type:: Main

LUNDT, RICHARD MICHAEL

Person Involvement: (Must choose AGENT from drop down): Agent
DOB:: 02/13/1968
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (214)-783-1685
Phone 1 Type:: Phone
Address:: 2324 BRIDGEPORT DR
City:: LITTLE ELM
State:: TEXAS
Zip Code:: 75068

Licensed Premise Data (1)

THE TRADE

Phone 1 Number:: (414)-644-0080
Phone 1 Type:: Main
Address:: 420 W JUNEAU AV
City:: Milwaukee
State:: WI
Zip Code:: 53203
License Type:: Hotel/Motel
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504280037

OtherEvent #: 25-LP-1845

Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Kulcinski, Brendan R 029237

04/28/2025

This report is written by P.O. Brendan KULCINSKI, assigned to District One, Late Shift, squad 1330.

On Monday, April 28, 2025, at approximately 6:40 AM, I was traveling Westbound in the 400 block of W Juneau Av when I observed multiple "Valet" signs located on the public roadway blocking traffic in front of the location.

I spoke to licensed premise manager, Alex SCHUBERT. I informed SCHUBERT regarding these signs which were located in the street blocking traffic and that the signage needs to be off of the public roadway.

The business was cooperative with the investigation. SCHUBERT stated that the signs are/were placed on the street by their valet company, which is outsourced. SCHUBERT stated that he has a meeting scheduled today (4-28-25) with the valet company and he will add this issue to his plans for the meeting.

Officer (2)

Reporting Officer:	Kulcinski, Brendan R (029237)	04/28/2025 06:41:00
Section: (Work Location):	13	
Approving Officer:	Rice, Nicholas T (015501)	04/28/2025 23:25:23
Section: (Work Location):	13	



Tuesday, April 14, 2026



Notice of Public Hearing

Blank Notice

LUNDT, Richard, Agent
The Trade Milwaukee at 420 W Juneau Av
Class B Tavern, Public Entertainment Premises, Hotel/Motel, Food Dealer and Sidewalk Licenses
Renewal Application

Tuesday, April 28, 2026 at 1:15 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 on 4/28/2026 at 1:15 PM 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.

CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 2805	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 2806	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 2807	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 2808	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 2901	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 2902	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 2903	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 3001	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 3002	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 3003	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 3004	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 3005	MILWAUKEE, WI 53203-1142
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 801	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 802	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 901	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 902	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 904	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 905	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 906	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 907	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 908	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 909	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 910	MILWAUKEE, WI 53203-1123
CURRENT OCCUPANT	1141 N DR MARTIN LUTHER KING DR# 911	MILWAUKEE, WI 53203-1123

Blank Notice

Total Records 211

Radius 300 feet and Center of the Circle: 420 W Juneau Av

2025-2026 Plan of Operation for 420 W JUNEAU AV

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: **Receptacles @ least 25ft from entrance**

Number of garbage cans: Inside 21 Locations: Bathrooms public spaces
Outside 6 Locations: each main entrance

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

Number of restrooms: **11 public** Name of solid waste contractor: **Waste Mgmt**

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

Are there designated loading areas? No Yes If Yes, describe security plans: **All loading/unloading takes place at back dock**
All doors are restricted to employee only

Do you have security personnel on the premise? No Yes If Yes, how many? 1

AND What are their responsibilities? To patrol public areas and outside entrances

What security equipment do they use? None

List their license number(s): 3rd party company

Are there security cameras? No Yes If Yes, list all locations: Entrances and public spaces

Are searches and/or identification checks conducted upon entry? No Yes If Yes, describe:
All guests must present ID

2. Percentage of Sales (must total 100%)

Alcohol 9 % Food Sales 16 % Entertainment 0 % Other 75 % Includes room rev

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: **Meeting space**

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 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 Area: 642 square feet Fee: \$1,284.00

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: FREST 22223 Fee: \$1,440.00

Your current food license includes the following food operations:
DHS - COMPLEX, Sales \$200,001 - \$2,000,000, Tavern Restaurant.
Are there any changes to your food operations as listed above? No Yes, if Yes, explain

8. Weights and Measures:

Number/Type of Devices:
Are there any changes to the number or types of devices? No Yes
If yes, contact our office for further instructions.

1. CURRENT APPROVED ENTERTAINMENT for The Trade Milwaukee 420 W JUNEAU AV

The following types of entertainment have been approved for your current Public Entertainment Premises license:

Disc Jockey, Instrumental Musicians, Bands

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Bands | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Comedy Acts |
| <input type="checkbox"/> Disc Jockey | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Poetry Readings | <input type="checkbox"/> Dancing by Performers |
| <input type="checkbox"/> Jukebox | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Patron Contests | <input type="checkbox"/> Patrons Dancing |
| <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Karaoke | <input type="checkbox"/> Bowling Alley
How many? _____ | <input type="checkbox"/> Pool Tables
How many? _____ |
| <input type="checkbox"/> Motion Pictures (movies by admission)
How many screens? _____ | <input type="checkbox"/> Amusement Machines
How many? _____ | <input type="checkbox"/> Concerts
Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input type="checkbox"/> Hookah Service | <input type="checkbox"/> Other: _____ | | |

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? No Yes If Yes, Describe:

At any time will sound amplification be used? No Yes If Yes, Describe:

There are speakers located throughout the hotel, mtg space, restaurants & sidewalk dining area

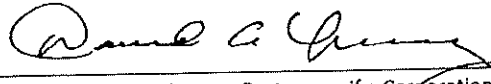
5. SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.


Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign