



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

Friday, March 25, 2022


COMMITTEE MEETING NOTICE

AD 15

BROOKSHIRE-CAIN, Dalynn A, Agent
1218 Social Lounge, LLC
3715 N 49TH St
Milwaukee, WI 53216

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

Wednesday, April 06, 2022 at 11:20 AM

Regarding: Your Class B Tavern License Application as agent for "1218 Social Lounge, LLC" for "1218 Social Lounge" at 1218 W North Av. 

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code <https://meet.goto.com/376935573>. If you wish to call in, please call [+1 \(669\) 224-3412](tel:+16692243412) and use Access Code: **376-935-573**

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 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

Roman, Carmen

From: License
Sent: Tuesday, February 8, 2022 5:39 PM
To: Roman, Carmen
Cc: Byrd, Yashica; Martin, Faviola
Subject: FW: license

Follow Up Flag: Follow up
Flag Status: Flagged

REDACTED RECORD

Can you add?

From:
Sent: Tuesday, February 8, 2022 4:54 PM
To: License <LICENSE@milwaukee.gov>
Subject: license

You don't often get email from [REDACTED]

I received a notice about a Class B Tavern at 1218 W. North Ave.

We have a [REDACTED] Clinic, [REDACTED] at [REDACTED]

We Object to a Tavern being so close ,within steps from our [REDACTED]

I believe there is a bar a few blocks away.

I do hope the North Ave area can attract businesses that can Better help the community than a Tavern.

Thank you,

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 12/10/2019
LICENSE TYPE: BTAVN
NEW: ☐
RENEWAL: ☒

No. 303685
Application Date: 12/09/2019

License Location: 1218 W North Avenue
Business Name: D & D's Lounge

Licensee/Applicant: Davis, Douglas S
(Last Name, First Name, MI)
Date of Birth: 02/20/84

Home Address: 3602 N Palmer Street
City: Milwaukee **State:** WI **Zip Code:** 53212
Home Phone: (414)299-0481

This report is written by Police Officer David NOVAK, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 08/25/03, applicant was charged with Carrying Conceal Weapon in Milwaukee County.

Charge: Carrying Concealed Weapon
Finding: Guilty
Sentence: 30 days HOC
Date: 01/26/04
Case: 03CM006815

2. On 05/23/11, applicant was charged with Possession of THC in Milwaukee County.

Charge: Possession of THC
Finding: Guilty
Sentence: Fined/90 days HOC
Date: 03/09/12
Case: 11CF002438

3. On 05/23/11, applicant received a citation for Trespassing Upon Buildings/Premises at 2732 W Clybourn Avenue.

Charge: Trespassing Upon Buildings/Premises
Finding: Guilty
Sentence: Fined \$171.00
Date: 12/28/11
Case: 11132255

4. On 12/31/2013 at 1:24am Milwaukee police conducted a licensed premise check at 1218 West North Avenue (D&Ds Place). Officers discovered the business was open in violation of the hours indicated on its Class B tavern license. Additionally, officers could hear loud music emanating from the basement area where the business is located. The applicant received two citations.

Charge	1:	Liquor License Required
	2:	Public Entertainment Premises-License Required
Finding	1:	Guilty
	2:	Guilty
Sentence	1:	\$4000.00 fine
	2:	\$1000.00 fine
Date	:	04/28/2014
Case	1:	14006957
	2:	14006958

5. **The applicant has two valid arrest warrants with the city of Milwaukee for item #4 for unpaid balances of \$3750.00 (#14006957) and \$1000.00 (14006958).**

6. On 09/21/2019 at 2:00am officers investigated a battery complaint that occurred at 1218 W. North Av. The female victim went into the women's restroom and found a male inside. The female's boyfriend became upset, thinking she was talking with the male in the restroom. The boyfriend pushed the female causing her discomfort. The female wanted to prosecute for Battery DV.

Previous Premise

Date: 02/17/22
Officer: Xavier Benitez

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

Name of Premise: Social Lounge
Address: 1218 W. North Ave
Phone:

Owner: Brookshire-Cain, Dalynn A.
Owner address: 3715 N. 49th St
City State Zip: Milwaukee WI 53206
Owner Phone: 414 915-9106
Owner email: dalynncain@hotmail.com

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

Preferred contact: By Cell

Location currently open: ☐ YES ☒ NO

Projected open date: Spring 2022

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

Hours of Operation: Sun: 12pm-12am ☐24 hours ☐Y ☐N
Mon: 3pm-1:30am
Tue: 3pm-1:30am
Wed: 3pm-1:30am
Thu: 3pm-1:30am
Fri: 3pm-1:30am
Sat: 12pm-1:30am

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

Licenses currently held:

Alcohol: ☐ Yes ☐ No Class: #:
 Tobacco: ☐ Yes ☐ No #:
 Food: ☐ Yes ☐ No #:
 Extended Hours: ☐ Yes ☐ No #:
 Secondhand Dealer: ☐ Yes ☐ No Type: #:
 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. Is there a parking lot ☐ Yes ☒ No
7. Is the parking lot clean? ☐ Yes ☐ No
8. Off-Street parking ☒ Yes ☐ No
9. Is the parking lot well lit? ☐ Yes ☐ No
10. Valet Parking ☐ Yes ☒ No
 - a. Will this lot have a guard? ☐ Yes ☐ No
 - b. Will this lot have cameras? ☐ Yes ☐ No
11. Are there areas where a person could conceal themselves ☐ Yes ☒ No
12. Is there exterior lighting? ☒ Yes ☐ No. Does it appears to be adequate ☒ Yes ☐ No
13. Exterior Payphone? ☐ Yes ☒ No
14. Are there No Loitering Signs posted? ☐ Yes ☒ No
15. Are there exterior security cameras ☒ Yes ☐ No How Many: 3
16. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Camera Survey:

17. Does this location have security cameras? ☒ Yes ☐ No
18. Are they in working order? ☒ Yes ☐ No
19. What format are the cameras?
 - a. Color ☒ Yes ☐ No
 - b. Digital ☒ Yes ☐ No
 - c. Recorded ☒ Yes ☐ No
20. How long is footage stored for later viewing: Unsure
21. Are there exterior cameras ☒ Yes ☐ No How many: 3
22. Are there interior cameras ☒ Yes ☐ No How many: 9
23. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No

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

Interior Survey:

25. What is the planned capacity 55
26. What is the minimum number of employees That will be on premise 2
27. Is the storeowner willing to be a standing complainant regarding loitering? ☐ Yes ☒ No
a. If yes have them fill out the standing complaint form and give them two of the commercial signs ☐ Yes ☐ No
28. Is the interior of the location neat and clean? ☒ Yes ☐ No
29. Does an interior camera face the entrance/exit? ☒ Yes ☐ No
30. Is there a lockable area that separates employees from customers? ☒ Yes ☐ No
31. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
32. Does the owner know how to contact their police district directly? ☒ Yes ☐ No
a. Did you provide a district contact guide to the owner? ☒ Yes ☐ No

Security

33. How many security personnel are going to be employed: 1
34. How ill they be deployed: Interior
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 27 or older
☐ Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

The location is attached to the Prince Hall Masonic Temple located at 1218 W. North Ave. The agent stated that the location would be opened to the public but try to carter to members of the of the temple , after meetings or other events.

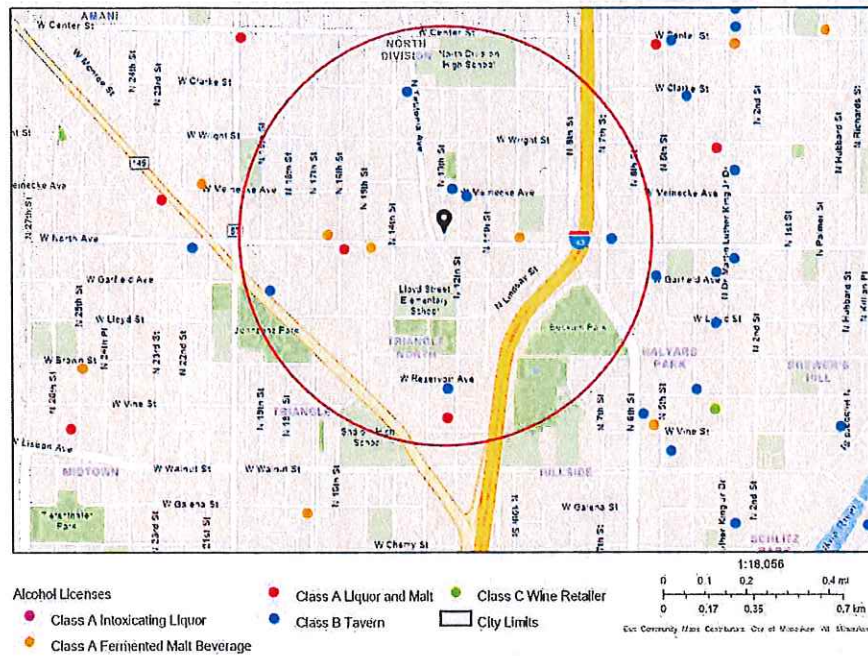


Concentration Map for 1218 W North Ave

Area of Interest (AOI) Information

Area : 21,862,585.68 ft²

Jan 31 2022 18:44:27 Central Standard Time



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	11		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Tandem Restaurant LLC	The Tandem	Caillin A Cullen, Agt	1848 W Fond Du Lac AV	Class B Tavern License		12/15/2021, 6:00 PM	1
2	2579 Teutonia LLC	Vibe Lounge	Reginald D Butler, Agt	2579 N TEUTONIA AV	Class B Tavern License		12/2/2021, 6:00 PM	1
3	SUPERIOR FOOD & LIQUOR, INC	SUPERIOR FOOD & LIQUOR	FATHI M JABER, Agt	1535 W NORTH AV	Class A Malt & Class A Liquor License		1/16/2022, 6:00 PM	1
4	CHERRY'S PLACE	CHERRY'S PLACE	CHERRY G GREGORY, SP	2401 N 12TH ST	Class B Tavern License	80	11/22/2021, 6:00 PM	1
5	New Rainbow, LLC	New Rainbow Foods	BALWINDER SINGH, Agt	1433 W North AV	Class A Fermented Malt Beverage Retailer's License		1/17/2022, 6:00 PM	1
6	STILL ON 12TH ST II	STILL ON 12TH ST II	JUANITA L SHAW, SP	1871 N 12TH ST	Class B Tavern License	65	2/8/2022, 6:00 PM	1
7	PNC Investment Limited	Level's on North	Jeffery L Henderson, Agt	634 W North AV	Class B Tavern License	62	12/13/2021, 6:00 PM	1
8	NORTH AVENUE GALST, LLC	GALST FOODS	GURDEV SINGH, Agt	1622 W NORTH AV	Class A Fermented Malt Beverage Retailer's License		5/25/2022, 7:00 PM	1
9	Wisconsin Liquor & Food, Inc	ABC Beer & Liquor Depot II	NAVDIP KAUR, Agt	1819 N 12th ST	Class A Malt & Class A Liquor License		5/17/2022, 7:00 PM	1
10	King Food Mart LLC	King Food Market	BIRA SINGH, Agt	938 W NORTH AV	Class A Fermented Malt Beverage Retailer's License		7/26/2022, 7:00 PM	1
11	BIG LARRY'S	BIG LARRY'S	BRADFORD J ALLEN, SP	2378 N 12TH ST	Class B Tavern License	25	6/13/2022, 7:00 PM	1

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



Friday, March 25, 2022



Notice of Public Hearing

Brookshire-Cain, Dalynn A.
1218 Social Lounge at 1218 W North Ave
Class B Tavern License Application

Wednesday, April 6, 2022 at 11:20 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 4/06/2022 at 11:20 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.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1210 W NORTH AVE, 201	MILWAUKEE, WI 53205-1259
CURRENT OCCUPANT	1210 W NORTH AVE, 202	MILWAUKEE, WI 53205-1259
CURRENT OCCUPANT	1210 W NORTH AVE, 203	MILWAUKEE, WI 53205-1259
CURRENT OCCUPANT	1210 W NORTH AVE, 204	MILWAUKEE, WI 53205-1259
CURRENT OCCUPANT	1210 W NORTH AVE, 205	MILWAUKEE, WI 53205-1259
CURRENT OCCUPANT	1210 W NORTH AVE, 206	MILWAUKEE, WI 53205-1259
CURRENT OCCUPANT	1210 W NORTH AVE, 207	MILWAUKEE, WI 53205-1259
CURRENT OCCUPANT	1210 W NORTH AVE, 301	MILWAUKEE, WI 53205-1268
CURRENT OCCUPANT	1210 W NORTH AVE, 302	MILWAUKEE, WI 53205-1268
CURRENT OCCUPANT	1210 W NORTH AVE, 303	MILWAUKEE, WI 53205-1268
CURRENT OCCUPANT	1210 W NORTH AVE, 304	MILWAUKEE, WI 53205-1268
CURRENT OCCUPANT	1210 W NORTH AVE, 305	MILWAUKEE, WI 53205-1268
CURRENT OCCUPANT	1210 W NORTH AVE, 306	MILWAUKEE, WI 53205-1268
CURRENT OCCUPANT	1210 W NORTH AVE, 307	MILWAUKEE, WI 53205-1268
CURRENT OCCUPANT	2203 N TEUTONIA AVE	MILWAUKEE, WI 53205-1246
CURRENT OCCUPANT	2205 N TEUTONIA AVE	MILWAUKEE, WI 53205-1246
CURRENT OCCUPANT	2209 N TEUTONIA AVE	MILWAUKEE, WI 53205-1246
CURRENT OCCUPANT	2211 N TEUTONIA AVE	MILWAUKEE, WI 53205-1246
CURRENT OCCUPANT	2215 N TEUTONIA AVE	MILWAUKEE, WI 53205-1246
CURRENT OCCUPANT	2217 N TEUTONIA AVE	MILWAUKEE, WI 53205-1246
CURRENT OCCUPANT	2221 N TEUTONIA AVE	MILWAUKEE, WI 53205-1246
CURRENT OCCUPANT	2223 N TEUTONIA AVE	MILWAUKEE, WI 53205-1246
CURRENT OCCUPANT	2225 N TEUTONIA AVE	MILWAUKEE, WI 53205-1246
CURRENT OCCUPANT	2228 N TEUTONIA AVE	MILWAUKEE, WI 53205-1245
CURRENT OCCUPANT	2230 N TEUTONIA AVE	MILWAUKEE, WI 53205-1245
CURRENT OCCUPANT	2231 N TEUTONIA AVE	MILWAUKEE, WI 53205-1246
CURRENT OCCUPANT	2324 N 12TH ST	MILWAUKEE, WI 53206-2501
CURRENT OCCUPANT	2326 N 12TH ST	MILWAUKEE, WI 53206-2501
CURRENT OCCUPANT	2329A N 12TH ST	MILWAUKEE, WI 53206-2502
CURRENT OCCUPANT	2332 N 12TH ST	MILWAUKEE, WI 53206-2501
CURRENT OCCUPANT	2334 N 12TH ST	MILWAUKEE, WI 53206-2501
CURRENT OCCUPANT	2340 N 12TH ST	MILWAUKEE, WI 53206-2501
CURRENT OCCUPANT	2340A N 12TH ST	MILWAUKEE, WI 53206-2501
CURRENT OCCUPANT	2345 N 12TH ST	MILWAUKEE, WI 53206-2502
CURRENT OCCUPANT	2353 N 12TH ST	MILWAUKEE, WI 53206-2502
CURRENT OCCUPANT	2353 N 12TH ST, A	MILWAUKEE, WI 53206-2502

Blank Notice

Total Records: 36

Radius: 250.0 feet and Center of Circle: 1218 W North Ave



Friday, March 25, 2022

Licenses Committee Notice of Hearing

Prince Hall Masonic Board
1218 W North Av
Milwaukee, WI 53205

The Licenses Committee will consider the following license application:

Class B Tavern License Application
BROOKSHIRE-CAIN, Dalynn A, Agent
1218 Social Lounge at 1218 W North Av

Date: 4/6/2022

Time: 11:20 AM

Location: The hearing before the Licenses Committee will take place virtually on Wednesday, April 6, 2022. 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.

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license 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.





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:

Social Lounge that serves liquor to patrons

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

2. Business Operations

- a. Proposed Opening Date: 4-1-2022
- 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: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 4 Locations: Restrooms, Exit door + Bar area
Outside: 1 Locations: Rear of Building
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2 (1 mens 1 womens)
- 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? _____ and describe the parking security plan: _____
- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? ☐ No ☒ Yes If yes, how many? 1 and answer the following:
What are their responsibilities? Secure inside premises, check id's, monitor outside
Is security equipment used? ☒ No ☐ Yes If yes, describe _____
List their licensing, certification, or training credentials security certification
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 1 and list locations: inside @ entrance
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe check identification + weapons

6. Percentage of Sales (must total 100%)

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

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

Type 1

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

Type 2

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

What other licenses/permits will you hold at this location? (check all that apply)

- ☒ Occupancy Permit ☐ Cigarette & Tobacco ☐ 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: North Ave. & 12th St.

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: Prince Hall Masonic Trust Board Phone Number: _____

Building Owner Address: 1218 W. North Ave. Milwaukee, WI. 53205

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	12:00pm	12:00am	25	30+	30+
Monday	3:00pm	1:30am	25	30+	30+
Tuesday	3:00pm	1:30am	25	30+	30+
Wednesday	3:00pm	1:30am	25	30+	30+
Thursday	3:00pm	1:30am	25	30+	30+
Friday	3:00pm	1:30am	25	30+	30+
Saturday	12:00pm	1:30am	25	30+	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)

Dalyn Brookshue CEO

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: 1218 Social Lounge LLC.

Premise Address: 1218 W. North Ave Milw, WI 53205

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.)? LESSEE

c) Are you purchasing the stock and/or fixtures? ☐ No ☒ Yes If yes, amount paid \$ 5000.00

d) Total amount paid for business \$ 5000.00

e) Total amount paid for goodwill of the business \$ 5000.00

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 4-1-2022 Ends 4-1-2025

b) Monthly rental \$ 1100.00

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 yrs.

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



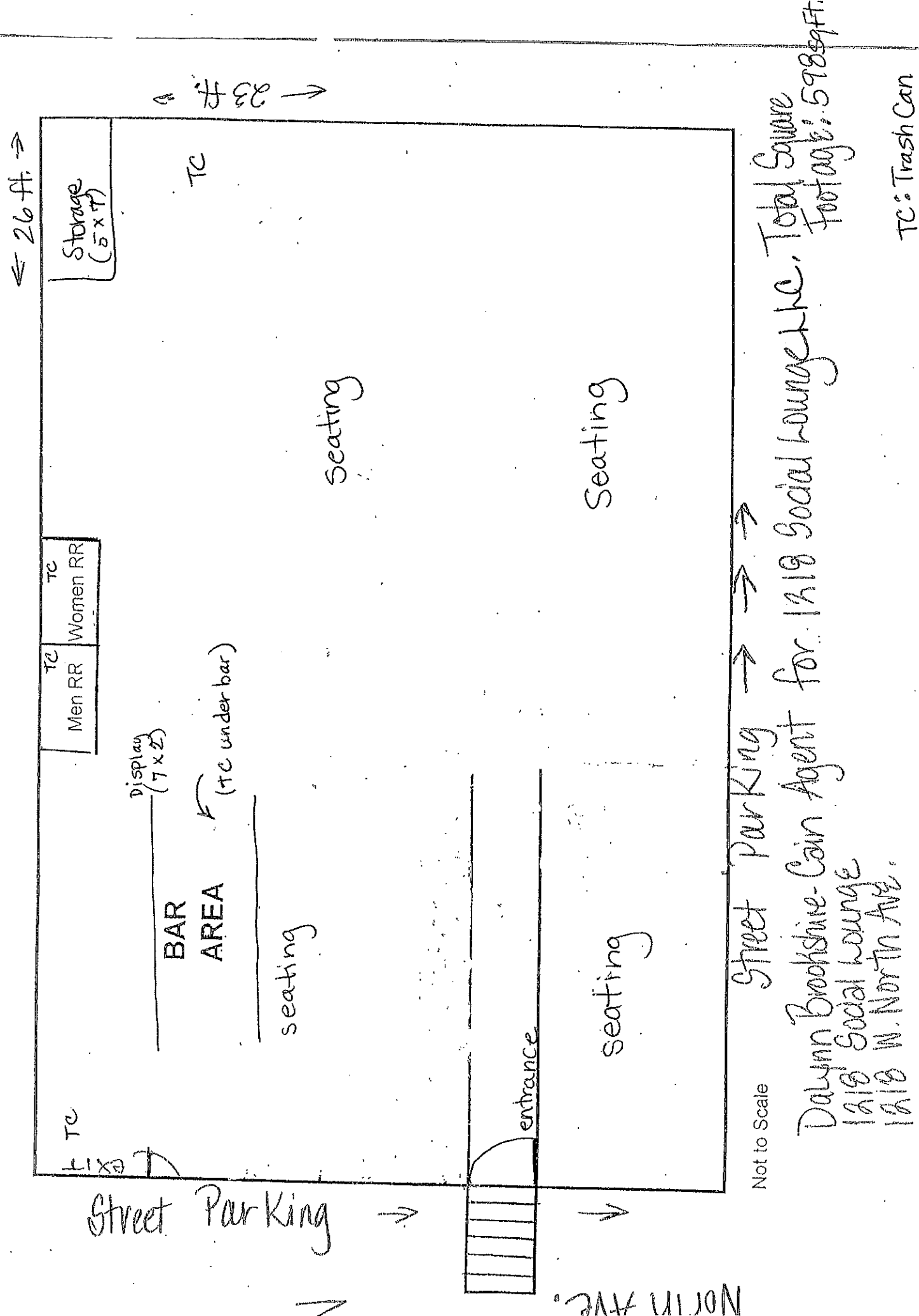
Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

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

1-1-2022



Not to Scale

Dalynn Brookshire-Coin Agent for 1218 Social Lounge LLC. Total Square Footage: 598 sq. ft.

1218 Social Lounge
1218 W. North Ave.

TC: Trash Can