



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

Wednesday, July 09, 2025

COMMITTEE MEETING NOTICE

AD 10

ALIOTO, Rachelle M, Agent
BOB AND ROSEMARIE, LLC
1668 N ASTOR St
Milwaukee, WI 53202

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, July 22, 2025 at 09:10 AM

The access code is <https://meet.goto.com/827697613>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting Instrumental Musicians, Bands, Poetry Readings and Patron Contest agent for "Bob and Rosemarie, LLC" for "Charles E. Fromage" at 5811 W VLIET 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 85-2.7-4, 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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

Jackson, Annette

From: License
Sent: Monday, June 16, 2025 4:12 PM
To: Jackson, Annette
Cc: Cooney, Jim; Milano, Marissa
Subject: FW: License Application for Charles E. Fromage Objection

Please add

From: [REDACTED]
Sent: Friday, June 13, 2025 6:27 PM
To: License <LICENSE@milwaukee.gov>
Subject: License Application for Charles E. Fromage Objection

REDACTED
BY
AS

- Hello -

I live at
Phone Number -
Email address -

I am objecting to the new license application for the Bar called Charles E Fromage. It is located 5811 W Vliet St.

According to the paper that I have received, they are applying for a new application for a Class B Tavern, Public Entertainment Premises and Food Dealer.

I object to this application because of the noise that this establishment contributes. According to the noise ordinance/complaints, Intermittent noise (boom boxes, loud parties, live music, etc.) is measured by the Milwaukee Police Department (MPD). If they can hear noise 50 feet away from the property, they can issue a citation.

They will have concerts and other things on the top of their building, twice a week during the summer. I have been putting up with this for a couple of years now. I was living in my apartment before the bar opened. During the concerts, they have 2 large speakers that blare music. The space is not a large space at all. Speakers are not needed to hear the music whatsoever. Last year, I listened to about 2 1/2 hours of harmonica playing through those speakers. I went for a walk and could hear the harmonica 2 blocks away easily. This is a common occurrence twice a week. All different music acts, all equally as bad. It used to be that every Thursday and Sunday they would have concerts. This year Friday has been their night of choice. I have talked to other neighbors around me and in the same building as me and they can hear the music every time as well. The speakers and music is being played in the direction of the building I live in. I have no Air Conditioning in my building so during the summer months

Even if my windows are closed I can still hear the music and speakers through my walls and windows. I work extended seasonal hours during the summer and the last thing I want to do is come to a warm house where I can't have the windows open and 2 hours of their friends putting on a "concert" I have heard other neighbors scream out their windows to be quiet and shut up as well.

I have emailed them and still the concerts commence twice a week for the whole summer and also have called the police on them for a noise violation.

If they want to have music inside their facility and sell alcohol I am all for it. But I do not approve and completely object to Charles E. Fromage being any sort of "entertainment" Facility. I do not want the rooftop concerts to happen anymore. It has been a giant nuisance. If anything they do not need the speakers outside of their building for the concerts,

I could care less if they want to run a bar and have food inside their building. BUT I DO NOT WANT THESE CONCERTS ON TOP OF THEIR BUILDING. I do not approve of this being an ENTERTAINMENT venue.

Thank you for your time.

Date: 06/24/25
Officer: Monreal

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Tavern Inspection

Name of Premise: Charles E Fromage
Address: 5811 W. Vliet St
Phone: 414-305-7766

Owner: Alioto, Rachelle M
Owner address: 1668 N Astor St
City State Zip: Milwaukee, WI 53202
Owner Phone: 414-289-0264
Owner email: rachelle.alioto@gmail.com

Licensee/Agent: Same
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: Sam Alioto 414-526-9870

Location currently open: ☒ YES ☐ NO

Projected open date: 8/1/25

Day's open: ☒S ☒M ☒T ☒W ☒Th ☒F ☒SA ☐ALL

Hours of Operation: Sun: 8a-12a ☐24 hours ☐Y ☐N
Mon: "
Tue: 4p-10p
Wed: "
Thu: "
Fri: "
Sat: "

Premise Type: ☒Tavern/Bar
☐Restaurant
☐Other: Banquet Hall /Event Space

Licenses currently held:
Alcohol: ☒Yes ☐No

Tobacco: ☐ Yes ☐ No
 Food: ☒ Yes ☐ No
 Extended Hours: ☐ Yes ☐ No
 Other: ☐ Yes ☐ No

Exterior Survey:

1. Is the area around the location clean? ☒ Yes ☐ No
2. What surrounds the location? (Check all the apply)
 - a. ☐ Park
 - b. ☐ School
 - c. ☐ Youth Center
 - d. ☐ Church
 - e. ☐ Tavern(s) If so, how many
 - f. ☒ Residential
 - g. ☒ Other businesses
 - h. ☐ Other:
3. Can you see from the outside of the location into the interior ☒ Yes ☐ No
4. Can you see the employees inside of the location from the outside ☒ Yes ☐ No
5. Are exterior windows free of signage ☒ Yes ☐ No
6. Is there a parking lot ☐ Yes ☒ No
7. Is the parking lot clean? ☐ Yes ☐ No
8. Off-Street parking ☐ Yes ☒ No
9. Is the parking lot well lit? ☐ Yes ☐ No
10. Valet Parking ☐ Yes ☒ No
 - a. Will this lot have a guard? ☐ Yes ☐ No
 - b. Will this lot have cameras? ☐ Yes ☐ No
11. Are there areas where a person could conceal themselves ☐ Yes ☒ No
12. Is there exterior lighting? ☒ Yes ☐ No. Does it appear to be adequate ☒ Yes ☐ No
13. Are there No Loitering Signs posted? ☐ Yes ☒ No
14. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Camera Survey:

15. Does this location have security cameras? ☒ Yes ☐ No
16. Are they in working order? ☒ Yes ☐ No
17. What format are the cameras?
 - a. Color ☒ Yes ☐ No
 - b. Digital ☒ Yes ☐ No
 - c. Recorded ☒ Yes ☐ No
18. How long is footage stored for later viewing: 30 days
19. Are there exterior cameras ☐ Yes ☐ No How many: 1
20. Are there interior cameras ☒ Yes ☐ No How many: 2
21. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No
22. Cameras located in parking lot ☐ Yes ☐ No How many

Interior Survey:

23. What is the planned capacity Pending

24. What is the minimum number of employees That will be on premise 1
25. Is the storeowner willing to be a standing complainant regarding loitering? ☒ Yes ☐ No
- a. If yes have them fill out the standing complaint form and give them two of the commercial signs ☐ Yes ☐ No
26. Is the interior of the location neat and clean? ☒ Yes ☐ No
27. Does an interior camera face the entrance/exit? ☒ Yes ☐ No
28. Is there a lockable area that separates employees from customers? ☐ Yes ☒ No
29. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
30. Does the owner know how to contact their police district directly? ☒ Yes ☐ No
- a. Did you provide a district contact guide to the owner? ☐ Yes ☒ No

Security

31. How many security personnel are going to be employed: 0
32. How will they be deployed: Interior Exterior
33. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun
34. Will the security be managed by business ☒ or contracted ☐
35. Will they be armed ☐ Yes ☒ No
36. What type of security measures to be used:
- ☐ Wanding/metal detector
 - ☐ ID Scanner
 - ☐ Dress Code
 - ☐ Cover Charge
 - ☐ Age restriction
 - ☒ Other Checking Id's

ADDITIONAL COMMENTS/RECOMMENDATIONS:

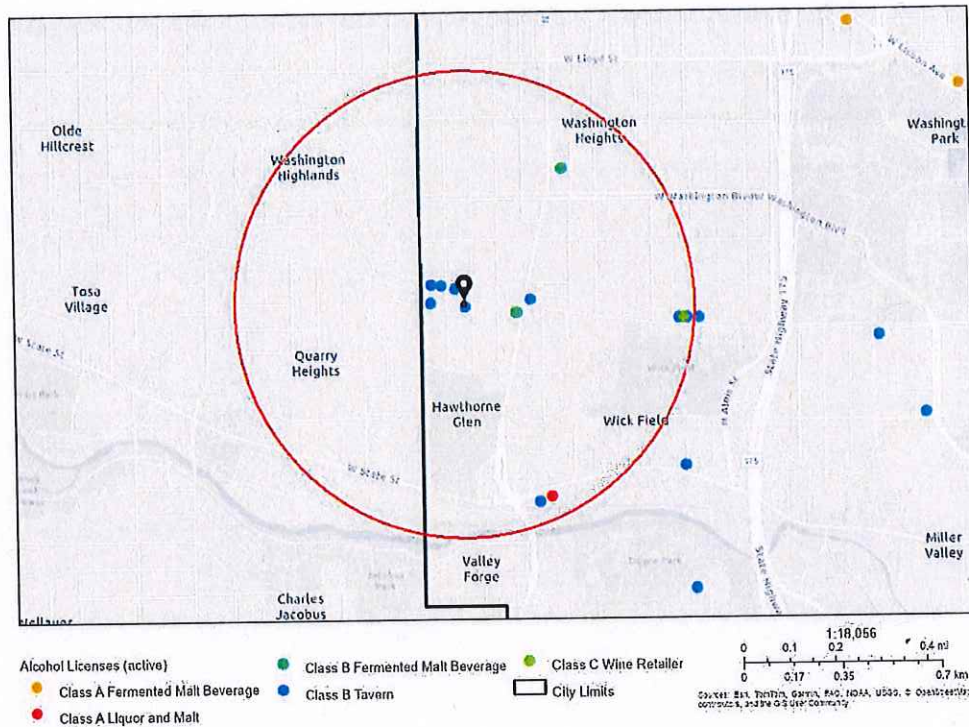


City 5811 W Vliet St

Area of Interest (AOI) Information

Area : 21,862,585.89 ft²

Jun 4 2025 12:37:12 Central Daylight Time



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	15		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	THE FIELD HOUSE, INC	DANA'S FIELDHOUSE	DANA N BLODGETT, Agt	5004 W VLIET ST	Class B Tavern License	70	7/5/2025, 7:00 PM	1
2	Charles E Fromage LLC	Charles E Fromage	Anthony G Schiro, Agt	5811 W Vliet ST	Class B Tavern License	14	7/28/2025, 7:00 PM	1
3	The Gymnasium, LLC	Dandy	Ryan J Day, Agt	5020 W VLIET ST	Class B Tavern License		9/20/2025, 7:00 PM	1
4	BF @ GL Properties LLC	The Neighborhood Draft	Brian V Felten, Agt	5921 W VLIET ST	Class B Tavern License		11/22/2025, 6:00 PM	1
5	ST SEBASTIAN CONGREGATION	St Sebastian Congregation	JOANN M PERLEBERG, Agt	1712 N 55TH ST	Class B Fermented Malt Beverage Retailer's License		12/30/2025, 6:00 PM	1
6	Highland Lanes LLC	Highland Lanes	DAVID N SCHERBART H, Agt	5830 W Vliet ST	Class B Tavern License	150	1/7/2026, 6:00 PM	1
7	Morgan Kenwood, LTD	The Times Cinema	LEE R BARCZAK, Agt	5906 W Vliet ST	Class B Tavern License		1/20/2026, 6:00 PM	1
8	Biersal Tavern LLC	Biersal Tavern	Eric T Gutbrod, Agt	5520 W VLIET ST	Class B Tavern License		2/25/2026, 6:00 PM	1
9	SAZCO, INC	SAZ'S STATE HOUSE	Stephanie L Sazama-Schneck, Agt	5539 W STATE ST	Class B Tavern License	228	4/4/2026, 7:00 PM	1
10	Wyeast Pizza LLC	Wy'east Pizza	Ann E Brock, Agt	5601 W Vliet ST	Class C Wine Retailer's License		3/30/2026, 7:00 PM	1
11	Wyeast Pizza LLC	Wy'east Pizza	Ann E Brock, Agt	5601 W Vliet ST	Class B Fermented Malt Beverage Retailer's License		3/30/2026, 7:00 PM	1
12	Valentine Coffee Co	Valentine Coffee Roasters	ROBBIN V KASHEVARO F, Agt	5918 W Vliet ST	Class B Tavern License		5/2/2026, 7:00 PM	1
13	Kettle Range Meat Company LLC	Kettle Range Meat Company	Mark D Bearce, Agt	5501 W State ST	Class A Malt & Class A Liquor License		5/19/2026, 7:00 PM	1
14	CARADARO CLUB RESTAURANT GROUP LLC	CARADARO CLUB	WALLACE M KUTCH, Agt	5010 W VLIET ST	Class B Fermented Malt Beverage Retailer's License	99	5/23/2026, 7:00 PM	1
15	CARADARO CLUB RESTAURANT GROUP LLC	CARADARO CLUB	WALLACE M KUTCH, Agt	5010 W VLIET ST	Class C Wine Retailer's License		5/23/2026, 7:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Wednesday, July 09, 2025



Notice of Public Hearing

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ALIOTO, Rachelle M, Agent

Charles E. Fromage at 5811 W VLIET St

Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting
Instrumental Musicians, Bands, Poetry Readings and Patron Contests

Tuesday, July 22, 2025 at 9:10 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 7/22/2025 at 9:10 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 stas5@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	1351 N 58TH ST	MILWAUKEE, WI 53208-2133
CURRENT OCCUPANT	1351A N 58TH ST	MILWAUKEE, WI 53208-2133
CURRENT OCCUPANT	1354 N 58TH ST	MILWAUKEE, WI 53208-2132
CURRENT OCCUPANT	1354 N 59TH ST	MILWAUKEE, WI 53208-2140
CURRENT OCCUPANT	1357 N 58TH ST	MILWAUKEE, WI 53208-2133
CURRENT OCCUPANT	1358 N 58TH ST	MILWAUKEE, WI 53208-2132
CURRENT OCCUPANT	1360 N 58TH ST	MILWAUKEE, WI 53208-2132
CURRENT OCCUPANT	1360 N 59TH ST	MILWAUKEE, WI 53208-2140
CURRENT OCCUPANT	1364 N 58TH ST	MILWAUKEE, WI 53208-2132
CURRENT OCCUPANT	1364 N 59TH ST	MILWAUKEE, WI 53208-2140
CURRENT OCCUPANT	1365 N 58TH ST	MILWAUKEE, WI 53208-2133
CURRENT OCCUPANT	1365 N 59TH ST	MILWAUKEE, WI 53208-2141
CURRENT OCCUPANT	1367 N 57TH ST	MILWAUKEE, WI 53208-2125
CURRENT OCCUPANT	1368 N 58TH ST	MILWAUKEE, WI 53208-2132
CURRENT OCCUPANT	1368 N 59TH ST	MILWAUKEE, WI 53208-2140
CURRENT OCCUPANT	1370 N 58TH ST	MILWAUKEE, WI 53208-2132
CURRENT OCCUPANT	1370 N 59TH ST	MILWAUKEE, WI 53208-2140
CURRENT OCCUPANT	1371 N 57TH ST	MILWAUKEE, WI 53208-2125
CURRENT OCCUPANT	1371 N 59TH ST	MILWAUKEE, WI 53208-2141
CURRENT OCCUPANT	1372 N 59TH ST	MILWAUKEE, WI 53208-2140
CURRENT OCCUPANT	1374 N 58TH ST	MILWAUKEE, WI 53208-2132
CURRENT OCCUPANT	1374 N 59TH ST	MILWAUKEE, WI 53208-2140
CURRENT OCCUPANT	1375 N 59TH ST	MILWAUKEE, WI 53208-2141
CURRENT OCCUPANT	1377 N 57TH ST	MILWAUKEE, WI 53208-2125
CURRENT OCCUPANT	1379 N 58TH ST	MILWAUKEE, WI 53208-2133
CURRENT OCCUPANT	1379 N 59TH ST	MILWAUKEE, WI 53208-2141
CURRENT OCCUPANT	1379A N 58TH ST	MILWAUKEE, WI 53208-2133
CURRENT OCCUPANT	1385 N 59TH ST	MILWAUKEE, WI 53208-2141
CURRENT OCCUPANT	1391 N 58TH ST# 1	MILWAUKEE, WI 53208-2133
CURRENT OCCUPANT	1391 N 58TH ST# 2	MILWAUKEE, WI 53208-2133
CURRENT OCCUPANT	1391 N 58TH ST# 3	MILWAUKEE, WI 53208-2133
CURRENT OCCUPANT	1391 N 58TH ST# 4	MILWAUKEE, WI 53208-2133
CURRENT OCCUPANT	1392 N 59TH ST# 1	MILWAUKEE, WI 53208-2179
CURRENT OCCUPANT	1392 N 59TH ST# 2	MILWAUKEE, WI 53208-2179
CURRENT OCCUPANT	1392 N 59TH ST# 3	MILWAUKEE, WI 53208-2179
CURRENT OCCUPANT	1392 N 59TH ST# 4	MILWAUKEE, WI 53208-2179
CURRENT OCCUPANT	1393 N 59TH ST	MILWAUKEE, WI 53208-2141
CURRENT OCCUPANT	1400 N 59TH ST# 1	MILWAUKEE, WI 53208-2142
CURRENT OCCUPANT	1400 N 59TH ST# 2	MILWAUKEE, WI 53208-2142
CURRENT OCCUPANT	1411 N 58TH ST	MILWAUKEE, WI 53208-2135
CURRENT OCCUPANT	1412 N 58TH ST	MILWAUKEE, WI 53208-2134
CURRENT OCCUPANT	1418 N 58TH ST	MILWAUKEE, WI 53208-2134
CURRENT OCCUPANT	1419 N 58TH ST	MILWAUKEE, WI 53208-2135
CURRENT OCCUPANT	1500 N 59TH ST	MILWAUKEE, WI 53208-2144
CURRENT OCCUPANT	1502 N 58TH ST	MILWAUKEE, WI 53208-2136
CURRENT OCCUPANT	1502 N 59TH ST	MILWAUKEE, WI 53208-2144

CURRENT OCCUPANT	1505 N 58TH ST	MILWAUKEE, WI 53208-2137
CURRENT OCCUPANT	5712 W VLIET ST# A	MILWAUKEE, WI 53208-2161
CURRENT OCCUPANT	5712 W VLIET ST# B	MILWAUKEE, WI 53208-2161
CURRENT OCCUPANT	5717 W VLIET ST	MILWAUKEE, WI 53208-2162
CURRENT OCCUPANT	5719 W VLIET ST	MILWAUKEE, WI 53208-2162
CURRENT OCCUPANT	5723 W VLIET ST	MILWAUKEE, WI 53208-2162
CURRENT OCCUPANT	5724 W VLIET ST# 1	MILWAUKEE, WI 53208-2161
CURRENT OCCUPANT	5724 W VLIET ST# 2	MILWAUKEE, WI 53208-2161
CURRENT OCCUPANT	5724 W VLIET ST# 3	MILWAUKEE, WI 53208-2161
CURRENT OCCUPANT	5724 W VLIET ST# 4	MILWAUKEE, WI 53208-2161
CURRENT OCCUPANT	5725 W VLIET ST	MILWAUKEE, WI 53208-2162
CURRENT OCCUPANT	5806 W VLIET ST# 1	MILWAUKEE, WI 53208-2163
CURRENT OCCUPANT	5806 W VLIET ST# 2	MILWAUKEE, WI 53208-2163
CURRENT OCCUPANT	5806 W VLIET ST# 3	MILWAUKEE, WI 53208-2163
CURRENT OCCUPANT	5806 W VLIET ST# 4	MILWAUKEE, WI 53208-2163
CURRENT OCCUPANT	5809 W VLIET ST	MILWAUKEE, WI 53208-2164
CURRENT OCCUPANT	5809A W VLIET ST	MILWAUKEE, WI 53208-2164
CURRENT OCCUPANT	5813 W VLIET ST	MILWAUKEE, WI 53208-2164
CURRENT OCCUPANT	5815 W VLIET ST	MILWAUKEE, WI 53208-2164
CURRENT OCCUPANT	5817 W VLIET ST	MILWAUKEE, WI 53208-2164
CURRENT OCCUPANT	5819 W VLIET ST	MILWAUKEE, WI 53208-2164
CURRENT OCCUPANT	5903 W VLIET ST	MILWAUKEE, WI 53208-2166

Blank Notice

Total Records: 68

Radius 250 feet and Center of the Circle: 5811 W Vliet 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: Bistro serving drinks and food

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

2. Business Operations

- a. Proposed Opening Date: August 1, 2025
- 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: Class B Tavern, Food Retail, Public Entertainment
- e. Is the current licensee operating? ☐ No ☒ Yes If no, list date closed: 06/01/2025
- 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: Only if there is entertainment on the rooftop

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 5 Locations: Bathroom (2), Bar (2) Storage (1)
Outside: 2 Locations: Behind building (one recycle and one general waste)
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? One
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☒ Other: John's Disposal

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? 3 and list locations: In the bistro, basement, garage
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>65</u> %	Food <u>35</u> % Cigarettes, Electronic Vape Devices, <u>0</u> % Tobacco Products	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %			
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: <u>N/A</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: _____ 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: Food Retail, Public Entertainment

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:

Back office, upper deck, lower storage

b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: _____

c. Nearest Major Cross Street: W. Vliet and 55 St.

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: Rachelle Alioto Phone Number: 414-289-0264

Building Owner Address: 1668 N Astor St

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	<u>8am</u>	<u>12am</u>	14	21-80	<u>NONE</u>
Monday	<u>8am</u>	<u>12am</u>	14	21-80	↓
Tuesday	4pm	10pm	15	21-80	
Wednesday	4pm	10pm	15	21-80	
Thursday	4pm	10pm	20	21-80	
Friday	4pm	10pm	40	21-80	
Saturday	4pm	10pm	30	21-80	↓

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)

Rachelle Alioto

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.



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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 www.milwaukee.gov/license

Legal Entity Name: Bob and Rosemarie, LLC

Premise Address: 5811 W Vliet St

Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital? ☒ No ☐ Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? ☒ No ☐ Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? ☒ No ☐ Yes

If yes, list their name and address: _____

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? ☐ No ☒ Yes

If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business? ☒ No ☐ Yes

If yes, explain: _____

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

☒ No ☐ Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? ☒ Own ☐ Lease

b) Who owns the fixtures (for example, coolers, etc.)? Bob and Rosemarie, LLC

c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ _____

d) Total amount paid for business \$ 175,000

e) Total amount paid for goodwill of the business \$ 0

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? ☐ No ☒ Yes

Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins _____ Ends _____

b) Monthly rental \$ _____

c) Do you have an option to renew the lease? ☐ No ☐ Yes

d) Does your lease allow for assignment to another party without the consent of the owner? ☐ No ☐ Yes

e) For what length of time have you been guaranteed occupancy (number of years)? _____

Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? ☐ No ☐ Yes If yes, explain _____
- g) Does the present owner or occupant object to the granting of your license? ☐ No ☒ Yes
If yes, explain _____

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? ☒ No ☐ Yes
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):

Signature



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

Note: All information contained in this application is subject to approval by the Common Council.
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.
Contact the License Division for information on how to request changes.

New and transfer of premises applicants must submit the following:

- ☐ Detailed floor plan
☐ If a restaurant, copy of the menu

**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: Bob and Rosemarie, LLC

Premises Address: 5811 W Vliet St, Milwaukee, WI. 53208

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: Cheese, meat, olives

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 (ccl-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:

RA

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

RA

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.

RA

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.

RA

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.

RA

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: _____



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 5811 W Vliet St, Milwaukee, WI. 53208

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

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

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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.

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: *if there's entertainment (GONAS SPEAKERS)*

LEGAL CAPACITY OF PREMISES

14 (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

ACKNOWLEDGEMENT/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.

Rachelle Alpert

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

Office Use Only:

Initials: _____ Filed: _____ App: _____

Only PEP? ☐ No ☐ Yes If Yes, ☐ Queue to MPD and ☐ Email Mgrs/Team Lead (must be heard w/in 60 days)

6/4/2025

Front of the house	$23.5 \times 13.75 = 323$ square feet
Back of the house	$22.0 \times 07.05 = 165$ square feet
Total Square Feet	488 square feet

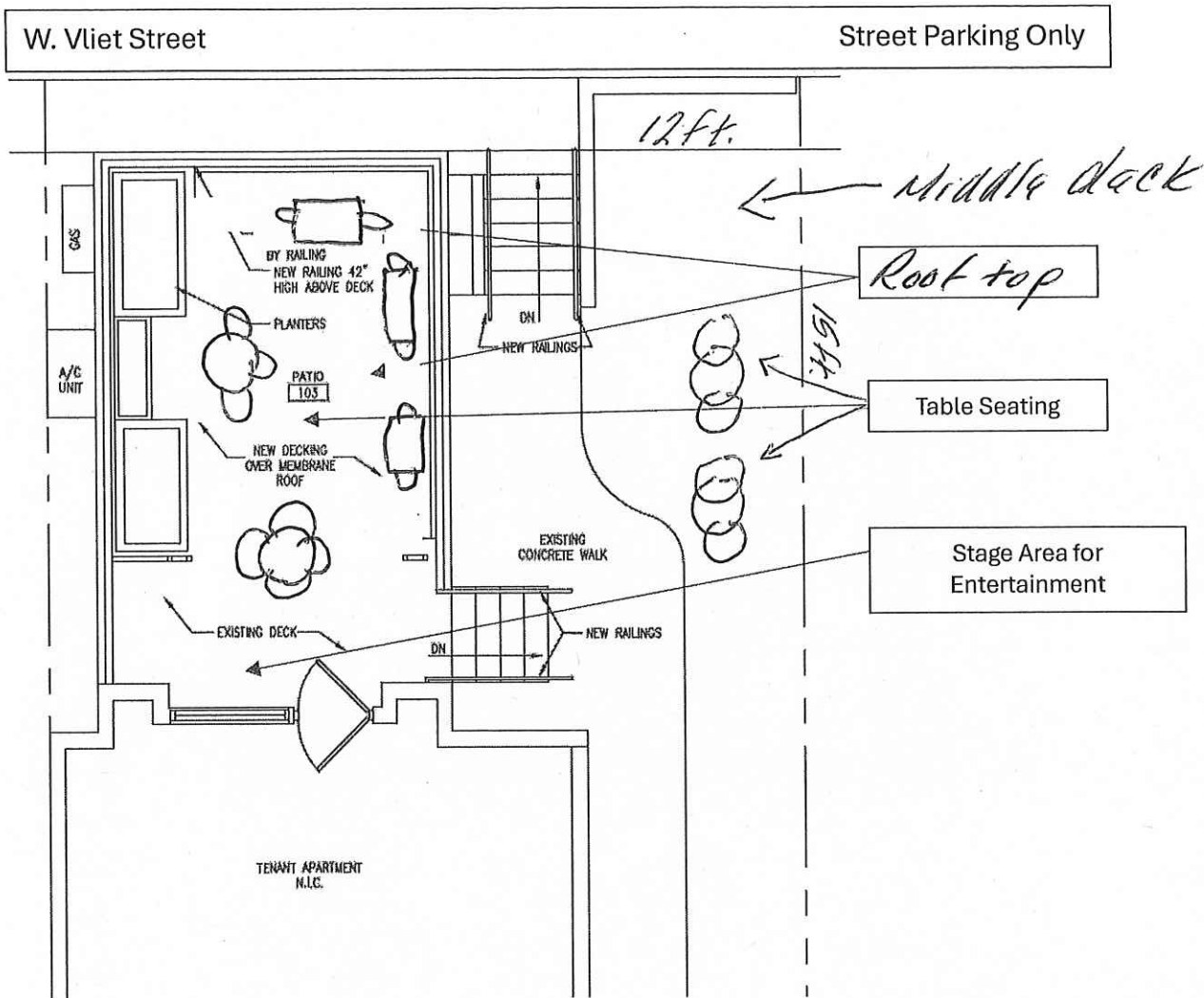


Rachelle Alioto

Business Name: Charles E. Fromage
LLC: Bob and Rosemarie, LLC
5811 W Vliet Street

6/4/2025

Dimensions of Rooftop (for Alcohol, Food and Public Entertainment): 13.0 x 15.0 = 195 square feet



2 ROOF PLAN
SCALE: 1/4" = 1'-0"



Rachelle Alioto



CHEESE

Fromage Cheese Glop
5 cheeses whipped together with thyme
and lemon zest. (GF)
9.50

Goat Cheese & Fig Spread
Prosciutto and crispy shallot garnish.
(GF) 9.50

Fromage Cheese Board
5 Cheese Glop, Fig and Goat Cheese
Spread, and 2 other house selected
cheeses with baguette, nuts and our
house-made Citrus Olive Medley.
22

Capalatina

A tomato-based spread filled with grilled eggplant, olives, celery, onion, capers, and pine
nuts with regular or Gluten-Free crackers. (V, GF) 9

Mamie's Olive Salad

Olive medley with fennel, celery, green pepper, and onion in wine vinegar and olive oil.
Served with Rocket Baby French baguette. (V, GF) 9

NUTS

Moroccan Spiced Cashews
Sweet with a hint of spice (GF) 7.50

Garlic Herbed Mixed Nuts
Savory & a touch of heat (V,GF) 7.50

5 Spice Chili Almonds
Sweet and Spicy (V,GF) 7.50

Nut Flight
Can't decide? Try them all! 8.50

Extra Baguette Order 3.00

FROMAGE FAVORITES

SOMETHING SWEET

Tabal Chocolates

Wauwatosa - Sustainably produced, free trade, and
delightful! Ask to see our current selection! (V, GF) 4

