



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

Monday, December 13, 2021

COMMITTEE MEETING NOTICE

AD 14

KRUSE, Bradley A, Agent
Nonfiction LLC
2611 E Oklahoma Av
Milwaukee, WI 53207

You are requested to attend a virtual hearing to be held on:

Wednesday, January 05, 2022 at 09:00 AM

Regarding: Your Class B Tavern and Food Dealer License Applications as agent for "Nonfiction LLC" for "Nonfiction Natural Wines" at 2563 S Kinnickinnick.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/397740933> If you wish to call in, please call [+1 \(408\) 650-3123](tel:+14086503123) and use Access Code: **397-740-933**

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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 meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov

Date: 11/11/2021
Officer: P.O. Fabian Garcia

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

Name of Premise: Non-Fiction Natural Wines
Address: 2563 S. Kinnickinnic Avenue
Phone: 920-470-7165

Owner: Bradley Kruse
Owner address: 2611 E. Oklahoma Avenue
City State Zip: Milwaukee, WI 53207
Owner Phone: 920-470-7165
Owner email: bradley.kruse@gmail.com

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

Preferred contact:

Location currently open: ☐ YES ☒ NO

Projected open date: Early 2022

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

Hours of Operation: Sun: 9am-10pm ☐24 hours ☐Y ☐N
Mon: 9am-10pm
Tue: 9am-10pm
Wed: 9am-10pm
Thu: 9am-10pm
Fri: 10am-12am
Sat: 10am-12am

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

Licenses currently held: Non at this location

Alcohol:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Class:	#:
Tobacco:	<input type="checkbox"/> Yes <input type="checkbox"/> No		#:
Food:	<input type="checkbox"/> Yes <input type="checkbox"/> No		#:
Extended Hours:	<input type="checkbox"/> Yes <input type="checkbox"/> No		#:
Secondhand Dealer:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Type:	#:
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 parking lot ☐ Yes ☒ No
7. Is the parking lot clean? ☐ Yes ☐ No N/A
8. Off-Street parking ☒ Yes ☐ No
9. Is the parking lot well lit? ☐ Yes ☐ No N/A
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: Under renovation, will be adding cameras

17. Does this location have security cameras? ☐ Yes ☒ No Will add in future
18. Are they in working order? ☐ Yes ☐ No N/A
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:
21. Are there exterior cameras ☒ Yes ☐ No How many: 2, on property.
22. Are there interior cameras ☐ Yes ☒ No How many: will add in future

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: Under Renovation at this time

25. What is the planned capacity: possibly 46 or 49
26. What is the minimum number of employees That will be on premise: Two
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 under renovation
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 No Security

33. How many security personnel are going to be employed:
34. How will 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:

This report was written by Police Officer Fabian Garcia assigned to District Six-Early Power, Community Liaison Officer.

On Thursday, November 11, 2021, Officer Ward and I met with Mr. Bradley Kruse. This property is still under renovation and Mr. Kruse plans to be open early 2022. There are two entry and exit points on the east end of the property (front) and to the south end of the property (side). Mr. Kruse plans to have an open patio for patrons on the south end of the exterior of the property. Mr. Kruse plans to install three exterior cameras which face both entry and exit doors

as well as the patio area. Mr. Kruse also would like to install four to five interior cameras once renovation is complete. Discussion were made regarding position of interior cameras, which included cameras facing main entry and exit points and cameras with over view of bar and register area. Mr. Kruse currently does not have "No Loitering" signs posted but will be adding in the near future.

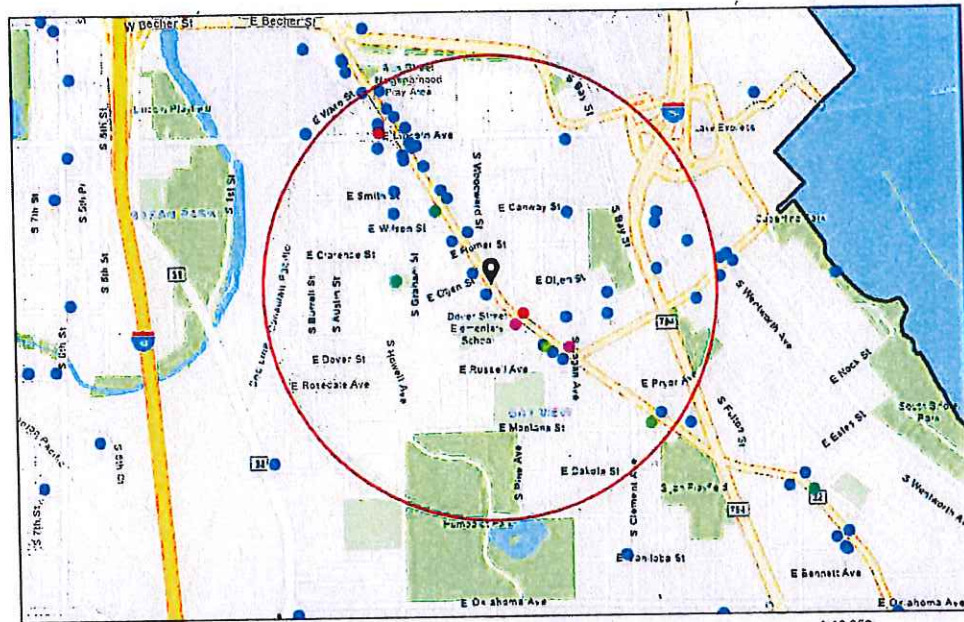


Concentration Map - 2563 S Kinnickinnic AV

Area of Interest (AOI) Information

Area : 21,862,585.76 ft²

Oct 25 2021 11:14:37 Central Daylight Time



Alcohol Licenses

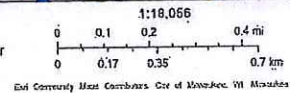
- Class A Intoxicating Liquor
- Class A Fermented Malt Beverage

Class A Liquor and Malt

- Class B Fermented Malt Beverage
- Class B Tavern

Class C Wine Retailer

City Limits



10/25/2021

Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	48		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	DOMINIC & PHILIP, INC	DE MARINIS ORIGINAL RECIPES	LUCIA R DE MARINIS, Agt	1211 E CONWAY ST	Class B Tavern License	160	11/4/2021, 7:00 PM	1
2	At Random Cocktail Lounge LLC	At Random	JOHN M DYE, Agt	2501 S DELAWARE AV	Class B Tavern License	90	11/27/2021, 6:00 PM	1
3	Still Shakers	Still Shakers	Brent A Rupcich, SP	1051 E POTTER AV	Class B Tavern License	63	11/2/2021, 7:00 PM	1
4	Morgan Kenwood, LTD	Avalon	JANE M SCHILZ, Agt	2473 S Kinnickinnic AV	Class B Tavern License		12/14/2021, 6:00 PM	1
5	Sabor Tropical LLC	Sabor Tropical Latin Inspired Kitchen & Lounge	Carmen Munoz, Agt	2258 S KINNICKINNI C AV	Class B Tavern License		10/23/2021, 7:00 PM	1
6	ST AUGUSTINE CONGREGATION	ST AUGUSTINE CONGREGATION	Joseph A Laska, Agt	2530 S HOWELL AV	Class B Fermented Malt Beverage Retailer's License		12/30/2021, 6:00 PM	1
7	GW Mireles Inc	Cafe Corazon Bay View	GEORGE MIRELES, Agt	2394 S Kinnickinnic AV	Class B Tavern License	99	2/2/2022, 6:00 PM	1
8	Franks Power Plant BV LLC	Patti's Power Plant	Patricia A D'Acquisto, Agt	2800 S KINNICKINNI C AV	Class B Tavern License	80	1/27/2022, 6:00 PM	1
9	Lazy Susan MKE Inc	Lazy Susan MKE	AMANDA J DIXON, Agt	2376-78 S Howell AV	Class B Tavern License	80	1/20/2022, 6:00 PM	1
10	RADBAT LLC	Odd Duck	ROSS M BACHHUBER, Agt	2352-54 S Kinnickinnic AV	Class B Tavern License	80	2/26/2022, 6:00 PM	1
11	Egg & Flour II LLC	Egg & Flour	Adam M Pawlak, Agt	2273 S HOWELL AV	Class B Tavern License		3/2/2022, 6:00 PM	1
12	NEVADA PRODUCTIONS LLC	THE TONIC TAVERN	PAUL U JONAS, Agt	2335 S KINNICKINNI C AV	Class B Tavern License	99	2/25/2022, 6:00 PM	1
13	BAY VIEW QUICK MART, LLC	BAY VIEW QUICK MART	YASSER JABER, Agt	2690 S KINNICKINNI C AV	Class A Fermented Malt Beverage Retailer's License		3/21/2022, 7:00 PM	1
14	BAY VIEW QUICK MART, LLC	BAY VIEW QUICK MART	YASSER JABER, Agt	2690 S KINNICKINNI C AV	Class A Retailer's Intoxicating Liquor License		3/21/2022, 7:00 PM	1
15	Marcat Corp	Hue Restaurant	MARK V NIELSEN, Agt	2691 S Kinnickinnic AV	Class B Tavern License	48	3/31/2022, 7:00 PM	1
16	Lion's Tooth, LLC	Lion's Tooth	Michelle M McClone-Carriere, Agt	2421 S KINNICKINNI C AV	Class C Wine Retailer's License		3/22/2022, 7:00 PM	1
17	Lion's Tooth, LLC	Lion's Tooth	Michelle M McClone-Carriere, Agt	2421 S KINNICKINNI C AV	Class B Fermented Malt Beverage Retailer's License		3/22/2022, 7:00 PM	1

18	CIAO CUCINA, LLC	CAFE LULU	SARAH F JONAS, Agt	2261-65 S Howell AV	Class B Tavern License	189	4/8/2022, 7:00 PM	1
19	HONEYPIE CAFE, INC.	HoneyPie	VALERI A LUCKS, Agt	2569 S KINNICKINNI C AV	Class B Tavern License		4/28/2022, 7:00 PM	1
20	FRANK'S NEWPORT, LLC	THE NEWPORT LOUNGE	FRANCIS C CREED, Agt	939 E CONWAY ST	Class B Tavern License	80	5/18/2022, 7:00 PM	1
21	Love Bowl Inc	Goodkind	KATHARINE L ROSE, Agt	2457 S Wentworth AV	Class B Tavern License	86	5/25/2022, 7:00 PM	1
22	THREE BROTHERS RESTAURANT LLC	THREE BROTHERS RESTAURANT	Patricia J Radicevic, Agt	2414 S ST CLAIR ST	Class B Tavern License	25	5/23/2022, 7:00 PM	1
23	DRI 5 BAYVIEW LLC	Centraal Grand Cafe & Tappery	ERIC G WAGNER, Agt	2306 S KINNICKINNI C AV	Class B Tavern License	261	6/29/2022, 7:00 PM	1
24	Old Skoolz LLC	Old Skoolz	TIMMY T WISHMAN, Agt	1100 E POTTER AV	Class B Tavern License		6/20/2022, 7:00 PM	1
25	CLASSIC SLICE, INC	CLASSIC SLICE PIZZA	MARISA D LANGE, Agt	2797 S KINNICKINNI C AV	Class B Fermented Malt Beverage Retailer's License		5/23/2022, 7:00 PM	1
26	MAPLE LEAF ENTERPRISE S, LLC	SUGAR MAPLE	ADRIENNE M PIERLUISSI, Agt	441 E LINCOLN AV	Class B Tavern License	160	7/29/2022, 7:00 PM	1
27	Tota's LLC	Riviera Maya	FRANCISCO ARAIZA-QUINTANA, Agt	2321&2327 S Kinnickinnic AV	Class B Tavern License	90	7/5/2022, 7:00 PM	1
28	CLASSIC SLICE, INC	CLASSIC SLICE PIZZA	MARISA D LANGE, Agt	2797 S KINNICKINNI C AV	Class C Wine Retailer's License		5/23/2022, 7:00 PM	1
29	Nonfiction LLC	Nonfiction Wine Company	Bradley A Kruse, Agt	800 E Potter AV	Class A Retailer's Intoxicating Liquor License		6/13/2022, 7:00 PM	1
30	Guanajuato Mexican Restaurant, LLC	Guanajuato Mexican Restaurant	CAROLINA GAMINO, Agt	2317 S Howell AV	Class B Tavern License		7/29/2022, 7:00 PM	1
31	Three Sheets LLC	The Stone	SHAWN T LEET, Agt	2422 S Howell AV	Class B Tavern License	80	7/28/2022, 7:00 PM	1
32	HIGGSKI, INC	BAY VIEW BOWL	MICHAEL S KOSINSKI, Agt	2416 S KINNICKINNI C AV	Class B Tavern License	160	7/25/2022, 7:00 PM	1
33	SUMO, LLC	THE HIGHBURY PUB	JOSEPH R KATZ, Agt	2322 S KINNICKINNI C AV	Class B Tavern License	80	7/26/2022, 7:00 PM	1
34	KRS Hospitality Group LLC	Makk N Cheese	Marcos A Ramos-Garcia, Agt	2242 S Kinnickinnic AV	Class B Tavern License	60	8/9/2022, 7:00 PM	1
35	PKNJ, LLC	Sorella	Kyle C Toner, Agt	2535 S Kinnickinnic AV	Class B Tavern License		8/16/2022, 7:00 PM	1

10/25/2021

36	U.C. Jonas Inc	Mothership	PAUL U JONAS, Agt	2301 S Logan AV	Class B Tavern License		7/25/2022, 7:00 PM	1
37	Bumstead Provisions LLC	Crafty Cow/Hot Head Fried Chicken	David T Eichler, Agt	2671 S KINNICKINNI C AV	Class B Tavern License		9/14/2022, 7:00 PM	1
38	Piedmont Property Corporation	Puddler's Hall	Casey C Foltz, Agt	2461 S St Clair ST	Class B Tavern License	80	9/20/2022, 7:00 PM	1
39	LOGAN & POTTER, INC	BURNHEART S	WILLIAM J SEIDEL, Agt	2599 S LOGAN AV	Class B Tavern License	80	9/24/2022, 7:00 PM	1
40	TKP LLC	Hungry Sumo	Thitichai Rukchon, Agt	2663 S Kinnickinnic AV	Class B Fermented Malt Beverage Retailer's License		9/26/2022, 7:00 PM	1
41	BCT5 LLC	Vanguard	CHRISTOPHE R J SCHULIST, Agt	2659 S KINNICKINNI C AV	Class B Tavern License		10/14/2022, 7:00 PM	1
42	RSVR LLC	RSVR	Reid C Splering, Agt	2210 S KINNICKINNI C AV	Class B Tavern License		10/10/2022, 7:00 PM	1
43	Vine Society LLC	Voyager Wine & Cocktail Bar	JORDAN A BURICH, Agt	422 E Lincoln AV	Class B Tavern License	49	10/17/2022, 7:00 PM	1
44	DOMINIC & PHILIP, INC	DE MARINIS ORIGINAL RECIPES	LUCIA R DE MARINIS, Agt	1211 E CONWAY ST	Class B Tavern License	160	11/4/2022, 7:00 PM	1
45	MPR CORPORATION	Bay View Supermarket	PARESH C PATEL, Agt	2277 S HOWELL AV	Class A Malt & Class A Liquor License		9/19/2022, 7:00 PM	1
46	TKP LLC	Hungry Sumo	Thitichai Rukchon, Agt	2663 S Kinnickinnic AV	Class C Wine Retailer's License		9/26/2022, 7:00 PM	1
47	SEIGEL LIQUOR, INC	SIEGEL LIQUOR	AMARJIT S VIRK, Agt	2632 S KINNICKINNI C AV	Class A Malt & Class A Liquor License		9/23/2022, 7:00 PM	1
48	Semolina MKE LLC	Semolina MKE	Petra L Orłowski, Agt	2474 S KINNICKINNI C AV	Class B Tavern License		10/16/2022, 7:00 PM	1

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



Monday, December 13, 2021



Notice of Public Hearing

Blank Notice

KRUSE, Bradley A
Nonfiction Natural Wines at 2563 S Kinnickinnic Av.
Class B Tavern and Food Dealer License Applications

Wednesday, January 05, 2022 at 09:00 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 virtually on 1/05/2022 at 09:00 AM. 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 will be asked to do so by phone or internet and 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 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 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]

CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 302	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 303	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 304	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 305	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 306	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 307	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 308	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 309	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 310	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 311	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 312	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 313	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 314	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 315	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 316	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2557 S KINNICKINNIC AVE, 317	MILWAUKEE, WI 53207-1616
CURRENT OCCUPANT	2571 S KINNICKINNIC AVE, 10	MILWAUKEE, WI 53207-1659
CURRENT OCCUPANT	2571 S KINNICKINNIC AVE, 11	MILWAUKEE, WI 53207-1659
CURRENT OCCUPANT	2571 S KINNICKINNIC AVE, 12	MILWAUKEE, WI 53207-1659
CURRENT OCCUPANT	2571 S KINNICKINNIC AVE, 14	MILWAUKEE, WI 53207-1659
CURRENT OCCUPANT	2571 S KINNICKINNIC AVE, 5	MILWAUKEE, WI 53207-1653
CURRENT OCCUPANT	2571 S KINNICKINNIC AVE, 6	MILWAUKEE, WI 53207-1659
CURRENT OCCUPANT	2575 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1653
CURRENT OCCUPANT	2575A S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1653
CURRENT OCCUPANT	2577 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1653
CURRENT OCCUPANT	2577A S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1653
CURRENT OCCUPANT	2581 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1653
CURRENT OCCUPANT	615 E OTJEN ST	MILWAUKEE, WI 53207-1613
CURRENT OCCUPANT	616 E OTJEN ST	MILWAUKEE, WI 53207-1614
CURRENT OCCUPANT	617 E OTJEN ST	MILWAUKEE, WI 53207-1613
CURRENT OCCUPANT	618 E DOVER ST	MILWAUKEE, WI 53207-2108
CURRENT OCCUPANT	618 E OTJEN ST	MILWAUKEE, WI 53207-1614
CURRENT OCCUPANT	619 E OTJEN ST	MILWAUKEE, WI 53207-1613
CURRENT OCCUPANT	620 E OTJEN ST	MILWAUKEE, WI 53207-1614
CURRENT OCCUPANT	622 E DOVER ST	MILWAUKEE, WI 53207-2108
CURRENT OCCUPANT	623 E OTJEN ST, 1	MILWAUKEE, WI 53207-1679
CURRENT OCCUPANT	623 E OTJEN ST, 2	MILWAUKEE, WI 53207-1679
CURRENT OCCUPANT	623 E OTJEN ST, 3	MILWAUKEE, WI 53207-1679
CURRENT OCCUPANT	624 E DOVER ST	MILWAUKEE, WI 53207-2108
CURRENT OCCUPANT	629 E OTJEN ST	MILWAUKEE, WI 53207-1613
CURRENT OCCUPANT	630 E DOVER ST	MILWAUKEE, WI 53207-2108
CURRENT OCCUPANT	630 E OTJEN ST	MILWAUKEE, WI 53207-1614
CURRENT OCCUPANT	632 E OTJEN ST	MILWAUKEE, WI 53207-1614
CURRENT OCCUPANT	636 E OTJEN ST	MILWAUKEE, WI 53207-1614
CURRENT OCCUPANT	636A E OTJEN ST	MILWAUKEE, WI 53207-1614
CURRENT OCCUPANT	637 E OTJEN ST, 1	MILWAUKEE, WI 53207-1613
CURRENT OCCUPANT	637 E OTJEN ST, 2	MILWAUKEE, WI 53207-1613

CURRENT OCCUPANT	637A E OTJEN ST	MILWAUKEE, WI 53207-1613
CURRENT OCCUPANT	643 E OTJEN ST	MILWAUKEE, WI 53207-1613
CURRENT OCCUPANT	643A E OTJEN ST	MILWAUKEE, WI 53207-1613

Blank Notice

Total Records: 96

Total Radius: 250.0 feet and Center of the Circle: 2563 S Kinnickinnick Av



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:

WINE SHOP / BAR / SNACKS

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

2. Business Operations

- a. Proposed Opening Date: 1/2022
- 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: TWO SPEAKERS, AMPLIFIER, RECORD PLAYER

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 6 Locations: DISH AREA, PREP AREA, BEHIND BAR, RESTROOMS
Outside: 1 Locations: PATIO
- 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? 1 and describe the parking security plan: SPACE FOR OWNERS/EMPLOYEES
- 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? _____ and answer the following:
 What are their responsibilities? _____
 Is security equipment used? ☒ No ☒ Yes If yes, describe cam
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 4 and list locations: FRONT DOOR, SIDE DOOR, BEHIND BAR, OVER RETAIL AREA
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>75</u> %	Food <u>25</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %		
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

- ☐ 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 48 (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: KINNICKINNICK AVE

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: SCOTT GENKE Phone Number: 414-745-4580

Building Owner Address: _____

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	9 AM	10 PM	50	1 - 100+	21+ to PURCHASE ALCOHOL
Monday	9 AM	10 PM			
Tuesday	9 AM	10 PM			
Wednesday	9 AM	10 PM			
Thursday	9 AM	12 AM			
Friday	9 AM	1 AM			
Saturday	9 AM	1 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 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: NONFICTION LLC

Premise Address: 2563 S. KINNICKINNIC AVE. MILWAUKEE, WI 53207

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.)? NONFICTION

c) Are you purchasing the stock and/or fixtures? ☐ No ☒ Yes If yes, amount paid \$ 25,000

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 NOV. 2020 Ends NOV. 2021

b) Monthly rental \$ 2500

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)? 3

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 occupancy 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

x 

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

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

New and transfer of premises applicants must submit the following:

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

**FOOD DEALER LICENSE PLAN OF OPERATION**

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Legal Entity Name: NONFICTION, LLC

Premises Address: 2563 S. KINNICKINNIC AVE

SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

☒ Restaurant Items (meals):

MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

☐ Retail Items (snacks and beverages):

RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store? ☐ Yes ☐ No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

☐ Bed & Breakfast

☐ Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done? ☒ No ☐ Yes If yes, what percentage of food sales will be wholesale?

☐ Less than 25%

☐ 25% or More AND:

☐ Restaurant items (meals) will be sold – Complete this application and also contact DATCP.

☐ NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

SECTION 2 FOOD PROCESSING

Will any food processing be done? ☐ No ☒ Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold? ☐ No ☒ Yes
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: CHEESE, MEAT, PRODUCE

SECTION 4 DETAILS OF OPERATION

- Will you have seating on site for dining? ☐ No ☒ Yes
- Will you be doing any catering? ☒ No ☐ Yes
- Will you be doing any delivery? ☒ No ☐ Yes
- Will you have outdoor activities? ☐ No ☒ Yes - Check all that apply: ☐ Bar ☐ Cooking/Grilling ☒ Dining
- Will you have a drive thru window? ☒ No ☐ Yes - Are hours different from inside? ☐ No ☐ Yes
If Yes, provide drive thru hours: _____
- Will scales or barcode scanners be used? ☒ No ☐ Yes - You must also apply for a Weights & Measures License.

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?

- ☒ At a single site ☐ At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars)

If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?

- ☐ No If No, SKIP to Section 8
- ☒ Yes If Yes, check all that apply: ☒ New construction of a building ☐ Renovation or remodeling
☒ Construction changes to existing building ☐ Equipment changes only

Provide a brief description of the changes:

BUILD OUT

Start date:

OCT 2021

Name, Address & Phone Number of Architect:

SCOTT GENEK OWNER
414-745-4500

Name, Address & Phone Number of Contractor:

GEOFF FITZHARRIS
414-331-5695**SECTION 7 ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?

- ☐ No If No, SKIP to Section 8
- ☒ Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?
☐ Immediately ☒ At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

- AL I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
- AL I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.
- AL I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.
- AL I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.
- AL I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder:

Alli Kuse

Signature of Additional Partner:

[Signature]

DATE:	9/8/2021
SCALE:	SEE DRAWING
II SALES:	
II DESIGN:	AUTUMN
PROPOSAL #:	
ENTER # HERE	
PAGE #:	1/1

BLOCK PLAN NONFICTION

NONFICTION WINE
2563 N KK
MILWAUKEE, WI 53207
[Sold-To, ADDRESS, CITY]

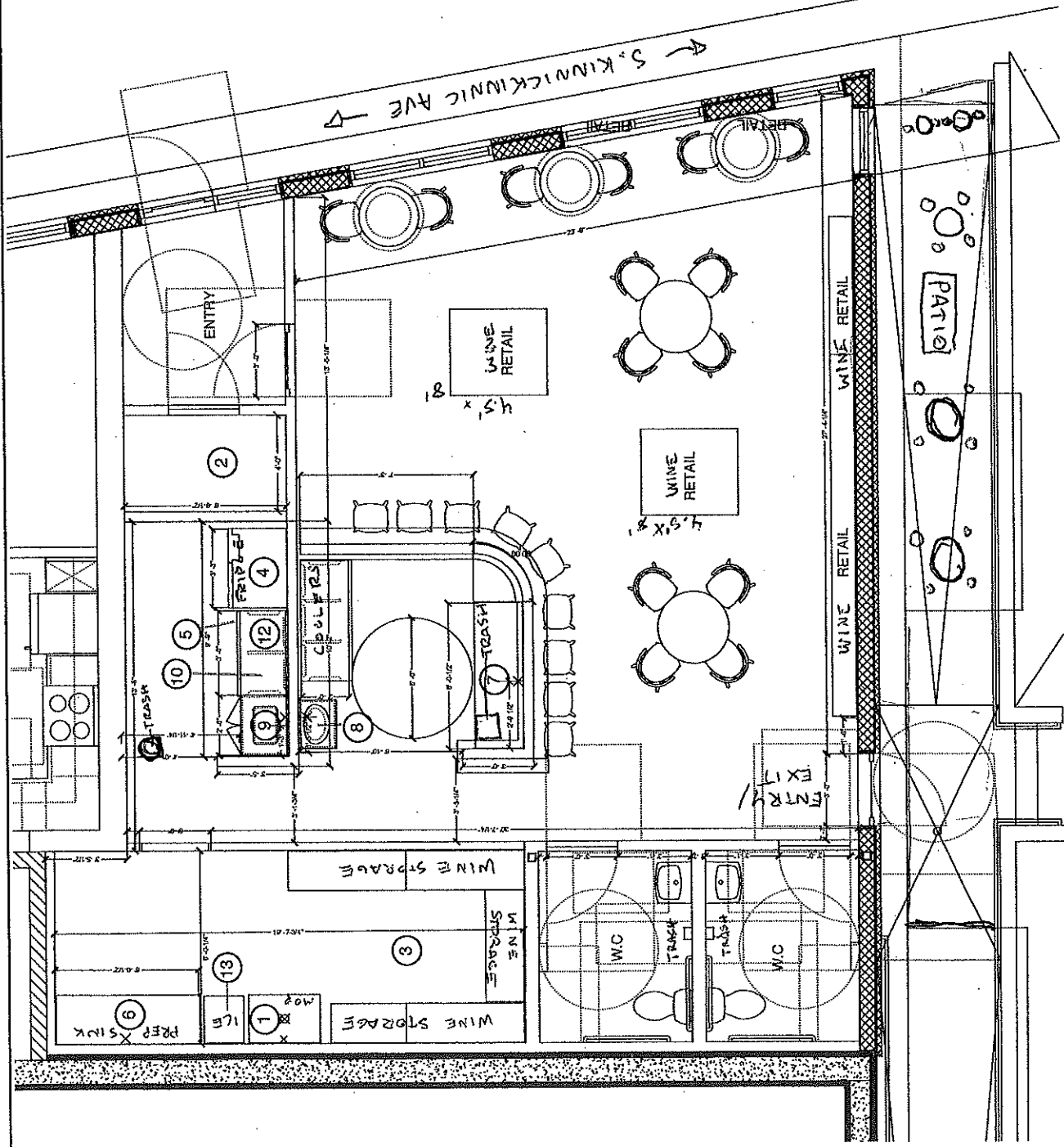


LEGEND

- 1) 36"W, 24" D MOP SINK
- 2) WATER HEATER
- 3) STORAGE
- 4) 36.5" W SINGLE DOOR REFRIGERATOR
- 5) 42" W UNDER COUNTER REFRIGERATOR
- 6) 72.5" W 3 BASIN SINK
- 7) 72" W, 18.75" D 4 BARREL SINK
- 8) 15"X17" HANDWASH SINK
- 9) 30" W PREP SINK
- 10) 45" STAINLESS PREP COUNTER
- 11) 60" W UNDER COUNTER REFRIGERATOR
- 12) AMANA TURBO OVEN 19.25"W, 26.5 D
- 13) ICE BIN 19.5"W, 23.5D

NONFICTION LLC.
NONFICTION NATURAL WINES
BRADLEY KRUSE

1181' - SQUARE FOOTAGE
38'x31'



SAMPLE MENU- Prepped in turbo chef

BREAKFAST

Sourdough Toasts- choose one or mix 2

Poached egg (cooked in Turbo chef in muffin tin) kimchi, cream cheese, scallion

Avocado spread with pickled onion, Calabrian chilis, sea salt, poached egg (cooked in Turbo chef)

Prosciutto with poached egg, scallion cream cheese

Homemade almond butter, caramelized banana

Ricotta cheese, basil, fresh berries

SNACKS/DINNER

BYO Charcuterie Board

Roasted olives

Rosemary popcorn

Pickle plate- assorted pickled vegetables with crackers

Marinated butter beans

Sourdough Toasts- choose one of mix 2

Anchovy and piquillo pepper with goat cheese

Cauliflower spread with gruyere and pickled vegetable

N'Duja spread with pimento cheese and corn

Ricotta cheese with marinated tomatoes

Fresh garlicky tomato spread, garlic aioli, marinated tomatoes