CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, December 20, 2022

COMMITTEE MEETING NOTICE

AD 03

JAMES L PICCIURRO

1801 N HUMBOLDT Av
Milwaukee, WI 53202

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.

Wednesday, January 04, 2023 at 01:40 PM

The access code is https://meet.goto.com/294807589. If you wish to call in: +1 (224) 501-3412 and use Access Code: 294-807-589.
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Food Dealer License Applications for "Pitch's Lounge & Restaurant" at 1801 N HUMBOLDT Av.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines: Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

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

Date: 7/7/2022
Officer: PLUMLEY

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

Name of Premise: Pitch's Lounge & Restaurant
Address: 1801 N. Humboldt Av
Phone: 414-272-9313

Owner: James PICCIURRO
Owner address: 1801 N. Humboldt Av
City State Zip: Milwaukee WI 53202
Owner Phone: 414-272-9313
Owner email:

Licensee/Agent: James PICCIURRO
Home Address: 1801 N. Humboldt Av
City State Zip: Milwaukee WI 53202
Phone: 414-272-9313
Email:

Preferred contact: Phone

Location currently open: ☒ YES ☐ NO

Projected open date: N/A

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

Hours of Operation:

Sun:	4P-2A	
Mon:	4P-2A	
Tue:	4P-2A	
Wed:	4P-2A	
Thu:	4P-2A	
Fri:	4P-2A	
Sat:	4P-2A	

☐24 hours ☐Y ☒N

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

Licenses currently held:

Alcohol: ☒Yes ☐No Class: BTAVN #: 209602
Tobacco: ☐Yes ☒No #:
Food: ☒Yes ☐No #: 339490
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:
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:
21. Are there exterior cameras ☐Yes ☐No How many:
22. Are there interior cameras ☐Yes ☐No How many:
23. Do all employees know how to retrieve recorded digital images/footage? ☐Yes ☐No

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

Interior Survey:

25. What is the planned capacity 150
26. What is the minimum number of employees That will be on premise 6
27. Is the storeowner willing to be a standing complainant regarding loitering? ☐Yes ☒No
    a. If yes have them fill out the standing complaint form and give them two of the commercial signs ☐Yes ☐No
28. Is the interior of the location neat and clean? ☒Yes ☐No
29. Does an interior camera face the entrance/exit? ☐Yes ☒No
30. Is there a lockable area that separates employees from customers? ☒Yes ☐No
31. Are emergency and non-emergency numbers posted near the phone? ☒Yes ☐No
32. Does the owner know how to contact their police district directly? ☒Yes ☐No
    a. Did you provide a district contact guide to the owner? ☒Yes ☐No

Security

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

ADDITIONAL COMMENTS/RECOMMENDATIONS:

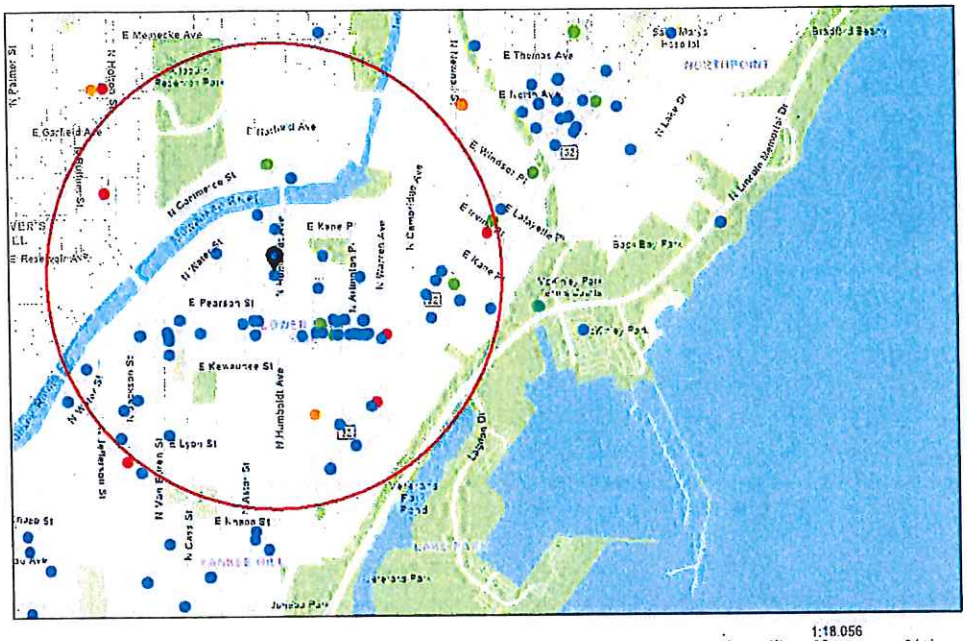
Concentration Map

City of Milwaukee

1801 N Humboldt Ave

Area : 21,862,585.72 ft²

Jun 20 2022 10:57:54 Central Daylight Time



Alcohol Licenses (active)

- 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

1:18,056

0 0.1 0.2 0.4 mi

0 0.17 0.35 0.7 km

Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

Summary

Name	Count	Area(ft^2)	Length(mi)
Alcohol Licenses	68		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Lazy Tiger Group LLC	Easy Tyger Restaurant	NONGLUK BURANABUN YUT, Agt	1230 E Brady ST	Class B Tavern License		1/28/2022, 6:00 PM	1
2	Saint John's Communities, Inc	Saint John's on the Lake	Renee E Anderson, Agt	1840 N PROSPECT AV	Class B Tavern License		2/3/2022, 6:00 PM	1
3	Colglasand Investments LLC	Mangos Cafe East	Francisco Sandino-Escobar, Agt	1682 N Van Buren ST	Class B Tavern License	83	2/8/2022, 6:00 PM	1
4	Red Lion Restaurant Group LLC	Red Lion Pub on Tannery Row	CHRISTOPHE R J TINKER, Agt	1850 N WATER ST	Class B Tavern License	274	1/26/2022, 6:00 PM	1
5	ETHIOPIAN COTTAGE RESTAURANT , INC	ETHIOPIAN COTTAGE RESTAURAN T	YITLETU DEBEBE, Agt	1824 N FARWELL AV	Class B Fermented Malt Beverage Retailer's License	75	1/14/2022, 6:00 PM	1
6	ETHIOPIAN COTTAGE RESTAURANT , INC	ETHIOPIAN COTTAGE RESTAURAN T	YIGLETU DEBEBE, Agt	1824 N FARWELL AV	Class C Wine Retailer's License		1/14/2022, 6:00 PM	1
7	ZAFFIRO BROS, INC	ZAFFIRO'S PIZZA	MICHAEL J ZAFFIRO, Agt	1724 N FARWELL AV	Class B Tavern License	25	1/25/2022, 6:00 PM	1
8	Krikar LLC	Koppa's Fulbeli Deli	Karthik B Pothumachi, Agt	1940 N FARWELL AV	Class A Malt & Class A Liquor License		2/26/2022, 6:00 PM	1
9	Fink's of Milwaukee, Inc	Fink's	KRISTYN A Eitel, Agt	1875 N Humboldt AV	Class B Tavern License	80	2/20/2022, 6:00 PM	1
10	PITCH'S LOUNGE & RESTAURAN T	PITCH'S LOUNGE & RESTAURAN T	PETER F PICCIURRO, SP	1801 N HUMBOLDT AV	Class B Tavern License	130	2/27/2022, 6:00 PM	1
11	MILAP, INC	SMITH BEER & LIQUOR MART	AMARJIT S KALSEY, Agt	1413 E BRADY ST	Class A Malt & Class A Liquor License		3/21/2022, 7:00 PM	1
12	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class B Fermented Malt Beverage Retailer's License		3/29/2022, 7:00 PM	1
13	PIZZA SHUTTLE, INC	PIZZA SHUTTLE	MARK H GOLD, Agt	1827 N Farwell AV	Class B Tavern License	150	3/6/2022, 6:00 PM	1
14	JAMOHEAD, INC	JAMO'S	JAMISON H GOLL, Agt	1800 N ARLINGTON PL	Class B Tavern License	25	3/24/2022, 7:00 PM	1
15	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class C Wine Retailer's License		3/29/2022, 7:00 PM	1
16	NOMADIC VENTURES, INC	NOMAD WORLD PUB	MICHAEL J EITEL, Agt	1401 E BRADY-1668 N WARREN ST	Class B Tavern License	99	3/8/2022, 6:00 PM	1
17	Street Chefs Brady, LLC	The Truck Stop	Jordon A Stewart, Agt	707 E BRADY ST	Class B Tavern License		3/17/2022, 7:00 PM	1

18	Sorivilla Inc	Kompali	KARLOS J SORIANO, Agt	1205 E Brady ST	Class B Tavern License	99	3/21/2022, 7:00 PM	1
19	Tina's Market	Tina's Market	Victor Lavrik, SP	1518 N Franklin PL	Class A Fermented Malt Beverage Retailer's License		3/22/2022, 7:00 PM	1
20	COMET CAFE, INC	COMET CAFE	LESLIE S MONTEMURRO, Agt	1943-47 N FARWELL AV	Class B Tavern License	160	3/24/2022, 7:00 PM	1
21	BUSSEN MARSHALL LLC	Pete's Pub	PETER R MARSHALL, Agt	1234 E BRADY ST	Class B Tavern License		4/20/2022, 7:00 PM	1
22	GLORIOSO'S ENTERPRISES, LTD	GLORIOSO'S ITALIAN MARKET	MICHAEL A GLORIOSO, Agt	1011 E BRADY ST	Class B Tavern License	82	5/3/2022, 7:00 PM	1
23	LIU'S ORIENTAL KITCHEN, LLC	Lucky Liu's	HENRY LIU, Agt	1664 N VAN BUREN ST	Class B Tavern License	80	5/3/2022, 7:00 PM	1
24	JC Capital Dorsia LLC	Dorsia	JENO J CATALDO, Agt	1301-07 E Brady ST	Class B Tavern License	199	4/24/2022, 7:00 PM	1
25	JC CAPITAL SAINT BIBIANA LLC	St. Bibiana/St. Bibi	JENO J CATALDO, Agt	1327 E BRADY ST	Class B Tavern License		4/28/2022, 7:00 PM	1
26	Bharat Enterprise, Inc	Bharat Mart	RAVI SACHDEVA, Agt	1556 N Farwell AV	Class A Malt & Class A Liquor License		5/2/2022, 7:00 PM	1
27	Craft Culture LLC	Interval	Steven J Westerhausen, Agt	1600 N Jackson ST	Class B Tavern License		5/23/2022, 7:00 PM	1
28	SATORI RESTAURANT LLC	THAI-NAMITE RESTAURANT	SARINLADA PANYASOPA, Agt	932 E BRADY ST	Class B Tavern License		6/14/2022, 7:00 PM	1
29	Lakes Venture LLC	Fresh Thyme Market #701	Sara Jean Johnson, Agt	470 E Pleasant ST	Class B Tavern License		5/29/2022, 7:00 PM	1
30	Stubby's Gastrogrub LLC	Stubby's Gastrogrub & Beer Bar	BRADLEY H TODD, Agt	2060 N HUMBOLDT AV	Class B Tavern License	410	5/23/2022, 7:00 PM	1
31	THE HIDEOUT CORP OF MILWAUKEE	SCAFFIDI'S HIDEOUT	RICK SCAFFIDI, Agt	1837 N HUMBOLDT AV	Class B Tavern License	80	6/29/2022, 7:00 PM	1
32	Jack's American Pub, LLC	Jack's American Pub	SCOTT A SCHAEFER, Agt	1323 E Brady ST	Class B Tavern License	240	6/30/2022, 7:00 PM	1
33	DEM ANO, INC	REGANO'S ROMAN COIN	MARY T REGANO, Agt	1004 E BRADY ST	Class B Tavern License	80	6/29/2022, 7:00 PM	1
34	OCTOPUS, LTD	WOLSKI'S TAVERN	DENNIS BONDAR, Agt	1836 N PULASKI ST	Class B Tavern License	80	6/29/2022, 7:00 PM	1
35	HOSED ON BRADY INC	HOSED ON BRADY	DONNA R OLSON, Agt	1689 N FRANKLIN PL	Class B Tavern License	80	7/5/2022, 7:00 PM	1
36	JOEY C'S, INC	JO-CAT'S PUB	PATRICIA A CATALDO, Agt	1311 E BRADY ST	Class B Tavern License	220	6/29/2022, 7:00 PM	1

37	M P ON BRADY, INC	CLUB BRADY	MICHAEL D LEE, Agt	1339 E BRADY ST	Class B Tavern License	143	6/29/2022, 7:00 PM	1
38	1451 CORPORATION	1451 RENAISSANCE PLACE	ANDREA L TAXMAN, Agt	1451 N PROSPECT AV	Class B Tavern License	59	6/29/2022, 7:00 PM	1
39	Y-Not II LLC	Y-Not II Tavern	MONICA J DE PALMA, Agt	706 E LYON ST	Class B Tavern License	100	6/13/2022, 7:00 PM	1
40	Smith Sisters, LLC	Brewed Cafe	SHEILA M PUFAHL-BETTIN, Agt	1208 E Brady ST	Class B Fermented Malt Beverage Retailer's License		6/13/2022, 7:00 PM	1
41	Smith Sisters, LLC	Brewed Cafe	SHEILA M PUFAHL-BETTIN, Agt	1208 E Brady ST	Class C Wine Retailer's License		6/13/2022, 7:00 PM	1
42	ROCHAMBO, LTD	ROCHAMBO COFFEE & TEA HOUSE	MICHAEL R HONKAMP, II, Agt	1317 E BRADY ST	Class B Tavern License	110	6/13/2022, 7:00 PM	1
43	TKCS Brady LLC	The King Crab Shack	Tam Ngo, Agt	1330 E Brady ST	Class B Tavern License		7/5/2022, 7:00 PM	1
44	J & S Malone, LLC	Malone's on Brady	JOSHUA L MALONE, Agt	1329 E BRADY ST	Class B Tavern License	80	7/21/2022, 7:00 PM	1
45	1754 NFRANKLINBAR LLC	The Standard Tavern	STEPHEN G GILBERTSON, Agt	1754 N FRANKLIN PL	Class B Tavern License	78	8/1/2022, 7:00 PM	1
46	CASABLANCA RESTAURANT, LLC	CASABLANCA RESTAURANT	ALAA I MUSA, Agt	728 E BRADY ST	Class B Tavern License	365	7/29/2022, 7:00 PM	1
47	Baldwin Trade LLC	The Diplomat	Dane K Baldwin, Agt	815 E Brady ST	Class B Tavern License		7/25/2022, 7:00 PM	1
48	Beau Chalet, LLC	Beerline Cafe	Michael G Allen, Agt	2076 N COMMERCE ST	Class B Fermented Malt Beverage Retailer's License		9/2/2022, 7:00 PM	1
49	Beau Chalet, LLC	Beerline Cafe	Michael G Allen, Agt	2076 N COMMERCE ST	Class C Wine Retailer's License		9/2/2022, 7:00 PM	1
50	Hangout MKE Cafe & Lounge Co	Hangout MKE	Rebecca M Riddle, Agt	1819 N Farwell AV	Class B Tavern License	150	8/7/2022, 7:00 PM	1
51	Pueblo Foods & Liquor, Inc	Pueblo Foods & Liquor	GURINDER S NAGRA, Agt	2029-31 N HOLTON ST	Class A Malt & Class A Liquor License		9/20/2022, 7:00 PM	1
52	BELAIR CANTINA, INC	BELAIR CANTINA	KRISTYN A Eitel, Agt	1935 N WATER ST	Class B Tavern License	160	9/19/2022, 7:00 PM	1
53	La Masa LLC	La Masa	BRADLEY H TODD, Agt	1300 E Brady ST	Class B Tavern License	99	8/30/2022, 7:00 PM	1
54	MJE, INC	HI HAT LOUNGE & GARAGE	LESLIE S MONTEMURRO, Agt	1701-03 N ARLINGTON PL	Class B Tavern License	159	9/27/2022, 7:00 PM	1

55	Josh's Fine Dining LLC	Up-Down MKE	Austin E Barth, Agt	615 E Brady ST	Class B Tavern License		8/30/2022, 7:00 PM	1
56	SATGUR CORPORATIO N, INC	MAHARAJA RESTAURAN T	BALBIR SINGH, Agt	1550 N FARWELL AV	Class B Tavern License	300	9/21/2022, 7:00 PM	1
57	Hot Box LLC	Betty's Burgers & Custard	Anthony S Roufus, Agt	1233 E BRADY ST	Class B Fermented Malt Beverage Retailer's License		8/30/2022, 7:00 PM	1
58	BALZAC, INC	BALZAC WINE BAR	SCOTT M JOHNSON, Agt	1716 N ARLINGTON PL	Class B Tavern License	100	8/30/2022, 7:00 PM	1
59	LANDFALL II, LLC	POINTS EAST PUB	LORI A HASSETT, Agt	1501 N JACKSON ST	Class B Tavern License	160	10/10/2022, 7:00 PM	1
60	WAN FU, INC	EMPEROR OF CHINA	JIN-SHOEI HORNG, Agt	1010 E BRADY ST	Class B Tavern License	25	9/25/2022, 7:00 PM	1
61	Ardent Milwaukee, LLC	Ardent	Justin K Carlisle, Agt	1749-51 N Farwell AV	Class B Tavern License		10/13/2022, 7:00 PM	1
62	WURSTBAR MKE LLC	WURST BAR	SCOTT A SCHAEFER, Agt	1239 E BRADY ST	Class B Tavern License		10/11/2022, 7:31 AM	1
63	SHANK HALL, INC	SHANK HALL	TRACY L ROE, Agt	1434 N FARWELL AV	Class B Tavern License		10/30/2022, 7:00 PM	1
64	FAMOUS CIGAR, LLC	FAMOUS CIGAR	JOHN PIETTE, Agt	1213 E BRADY ST	Class B Tavern License		10/18/2022, 7:00 PM	1
65	SANFORD RESTAURANT , INC	SANFORD RESTAURAN T	Justin L Aprahamian, Agt	1547 N JACKSON ST	Class B Tavern License	80	10/29/2022, 7:00 PM	1
66	Joso Incorporated	Angelo's Piano Lounge	Sean G Oroni, Agt	1686 N VAN BUREN ST	Class B Tavern License	49	9/22/2022, 7:00 PM	1
67	METCALFE RESTAURANT , INC	The Pasta Tree Restaurant & Wine Bar	SUZZETTE R METCALFE, Agt	1503 N FARWELL AV	Class B Tavern License	75	11/4/2022, 7:00 PM	1
68	Charles Allis and Villa Terrace Museums, Inc.	Charles Allis Art Museum	Neil V Albrecht, Agt	1801 N PROSPECT AV	Class B Tavern License	99	11/29/2022, 6:00 PM	1

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

Tuesday, December 20, 2022

MILWAUKEE

Notice of Public Hearing

Blank Notice

PICCIURRO, James L
Pitch's Lounge & Restaurant at 1801 N HUMBOLDT Av
Class B Tavern and Food Dealer License Applications

Wednesday, January 04, 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 1/4/2023 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	1008 E LAND PL	MILWAUKEE, WI 53202-1537
CURRENT OCCUPANT	1008A E LAND PL	MILWAUKEE, WI 53202-1537
CURRENT OCCUPANT	1010 E PEARSON ST	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1011 E HAMILTON ST	MILWAUKEE, WI 53202-1530
CURRENT OCCUPANT	1012 E LAND PL	MILWAUKEE, WI 53202-1537
CURRENT OCCUPANT	1012 E PEARSON ST	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1013 E LAND PL	MILWAUKEE, WI 53202-1536
CURRENT OCCUPANT	1013 E LAND PL# A	MILWAUKEE, WI 53202-1536
CURRENT OCCUPANT	1014 E HAMILTON ST	MILWAUKEE, WI 53202-1531
CURRENT OCCUPANT	1014 E LAND PL	MILWAUKEE, WI 53202-1537
CURRENT OCCUPANT	1014 E PEARSON ST	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1015 E HAMILTON ST	MILWAUKEE, WI 53202-1530
CURRENT OCCUPANT	1015 E LAND PL	MILWAUKEE, WI 53202-1536
CURRENT OCCUPANT	1016 E HAMILTON ST	MILWAUKEE, WI 53202-1531
CURRENT OCCUPANT	1016 E LAND PL	MILWAUKEE, WI 53202-1537
CURRENT OCCUPANT	1016 E PEARSON ST	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1017 E HAMILTON ST	MILWAUKEE, WI 53202-1530
CURRENT OCCUPANT	1017 E LAND PL	MILWAUKEE, WI 53202-1536
CURRENT OCCUPANT	1018 E LAND PL	MILWAUKEE, WI 53202-1537
CURRENT OCCUPANT	1018 E PEARSON ST	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1019 E LAND PL	MILWAUKEE, WI 53202-1536
CURRENT OCCUPANT	1021 E HAMILTON ST	MILWAUKEE, WI 53202-1530
CURRENT OCCUPANT	1022 E PEARSON ST	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1022 E PEARSON ST# A	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1023 E LAND PL	MILWAUKEE, WI 53202-1536
CURRENT OCCUPANT	1024 E PEARSON ST	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1024 E PEARSON ST# A	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1025 E HAMILTON ST	MILWAUKEE, WI 53202-1530
CURRENT OCCUPANT	1025 E HAMILTON ST# A	MILWAUKEE, WI 53202-1530
CURRENT OCCUPANT	1025 E LAND PL	MILWAUKEE, WI 53202-1536
CURRENT OCCUPANT	1026 E LAND PL	MILWAUKEE, WI 53202-1537
CURRENT OCCUPANT	1027 E HAMILTON ST	MILWAUKEE, WI 53202-1530
CURRENT OCCUPANT	1027 E HAMILTON ST# A	MILWAUKEE, WI 53202-1530
CURRENT OCCUPANT	1028 E LAND PL	MILWAUKEE, WI 53202-1537
CURRENT OCCUPANT	1028 E PEARSON ST	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1029 E LAND PL	MILWAUKEE, WI 53202-1536
CURRENT OCCUPANT	1030 E PEARSON ST	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1030A E PEARSON ST	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1031 E HAMILTON ST	MILWAUKEE, WI 53202-1530
CURRENT OCCUPANT	1031 E LAND PL	MILWAUKEE, WI 53202-1536
CURRENT OCCUPANT	1036 E LAND PL	MILWAUKEE, WI 53202-1537
CURRENT OCCUPANT	1036 E LAND PL# A	MILWAUKEE, WI 53202-1537
CURRENT OCCUPANT	1036 E PEARSON ST	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1036 E PEARSON ST# A	MILWAUKEE, WI 53202-1525
CURRENT OCCUPANT	1102 E HAMILTON ST	MILWAUKEE, WI 53202-1607
CURRENT OCCUPANT	1108 E HAMILTON ST	MILWAUKEE, WI 53202-1607

CURRENT OCCUPANT	1108A E HAMILTON ST	MILWAUKEE, WI 53202-1607
CURRENT OCCUPANT	1110 E HAMILTON ST	MILWAUKEE, WI 53202-1607
CURRENT OCCUPANT	1110 E HAMILTON ST# LOWR	MILWAUKEE, WI 53202-1607
CURRENT OCCUPANT	1110 E HAMILTON ST# UPPR	MILWAUKEE, WI 53202-1607
CURRENT OCCUPANT	1111 E HAMILTON ST	MILWAUKEE, WI 53202-1606
CURRENT OCCUPANT	1112 E HAMILTON ST	MILWAUKEE, WI 53202-1607
CURRENT OCCUPANT	1112 E HAMILTON ST# A	MILWAUKEE, WI 53202-1607
CURRENT OCCUPANT	1112 E HAMILTON ST# B	MILWAUKEE, WI 53202-1607
CURRENT OCCUPANT	1115 E HAMILTON ST	MILWAUKEE, WI 53202-1606
CURRENT OCCUPANT	1115A E HAMILTON ST	MILWAUKEE, WI 53202-1606
CURRENT OCCUPANT	1116 E HAMILTON ST	MILWAUKEE, WI 53202-1607
CURRENT OCCUPANT	1117 E HAMILTON ST	MILWAUKEE, WI 53202-1606
CURRENT OCCUPANT	1121 E HAMILTON ST	MILWAUKEE, WI 53202-1606
CURRENT OCCUPANT	1121A E HAMILTON ST	MILWAUKEE, WI 53202-1606
CURRENT OCCUPANT	1736 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1623
CURRENT OCCUPANT	1736 N HUMBOLDT AVE# UPPR	MILWAUKEE, WI 53202-1623
CURRENT OCCUPANT	1736A N HUMBOLDT AVE	MILWAUKEE, WI 53202-1623
CURRENT OCCUPANT	1740 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1623
CURRENT OCCUPANT	1740A N HUMBOLDT AVE	MILWAUKEE, WI 53202-1623
CURRENT OCCUPANT	1744 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1623
CURRENT OCCUPANT	1745 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1664
CURRENT OCCUPANT	1747 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1664
CURRENT OCCUPANT	1750 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1623
CURRENT OCCUPANT	1751 N FRANKLIN PL	MILWAUKEE, WI 53202-1604
CURRENT OCCUPANT	1753 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1664
CURRENT OCCUPANT	1753 N HUMBOLDT AVE# A	MILWAUKEE, WI 53202-1664
CURRENT OCCUPANT	1754 N ASTOR ST	MILWAUKEE, WI 53202-1545
CURRENT OCCUPANT	1754 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1623
CURRENT OCCUPANT	1755 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1664
CURRENT OCCUPANT	1756 N ASTOR ST	MILWAUKEE, WI 53202-1545
CURRENT OCCUPANT	1756 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1623
CURRENT OCCUPANT	1758 N ASTOR ST	MILWAUKEE, WI 53202-1545
CURRENT OCCUPANT	1758 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1623
CURRENT OCCUPANT	1758A N ASTOR ST	MILWAUKEE, WI 53202-1545
CURRENT OCCUPANT	1759 N FRANKLIN PL	MILWAUKEE, WI 53202-1604
CURRENT OCCUPANT	1761 N FRANKLIN PL	MILWAUKEE, WI 53202-1604
CURRENT OCCUPANT	1761 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1664
CURRENT OCCUPANT	1761 N HUMBOLDT AVE# A	MILWAUKEE, WI 53202-1664
CURRENT OCCUPANT	1764 N ASTOR ST	MILWAUKEE, WI 53202-1545
CURRENT OCCUPANT	1766 N ASTOR ST	MILWAUKEE, WI 53202-1545
CURRENT OCCUPANT	1766 N ASTOR ST# A	MILWAUKEE, WI 53202-1545
CURRENT OCCUPANT	1770 N ASTOR ST	MILWAUKEE, WI 53202-1545
CURRENT OCCUPANT	1770 N ASTOR ST# A	MILWAUKEE, WI 53202-1545
CURRENT OCCUPANT	1772 N ASTOR ST	MILWAUKEE, WI 53202-1545
CURRENT OCCUPANT	1774 N ASTOR ST	MILWAUKEE, WI 53202-1545
CURRENT OCCUPANT	1800 N ASTOR ST	MILWAUKEE, WI 53202-1527
CURRENT OCCUPANT	1802 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1625

CURRENT OCCUPANT	1803 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1624
CURRENT OCCUPANT	1804 N ASTOR ST	MILWAUKEE, WI 53202-1527
CURRENT OCCUPANT	1804A N ASTOR ST	MILWAUKEE, WI 53202-1527
CURRENT OCCUPANT	1808 N ASTOR ST	MILWAUKEE, WI 53202-1527
CURRENT OCCUPANT	1809 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1624
CURRENT OCCUPANT	1809 N HUMBOLDT AVE# A	MILWAUKEE, WI 53202-1624
CURRENT OCCUPANT	1810 N ASTOR ST	MILWAUKEE, WI 53202-1527
CURRENT OCCUPANT	1811 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1624
CURRENT OCCUPANT	1815 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1624
CURRENT OCCUPANT	1815A N HUMBOLDT AVE	MILWAUKEE, WI 53202-1624
CURRENT OCCUPANT	1817 N HUMBOLDT AVE# 1	MILWAUKEE, WI 53202-1624
CURRENT OCCUPANT	1817 N HUMBOLDT AVE# 2	MILWAUKEE, WI 53202-1624
CURRENT OCCUPANT	1817 N HUMBOLDT AVE# 3	MILWAUKEE, WI 53202-1624
CURRENT OCCUPANT	1817 N HUMBOLDT AVE# 4	MILWAUKEE, WI 53202-1624
CURRENT OCCUPANT	1817 N HUMBOLDT AVE# 5	MILWAUKEE, WI 53202-1624
CURRENT OCCUPANT	1818 N ASTOR ST	MILWAUKEE, WI 53202-1527
CURRENT OCCUPANT	1818 N HUMBOLDT AVE# 101	MILWAUKEE, WI 53202-3271
CURRENT OCCUPANT	1818 N HUMBOLDT AVE# 102	MILWAUKEE, WI 53202-3271
CURRENT OCCUPANT	1818 N HUMBOLDT AVE# 201	MILWAUKEE, WI 53202-3271
CURRENT OCCUPANT	1818 N HUMBOLDT AVE# 202	MILWAUKEE, WI 53202-3271
CURRENT OCCUPANT	1818 N HUMBOLDT AVE# 301	MILWAUKEE, WI 53202-3271
CURRENT OCCUPANT	1818 N HUMBOLDT AVE# 302	MILWAUKEE, WI 53202-3271
CURRENT OCCUPANT	1819 N PULASKI ST# 1	MILWAUKEE, WI 53202-1786
CURRENT OCCUPANT	1819 N PULASKI ST# 2	MILWAUKEE, WI 53202-1786
CURRENT OCCUPANT	1819 N PULASKI ST# 3	MILWAUKEE, WI 53202-1786
CURRENT OCCUPANT	1819 N PULASKI ST# 4	MILWAUKEE, WI 53202-1786
CURRENT OCCUPANT	1821 N PULASKI ST	MILWAUKEE, WI 53202-1610
CURRENT OCCUPANT	1821A N PULASKI ST	MILWAUKEE, WI 53202-1610
CURRENT OCCUPANT	1824 N ASTOR ST	MILWAUKEE, WI 53202-1527
CURRENT OCCUPANT	1824 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1625
CURRENT OCCUPANT	1824A N ASTOR ST	MILWAUKEE, WI 53202-1527
CURRENT OCCUPANT	1824A N HUMBOLDT AVE	MILWAUKEE, WI 53202-1625
CURRENT OCCUPANT	1828 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1625
CURRENT OCCUPANT	1830 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1625
CURRENT OCCUPANT	1830A N HUMBOLDT AVE	MILWAUKEE, WI 53202-1625
CURRENT OCCUPANT	1831 N PULASKI ST	MILWAUKEE, WI 53202-1610
CURRENT OCCUPANT	1833 N PULASKI ST	MILWAUKEE, WI 53202-1610
CURRENT OCCUPANT	1834 N HUMBOLDT AVE	MILWAUKEE, WI 53202-1625
CURRENT OCCUPANT	1834 N HUMBOLDT AVE# A	MILWAUKEE, WI 53202-1625
CURRENT OCCUPANT	1838 N HUMBOLDT AVE# 1	MILWAUKEE, WI 53202-1681
CURRENT OCCUPANT	1838 N HUMBOLDT AVE# 2	MILWAUKEE, WI 53202-1681
CURRENT OCCUPANT	1838 N HUMBOLDT AVE# 3	MILWAUKEE, WI 53202-1681
CURRENT OCCUPANT	1838 N HUMBOLDT AVE# 4	MILWAUKEE, WI 53202-1681
CURRENT OCCUPANT	1838 N HUMBOLDT AVE# 5	MILWAUKEE, WI 53202-7306

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Total Records: 137

Radius 250.0 feet and Center of Circle: 1801 N Humboldt 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

MILWAUKEE

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:
Restaurant & Bar

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: Work here under dad's Licen

2. Business Operations

a. Proposed Opening Date: currently opened - Applicant's father licensee
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: Class B Tavern & Food Dealer
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: 9 Locations: kitchen, bar, Storage Area & Restrooms
Outside: 2 Locations: Near both entrances
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? 16 and describe the parking security plan: employees monitor parking lot

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 _____

List their licensing, certification, or training credentials _____

d. Will there be security cameras? ☒ No ☐ Yes If yes, how many? _____ and list locations: _____

e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe check ID if liquor is ordered

6. Percentage of Sales (must total 100%)

Alcohol 23 ~~18~~ %	Food 77 %	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 ~~108~~ 50 (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: Humboldt & E. Hamilton

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: Peter Picciurro Phone Number: 414-276-2628

Building Owner Address: _____

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

Day of the Week	Proposed Hours of Operation: Open Time (include a.m. or p.m.)	Proposed Hours of Operation: Close Time (include a.m. or p.m.)	Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
Sunday	4 PM	2 AM	75-100	1-100	None
Monday	↓	↓	↓	↓	↓
Tuesday	↓	↓	↓	↓	↓
Wednesday	↓	↓	↓	↓	↓
Thursday	↓	↓	↓	↓	↓
Friday	↓	↓	200	↓	↓
Saturday	↓	↓	200	↓	↓

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 Permitted Hours of Operation:
Class A: 8:00 am to 9:00 pm Sunday thru Saturday
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.

MILWAUKEE

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: James L. Piccirro dba Pitch's Lounge + Restaurant

Premise Address: 1801 N. Humboldt Ave, MKE, WI 53202

Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital? ☒ No ☐ Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? ☒ No ☐ Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? ☒ No ☐ Yes
If yes, list their name and address: _____

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? ☐ No ☒ Yes
If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business? ☒ No ☒ Yes
If yes, explain: & immediate family run business

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.)? Family

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

d) Total amount paid for business $ 0

e) Total amount paid for goodwill of the business $ 0

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? ☒ No ☐ Yes

Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins _____ Ends _____

b) Monthly rental $_____

c) Do you have an option to renew the lease? ☐ No ☐ Yes

d) Does your lease allow for assignment to another party without the consent of the owner? ☐ No ☐ Yes

e) For what length of time have you been guaranteed occupancy (number of years)? _____

Lease Information (Continued)

f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? ☐ No ☐ Yes If yes, explain_____

g) Does the present owner or 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

ccl-foodplan 2/28/19

MILWAUKEE

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: James L. Picciurro, dba Pitch's Lounge & Restaurant

Premises Address: 1801 N Humboldt, MKE, WI 53202

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

X 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: milk, cheese, ice cream, fish, poultry, shellfish, meat

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: _____

Start date: _____

Name, Address & Phone Number of Architect: _____

_____

Name, Address & Phone Number of Contractor: _____

_____

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:

JLP I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

JLP 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.

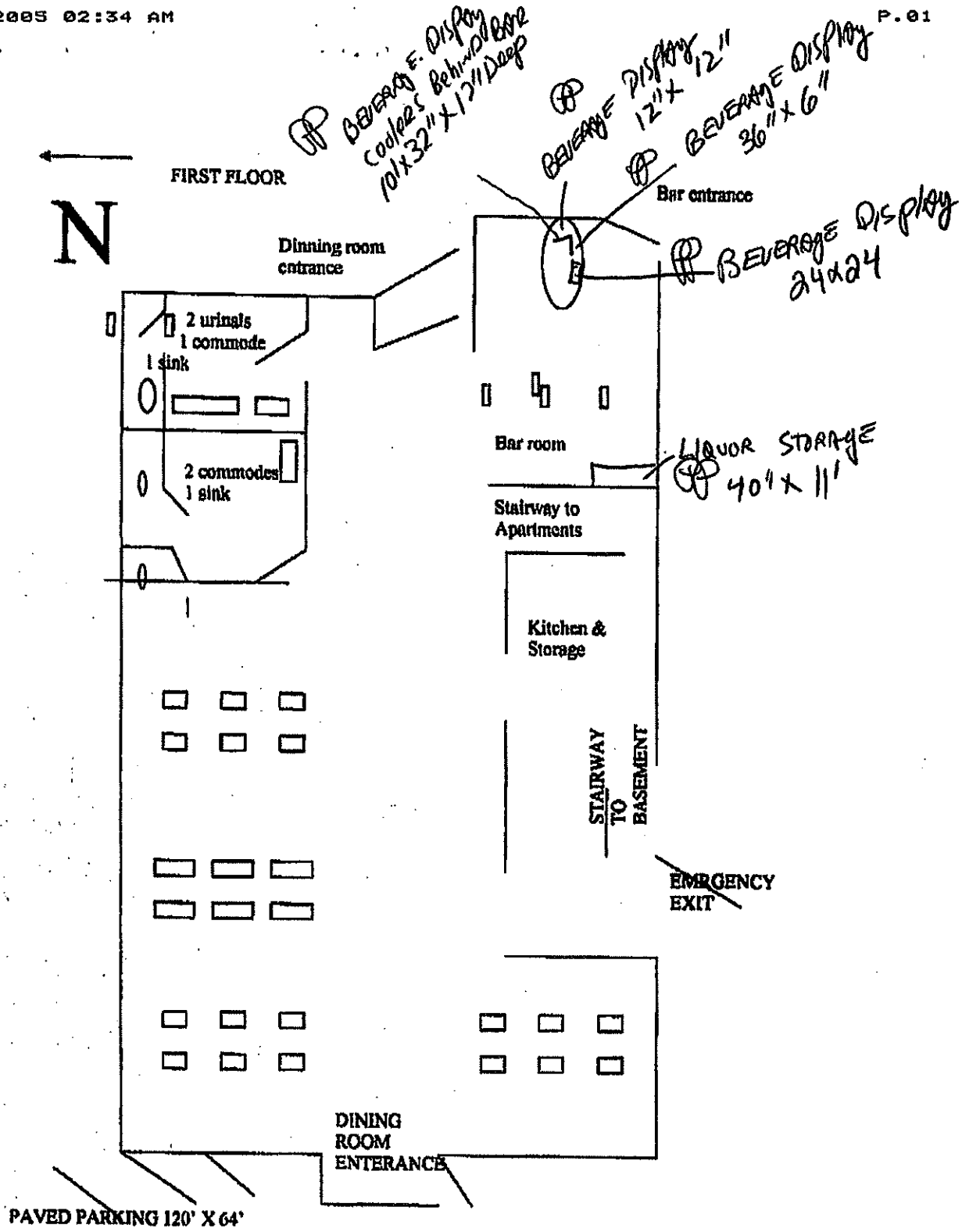
JLP I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

JLP 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.

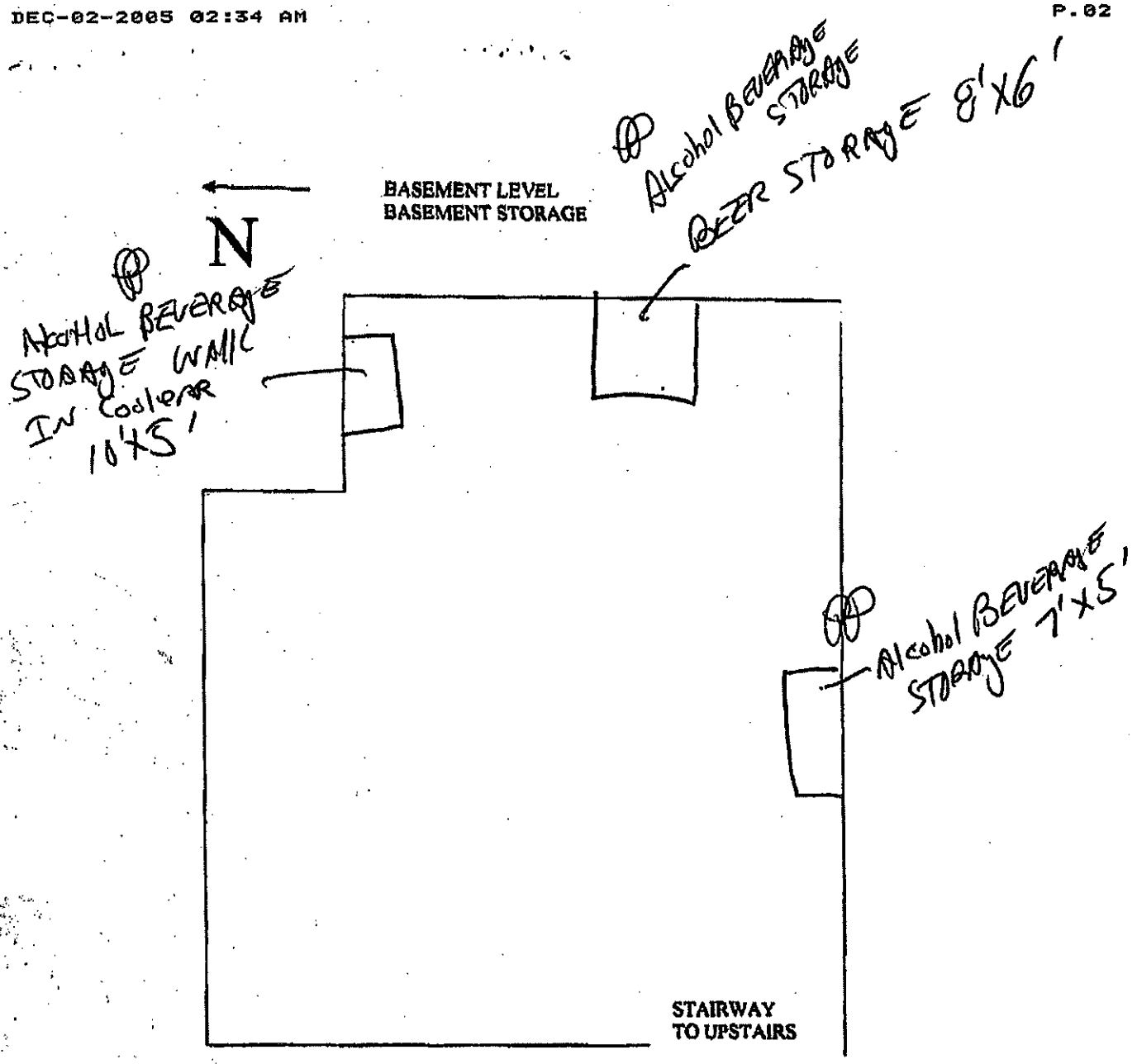
JLP I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: [signature]

Signature of Additional Partner: _____



PETER F. PICCIURRO PITCH'S LOUNGE AND RESTAURANT 1801 N. HUMBOLDT AVE
WIDTH OF PREMISES 48' LENGTH OF PREMISES 84'= 4,023 SQUARE FEET
NO OUTSIDE SEATING 12/1/05



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APPETIZERS

Pitch's Shredded Onion Rings
Full Order $8.95
Half Order $6.95

Egg Plant
Full Order $9.95
Half Order $7.95

Mozzarella Marinara
Four large strips of imported mozzarella cheese, hand breaded and deep fried. Served with homemade marinara sauce. $8.95

Rumaki
Water chestnuts wrapped in bacon served with a honey mustard dressing. $8.95

Fried Calamari
Lightly seasoned, and fried to a golden brown. Served with marinara sauce. $10.95

Chicken Fingers
Choice of beer battered, Sicilian breaded, Cajun or garlic mushroom. $9.95

Combo Appetizers
Mozzarella sticks, onion rings and fried eggplant strips. $9.95

Pitch's Meatballs
Four meatballs in marinara sauce and garlic toast. $8.95

Sicilian Breaded Asparagus
Fresh spears Sicilian breaded and deep fried. Served with lemon and marinara sauce on the side. $9.95

Buffalo Wings
Ten wings tossed in a spicy hot sauce served with Pitch's bleu cheese dressing. 9.95
(Also available BBQ style)

NEW
Italian Sausage & Peppers
(2) 4oz. links cut in bite-size pieces, with sautéed green & red peppers, onions and mushrooms. Served with marinara sauce and hot giardiniera relish on the side. $9.95

NEW
Stuffed Mushrooms
Four fresh mushrooms stuffed with a mixture of crab and salad shrimp. Served with cocktail sauce and lemon. $10.95

NEW
Homemade Pizza Bread
Four slices of Italian toast topped with sausage, mozzarella cheese, marinara sauce, cut in bite-size pieces. $8.95

NEW PITCH'S SALADS

Salads served with fresh bread basket and soup. • Substitute Warm Loaf Sourdough Bread ... $2.00

Caesar Chicken Salad*
Tossed Romaine lettuce with traditional Caesar dressing and grilled chicken. $14.95

Substitute (4) Grilled Shrimp* ... add $12.00
Substitute 5oz. Filet* ... add $12.00

*Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase the risk of food borne illness.

SEPARATE CHECKS AVAILABLE UPON REQUEST - 20% GRATUITY ADDED WITH PARTIES OF 6 OR MORE

BERKSHIRE PORK CHOPS

Served with soup, salad or coleslaw. Choice of potato or pasta or vegetable of the day and fresh bread.
Substitute Warm Loaf Sourdough Bread ... $2.00

Pork Chops
Two 8oz. center cut chops broiled, Sicilian breaded or brushed with Pitch's Bar-B-Que sauce.
One Chop $20.95 • Two Chops $22.95

Pork Chops Calabrese
Sicilian breaded pork chops topped with fresh green and red peppers, mushrooms and onions. Baked in our special sherry wine sauce.
One Chop $21.95 • Two Chops $23.95
(Side of crushed red pepper available upon request)

FRIDAY EVENING SPECIALS

Includes soup, salad or cole slaw and choice of potato, pasta or vegetable and fresh bread basket.
Substitute Warm Loaf Sourdough Bread ... $2.00

Rib & Fish Fry Combo
Junior ribs and 2 pieces of beer battered cod. $19.95

NEW
Pan Fried Lake Perch
Fresh lake perch pan fried in lemon and white wine. (While supplies last) $17.95

NEW
Pan Fried Perch & Rib Combo
Junior rib with junior pan fried perch. $20.95

NEW
Rib & Sicilian Style Cod Combo
Junior rib and Sicilian cod filet. $20.95

Beer Batter Cod
Pitch's version of the traditional Milwaukee fish fry, served light and crisp. $14.95

Lake Perch
Tender Perch fillets deep fried golden brown. $16.95

Cod Mock Lobster 8oz. fresh cod filet lightly seasoned and baked to perfection. $15.95

Cod Sicilian Style 8 oz. fresh cod filet baked in Pitch's Sicilian breading. $16.95

Cod Oscar Style Topped with crab meat, asparagus and Hollandaise sauce. $17.95

Cod Cajun Style Seared with Pitch's Cajun pepper blend. $16.95

Seafood Platter
A CUSTOMER FAVORITE!
A great combination of beer batter cod, baked cod, fried shrimp and scallops. $18.95

NEW
Cod Milanese
8oz. baked cod filet with sautéed green & red peppers, mushrooms, onions and topped with fresh, crushed tomato sauce. $18.95

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Veal Marsala (
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Parmesan Style (2
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NEW

Dinners include sou

Toasted on a Italian r

Bar-B-Que Ri
Rib meat sliced off the
in our Famous Ba
Served on a toasted

Chicken Brea
Served plain or Ca
Sicilian Style Hand bre
Sicilian seasonings and finis
and our homemade m

*Consuming raw or unde

SEAFOOD

Served with soup, salad or coleslaw. Choice of potato or pasta or vegetable of the day and fresh bread.
Substitute Warm Loaf Sourdough Bread ... $2.00

Orange Roughy
Fresh Orange Roughy filet broiled or Cajun or Sicilian style.
Junior $18.95 • Full $20.95

Stuffed Shrimp
Four jumbo Gulf shrimp filled with crab meat, breaded and fried golden brown. $19.95

French Fried Shrimp
Six jumbo Gulf shrimp hand breaded and fried golden brown. $22.95

Sizzling Shrimp
Six jumbo Gulf shrimp seared in Pitch's Cajun pepper blend served on top of thin spaghetti or Pitch's hashbrowns. Hot and spicy. $23.95

NEW

Shrimp Scampi
Six sautéed shrimp in white wine, garlic and capers.
$23.95

Pan Fried Walleye Pike
Fresh filet of Canadian pike coated with seasoned flour and pan fried. $25.95

Sicilian Style Cod
8 oz. fresh cod filet baked in Pitch's Silician breading
$16.95

CHICKEN

Served with soup, salad or coleslaw. Choice of potato or pasta or vegetable of the day and fresh bread basket.
Substitute Warm Loaf Sourdough Bread ... $2.00

Bar-B-Que Chicken
Fresh 1/2 chicken specially smothered and brushed with Pitch's Bar-B-Que sauce. $16.95

Chicken Calabrese
5oz. boneless, skinless chicken breast, breaded with our Sicilian breading then pan fried in sherry wine sauce with mushrooms, green and red peppers, and onions.
One Breast $16.95 • Two Breasts $18.95
(Side of crushed red pepper available upon request)

Chicken Marsala
5oz. boneless, skinless chicken breast, pan fried in sherry with fresh mushrooms.
One Breast $16.95 • Two Breasts $18.95

Pan Fried Chicken
A House favorite. 1/2 chicken dusted with flour, pan fried in a cast iron skillet.
(Please allow 25 minutes) $17.95

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DINNERS

Served with soup, salad or coleslaw. Choice of potato or pasta or vegetable of the day and fresh bread.
Substitute Warm Loaf Sourdough Bread ... $2.00

Pitch's Nationally Famous Bar-B-Que Baby Back Ribs
House Specialty Since 1942
Junior (6 Bones) $23.95 • Full (12 Bones) $26.95

Chicken and Ribs
1/2 fresh chicken brushed with Pitch's Bar-B-Que sauce with half rack of ribs. $24.95

Rib & Sicilian Filet*
Junior order of ribs with 5oz. Sicilian breaded center "Select Steer" filet.$26.95

Rib and Filet*
Junior order of ribs with 5oz. center cut "Select Steer" filet. $25.95

NEW

Ribs & Shrimp Combo*
Junior order of ribs, (3) jumbo fried shrimp.
$26.95

Pitch's Bar-B-Que Rib Trio Combination*
A combination of our 3 most popular entree's. One junior order of Pitch's ribs, two deep fried shrimp and one 5oz. center cut Sicilian breaded steak. $29.95

STEAKS

Served with soup, salad or coleslaw. Choice of potato or pasta or vegetable of the day and fresh bread.
Substitute Warm Loaf Sourdough Bread ... $2.00

Center Cut Steer Filet*
Center Cut Select Steer filet broiled and served with au jus and our famous shredded onion rings.
8oz. $26.95 • 12oz. $31.95

T-Bone Steak*
18oz. Choice Angus T-Bone broiled to your liking. Topped with au jus and our famous onion rings.
$32.95

Rib Eye Steak *
Choice Angus Rib Eye broiled the way you like. Topped with our onion rings and au jus.
12oz. $29.95 • 16oz. Bone-In Rib Eye $32.95

Filet & Shrimp Combo*
(1) 5oz. Steer filet , (3) jumbo fried shrimp.
$29.95

Sicilian Steak A Pitch's Tradition Since 1942*
8oz. center cut Select Steer filet hand breaded in Pitch's Sicilian breading and broiled to your liking. Served with lemon and side of marinara sauce. $27.95

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NATIO

MONDAY
STEAK NIGHT
$16.95 8oz. STEER FIL
Potato, Salad & Bread
($10 SAVINGS)

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SATURI
BRAISED BEEF SHO
10z. Braised Beef Rib, Toppe
Mashed Potato, Salad, Fresh Ve
Dessert

Sunday - Thursda