



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

Tuesday, June 17, 2025

**COMMITTEE MEETING NOTICE**

AD 03

HAMDAN, Murad J, Agent  
NEXGEN PARTNERS LLC  
2100 E GLENDALE AV  
Whitefish Bay, WI 53211

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 01, 2025 at 01:25 PM**

The access code is <https://meet.goto.com/731648413>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern and Public Entertainment Premises Licenses Application Requesting Instrumental Musicians, Bands and Karaoke as agent for "NEXGEN PARTNERS LLC" for "PALI PARK FOOD DISTRICT" at 1652 N WATER 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 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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)





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

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AD 03

HAMDAN, Murad J, Agent  
NEXGEN PARTNERS LLC  
4121 N LAKE DR  
Milwaukee, WI 53211

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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.

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**JIM OWCZARSKI, CITY CLERK**

BY: \_\_\_\_\_

**Jim Cooney**  
License Division Manager

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Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

**Jackson, Annette**

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**From:** Cooney, Jim  
**Sent:** Wednesday, August 28, 2024 8:17 AM  
**To:** Jackson, Annette  
**Cc:** Lopez, Faviola; Milano, Marissa  
**Subject:** FW: Some thoughts following the meeting for Pali Park Food District

Please add.

**From:** Brostoff, Jonathan <Jonathan.Brostoff@milwaukee.gov>  
**Sent:** Wednesday, August 28, 2024 7:34 AM  
**To:** Jc  
**Cc:** Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Subject:** Re: Some thoughts following the meeting for Pali Park Food District

Thanks for coming and sharing your thoughts. I agree and think that, if this is to move forward, we need to take as many preventive measures as possible

In service,

Jonathan Brostoff  
Alderson District 3  
City of Milwaukee  
200 E. Wells St. Room 205  
Milwaukee, WI 53202  
(414) 286-3765  
Facebook Twitter

REDACTED  
BY  
25

On Aug 27, 2024, at 23:21,

Hi,

Thanks for the meeting yesterday on the Pali Park Food District. I needed some time to digest the info and put to words my concern about the amount of things they are trying to fit into the space in the proposal.

I'm still not fully convinced on the amount going on in that space and how they will solve safety concerns with people spilling onto the rest of the street, particularly late at night.

I just can't visualize how 7 food trucks, a bar, and a band can operate in that amount of space without people needing to leave the park to the street to get space. A food truck itself is small, but I think the actual footprint of a food truck is similar to a small restaurant because people still need to spread out to get space to eat. One parallel that comes to mind is red arrow park, which is several times larger than this space. They sometimes host a band and food trucks over lunch.

That event has a similar amount of food trucks and red arrow park ends up completely filled with people.

There was discussion on how other nearby food truck spots are very chaotic at night and how that would be prevented by adding a security guard. But I feel like the extent of the protection would stop at the boundary of the pali park and they would not be able to control (or even have jurisdiction) over crowds building over the rest of the street. This may still be fine over lunch, but I think the issue comes with the crowd that comes with the bar operating till 2-3am.

It feels like so much in such a small space.

Sorry for the long email, I appreciate the effort you've put into talking to the community about this.

Best,



Roman, Carmen

---

**From:** Cooney, Jim  
**Sent:** Thursday, August 22, 2024 2:52 PM  
**To:** Roman, Carmen  
**Cc:** Lopez, Faviola; Milano, Marissa  
**Subject:** FW: "Pali Park" Food District  
**Attachments:** image001.jpg

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

REDACTED  
BY *CR*

Please add

**From:**  
**Sent:** Thursday, August 22, 2024 2:09 PM  
**To:** Brostoff, Jonathan <Jonathan.Brostoff@milwaukee.gov>  
**Cc:** Cooney, Jim <Jim.Cooney@milwaukee.gov>; Jackson, Benjamin (CC) <Benjamin.Jackson3@milwaukee.gov>  
**Subject:** Re: "Pali Park" Food District

Yeah this is what they currently have written about their establishment on Google maps, their first "Offering" is alcohol. It shows up if you're looking for drinking places on Water St.



Pali Park



Overview

Photos

Updates

About

### Highlights

✓ Fast service

✓ Live music

### Popular for

✓ Lunch

✓ Solo dining

### Accessibility

✓ Wheelchair accessible entrance

✓ Wheelchair accessible parking lot

✓ Wheelchair accessible restroom

✓ Wheelchair accessible seating

### Offerings

✓ Alcohol

✓ Coffee

✓ Halal food

✓ Happy hour drinks

✓ Happy hour food

✓ Late-night food

✓ Quick bite

✓ Small plates

✓ Vegan options

✓ Vegetarian options

### Dining options

✓ Breakfast

✓ Brunch



Save



Share



Post

REDACTED  
BY  
CAL



On Thu, Aug 22, 2024, 10:15 AM Brostoff, Jonathan <[Jonathan.Brostoff@milwaukee.gov](mailto:Jonathan.Brostoff@milwaukee.gov)> wrote:

Also can you send us the advertising you're referring to

**From:** Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>

**Sent:** Thursday, August 22, 2024 9:50 AM

**To:** Brostoff, Jonathan <[Jonathan.Brostoff@milwaukee.gov](mailto:Jonathan.Brostoff@milwaukee.gov)>;  
Benjamin (CC) <[Benjamin.Jackson3@milwaukee.gov](mailto:Benjamin.Jackson3@milwaukee.gov)>

>; Jackson,

**Subject:** RE: "Pali Park" Food District

REDACTED  
BY *cm*

Good morning,

The Council has not approved a liquor license. I have forwarded this to the MPD's License Investigation Unit. Additionally, you can report an unlicensed alcohol establishment to the MPD's non-emergency number.

We will notify you of the Committee Hearing so that you can present your concerns. The Committee can consider non-compliance in its deliberation but depends on police reports and first-hand testimony to make its determination.

Jim Cooney

License Division Manager

City Clerk-License Division

200 E Wells St #105

414-286-2238

[www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Take our Survey!



From: Brostoff, Jonathan <[Jonathan.Brostoff@milwaukee.gov](mailto:Jonathan.Brostoff@milwaukee.gov)>

Sent: Thursday, August 22, 2024 9:25 AM

To: ..... Jackson, Benjamin (CC) <[Benjamin.Jackson3@milwaukee.gov](mailto:Benjamin.Jackson3@milwaukee.gov)>

Cc: Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>

Subject: Re: "Pali Park" Food District

No, not a real park. That's just the name the owner chose.

And I'm CCing Jim, I don't believe so but want clarification.

REDACTED  
BY ck

Thanks!

In service,

Jonathan Brostoff

Alderson District 3

City of Milwaukee

200 E. Wells St. Room 205

Milwaukee, WI 53202

(414) 286-3765

Facebook Twitter

On Aug 21, 2024, at 21:03, .....

Hi,



Received your letter. This is not an actual city park or a city-recognized district, correct?

Also, why is this business advertising that they are already serving alcohol if they have not been granted a liquor license yet? Does the license committee consider whether the business is already noncompliant with liquor laws when determining whether to grant the application?

Thanks,

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements.

REDACTED  
BY cl

**Crite, Yvette**

---

**From:** Cooney, Jim  
**Sent:** Tuesday, July 9, 2024 8:38 AM  
**To:** Melendez, Yadira; Crite, Yvette  
**Cc:** Martin, Faviola; Milano, Marissa  
**Subject:** RE: Food Truck (1652 Water Street)

**REDACTED  
BY**

---

Pali Park on today's agenda

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**From:** Melendez, Yadira <Yadira.Melendez@milwaukee.gov>  
**Sent:** Tuesday, July 9, 2024 8:37 AM  
**To:** Cooney, Jim <Jim.Cooney@milwaukee.gov>; Crite, Yvette <Yvette.Crite@milwaukee.gov>  
**Cc:** Martin, Faviola <Faviola.Martin@milwaukee.gov>; Milano, Marissa <ldcoord@milwaukee.gov>  
**Subject:** RE: Food Truck (1652 Water Street)

I don't know to which record belongs.

---

**From:** Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Sent:** Monday, July 8, 2024 4:30 PM  
**To:** Melendez, Yadira <Yadira.Melendez@milwaukee.gov>; Crite, Yvette <Yvette.Crite@milwaukee.gov>  
**Cc:** Martin, Faviola <Faviola.Martin@milwaukee.gov>; Milano, Marissa <ldcoord@milwaukee.gov>  
**Subject:** FW: Food Truck (1652 Water Street)

Please add.

---

**From:** Brostoff, Jonathan <Jonathan.Brostoff@milwaukee.gov>  
**Sent:** Monday, July 8, 2024 12:56 PM  
**To:**  
**Cc:** Jackson, Benjamin (CC) <Benjamin.Jackson@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Subject:** Re: Food Truck (1652 Water Street)

Thanks for letting me know and it will be added to the file for license application

In service,

Jonathan Brostoff  
Aldersperson District 3  
City of Milwaukee  
200 E. Wells St. Room 205  
Milwaukee, WI 53202  
(414) 286-3765  
Facebook Twitter

On Jul 8, 2024, at 11:17,

I wrote:



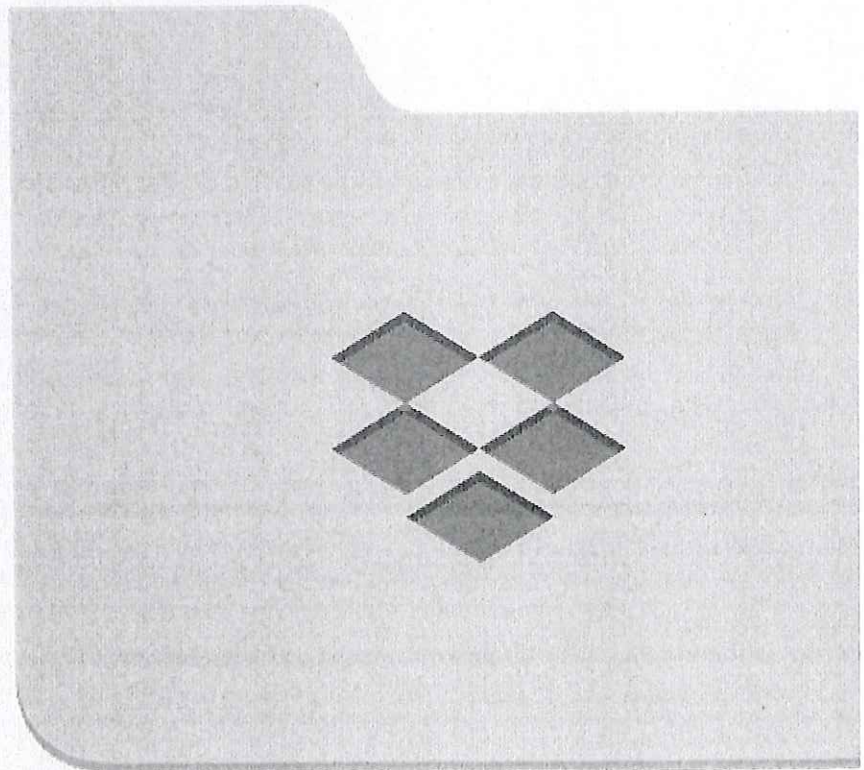
Attachment(s):

Hello Jonathan, I currently live at [REDACTED] to the newly opened food truck (Senior Gorditos) at 1652 Water Street. This truck is very noisy. They run their generator, play music loudly, and are continuously making some kind of noise for up to 16 hours per, 7 days a week. There are also people outside yelling and drinking until 3 am which makes it impossible to sleep. One of the food truck employees even brought his 4 wheeler there the other night and was riding it around. This truck has made the quality of life substantially worse and ultimately untenable. Below is a link to a Drop Box with some videos from outside and inside of my apartment. With another residential apartment building opening directly in the other side of this property, I just don't see how these trucks are best suited to make a home on this property given their noise levels and extended hours of operation.

Thank you,

**REDACTED  
BY**  
\_\_\_\_\_

Dropbox Link:



Food Truck Noise  
dropbox.com

Sent from my iPhone



Cox, Andrew

---

**From:** Cooney, Jim  
**Sent:** Friday, June 14, 2024 10:23 AM  
**To:** Cox, Andrew  
**Cc:** Martin, Faviola; Milano, Marissa  
**Subject:** FW: Pali Park Food Trucks on Water Street

REDACTED  
BY  
..AC

Please add to Pali Park

---

**From:** Brostoff, Jonathan <Jonathan.Brostoff@milwaukee.gov>  
**Sent:** Friday, June 14, 2024 10:04 AM  
**To:** I  
**Cc:** <Jim.Cooney@milwaukee.gov>  
**Subject:** Re: Pali Park Food Trucks on Water Street

Thanks, yes that's absolutely reasonable and I'm CCing the owner as well.

In service,

Jonathan Brostoff  
Alderson District 3  
City of Milwaukee  
200 E. Wells St. Room 205  
Milwaukee, WI 53202  
(414) 286-3765  
[Facebook](#) [Twitter](#)

On Jun 14, 2024, at 09:42, wrote:

Dear Alderman Brostoff,

My name is \_\_\_\_\_ and I am the Property Manager of \_\_\_\_\_.  
I have recently received feedback from our residents about the food truck parked directly next to the building which I am hoping we can resolve.

It has been brought to our attention that there is loud music going on past 10pm and that the generator is affecting the corner apartments directly beside the truck. To address the issues mentioned, we kindly request that reasonable measures be taken to minimize noise disturbances, particularly concerning the music volume, with a respectful conclusion by 10pm. Additionally, we recommend the installation of quiet boxes on the generators to mitigate any further disruptions to our residents.

Your cooperation in adhering to these adjustments will greatly contribute to fostering a harmonious living environment for all.

Thank you for your attention to this matter.

Warm regards,

REDACTED  
BY AC

Property Manager

AN AWARD  
WINNING  
COMPANY



BEST PLACES  
TO WORK

2021 & 2023

glassdoor  
4.6 | ★★★★★

Cox, Andrew

**From:** Cooney, Jim  
**Sent:** Monday, June 17, 2024 11:22 AM  
**To:** Cox, Andrew  
**Cc:** Martin, Faviola; Milano, Marissa  
**Subject:** FW: Pali Park Food Trucks on Water Street

Please add

---

**From:**  
**Sent:** Monday, June 17, 2024 10:21 AM  
**To:** Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Cc:**  
**Subject:** RE: Pali Park Food Trucks on Water Street

Good Morning Jim,

Please let me know when the meeting is for the neighborhood to discuss the food truck. If you could send me details as well that would be great. That way I can pass it along to the residents of

Thank You,

*Property Manager*





## Jackson, Annette

---

**From:** Cooney, Jim  
**Sent:** Monday, June 17, 2024 11:36 AM  
**To:** Jackson, Annette  
**Cc:** Martin, Faviola; Milano, Marissa  
**Subject:** FW: Pali Park Food Trucks on Water Street

Please add.

---

**From:**  
**Sent:** Monday, June 17, 2024 9:27 AM  
**To:** Brostoff, Jonathan <Jonathan.Brostoff@milwaukee.gov>  
**Cc:** ; Cooney, Jim  
<Jim.Cooney@milwaukee.gov>  
**Subject:** RE: Pali Park Food Trucks on Water Street

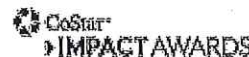
Good Morning Jim,

It came to my attention over the weekend that the music was even louder than before to the point a resident had to rent a hotel room to sleep. Additionally, there weren't any garbage cans outside of the truck, so trash was strewn throughout the street. I want to be a fair neighbor as I love Milwaukee growth, but the person who got a hotel room is threatening to sue and now this is affecting our land.

I'm hoping we can make a resolution or possibly meet to discuss what can be done.

Thank You,

REDACTED  
BY  
DS



From: Brostoff, Jonathan <[Jonathan.Brostoff@milwaukee.gov](mailto:Jonathan.Brostoff@milwaukee.gov)>

Sent: Friday, June 14, 2024 10:04 AM

To:

Cc

<[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>

<[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)>

Subject: Re: Pali Park Food Trucks on Water Street

Thanks, yes that's absolutely reasonable and I'm CCing the owner as well.

In service,

Jonathan Brostoff  
Alderson District 3  
City of Milwaukee  
200 E. Wells St. Room 205  
[Milwaukee, WI 53202](#)  
[\(414\) 286-3765](#)  
[Facebook](#) [Twitter](#)

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My name is

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Your cooperation in adhering to these adjustments will greatly contribute to fostering a harmonious living environment for all.

Thank you for your attention to this matter.

Warm regards,

**Cox, Andrew**

---

**From:** License  
**Sent:** Tuesday, May 7, 2024 10:24 AM  
**To:** Cox, Andrew  
**Subject:** FW: Pali Park Food District License Objection

**REDACTED**  
**BY** AC

Please add (don't know if they were able to enter their app during their appt last week so many need to be a premises objection right now)

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



[Take Our Survey!](#)

**From:**  
**Sent:** Monday, May 6, 2024 4:12 PM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** Pali Park Food District License Objection

To whom it may concern,

My name is \_\_\_\_\_ and I am a resident at \_\_\_\_\_ and I have some concerns over this food truck park.

Concerns:

1. Traffic and parking is already so backed up and there have been several traffic collisions in front of the proposed 1652 N Water St. Having this food truck park open would provide another layer of traffic to the area.
2. Brady and Water St already have so much noise from motorcyclists and a food truck park with live music would add to noise.

If noise could be managed by limited operating hours, then I believe that's a fair compromise. Would this establishment be open past midnight?

If so, on which days?



Date: 5/2/2024  
Officer: PLUMLEY

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

Name of Premise: Pali Food Park  
Address: 1652 N Water St  
Phone:

Owner: Nexgen Partners LLC  
Owner address: 1652 N Water St  
City State Zip: Milwaukee WI 53202  
Owner Phone: 414-779-1188  
Owner email:

Licensee/Agent: Murad Hamdan  
Home Address: 4121 N Lake Dr  
City State Zip: Shorewood WI 53210  
Phone: 414-779-1188  
Email:

Preferred contact: Phone

Location currently open: ☐ YES ☒ NO

Projected open date: 6/1/2024

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

Hours of Operation: Sun: 10A-2A ☐ 24 hours ☐ Y ☒ N  
Mon: 10A-2A  
Tue: 10A-2A  
Wed: 10A-2A  
Thu: 10A-2A  
Fri: 10A-230A  
Sat: 10A-230A

Premise Type: ☐ Tavern/Bar  
☐ Restaurant  
☒ Other: Food Truck park

Licenses currently held:

Alcohol: ☐ Yes ☒ No Class: #:  
Tobacco: ☐ Yes ☒ No #:  
Food: ☒ Yes ☐ No #: 18842  
Extended Hours: ☒ Yes ☐ No #: 200177  
Secondhand Dealer: ☐ Yes ☒ No Type: #:  
Other: ☒ Yes ☐ No Type: FPMREST #: 1449  
Other: ☐ Yes ☐ No Type: #:

### **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 appears to be adequate ☒ Yes ☐ No
13. Exterior Payphone? ☐ Yes ☒ No
14. Are there No Loitering Signs posted? ☐ Yes ☒ No
15. Are there exterior security cameras ☐ Yes ☒ No How Many:
16. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

### **Camera Survey:**

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

24. Cameras located in parking lot ☐ Yes ☐ No How many

**Interior Survey:**

25. What is the planned capacity Unknown  
26. What is the minimum number of employees That will be on premise 2  
27. 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  
28. Is the interior of the location neat and clean? ☒ Yes ☐ No  
29. Does an interior camera face the entrance/exit? ☐ Yes ☒ No  
30. Is there a lockable area that separates employees from customers? ☒ Yes ☐ No  
31. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No  
32. 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**

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

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

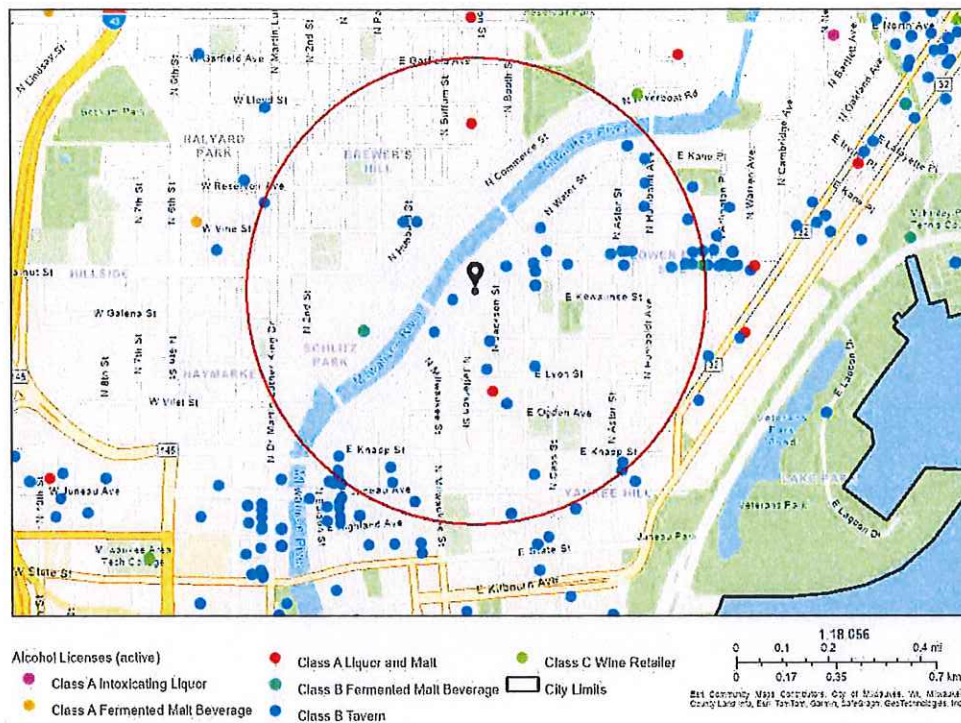
Owner will be adding at least 10 surveillance cameras to the business. This business also has an area that will be utilized as a food truck park and has the capacity for 8 food trucks. Owner will consider security after the business opens and he can determine if security is needed.



### Area of Interest (AOI) Information

Area : 21,862,585.76 ft<sup>2</sup>

Apr 30 2024 15:13:36 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	50		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	GLORIOSO'S ENTERPRISE S, LTD	GLORIOSO'S ITALIAN MARKET	MICHAEL A GLORIOSO, Agt	1011 E BRADY ST	Class B Tavern License	82	5/3/2024, 7:00 PM	1
2	LIU'S ORIENTAL KITCHEN, LLC	Lucky Liu's	HENRY LIU, Agt	1664 N VAN BUREN ST	Class B Tavern License	80	5/3/2024, 7:00 PM	1
3	PRIMETIME EVENTS LLC	The Tap Yard-Schlitz Park/The Tap Yard-Milwaukee	Nicholas E Marking, Agt	1555 N RIVERCENTE R DR	Class B Fermented Malt Beverage Retailer's License		5/11/2024, 7:00 PM	1
4	Nashville North, LLC	Nashville North	Jeffrey Marsh, Agt	1216 E BRADY ST	Class B Tavern License	120	5/13/2024, 7:00 PM	1
5	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Beth M Luedtke-Williams, Agt	1120 N BROADWAY	Class B Tavern License	208	5/18/2024, 7:00 PM	1
6	1209 WATER ST, INC	BROTHERS BAR & GRILL	MARC R FORTNEY, Agt	1209-13 N WATER ST	Class B Tavern License	750	5/18/2024, 7:00 PM	1
7	Lakes Venture LLC	Fresh Thyme Market #701	William Andrew Kreuser, Agt	470 E Pleasant ST	Class B Tavern License		5/29/2024, 7:00 PM	1
8	Mexcaleria & Cocina LLC	Tauro Cocina	Ahide Valdepena, Agt	1758 N Water ST	Class B Tavern License		6/1/2024, 7:00 PM	1
9	Y-Not II LLC	Y-Not II Tavern	MONICA J DE PALMA, Agt	706 E LYON ST	Class B Tavern License	100	6/13/2024, 7:00 PM	1
10	SATORI RESTAURANT LLC	THAI-NAMITE RESTAURANT	KHEMANONG KONGSIN, Agt	932 E BRADY ST	Class B Tavern License		6/14/2024, 7:00 PM	1
11	COCKTAILS BY COUNTY, INC.	COCKTAILS BY COUNTY	DONALD G CHILDERS, Agt	250 E JUNEAU AV	Class B Tavern License	330	6/17/2024, 7:00 PM	1
12	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Beth M Luedtke-Williams, Agt	1245 N BROADWAY	Class B Tavern License	2,759	6/19/2024, 7:00 PM	1
13	THE HIDEOUT CORP OF MILWAUKEE	SCAFFIDI'S HIDEOUT	RICK SCAFFIDI, Agt	1837 N HUMBOLDT AV	Class B Tavern License	80	6/29/2024, 7:00 PM	1
14	DEM ANO, INC	REGANO'S ROMAN COIN	MARY T REGANO, Agt	1004 E BRADY ST	Class B Tavern License	80	6/29/2024, 7:00 PM	1
15	HOSED ON BRADY INC	HOSED ON BRADY	DONNA R OLSON, Agt	1689 N FRANKLIN PL	Class B Tavern License	80	7/5/2024, 7:00 PM	1
16	Bollywood Grill, LLC	Bollywood Grill	MANJIT SINGH, Agt	1028-30 N Jackson ST	Class B Tavern License		7/21/2024, 7:00 PM	1
17	Baldwin Trade LLC	The Diplomat	Dane K Baldwin, Agt	815 E Brady ST	Class B Tavern License		7/25/2024, 7:00 PM	1



18	Patronessy Boys LLC	Sticky Rice Brady St	Leo T Kingsawan, Agt	707 E BRADY ST	Class B Tavern License		7/26/2024, 7:00 PM	1
19	PRIMETIME EVENTS LLC	The Tap Yard-Schlitz Park/The Tap Yard-Milwaukee	Nicholas E Marking, Agt	1555 N RIVERCENTE R DR	Class B Tavern License		7/29/2024, 7:00 PM	1
20	CASABLANCA RESTAURANT, LLC	CASABLANCA RESTAURANT	ALAA I MUSA, Agt	728 E BRADY ST	Class B Tavern License	365	7/29/2024, 7:00 PM	1
21	1754 NFRANKLINBAR LLC	The Standard Tavern	STEPHEN G GILBERTSON, Agt	1754 N FRANKLIN PL	Class B Tavern License	78	8/1/2024, 7:00 PM	1
22	Mi Casa Su Cafe LLC	Mi Casa Su Cafe	Paul L Whigham, Agt	1839A N MARTIN L KING JR DR	Class B Tavern License		8/7/2024, 7:00 PM	1
23	Josh's Fine Dining LLC	Up-Down MKE	Austin E Barth, Agt	615 E Brady ST	Class B Tavern License		8/30/2024, 7:00 PM	1
24	MEGA MARTS, LLC	METRO MARKET #371	Matthew M Conrad, Agt	1123 N VAN BUREN ST	Class B Tavern License	65	8/30/2024, 7:00 PM	1
25	AVLI MILWAUKEE LLC	AVLI INSPIRED GREEK	KRISTIAN E SYDOW, Agt	1818 N HUBBARD ST	Class B Tavern License		9/11/2024, 7:00 PM	1
26	BELAIR CANTINA, INC	BELAIR CANTINA	KRISTYN A Eitel, Agt	1935 N WATER ST	Class B Tavern License	160	9/19/2024, 7:00 PM	1
27	HARP AND EAGLE, LTD	COUNTY CLARE	GREGG W STEFFKE, Agt	1234 N ASTOR ST	Class B Tavern License	160	9/19/2024, 7:00 PM	1
28	WAN FU, INC	EMPEROR OF CHINA	JIN-SHOEI HORNG, Agt	1010 E BRADY ST	Class B Tavern License	25	9/25/2024, 7:00 PM	1
29	LUKE'S OF MILWAUKEE, LTD	RED ROCK SALOON MILWAUKEE	JEFFREY A KOVACOVICH, JR, Agt	1225 N WATER ST	Class B Tavern License	390	10/8/2024, 7:00 PM	1
30	LANDFALL II, LLC	POINTS EAST PUB	LORI A HASSETT, Agt	1501 N JACKSON ST	Class B Tavern License	160	10/10/2024, 7:00 PM	1
31	SANFORD RESTAURANT, INC	SANFORD RESTAURANT	Justin L Aprahamian, Agt	1547 N JACKSON ST	Class B Tavern License	80	10/29/2024, 7:00 PM	1
32	FAMOUS CIGAR, LLC	FAMOUS CIGAR	JOHN PIETTE, Agt	1213 E BRADY ST	Class B Tavern License		11/5/2024, 6:00 PM	1
33	VICTOR'S ON VAN BUREN, INC	VICTOR'S	Vic R Jones, Agt	1230 N VAN BUREN ST	Class B Tavern License	420	11/8/2024, 6:00 PM	1
34	Pitch's Lounge & Restaurant	Pitch's Lounge & Restaurant	JAMES L PICCIURRO, SP	1801 N HUMBOLDT AV	Class B Tavern License		11/20/2024, 6:00 PM	1
35	Glorioso's Enterprises, LTD	Glorioso's Appetito	MICHAEL A GLORIOSO, Agt	1020 E BRADY ST	Class B Tavern License		11/28/2024, 6:00 PM	1
36	Uncle Wolfie's Breakfast Tavern LLC	Uncle Wolfie's Breakfast Tavern	Matthew A Schaefer, Agt	234 E Vine ST	Class B Tavern License		12/8/2024, 6:00 PM	1



37	GVA LLC	Pueblo Foods & Liquor	Viral Patel, Agt	2029-31 N Holton ST	Class A Malt & Class A Liquor License		12/14/2024, 6:00 PM	1
38	Colglasand Investments LLC	Mangos Cafe East	FRANCISCO SANDINO-BADILLO, JR, Agt	1682 N Van Buren ST	Class B Tavern License	83	2/12/2025, 6:00 PM	1
39	Fink's of Milwaukee, Inc	Fink's	KRISTYN A Eitel, Agt	1875 N Humboldt AV	Class B Tavern License	80	2/20/2025, 6:00 PM	1
40	AJ Bombers MKE, LLC	AJ Bombers	David J Marcus, Agt	1245 N WATER ST	Class B Tavern License	160	2/25/2025, 6:00 PM	1
41	MEGA MARTS, LLC	PICK 'N SAVE #868	NEIL F WALLACE, Agt	605 E LYON ST	Class A Malt & Class A Liquor License		2/25/2025, 6:00 PM	1
42	CHIPOTLE MEXICAN GRILL OF CO, LLC	CHIPOTLE MEXICAN GRILL #313	Brian J Bushaw, Agt	600 E OGDEN AV	Class B Tavern License	99	3/19/2025, 7:00 PM	1
43	Sorivilla Inc	Kompali Taqueria	JOSE F VILLAR, Agt	1205 E BRADY ST	Class B Tavern License	99	3/21/2025, 7:00 PM	1
44	M DE PALMA, LLC	MONICA'S ON ASTOR	MONICA J DE PALMA, Agt	1228 N ASTOR ST	Class B Tavern License	159	4/9/2025, 7:00 PM	1
45	OTOD, LLC	Birch Restaurant	Kyle T Knall, Agt	459 E PLEASANT ST	Class B Tavern License		4/16/2025, 7:00 PM	1
46	Plantivore LLC	Twisted Plants	Arielle M Hawthorne, Agt	1233 E Brady ST	Class C Wine Retailer's License		4/23/2025, 7:00 PM	1
47	Plantivore LLC	Twisted Plants	Arielle M Hawthorne, Agt	1233 E Brady ST	Class B Fermented Malt Beverage Retailer's License		4/23/2025, 7:00 PM	1
48	LIU'S ORIENTAL KITCHEN, LLC	Lucky Liu's	HENRY LIU, Agt	1664 N VAN BUREN ST	Class B Tavern License	80	5/3/2025, 7:00 PM	1
49	PRIMETIME EVENTS LLC	The Tap Yard-Schlitz Park/The Tap Yard-Milwaukee	Nicholas E Marking, Agt	1555 N RIVERCENTE R DR	Class B Fermented Malt Beverage Retailer's License		5/11/2025, 7:00 PM	1
50	1209 WATER ST, INC	BROTHERS BAR & GRILL	MARC R FORTNEY, Agt	1209-13 N WATER ST	Class B Tavern License	750	5/18/2025, 7:00 PM	1

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



Tuesday, June 17, 2025



# Notice of Public Hearing

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HAMDAN, Murad J, Agent  
PALI PARK FOOD DISTRICT at 1652 N WATER St  
Class B Tavern and Public Entertainment Premises Licenses Application Requesting Instrumental  
Musicians, Bands and Karaoke

**Tuesday, July 01, 2025 at 1:25 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 7/1/2025 at 1:25 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](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

---

## 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.**



[illegible]



[illegible]



[illegible]



[illegible]

[illegible]



[illegible]



[illegible]

[illegible]

Blank Notice

Total Records: 375

Radius 250 feet and Center of the Circle: 1652 N Water St



## APPLICATION AMENDMENT

Office of the City Clerk License Division

200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

Date: 6/11/25

To the License Division of the City of Milwaukee:

I, Murad Hamdan, wish to amend my answer(s) on the application for a  
(full legal name)Class B license at 1652 N. WATER St:  
(type of license) (premises address, if applicable)

by adding or amending the following information (complete only those sections being amended):

1. Answer to Question(s) # \_\_\_\_\_ should be: \_\_\_\_\_
2. Agent should be (full legal name): \_\_\_\_\_ Also complete 3, 4, 5 & 6
3. Date of birth should be: \_\_\_\_\_
4. Home address should be (include city/state/zip): \_\_\_\_\_
5. Phone number should be (include area code): \_\_\_\_\_
6. Driver's License Number/State ID Number should be: \_\_\_\_\_
7. Corporation/LLC name should be (full legal name): \_\_\_\_\_
8. Business name should be: \_\_\_\_\_
9. Premises address should be (include city/state/zip): \_\_\_\_\_
10. Business phone number should be (include area code): \_\_\_\_\_
11. Mailing address should be (include city/state/zip): \_\_\_\_\_
12. Email address should be: \_\_\_\_\_
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): \_\_\_\_\_
14. Class B Tavern: Age Distinction should be: \_\_\_\_\_
15. Other: NO Drink maximum, /Amending previous amendment

(Check with the License Division before submitting "Other" amendments using this form.)

Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application #: 365021 Date: 6-11-25 Initials: AC To LC: \_\_\_\_\_

LC Email: ☐MPD ☐NS ☐HD Initials: \_\_\_\_\_





## APPLICATION AMENDMENT

Office of the City Clerk License Division  
200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

Date: 11/12/24

To the License Division of the City of Milwaukee:

I, \_\_\_\_\_, wish to amend my answer(s) on the application for a  
(full legal name)

\_\_\_\_\_ license at \_\_\_\_\_  
(type of license) (premises address, if applicable)

by adding or amending the following information (complete only those sections being amended):

1. Answer to Question(s) # \_\_\_\_\_ should be: \_\_\_\_\_
2. Agent should be (full legal name): \_\_\_\_\_ Also complete 3, 4, 5 & 6
3. Date of birth should be: \_\_\_\_\_
4. Home address should be (include city/state/zip): \_\_\_\_\_
5. Phone number should be (include area code): \_\_\_\_\_
6. Driver's License Number/State ID Number should be: \_\_\_\_\_
7. Corporation/LLC name should be (full legal name): \_\_\_\_\_
8. Business name should be: \_\_\_\_\_
9. Premises address should be (include city/state/zip): \_\_\_\_\_
10. Business phone number should be (include area code): \_\_\_\_\_
11. Mailing address should be (include city/state/zip): \_\_\_\_\_
12. Email address should be: \_\_\_\_\_
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): \_\_\_\_\_
14. Class B Tavern: Age Distinction should be: \_\_\_\_\_
15. Other: Amending the floor plan to remove the stage, see revised floor plan

String lighting will be used. No neon lights or flashing signs are to be used, ~~including food trucks~~

No outdoor music after 10pm

Patrons will have a <sup>3</sup> two drink maximum

The business will have 1 security guards, there responsibilities include Surveillance, their credentials include

License & Certified company, the will use the following equipment Uniform & Badge

Generators are not used on premises including on food trucks

Off street parking as available at \_\_\_\_\_ (specify address)

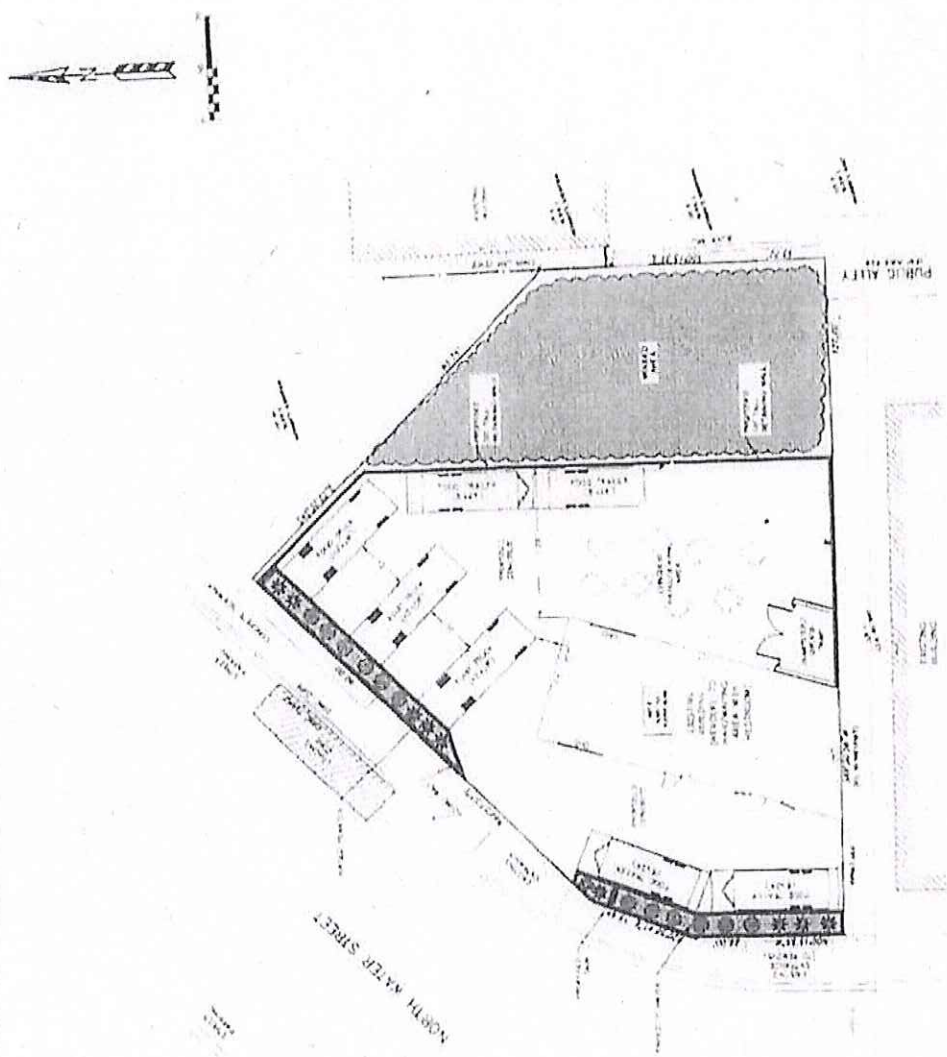
Crowd control, monitor Noise  
Enforce Park rules, loitering issues,  
Access control, Manage Park Flow

Add comedy acts to the PEP application

  
\_\_\_\_\_  
Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application #: 365 021 Date: 11/26/24 Initials: YC To LC: \_\_\_\_\_  
LC Email: ☐MPD ☐NS ☐HD Initials: \_\_\_\_\_

Murali Hamken - Nex Gen Partners, LLC DBA Park Field District



11,000 sq. ft.

C1.00

ASd

PALM PARK FOOD DISTRICT  
1652 N. WATER STREET  
MILWAUKEE, WI 53202

PROJECT  
CONCEPT  
PLAN

1

10

1000

10. 11. 1944

$\frac{1}{2} \times 10^{-6} \text{ m}^2$

285

100



## **Crite, Yvette**

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**From:** Cooney, Jim  
**Sent:** Wednesday, November 13, 2024 10:03 AM  
**To:** Crite, Yvette  
**Cc:** Lopez, Faviola; Milano, Marissa  
**Subject:** Fw: Pali Park License Amendment  
**Attachments:** Pali Park 2.pdf

Can you add the attached to the file? An updated floor plan is forth coming.

Jim Cooney  
License Division Manager  
200 E Wells St Room 105, Milwaukee, WI 53202  
(414) 286-2238



---

**From:** Murad Hamdan <mhamdan\_01@yahoo.com>  
**Sent:** Wednesday, November 13, 2024 9:56 AM  
**To:** Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Cc:** Lopez, Faviola <Faviola.Martin@milwaukee.gov>  
**Subject:** Re: Pali Park License Amendment

No.  
Sent from my iPhone

On Nov 13, 2024, at 9:54 AM, Cooney, Jim <Jim.Cooney@milwaukee.gov> wrote:

Are you guys keeping the stage?

Jim Cooney  
License Division Manager  
200 E Wells St Room 105, Milwaukee, WI 53202  
(414) 286-2238  
<Outlook-MilwaukeeL.png>

---

**From:** Murad Hamdan <mhamdan\_01@yahoo.com>  
**Sent:** Wednesday, November 13, 2024 9:28 AM  
**To:** Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Cc:** Lopez, Faviola <Faviola.Martin@milwaukee.gov>  
**Subject:** Re: Pali Park License Amendment

Attached is the amendment form signed with the security portion filled out. If you have any further questions please feel free to reach out to me. I appreciate your help.

Thanks  
Murad Hamdan

Sent from my iPhone

On Oct 29, 2024, at 10:48 AM, Cooney, Jim <Jim.Cooney@milwaukee.gov> wrote:

Good morning,

Alderman Brostoff and I spoke about amendments that you planned to make based on feed back from a neighborhood meeting. The notes I received from the alderman are below. Additionally he told me that you do not plan to have a stage. I've distilled his notes into the attached amendment. If it looks good to you please fill in the blanks about security, sign it, and return it with a revised floor plan.

Please let me know if you have any questions.

Thanks

Jim Cooney  
License Division Manager  
City Clerk-License Division  
200 E Wells St #105  
414-286-2238  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
[Take our Survey!](#)

<image001.jpg>

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements.

<attachmentsserver.pdf>

<Pali Park Amendment.pdf>



## 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](mailto: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:

Food Park

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

### 2. Business Operations

- a. Proposed Opening Date: 07/24
- b. Is this premise under construction? ☐ No ☒ Yes If yes, list estimated completion date: 7/1
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☒ No ☐ Yes If yes, list type of license: \_\_\_\_\_
- e. Is the current licensee operating? ☒ No ☐ Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee? ☐ No ☒ Yes  
If yes, list address(es): Chubby's Cheese Steaks, The Drive Thru LLC.
- 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: On site crew
- b. How often will grounds be cleaned? ☒ Daily ☐ Weekly ☐ As Needed ☐ Monthly ☒ Other: Every hour someone is on duty full time
- 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: Speakers

### 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☐ No ☒ Yes If yes, describe: Outdoor Patio
- b. Number of Garbage Cans: Inside: 4-6 Locations: Dinning/Seating Area  
Outside: 6-10 Locations: Around building & Food Trucks
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☒ Other: Eagle



## 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? As needed for premise and list locations: inside & outside
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe At Bar

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

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

## 7. Businesses/Licenses on the Premises (check all that apply):

### Type 1

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> Full Service Restaurant   | <input type="checkbox"/> Cafe/Coffee Shop   | <input type="checkbox"/> Deli or Fast Food Restaurant | <input type="checkbox"/> Private/Fraternal/Veterans Club |
| <input type="checkbox"/> Night Club  | <input type="checkbox"/> Tavern   | <input type="checkbox"/> Cocktail Lounge              | <input type="checkbox"/> Teen Club                       |
| <input type="checkbox"/> Banquet Hall  | <input type="checkbox"/> Sports Facility  | <input type="checkbox"/> Bowling Alley                |  |
| <input type="checkbox"/> Hotel/Motel : Number of Floors: _____<br>Number of Rooms: _____ | <input type="checkbox"/> Rooming House: Number of Floors: _____<br>Number of Rooms: _____ |   |  |

### Type 2

- |  |  |   |  |
|--|--|---|--|
| <input type="checkbox"/> Liquor Store    | <input type="checkbox"/> Corner Store  | <input type="checkbox"/> Supermarket                  | <input type="checkbox"/> Convenience Store |
| <input type="checkbox"/> Gas Station     | <input type="checkbox"/> Amusement/Phonograph Distributor  | <input type="checkbox"/> Recycling, Salvage or Towing |  |
| <input type="checkbox"/> Used Car Dealer | <input type="checkbox"/> Personal Service Establishment<br>(such as tattoo business, hair salon, tailor, etc.) | <input type="checkbox"/> 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: Foul Park

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

Capacity 60-100 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):  
☒ 1<sup>st</sup> Floor ☐ 2<sup>nd</sup> Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop  
☒ Other: Describe: Food Truck Park
- b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Water 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: Mural Homden Phone Number: 414-779-1188  
 Building Owner Address: 4121 N. Lake Dr Milwaukee WI 53211

## 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	10 AM	2 AM	100 +	25-up	None
Monday	10 AM	2 AM	↓	↓	↓
Tuesday	10 AM	2 AM			
Wednesday	10 AM	2 AM			
Thursday	10 AM	2 AM			
Friday	10 AM	2:30 AM			
Saturday	10 AM	2:30 AM			

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]  
 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](http://www.milwaukee.gov/license)

Legal Entity Name: Nex Gen Partners LLC DBA: Pali Park Food District

Premise Address: 1652 N. Water St Milwaukee, WI 53202

## 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.)? Mixed Handon

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

d) Total amount paid for business \$ N/A

e) Total amount paid for goodwill of the business \$ N/A

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



# 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](http://www.milwaukee.gov/license) e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

PREMISES ADDRESS: 1652 N. Water St

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

## LEGAL CAPACITY OF PREMISES

\_\_\_\_\_ (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.

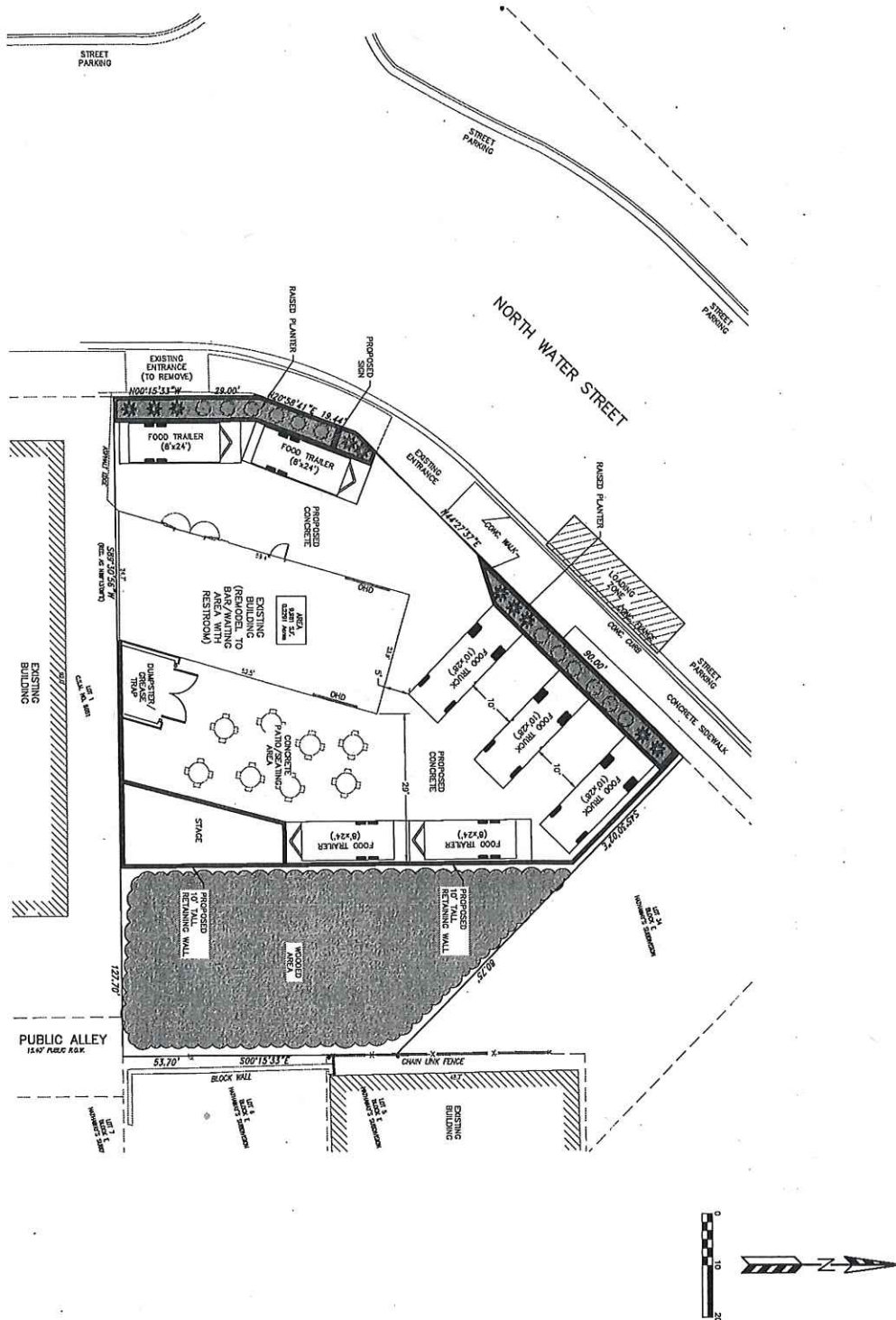
Signature of Sole Proprietor, Partner or 20% or More Shareholder  
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

## Office Use Only:

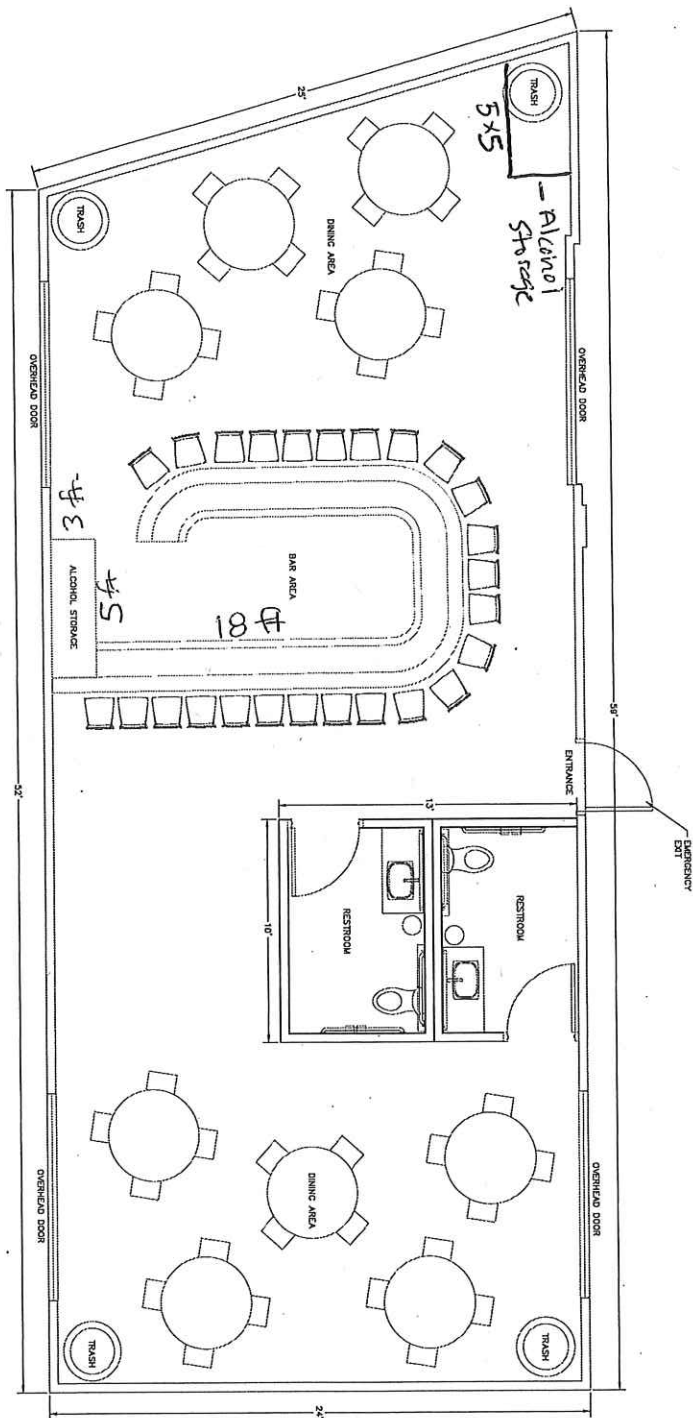
Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

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

11,000 Sq. Ft.

[illegible]





1300 Sq. ft.

[illegible]

**PSE**  
 PROFESSIONAL SURVEY & ENGINEERING  
 122 VANDERBILT STREET West Bend, WI 53098  
 717.349.7600  
[www.parthee.com](http://www.parthee.com)

PROJECT TITLE: PALI PARK FOOD DISTRICT  
1652 N. WATER STREET  
MILWAUKEE, WI 53202

PLAN TITLE:  
BUILDING  
PLAN

DRAWN BY:  
JAB  
DESIGNED BY:  
KJP  
CHECKED BY:  
KJP

PLAN DATE: 4/30/2024

PROJECT NO:  
\\MH-21-24\

## PRELIMINARY

SHEET NO:

**C1.03**