



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

Wednesday, June 14, 2023

COMMITTEE MEETING NOTICE

AD 03

SINGH, Manpreet, Agent
SERENITEA BOBA AND COCKTAILS LLC
7085 S Carmel DR
Franklin, WI 53132

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Friday, June 23, 2023 at 09:45 AM

The access code is <https://meet.goto.com/377576205>. If you wish to call in: [+1 \(872\) 240-3212](tel:+18722403212) and use Access Code: **377-576-205**.
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Food Dealer License Applications as agent for "SERENITEA BOBA AND COCKTAILS LLC" for "SERENITEA" at 2575 N DOWNER 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 during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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

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

FW: SereniTea Downer Ave

License <LICENSE@milwaukee.gov>

Mon 6/12/2023 4:27 PM

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

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

Please add objection

Marissa Milano

She/her/hers

License Coordinator

City Clerk-License Division

200 E Wells St #105

www.milwaukee.gov/license



REDACTED RECORD

From: Melendez, Yadira <Yadira.Melendez@milwaukee.gov>

Sent: Monday, June 12, 2023 4:23 PM

To:

Cc: Brostoff, Jonathan <Jonathan.Brostoff@milwaukee.gov>; License <LICENSE@milwaukee.gov>

Subject: RE: SereniTea Downer Ave

Thank you for your e-mail. This application has not been scheduled yet. I am going to forward your e-mail to the License Division to be added to the file and you will hear from me when the application gets scheduled in case you want to participate in the hearing.

Regards,

Yadira Melendez

Staff Assistant

City Clerk's Office

City of Milwaukee

414-286-2775

From

Sent: Wednesday, June 7, 2023 4:31 PM

To: Melendez, Yadira <Yadira.Melendez@milwaukee.gov>

Subject: Fwd: SereniTea Downer Ave

Hello Yadira,

Can you please record my comments in reference to the liquor license requested for Serenitea on Downer Ave in Milwaukee? Please confirm receipt of this email and let me know if you have any questions/need anything further from me.

----- Forwarded message -----

From: Brostoff, Jonathan <Jonathan.Brostoff@milwaukee.gov>

Date: Fri, Jun 2, 2023 at 4:36 PM

Subject: Re: SereniTea Downer Ave

CC: Jackson, Benjamin (CC) <Benjamin.Jackson3@milwaukee.gov>

No worries and thanks for the input, appreciate it. And sounds good. In order to register your remarks for committee (once it's scheduled) email the clerk: Yadira.Melendez@milwaukee.gov and ask her to add your comments/email to the record.

In service,
-Jonathan

> On Jun 2, 2023, at 16:29, -----

/rote:

>

>

> Dear Mr. Brostoff,

> Thank you for hosting the neighborhood meeting this past Wednesday on the SereniTea project, it was very enlightening. I apologize for having to leave early, but wanted to reiterate my concerns via email. Although I am excited that someone has interest in taking over the long-vacant former Chancery space, I am not enthusiastic about the liquor license. Downer Ave gets very quiet by 10pm, even on the weekends. The idea of consistent late night noise in this residential neighborhood when the Starbucks traffic already starts at 5am is troubling. I live directly off Downer Ave on Webster Pl and will be directly impacted as will my neighbors. Late night (after midnight) does not align with the culture of the neighborhood-- possibly North Ave would be a better fit. I vehemently oppose approval of the liquor license if the hours are not amended to midnight or earlier. Please keep me informed on if there is anything I can do to communicate my objections on the liquor license or if there is a public forum I should attend.

>

> Less concerning but still important is the parking issue, specifically temporary illegal parking that we already see will increase due to the nature of the business. Pedestrian safety is already at risk. Maybe the businesses should be incentivizing their customers to use the parking garage. Finally, the constant trash/and now pest problem will only intensify with more businesses. Business/property owners should be held more accountable about keeping their litter contained and if necessary dumpsters emptied more frequently.

>

> Happy to participate in any additional conversations on this topic.

> Regards,

>

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements. See City of Milwaukee full e-mail disclaimer at www.milwaukee.gov/email_disclaimer

Date: 6/1/2023
Officer: PLUMLEY

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

Name of Premise: Sereni Tea
Address: 2575 N Downer Av
Phone:

Owner: Serenitea Boba and Cocktails LLC
Owner address: 7085 S Carmel Dr
City State Zip: Franklin WI 53132
Owner Phone: 414-204-3543
Owner email: sereniteamke@gmail.com

Licensee/Agent: Manpreet Singh
Home Address: 7085 S Carmel Dr
City State Zip: Franklin WI 53132
Phone: 414-204-3543
Email: misingh154@yahoo.com

Preferred contact: Phone

Location currently open: ☐ YES ☒ NO

Projected open date: 10/1/2023

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

Hours of Operation: Sun: 9A-8P ☐24 hours ☐Y ☒N
Mon: 7A-8P
Tue: 7A-8P
Wed: 7A-8P
Thu: 7A-10P
Fri: 7A-230A
Sat: 9A-230A

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

Licenses currently held:

Alcohol: ☐ Yes ☒ No Class: #:
Tobacco: ☐ Yes ☒ No #:

Food: ☒ Yes ☐ No #: 13378
 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 N/A

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: 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:
- ☐ Wandering/metal detector
 - ☐ ID Scanner
 - ☐ Dress Code
 - ☐ Cover Charge
 - ☐ Age restriction
 - ☐ Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Owner will be looking into an ID scanner. Liquor storage will be located in the basement, in a locked fenced off area. This premise is still under construction. The owner will be adding multiple surveillance cameras to the establishment.

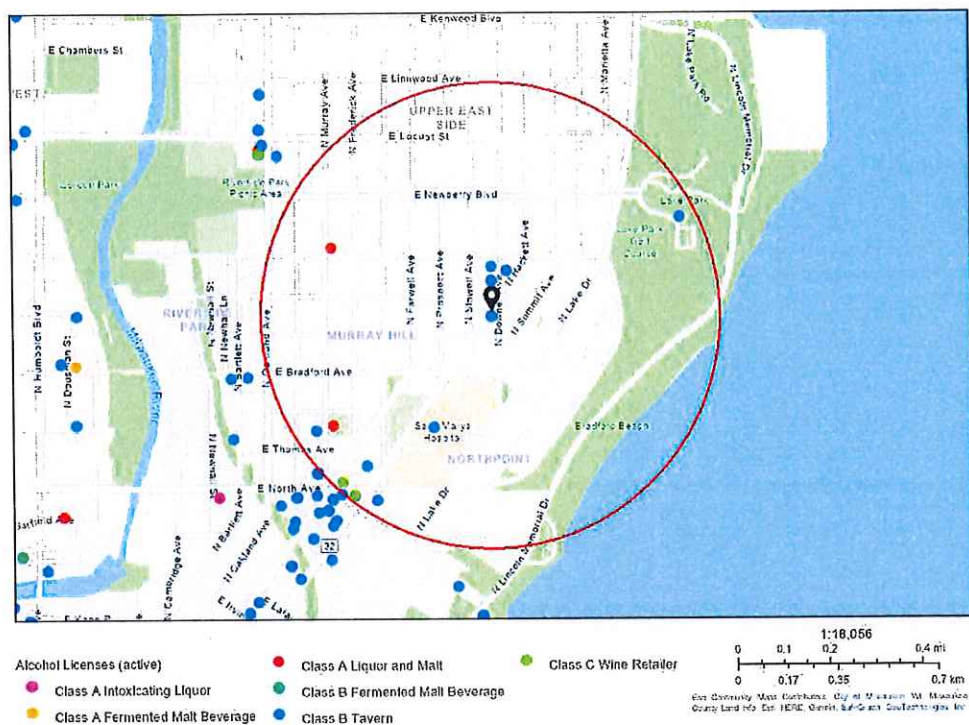


City of Downer Concentration Map for 2575 N Downer Ave

Area of Interest (AOI) Information

Area : 21,862,585.68 ft²

Mar 6 2023 8:06:10 Central Standard Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	21		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	El Grupo J & K, LLC	Judy's on North / El Grupo J & K	Kevin I Lopez, Agt	2207 E North AV	Class B Tavern License		3/8/2023, 6:00 PM	1
2	Cinema Beverages Holding Company LLC	Downer Theatre	DEBORAH TZORTZOS, Agt	2589 N Downer AV	Class B Tavern License	465	4/12/2023, 7:00 PM	1
3	WHOLE FOODS MARKET GROUP, INC	WHOLE FOODS MARKET	Brooke M Remitz, Agt	2305 N PROSPECT AV	Class B Tavern License		6/13/2023, 7:00 PM	1
4	KCS WINE & SPIRITS, INC	DOWNER WINE & SPIRITS	MARK G NORD, Agt	2638 N DOWNER AV	Class A Malt & Class A Liquor License		7/10/2023, 7:00 PM	1
5	Za Man, LLC	Pizza Man	Kaelyn M Cervero, Agt	2595-97 N Downer AV	Class B Tavern License		7/5/2023, 7:00 PM	1
6	CANELA CAFE LLC	Canela Cafe	Dina Bouraxis-Awadallah, Agt	2621 N DOWNER AV	Class B Tavern License		8/18/2023, 7:00 PM	1
7	H & H ASSAD, LLC	PARKSIDE LIQUOR & GROCERY	HANA O UPRIGHT, Agt	2700 N MURRAY AV	Class A Malt & Class A Liquor License		8/16/2023, 7:00 PM	1
8	MARY BART, LLC	BARTOLOTTA 'S LAKE PARK BISTRO	CHRISTIAN M DAMIANO, Agt	3133 E NEWBERRY BL	Class B Tavern License	200	9/21/2023, 7:00 PM	1
9	Giri Corporation	Stone Creek Coffee	Eric A Resch, Agt	2650 N Downer AV	Class B Fermented Malt Beverage Retailer's License		10/16/2023, 7:00 PM	1
10	Milwaukee Catholic Home Inc	Milwaukee Catholic Home	Christopher A Reinheimer, Agt	2462 N PROSPECT AV	Class B Tavern License		9/18/2023, 7:00 PM	1
11	Nehring's Sendik's on Downer, LLC	Nehring's Sendik's on Downer	ANNE C FINCH-NEHRING, Agt	2643 N Downer AV	Class B Tavern License		10/13/2023, 7:00 PM	1
12	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class B Fermented Malt Beverage Retailer's License		10/31/2023, 7:00 PM	1
13	CAFE HOLLANDER DOWNER AVE LLC	CAFE HOLLANDER	ERIC G WAGNER, Agt	2608 N DOWNER AV	Class B Tavern License	200	11/1/2023, 7:00 PM	1
14	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class C Wine Retailer's License		10/31/2023, 7:00 PM	1
15	BelAir Cantina Downer Inc	BelAir Cantina Downer	KRISTYN A Eitel, Agt	2625 N DOWNER AV	Class B Tavern License	150	9/27/2023, 7:00 PM	1
16	Door County Brewing Co, LLC	Hacienda Beer Co	James W Anderson, Agt	2018 E North AV	Class C Wine Retailer's License	240	11/24/2023, 6:00 PM	1
17	The Jazz Estate Inc	The Jazz Estate	JOHN M DYE, Agt	2423 N MURRAY AV	Class B Tavern License	62	12/14/2023, 6:00 PM	1

18	MAA VERA, INC.	Murray Pantry	Sandipkumar M Patel, Agt	2430 N MURRAY AV	Class A Malt & Class A Liquor License		1/16/2024, 6:00 PM	1
19	HENRY'S TAVERN, LLC	HENRY'S TAVERN	NADER H PAKROO, Agt	2523 E BELLEVIEW PL	Class B Tavern License	50	2/9/2024, 6:00 PM	1
20	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class B Fermented Malt Beverage Retailer's License		3/1/2024, 6:00 PM	1
21	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class C Wine Retailer's License		3/1/2024, 6:00 PM	1

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



Wednesday, June 14, 2023



Notice of Public Hearing

Blank Notice

SINGH, Manpreet, Agent
SERENITEA at 2575 N DOWNER Av
Class B Tavern and Food Dealer License Applications

Friday, June 23, 2023 at 9:45 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 6/23/2023 at 9:45 AM 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.

[illegible]

[illegible]

[illegible]

[illegible]

CURRENT OCCUPANT	2545 N STOWELL AVE# 2	MILWAUKEE, WI 53211-4211
CURRENT OCCUPANT	2545 N STOWELL AVE# 3	MILWAUKEE, WI 53211-4211
CURRENT OCCUPANT	2545 N STOWELL AVE# 4	MILWAUKEE, WI 53211-4211
CURRENT OCCUPANT	2545 N STOWELL AVE# 5	MILWAUKEE, WI 53211-4211
CURRENT OCCUPANT	2545 N STOWELL AVE# 6	MILWAUKEE, WI 53211-4211
CURRENT OCCUPANT	2546 N STOWELL AVE	MILWAUKEE, WI 53211-4201
CURRENT OCCUPANT	2546 N SUMMIT AVE	MILWAUKEE, WI 53211-3847
CURRENT OCCUPANT	2547 N SUMMIT AVE	MILWAUKEE, WI 53211-3848
CURRENT OCCUPANT	2552 N SUMMIT AVE	MILWAUKEE, WI 53211-3847
CURRENT OCCUPANT	2555 N SUMMIT AVE	MILWAUKEE, WI 53211-3848
CURRENT OCCUPANT	2560 N SUMMIT AVE	MILWAUKEE, WI 53211-3847
CURRENT OCCUPANT	2563 N SUMMIT AVE	MILWAUKEE, WI 53211-3848
CURRENT OCCUPANT	2567 N SUMMIT AVE	MILWAUKEE, WI 53211-3848
CURRENT OCCUPANT	2568 N DOWNER AVE	MILWAUKEE, WI 53211-4236
CURRENT OCCUPANT	2575 N STOWELL AVE# A	MILWAUKEE, WI 53211-4214
CURRENT OCCUPANT	2575 N STOWELL AVE# B	MILWAUKEE, WI 53211-4214
CURRENT OCCUPANT	2575 N STOWELL AVE# C	MILWAUKEE, WI 53211-4214
CURRENT OCCUPANT	2575 N STOWELL AVE# D	MILWAUKEE, WI 53211-4214
CURRENT OCCUPANT	2575 N STOWELL AVE# E	MILWAUKEE, WI 53211-4214
CURRENT OCCUPANT	2575 N STOWELL AVE# F	MILWAUKEE, WI 53211-4214
CURRENT OCCUPANT	2575 N STOWELL AVE# J	MILWAUKEE, WI 53211-4214
CURRENT OCCUPANT	2575 N SUMMIT AVE	MILWAUKEE, WI 53211-3848
CURRENT OCCUPANT	2575 N SUMMIT AVE# A	MILWAUKEE, WI 53211-3848
CURRENT OCCUPANT	2576 N STOWELL AVE# U	MILWAUKEE, WI 53211-4215
CURRENT OCCUPANT	2576 N STOWELL AVE# V	MILWAUKEE, WI 53211-4215
CURRENT OCCUPANT	2576 N STOWELL AVE# W	MILWAUKEE, WI 53211-4215
CURRENT OCCUPANT	2576 N STOWELL AVE# X	MILWAUKEE, WI 53211-4215
CURRENT OCCUPANT	2576 N STOWELL AVE# Y	MILWAUKEE, WI 53211-4215
CURRENT OCCUPANT	2576 N STOWELL AVE# Z	MILWAUKEE, WI 53211-4215
CURRENT OCCUPANT	2577 N DOWNER AVE# 201	MILWAUKEE, WI 53211-4253
CURRENT OCCUPANT	2577 N DOWNER AVE# 202	MILWAUKEE, WI 53211-4253
CURRENT OCCUPANT	2577 N DOWNER AVE# 203	MILWAUKEE, WI 53211-4276
CURRENT OCCUPANT	2577 N DOWNER AVE# 204	MILWAUKEE, WI 53211-4276
CURRENT OCCUPANT	2577 N DOWNER AVE# 205	MILWAUKEE, WI 53211-4276
CURRENT OCCUPANT	2577 N DOWNER AVE# 206	MILWAUKEE, WI 53211-4276
CURRENT OCCUPANT	2577 N DOWNER AVE# 207	MILWAUKEE, WI 53211-4276
CURRENT OCCUPANT	2577 N DOWNER AVE# 208	MILWAUKEE, WI 53211-4253
CURRENT OCCUPANT	2577 N DOWNER AVE# 208	MILWAUKEE, WI 53211-4276
CURRENT OCCUPANT	2577 N STOWELL AVE# A	MILWAUKEE, WI 53211-4258
CURRENT OCCUPANT	2577 N STOWELL AVE# B	MILWAUKEE, WI 53211-4258
CURRENT OCCUPANT	2577 N STOWELL AVE# C	MILWAUKEE, WI 53211-4258
CURRENT OCCUPANT	2579 N STOWELL AVE# G	MILWAUKEE, WI 53211-4216
CURRENT OCCUPANT	2579 N STOWELL AVE# H	MILWAUKEE, WI 53211-4216
CURRENT OCCUPANT	2579 N STOWELL AVE# I	MILWAUKEE, WI 53211-4216
CURRENT OCCUPANT	2579 N STOWELL AVE# J	MILWAUKEE, WI 53211-4216
CURRENT OCCUPANT	2579 N STOWELL AVE# K	MILWAUKEE, WI 53211-4216
CURRENT OCCUPANT	2579 N STOWELL AVE# L	MILWAUKEE, WI 53211-4216

CURRENT OCCUPANT	2579 N STOWELL AVE# M	MILWAUKEE, WI 53211-4216
CURRENT OCCUPANT	2581 N STOWELL AVE# D	MILWAUKEE, WI 53211-4217
CURRENT OCCUPANT	2581 N STOWELL AVE# E	MILWAUKEE, WI 53211-4217
CURRENT OCCUPANT	2581 N STOWELL AVE# F	MILWAUKEE, WI 53211-4217
CURRENT OCCUPANT	2581 N STOWELL AVE# N	MILWAUKEE, WI 53211-4217
CURRENT OCCUPANT	2582 N STOWELL AVE# APT N	MILWAUKEE, WI 53211-4218
CURRENT OCCUPANT	2582 N STOWELL AVE# APT O	MILWAUKEE, WI 53211-4218
CURRENT OCCUPANT	2582 N STOWELL AVE# APT Q	MILWAUKEE, WI 53211-4218
CURRENT OCCUPANT	2582 N STOWELL AVE# APT R	MILWAUKEE, WI 53211-4218
CURRENT OCCUPANT	2582 N STOWELL AVE# APT S	MILWAUKEE, WI 53211-4218
CURRENT OCCUPANT	2582 N STOWELL AVE# APT T	MILWAUKEE, WI 53211-4218
CURRENT OCCUPANT	2585 N SUMMIT AVE	MILWAUKEE, WI 53211-3848
CURRENT OCCUPANT	2590 N STOWELL AVE# G	MILWAUKEE, WI 53211-4219
CURRENT OCCUPANT	2590 N STOWELL AVE# H	MILWAUKEE, WI 53211-4219
CURRENT OCCUPANT	2590 N STOWELL AVE# J	MILWAUKEE, WI 53211-4219
CURRENT OCCUPANT	2590 N STOWELL AVE# K	MILWAUKEE, WI 53211-4219
CURRENT OCCUPANT	2590 N STOWELL AVE# L	MILWAUKEE, WI 53211-4219
CURRENT OCCUPANT	2590 N STOWELL AVE# M	MILWAUKEE, WI 53211-4219
CURRENT OCCUPANT	2591 N SUMMIT AVE	MILWAUKEE, WI 53211-3848
CURRENT OCCUPANT	2594 N STOWELL AVE	MILWAUKEE, WI 53211-4213
CURRENT OCCUPANT	2611 N STOWELL AVE# A	MILWAUKEE, WI 53211-4222
CURRENT OCCUPANT	2611 N STOWELL AVE# B	MILWAUKEE, WI 53211-4222
CURRENT OCCUPANT	2611 N STOWELL AVE# C	MILWAUKEE, WI 53211-4222
CURRENT OCCUPANT	2611 N STOWELL AVE# D	MILWAUKEE, WI 53211-4222
CURRENT OCCUPANT	2611 N STOWELL AVE# E	MILWAUKEE, WI 53211-4222
CURRENT OCCUPANT	2611 N STOWELL AVE# F	MILWAUKEE, WI 53211-4222
CURRENT OCCUPANT	2613 N STOWELL AVE	MILWAUKEE, WI 53211-4221
CURRENT OCCUPANT	2618 N STOWELL AVE	MILWAUKEE, WI 53211-4220
CURRENT OCCUPANT	2622 N STOWELL AVE	MILWAUKEE, WI 53211-4220
CURRENT OCCUPANT	2623 E BELLEVIEW PL	MILWAUKEE, WI 53211-3829
CURRENT OCCUPANT	2624 E BELLEVIEW PL	MILWAUKEE, WI 53211-3828
CURRENT OCCUPANT	2624 N STOWELL AVE	MILWAUKEE, WI 53211-4220

Blank Notice

Total Records: 266

Radius 250.0 feet and Center of the Circle: 2575 N Downer 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: Tea and Food with alcohol

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

2. Business Operations

- a. Proposed Opening Date: Late Summer Early Fall
- b. Is this premise under construction? ☐ No ☒ Yes If yes, list estimated completion date: Later Summer Early Fall
- 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: Applied for
- 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: Numerous

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: 2-3 Locations: Kitchen, Seatingx2
Outside: 2 Locations: Dumpster area
- 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? _____ 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? _____ 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? 4-5 and list locations: Throughout
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe ID at bar/order

6. Percentage of Sales (must total 100%)

Alcohol 30 %	Food 70 %	Secondhand Merchandise 0 %	Precious Metals & Gems 0 %
Entertainment 0 %	Cigarettes 0 %		
Pawnbroker Activity 0 %	Salvaged Materials 0 % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) 0 %	Other 0 % Describe: 0

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

Type 1

- ☐ Full Service Restaurant ☒ Cafe/Coffee Shop ☐ Deli or Fast Food Restaurant ☐ Private/Fraternal/Veterans Club
- ☐ Night Club ☒ Tavern ☒ Cocktail Lounge ☐ Teen Club
- ☐ Banquet Hall ☐ Sports Facility ☐ Bowling Alley
- ☐ Hotel/Motel: Number of Floors: _____ Number of Rooms: _____
☐ Rooming House: Number of Floors: _____ Number of Rooms: _____

Type 2

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

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

- ☒ Occupancy Permit ☐ Cigarette & Tobacco ☐ Gas Station ☐ Extended Hours ☒ Class "B" Tavern ☐ Weights & Measures
- ☐ Secondhand Dealer ☐ Precious Metal & Gem ☐ Other: _____

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

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

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
☒ 1st Floor ☐ 2nd Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop
☐ Other: Describe: Class B beer and Class B liquor, liquor display behind bar counter
- b. Describe Location: ☐ Major Thoroughfare ☒ Secondary Street ☐ Other: _____
- c. Nearest Major Cross Street: Downer Ave
- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____
- e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories NA ☐ Other: _____
- f. Describe Surrounding Area: ☒ Commercial ☒ Residential ☐ Industrial ☐ Other: _____
- g. Building Owner Name: Bridge33 Phone Number: 206-538-0083
 Building Owner Address: 601 Union St Ste 1115 Seattle, WA 98101

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	9am	8pm	2-300	18-60	None (ID'd at bar)
Monday	7am	8pm	2-300		
Tuesday	7am	8pm	2-300		
Wednesday	7am	8pm	2-300		
Thursday	7am	10pm	4-500		
Friday	7am	2:30 am	4-500		
Saturday	9am	2:30 am	4-500		

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: **SereniTea Boba and Cocktails LLC**

Premise Address: **2575 N Downer Ave Milwaukee, WI 53211**

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.)? Tenant

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

d) Total amount paid for business \$ N/A

e) Total amount paid for goodwill of the business \$ N/A

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

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

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

a) Date lease begins 1/27/23 Ends 1/27/28

b) Monthly rental \$ 4000ish

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

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

e) For what length of time have you been guaranteed occupancy (number of years)? 5

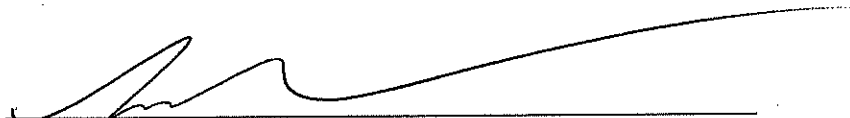
Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? ☐ No ☒ Yes If yes, explain _____
- g) Does the present owner or occupant object to the granting of your license? ☒ No ☐ Yes
If yes, explain _____

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? ☒ No ☐ Yes
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):

Signature



Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If not 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: SereniTea Boba and Cocktails LLC

Premises Address: 2575 N Downer Ave Milwaukee, WI 53211

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: milk, ice cream

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:

over all remodeling of a new demised unit

Start date:

TBD

Name, Address & Phone Number of Architect:

E2 construction

Name, Address & Phone Number of Contractor:

E2 construction**SECTION 7 ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?

- ☐ No If No, SKIP to Section 9
- ☒ 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:

ms

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

ms

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.

ms

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.

ms

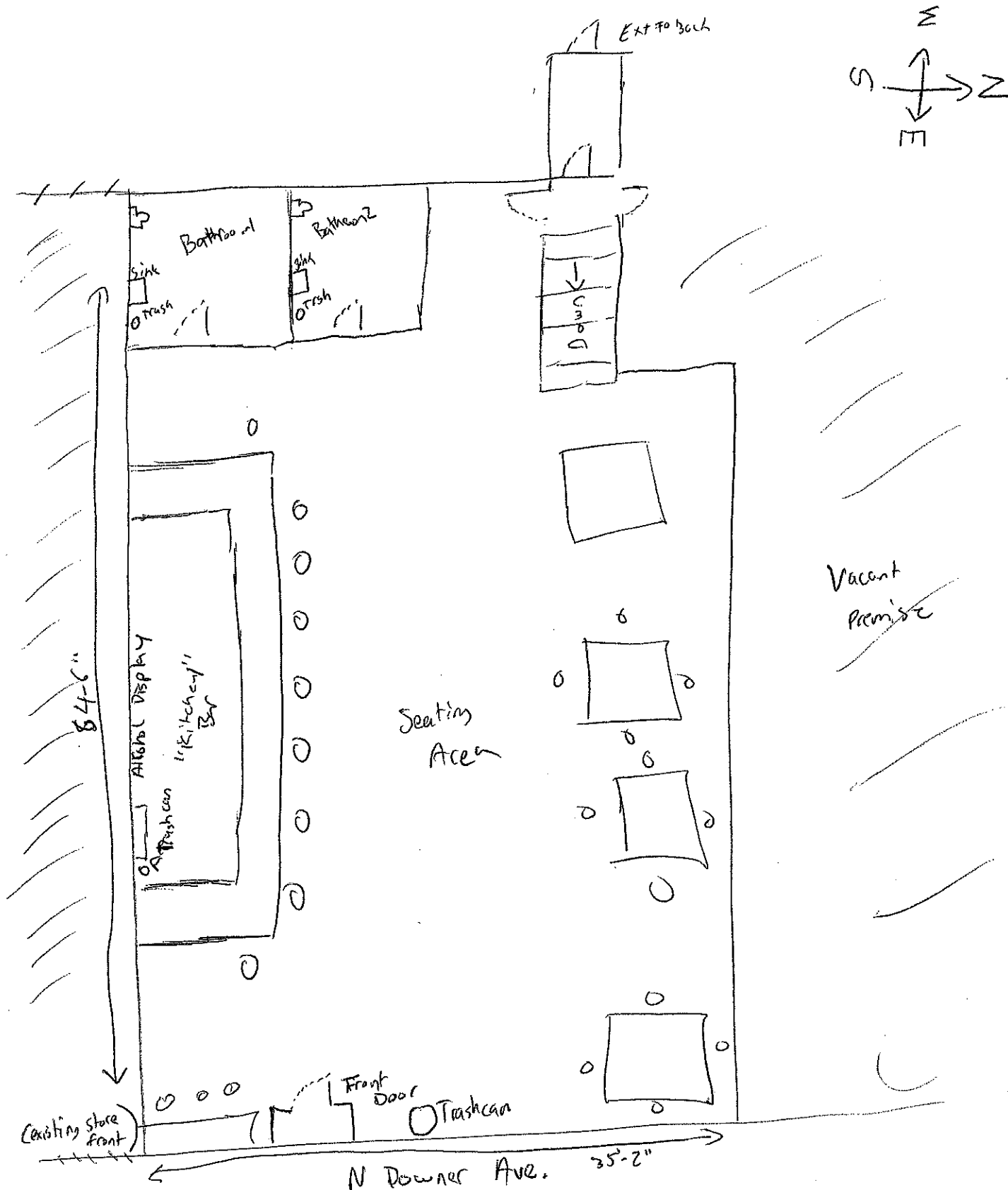
I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

ms

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 of Additional Partner: _____



Mangreet Singh Agent for Serenitea Boba and Cocktails LLC

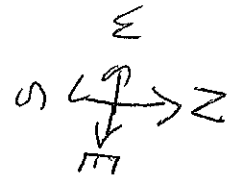
"Serenitea"

2575 N Downer Ave Milwaukee, WI 53211

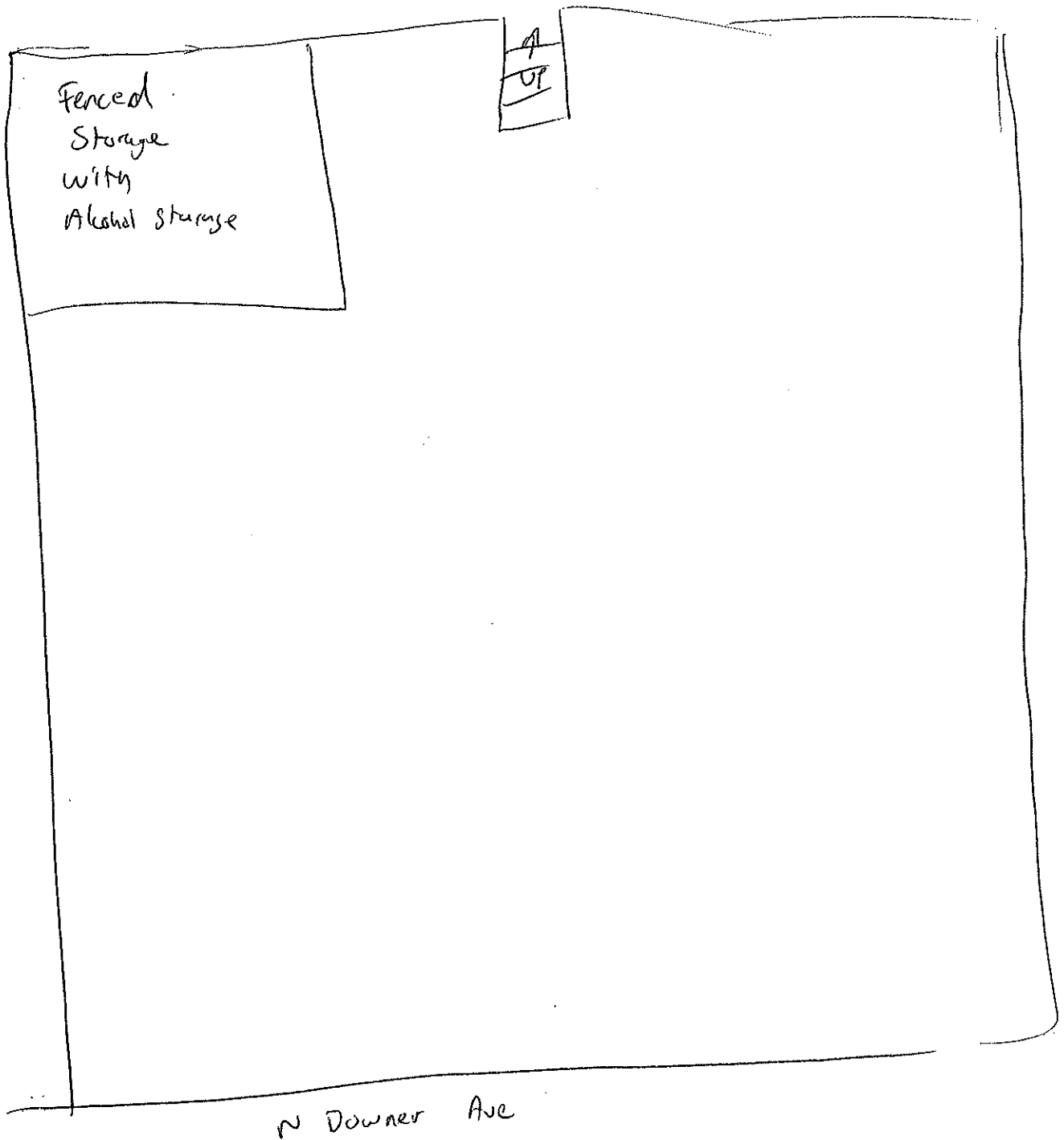
Date: March 3 2023

Total sqft =

~ ~~1500~~ sqft
1674



Basement



Manpreet Singh Agent for Serenita Bosa and Collette LLC

"Serenita"

2575 N Downer Ave Milwaukee, WI 53211

Date: March 3 2023

SERENITEA Baba and cocktails

↳ Tentative menu (limited list)

- Fruit Teas

Mango - Watermelon

Guava Jasmine

⋮

- Milk Teas

Tiger Milk Teas

Match milk Tea

Taro Coconut

Toasted Coconut Mocha

⋮

- Smoothies / shakes / Slushies (Blended drinks)

- Alcoholic cocktails

(spiked boba)

(traditional cocktails / drinks)

- Bakery / Convection baked sandwiches

(Breakfast sandwiches)

Croissants, Cakes, etc (Delivered from bakery, pre baked)