



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

Tuesday, August 19, 2025

COMMITTEE MEETING NOTICE

AD 03

KLEVENO, Sheenna MA, Agent
Firetree Games LLC
4232 Raymir Cir
Wauwatosa, WI 53222

You are requested to attend a hearing which is to be held in the Common Council Chamber, Third Floor, City Hall. The hearing will be held at:

Tuesday, September 02, 2025 at 08:45 AM

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting Karaoke and Patron Contests as agent for "Firetree Games LLC" for "The Familiar Place" at 2856 N OAKLAND Av.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, 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

Date:6/11/2025 1 pm
Officer: Molly Plumley

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

Name of Premise: The Familiar Place
Address: 2856 N Oakland
Phone:

Owner: Sheenan Kleveno
Owner address: 4232 Raymir Circle
City State Zip: Wauwatosa, WI 53222
Owner Phone: 262-202-9669
Owner email: chaosbacon1985@gmail.com

Licensee/Agent: Sheenan Kleveno
Home Address: 4232 Raymir Circle
City State Zip: Wauwatosa, WI 53222
Phone: 262-202-9669
Email: chasobacon1985@gmail.com

Preferred contact: email

Location currently open: ☐ YES ☒ NO

Projected open date: July 20, 2025

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

Hours of Operation: Sun: 11 am-12 am 24 hours ☐Y ☐N
Mon:
Tue:
Wed: 11 am- 12am
Thu: 11 am -12 am
Fri: 11 am -1 am
Sat: 11 am-1 am

Premise Type: ☒Tavern/Bar
☐Restaurant
☐Other:

Licenses currently held:
Alcohol: ☒Yes ☐No Class: #:

Tobacco:	<input type="checkbox"/> Yes <input type="checkbox"/> No	#:
Food:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	#:
Occupancy:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	#:
Other:	<input type="checkbox"/> Yes <input type="checkbox"/> No Type:	#:
Other:	<input type="checkbox"/> Yes <input type="checkbox"/> 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 bus stop? ☒ Yes ☐ No
7. Is there a bus shelter? ☐ Yes ☒ No ☐ N/A
8. Street parking ☒ Yes ☐ No
9. Is there a parking lot ☐ Yes ☒ No
10. Is the parking lot clean? ☐ Yes ☐ No ☒ N/A
11. Is the parking lot well lit? ☐ Yes ☐ No ☒ N/A
12. Valet Parking ☐ Yes ☒ No
 - a. Will this lot have a guard? ☐ Yes ☐ No ☒ N/A
 - b. Will this lot have cameras? ☐ Yes ☐ No ☒ N/A
13. Are there areas where a person could conceal themselves ☐ Yes ☒ No
14. Is there exterior lighting? ☒ Yes ☐ No. Does it appears to be adequate ☒ Yes ☐ No
15. Exterior Payphone? ☒ Yes ☐ No
16. Are there No Loitering Signs posted? ☐ Yes ☒ No
17. Are there exterior security cameras ☐ Yes ☒ No How Many:
18. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Exterior Comments:

Camera Survey:

19. Does this location have security cameras? ☐ Yes ☒ No
20. Are they in working order? ☐ Yes ☒ No
21. What format are the cameras?
 - a. Color ☐ Yes ☒ No
 - b. Digital ☐ Yes ☒ No
 - c. VCR ☐ Yes ☒ No
 - d. Recorded ☐ Yes ☒ No
22. How long is footage stored for later viewing: N/A
23. Are there exterior cameras ☐ Yes ☒ No How many:
24. Are there interior cameras ☐ Yes ☒ No How many:

25. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No
26. Cameras located in parking lot ☐ Yes ☐ No ☒ N/A How many
Camera Survey Comments:

Interior Survey:

27. What is the planned/posted capacity unknown
28. What is the minimum number of employees that will be on premise 2 or 3
29. 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
30. Is the interior of the location neat and clean? ☒ Yes ☐ No
31. Does an interior camera face the entrance/exit? ☐ Yes ☒ No
32. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
33. 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

Interior Comments:

Security

34. How many security personnel are going to be employed: 2 ☐ N/A
35. How will they be deployed: Interior X Exterior ☐ N/A
36. What days will they be deployed ☐ Mon ☐ Tue ☒ Wed ☒ Thu ☒ Fri ☒ Sat ☒ Sun ☐ ALL
37. Will the security be managed by business ☒ or contracted ☐
38. Will they be armed ☐ Yes ☒ No ☐ N/A
39. What type of security measures will be used: ☐ N/A
☐ Wanding/metal detector
☒ ID Scanner
☐ Dress Code
☒ Cover Charge
☐ Age restriction
☐ Other
40. When at capacity, how will the overflow crowd be managed? line keepers
41. Will a guard monitor the overflow crowd at all times? ☒ Yes ☐ No

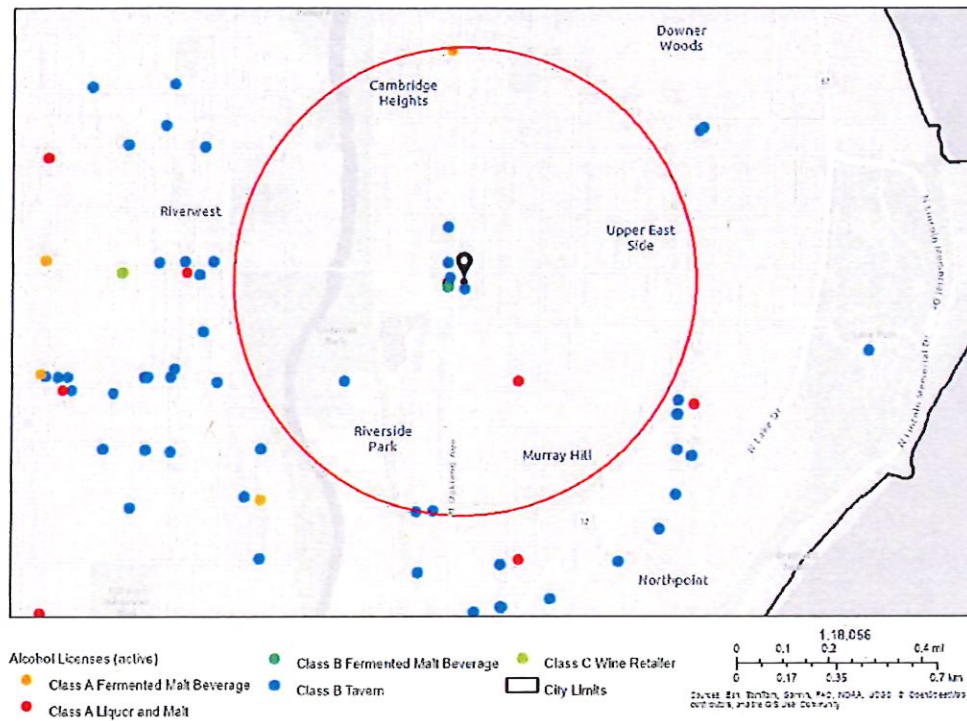
Security Comments:

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Area of Interest (AOI) Information

Area : 21,862,585.81 ft²

May 23 2025 15:23:34 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	13		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	LISA'S FINE FOODS, INC	Lisa's Pizza	Hannah M O'Hara, Agt	2961 N OAKLAND AV	Class B Tavern License		6/29/2025, 7:00 PM	1
2	Mary Jane Restaurants LLC	Cheba Hut	Heather R Huhn, Agt	2907 N OAKLAND AV	Class B Tavern License	121	6/19/2025, 7:00 PM	1
3	Thai A Kitchen	Thai A Kitchen	Toua Vang, SP	2851 N Oakland AV	Class B Fermented Malt Beverage Retailer's License	49	7/26/2025, 7:00 PM	1
4	Thai A Kitchen	Thai A Kitchen	Toua Vang, SP	2851 N Oakland AV	Class C Wine Retailer's License	49	7/26/2025, 7:00 PM	1
5	GILBERT LIQUOR CO, INC	GILBERT LIQUOR	ALLAN R RASMUSSEN, Agt	2853-57 N OAKLAND AV	Class A Malt & Class A Liquor License		6/29/2025, 7:00 PM	1
6	ARO Management LLC	The Miramar Theatre	Aaron Ohlsson, Agt	2844-46 N Oakland AV	Class B Tavern License		6/30/2025, 7:00 PM	1
7	H & H ASSAD, LLC	PARKSIDE LIQUOR & GROCERY	HANA O UPRIGHT, Agt	2700 N MURRAY AV	Class A Malt & Class A Liquor License		8/16/2025, 7:00 PM	1
8	The Original MKE, LLC	The Original	Eric E Rzepka, Agt	2498 N Bartlett AV	Class B Tavern License	99	9/3/2025, 7:00 PM	1
9	Immy's African Cuisine LLC	Immy's African Cuisine	Immaculate N Kaggwa, Agt	2847 N Oakland AV	Class C Wine Retailer's License		12/10/2025, 6:00 PM	1
10	Immy's African Cuisine LLC	Immy's African Cuisine	Immaculate N Kaggwa, Agt	2847 N Oakland AV	Class B Fermented Malt Beverage Retailer's License		12/10/2025, 6:00 PM	1
11	AXELS, INC	AXELS	ERIC A RASMUSSEN, Agt	2859 N OAKLAND AV	Class B Tavern License	100	2/7/2026, 6:00 PM	1
12	EIGHTBIRDS LLC	PRAIRIE SPRINGS ON PARK	Tyler T Curran, Agt	1420 E PARK PL	Class B Tavern License		5/13/2026, 7:00 PM	1
13	7-ELEVEN, INC.	7-ELEVEN # 35853J	Angela Schultz, Agt	3301 N Oakland AV	Class A Fermented Malt Beverage Retailer's License		5/11/2026, 7:00 PM	1

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



Tuesday, August 19, 2025



Notice of Public Hearing

CURRENT OCCUPANT
2923 N OAKLAND AVE
MILWAUKEE, WI 53211-3229

KLEVENO, Sheenna MA, Agent
The Familiar Place at 2856 N OAKLAND Av
Class B Tavern and Public Entertainment Premises License Applications Requesting Karaoke and Patron Contests

Tuesday, September 02, 2025 at 8:45 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 9/2/2025 at 8:45 AM in Room 301-B, Third Floor, City Hall. The hearing before the Licenses Committee will take place on 9/2/2025 at 8:45 AM in the Common Council Chambers, Third Floor, City Hall. This is a public hearing. Those wishing to provide oral testimony are asked to contact the staff assistant, Yadira Melendez to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.
Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1704 E LOCUST ST# 1	MILWAUKEE, WI 53211-3248
CURRENT OCCUPANT	1704 E LOCUST ST# 2	MILWAUKEE, WI 53211-3248
CURRENT OCCUPANT	1704 E LOCUST ST# 3	MILWAUKEE, WI 53211-3248
CURRENT OCCUPANT	1704 E LOCUST ST# 4	MILWAUKEE, WI 53211-3248
CURRENT OCCUPANT	1704 E LOCUST ST# 5	MILWAUKEE, WI 53211-3248
CURRENT OCCUPANT	1704 E LOCUST ST# 6	MILWAUKEE, WI 53211-3248
CURRENT OCCUPANT	1704 E LOCUST ST# 7	MILWAUKEE, WI 53211-3248
CURRENT OCCUPANT	1711 E LOCUST ST# 1	MILWAUKEE, WI 53211-3249
CURRENT OCCUPANT	1711 E LOCUST ST# 2	MILWAUKEE, WI 53211-3249
CURRENT OCCUPANT	1711 E LOCUST ST# 3	MILWAUKEE, WI 53211-3249
CURRENT OCCUPANT	1711 E LOCUST ST# 4	MILWAUKEE, WI 53211-3249
CURRENT OCCUPANT	1711 E LOCUST ST# 5	MILWAUKEE, WI 53211-3249
CURRENT OCCUPANT	1711 E LOCUST ST# 6	MILWAUKEE, WI 53211-3249
CURRENT OCCUPANT	1714 E GENEVA PL# 1	MILWAUKEE, WI 53211-3557
CURRENT OCCUPANT	1714 E GENEVA PL# 2	MILWAUKEE, WI 53211-3557
CURRENT OCCUPANT	1714 E GENEVA PL# 3	MILWAUKEE, WI 53211-3557
CURRENT OCCUPANT	1714 E GENEVA PL# 4	MILWAUKEE, WI 53211-3557
CURRENT OCCUPANT	1724 E GENEVA PL	MILWAUKEE, WI 53211-3557
CURRENT OCCUPANT	1809 E LOCUST ST	MILWAUKEE, WI 53211-3253
CURRENT OCCUPANT	1818 E NEWBERRY BLVD	MILWAUKEE, WI 53211-3561
CURRENT OCCUPANT	1820 E NEWBERRY BLVD	MILWAUKEE, WI 53211-3561
CURRENT OCCUPANT	1826 E LOCUST ST	MILWAUKEE, WI 53211-3252
CURRENT OCCUPANT	2812 N OAKLAND AVE	MILWAUKEE, WI 53211-3565
CURRENT OCCUPANT	2812A N OAKLAND AVE	MILWAUKEE, WI 53211-3565
CURRENT OCCUPANT	2817 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2819 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2823 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2827 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2828 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2829 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2830 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2831 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2835 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2836 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2837 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2838 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2840 N BARTLETT AVE	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2840 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2841 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2842 N BARTLETT AVE	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2843 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2844 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2845 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2846 N BARTLETT AVE	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2846 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2847 N CRAMER ST	MILWAUKEE, WI 53211-3556

CURRENT OCCUPANT	2849 N OAKLAND AVE# 1	MILWAUKEE, WI 53211-3566
CURRENT OCCUPANT	2849 N OAKLAND AVE# 2	MILWAUKEE, WI 53211-3566
CURRENT OCCUPANT	2849 N OAKLAND AVE# 3	MILWAUKEE, WI 53211-3566
CURRENT OCCUPANT	2850 N BARTLETT AVE	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2850 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2850A N BARTLETT AVE	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2851 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2852 N OAKLAND AVE	MILWAUKEE, WI 53211-3565
CURRENT OCCUPANT	2852 N OAKLAND AVE# 2	MILWAUKEE, WI 53211-3565
CURRENT OCCUPANT	2852A N OAKLAND AVE	MILWAUKEE, WI 53211-3565
CURRENT OCCUPANT	2853 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2854 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2855 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2855 N OAKLAND AVE	MILWAUKEE, WI 53211-3566
CURRENT OCCUPANT	2856 N BARTLETT AVE# 14	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2856 N BARTLETT AVE# 15	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2856 N BARTLETT AVE# 16	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2856 N BARTLETT AVE# 17	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2856 N BARTLETT AVE# 18	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2856 N BARTLETT AVE# 19	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2856 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2857 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2858 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2859 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2860 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2860 N OAKLAND AVE	MILWAUKEE, WI 53211-3565
CURRENT OCCUPANT	2861 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2862 N BARTLETT AVE# 10	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2862 N BARTLETT AVE# 11	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2862 N BARTLETT AVE# 12	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2862 N BARTLETT AVE# 7	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2862 N BARTLETT AVE# 8	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2862 N BARTLETT AVE# 9	MILWAUKEE, WI 53211-3547
CURRENT OCCUPANT	2863 N OAKLAND AVE	MILWAUKEE, WI 53211-3566
CURRENT OCCUPANT	2863 N OAKLAND AVE# 2	MILWAUKEE, WI 53211-3566
CURRENT OCCUPANT	2864 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2865 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2866 N CRAMER ST	MILWAUKEE, WI 53211-3555
CURRENT OCCUPANT	2866 N OAKLAND AVE	MILWAUKEE, WI 53211-3565
CURRENT OCCUPANT	2866 N OAKLAND AVE# A	MILWAUKEE, WI 53211-3565
CURRENT OCCUPANT	2867 N CRAMER ST	MILWAUKEE, WI 53211-3556
CURRENT OCCUPANT	2900 N OAKLAND AVE# 201	MILWAUKEE, WI 53211-3320
CURRENT OCCUPANT	2900 N OAKLAND AVE# 202	MILWAUKEE, WI 53211-3368
CURRENT OCCUPANT	2900 N OAKLAND AVE# 203	MILWAUKEE, WI 53211-3320
CURRENT OCCUPANT	2900 N OAKLAND AVE# 204	MILWAUKEE, WI 53211-3320
CURRENT OCCUPANT	2900 N OAKLAND AVE# 205	MILWAUKEE, WI 53211-3320
CURRENT OCCUPANT	2900 N OAKLAND AVE# 206	MILWAUKEE, WI 53211-3320

[illegible]

CURRENT OCCUPANT	2900 N OAKLAND AVE# 514	MILWAUKEE, WI 53211-3368
CURRENT OCCUPANT	2900 N OAKLAND AVE# 515	MILWAUKEE, WI 53211-3368
CURRENT OCCUPANT	2904 N CRAMER ST	MILWAUKEE, WI 53211-3240
CURRENT OCCUPANT	2905 N CRAMER ST	MILWAUKEE, WI 53211-3241
CURRENT OCCUPANT	2910 N CRAMER ST	MILWAUKEE, WI 53211-3240
CURRENT OCCUPANT	2911 N CRAMER ST	MILWAUKEE, WI 53211-3241
CURRENT OCCUPANT	2913 N CRAMER ST	MILWAUKEE, WI 53211-3241
CURRENT OCCUPANT	2917 N CRAMER ST	MILWAUKEE, WI 53211-3241
CURRENT OCCUPANT	2919 N CRAMER ST	MILWAUKEE, WI 53211-3241
CURRENT OCCUPANT	2923 N OAKLAND AVE	MILWAUKEE, WI 53211-3229
CURRENT OCCUPANT	2923A N OAKLAND AVE	MILWAUKEE, WI 53211-3229
CURRENT OCCUPANT	2925 N CRAMER ST	MILWAUKEE, WI 53211-3241



Tuesday, August 19, 2025

Licenses Committee Notice of Hearing

Olympia-Kalts LLC
3103 43rd St
Franksville, WI 53126

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications Requesting Karaoke and Patron Contests
KLEVENO, Sheenna MA, Agent
The Familiar Place at 2856 N OAKLAND Av

Date: 9/2/2025
Time: 08:45 AM
Location: The hearing before Licenses Committee will take place in the Common Council Chamber, Third Floor, City Hall.. This is a public hearing. Those wishing to provide oral testimony are asked to contact staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting.

Please note this application may be recommended for denial based on fitness of the location . If the application is denied for this reason, no other an alcohol beverage for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.



[HOME](#)[SEARCH](#)[SUMMARY](#)[INTERIOR](#)[EXTERIOR](#)[ABOUT](#)[Printable Record Card](#) | [Previous Assessments](#) | [Sale Owner History](#) | [Permits](#)

Card 1 of 1

Location 2850 N OAKLAND AV | Property Account Number 3160755000 | Parcel ID 3160755000

Old Parcel ID

Current Property Mailing Address

Owner OLYMPIA-KALTS LLC

Address 3103 43RD ST

City FRANKSVILLE

State WI

Zip 53126

Zoning LB2

Current Property Sales Information

Sale Date 5/31/2018

Sale Price 1,150,000

Legal Reference 10782024

Grantor(Seller) SCHMIDT JR,ROBERT C

Current Property Assessment

Year 2025

Land Area 0.31956 - AC

Total Parcel Value

Building Value 993,600

Yard Items Value 0

Land Value 208,800

Total Value 1,202,400

Narrative Description

This property contains 0.31956 - AC of land mainly classified as Local Commercial with a(n) Tavern style building, built about 1910 , having Fiber Cement/Hardiplank exterior and N/A roof cover, with 1 commercial unit(s) and 4 residential unit(s), 0 total room(s), 12 total bedroom(s), 0 total bath(s), 0 total half bath(s), 0 total 3/4 bath(s).

Legal Description

FOLSOM PARK IN NW 1/4 SEC 15-7-22 BLOCK 4 LOT 11-N 46' LOT 10 & S 20' LOT 12 BID #13

Property Images

No Sketch

Available

No Picture

Available



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:

Bar and gathering space for tabletop games with some retail

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

2. Business Operations

- a. Proposed Opening Date: 07/01/2025
- 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: _____
- e. Is the current licensee operating? ☐ No ☐ Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? ☒ No ☐ Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? ☒ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Other: _____
- b. How often will grounds be cleaned? ☒ Daily ☐ Weekly ☒ As Needed ☐ Monthly ☐ Other: _____
- c. Grounds cleaned by: ☒ Licensee ☐ Building Owner ☒ Employees ☐ Hired Maintenance ☐ Other: _____
- d. How are noise issues prevented and/or addressed? ☐ Security ☒ Manager approaches customer(s) ☐ Call Police
☐ Signs Posted ☐ Other: _____
- e. Will a sound amplification system be used? ☒ No ☐ Yes If yes, describe: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 10 Locations: 4 behind bar, 2 in each patron space, 1 in each bathroom
Outside: 0 Locations: _____
- 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: _____

5. Security

- a. Are there onsite parking spaces? ☒ No ☐ Yes If yes, how many? 2 and describe the parking security plan: NO
- 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? 4 and list locations: 1 at either main bar, 1 in the event room, and 1 in the office
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>60</u> %	Food <u>5</u> % Cigarettes, Electronic Vape Devices, Tobacco Products _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>15</u> %			
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>20</u> % Describe: <u>non-alcoholic dr</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: _____

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

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

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
☒ 1st Floor ☐ 2nd Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop
☐ Other: Describe: _____
- b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: _____
- c. Nearest Major Cross Street: Oakland and Locust
- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____
- e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 2 ☐ Other: _____
- f. Describe Surrounding Area: ☒ Commercial ☒ Residential ☐ Industrial ☐ Other: _____
- g. Building Owner Name: OLYMPIA-KALTS LLC Phone Number: (414) 364-5252
 Building Owner Address: 747 E. State Str. Ste 200, Milwaukee WI 53202

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

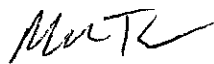
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	11 am	10 pm	50	12+	none
Monday	Closed				None
Tuesday	Closed				None
Wednesday	3 pm	10 pm	30	12+	None
Thursday	3 pm	10 pm	30	12+	None
Friday	3 pm	11 pm	30	12+	None
Saturday	11 am	11 pm	50	12+	None

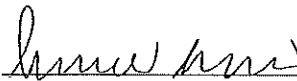
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday
 Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

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

11. Signature(s)


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


 Signature of additional partner or 20% or more shareholder

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



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: Firetree Games LLC

Premise Address: 2856 N Oakland Ave, Milwaukee, WI 53208

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.)? Landlord

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

d) Total amount paid for business \$ 0

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 05/01/2025 Ends 04/30/2030

b) Monthly rental \$ 6000

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)? 5

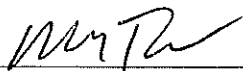
Lease Information (Continued)

- 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 e-mail address: license@milwaukee.gov

PREMISES ADDRESS: 2850 N Oaklands Ave Milwaukee, WI 53211

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|--|---|---|
| <input 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 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 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)

Fire tree Game, LLC
DBA The Familiar Place
2856 N Oakland Ave
Milwaukee WI 53211

5/23/75

19'-10 1/8"

Final Exit

Event
space

52, 11, 25

Fire
exit

File ex't

0.472

CLOSE & LOCK
EXISTING DOOR

PROPOSED
TENTATIVE
A
13366 OF

PROPOSED
TENANT
[B]
14,338 SF

**CLOSE & LOCK
EXISTING DOOR**

ENSURE DOORS
ARE CLOSED.
LOCKED, & SEALED

main sently

Main
Seating

4

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Every

2

210

24

1

Main entrance 52' 8 ³/₄"

October 1st Aine

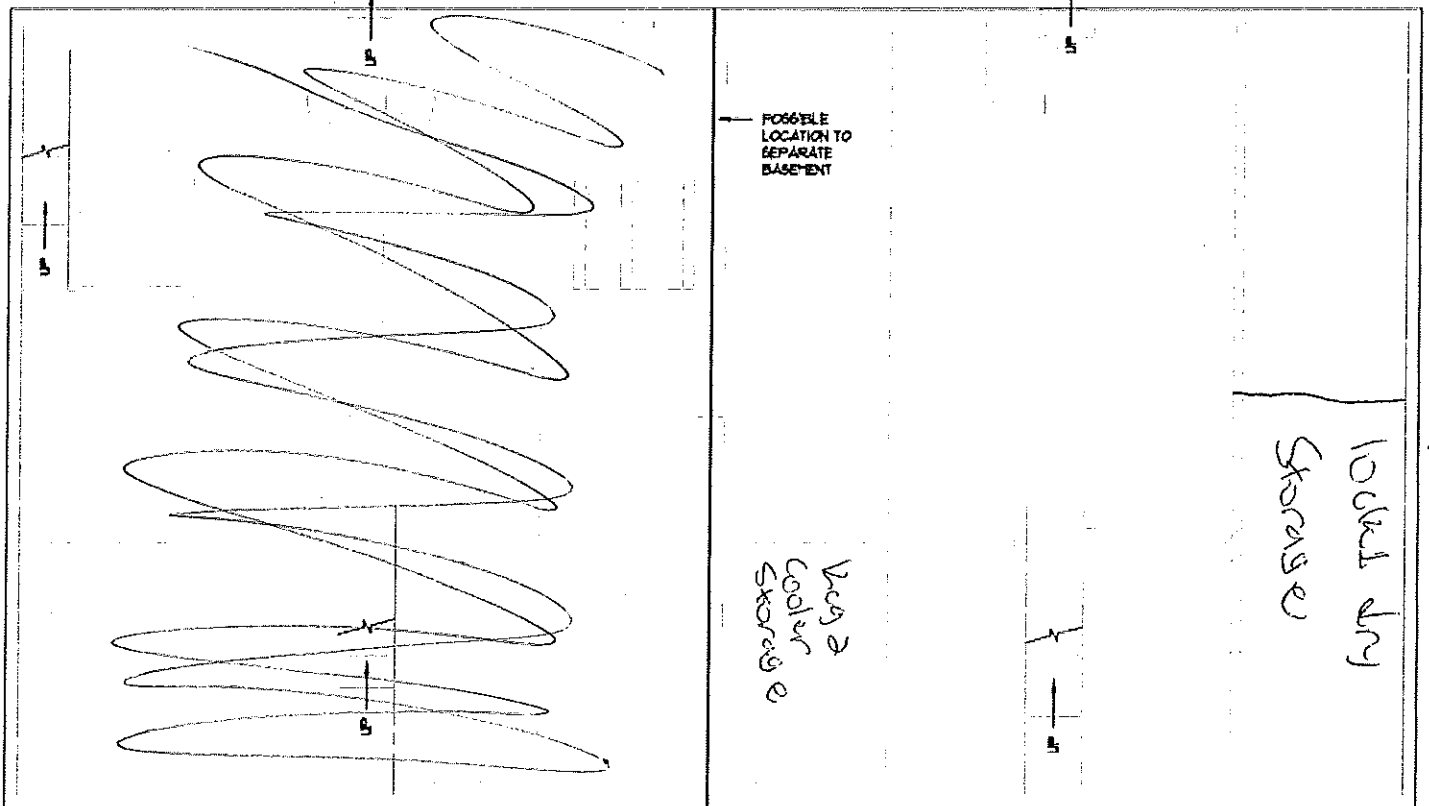
N 3600 sq ft
Firetree Games LLC
DBA The Familiar Place
2856 N Oakland Ave
Milwaukee, WI 53211

Sheena Klamd, Agent

5/23/25

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AND

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↑



52' 8 3/4"