



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

Tuesday, November 14, 2023

COMMITTEE MEETING NOTICE

AD 08

KHAN, Aroosa, Agent
AK PURPLE HOOKAH BAR INVESTMENT LLC
7341 S 76TH St
Franklin, WI 53132

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, November 28, 2023 at 01:40 PM

The access code is <https://meet.goto.com/210788517>. If you wish to call in: [+1 \(872\) 240-3412](tel:+18722403412) and use Access Code: 210-788-517
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern License Application as agent for "AK PURPLE HOOKAH BAR INVESTMENT LLC" for "Purple Lounge Hookah Bar" at 2308 S 27TH 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
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Jackson, Annette

From: License
Sent: Thursday, August 3, 2023 9:40 AM
To: Jackson, Annette
Cc: Cooney, Jim; Martin, Faviola
Subject: FW: 2308 s 27th st class b tavern license

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license

REDACTED RECORD



From:
Sent: Wednesday, August 2, 2023 5:18 PM
To: License <LICENSE@milwaukee.gov>
Cc: Zamarripa, JoCasta <JoCasta@milwaukee.gov>; Brin
Subject: 2308 s 27th st class b tavern license

To whom it may concern,

My name is and I am the one of the homeowners across the street from this establishment. My address is at t. I have been in this house for 18 years.
I am writing because I am extremely concerned with having a bar at this location.

Please consider the following:

There are many homeowners with children in this neighborhood and adding this type of premises creates an opposing family centered environment. 27th is a high traffic avenue and noise is elevated naturally. The noise generated from this bar will not allow for a peaceful and safe sleep for families. 27th St already has a great number of motor vehicle accidents. This establishment would aggravate the incidences adding more intoxicated individuals. In addition, violence from altercations between inebriated individuals is a safety concern as well.

There is already a concern for homeless people roaming the area (many under the influence) and this will only aid in that type of ambiance. Neighbors are currently working with local officials to address this.

There is also an issue of parking. Many homes in the area are duplexes and already lack parking spaces. Because 27th street alternates side parking, there will be limited parking for the actual residents of this neighborhood.

Please do not add this to our neighborhood. We are hardworking residents of this community and are striving to provide a nice safe home for our families.

I thank you for your attention to the matter,

FW: 2308 S 27th - Class B Tavern License

License <LICENSE@milwaukee.gov>

Fri 8/4/2023 8:56 AM

To: Collins, Rolanda <Rolanda.Collins@milwaukee.gov>

Cc: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Martin, Faviola <Faviola.Martin@milwaukee.gov>

📎 2 attachments (12 MB)

20230803_191537.jpg; 20230803_191539.jpg;

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



REDACTED RECORD

From
Sent: Thursday, August 3, 2023 8:57 PM
To: License <LICENSE@milwaukee.gov>
Subject: Re: 2308 S 27th - Class B Tavern License

Greetings! I wanted to share a picture I took today of the corner on 27th street and the current situation we live in. One lady is on the floor sleeping while there is a group of 5 homeless on the corner consuming alcohol and who knows what else.

I want to reiterate we want only businesses that bring a positive impact to our community and that DOESN'T feed anymore into what has become an unsafe neighborhood. We deserve a better Milwaukee.

On Wed, Aug 2, 2023, 5:19 PM

Mj

street for the past 18 years.

I am incredibly concerned with the newly opened business; from my home. I am a single mother of 4 and am advocating for a safer community for my children and all of the families that have lived here for decades.

We have seen an increase in theft, vehicle accidents, pan handling and prostitution in the past couple of years. Intoxication and substance abuse is a problem in this area. This would be yet another location that supports the common denominator.

There are many homeowners with children in this neighborhood and adding this type of premises creates an opposing family centered environment. 27th is a high traffic avenue and noise is elevated naturally. The noise generated from this bar will not allow for a peaceful and safe sleep for families.

27th St already has a great number of motor vehicle accidents. This establishment would aggravate the incidences adding more intoxicated individuals. In addition, violence from altercations between

inebriated is a a safety concern as well.

There is already a concern for homeless people roaming the area (many under the influence) and this will only aid the situation.

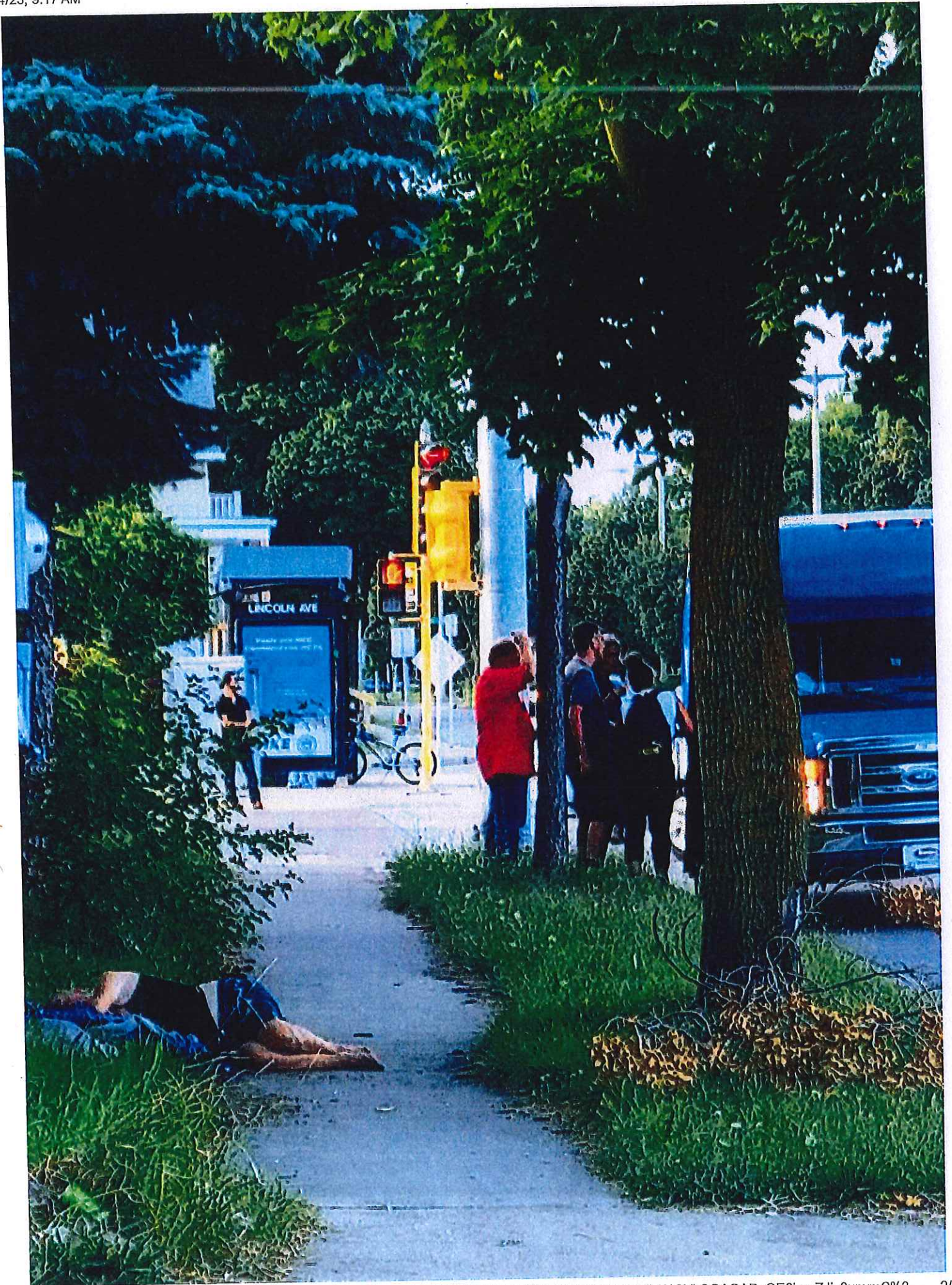
Neighbors are currently working with local officials to address this.

There is also an issue of parking. Many homes in the area are duplexes and already lack parking spaces. Because 27th street alternates side parking, there will be limited parking for the actual residents of this neighborhood.

We want to see a positive change in our community and we want to feel safe coming home. I ask that you please help create an environment worthy of your own children.

Sincerely,

REDACTED RECORD





FW: 2308 s 27th St class B tavern license

License <LICENSE@milwaukee.gov>

Thu 8/3/2023 9:38 AM

To: Collins, Rolanda <Rolanda.Collins@milwaukee.gov>

Cc: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Martin, Faviola <Faviola.Martin@milwaukee.gov>

Please add objection

Marissa Milano
She/her/hers
 License Coordinator
 City Clerk-License Division
 200 E Wells St #105
www.milwaukee.gov/license



From:

Sent: Thursday, August 3, 2023 8:02 AM

To: License <LICENSE@milwaukee.gov>

Subject: 2308 s 27th St class B tavern license

REDACTED RECORD

h which is right across the street from this place of business. I live here with my wife and daughter. Unfortunately, our neighborhood has been the target of numerous thefts. There has been an increase of prostitution and intoxicated homeless as well as panhandling. The residents of the neighborhood do not mirror the recent mishaps. This community is made of hardworking families, many with young children. This type of premises creates an opposing family centered environment. 27th is a high traffic avenue and noise is elevated naturally. The noise generated from this bar will not allow for a peaceful and safe sleep for families. 27th St already has a great number of motor vehicle accidents. This establishment would aggravate the incidences adding more intoxicated individuals. In addition, violence from altercations between inebriated people is a safety concern as well. There is already a concern for homeless people roaming the area (many under the influence) and this will only aid that type of ambiance. Neighbors are currently working with local officials to address this. There is also an issue of parking. Many homes in the area are duplexes and already lack parking spaces. Because 27th street alternates side parking, there will be limited parking for the actual residents of this neighborhood. Please consider the above concerns. It really does take a village to raise a child and our family needs your support to protect ours.

AC

Cox, Andrew

From: License
Sent: Thursday, August 3, 2023 9:39 AM
To: Cox, Andrew
Cc: Cooney, Jim; Martin, Faviola
Subject: FW: 2308 S 27th - Class B Tavern License

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license

REDACTED RECORD



From:
Sent: Wednesday, August 2, 2023 5:19 PM
To: License <LICENSE@milwaukee.gov>
Subject: 2308 S 27th - Class B Tavern License

My name is _____, homeowner of _____ t for the past _____ years.

I am incredibly concerned with the newly opened business _____ from my home. I am a single mother of 4 and am advocating for a safer community for my children and all of the families that have lived here for decades.

We have seen an increase in theft, vehicle accidents, pan handling and prostitution in the past couple of years. Intoxication and substance abuse is a problem in this area. This would be yet another location that supports the common denominator.

There are many homeowners with children in this neighborhood and adding this type of premises creates an opposing family centered environment. 27th is a high traffic avenue and noise is elevated naturally. The noise generated from this bar will not allow for a peaceful and safe sleep for families.

27th St already has a great number of motor vehicle accidents. This establishment would aggravate the incidences adding more intoxicated individuals. In addition, violence from altercations between inebriated is a safety concern as well.

There is already a concern for homeless people roaming the area (many under the influence) and this will only aid the situation.

Neighbors are currently working with local officials to address this. There is also an issue of parking. Many homes in the area are duplexes and already lack parking spaces. Because 27th street alternates side parking, there will be limited parking for the actual residents of this neighborhood.

AC

We want to see a positive change in our community and we want to feel safe coming home. I ask that you please help create an environment worthy of your own children.

Sincerely,

#southsidepride

REDACTED RECORD

Date:08/23/23
Officer: Vodicka

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

Name of Premise: Purple Lounge Hookah Bar
Address: 2308 S 27th St Milwaukee, WI
Phone: 414-737-0562

Owner: Aroosa KHAN
Owner address: 7341 S 76th St
City State Zip: Franklin, WI 53132
Owner Phone: 414-737-0562
Owner email: AroosAli263@gmail.com

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

Preferred contact: Same

Location currently open: YES NO

Projected open date: 12/01/23

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

Hours of Operation: Sun: 5p-12a 24 hours Y N
Mon: "
Tue: "
Wed: "
Thu: "
Fri: 4p-12a
Sat: "

Premise Type: Tavern/Bar
 Restaurant
 Other: Cig/tobacco

Licenses currently held:

- Alcohol: Yes No Class: #:
Tobacco: Yes No #:
Food: Yes No #:
Other: Yes No Type: #:
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. Street parking Yes No
7. Is there a parking lot Yes No
8. Is the parking lot clean? 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: 2
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. VCR Yes No
 - d. Recorded Yes No
20. How long is footage stored for later viewing: 1 week
21. Are there exterior cameras Yes No How many: 2
22. Are there interior cameras Yes No How many: 8

23. Do all employees know how to retrieve recorded digital images/footage? Yes No
 24. Cameras located in parking lot Yes No How many N/A

Interior Survey:

25. What is the planned/posted capacity 50*
 26. What is the minimum number of employees that will be on premise 3
 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. Are emergency and non-emergency numbers posted near the phone? Yes No
 31. 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

32. How many security personnel are going to be employed: 2
 33. How will they be deployed: Interior 1 Exterior 1
 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 35. Will the security be managed by business or contracted
 36. Will they be armed Yes No
 37. What type of security measures will be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge \$30
 Age restriction
 Other
 38. When at capacity, how will the overflow crowd be managed? Manager
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Business has not received occupancy/capacity at time of inspection. Licensee stated hours of operation are correct and will operate only within hours. Applicant's husband informed he would need to obtain a Bartender's license because business is an LLC. Applicant confirmed that no PEP license was applied for but may seek temp licenses to allow for "performers dancing" only to include belly dancers.

Summary

| Name | Count | Area(ft ²) | Length(mi) |
|------------------|-------|------------------------|------------|
| Alcohol Licenses | 17 | | |

Alcohol Licenses

| # | Legal Entity | Trade Name | Licensee | Address | License Type Name | Total Capacity | Expiration Date | Count |
|----|---------------------------------------|------------------------------|----------------------------------|-----------------------|--|----------------|---------------------|-------|
| 1 | LA PICA #3, LLC | LA PICA CARR 3 BAR & HALL | WILLIAM RIVERA, Agt | 3427-31 W LINCOLN AV | Class B Tavern License | 162 | 7/28/2023, 7:00 PM | 1 |
| 2 | DAERY STORE LLC | Supermercado Jalisco | Gabriel Feliciano Otero, Agt | 2000 W Lincoln AV | Class A Malt & Class A Liquor License | | 8/6/2023, 7:00 PM | 1 |
| 3 | Holler House | Holler House | Catherine Haefke, SP | 2042 W Lincoln AV | Class B Tavern License | | 9/20/2023, 7:00 PM | 1 |
| 4 | Agave Azul | Agave Azul | FRANCISCO RIOS, JR, SP | 3316 W Lincoln AV | Class B Tavern License | 94 | 9/23/2023, 7:00 PM | 1 |
| 5 | LINCOLN BEER & LIQUOR INC. | LINCOLN BEER & LIQUOR | Gurjit K Singh, Agt | 2717 W Lincoln AV | Class A Malt & Class A Liquor License | | 10/31/2023, 7:00 PM | 1 |
| 6 | Kamal Food Mart, LLC | Kamal Food Mart | Kamal J Singh, Agt | 2539 W GRANT ST | Class A Fermented Malt Beverage Retailer's License | | 1/2/2024, 6:00 PM | 1 |
| 7 | RTSP, LLC | JUST ONE MORE | ANTONIO S PEREZ, Agt | 3209 W LINCOLN AV | Class B Tavern License | 25 | 2/8/2024, 6:00 PM | 1 |
| 8 | Villana's Place, LLC | Villana's Place | Juan Manuel Macias Gallardo, Agt | 3000 W LINCOLN AV | Class B Tavern License | 160 | 2/7/2024, 6:00 PM | 1 |
| 9 | N&O FAMILY LLC | Lucky Food & Beer | Malik M N Injas, Agt | 2638 W LINCOLN AV | Class A Fermented Malt Beverage Retailer's License | | 2/7/2024, 6:00 PM | 1 |
| 10 | REHLEH LLC | The Pressroom MKE | Robert E Holmes, Agt | 3105 W Forest Home AV | Class B Tavern License | | 3/23/2024, 7:00 PM | 1 |
| 11 | Farida, LLC | South Ave Foods | Thaher M Qatoum, Agt | 2108 S 25TH ST | Class A Fermented Malt Beverage Retailer's License | | 5/5/2024, 7:00 PM | 1 |
| 12 | ABDELAL, LLC | GRANT MARKET | SAED F ABDELAL, Agt | 2100 W GRANT ST | Class A Fermented Malt Beverage Retailer's License | | 5/13/2024, 7:00 PM | 1 |
| 13 | OBEROI REAL ESTATE LLC | Quick Pick Food Mart | Meetu Oberoi, Agt | 3332 W LINCOLN AV | Class A Malt & Class A Liquor License | | 7/4/2024, 7:00 PM | 1 |
| 14 | Seven Star Liquor LLC | Seven Star Liquor | JASJEET SINGH, Agt | 2223 W Forest Home AV | Class A Malt & Class A Liquor License | | 7/25/2024, 7:00 PM | 1 |
| 15 | LA PICA #3, LLC | LA PICA CARR 3 BAR & HALL | WILLIAM RIVERA, Agt | 3427-31 W LINCOLN AV | Class B Tavern License | 162 | 7/28/2024, 7:00 PM | 1 |
| 16 | Restaurante El Rinconcito De Rafa LLC | Carnitas De Rafa Restaurante | Rafael Ruiz Rojo, Agt | 2344 S 27th ST | Class B Tavern License | | 7/26/2024, 7:00 PM | 1 |
| 17 | Valcarcel, LLC | AsianRican Foods | Julie L Valcarcel, Agt | 3300 W Lincoln AV | Class B Tavern License | | 7/19/2024, 7:00 PM | 1 |



Tuesday, November 14, 2023



Notice of Public Hearing

Blank Notice

KHAN, Aroosa, Agent
Purple Lounge Hookah Bar at 2308 S 27TH St
Class B Tavern License Application

Tuesday, November 28, 2023 at 1:40 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 11/28/2023 at 1:40 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 phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

| OCCUPANT | MAIL ADDRESS | CITY STATE ZIP |
|------------------|-----------------------|--------------------------|
| CURRENT OCCUPANT | 2251 S LAYTON BLVD | MILWAUKEE, WI 53215-2460 |
| CURRENT OCCUPANT | 2253 S LAYTON BLVD | MILWAUKEE, WI 53215-2460 |
| CURRENT OCCUPANT | 2255 S 26TH ST | MILWAUKEE, WI 53215-2514 |
| CURRENT OCCUPANT | 2256 S LAYTON BLVD | MILWAUKEE, WI 53215-2461 |
| CURRENT OCCUPANT | 2257 S 26TH ST | MILWAUKEE, WI 53215-2514 |
| CURRENT OCCUPANT | 2257 S LAYTON BLVD | MILWAUKEE, WI 53215-2460 |
| CURRENT OCCUPANT | 2257A S LAYTON BLVD | MILWAUKEE, WI 53215-2460 |
| CURRENT OCCUPANT | 2258 S LAYTON BLVD | MILWAUKEE, WI 53215-2461 |
| CURRENT OCCUPANT | 2262 S 28TH ST | MILWAUKEE, WI 53215-2426 |
| CURRENT OCCUPANT | 2262A S 28TH ST | MILWAUKEE, WI 53215-2426 |
| CURRENT OCCUPANT | 2264 S LAYTON BLVD | MILWAUKEE, WI 53215-2461 |
| CURRENT OCCUPANT | 2272 S 28TH ST | MILWAUKEE, WI 53215-2426 |
| CURRENT OCCUPANT | 2319 S 27TH ST | MILWAUKEE, WI 53215-2922 |
| CURRENT OCCUPANT | 2320 S 27TH ST | MILWAUKEE, WI 53215-2923 |
| CURRENT OCCUPANT | 2320 S 28TH ST | MILWAUKEE, WI 53215-2926 |
| CURRENT OCCUPANT | 2320A S 28TH ST | MILWAUKEE, WI 53215-2926 |
| CURRENT OCCUPANT | 2321 S 26TH ST | MILWAUKEE, WI 53215-2920 |
| CURRENT OCCUPANT | 2322 S 27TH ST | MILWAUKEE, WI 53215-2923 |
| CURRENT OCCUPANT | 2322A S 27TH ST | MILWAUKEE, WI 53215-2923 |
| CURRENT OCCUPANT | 2323 S 26TH ST | MILWAUKEE, WI 53215-2920 |
| CURRENT OCCUPANT | 2324 S 28TH ST | MILWAUKEE, WI 53215-2926 |
| CURRENT OCCUPANT | 2326 S 27TH ST | MILWAUKEE, WI 53215-2923 |
| CURRENT OCCUPANT | 2326 S 28TH ST | MILWAUKEE, WI 53215-2926 |
| CURRENT OCCUPANT | 2327 S 26TH ST | MILWAUKEE, WI 53215-2920 |
| CURRENT OCCUPANT | 2328 S 28TH ST | MILWAUKEE, WI 53215-2926 |
| CURRENT OCCUPANT | 2329 S 27TH ST | MILWAUKEE, WI 53215-2922 |
| CURRENT OCCUPANT | 2330 S 27TH ST | MILWAUKEE, WI 53215-2923 |
| CURRENT OCCUPANT | 2330A S 27TH ST | MILWAUKEE, WI 53215-2923 |
| CURRENT OCCUPANT | 2331 S 26TH ST | MILWAUKEE, WI 53215-2920 |
| CURRENT OCCUPANT | 2331A S 26TH ST | MILWAUKEE, WI 53215-2920 |
| CURRENT OCCUPANT | 2332 S 28TH ST | MILWAUKEE, WI 53215-2926 |
| CURRENT OCCUPANT | 2334 S 27TH ST | MILWAUKEE, WI 53215-2923 |
| CURRENT OCCUPANT | 2334A S 27TH ST | MILWAUKEE, WI 53215-2923 |
| CURRENT OCCUPANT | 2335 S 26TH ST | MILWAUKEE, WI 53215-2920 |
| CURRENT OCCUPANT | 2337 S 26TH ST | MILWAUKEE, WI 53215-2920 |
| CURRENT OCCUPANT | 2339 S 26TH ST | MILWAUKEE, WI 53215-2920 |
| CURRENT OCCUPANT | 2339 S 27TH ST | MILWAUKEE, WI 53215-2922 |
| CURRENT OCCUPANT | 2340 S 27TH ST | MILWAUKEE, WI 53215-2923 |
| CURRENT OCCUPANT | 2340A S 27TH ST | MILWAUKEE, WI 53215-2923 |
| CURRENT OCCUPANT | 2341 S 26TH ST | MILWAUKEE, WI 53215-2920 |
| CURRENT OCCUPANT | 2341A S 26TH ST | MILWAUKEE, WI 53215-2920 |
| CURRENT OCCUPANT | 2342 S 27TH ST | MILWAUKEE, WI 53215-2923 |
| CURRENT OCCUPANT | 2345 S 26TH ST | MILWAUKEE, WI 53215-2920 |
| CURRENT OCCUPANT | 2600 W LINCOLN AVE | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2600 W LINCOLN AVE# A | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2601 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |

| | | |
|------------------|-----------------------|--------------------------|
| CURRENT OCCUPANT | 2603 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2604 W LINCOLN AVE | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2605 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2607 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2608 W LINCOLN AVE | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2608A W LINCOLN AVE | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2611 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2612 W LINCOLN AVE | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2612A W LINCOLN AVE | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2615 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2616 W LINCOLN AVE | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2617 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2617A W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2618 W LINCOLN AVE | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2623 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2626 W LINCOLN AVE | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2627 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2629 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2630 W LINCOLN AVE | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2631 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2633 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2635 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2636 W LINCOLN AVE | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2636 W LINCOLN AVE# A | MILWAUKEE, WI 53215-2477 |
| CURRENT OCCUPANT | 2639 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2641 W LINCOLN AVE | MILWAUKEE, WI 53215-2476 |
| CURRENT OCCUPANT | 2709 W LINCOLN AVE | MILWAUKEE, WI 53215-2454 |
| CURRENT OCCUPANT | 2713 W LINCOLN AVE | MILWAUKEE, WI 53215-2454 |
| CURRENT OCCUPANT | 2713A W LINCOLN AVE | MILWAUKEE, WI 53215-2454 |
| CURRENT OCCUPANT | 2724A W LINCOLN AVE | MILWAUKEE, WI 53215-2455 |
| CURRENT OCCUPANT | 2727 W LINCOLN AVE | MILWAUKEE, WI 53215-2454 |
| CURRENT OCCUPANT | 2727A W LINCOLN AVE | MILWAUKEE, WI 53215-2454 |

Blank Notice

Total Records: 78

Radius 250 feet and Center of the Circle: 2308 S 27th St



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

OFFICE OF THE CITY CLERK LICENSE DIVISION
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.gov

1. Type of Business

Applying for: Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: Delivery Drive Thru Dining Room
 Self Service Laundry Massage Establishment Filling Station
 Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:

Hookah Bar

Do you have any experience operating this type of business? No Yes If yes, explain: *I have been in line of Business for 7-10 years*

2. Business Operations

- a. Proposed Opening Date: *September 15th*
- 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: *4* Locations: *Bathrooms, Bar office Entrances*
Outside: *2* Locations: *Entrance Door*
- c. Is a crowd control barrier used? No Yes If yes, describe: *Manager and Security Guard*
- 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? 6/cars and describe the parking security plan: Out side Street Parking
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? No Yes If yes, how many? 2 and answer the following:
 What are their responsibilities? Check IDs and make sure everything is smok
 Is security equipment used? No Yes If yes, describe Eye cam camera system
 List their licensing, certification, or training credentials out side security company
- d. Will there be security cameras? No Yes If yes, how many? 7 and list locations: _____
5 inside 2 outside
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe Main entrance by door

6. Percentage of Sales (must total 100%)

| | | | |
|-----------------------------|---|---|--|
| Alcohol <u>50</u> % | Food _____ % | Secondhand Merchandise _____ % | Precious Metals & Gems _____ % |
| Entertainment _____ % | Cigarettes _____ % | Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ % | Other <u>50</u> % Describe: <u>Hookha</u> |
| Pawnbroker Activity _____ % | Salvaged Materials _____ % (such as scrap metal) | | |

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 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: 27th 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: Miguel Herrera Phone Number: 414 232-6843
 Building Owner Address: 2641 West Lincoln Ave Milwaukee, WI

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 | 5 PM | 12:00 AM | 10-15 | 21-60 | 21 and above |
| Monday | 5 PM | 12:00 AM | 10-15 | ↓ | ↓ |
| Tuesday | 5 PM | 12:00 AM | 10-15 | | |
| Wednesday | 5 PM | 12:00 AM | 10-15 | | |
| Thursday | 5 PM | 12:00 AM | 10-15 | | |
| Friday | 4 PM | 12:00 AM | 20-30 | | |
| Saturday | 4 PM | 12:00 AM | 20-30 | | |

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: AK Purple Hookah Bar LLC
Premise Address: 2308 South 27th St Milwaukee WI 53235

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.)? Miscif Aroosa Khan

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

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 07/1/23 Ends 07/1/27

b) Monthly rental \$ 2,250.00

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

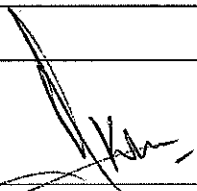
Lease Information (Continued)

- 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

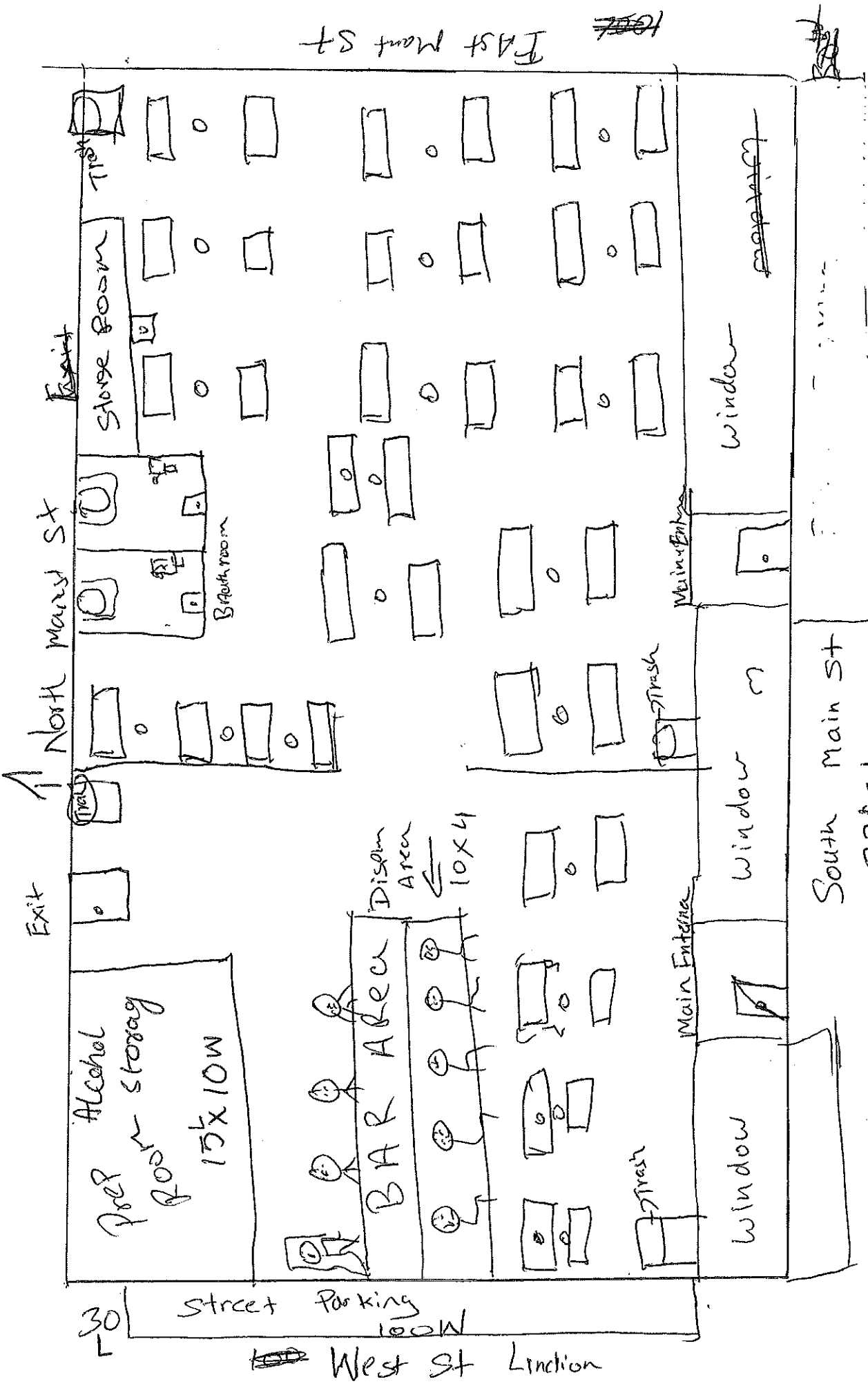


Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

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



Fast Mart St

Total Square Footage = 2,850.0

100L

07/28/2023

AX PURPLE LOUNGE Hook Bay Investment LLC

MUS Hook Bay

2308 S 27th St

MUS Hook Bay