



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

Tuesday, September 16, 2025

COMMITTEE MEETING NOTICE

AD 06

JOHNSON, Ladiama, Agent
CREAM CITY SOCIAL EATERY LLC
432 E CENTER ST
MILWAUKEE, WI 53212

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, September 30, 2025 at 10:10 AM

The access code is <https://meet.goto.com/693319149>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Public Entertainment Premises License Transfer Application with Change of Legal Entity and Food Dealer License Application as agent for "CREAM CITY SOCIAL EATERY LLC" for "CREAM CITY SOCIAL EATERY" at 432 E CENTER ST.

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



Tuesday, September 16, 2025



Notice of Public Hearing

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JOHNSON, Ladiama, Agent

CREAM CITY SOCIAL EATERY at 432 E Center St

Class B Tavern and Public Entertainment Premises Licenses Transfer Application with Change of
Legal Entity and Food Dealer License Application

Tuesday, September 30, 2025 at 10:10 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 9/30/2025 at 10:10 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-Transfer 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
BUSINESS OCCUPANT	2663 N HOLTON ST	MILWAUKEE, WI 53212-2928
BUSINESS OCCUPANT	2669 N HOLTON ST	MILWAUKEE, WI 53212-2928
BUSINESS OCCUPANT	2670 N BUFFUM ST	MILWAUKEE, WI 53212-2913
BUSINESS OCCUPANT	2670 N HOLTON ST	MILWAUKEE, WI 53212-2929
BUSINESS OCCUPANT	2672 N HOLTON ST	MILWAUKEE, WI 53212-2929
BUSINESS OCCUPANT	2676 N HOLTON ST	MILWAUKEE, WI 53212-2929
BUSINESS OCCUPANT	2678 N HOLTON ST	MILWAUKEE, WI 53212-2929
BUSINESS OCCUPANT	2679 N HOLTON ST	MILWAUKEE, WI 53212-2928
BUSINESS OCCUPANT	2717 N HOLTON ST	MILWAUKEE, WI 53212-2519
BUSINESS OCCUPANT	415 E CENTER ST	MILWAUKEE, WI 53212-2916
BUSINESS OCCUPANT	418 E CENTER ST	MILWAUKEE, WI 53212-2917
BUSINESS OCCUPANT	432 E CENTER ST	MILWAUKEE, WI 53212-2917
BUSINESS OCCUPANT	500 E CENTER ST	MILWAUKEE, WI 53212-2957
BUSINESS OCCUPANT	513 E CENTER ST	MILWAUKEE, WI 53212-2956
BUSINESS OCCUPANT	514 E CENTER ST	MILWAUKEE, WI 53212-2957
BUSINESS OCCUPANT	520 E CENTER ST	MILWAUKEE, WI 53212-2957
BUSINESS OCCUPANT	533 E CENTER ST	MILWAUKEE, WI 53212-2956
CURRENT OCCUPANT	2656 N HOLTON ST	MILWAUKEE, WI 53212-2929
CURRENT OCCUPANT	2657 N HOLTON ST	MILWAUKEE, WI 53212-2928
CURRENT OCCUPANT	2658 N HOLTON ST	MILWAUKEE, WI 53212-2929
CURRENT OCCUPANT	2662 N HOLTON ST	MILWAUKEE, WI 53212-2929
CURRENT OCCUPANT	2663A N HOLTON ST	MILWAUKEE, WI 53212-2928
CURRENT OCCUPANT	2664 N HOLTON ST	MILWAUKEE, WI 53212-2929
CURRENT OCCUPANT	2665 N HOLTON ST	MILWAUKEE, WI 53212-2928
CURRENT OCCUPANT	2668 N HOLTON ST	MILWAUKEE, WI 53212-2929
CURRENT OCCUPANT	2668A N HOLTON ST	MILWAUKEE, WI 53212-2929
CURRENT OCCUPANT	2669 N BOOTH ST	MILWAUKEE, WI 53212-2908
CURRENT OCCUPANT	2669A N HOLTON ST	MILWAUKEE, WI 53212-2928
CURRENT OCCUPANT	2669B N HOLTON ST	MILWAUKEE, WI 53212-2928
CURRENT OCCUPANT	2672 N HOLTON ST# A	MILWAUKEE, WI 53212-2929
CURRENT OCCUPANT	2674 N HOLTON ST	MILWAUKEE, WI 53212-2929
CURRENT OCCUPANT	2675 N BOOTH ST# 1	MILWAUKEE, WI 53212-2908
CURRENT OCCUPANT	2675 N BOOTH ST# 2	MILWAUKEE, WI 53212-2908
CURRENT OCCUPANT	2675 N BOOTH ST# 3	MILWAUKEE, WI 53212-2908
CURRENT OCCUPANT	2675 N BOOTH ST# 4	MILWAUKEE, WI 53212-2908
CURRENT OCCUPANT	2675 N BOOTH ST# 5	MILWAUKEE, WI 53212-2908
CURRENT OCCUPANT	2675 N HOLTON ST	MILWAUKEE, WI 53212-2928
CURRENT OCCUPANT	2676 N HOLTON ST# A	MILWAUKEE, WI 53212-2929
CURRENT OCCUPANT	2678 N HOLTON ST	MILWAUKEE, WI 53212-2929
CURRENT OCCUPANT	2705 N HOLTON ST	MILWAUKEE, WI 53212-2519
CURRENT OCCUPANT	2710B N BUFFUM ST	MILWAUKEE, WI 53212-2511
CURRENT OCCUPANT	2716 N BUFFUM ST	MILWAUKEE, WI 53212-2511
CURRENT OCCUPANT	2716A N BUFFUM ST	MILWAUKEE, WI 53212-2511
CURRENT OCCUPANT	2717 N BOOTH ST	MILWAUKEE, WI 53212-2532
CURRENT OCCUPANT	2717A N HOLTON ST	MILWAUKEE, WI 53212-2519
CURRENT OCCUPANT	2723 N BOOTH ST	MILWAUKEE, WI 53212-2532

CURRENT OCCUPANT	2723A N BOOTH ST	MILWAUKEE, WI 53212-2532
CURRENT OCCUPANT	2723B N BOOTH ST	MILWAUKEE, WI 53212-2532
CURRENT OCCUPANT	2725 N BOOTH ST	MILWAUKEE, WI 53212-2532
CURRENT OCCUPANT	2731 N BOOTH ST	MILWAUKEE, WI 53212-2532
CURRENT OCCUPANT	2731 N HOLTON ST	MILWAUKEE, WI 53212-2519
CURRENT OCCUPANT	2731A N HOLTON ST	MILWAUKEE, WI 53212-2519
CURRENT OCCUPANT	2733 N BOOTH ST	MILWAUKEE, WI 53212-2532
CURRENT OCCUPANT	2736 N BUFFUM ST	MILWAUKEE, WI 53212-2511
CURRENT OCCUPANT	2737 N HOLTON ST	MILWAUKEE, WI 53212-2519
CURRENT OCCUPANT	2737A N HOLTON ST	MILWAUKEE, WI 53212-2519
CURRENT OCCUPANT	2740 N BUFFUM ST	MILWAUKEE, WI 53212-2511
CURRENT OCCUPANT	2740 N HOLTON ST	MILWAUKEE, WI 53212-2520
CURRENT OCCUPANT	2740A N BUFFUM ST	MILWAUKEE, WI 53212-2511
CURRENT OCCUPANT	2740A N HOLTON ST	MILWAUKEE, WI 53212-2520
CURRENT OCCUPANT	2741 N HOLTON ST	MILWAUKEE, WI 53212-2519
CURRENT OCCUPANT	2741A N HOLTON ST	MILWAUKEE, WI 53212-2519
CURRENT OCCUPANT	2744 N BUFFUM ST	MILWAUKEE, WI 53212-2511
CURRENT OCCUPANT	2744 N HOLTON ST	MILWAUKEE, WI 53212-2520
CURRENT OCCUPANT	2744A N BUFFUM ST	MILWAUKEE, WI 53212-2511
CURRENT OCCUPANT	2744A N HOLTON ST	MILWAUKEE, WI 53212-2520
CURRENT OCCUPANT	2745 N HOLTON ST	MILWAUKEE, WI 53212-2519
CURRENT OCCUPANT	2748 N HOLTON ST	MILWAUKEE, WI 53212-2520
CURRENT OCCUPANT	2748A N HOLTON ST	MILWAUKEE, WI 53212-2520
CURRENT OCCUPANT	427 E CENTER ST	MILWAUKEE, WI 53212-2916
CURRENT OCCUPANT	430 E CENTER ST	MILWAUKEE, WI 53212-2917
CURRENT OCCUPANT	504 E CENTER ST	MILWAUKEE, WI 53212-2957
CURRENT OCCUPANT	505 E CENTER ST	MILWAUKEE, WI 53212-2956
CURRENT OCCUPANT	506 E CENTER ST	MILWAUKEE, WI 53212-2957
CURRENT OCCUPANT	510 E CENTER ST	MILWAUKEE, WI 53212-2957
CURRENT OCCUPANT	512 E CENTER ST	MILWAUKEE, WI 53212-2957
CURRENT OCCUPANT	514A E CENTER ST	MILWAUKEE, WI 53212-2957
CURRENT OCCUPANT	518 E CENTER ST	MILWAUKEE, WI 53212-2957
CURRENT OCCUPANT	524 E CENTER ST	MILWAUKEE, WI 53212-2957
CURRENT OCCUPANT	524A E CENTER ST	MILWAUKEE, WI 53212-2957
CURRENT OCCUPANT	524B E CENTER ST	MILWAUKEE, WI 53212-2957

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Total Records: 81

Radius 250 feet and Center of the Circle: 432 E Center St



BUSINESS TRANSFER APPLICATION

ccl-transfer 7/11/2024

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 www.milwaukee.gov/license license@milwaukee.gov

SECTION 1 CHECK THE TYPE OF TRANSFER:

☐ CHANGE OF LOCATION ☒ REORGANIZATION OF LEGAL ENTITY ☐ CHANGE OF AGENT ☐ TRANSFER OF STOCK

SECTION 2 LIST ALL LICENSE(S) TO TRANSFER:

Type/Number: BTAVN 213162 Type/Number: PEP 10339 Type/Number:

Type/Number: Type/Number: Type/Number:

SECTION 3 LICENSE(S) ARE CURRENTLY ISSUED TO:

Legal Entity Name: Diamond vision investments llc

Premises Address: 432 E Center Street Milwaukee WI 53212

SECTION 4 TRANSFER TO: (ENTER ALL OWNERSHIP INFORMATION WHETHER IT IS CHANGING OR NOT)

Legal Entity (check one): ☐ Sole Proprietor ☐ Partnership ☐ Corporation ☒ LLC ☐ Non Profit

Legal Entity Name: Cream City Social Eatery LLC Trade/DBA Name:

Premises Address (include city/state/zip):

432 E Center Street Milwaukee WI 53212

Mailing Address: ☒ Same as premise ☐ Other (include city/state/zip):

Phone: 414-763-5448

Email: diamondjohnson9@yahoo.com

SECTION 5 AGENT / SOLE PROPRIETOR / 1ST PARTNER

FULL LEGAL NAME (Last, First & Middle Initial): Johnson Ladama L Date of Birth: 3-13-1980

Home Address (include city/state/zip):

8535 W North Ave Wauwatosa WI 53226

Driver's License Number/State ID #: 5525-5328-0593-01 State: WI

Home Phone:

Cell Phone: 414-915-6323

Percent of Ownership Interest (if applicable): 100%

Email: diamondjohnson9@yahoo.com

SECTION 6 LIST ALL PERSONS WITH 20% OR MORE OWNERSHIP INTEREST / ADDITIONAL PARTNERS

FULL LEGAL NAME (Last, First & Middle Initial):

Date of Birth:

Home Address (include city/state/zip):

Driver's License Number/State ID #: State:

Home Phone:

Cell Phone:

Percent of Ownership Interest:

Email:

FULL LEGAL NAME (Last, First & Middle Initial):

Date of Birth:

Home Address (include city/state/zip):

Driver's License Number/State ID #: State:

Home Phone:

Cell Phone:

Percent of Ownership Interest:

Email:

Are there additional persons with 20% or more interest or partners? ☐ No ☐ Yes If yes, attach additional forms as necessary.

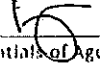
Office Use Only: Initials (P) Filed 8/12/25 Application #(s) BTAVN 384532 Paid PEP 384533

MPD DNS LC CC


Issued License #(s)

SECTION 7 PLAN OF OPERATION & FLOOR PLAN ATTESTATION

I/we have reviewed the existing Plan of Operation & Floor Plan on file with the City of Milwaukee-License Division. If I/we wish to change either the existing Plan of Operation and/or Floor plan, I/we will submit a new Plan of Operation and/or Floor Plan to the City of Milwaukee License Division.


Initials of Agent or 20%+ Owner

I/we have reviewed the aforementioned documents and will submit updated versions of those documents if there are changes.


Initials of Agent or 20%+ Owner

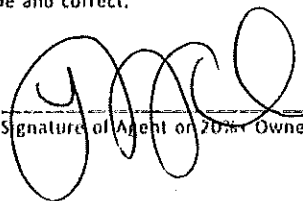
SECTION 8 SIGNATURE(S)

I/we understand that I am/we are required to inform the City Clerk within 10 days of any substantial changes in any of the information supplied in this application.

I/we have knowledge of the City Ordinances currently regulating the license applied for herein, and understand that the license may be subject to suspension, non-renewal or revocation, if I/we violate any rule or regulation relating to this license.

I/we understand that I/we 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/we certify that I am/we are the applicant and all statements are true and correct.


Signature of Agent or 20%+ Owner



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:

Restaurant, catering hall venue

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: Currently operating as Diamond vision investments DBA Cream city social eatery LLC

2. Business Operations

- a. Proposed Opening Date: Currently operating
- 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: Tavern, class B, Food, entertainment
- 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): 432 E center street Milwaukee WI 53212
- 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: Microphones, Speakers

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 8 Locations: Dining areas, Kitchen, Hallways
Outside: 2 Locations: Back area
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 6
- 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: Back of Building
For loading
- 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? 14 and list locations: _____
6 inside 8 outside.
- e. Will searches/identification checks be done upon entry? ☐ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>20</u> %	Food <u>70</u> % Cigarettes, Electronic Vape Devices, Tobacco Products _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>10</u> %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %			

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: _____ Number of Rooms: _____
☐ Rooming House: Number of Floors: _____ 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 _____ (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: Holtz

d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____

e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 2 ☐ Other: _____

f. Describe Surrounding Area: ☐ Commercial ☒ Residential ☐ Industrial ☐ Other: _____

g. Building Owner Name: Dannd Vision Investments LLC Phone Number: 44-915-6323

Building Owner Address: 1922 N 37th Street Milwaukee WI 53208

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	7am	2:00am	250	21-80	None
Monday	7am	2:00am	100	21-60	None
Tuesday	7am	2:00am	250	21-60	None
Wednesday	7am	2:00am	250	21-60	None
Thursday	7am	2:00am	300	21-60	None
Friday	7am	2:30am	300	21-50	None
Saturday	7am	2:30am	300	21-50	None

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

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday

Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

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

11. Signature(s)

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**

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: Cream City Social Eatery LLC
Premises Address: 432 E Center Street Milwaukee WI 53212

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 7,500 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: MILK, CHEESE, FISH, poultry, meat

SECTION 4 DETAILS OF OPERATION

Will you have seating on site for dining? ☐ No ☒ Yes

Will you be doing any catering? ☐ No ☒ Yes

Will you be doing any delivery? ☒ No ☐ Yes

Will you have outdoor activities? ☒ No ☐ Yes - Check all that apply: ☐ Bar ☐ Cooking/Grilling ☐ Dining

Will you have a drive thru window? ☒ No ☐ Yes - Are hours different from inside? ☐ No ☐ Yes

If Yes, provide drive thru hours: _____

Will scales or barcode scanners be used? ☐ No ☐ Yes - You must also apply for a Weights & Measures License.

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?

☒ At a single site ☐ 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?

☒ No If No, SKIP to Section 7

☐ Yes If Yes, check all that apply: ☐ New construction of a building ☐ Renovation or remodeling

☐ Construction changes to existing building ☐ Equipment changes only

Provide a brief description of the changes: _____

Start date: _____

Name, Address & Phone Number of Architect: _____

Name, Address & Phone Number of Contractor: _____

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?

☐ No If No, SKIP to Section 8

☒ Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?

☒ Immediately ☐ At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

☒ I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

☒ 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.

☒ 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.

☒ 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.

☒ 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: _____

Signature of Additional Partner: _____

NOTES

- 1 = Trash
2 = 100%



Quamby Hall Library
Neelands Johnson